WOR sells more for more people than any other station in the United States!
FISH IN RICHER WATERS IN RICHMOND

For a whopping big sales catch, be a part of the WMBG signal which booms out to 245,000 families with an effective buying income of nearly $1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide.

By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

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

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company
MEN FROM MARS
INVADE RADIO!

MARS BUYS ABC FOR 4 NETWORK RADIO SHOWS

Here’s proof that for the national advertiser with national distribution, radio is the most effective, most efficient national mass selling medium.

Mars, Inc.—one of the biggest names in candy—launches a huge, new advertising campaign... of nearly two million dollars...socks it all into network radio... and places it all on the ABC Network. Why? Because where else but in radio can an advertiser get all these advantages?

PAST EXPERIENCE—Radio has proved itself to Mars, played a major part in building the Mars business.

WIDE CIRCULATION—Different shows on different nights give Mars nationwide circulation—from the largest cities to the smallest towns.

FLEXIBILITY—Mars can change commercials from one show to another, can “billboard” one show through another.

READY-MADE AUDIENCE—Well-established ABC shows assure Mars of large, loyal, receptive family audiences.

PRIME TIME—All the shows are broadcast at top evening times, give Mars a reservoir of top evening audiences.

FREQUENCY—This new multiple show idea gives continuity, greatly increased impact, unlimited merchandising possibilities.

ABC American Broadcasting Company
IN RECENT unpublicized talks, top-level FCC er spilled views on wide range of policy issues, casting doubt on ultimate fate of newspaper ownership of stations, forecasting more stringent network regulations, implying possible breakup of clear channels occupied by network-owned stations, asserting he’s always been wrong on FM, sticking by guns on CBS color TV, and expressing personal dissatisfaction with FCC’s controversial Pt. Huron decision on political libel, which he thinks Supreme Court may some day overrule.

CAPSULE ON COLOR: As waterfront operators appraise it, (1) CBS has won great moral victory and prestige by dint of having its system adopted; (2) time runs with opponents who have greater opportunity to develop compatible system under Chicago court order; (3) Christmas black-and-white set sales, now destined to break all records; (4) shortages in base metals might stop any new system and result in sharp reduction or wiping out of black-and-white set production, as was done in World War II when 100% of plant capacity was diverted.

IT’S NO LONGER question whether FCC Chairman Wayne Coy will resign to go into private business, but how long he will stay on beyond expiration of his term June 30. Fighting mad over RCA and over-all manufacturing industry opposition to FCC color decision favoring CBS, he’s determined to see encounter through. There have been pressures aplenty—one report indicating that President Truman himself had taken cognizance of it.

WITH J. R. POPPELE, WOR-TV vice president and technical head, definitely not candidate to succeed himself as president of Television Broadcasters Assn., nominating committee is searching for successor. George B. Sloane, Fort Industry Co. president, and Robert D. Swezy, WDSU-TV, are mentioned as caliber sought, but former already has indicated he won’t be available, and no word yet forthcoming from Mr. Swezy. TBA committee—Paul Raibourn, Paramount-Dumont; E. B. Lowman, WPTZ-Philo; F. M. Russell, NBC Washington—will make nominations prior to Dec. 8 one-day convention in New York.

UNDISCLOSED results of NAB sample survey shows general support for million-dollar Broadcast Advertising Bureau, but growing symptoms of chilliness among small stations observed in many areas may lead to over-hauling of plans. Feeling noted that job could be done for fraction of amount and that whole thing has been oversold to industry.

CARLING’S RED CAP ALE, beginning Jan. 20 will sponsor Florida winter racing season, Saturday, 4:45-6 p.m. (EST), over 255 MBS stations. Agency is Benton & Bowles, New York.

AT LEAST two other concerns understood to have negotiated unsuccessfully for acquisition of Jack Gross’ KB and KFMB, San Diego (see story page 68). Successful bidder is (Continued on page 86)

ASCAP Friday notified TV broadcasters that blanket licenses signed last fall are now fully effective, as ASCAP has secured TV licensing rights from most representing more than 85% of revenue distributed in 1948. Blanket licenses taken by TV networks and stations run until Dec. 1, 1953.

LeVALLY AGENCY, Chicago, named to handle national advertising for Kitchen Art Foods Inc., Chicago. R. V. Newbell is account executive. Spot radio and television used extensively and will probably be bought again, although 1951 media plans have not been set.

NAB-TV Convention Slated in January

NAB acting Friday to implement plan to give TV stations greater autonomy in association, as voted earlier in week by board of directors (early board story page 21).

President Justin Miller named five-man committee to arrange first details of reorganization under which television members will have own board of directors. Members are Harold Hough, WBAP-TV Fort Worth, chairman; Robert D. Swezy, WDSU-TV New Orleans; William A. Fay, WHAM-TV Rochester; Eugene S. Thomas, WOR-TV New York; George M. Burbach, KSD-TV St. Louis. Messrs. Swezy, Fay and Thomas are NAB directors.

Convention of TV members to be held in early January to consider committee recommendations by which video achieves high degree of autonomy in NAB. Report on convention to be submitted to next board meeting, scheduled second week in February at site in Florida.

Resignation of Don Petty, general counsel, formally announced effective Jan. 1. Board paid ovation to Mr. Petty after he submitted report on NAB’s Legal Dept. activities.

Committee to be named to study plans to redistrict nation and revise formula for board representation. By-laws amendment, subje to referendum, approved by which unexpired board terms would be filled by appropriate voting group instead of by board itself, provided 90 days of term remain. If less than 90 days, director-elect will fill vacancy.

Another by-laws change would make due classification retroactive to fiscal instead of calendar year in which class is changed.

Board approved plan to petition FCC to amend transcription rule to remove need of announcements if program is transcribed within one week of broadcast. Under this plan, station would announce each day that some of programs are transcribed.

Report of NARBA treasurer (see story page 19) submitted by Neal McNaughten, NAB engineering director. Resolution adopted by District 5 calling for series of continuity writing clinics referred to Broadcast Advertising Bureau. Resolutions adopted by most districts, calling for study showing radio greater impact and circulation, referred 1 Board.

Judge Miller honored by board on his birthday and presented with cake.

BUSINESS BRIEFLY

KRUGER APPOINTS Kruger Brewing Co., Newark, billing $750,000 annually, moves account from Geyer, Newell & Ganger to Charles Dallas Reach, Newark.

WALKER NAMED KVER Albuquerque names The Walker Co. as national representative.

COMMUNICATION INDUSTRY MEN MEET WITH HARRISON

COMPONENT PARTS suppliers are failing to deliver supplies for a month and some industries are buying tubes, resistors, etc. at over-market prices, communications users and makers complained to NPA Administrator William H. Harrison at meeting Friday. They also called for recognition of industry’s “essentiality” and priority system just below military. Harrison said with.

Gen. Harrison, announcing appointment of Communications Industry Advisory Committee, said he recognized “essentiality” of all communications, but warned against hope for expansion. He asserted industry must maintain equitable distribution of supply or NPA would control normal channels. Hardship cases would be studied, he added, with possibility they may be resolved with priority over defense orders.

Gen. Harrison also met with copper-brass mills representatives to discuss proposed order cutting back copper consumption, to hinge on base period of first six months 1950. Percentage not set. Official also indicated he would modify directive to African Metals Corp., cobalt importer, easing original prohibition on consumption (early story page 23)
KCMO is the one and only 50,000 Watt Station in Greater Kansas City that offers coverage of the metropolitan areas of Missouri and Kansas plus rural Mid-America. And KCMO programming is tailor-made for this rich market.

Ask the Katz man for our latest news availabilities.
Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH CISCO KID

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned...demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a TERRIFIC story!

SENSATIONAL PROMOTION CAMPAIGN

Model Dairy

LOW PRICED!

½-Hour Western Adventure Program

SOLD

Broadcasting Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
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Washington 4, D. C.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank Blattly, Bruce Crater, Associate Editors; Fred Fitzgerald, News Editor; Tylor Nouser, John Hailey, Assistant to the News Editor. STAFF: David Beryl, Lawrence Christopher, Wilson D. McCarthy, John Olson, Arndt Williamson. EDITORIAL, ASSISTANTS: Estelle Dobuschitz, Kathy Amy Jones, Pat Brookby, Doris Lord, Jean D. Stutz, Keith Trotter; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Loy, Assistant Advertising Manager; George L. Dunn, Adv. Production Manager; Harry Steven, Classified Advertising Manager; Eleanor Schadi, Doris Price, Judy Martin; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU

58 Madison Ave., Zone 25, Planc 5-4355; EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Kopp.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4115; William L. Thompson, Manager; Jane Pinkerton.

MONTREAL BUREAU

Taft Building, Hollywood 8, and 401, Rempent 6116; David Dickerson, West Coast Editor; Fred Gilson, Assistant to New York Editor; Gretchen Groff, Martha Kopp.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING * The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 35¢ Per Copy

Page 6 * November 20, 1950
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

Quality PLUS makes GATES a MUST
Make hay before the sun
Get up before dawn with Ted Mangner and KMOX's COUNTRY JOURNAL.* and you'll harvest a bumper crop of greenbacks. For In KMOX's 73-county Mid-Mississippi Valley area, the more-than-135,000 farm families have a billion dollars invested in land and buildings... jingle a half-billion dollars in their jeans every year. (And that ain't hay!)

Farmers' farm expert Mangner reaches more of these early-rising folk than the programs of all the other St. Louis stations at that hour combined. (In fact, his 6:00-6:15 a.m. segment alone delivers an audience of nearly 100,000 every day!) And as for results... one sponsor drew 1,048 replies to one announcement. Another quickly landed a prospect for carloads of his product. Another noted "the lowest cost-per-order of hundreds of stations used."

You're in the driver's seat in one of America's Top Ten rural markets when you've got the Ted Mangner-COUNTRY JOURNAL combine working for you. Call us or Radio Sales.

*5:45-6:15 a.m., Mon. thru Sat.
"The Voice of St. Louis" • 50,000 watts KMOX
A luminary of the first magnitude in Memphis and the Mid-South, it's Fred Christensen, better known as "Chris."

When he says, "Hiya ladies, this is Chris the Household Quizer coming your way," thousands of fans hover over their radios while their favorite quizmaster gives the man's slant on news of particular interest to women, punctuated with household hints and chatter. And do they stand over a "hot telephone" all day long hoping to get Chris' cheery call to compete for the giant jackpot of prizes that grows day by day on the "Household Quizer" over WMPS!

So popular has Chris become that the "Household Quizer" beginning at 4:15 P.M., is aired for 55 minutes including a network of 12 stations, to the gratification of an ever-increasing listening audience.

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR RADIO

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY


G. C. MURPHY Co., Washington (variety stores), places TV contract with Courtland D. Ferguson Inc. Adv., same city, for test campaign in Washington. All four local TV stations being used. George D. McGuiness account executive.

GEM PACKING Corp., N. Y. (Gem Oil), launches twice-weekly TV participations schedule on daytime programs on three N. Y. stations. Programs and stations: _About the House_, WCBS-TV; _Kitchen Kapers_, WJZ-TV; _Your TV Shopper_, WABD. Agency: Emil Mogul Co., N. Y.

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

SAUL BIRNS STORE, N. Y. (retail outlets for furniture, home appliances and TV sets), names Ted Nelson Assoc., N. Y. (broadcasting consultant), to handle its radio and TV advertising. Firm also will act as liaison advertising coordinator between manufacturers and Birns organization.


DR. BALLARD'S ANIMAL FOOD PRODUCTS Ltd., Toronto (pet foods), using spot announcements on 56 Canadian stations and weekly half-hour _Hopalong Cassidy_ program on number of stations. Agency: Stevenson & Scott Ltd., Toronto.

REXEL PRODUCTS of Canada Ltd., Toronto (Speedfix cellulose tape), starts five-minute programs on number of Canadian major market stations. Agency: Crombie Adv. Co., Toronto.

DEAN ROSS, New York piano home-study courses names Moss Assoc., N. Y., for TV advertising, including nation-wide participations.

HATS BY LEEDS, New York (mail order house), names Moss Assoc., N. Y., for promotion of sport hats. Spot campaign in key cities planned.

JOAN NYOLA Inc., N. Y. (Naefilm nail coloring), names Dorrance-Waddell, Inc. N. Y. Will use eastern spot radio and participation campaign to begin Jan. 8.

Network Accounts...

BULOVA WATCH Co. to sponsor first half hour of _Frank Sinatra Show_, over CBS-TV 9-10 p.m. Saturday, beginning Nov. 18, for five weeks. Agency: Biow Co., N. Y.

Adpeople...

CLARENCE R. NORWOOD to advertising manager Canada Starch Co. Ltd., Montreal.

JOHN WILLIAM WALT, assistant advertising manager Admiral Corp., Chicago, named sales promotion manager.
The following national accounts have
1950 contracts with WNEB

American Oil Co.
Anacin
Antamine
Atlantic Refining Co.
Baker's Cocoa
Bond Bread
Borden's Instant Coffee
Blue Bonnet Margarine
Camel's
Chase & Sanborn Regular
Chase & Sanborn Instant
Chevrolet
Crisco
Crustquick
DeSoto
Drene
Doan's Pills
Duff's Mix
Dupont Nylon
Duz
Eskimo Anti-Freeze

Esso
Ex-Lax
Ford Motor Co.
Four Way Cold Tablets
G. Washington Coffee
Griffin Polish
Hellman's Mayonnaise
H. O. Oats
Hills Cold Tablets
Ivory Bar Soap
Ivory Flakes
Ivory Snow
Jelke Margarine
Joy
Kellogg
Kool's
Kripton
Krueger Beer & Ale
Ladies Home Journal
Lilt
Lipton Soup
Lipton Tea

M. G. M. Pictures
National Guard
New York Central
Northeast Airlines
Nucoa Margarine
Packard Motors
Pertussin
Presto Cake Flour
Plymouth Motors
R. K. O. Pictures
Resistab
Rival Dog Food
Robert Hall Clothes
Ruppert Beer & Ale
Spic'n Span
Sofskin
Swansdown
Sun Oil Co.
Tenderleaf Tea
U. S. Army & Air Force
26 Coffee

YOU'RE IN GOOD COMPANY ON
WORCESTER, MASSACHUSETTS
Your Best Buy in New England's Third Largest Market
DE PACE ASSOC., N. Y., announces its expansion into TV management and packaging. STEPHEN F. KEGAN, formerly with MCA, N. Y., named TV management director, and will handle purchase and production of new TV package shows to be built around agency’s clients.

RAY J. MAUER, writer-director TV department Campbell-Ewald Co., N.Y., named director TV-radio creative services. TOM HANLON, assisting on film productions, named supervisor commercial integration and programming. JUD KINBERG, N.Y. publicity staff, to take charge of all film production in TV department. NICK MAMULA, N.Y. publicity manager David O. Selznick Enterprises, to publicity department.

ROBERT W. DAY, radio and TV director Lynn Baker Inc., to Albert Frank-Guenther Law, N. Y., in same capacity.

KEITH A. CULVERHOUSE to copy staff Dorrance-Waddell Inc., N. Y. Was with Framstrom Paper Mills, Fomona, Calif.

On all accounts

"AN AVERSION to the icy blasts that blow across town from the Hudson in winter, and a desire to be my own boss, instead of legman for a planning board," were the two reasons which sent Carroll Kalbaugh Liller from New York south to Atlanta, Ga., and the subsequent creation there of Liller, Neal & Battle, advertising agency.

A "blind" employment ad in the Philadelphia Public Ledger which turned out to be a job with W. W. Ayer & Son, Philadelphia, started C. K. (Pete) Liller along the advertising road. He was with Ayer in Philadelphia from 1926 to 1929 and then transferred to the New York office as an account executive from 1929 to 1937.

From Ayer Pete went to McKee, Albright & Ivey (now McKee & Albright) as manager of its New York office and account executive on National Dairy. He stayed a little over a year with that firm and then moved south.

In Atlanta shortly after his arrival, Pete met William Watt Neal, who had about 10 years' experience as a writer and account executive with Atlanta agencies. With another local advertising man and art director, Kenneth Harris, they formed the partnership of Liller, Harris & Neal in the spring of 1940. A year later Mr. Harris deserted the commercial art field for portraits and James L. Battle, art director of Tucker Wayne Agency, joined the firm.

In 10 years LN&B has grown to one of the largest advertising agencies in the south, with over 30 staff members and billings of more than $2 million. Approximately one-third of Neal, Liller & Battle's billings are in radio and television. The agency is very proud of its claim as the first agency in the south to use TV for a client.

Agency's first accounts included Dav-enport Hosiery Mills (Humming Bird Stockings), Chattanooga; Colonial Crafts Inc. (needle-tuft bedspreads and rugs), and Colonial Stores Inc., a food chain with 370 stores in the southeast. In 1941 the firm bought out the tottering Gottschadl-Humphries Agency, acquiring several important accounts including the Armour Fertilizer Works, Ingalls Iron Works & Shipbuilding Co., and the Trust Co. of Georgia.

In the fall of 1947 LN&B placed one-minute TV spots on WLWT (TV) Cincinnati and WBAL-TV (Continued on page 39)

BROADCASTING * Telecasting
FORD-HARSHBARGER, Hollywood, moves to larger offices at 5747 Melrose Ave. Telephone, Hempstead 8198.

ARTHUR R. TIDY, advertising manager Mutual Benefit Health & Accident Assn., Toronto, to account executive Wm. R. Orr Ltd., Toronto, agency. Was with Harry E. Foster Adv. Ltd., Toronto, as radio director.

ROBERT HINCHMAN Jr., to Young & Rubicam, N. Y., to handle industrial and commercial public relations accounts.


EDWARD T. SULLIVAN, continuity director WCOP Boston, to Arthur W. Sampson Adv., Boston, as radio-TV director.

THE ZLOWE Co. moves to new offices at 598 Madison Ave., N. Y. 22; Telephone Plaza 3-1764.

JOHN REED BURN to executive staff John Falkner Arndt & Co., Phila.


JOHN J. McCLEAN Jr., Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., to McCann-Erickson, N. Y., as account executive.


ENJOYING the punch line on a luncheon story are executives of WJW Cleveland and long-time sponsor, Household Finance Corp. Occasion was renewal of HFC Scorecard show on the station. Around the table (l to r): D. E. Stoltenberg, HFC; Charles Hunter, WJW program director; Don Gabriel, Scorecard announcer-producer; G. W. Prentiss and V. R. Mersey of HFC; Bill O'Neil, president and general manager of WJW; F. R. Smith and W. E. Furay Jr., HFC; Dwight Reed, H-R Representatives, Chicago; WJW National Sales Manager Hal Weddell, and Larry Webb, station assistant general manager.

Sweeten Their Coffee with LAUGHS... and SELL'EM

Buffalo gals go for Breakfast At The Lenox. It's Buffalo's largest audience show. Packed with good humor, games and prizes, it'll sell anything... soup, sardines or shampoo. Sold in 10 minute segments, two, three and five times weekly. Breakfast At The Lenox is a low-cost audience show that'll make your sales curve go up, up, up. Check Petry for the complete story.

"BREAKFAST AT THE LENOX"
HAS THE LARGEST AUDIENCE IN BUFFALO
9:15 to 10 A.M.

WBEN
NBC BASIC • BUFFALO

November 20, 1950 • Page 13
FOR an A-1 job of selling, without mentioning prices or specific merchandise, WWNH Rochester, N. Y., points to the three-week radio campaign recently conducted for one of its clients, The Mother Goose Shop, local children's wear store.

When the client asked for something different to promote its 10th anniversary, WWNH Production Chief Howard Martin came up with the idea for a Young Artists Exhibit based on familiar Mother Goose nursery rhymes. Backing up the contest were a weekly 15-minute children's show, daily spots, window displays in the sponsoring shop and newspaper publicity. Program featured Molly Pace, talent artist, as the Mother Goose Lady who explained rules of the contest to young listeners. Children of all ages and communities were invited to enter drawings and to visit the Mother Goose Shop to see their works on display.

At the close of the contest 583 drawings and paintings were judged by art teachers of the local high schools and were displayed at the store, drawing thousands of potential customers. Some 30 merchandise awards and ribbons were awarded to winners. Success of the art contest and exhibit was so spontaneous and approval so widespread that WWNH and the store plan to make the event an annual promotion.

Mr. Martin and Miss Pace—the Mother Goose Lady—examine some of the drawings submitted in the Young Artists Exhibit.

strictly business

JOHN CORY

FEW dyed-in-the wool easterners go west to college. Still fewer go into business "out thar" and never return. But John Cory, a native of Newark who prepped at Phillips Academy, Andover, broke his Ivy ties once-and-for-all some 27 years ago when he entered the U. of Wisconsin. And to complete his western exposure, he took his first job on La Salle St., Chicago.

Mr. Cory is the "playing manager" of Free & Peters' midwest radio sales team. During the war, this one-man gang carried the F&P ball with such finesse between Chicago, Milwaukee, Twin Cities, Detroit, Cleveland, Indianapolis, Louisville, and Omaha that he emerged in 1947 as vice president and Chicago sales manager of the station representative firm. But the title didn't go to Mr. Cory's head. He still takes to the road—the better to coordinate the work of his four-man department. He always manages to be in Chicago "a couple of days each week," however, to read "every letter" involving radio, and to give his salesmen "my two-cents worth" of advice.

Tall, efficient John Cory, son of a jewelry manufacturer, broke into Chicago commerce in 1928 selling securities for the old Union Trust Co., and later worked for Eastman Dillon & Co. In 1937, he organized and became president of a manufacturing enterprise, which during World War II was forced to temporarily suspend operations due to the shortage of essential materials.

In 1943, Mr. Cory became associated with one of his present employers, James L. Free, in handling... (Continued on page 18)
YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG WESTERN MICHIGAN!

AM or TV—the Fetzer Stations are now more than ever the most effective and economical way to reach the biggest audience in Western Michigan.

A comparison of 1946 and 1949 BMB figures shows that since 1946 WKZO-WJEF have increased their daytime unduplicated audience by 46.7%... their nighttime audience by 52.8%! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes. By projecting Hoopers you find that WKZO-WJEF get 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! (Kalamazoo's population is now 51.5% greater than in 1940... Grand Rapids' is 27.6% greater.)

WKZO-TV is Channel 3, basic CBS (via micro-wave relay). There are more than 90,000 television receivers within 50 miles of WKZO-TV... an area embracing five Western Michigan and Northern Indiana markets with buying income of more than a billion and a half dollars!

What other facts would you like? Your Avery-Knodel man has them!

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.
Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, without losing a penny's worth of your original equipment investment.

Actual switching in the RCA TS-20A system is done by d-c operated relays located in the video line itself! Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal


2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.
Switching RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching and presetting, so that the sound switches with the picture automatically!

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 KC, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.

Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station
NARBA SIGNED

WITH THE THREAT of a bitter Senate ratification fight already hanging over it, a new five-year North American Regional Broadcasting Agreement was signed by delegates of the five participating nations in Washington last Wednesday night.

In terms the final form of the new treaty—evolved in a joint 10-week conference that followed two unsuccessful negotiation attempts—was not materially changed from the terms comparatively reached and disclosed as the session entered its final stages a few weeks ago [Broadcasting, Oct. 30, Nov. 6, 13].

The opposition led by Clear Channel Broadcasting Service, which claimed the agreement “legitimates” interference which will damage the radio welfare of areas relying on clear-channel stations [Broadcasting, Nov. 13], seemed sure to provoke a battle when the treaty comes up for ratification by the Senate.

CBS, NBC Object

CBS and NBC also were known to be unhappy with the treaty’s provision for Cuban use of CBS-owned WBBM Chicago’s 780 kc clear channel and NBC-owned WNBC New York’s 660 kc clear. Authorities said ABC, Westinghouse Radio Stations, and many independent broadcasters are on record favoring the agreement.

The signing came just before midnight, at a plenary session marked by repeated protestations of good will, respect, and cooperation. The meeting climaxed almost two weeks of day and night sessions, including one which lasted until 5 a.m. Wednesday.

FCC Comr. Rosel H. Hyde, head of the U.S. delegation, told the conference that “I cannot honestly say that the document we are about to sign has fulfilled every desire and every hope of...” But “neither does it fulfill every desire of the other signatories,” he added. “It is a necessary compromise of the needs of the signatories within the unfortunately limited broadcast band available.”

Commander C. P. Edwards of Canada, conference chairman, said he was confident the agreement will prove “wise and sensible.”

Dr. Jose Gutierrez, head of the Cuban delegation whose differences with the U. S. stalemated the original session at Montreal last fall and could not be resolved in bilateral conferences at Havana earlier this year, paid tribute to the earnestness and good faith of the U. S. delegation in its prolonged negotiations.

Basic features of the treaty:

- Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the agreement which expired March 30, 1949. The six (with Cuban stations to use directional antennas and limit their signals to not more than 25 microvolts per meter at any point within 800 miles of the U. S. dominant) are: 660, 680, 760, 768 and 830 kc.
- Dominican Republic is moved from the 1040 kc 1-A clear channel to a regional frequency, 620 kc.
- Jamaica is given the right to use 850 and 1190 kc, U. S. 1-A’s, with 5 kw but protecting WCBS New York and WHAM Rochester, dominants on those channels. Unofficially it was indicated Jamaica will not use 1190 kc immediately.
- On 11 channels Cuba is authorized to establish stations which would be given “special protection” by future U. S. assignments on those channels. The channels: 550, 570, 590, 630, 640, 690, 736, 746, 860, 920 and 980 kc.
- The 1390 kc channel, used by WZQ Boston with 50 kw, is given a U. S. 1-A classification instead of its present 1-B listing.
- WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and KXEL Waterloo, Iowa, on 1540 kc, are given 1-B status.
- An organization similar to the old North American Regional Broadcasting Engineering Committee is re-established. Provisions are made looking toward adoption of standards of Good Engineering Practice for the North American nations.
- Compulsory arbitration procedures are established.
- The agreement, when ratified, would be effective for five years, and continue in effect until a new one is reached.
- The question of reducing channel widths below 10 kc as a means of “making” additional channels, which at one point seemed the conference’s only hope of success, is proposed for further study by the various countries independently.
- Provision is made for convening an administrative conference in two years to study problems which may then be outstanding.

Summing up, spokesmen separated the treaty’s “plus” and “minus” features—from the U. S. standpoint—as follows:

Cite Stability

On the “plus” side, they said, it provides stability for the industry for a five-year term and until a new treaty has been reached. It gives the U. S. latitude in shifting 1-A stations and, if necessary, of increasing the number of stations on an 1-A channel without losing its 1-A classification and protection. It gives complete protection to all 1-A stations except those on which Cuban and Jamaican operations are specifically provided; eliminates

(Continued on page 20)

BASEBALL’S GATE

Jordan Cites Radio-TV Effect

Both studies have been published by Radio-Television Mfrs. Assn., which had no part in preparation. The current findings support the basic conclusion that television does not hurt the baseball boxoffices. They go even farther by showing that in the eight large baseball leagues the 29 televised clubs had a relatively better attendance record in 1950 than 35 non-televisioned clubs (see table).

On the other hand, Mr. Jordan expresses serious concern over major league rebroadcasts in minor league cities, where a “major league frame of mind” is developing. In a brief chapter of comment, titled “Too Much Can Be Too Much,” he said:

“I sincerely believe that it is possible to put too much baseball on the air. Even the best things can be overdone. Baseball is now filling up an important part of the waking hours, primarily out west. In some cases you can hear baseball games at 11 in the morning and go right on hearing them up to 11 at night with only short lapses. I believe three or four game broadcasts in one day are too many.

Need Balance

"Some businesslike balance should be put voluntarily into the allocation of baseball games, especially into minor league towns. I hope that the majors and minors can do this when they get together this December. Here, I am sure, is the gravest single threat by sportcasting to the games." Around both major and minor

( Continued on page 22 )

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HIGHLIGHTS of the signing of the new NARBA treaty (II to I): Nicolas Mendoza, one of the leaders of the original NARBA movement, affixes his signature while Ricardo Sarabosa, first counselor of the Cuban Embassy, Dr. Jose Rosten Gurasca, head of the Cuban NARBA delegation, and Cuban Director of Radio Josef Sonneman stand by, with Miss Gallo Cope, assistant to Conference Secretary Jean Millott, holding the document; FCC Comm.

NARBA Signed
(Continued from page 19)

present "unauthorized" operations on some eight U. S. 1-A's, and requires substantially greater protection to the U. S. dominants on others.

One of the principal advantages, in the eyes of some observers, is that it recognizes and establishes channel classifications internationally, spelling out protection requirements, and at the same time lays down a legal foundation by which Cuba may effectively control her industry and her future assignments.

The treaty, it was pointed out, governs Cuba more strictly than is her own radio laws do.

Other factors which were considered "pluses": Cuban stations on U. S. 1-B channels are limited in number and restricted to relatively low power, with provision for use of directional antennas if power is increased.

'Minus' Side

On the "minus" side, observers noted the concessions for use of six U. S. 1-A's by Cuba and two by Jamaica; elimination of the 650-mile rule where Cuba is concerned (but providing for border protection to the U. S.); limitations on freedom of action with respect to U. S. 1-A's by requiring specified protection to existing Class 2 stations in Cuba and Canada, in return for which U. S. Class 2's are similarly protected against movement of 1-A's in other countries.

Other "minuses": One continental U. S. station, WVGQ Coral Gables, must change frequency (from 1070 to 1080 kc), and three in Puerto Rico must also move (WBBS Santurce from 740 to 750 kc; WNEL San Juan from 860 to 850 kc and WMAQ San Juan from 620 to 770 kc). For the most part, authorities said, the stations would not suffer substantial losses in service areas.

Additionally, KPRC Houston on 950 kc must change its directional array to give Cuba greater protection, while the Cuban station must install a DA to protect KPRC.

Further, the recognition of several Cuban regional stations with rights to operate with 10 kw, directionally, and the granting of "special protection" to Cuba from future U. S. assignments on 11 channels were written down on the "minus" side of the ledger.

The latter, it was noted, involves the establishment of Cuban Class 1-C and 1-D stations which would be assured specific protection from new assignments and probably will preclude the licensing of additional stations on those frequencies in southeastern U. S. In defense, however, it was argued that station assignments on most of these channels have already approached the saturation point.

Mexico, which withdrew from the conference several years ago, presumably will be given an opportunity to subscribe to the new agreement — though even if it should do so, Mexican officials say their signature could not be ratified before 1952. Haiti was not able to participate in the conference, but also will be given a chance to adhere to the treaty.

Signing the document were representatives of the U. S., Cuba, Canada and the Bahamas-Jamaica. The head of the Dominican Republic delegation signed in advance since his United Nations commitments made it impossible for him to attend the final session.

The U. S. 1-A's which Cuba is authorized to use were assigned at the following specific locations for use with the powers specified (U. S. dominants are shown in parentheses):

- 640 kc (KFI Los Angeles)—CMIQ Santa Clara, with 15 kw directionalized.
- 650 kc (WMBB New York)—CMIU Havana, with 5 kw DA.
- 670 kc (WMAQ Chicago)—Affiliate of CMCB Holguin, Cuba; with 1 kw DA.
- 760 kc (WJB Detroit)—CMCD Havana, with 10 kw DA.
- 780 kc (WWBM Chicago)—CMBD Santa Clara, with 5 kw DA.
- 930 kc (WCCO Minneapolis)—CMCB Havana, with 5 kw DA.

Jamaican Use

Jamaican use of U. S. 1-A's would as be follows, with "antenna characteristics to be determined and designed to afford the protection required by this Agreement":

- 850 kc (WCBS New York)—2QI Kingston, with 5 kw.
- 1180 kc (WHAM Rochester)—New station at Montego Bay, with 5 kw.

The 11 channels on which Cuba would be granted special protection by future U. S. assignments are composed of four channels to be used for "1-C" stations and seven for "1-D" outlets. The 1-C stations would be protected, by future U. S. stations, to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border.

The 1-D stations would be protected by future U. S. outlets to the 25 microvolt daytime and 50 microvolt nighttime contours.

- 550 kc (regional channel)—CMW Havana, with 10 kw directionalized.
- 640 kc (U. S. 1-A)—To be used by CMIQ Santa Clara with 15 kw directionalized. The special protection would limit KFI, U. S. dominant, to a 2 volts per meter increase in radiation in the direction of Cuba, in case of an increase in KFI's power.
- 690 kc (Canadian clear)—CMBB Havana, with 50 kw directionalized.
- 850 kc (Canadian clear)—CMCL Havana, with 25 kw directionalized.

Cuba's 1-D stations are listed as follows:

- 570 kc (regional channel)—CMIU Santa Clara, with 10 kw directionalized.
- 590 kc (regional)—CMCY Havana, with 25 kw DA.
- 630 kc (regional)—CMIQ Havana, with 25 kw DA.
- 720 kc (Mexican clear)—CMCA Havana, with 10 kw DA.
- 740 kc (Canadian clear)—CMCL Holguin, with 10 kw DA.
- 520 kc (regional)—CMAQ Finlay del Rio with 1 kw non-directionalized.
- CMJL Camaguey with 10 kw DA.
- 590 kc (regional)—CMCK Havana with 10 kw DA.

HITS JACKPOT
Ryan Signs Two New Members

NAB's new-member campaign hit a jackpot during the board of directors meeting last Wednesday. After William B. Ryan, NAB general manager, had completed his membership report he asked Jack Hardesty, NAB station relations director, for membership blanks.

Turning to Allen M. Woodall, WDAK Columbus, Ga., District 5 director, he suggested Mr. Woodall's WCOS Columbia, S. C., also join NAB. Mr. Woodall readily agreed and promptly signed a membership contract.

Taking the hint, Gimlore N. Nunn, WLAP Lexington, Ky., District 7 director, turned to James D. Shouse, WLW Cincinnati, and suggested WINS New York, Crosley-owned, might like to join. Mr. Shouse smilingly signed.

The incident shows the impotence of mine on hand with a fountain pen when discussing membership, Mr. Ryan suggested.

Drawn for Broadcasting by Sid Hix
"Sweetest singing talent I ever heard... put that bird under a 20-year contract!"
NAB FEDERATION TAKES SHAPE

More Autonomy for TV

NAB is going through first phases of a federating process by which AM-FM and television services will be split to give TV greatly increased autonomy.

Steps to meet the demand of TV stations for a service matching the skyrocketing growth of television were taken by the NAB board at its Wednesday-Friday meeting held last week in Washington.

At the same time the board heeded the reluctance of many AM stations to pay dues in support of association activity on behalf of TV stations competing for the same advertising dollars.

TV members will have their own board of directors, which will have autonomy on TV matters.

The action culminated three years of reorganizing and reorganizing. It is designed to make NAB attractive to TV stations and hold all forms of commercial broadcasting within one industry trade association.

Some form of federating was inevitable, board members felt as they heard reports from NAB General Manager William B. Ryan and Eugene S. Thomas, WOR-TV New York, chairman of the TV Committee. Formal action was taken by unanimous approval of a resolution offered by Robert D. Swezey, WDSU-TV New Orleans.

Other Board Action

In a lively three-day meeting free from the usual tangling controversies the board also voted to:
- Study whole association structure.
- Hold TV member meeting, probably in January.
- Expand Station Relations Dept. (story page 26).
- Shift BAB's TV activity to TV Dept.
- Conduct manpower study in effort to have FCC ease operator ticket rules.
- Hold joint management-engineer conventions with workshop themes (story page 26).
- Enlarge legislative activity.
- Loan Broadcast Audience Measurement Inc. up to $5,000.
- Compile data on station public service activity.
- Give FM members added service.
- Aid Wisconsin stations in lottery litigation.
- Approved $345,000 six-month budget.

Still in a nebulous state, the details of the TV operation will be taken up soon by a five-man committee to be named by President Justin Miller. The committee will submit its ideas to the scheduled January meeting of TV stations.

Results of these deliberations will be reported to the board at its next meeting.

The board obviously recognized that the TV picture at NAB is not too healthy, with only 42 of 107 video stations belonging to the association paying $10 monthly dues because they are adjuncts of AM members. TV stations not connected with AM members would pay $125 monthly.

If NAB doesn't do something—quick—to meet the video industry's trade association needs, someone else will, most of the directors felt. They obviously had in mind Television Broadcasters Association, formed early in the decade by station, manufacturer and other interests.

At first it was planned to hold the NAB-TV convention in December but a January date was favored late in the week to avoid embarrassing TBA's plans for a Dec. 8 convention in New York.

While NAB's format for TV is being worked out, a new dues structure will be set up so video stations can pay their way. At present all TV stations pay 1% of their gross receipts, fraction of 1% of NAB's budget, but the board was told that many video stations take in two or more times as much money as their AM adjuncts.

With TV's rapid growth, the board considered video stations are entitled to decide their own trade association destinies but directors felt it should be done under NAB's banner. No thought of changing NAB's name to include television was entertained at this time, it was explained.

At present NAB's TV stations are represented on the board by Directors Thomas and Swezey, two out of 27 directors. The new plan specifies that TV members have their own board of directors, with perhaps seven or nine members. This board would have relative autonomy on TV matters. Top association policy questions would be decided by the full NAB board though perhaps in cooperation with the TV directors.

Dues Formula

A dues formula will be worked out by which a percentage of TV payments will go toward general overhead, including such services as legal, administrative, labor relations, research and other functions.

In the course of its three-day discussion the board approved a general inquiry into the whole association structure. No details were disclosed on the nature of this study, culminating a series of functional and structural examinations since the war.

Backers of the new TV plan look for close cooperation between the top NAB board and the TV directorate. The plan differs from the two and three years of structures of recent years by giving TV much more autonomy, yet it falls short of a federation scheme. NAB will have a TV chairman.

"This is not the final answer," Mr. Swezey told Broadcasting, "but it meets the need for immediate action."

When Broadcast Advertising Bureau is separated from NAB next April, it will drop TV sales promotion functions only on the Swezey plan. Mr. Swezey drafted the BAB separation project as chairman of the board's BAB Committee. This separation was approved by the board at a special August meeting.

TBA can be expected to scan the situation carefully at its Dec. 8 session. About a year ago TBA was talking in terms of a $100,000 budget, with manufacturers contributing big sums, and election of a top-flight president. Wayne Coy, FCC chairman, was among those mentioned for the post.

NAB's structural revamping on behalf of television eliminates need for the present TV Committee. This committee was formed last summer, along with AM and FM groups, at the suggestion of General Manager Ryan, who instigated the

(Continued on page 28)

WATCH SHOW GROWS

HAMILTON Watch Co., Lancaster, Pa., has produced a series of quarter-hour programs which will be sponsored by local retail jewelers on 350 stations in 46 states, Alaska, Canada, and Mexico, as a result of sales ability of radio station men throughout the country.

Production cost of the program Dream Time, featuring a vocalist identified as Lady Hamilton, was borne by the company. The format of the quarter-hour show presents a narrator blending the songs with poetry. Hamilton Watch has a middle commercial, but the ends are open for local jeweler identification. Local jewelers pay time costs.

The radio schedule originated at WMC Memphis when a local jeweler, A. Graves & Steuwer, Mem- phis, started sponsorship of the show. It was brought to the attention of Robert Gunder, sales promotion manager for Hamilton Watch, by Gene Lott of the jewelry shop. Mr. Gunder employed the Frederic W. Ziv Co. to transcribe 15 programs. Then the Hamilton jewelers set out to sell jewelers on sponsoring the programs locally. They met with indifferent success, only 15 or so signed up.

A good watch salesman is not necessarily a good radio time salesman, Mr. Gunder reasoned, and therefore he wrote a letter to every radio station in the country telling them about the show and suggesting that they sell it to local jewelers.

Results 'Astonishing'

Almost at once the results were astounding. The total of stations edged up to the 100 mark, then 200 and has snowballed finally to 350 stations selling the program. This means that more than 4,500 quarter hours of radio time have been sold.

The radio programs will give Hamilton Watch Co. a powerful adjunct to its "To Peggy" and "To Jim" annual Christmas promotion TV film to be carried in 62 markets [CLOSED CIRCUIT, Nov. 13].

Hamilton Watch Co. account is handled by BBDO, New York.

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DON LEE SALE

FCC was asked last Friday to approve the record-high $12,520,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and parlay sale of two stations, one AM and the other TV [Broadcasting, Oct. 30, 23].

In involved the proposed disposal of stations by General Tire, which outbid Hoffman Radio & Television Corp. and associates for stock controlling the Don Lee Broadcasting System from the Thomas S. Lee Estate, are KTSU (TV) Los Angeles and KGB Santa Barbara, Calif., to Lincoln Dellar, president, Sacramento Broadcasters Inc. (KXOA Sacramento, KXOC Chico, Calif.) and Valley Broadcasters Co. (KXOB Stockton, Calif.).

Under terms of the KTSU-CBS transaction, Columbia would acquire from General Tire owner of Yankee Network, Lee Enterprises' TV equipment valued at $333,764 and would lease space in Don Lee's Vine St. property for 10 years for a total rental of $2,550,000 payable in annual installments.

Facilities Leasing

In addition, it was proposed that "spare and facilities" in the Vine St. property which General Tire would acquire, would be leased for 10 years to Lee Enterprises at a total rental of $2,550,000 in annual installments.

Also leased to CBS would be the Mt. Wilson and Mt. Lee TV properties of Don Lee for a period of 20 years at $460,000 total rental.

Certain options for extensions of the lease and for the purchase of the Mt. Wilson property are included in the application. CBS would be given the right to renew the lease for another 20 years and would be permitted to buy the Mt. Wilson property after the first 11 years of the lease at $137,000 with certain minor conditions.

Actual outlay by General Tire—estimating the $5 million-plus which the Lee estate already held in cash and quick assets, and adding returns from certain other properties to be liquidated—would be approximately $6 million. About half of this would be borne by CBS through purchase of KTSU equipment and its long-term leasehold arrangements.

The General Tire bid was made through the First National Bank of Akron. The bank was trustee of the retirement plan for employees of General Tire and certain other subsidiaries. Under the provisions of the sale, the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Lee Enterprises' KDB would be sold to Mr. Dellar for $25,000; $11,562 to be placed in escrow and the remainder to be paid periodicaly.

Mr. Dellar built KXOA in 1945 and a year later constructed and started operation of KXOB. The third station in which he has interests, KXOC, was started in 1949. Mr. Dellar, who has been in radio for 18 years, said that if the KDB purchase is approved by FCC, he plans to maintain the station's present management and staff.

CBS already has announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSU when Columbia takes over its operation. The Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president.

KTTV Ownership

When CBS disposes of its 49% interest in KTTV (TV) Los Angeles, the Los Angeles Times, 51% owner, will acquire full ownership.

Some real properties, in addition to the TV properties on Mt. Wilson and Mt. Lee purchased by the General Tire trust, are to be made available to Lee Enterprises on lease basis for 10 years at a total of $900,000, it was revealed.

Also mentioned in the application is a Lee Enterprises' estimate that completion of KTSU and experimental KRMXCV construction has progressed to the point where $7,600 will be needed for completion of KTSU and $33,000 for the other outlet. Construction of a third experimental, KRMXCV, has not been started but would require an estimated $13,000 expenditure to comply with the construction permit, FCC was told.

Sale of General Tire in conformity with FCC's AM multiple ownership "policy" of limiting the number acquired to seven. General Tire already owns WNAC Boston, WONS Hartford, WICC Bridgeport and WEAN Providence in the Yankee group. After KDB's sale it would retain in the Don Lee transactions KHJ-AM-FM Los Angeles, KFRC San Francisco and KGB San Diego.

Purchase of the Lee interests also gives General Tire another 19% of the stock of Mutual network in which it already owns approximately the same amount. It also would give the firm control of Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to its 16 in California.

It could not be learned at the week's end whether General Tire will sell its Mutual holdings down to the total 30%, according to MBS provisions.

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STRIKE THREATS

POSSIBILITY of a coast-to-coast strike of live and kinescope television performers continued at week's end, when George Heller, national executive secretary of Television Authority, which represents five performer unions, announced that week-long negotiations in New York would be suspended over Friday to permit network and agency officials to review their position. He said negotiations would resume on Saturday morning for reception of "whatever proposals the networks may have to make."

BOND BIRTHDAY

Fords Bond's 20th anniversary as announcer for The Cities Service Band of America, starring Paul Lavalle, over NBC, Monday, 9:30 p.m. was celebrated last week by a party in New York and a Ford Bond birthday celebration on the program itself Nov. 13. NBC Board Chairman Nick Trammell was a special guest on the program.

Mr. Trammell, commenting on one of the longest sponsoring-nouncer identifications in broadcasting history, said that although the Cities Service program has changed with the times, one unchanging factor has spoken for the unchanging standards of Cities Service.

"Cities Service is proud of Ford Bond," Mr. Trammell continued, "and of its 20-year association with him—and so is NBC."

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TVA, AFRA Walkouts Pend

The parallel threat of strike against radio networks by American Federation of Radio Artists also continued, despite almost continuous meetings throughout the week. Despite reliable reports that AFRA was near agreement A. Frank Reel, national executive secretary, and network officials would not comment on the situation. However, any settlement in radio prior to a settlement in television seemed unlikely, since many AFRA members work in both media. Legally the two groups are distinct, of course, and the two negotiations are conducted ostensibly without regard to one another.

The parties in both disputes have refused to divulge the details of the past week's discussions, or confirm a report that the biggest hitch was over wages.

In television, the contracts at which the negotiators are working will be the first of their kind, and extraordinarily complex and detailed considerations have to be dealt with. Some relate to problems of production which have not themselves been new, while the effects of standardization in the hiterto unstandardized television industry are not easily estimated by management and agencies.

TVA negotiations, including Mr. Heller, represent the American Federation of Variety Artists, American Guild of Musical Artists, American Guild of Television Artists, (Continued on page 68).
THE SPECTER of World War II shortages hung ominous over the electronics horizon last week with the prospect of imminent drastic cutbacks in radio-TV set production and portents of complete controls on all vital raw materials.

Component parts and set manufacturers, staggered earlier in the week with announcement of a 35% cutback in consumption of aluminum, were dealt a further blow that threatened to curtail speakers for radio and television receivers and generally disrupt the entire radio-electronics industry.

The storm clouds of imminent shortages blackened perceptibly last Tuesday as NPA Administrator William H. Harrison ordered the nation's largest cobalt importer, African Metals Corp., New York, to "withhold delivery" of the metal pending a government study of defense needs [Century Circuit, Nov. 13]. The firm reportedly supplies about 95% of the nation's cobalt requirements. Cobalt is used in production of jet engines for airplanes.

So critical was the situation that members of Radio-Television Mfrs. Assn., holding a three-day board meeting in New York, were sidetracked nearly all other issues, including that of color TV, to weigh the import of the government's action on cobalt and determine antici- pated orders on copper and nickel (see separate story).

RTMA officials last week:

- Warned that set manufacturers may be so flooded with military orders that they would not have the equipment available for sale to dealers or manufacturers who would, in turn, have to shut down completely, if at all, until this industry, as well as all other industries, were cleared on the matter.

- Expressed belief that NPA will not release sufficient amounts of cobalt to maintain present set schedules, and that without cobalt the metal is totally unobtainable.

- Foresaw a return to use of inferior magnet speakers utilizing nickel, also slated to be curtailed unless the ban on cobalt is relaxed.

- Set up a special electronics parts mobilization committee to work with the full-industry electronics committee, formed last August, and with government officials.

- Petitioned NPA Administrator Harrison to release some cobalt to manufacturers of radio and television sets.

- Expressed fear that magnet makers will "put out of business" in perhaps six weeks.

- To the idea of an excess profits tax for military expenses, Mr. Secret" explained, but it does object to setting up any regulations which might work undue hardship on this "growth" industry, particularly the television branch which has developed from almost nothing to its present proportions in the period since the end of World War II. The proposed tax formula would prac- tically shut down all TV manufactur- ers, he declared.

- Atlantic City TV agreement for radio sets to cover TV receivers as well. RTMA has been working on a code for TV advertising, which might be included in the agreement, Mr. Sec- rested.

- The whole problem of the pro- duction and distribution of FM receivers will be studied by another special RTMA committee, Mr. Sec- rested said, adding that this committee will work closely with the FM broadcasters in this project, probably through the auspices of the NAB. All phases of the sub- ject will be analyzed, he said, includ- ing the proposal that all TV receivers be equipped for FM re- ception. He noted that any conclu- sions reached in this project would be done to increase FM production will depend on the overall production picture.

Production Cuts Seen

RTMA BOARD MEET Material Shortages Top Discussion

MATERIAL shortages dominated the board meeting of Radio & Tele- vision Mfrs. Assn. held in New York last Tuesday-Thursday, James Secret, RTMA general manager, three-day session.

While in the interim period, when government restrictions on mate- rial are making it impossible for manufacturers of radio and TV sets as well as all electronic prod- ucts to fulfill civilian orders and when military or defense orders have not yet materialized, is a tough one for this industry, Mr. Secret noted. If the time does come when the country needs elec- tronic equipment for military use, it will need it in a hurry and won't be able to get it if in the meantime the electronic plants have had to close for lack of material, he said.

The component parts manufactur- ers are the ones most hard hit at the moment, Mr. Secret said, but the set manufacturers can't turn out sets without components and he estimated that unless some relief is secured for the production of radio and TV receivers will be seri- ously curtailed if not completely halted by the first of the year (see separate story).

A. D. Plamondon Jr., president, Indiana Steel Products Co., was named chairman of a special electron- ics parts mobilization commit- tee, with R. E. Laux, president, General Instruments Corp., as co-chairman, to work on the problem of shortages.

Robert C. Sprague, RTMA presi- dent, and Glen McDaniel, vice president of RCA, will report the RTMA in an appearance this morning (Monday) before the House Ways & Means Committee to present the association's views on the excess profits tax. RTMA does not object to a fair tax on its members, nor
By F. CLEVELAND HEDRICK JR. and A. R. ELLMAN

THE WAYS AND MEANS Committee of the House of Representatives commenced hearings on Nov. 15, under a mandate contained in the Revenue Act of 1950 to report out an excess profits tax law. During this session of Congress, indications are that the new excess profits tax law will follow the pattern of the World War II law and that the base period will be the years 1946-47-48-49.

There is some possibility of the elimination of 1946 and the use of the remaining years as a base. However, for purposes we are assuming that the base period will consist of the four years 1946-49 inclusive. It is our belief that these four years are an unfair base period for the radio and television industry and that special provisions must be made for the industry.

General business indices show that these years have been the most prosperous that the country has enjoyed. For comparison purposes we have taken the following as indicators of business trends: (1) Corporate profits before taxes, (2) total gross national production expenditure, (3) disposition of personal income, and (4) total business sales.

The 1946-49 (inclusive) average on all indices exceeds the previous high and is approximately 90 per cent greater than the 1941 average (see Monthly Averages table).

Following are comparable figures for the broadcasting industry:

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<th>Broadcast Income* before Taxes (in thousands)</th>
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Average:
- 1944: $60,777
- 1945: $59,000
- 1946: $50,000
- 1947: $45,000
- 1948: $40,000
- 1949: $30,000

% Decrease since 1941: 10%

**Source:** FCC Annual Financial & Operating Data.

These figures show a trend contrary to the general business indices.

The factor contributing most to the decline from an average profit of $80,266 for 865 stations in 1944 to $23,250 for 2,054 in 1949 is the large increase in the number of stations.

The increase in the number of stations affects the profits of both old and new stations.

Preliminary figures for 1949 show net profits before taxes as follows:

<table>
<thead>
<tr>
<th>No. Stations</th>
<th>Total</th>
<th>Total</th>
<th>Aver. per Station</th>
<th>Pre-War 1944 1945 1946 1947 1948 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>821</td>
<td>$25,000,000</td>
<td>$4,875,000</td>
<td>$34,867</td>
<td>$30,000</td>
</tr>
<tr>
<td>1941 Average</td>
<td>$32,428</td>
<td>$5,000,000</td>
<td>$32,428</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

% Increase over 1941: 50%

*Source—Survey of Current Business*

Thus the experience of the average station would be as follows:

<table>
<thead>
<tr>
<th>Average Profit* per Station</th>
<th>Pre-War 1944</th>
<th>1945</th>
<th>1946</th>
<th>1947</th>
<th>1948</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td>$60,000</td>
<td>$50,000</td>
<td>$40,000</td>
<td>$30,000</td>
<td>$23,250</td>
<td>$14,250</td>
</tr>
</tbody>
</table>

% Decrease since 1941: 10%

**Source:** FCC Annual Financial & Operating Data.

In the five years, while revenues increased only 24%, expenses increased 57%. Increase in expenses is partially due to the inclusion of FM operations in the reports submitted to the FCC. In 1948, the operators of joint AM and FM stations filed joint reports including their FM income and expenses with their AM operations. It is an accepted fact that FM expenses exceed FM income. FM figures were not included in 1944 figures.

Even stations founded before 1941 are having difficult times. The number of these stations showing losses increased each year as follows:

<table>
<thead>
<tr>
<th>No. of Stations Started before or during 1941 which show losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
</tr>
<tr>
<td>1947</td>
</tr>
<tr>
<td>1948</td>
</tr>
<tr>
<td>1949</td>
</tr>
</tbody>
</table>

This increase is substantial and the last year’s figure is 18% of the stations started before or during 1941. As for the stations starting in business after 1945, they are experiencing increased difficulties in meeting their expenses.

According to the Annual Financial and Operating Data published by the FCC, the number of stations reporting losses:

<table>
<thead>
<tr>
<th>Total No. Reporting</th>
<th>% of Total Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>1,015</td>
</tr>
<tr>
<td>1947</td>
<td>950</td>
</tr>
<tr>
<td>1948</td>
<td>813</td>
</tr>
<tr>
<td>1949</td>
<td>611</td>
</tr>
</tbody>
</table>

The reports also furnish the income data of the stations which lost money during the year. Of the number of stations starting each year, the amount of which are lost money are shown in the table on page 34.

After four years of operations, approximately 30% of the stations licensed in 1946 are still losing money. After three years of operation approximately 50% of the stations licensed in 1947 are still losing money.

It is apparent that the benefit of two added years operation as existed in the relief provisions of the former excess profits tax law would not be of much benefit to stations newly licensed within the first four years of the base period. The stations licensed during these years total 1,152 of the 2,054 stations on the air as of the end of 1945. Thus, more than one-half of the radio stations would have a difficult time proving a relief case under the terms of the old law.

So far, we have concerned ourselves with AM operations and AM operators who have closed joint AM and FM operating figures. There are FM stations that have no AM licenses. These stations filed figures as follows:

<table>
<thead>
<tr>
<th>No. of Stations</th>
<th>Total Averages</th>
<th>Net Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>88</td>
<td>$4,114,000</td>
</tr>
<tr>
<td>1949</td>
<td>114</td>
<td>$3,100,000</td>
</tr>
</tbody>
</table>

These stations will be forced to use the invested capital method in computing their excess profits tax credit. For a new industry, there is no adequate protection for a base period of net earnings.

A more urgent need for special (Continued on page 31.)

**Excess Profits Tax**

**How It Affects Radio-TV**

**Page 24 • November 20, 1950**
Administration Pushes Excess Levy

A LAST-DITCH fight by the administration to push enactment of an excess profits levy on corporations by a "lame duck" Congress was opened last week.

The tune was carried by President Truman in a letter to Chairman Robert L. Doughton (D.-N. C.), of the House Ways and Means Committee which on Wednesday began its long-heralded hearings on the issue, and by Secretary of the Treasury John W. Snyder, who led off the government's profits tax request.

Secretary Snyder, whose testimony consumed the first day of the hearings, was followed by a battery of industry spokesmen all day Thursday. Among them was NAB, which got in the first word for the tax-harried broadcaster.

Opening day was conducted in the special audio-press packed caucus room of the Old House Office Bldg. By Thursday, the larger Ways and Means Committee, which is in the Old House Office Bldg., was being used.

As the committee settled into the discomfort of the tax question, political temerities were raised a few notches. Sitting along party lines and voting on bloc, Democrats overruled the minority GOP on the committee by placing a time limit on the hearings. According to the group's organization, bills will be squeezed into a one-week period with each witness permitted 15 minutes in which to present testimony.

President Truman wrote Rep. Doughton that the profits tax should be retroactive to July 1, 1950. When Congress wrote in its excess profits levy mandate while increasing taxes last September, it provided for application of the profits tax to the last quarter of the last half of 1950 earnings.

Tax Outlook

The Chief Executive and his cabinet officer agreed that this tax would conclude the government's tax-increasing plans for the year and would be considered the first installment in further tax increases—probably including higher individual income taxes—next year to keep revenue in balance with military spending.

In a voluminous presentation to the committee, Secretary Snyder proposed the following:

- Placement of a 75% excess profits tax on corporation profits to gain about $4 billion per year. The rate in World War II was 85%.
- Use of the best three of the four years 1946-1949 inclusive as the base period for computing the tax. An alternative would be use of the investor's capital gain (a choice permitted under the war act).
- Necessity of cutting base-period earnings by 25% before the 75% excess profits tax is computed.
- Reactivation, with some adjustment, of the Section 722 relief provision of the World War II profits law.
- Secretary Snyder, in mapping the administration's viewpoint, rejected proposals from various business groups, including the Committee for Economic Development (see story page 40), that the regular corporation tax rate be hiked as a substitute for the profits levy. If such procedure were followed, he pointed out, the rate that those no "normal rate" would have to be raised to about 57% to gain the $4 billion in revenue needed.
- According to the Secretary's figures, federal expenses this fiscal year will be about $45 billion with revenue falling $2 billion short of the mark. A retroactive profits tax would offset the deficit, he said.
- NAB was represented by Ralph W. Hardy, director of government relations.
- Assuring the Congress that broadcasters are not opposed to the government's plan to meet the heavy defense burden with increased taxes, NAB stated the industry was behind the "pay-as-you-go" basis of operation.
- However, it took issue with application of an excess profits tax that would penalize the broadcasting industry.
- Concept of the profits levy, the NAB pointed out, is that it absorb that part of business profits which is "in excess of the normal level of profits for individual business units." The assumption is, the NAB continued, that such excess profits result from emergency or wartime factors. Therefore, it is essential to set up a fair and legitimate measurement of a normal level.
- But, NAB warned the committee:
  - The plight of the broadcaster arises out of the fact that due to constant technological development coupled with unusual regulation by the government, there is, to all intents and purposes, no "normal time," and, consequently, no "normal profit" period.

This situation, the association explained, was premised on the makeup of the industry as seen from its AM-FM-TV parts.

Cite Background

Pointing to the World War II freeze on AM applications and the equally stunting regulation by the FCC freeze begun in 1945 on applications for FM stations, the NAB underlined the increased totals of FM stations after the war as compared to the period prior to 1941. Broadcasting growth in FM by broadcasters entailed the paying of losses in its operation out of AM earnings. Thus, the NAB declared, this period of FM growth couldn't be considered "normal." The committee reminded that broadcasters having both AM and FM as a rule continue them as a common corporate entity.

It was also explained to the committee by the association that any base period selected during the past five years would "manifestly be discriminatory" to AM stations which came into the broadcasting picture during World War II.

The third thorn pricking the broadcaster, the NAB said, was television. TV service was undertaken largely by broadcasters already in the AM business and in many cases also in FM. In only a few instances, TV stations were launched as distinct corporations without relationship to AM or FM operations, NAB noted.

During the base period suggested by the committee, it was pointed out, it was an uncommon experience to see television going on and engaging in friendly rivalry matching experience with the public without the distraction of losing money at a greater rate than could possibly be done.

The operating losses were staggering and they would have been either by spending off earnings from sound broadcasting or by hefty investments of risk capital put forward in the faith that this new industry could be launched successfully.

Asserting that these conditions and factors must be taken into consideration, NAB explored the Treasury viewpoint, as outlined by Secretary Snyder, that radio and TV be lumped "with the broad field of communications." Placing the industries under the same category, the NAB said, "Vast public utilities operating in this area" would be "completely unrealistic," the NAB declared.

Citing a report on Civil Defense and the labeling of communications as the "nervous system," the NAB concluded its testimony by pointing out that the committee must eye no action in its recommendations which would "in any way impair the maintenance and growth of a strong and efficient system of communication... ."

It was not definite late Thursday (Continued on page 84)
THE 1951 NAB convention, to be held April 15-19 at the Stevens Hotel, Chicago, will be a shirt-sleeve workshop session, NAB's board decided last week in adopting a report approved by Eugene Thomas, WOR-TV New York, chairman of the board's Convention Committee.

This represents a complete turnabout from the 1949 and 1950 conventions and answers loud complaints from the membership over the inspirational agendas. These programs culminated in the absence of many of the delegates into meetings.

The board voted to hold management and engineering conferences at the same time.

Instead of the week-long proceedings of the last two years, the Chicago convention will be held Sunday to Wednesday, with proceedings to open formally Monday noon.

A dominant theme in the 1951 convention will be broadcast rates along with other sales developments. Broadcast Advertising Bureau has been ordered by the board to conduct a study showing the industry's growth as an advertisement through expanded coverage and added impact. The report on aural broadcasting's progress will be a high spot of the convention and is expected to supply answers to advertising-agency demands for rate cuts based on TV inroads.

NAB's three media committees, AM, FM, TV, will schedule their own participation in the conventions. While the management and engineering conventions are separate, some program topics are likely to attract mixed delegations. All discussions and talks will be stenotyped for distribution.

Meeting Sites
The Eighth St. Theatre, which is connected to the Stevens ballroom, will not be used in the last spring most delegates scattered to other places after luncheon instead of going to the theatre to hear the speeches, by edict of management. Next April the meetings will be held in the Stevens auditoriums, of which there are a half-dozen.

The Conference Arrangements Committee will be named to work with the Convention Committee in arranging the technical sessions. Formerly, the programming was handled by the NAB Engineering Committee but this body no longer exists under the present media structure.

Showroom with exhibit time meets requests from many associate members, who last year had to pay for 10-day use of space. This year the exhibits will open Sunday, Monday and close Wednesday.

Formal opening of the convention is slated Monday noon. Some talk has been heard of bringing well-known entertainer such as Bob Hope or Groucho Marx for the opening lunch. Present discussion about banquet plans includes a proposal that a leading orchestra play during the dining period, with the entertainment program including two outstanding soloists.

The board approved a plan to hire a director of exhibits. In the past this work was done by a staff director, Arthur C. Stringer, but he no longer is with the association.

Another idea still in the formative stage would bring one of the Voice of Democracy winners to the convention.

The Convention Committee was authorized to draw up policy on exhibit space and registration fees, and to make preliminary arrangements for convention sites in 1952-53.

More TV Time
The 1951 convention may close Thursday noon, judging by present discussion. Television is tentatively slated for Wednesday afternoon and Thursday morning. The half-day assigned TV in past years will not be enough from now on, the planners feel.

Bid for the 1962 convention was submitted to the board by Sam Fowlkes, chairman of the convention committee of the New Orleans Chamber of Commerce. He was introduced by Harold Wheelahan, WSM New Orleans, NAB District 6 director.

New York, Philadelphia and other cities are bidding for future NAB conventions. Atlantic City is the lone bid, but it comes from Chalfonte-Haddon Hall instead of the municipal. The 1947 convention at Atlantic City's convention hall still ranks in the memory of many.

Members of the board's convention besides Chairman Thomas are Mr. Wheelahan, Paul W. Morency of WITIC Hartford, and James D. Shugrue, WLW Cincinnati. Mr. Morency was added to the committee last week.

ENCOURAGING results from NAB'S first field campaign to bring in new members led the board last week to expand its New Station Relations Dept., as recommended by its membership committee, a Monday-Tuesday meeting (see main board story this page).

Immediately appointing of an assistant to Jack Hardesty, director of the Station Relations Dept., was ordered by the board Wednesday after hearing reports by the committee, General Manager William B. Ryan and Mr. Hardesty. Committee chairman is Clyde W. Rembert, KRLD Dallas, District 13 director.

The board approved 60 new active members and two associates, bringing membership to 1,454. Since last June 33 stations have resigned, 21 have defaulted and eight have been deleted. The June membership total was 1,471, but it was explained that additions of members are double the resignations.

Weak point in the membership structure is the television segment, with 42 TV members all of which enjoy $10-a-month dues because they are adjuncts of AM members. With NAB reorganizing to give TV members a bigger place in the association, the 65 TV stations not now members will be attracted to membership, NAB officials believe.

On the other hand NAB is encouraged because a number of strong stations have joined or turned to membership. Among additions are WAGA Atlanta, KABC San Antonio, WAVE-AM-TV Louisville, WXY Oklahoma City and WINS New York.

One of the first jobs in the NAB reorganization will be revision of the dues schedule so TV stations pay their way for video services as well as general NAB overhead. Some changes in the present aural dues structure will be considered but they are of a minor nature, it was indicated.

Dues Scheduled
The board cleared up confusion on the classification of stations by income in the dues schedule by specifying use of the figure inserted by members on Line 17 Schedule 6 of FCC form 324.

TV stations without AM or FM adjuncts holding NAB membership will pay $8 a month dues, under the present scale.

In reviewing the membership situation the board decided not to permit non-members to attend future NAB district meetings. This device was used as a membership-getting strategy during the last three years but many members have objected to the idea of letting non-paying stations get a free ride at the meetings.

A change by the membership group that resignations from NAB require 90-day notice was referred to the By-Laws Committee.

The board rejected a proposal to give NAB membership in hardship cases involving delinquency in dues payment, it was indicated.

All membership activities are the "One Call Club," by which individual members call on non-members and report back to their districts for information, and a series of mail campaigns.

The board approved a plan to draft a presentation showing just what each member gets for his dues. This action followed the successful district meeting presentations showing NAB's operations via slide film prepared by the Public Affairs Dept.

NAB Expands Unit

**STATION RELATIONS**

**October Box Score**

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

<table>
<thead>
<tr>
<th></th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,236</td>
<td>711</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,236</td>
<td>711</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2,170</td>
<td>512</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>116</td>
<td>5</td>
</tr>
<tr>
<td>Total non-conditional</td>
<td>800</td>
<td>260</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>276</td>
<td>6</td>
</tr>
<tr>
<td>Authorized new facilities</td>
<td>281</td>
<td>16</td>
</tr>
<tr>
<td>Deletion of licensed stations in October</td>
<td>1 CP</td>
<td>3 CP</td>
</tr>
</tbody>
</table>

*On the air*
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
NAB Federation
(Continued from page 21)
the media conception in NAB's structure.

The board referred to its Mem-
bership Committee a TV Committee
recommendation that producers of TV
title and other suppliers and
manufacturers of TV services and
equipment be admitted to associate
membership.

The NAB TV Dept., of which
Charles A. Batson is director, will
work with the video functions of BAB
next April. Mr. Batson is a former
assistant director of BAB.

Last week's board meeting touched
BAB only lightly. Until a presi-
dent is named, BAB plans will be
delayed. As now planned, the
BAB president is expected to
spark the drive to build BAB into
a million-dollar promotion machine
comparable to similar advertising
units in newspaper and magazine
circles.

With TV removed from its duties
starting in April, BAB will serve
purely an AM-FM function though
it is possible BAB and the NAB TV
Dept. will work in noncompetitive
activities where economies can be
affected.

All 17 NAB district meetings en-
dorsed a board's plan for sepa-
rating of BAB from NAB mem-
tion and expansion of its activities.
The board approved a $20,000
loan to BAB Inc., successor to BAB,
for organizational expenditures.

Accepts Recommendations
in approving a $345,000 budget
for the first half-year of 1950, the board accepted recom-
mendations of General Manager Ryan
and the Finance Committee, headed by John F. Meagher, KYSM Man-
kato, Minn. The fiscal-year budget sub-
mitted to the board last June
toted $706,000 after Mr. Ryan
had sharply clipped headquarters
expenses and eliminated the entire
Washington operation. The new budget provides funds for
practically every function specified in June, and permits the continu-
ance of the Station Relations Dept.
directed by the board.

Expansion also is planned in the
case of NAB government relations
activities, directed by Ralph W.
Hardy. The board wants this ac-

dive broadened and strengthened,
with closer contact maintained
through the state association struc-
ture. The board was told Mr. Ryan
may register as a lobbyist.

The board held an informal din-
ner meeting Wednesday in honor
of FCC Chairman Coy. Such
problems as color television,
defense, military use of spectrum
space and operator requirements
were discussed frankly.

At suggestion of Chairman Coy,
NAB will conduct a thorough in-
quiry into the manpower situation.
The board heeded the view of many
members that FCC Rule 91 C, re-
quiring a first-class license to be
on duty at all times, entails hard-
ship. This is especially true in the
case of smaller stations. Rule 91 C
was adopted after World War II and later reinstated.

Lottery Problem Studied
Participation of NAB in pro-
posed litigation challenging the
Wisconsin lottery law was voted by the
board. NAB General Counsel
Potter is cooperating with Wis-
consin broadcasters in a prelimi-
nary study of the lottery problem
because a recent ruling by the state
tax attorney general has stated it
quandary. Plan of action will be
considered at a Dec. 10 meeting in
Wisconsin, with Mr. Potter joining
broadcasters in Milwaukee.

Plans of Broadcast Audience
Measurement Inc., successor to
BMM, were reviewed by the NAB
directors. They approved allotment
of over $52,000 to the group for
national expenses and re-expressed
confidence in its development as an
industry research organization.

Broadcasters were asked to meet
Sunday and today at BAM
headquarters in New York. They
were to hear a report from Dr.
Kenneth H. Baker, NAB board
director, who is chairman of a spe-
cial industry committee conducting
a preliminary inquiry into the
idea of evaluating all forms of audi-
ence research and coverage meas-
urement.

The board approved the idea of
an annual dinner in honor of high
Wisconsin officials to be held during the November board meet-
ings.

In submitting the television resolu-
tions Mr. Swezey, chairman of
NAB's TV committee, said: "Televi-
sion has grown so rapidly in the
few years of its commercial exist-
ence that it now merits a special
attention within the association.
The problems of television, those of us
in the field have learned, are re-
lated to those in radio but not pre-
cisely like them.

Sound Economic Basis
"There is purpose now, as tele-
vision stations move into the profit
columns, in establishing a sound
economic basis for their continued
membership in NAB. The estab-
lishment of a procedure which will
give television members necessary
independence and flexibility of action

Mr. Thomas, who has been active
in TBA, endorsed Mr. Swezey's pro-
posal.

Judge Miller and Mr. Ryan in-
terpreted the action as a mandate
to step up NAB's services to	

In addition the board accepted
these recommendations of the
NAB TV Committee, which met Aug. 31-

Similarly the board accepted
most of the recommendations by
its FM Committee, which met Aug.
7 (Broadcasting, Aug. 14).
Mr. Strouse, WWDC-FM Washington,
chairman, presented the com-
mittee's report along with Frank U.
Flett and WARL-FM Arlington,
Va. They are the two board mem-
bers for FM.

Resolutions Adopted
The resolutions adopted by the
board recommended:

be requested through NAB manage-
tor furnish a breakdown of sets by
monthly periods and, if practi-
cal, by states and that any RTMA
indicators to be published, whether
they be all-industry estimates or
official RTMA set production figures
include a breakdown of the number of
sets and types of sets and all combinations
thereof;

That the NAB Legal Dept. be re-
quested to investigate the problem of
interconnecting radio and telephone
circuits for FM networks to determine
the fairness of the procedure, why
injuries are being sustained, and to
advise all stations affected as to
appropriate legal recourse at both the
state and federal levels;

That the FM Committee, concur-
ing with the AM Committee in recog-
nizing the inevitable need for increased fed-
eral taxation but expressing willingness
as an industry to bear proper share of
such increases, recommends to the
board that a tax bill be made to make
certain that any inequities or
discriminatory treatment which may
result to any group or segment of the
industry are eliminated in any changes
made in the present federal tax
structure;

That the board of directors urges
association management and the board
of Broadcast Audience Measurement to
study the methods of the FM
industry for adequate audience
research.

'Statements' Authorized
Two other FM Committee res-
olutions, covering NAB's service
to FM members and a plan to pro-
mote FM by use of slogans, were not
adopted by the board. Instead the
board released the following FM
Committee resolutions as
"statements by the committee":
The FM Committee believes that
the progress and economic status of FM
has been materially helped by the
operation and interest of the NAB
management and others concerned,
and through the direct activities of the
FM Dept., but that we do feel that the
FM Dept. can enlarge its scope and
effectiveness by an increased budget
and we do commend to non-members
their participation in NAB member-
ship and urge that the board give assistance to present members in such an approach
to secure new FM memberships in the
NAB. (See Broadcasting-Telecasting
Sellers is FM Dept. director of NAB.)

The FM Committee urges all
AM and TV operators who operate
outside NAB membership to
utilize a larger volume of their
individual stations, or a station
network, or a group of stations,
utilize all the media under their
control and immediately launch
the campaign to promote FM
by broadcasting and advertising
slogans urging the buying public to
purchase all sets—FM as well as
radio—is equipped to receive FM.

All board members attended the
meeting but John H. Dewitt Jr.,
WSM Nashville.
Only on NBC Radio!

The BIG Show

Variety: "... NBC can take a bow for perpetuating big-time radio. They don't come any bigger than this one and it rates Nielsen's best."

John Crosby: "It was in practically every respect a perfectly wonderful show—witty, tuneful, surprisingly sophisticated and brilliantly put together... one of the fastest and pleasantest ninety minutes in my memory;" New York Herald Tribune

Harriet Van Horne: "The Big Show was so good I wish radio had thought of it years ago." New York World Telegram and Sun

Ben Gross: "NBC aired radio's defiant challenge to TV in the form of a gargantuan divertissement... emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it": New York Daily News

Jack Gould: "... the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him." New York Times

NBC is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour...

... or you can participate in the biggest and newest idea in advertising

Tallulah Bankhead and a few of the rotating guest stars that appear on "THE BIG SHOW" each Sunday on NBC at 6:00 pm (EST.)
The biggest

and newest idea

in advertising is

ON-THE-AIR

VARIETY  MUSIC  DRAMA
With the premiere of "The Big Show" on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

*TANDEM* is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

*TANDEM* consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

*TANDEM* advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

*TANDEM* is the only advertising plan ever to be especially designed to reach *everybody*. Each show has a different appeal.

*VARIETY... The Big Show... Sundays*

*MUSIC... NBC Symphony... Mondays*

*DRAM... Screen Directors' Playhouse... Thursdays*

*COMEDY... Duffy's Tavern... Fridays*

*MYSTERY... The Man Called X... Saturdays*

*TANDEM* is surprisingly low cost. It is estimated that *Tandem's* five shows will reach 23,000,000 homes each week and deliver 1000 listeners — net audience — for 59¢.

*Tandem* is available to a few more advertisers. For details call Circle 7-8300, Extension 8436 or your nearest NBC representative.

---

America's No. 1 Advertising Medium
A service of Radio Corporation of America
Baseball's Gate
(Continued from page 19)
League circles there are rumors that radio row will break into the open at the Dec. 4-14 meetings of club owners at St. Petersburg, Fla. Some minor league club owners are understood to be planning legal action against the majors unless a satisfactory agreement is reached, either via private litigation or appeal to the Dept. of Justice.
Spokesmen for the major leagues describe the broadcasts as an extremely serious problem. They claim property right in play-by-play versions of their games under the old KQV Pittsburgh and other court decisions, and charge for broadcast rights. MBS, Liberty and other networks that feed games outside major league areas pay the home clubs for these rights.
But the big leagues concede they need the minor league structure if baseball is to survive. They contend the minor leagues have no legal rights but at the same time are concerned because many minor league clubs, being marginal operations, are threatened with extinction and the whole existence of organized baseball is involved.
RTMA's Stand
In a forward to Mr. Jordan's report, RTMA said it does not necessarily endorse his findings but publishes the study "because we believe that the work is the most thorough and most constructive approach towards the solving of this problem that has been made to date."
The first Jordan study attracted widespread interest, according to RTMA. Mr. Jordan is the son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.
"No one factor alone determines the size of attendance at sports events," Mr. Jordan said in his new survey, adding that about 15 factors influence play important roles in contributing to the gate.
In 1950, he said, five major factors were involved in a cut of about 10,810,700 in paid admissions organized baseball. Majors were 13% and minors 19%, he said.
He cited the factors as follows: Weather was responsible for about one-third of the loss in the majors, and probably as much in the minors. Teams with improved performance had a relatively better season regarding weather than other factors. Fewer fans attended the majors improved performance on the average shifted to the smaller drawing clubs which contributed to an overall attendance decrease.
Leveling out from the extraordinarily high post-war peaks was a definite factor in the general decline which lowered attendance in 50 of the 60 leagues operating at the start of the season.
Novelty-happy, new TV owners hurt temporarily but this loss declined as the season progressed. In 1950, leagues which drew more than 1 million paid admissions in 1949, 29 television clubs had a relatively better attendance record in 1950 than 35 non-televised clubs.
Too many major league sportscasts, both radio and TV, were partially responsible for the greater loss in the minors than in the majors.
In many ways, said Mr. Jordan, 1950 was a good baseball year aided by spectacular pennant races. Attendance was fourth highest in history but sharply down from postwar peaks of 1947, 1948 and 1949. Extreme opinions either for or against TV are not justified by fact, he contended.
Unfavorable weather was an important factor, with Philadelphia having 88 days of rain out of 156 in the season or 44% more rainy days than in 1949 and 45% more than in 1948. The majors' actual playing dates were cut by 3%, a loss of 3%. Loss to weather alone could be estimated at 3% or about a fourth of the total 13% decrease in total admissions, Mr. Jordan said. He cited other ways in which baseball was hurt by the weather and suggested more rained-out games be made up during the good attendance months of June, July and August.
Mr. Jordan's 1950 analysis confirmed the conclusion in the long range study that, regardless of TV, the teams that improved their performance had a much better attendance record than those which did not.
The current study shows that nine major league clubs that televised games and improved or held their standing played to a small increase in average attendance during the season. The seven clubs with lowered performance, including Pittsburgh, which did not televise, and the St. Louis Cardinals which televised only 11 games, had a sharp drop in attendance.
Figures from several cities indicate the size of the home TV audience for games declined right along with attendance in parks, where performance was lower. Home viewing went up along with attendance in parks when performance was better. Mr. Jordan said indications are that "the same factors of interest that draw people to the ball park also drew them to their TV sets. Many persons tune in another program when the team isn't drawing well. There does not appear to be any special adverse effect of TV on a losing team."
Leveling Out
Mr. Jordan places emphasis on the general leveling out that marks the entertainment world, a trend that started in 1948 when people began spending less money on admissions. Sports resisted the trend surprisingly well but now the leveling off is showing its effect and baseball, being a business, is subject to economic laws. Mr. Jordan suggests this has been a contributing factor in baseball's 1950 attendance loss.
Reminding that 50 out of every 100 new enterprises started each year end as failures in the first two years, Mr. Jordan said 56 baseball clubs have started since 1947 yet "great consternation is voiced if 15 or 15 of them fold this year. Any other industry with
such a fine record would be out painting the town red."

Mr. Jordan said attendance losses and red ink operation in 1955 "were not confined to any one area or to any of conditions. They were fairly general. Out of 60 leagues in operation, 55 of them showed losses in attendance. Only eight of these leagues had any television at all. With such a pattern before us, it is hard to reach any conclusion other than that a leveling out process from the postwar peak is in operation in baseball."

The Korean war may have accentuated the retrenchment this season, and the defense programs and higher taxes may prolong it, he said.

Some 2 million new TV owners in major league cities hurt attendance to some extent, according to Mr. Jordan, but the attendance loss per playing date began less as the season progressed. Had TV been the major factor in attendance decline losses would have increased, not decreased, as the season progressed, according to Mr. Jordan, because new sets were being bought at the rate of over 600,000 a month. Actually, "attendance picked up relatively as the season progressed, and so did TV ownership," he said.

**BASEBALL GATE**

**AP Surveys Radio-TV Effect**

**RADIO and TV** draw some of the blame for decline in minor league baseball attendance, according to a survey of major league farm systems conducted by the Associated Press.

AP’s survey included the following observations by big league operators:

Fred Saigh, St. Louis Cardinals—Thought radio and TV could be responsible for some of decline, particularly at Allen- town, Pa., not far from Philadelphia. Chicago Cubs—Felt TV can create added interest.

Boston Braves and Red Sox—Both felt broadcasts hurt attendance, saying: New York Giants—Blamed TV and radio for Jersey City and Trenton defeats.

New York Yankees—Said radio and TV hurt some.

Ed Kuiper, Philadelphia Athletics—Said rebroadcasts of big league games had some minor league attendance "very much."

Billy Evans, Cleveland Indians—Said no question that TV and radio are factor in declining attendance.

**BROADCASTING** • **Telecasting**

**Tells Radio Story**

**ADDED feature of the Michigan Assn. of Broadcasters meeting was the presentation of a special show with all talent and production work done by WJR Detroit. Program, fed to a network of Michigan stations, carried the theme of radio as America’s greatest mass communications medium. To make the show a 100% contribution, WJR withhold all credits to itself, even using unlettered mikes.**

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infomral lobby group at MAB sessions (1 to r): Seated, Alice Anderson, WTT] Port Huron; Mrs. Bill Schroeder, WOOD Grand Rapids; Mrs. F. Granger Weil, WTH; Mrs. J. E. Fetzer, Fetzer Bstg. C0.; Mrs. W. A. Pomercy, WILS Lansing. Standing, Mr. Schroeder; Mr. Fetzer; Mr. Weil; Mrs. Pomercy.
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baseball depends on the balance achieved among these factors, according to Mr. Jordan. He said:
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New fans and goodwill are bonus quantities. Every game carried over the air is publicity for the ball club. But it is advertising for which the sponsor foots the bill. This consideration, while small in the early days of TV, grows in magnitude every day."
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Just as the TV audience is replacing the radio audience in many large cities, so television is replacing radio as a publicity medium for sports. Radio has done a great job boosting baseball, but the publicity value is gone now. Banishing TV will not regain this lost publicity, but it will eliminate the only possible way of replacing it.
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The latter bill that enters the club owner’s wallet from rights fees is just as good as the dollar bill that enters through the turnstile. If TV is banned, the rights fees, obviously, will be very dollars that is thus given up must be replaced by an additional one coming in the gate, or else it is not a smart business venture. If TV were banned in all major league cities, attendance would have to jump by 2 or 3 million to make up the difference. Mr. Jordan said whether banning television would increase attendance by 3 million next year, it didn’t even step the loss in professional football, basketball and hockey—all of which had poorer records in 1949 than the widely televised sports of baseball and college football.
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Mr. Jordan believes TV in most cases is paying its way as a new source of revenue to make sports stronger. The system is financially. He does not believe TV will either cause or underwrite a crowdless ball park.
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The few selected games is not good policy, according to Mr. Jordan, because it makes each telecast a “special event” and draws up to sell sets will not hold new fans since interest is developed gradually; TV’s novelty effect will wear off more rapidly if a large block of games is televised.
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Finally, Mr. Jordan suggests, advertising must cooperate so that TV and sports work out a permanent and profitable relationship. TV must be used to promote, not compete but its attitude must be changed from a.”
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Mr. Jordan warned: "Good business means that TV should promote the crowd at the ball park."}

**November 20, 1950 Page 33**
**Tax Battle**  
(Continued from page 25)

how many representatives of the broadcasting industry would be permitted to testify in a compressed schedule of witnesses. However, RTMA was slated to present its testimony today (Monday).

RTMA was expected to take the position that the best three years of 1946-49 inclusive as suggested by Secretary Snyder, for the period were discriminatory to radio and TV. The RTMA's tax committee was ready to recommend that tax experts include at least the first six months of 1950 in computing a profits base for the industry, as that year—particularly in television operation—could be considered the nearest approach to "normal."

According to Secretary Snyder, the problem of TV could be handled under the Section 722 relief provision which embraced the radio industry during World War II.

Meanwhile, outside the committee room the chorus of corporation Opposition to the profits levy proposal swelled. The Conference of Growth Companies, chaired by Allen B. DuMont, president of Allen B. DuMont Labs, went on record in favor of an "emergency profits tax" (i.e. a flat rate levy on corporate earnings as advanced by the CED). Dr. DuMont is scheduled to appear before the committee.

**Elect Tait**

Another group, the Business Committee on Emergency Corporate Taxation, electing Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y., chairman, appeared before the Congressmen, falling into line in support of the across-the-board hike.

Mr. Tait declared that the proposed excess profits levy would stifle investment and contribute to inflation. Assistant Mr. Tait in his presentation case was Leon Henderson, former OPA Administrator and now a consultant.

The 80th Congress mandated the House tax-writing committee to report out an excess profits bill before adjournment. Whether the lame duck legislators will be able to pass such a measure through a non-enthusiastic legislature was seen as doubtful by a number of political leaders.

That the Congress will have little time to act was indicated by President Truman's statement Thursday that he doesn't intend an early call for Congress before the scheduled Nov. 27 return date.

Sen. Robert A. Taft (R-Ohio) predicted that the outgoing Congress would not be able to enact the excess profits legislation desired by the President and doubted whether any other major piece of legislation would be passed.

While signifying support of an excess profits levy if decided upon by the Senate Finance Committee, Sen. Taft added that he thought the issue should be decided along with other plans for gaining more revenues.

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**Excess Profits Tax**  
(Continued from page 24)

provisions in a contemplated excess profits tax is the television broadcasting industry. 1948 was the first year in which the FCC reported operating figures for the industry. During the full year, only 17 stations were in operation, although at the end of the year 50 stations were on the air. The operations for 1948 and 1949 are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Stations</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Net Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>10</td>
<td>$58,700,000</td>
<td>$33,800,000</td>
<td>$24,900,000</td>
</tr>
<tr>
<td>1949</td>
<td>15</td>
<td>$58,100,000</td>
<td>$24,300,000</td>
<td>$33,800,000</td>
</tr>
</tbody>
</table>

The above figures represent TV

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**World Series Cut**

ENTIRE $975,000 that major league baseball obtained from 1960 World Series radio and TV rights was put into baseball's pension fund Thursday. Meeting in Cincinnati, owners of major league clubs took less than three minutes to vote disposition of the money for future payment of pensions and death benefits for players. Players representatives originally had indicated they would seek to cut World Series participants in on the radio-TV money (TELECASTING, Sept. 28) but a fortnight ago Baseball Commissioner A. B. Chandler said there was no longer any disagreement on how the money should be used.

WMBG Richmond, Va., awarded blue ribbon for going over quota in local Community Chest drive.

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**The stars of today and tomorrow are...**

...with the new era in

**Thesaurus**

DR. FRANK BLACK'S MALE CHORUS

"The Singing Americans"

Ray Porter, associate conductor and arranger

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

---

**RCA recorded services**

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood
Follow the lead of these Business Leaders…
you’re all giving Schenley to wish friends the best!

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

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

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

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

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

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

It’s "Good Business" to give SCHENLEY

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N.Y.C.

BROADCASTING • Telecasting
DEFENSE

Fritche Succeeds Roberts, Oldfield to Europe

APPOINTMENT of Clayton Fritche, New Orleans newspaperman, as public information director for the Dept. of Defense, succeeding Osgood Roberts, acting information chief, was announced last Tuesday by Defense Secretary George C. Marshall.

It also was revealed that Lt. Col. Barney Oldfield, public relations directorate office, U.S. Air Force, will be transferred to European headquarters, USAF, sometime in mid-January. He is expected to assume the post of public relations officer. Col. Oldfield's orders were issued last week.

Mr. Fritche, a newspaperman for over 25 years, has served since 1944 as editor for the New Orleans Item, which is affiliated with WDSU Broadcasting Services, licensee of WDSU-AM-FM-TV New Orleans. His appointment signifies that the department's top information post will remain in civilian hands. Mr. Roberts will remain as deputy assistant to the new information director.

Mr. Fritche, who drew a Pulitzer Prize honorable mention for service in 1937, currently is a director of the National Foreign Policy Assn. and president of the New Orleans Foreign Policy Assn. He began his executive newspaper career as managing editor of the Baltimore Post in 1931. In 1934 he served with the Cleveland Press. Before 1930 he was with the Post as assistant city editor and with the Pittsburgh Press. He is a native of Bellefontaine, Ohio.

Former Assignment

Mr. Roberts has been acting information director of the Defense Dept. since last February when he succeeded William Frye, who began a European tour of service. Previously Mr. Roberts was public relations director for the Mayflower Hotel in Washington.

Aside from retaining control of the Defense Dept.'s news flow in civilian hands, the appointment of Mr. Fritche also pointed out the department's present consideration of overall central policy with respect to information needs. Since unification went into effect in March 1949, the department generally has decentralized its top-level operation, laying greater emphasis on functions of individual branches.

Secretary Marshall's office has been giving added consideration to realignment of the military information structure, which already has resulted in stepped-up tempo of operations on the subordinate military levels. One of the results has been the increased radio-TV activity in each branch, particularly the U. S. Army [Broadcasting, Oct. 9].

Col. Oldfield's present duties will consist of interviewing and checking potential inductees and reservists, including radio, newspaper and photographic personnel, upon which he has drawn before his European assignment.

Until recently Col. Oldfield has been maneuvering public relations personnel of the Air Force in the Far East, from which he returned in October after three months' duty. He is a former radio, film and newspaper personality, joining the Army as a regular in 1947 and transferring to the Air Force in 1948. During World War II he served in public relations for headquarters commanded by Gen. Omar Bradley and Field Marshall Montgomery.

WWII Biloxi Moves

WWM Biloxi, Miss., last week announced completion of its move to new studios and offices in the local Broadwater Beach Hotel. Station, which affiliates with Progressive Broadcasting System Nov. 26, also revealed that high fidelity transmission equipment and Magnetron tape recorders had been installed in the new studios.

Roses From WLS

TWO MILLIONTH visitor to the WLS Chicago National Barn Dance was welcomed on the show a fortnight ago and given 25 roses, representing the number of years the show has been on the air. WLS is believed to be the first station which charged admission to a radio program. The National Barn Dance, which originates at Chicago's Eighth Street Theatre, has been charging admission since 1932.

NBC SIGNS FORD

For 'Operation Tandem'

FORD MOTOR Co. has signed as the third sponsor of "Operation Tandem," new NBC multi-participation for the same advertisers over five nights a week sponsorship. Ford's sponsorship will begin Thanksgiving Day, Nov. 23, on the first half of Screen Director's Playhouse, 9-11 p.m. and include Duffy's Tavern, Friday, 9:30-10 p.m.; The Man Called X, Saturday, 8:30-9 p.m.; 6:30-7 p.m. segment of The Big Show, Sunday, and the first half of NBC Symphony, Monday, 10 p.m.

Whitehall Pharmaceutical Co. and RCA Victor Division of RCA announced their participation in "Operation Tandem" three weeks ago. J. Walter Thompson Co. is the agency for Ford Motor Co.
Broadcasting

KANSAS CITY, MISSOURI

KCMO

the station that sponsors the sponsor

Greater Kansas City's One and Only
50,000 Watt Station for Mid-America

Cover the Metropolitan Areas of Missouri and
Kansas plus Rural Mid-America with KCMO

One Deck... in Mid-America
ONE station ONE spot on the flat
ONE set of rates ONE set of ratings.

50,000 WATTS

Kansas City 810 kc.

KCMO

some time buyers travel to get information like this

An important agency time buyer says, "The markets to be developed for any account by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us."

There's no substitute for such first-hand field surveys, but they take time, cost money, and only a few buyers of time find it possible to work that way.

So it's a boon to buyers when stations like Kansas City's KCMO make the information they need available in SRDS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations, check the station Service-Ads as well as the station listings in the Radio Section of SRDS and the market listings in SRDS CONSUMER MARKETS. They may save you much further searching for information you want.

Note to Broadcasters: In the SPOT RADIO PROMOTION HANDBOOK buyers of time describe what they want to know about stations. Copies at $1.00.

STANDARD RATE & DATA SERVICE

The National Authority • Serving the Media-Buying Function

Walter E. Bothof, Publisher

NEW YORK • 333 North Michigan Avenue, Chicago 1, Illinois • LOS ANGELES

BROADCASTING • Telecasting

November 20, 1950 • Page 37
EVIDENTLY the grapplers believe this is open season on sports announcers. Several weeks ago, Jim Gibbons of WMAL-TV Washington was routed from the ringside by a wrestler reported to have been incensed by Mr. Gibbons' remarks. New England's sequel has Arthur Flynn, sportscaster of WLAG Lawrence, Mass., being heinously assaulted by Wrestler Angelo Cistoldi (the obviously infuriated gentleman in trunks) who either didn't like Mr. Flynn's looks or broadcast. Mr. Flynn, one-time world amateur welterweight titlist, New England professional middleweight champion, and professional wrestler, escaped unharmed after valiant police and handlers finally succeeded in pulling Wrestler Cistoldi away.

W. D. LOUGHLIN
Pioneer Experimenter Dies

WILLIAM D. LOUGHLIN, 57, one of the early experimenters in radio, and board chairman of Boonton Radio Corp., Boonton, N. J., died in the Community Medical Group there Nov. 12, following an illness of several months.

While a student at St. Joseph's College, Philadelphia, where he received a B.A. degree in 1912, Mr. Loughlin designed, built, and operated a 5 kw wireless station. His work led to the government granting the college one of the first "experimental licenses," authorizing wireless telegraphy research and development under the call letters 3XJ.

Following work with the U. S. Naval Laboratory in Philadelphia, Mr. Loughlin joined Radio Frequency Laboratories at Boonton in 1923 as a radio engineer concerned with the research and development in RF circuit and tube design for radio receivers. He became vice president and director in 1928 and president in 1929. After the sale in 1934 of numerous RFPL patents to RCA, he formed Boonton Radio to develop, design, and manufacture precision measuring instruments, such as the Q-meter.

He is survived by his wife, Mrs. Agnes Quinn Loughlin; a daughter, Helen L.; a son, Robert W.; and a sister, Mrs. Florence Stanton of Philadelphia.

On All Accounts
(Continued from page 18)

Baltimore for its client Brock Candy Co. Later it produced spots for Brock and for H. W. Lay & Co. (potato chips) on WSB-TV Atlanta. In 1949 it produced the Baptist Radio Hour, half-hour Sunday afternoon program on 120 ABC stations, plus 57 spot stations. Other clients using radio spots and/or programs include National Nugrape Co., and the agency is presently testing a half-hour kids quiz show for Brock on WSM-TV Nashville.

As for choosing the Atlanta location, Pete says it wasn't too difficult to see even 11 years ago that Atlanta would become the center of the fast-developing advertising industry in the south. When asked how the advertising business there compares with New York, he notes "one main difference is that the half-million-dollar-or-over accounts in our section are few and far between. Our average account is in the $50,000 class, usually with sectional distribution and sales rather than national. Of course, if with our help it can gradually go national, that's swell—and it sometimes happens."

Born in West Virginia

Carroll Kalbaugh Lillier was born May 11, 1905—or 1904—in Keyser, W. Va. His mother's family Bible shows the date as 1903; the county courthouse records show 1904. In his teens, Pete says, he used the 1903 date, "as I grow older I'm inclined to accept 1904."

Pete worked toward an AB at the University of Pittsburgh, transferring to the U. of Pennsylvania in his senior year. He quit a few months short of a degree to get married and go to work. He has one son, Bill, by his first wife, now deceased. Bill graduated from Harvard last year and is now working on his PhD in astronomy at the U. of Michigan. The present Mrs. Lillier—formerly Ruth King—is an Atlanta girl, "so it looks like I'm here to stay," says Pete.

WSM ON AIR
Is Mid-Illinois' Newest

WSMI Litchfield, Ill., owned by Mid-Illinois Broadcasting Co. and operating on 1540 kw with 1 kw daytime, is downstate Illinois' newest radio station. Debut on Nov. 1 was marked by ceremonies attended by civic and business leaders. Events were held at main studios serving Litchfield-Hillsboro and at Carlinville studios on the Blackburn College campus.

Devoting a share of its programming to rural listeners, WSMI also is providing daily newscasts from Carlinville as well as programs originating from the college.

Key executives include Hayward L. Talbott, president; F. P. Stamm, Jr., executive vice president and director of engineering; and Owen Lackey, Jr., Carlinville studios manager.

PROGRESSIVE Broadcasting System, due to start network operations Nov. 26, announces it has signed contracts with INS and UP for 24-hour schedule of news.

TAB SPEAKERS
Agenda Set for Dec. Meet

NOTED at tion, agency and government officials will address the state convention of the Tennessee Assn. of Broadcasters meeting at the Andrew Jackson Hotel in Nashville Dec. 6, according to an agenda released by TAB last week [BROADCASTING, Nov. 13].

J. H. E. Davis, vice president of Foote, Cone & Belding, will highlight an afternoon business session with a discussion of "The Outlook for Radio in the Coming Year." Hugh Higgins, acting director of Broadcast Advertising Bureau, will show a slide film, "How to Pick a Winner," at the same meeting.

Mr. Higgins also will address TAB in a merchandising and promotion session that morning.

Other topics scheduled with F. C. Sowell, WLAC Nashville, presiding at sessions, include small market's panel (members—T. B. Baker, WKDA Nashville; Clift Goodman, WETB Dayton, Ohio; Frank S. Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; and R. M. McKay, WKRM Columbia); "A Newcomer's Analysis of Radio," with panelists, WROL Knoxville; "The Future," panelists, WORL Knoxville; "Trials and Tribulations of First Weeks of Video Operation," with John H. DeWitt, president, WSM-AM-TV Nashville. Messrs. Mountcastle and DeWitt will address the luncheon party.

Following sessions dealing with resolutions and election of officers and directors for 1961, the association will adjourn for cocktails and dinner. Featured speakers at the TAB dinner will be Hoyt R. Wooten, WREC Memphis, discussing "The Voice of America vs. the Voice of Russia," and Charter Heslep, radio-TV director, Atomic Energy Commission, on "The Office's Responsibility in the National Defense."
Owners of Collins equipped stations on the way up usually re-order Collins when they receive a grant to increase power.

They have had day by day experience with this soundly engineered equipment, and over the years have come to recognize its absolute reliability as an important ingredient of success.

Call your nearest Collins representative whenever you need anything for AM or FM broadcasting. He’s a good man to keep in touch with.

FOR BROADCAST QUALITY, IT’S...
CED TAX PROPOSALS

A TEMPORARY 15% defense profits tax on all profits, plus individual income tax increases and subsequent boost in excise levies, would be "less inequitable" and serve to raise as much revenue as proposed excess profits tax, the Research and Policy Committee of the Committee for Economic Development reported last Wednesday.

The committee, which has opposed excess profits legislation, issued a statement as the House Ways and Means Committee opened hearings on the controversial issue. The policy statement was titled, "Paying for Defense."

The committee, stressing the need for a "pay-as-you-go" program during the period of adjustment in the tax structure outlined its own plan to permit increases in production while raising additional revenue and checking inflation.

Corporate and individual tax boosts urged by the committee would go into effect Jan. 1, 1951, while excise tax revision would take effect later in the year, as a result of higher military expenditures expected in the last half of 1951.

Committee Recommendation

The committee recommended prompt action to (1) revise the corporate profits tax so that it consists of a basic rate of 15% (18% on profits under $25,000) plus a defense profits levy at a flat rate on all corporate profits, and (2) levy an additional "defense" tax on individual income payments (at a flat percentage rate on net income in excess of exemption and the present tax).

The essence of the difference between the defense and excess profits tax proposals, the committee noted, is that the former "imposes an additional tax on all profits, while the second imposes a necessarily higher tax on a part of profits."

The committee's suggested 15% defense profits rate was based on an expected $8 billion expenditures (military and non-military) and corporate profits of $40 billion during 1951. The group feels this would yield about $3 billion more than the present profits tax and leave profits after taxes of $19 billion--almost exactly the average profits after the tax of 1947-49.

The committee also felt that defense profits legislation would be much easier to administer since it "does not involve interminable argument about the normality of some historical base period." Additionally, it added, the tax would serve as "less of a handicap to new and growing business."

The radio-television industry has evidenced mounting concern over this latter issue, involving a suggested base period which may prove to work a hardship on it unless some relief provision is included.

The extremely high marginal rate of an excess profits tax is "in direct conflict with the nation's need for maximum efficiency in production and employment," and expects, the committee declared. "The fact that excess profits legislation was an incentive to extravagant expenditure for travel and advertising was a national joke and a national scandal during the last war."

Five members of the Research and Policy Committee, composed of 34 businessmen and headed by Meyer Kantor, Hart, Schaeffer & Marx, dissented from the group's corporate tax recommendations while opposing excess profits taxes.

They felt a corporate profits tax is much less anti-inflationary than other kinds of taxation "because it reduces savings, retards production and encourages waste and higher costs." Additional revenue can be raised "in ways less damaging to the nation, including individual social security taxes," they added.

To combat inflation, the full committee also proposed a six-step program: (1) clear location of responsibility within government for formulating a balanced program; (2) realistic policies with respect to non-military expenditures of government in view of expansion of military requirements; (3) a workable plan for achieving more economy in military expenditures; (4) a program to promote savings; (5) a policy to limit expansion of money supply and bank credit; (6) a tax policy appropriate to the needs of a defense economy.

Members of the committee include Gardner Cowles, president of the Cowles stations (KRTV Denver, WAAB Boston, WNAX Yankton, S. D.), Philip L. Graham, president and publisher of the Washington Post (WTOP-AM-TV-FM Washington); Philip D. Reed, chairman of the board of General Electric Co.

GOVERNOR PYLE

Polls 99,203 Votes

HOWARD PYLE, vice president and program director of KTAR Phoenix, elected Arizona's first Republican governor since 1930, takes office Jan. 1. He polled 99,203 votes in the Nov. 7 election, winning by 3,123 votes over Democrat opponent, Mrs. Ana Frohmler, state auditor for more than 20 years. Mr. Pyle is 44 years old, married and the father of two daughters.

Although he is taking leave of absence from KTAR for two years, Mr. Pyle will continue to be associated with production and presentation of the annual Grand Canyon Easter Sunrise Service recorded over that station, NBC and Armed Forces Radio Service. He co-founded the broadcast 17 years ago.

Mr. Pyle did a series of broadcasts at the United Nations Conference in San Francisco in 1945 and later was accredited to the Pacific as a war correspondent. This is his first venture in politics.

FC&B NAMES Whitney, Delano to New Posts

IN A MOVE to meet the increased volume of business of the Foote, Cone & Belding New York office, Elwood Whitney, vice president and art director, has been elected executive vice president, and Frank Delano, vice president, has been appointed executive assistant to Mr. Belding, Don Belding, president of the agency, announced last week.

Mr. Whitney will join with William Lifton, who has been executive vice president since 1946, in the account management responsibility of the New York office.

M. P. Franceschi continues as vice president and general manager of the New York office in addition to his duties as president of Foote, Cone & Belding International.

Mr. Whitney...Mr. Delano...Mr. Franceschi...Mr. Berchtold

LIBEL ACTION

Filed Against 'Red Channels' LIBEL action against Red Channels publishers, American Business Consultants Inc., which also publishes the weekly newsletter Counterattack, was filed in the New York Supreme Court Nov. 14 by Arthur Garfield Hayes as attorney for Fort Kelton, radio-TV actress, and Ralph Bell, radio actor, who are both listed in Red Channels.

The complaint alleges that Miss Kelton and Mr. Bell were falsely represented as being "dopes" and "fellow travelers."

Standard Rate's Titles

STARTING in January, Standard Rate & Data Service will issue new publications under new covers, each with a title designed to identify it instantly with the media listings it contains. In the broadcasting field the new covers will be Radio Advertising Rates & Data and Television Advertising Rates & Data. Issuance dates will remain the same: Radio and television the first of each month.

RCA STOCK AGENTS

Name Midwest Firms

RCA HAS appointed the First National Bank of Chicago as transfer agent, and the City National Bank and Trust as co-registrar for the common and first preferred stocks, effective March 1, 1951, in order to accommodate RCA's midwestern stockholders.

The Corporation Trust Co., acting as transfer agent, and the Chase National Bank, New York, will continue in New York to administer the preferred and common stocks, respectively, continue to serve RCA in New York.

WJR Detroit awarded bronze, "Oscar of Industry," trophy for having best last annual report in broadcast industry. Award was made by independent board of judges for Financial World magazine.
HER SPECIALTY
WBNS AIRS 'LADY ON SPOT'

WBNS Columbus' Mrs. Leonard Stern, better known as Eliza Roberts, has been a "lady on a spot" for the past seven years and hasn't minded it a bit. In fact, it has proved a profitable financial circumstance for both her and the station.

Since June 15, 1943, Mrs. Stern has been at WBNS studios each day at 7:30 a.m. to broadcast a one-minute spot announcement for the Roberts shoe store. accustomed to the usual procedure of transcription work, many radio listeners are surprised to learn that the store's spot is, indeed, quite "live." Her familiar voice is heard every morning between Dr. John Gilbert's Early Worm program and Chet Long's newscast. She returns home at 7:45.

When Mrs. Stern first undertook her venture, she aired announcements at noon and 10:15 p.m. on two other Columbus stations, supplementing the WBNS routine, a pattern she followed for three years. The seven-year radio veteran has never been late or missed the "spot." An announcer reads her copy while she vacations. Mrs. Stern originally was hired by store owner Herbert Roberts and given the radio name of "Eliza Roberts" after she had suggested a woman might present his commercials more effectively. She is married to a Columbus attorney.

Closes Atlanta Office
EDWARD PETRY & CO. Inc. closed its Atlanta office effective Nov. 10, reassigning the eastern part and western part of the Southeast territory to its New York and St. Louis offices, respectively. An executive of the firm said the reason for closing is that a high percentage of accounts serviced by the Atlanta office were as close or closer to the New York office. Charles Grisham, who headed the Atlanta office of the firm, has not announced his future plans.

New KGER Building
OPEN HOUSE dedicating a new two-story building, containing studios and office space for KGER Long Beach, Calif., on Nov. 4 [BROADCASTING, Nov. 6], featured a three-hour broadcast. Erected at a cost of about $50,000, the building has a 6,000-sq.-ft. area. Included are two major studios, newsroom, control room, general office and several smaller offices. The 5 kw station is owned by John Brown Schools of California Inc., Long Beach. Dr. John E. Brown is president and Galen O. Gilbert, general manager.

MAIL DRIVE
Holiday Reminders Being Used
POST OFFICE department is cooperating in a four-program "mail early" campaign over Mutual's Washington Report, 2:45-3 p.m. Sunday.

First of the series was heard Nov. 5 on the subject "American Ships Carry The Mail" and was presented in cooperation with the National Federation of American Shipping, which paid for the time. Program was on overseas mailing.

Second program, Nov. 19 takes subject "American Railroads Carry the Mail" and is sponsored by the Assn. of American Railroads. It will be carried by WNYC New York as well as MBS. Third is on "Airlines Carry the Mail" and is sponsored by privately owned airlines. All three programs were scripted by Larry Farmer. The fourth program will cover the operation of the Post Office Department during the Christmas mailing rush.

PREPARING to mail folders to 62,000 telephone subscribers in Nashville are these WLAC announcers. Setting off the fall promotion campaign are (l to r); Seated, Audrey Cleveenger and Mary Manning; standing, Gene Nobles, Paul Oliphant, John Richbourg, Bob Larimer, Herman Grizzard, Bill Johnson, Tim Sanders, Charlie Roberts and Wilson McCartney. The two-color folder contains photos of 23 CBS stars and WLAC's complete program log.

WILL YOU BE GREEN WITH ENVY?
If you miss the advertising deadline for the 1951 YEARBOOK now in preparation.
Regular rates apply. For preferred positions call any Broadcasting • Telecasting office.

WASHINGTON
870 National Press Bldg. Metropolitan 1022
Maury Long, Business Manager

NEW YORK
488 Madison Ave. PLaza 5-8354
S. J. Paul, Advertising Director

CHICAGO
360 N. Michigan Ave. CEntral 6-4115
William L. Thompson, Manager

HOLLYWOOD
Taft Building HEmpstead 8181
David Glickman Manager
JOPLIN, C.E.

\$285,550,000 in persons who spend...

Community affairs and activities.

Nationally

K. Bailey, JOPLIN.

Bailey, Jr., WSB-AM-TV.

Ala., Lem Coley, WFRS, Alexander

BIRMINGHAM broadcasters at NAB Atlanta meeting (1 to r): G. P. Hamann, WBR; Thad Holt, WAPI; Eloise Smith Hanno, WBR; Henry P. Johnston, WGSN.


SAG Re-elects Reagan

RONDAL REAGAN was re-elected president of Screen Actors Guild at its annual membership meeting Nov. 12. Other officers elected were William Holden, first vice president; Dana Andrews, second vice president; Paul Harvey, third vice president; Lee Bowman, recording secretary; George Chandler, treasurer.

CAUGHT UNAWAVERS at NAB District 5 meeting were these Sigma Nu brothers, with Gov. Herman Talmadge of Georgia (1 to r): Edgar Kopak, WTVK Thomson, Ga.; Jack Fulwiler, J. Walter Thompson Co., Gov. Talmadge; Edgar Kopak Jr., WTVN, Allen M. Woodall, WAKA Columbus; W. C. Woodall Jr., WDWD Dawson.

GREEN B. ADAIR, WGST Atlanta; Gains Allen, MCA, New York; James E. Bailey, WAGA Atlanta; Bert Banks, WSB-AM-TV Atlanta, Marcus Bartlett, WSB-AM-TV Atlanta; Charles A. Bacon, NAB, Washington; Fred Bell; The Katz Agency, Atlanta; Jim Biggers Jr., WWRB, Columbus, Ga.; J. W. Blackburn, Blackburn-Hamilton Co., Washington; J. Allen Brown, WLOP Orlando, Fla.; Lee S. Bullis, WULA Eustis, Fla.; Harry Cump, WQAM Miami; Happy Querles, WRGB Rome; Maurice B. Mitchell, Associated Program Service.

WIIG RENAMED

Heads N. Y. AP Group

Gunnar Wiig, manager, WHEC Rochester, was elected to his third term as president of New York State Associated Press Broadcasters Assn. at the radio group's third annual meeting in Rochester Nov. 12.

The association also re-elected Jim Healy, WOKO Albany, to vice president and named three directors: Tom Brown, WAVG Geneva; Edward Duck, WNYC New York, and William Meenan, WGY Schenectady.

Appointees for the 1950-51 continuing study committee included: Ken Thorpe, WRIN Utica; Richard Crans, Wkop Poughkeepsie; Gordon Ridenour, WELM Elmira; Glenn Williams, WAGE Syracuse, and sports, Lowell MacMillen, WHEC Rochester.

Speaker at the broadcasters dinner was Lawrence E. Walsh, counsel to Gov. Thomas E. Dewey.

At NAB District 5 meeting (1 to r): Front row, Keith Kiggins, Edward Petry & Co.; John Outler, WSB Atlanta; Harold Danforth, WDDO Orlando; Bert Banks, WTCB Tuscaloosa. Back row, James Bailey, WAGA Atlanta; Harry Camp, WQAM Miami; Happy Querles, WRGB Rome; Maurice B. Mitchell, Associated Program Service.
The Jury of Award for the 12th Annual Electrical Manufacturing Products Design Competition selected Ampex Model 300 as an outstanding achievement in product development, design and engineering.

We at Ampex were more than delighted to find our name in the winning group which included four other manufacturers receiving similar top-flight awards.

During the past several months Model 300 has, performance-wise, just about revolutionized magnetic tape recording standards throughout the world of entertainment as well as in scientific research. Write for Model 300 specifications and the address of your nearest Ampex distributor.


HIGHEST ACHIEVEMENT in INTEGRATED DESIGN!
IT'S WORTH REPEATING!

The following announcement appeared in Broadcasting, October 23, 1950: "Lang-Worth's program service of NEW 8" transcriptions is completed...now available at leading broadcasting stations."

TO THE BROADCASTER: Loaded with exclusive star-studded talent, unique production aids, sure-fire sales "gimmicks" and outstanding program scripts...the NEW Lang-Worth is a vital ally to your Sales Department.

TO THE AGENCY: Top stars in top-rated Network Calibre Programs at Local Station Cost...now available on brand NEW 8" transcriptions. This guarantees brilliant, uniform reproduction in EVERY market.
Freedom Isn't for Sale

TALK ABOUT freedom of the press, and of radio, is like beating a dead horse to death. That's the usual retort of most people in authority, who insist there's no longer any issue on the First Amendment, and that, like spinach and taxes, it's here to stay.

But publishers and broadcasters, having learned harsh lessons, are guided by the maxim of eternal vigilance as the price of liberty. They know, moreover, that during an emergency the anti-advertising, grade-labeling and Government-subsidy crusaders get in their licks. Portents already are visible in proposals to restrict and tax advertising, and to outlaw institutional campaigns as proper expense, under the guise of labeling them as lobbying.

There are almost countless means of striking these basic freedoms. The oblique approach is usually used.

Thinking members of the fourth estate are mindful of this. Ten days ago at Miami Beach, the annual convention of Sigma Delta Chi, professional journalists, sternly highlighted a forum on "Is the Press Living Up to Its Responsibility?" John S. Knight, the hard-hitting editor and publisher who moderated the panel, signdaily included radio and TV as "the press," and gave WQAM Miami and part of WIND Chicago, operated in conjunction with two of his four newspapers.

And he conceded that the broadcast media and newspapers are more visible in influencing newspapers, competing for dollars and audience alike.

It was in the ensuing discussion, participated in by such figures as Fairfax Cone, Foote, Cone & Belding head, and AAAA chairman, and Frank Starzel, the articulate general manager of the Associated Press, that the crux of the never-ending freedom battle evolved.

"As news media become by their advertisers?" Mr. Knight asked.

From Mr. Cone came an unequivocal "no," echoed by other panel members. Advertisers, said the AAAA head, want "responsible" media, since an "irresponsible" media would allow irresponsible advertising, thus reflecting on good advertising and so rendering it useless.

Mr. Cone mentioned France and Italy as countries having no independent press, largely because there is little or no advertising. He could have added radio as a more pointed example, and he could have mentioned Great Britain and other European nations where Government radio is the rule.

Americans are the best-informed people in the world, the panel agreed. That is so because the American media are free—and supported by advertising. It applies the world over—where there's freedom there's competition and enterprise and economic substance.

Austerity-ridden Britain, which continues to lead the way in Western Europe, is only half-free: it's radio is government-controlled and non-commercial. If it goes semi-commercial under a dual system (which is the likely recommendation of a new commission studying the British Broadcasting Corporation), other nations would follow. Advertising revenue would build good programs. These would move goods and speed Britain's sagging industry.

It would help lead the democratic half-world toward the full recovery from its economic ills.

Radio-active Congress

RADIO WINDS of hurricane force are blowing about Capitol Hill. The forecast is for the most radio-active Congress of all time.

The color TV issue, and all that it encompasses, the NARBA snarl, and the emergence on the Congressional scene of legislators who know their radio and TV, make a full-dress investigation next session almost a certainty.

There are a dozen legislators, swept into office in the off-year elections, who are identified with the broadcast media. Others, not radio-connected, are armed for bear.

It's easy to discern that FCC Chairman Wayne Coy will be in the center of the Congressional cross-fire. There are plentiful indications that he's in a finish-fight with the opponents of CBS color now, led by RCA-NBC and backed up by an almost solid phalanx of manufacturers. Mr. Coy, however, is amandeo a lerticjudicial combat. It's now a better than even bet that he'll seek reapportionment when his present term expires June 30. Herefore it had been generally felt he would reject reapportionment and simply fulfill his commitment of three years ago to complete his term.

But wholly aside from the angry color situation, and the Clear Channel fight against the NARBA agreement signed last Wednesday, which would jettison existing protection requirements on some clear channels, there are other demands for action on the House.

The House, for several years quiescent on radio legislation, except for the filtrations of a few flannel-mouthed minions, may pick up the investigatory ball. On the scene there will be Frank T. Bow, former commentator of WPAY Portsmouth, Ohio, and a lawyer who served as the last general counsel of the House Select Committee to Investigate the FCC. He had made the FCC regulation of radio a campaign issue.

On one side:

I think Congress should spell out what controls, if any, the Commission should have over program content. There should be legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries.

To which most broadcasters and telecasters must add a lusty Amen.

On the other side of the FCC aisle may be William Benton, former agencey executive, erstwhile Assistant Secretary of State, and owner of Muskat, AMP and the Encyclopaedia Britannica. He apparently has won out over his Republican opponent, Prescott S. Bush, a CBS director, but a recount is indicated. Either way the wind blows, there'll be a new "radio Senator" from Connecticut.

Among other new radio faces in Congress will be Frazier Reams, owner of WTOP, Toledo, who serves a first term as an Independent. Serving a second term will be Rep. H. G. Gross, the Iowa Republican who won his political laurels as a militant news commentator. Others on the House roster include the veteran ex-Nebraska commentator, Rep. Carl Stefan; Richard W. Hoffman, owner of WHFC Chicago; Rep. Wayne O'Korn of WLIN, Merrill, Wis., and Rep. Harris Eirthworth, of KRNR Roseburg, Ore.

There will be a couple of new "radio governors" too. The surprise election was Howard Pyle, president and program director of KTAZ Phoenix, who won Arizona's gubernatorial election. The venerable former Secretary of State James F. Byrnes, a minority stockholder of WORD Spartanburg, took the Governorship of South Carolina in a close fight.

Summing up, it's clear that the administration and organized labor took a shellacking in the off-year elections. Radio, it appears, made a clean sweep. (Moral: if radio can sell politicians to the people, it can, and does, sell anything).

John Patt
Ralph Patt

JAMES PATT ROBERT PATT

THE No. 1 family in radio consists of four Patt--John, Ralph Jr., James and Robert.

No other broadcasting family can boast so many members so highly placed, judging by a fast scanning of radio genealogy.

Laid end to end, the Four Radio Patts have served 81 broadcast years.

Should the Patt claims to electronic eminence be challenged, the family can offer as evidence the two other members of this illustrious breed--Fred and Margaret--whose radio careers are history rather than current fact.

The Patt story is really four stories, four success stories. Each of the quartet has established a solid place in the fast-growing broadcasting industry, and each has moved continuously forward since the oldest Patt (John) first faced a carbon mike 28 years ago.

Reading chronologically, the Four Radio (Continued on page 76)

Static and Snow

By AWFREY QUINCY

IT'S a good thing that the Bible mentions only seven deadly sins. If the Good Book had pegged the number at 77, John Crosby would have filed a whole Life magazine and might have gotten somewhat monotonous.

In humble opinion, the Be-Happy-Go-Lucky series is the best cigarette advertising yet to hit the air. It reveals a degree of adulthood in advertising agency thinking comparable to that attained years ago by the broadcasting audience.

Buddy Sugg has a grand idea for a permanent memorial to the memory of the late John J. Gillin. How about a Broadcasting Hall of Fame, leading off with Johnny?

The installment people always say, "Nothing down. A year to pay." How would that phrase go in front of "pay-as-you-look" television. Maybe that's one "pay" too many but maybe even one "pay" is too much.

John Patt
Ralph Patt

James Patt
Robert Patt

BROADCASTING Telecasting
Did you know that automotive sales in Pittsburgh show a 10-year jump of 356%—more than any other major city except Detroit?

Sure! And you're on the right road in Pittsburgh when you're on KDKA.

Did you know that food sales in Pittsburgh have increased 183% since 1939?

Of course! And KDKA programs are steady fare with the most people in this market!

Did you know that Pittsburgh now buys 200% more in furniture, household goods, and radios than it did 10 years ago?

Certainly! And the more radios sold in Pittsburgh and in almost 100 surrounding BMB counties, the better your audience on KDKA.

In every classification, retail sales in the Pittsburgh market-area keep going up... up... up! And to reach this market, you'll find KDKA the outstanding medium. For details, check KDKA or Free & Peters.

Statistics courtesy Sales Management

KDKA PITTSBURGH 50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives: Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

JACK CARSON, account executive Lennen & Mitchell, N. Y., named salesman in NBC-TV sales department.

PERSONALS

I. E. SHOWERMAN, NBC Chicago vice president and general manager WMAQ-WNBQ (TV), named chairman Volunteer Bond TV committee for Illinois. EUGENE D. HILL, general manager WOR Orlando, Fla., named president Orlando Advertising Club. JAMES T. OWEN, manager WJX Jackson, Miss., made member Jackson Sales Executive Club.

Strictly Business

(Continued from page 14)

ing the commercial rights for Wright Sonovox. The Free & Peters partner had set up a separate corpo-
ration for this activity. The following year Mr. Free pressed his new associate into service for F&P.

"I have no desire to return to the manufacturing field," Mr. Cory says. "The tempo of station rep-
resentation and the fine people in this radio and television business have proved much to my liking. I have found my niche. The past seven years have been the happiest of my working days."

John Cory's wartime "utility service" with F&P, during which he personally contacted most of the leading agencies and advertisers in the west, serves him well today in his broader executive duties.

Oldest man in point of service in Free & Peters' Chicago office, Mr. Cory has been affectionately dubbed "Grandpa" by some of his associates. And, although he is still in his 40's, the monicker rings true, for—oh—his three daughters presented him with a grandchild a year ago last June.

Attended Wisconsin

His wife, the former Martha Stevens of Kenilworth, Ill., met Mr. Cory while he was at Phillips and was at Abbott Academy in Andover. The two attended Wis-
consin at the same time. Their children are Mrs. Martha "Pat" Tumberlin, Ill.; Sonny, a kindergarten teacher in Long Beach, Calif.; and Barbara "Bobbie," who lives at home and attends New Trier High School in Winnetka, on Chicago's North Shore.

The family resides in nearby Glencoe where Mr. Cory belongs to the Siokie Country Club. He also is a trustee of the Chicago Radio Management Club and was one of the charter members of the Chicago Television Council and the Chicago Press Club.

Mr. Cory's chief diversion is collecting antiques. His home is outfitted throughout with early-
period furniture, and he is espe-
cially proud of an array of some 50 old shaving mugs, each with an "occupational scene" glazed thereon. He also treasures a 150-year-old Eli Terry clock, with works made of wood.

Mr. Cory is the envy of his friends after his annual winter vacations, for he always seems to have returned from the Fountain of Youth. Here's his secret: He withdraws from civilization and becomes a beachcomber on Florida's West Coast, walking miles and miles daily in search of seashore relics. His collection of shells is one of the most unusual in the country.

JACOBS-RADIO

Break Omaha's Chest Tape

RADIO-TV was in the front ranks when Omaha's new "Man of the Year," Morris E. Jacobs, president, Bennett & Jacobs Advertising, led the city's Community Chest campaign of 1949, for the first time in six years.

Employing all the know-how of an advertising man, which in-
cluded extensive use of Omaha's radio and television facilities, Mr. Jacobs planned his campaign in the same manner as he had mapped out sales drives in the Omaha market for regular clients. After a fiery three-week effort, Mr. Jacobs was able to report the quota ex-
ced by 7%.

All Omaha stations cooperated in helping Mr. Jacobs and his co-
workers get the Chest's story across to local citizens. Prior to the drive's opening day, KBV KOIL WOW and KOWH broadcast Mr. Jacobs' special appeal on a combined net-
work and KBON carried the same talk later in the day. All stations used spots, local interviews and transcribed talks, before and during the campaign. WOW-TV and KMTV (TV) aided by airing special films, spots, slides and other featurettes. KOWH carried a campaign keynote address by Jean Hershold and KPAB broadcast an interview with the radio-film star.

WlMA Charleston, S. C., received citation for "inestimable benefits" rendered in the "I Speak For Democ-
acy" contest, from North Charleston Junior Chamber of Commerce.
ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios
with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly ... radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion

New Super-Triumph
The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No.1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radios Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS
RAY DIAZ, director program operations for ABC, also appointed program director for WJZ New York, KEY ABC outlet.

BOB COLBY to KOA Denver as staff announcer. Was with NBC Los Angeles, as announcer. VAN HARPEN, announcer, appointed producer in program department.

JAY GILES, program director WCNT Centralia, Ill., to staff WSOY Decatur.

JACK P. A. FLYNN to production department WFXI (TV) Chicago after working as WNQ-TV Chicago director for a year.

DAVID BROWN, LYNNWOOD KING and JOSEPH SPERY promoted to directors at WMBQ (TV) Chicago. New assistant directors are DAVID WATERS and PAUL ROBINSON, with BILL HEALING and DICK WEINBERG as floor managers. Additions to video program staff: ROBERT MANANI, artist, and JAN SCOTT, head designer.

WILLIAM B. HINES, district sales manager Toledo Scale Co., to Radio Cincinnati Inc. (WRC-AM-FM-TV) as promotion manager, replacing JOEL STOYALL (see FRONT OFFICE).

BEN PARK, NBC Chicago video producer, named to 1600 committee on awards, Commission on Human Relations, by Chicago Mayor Martin Kennelly.

GENE WOODSON, maintenance man and night watchman WTXP Springfield, Ill., conducted weekly disc jockey show on Saturday night.

MARGARET CAMERON to CKSF Cornwall, Ont., as librarian.

BOB HOPKINS, m.c. KNBB (TV) Los Angeles, father of girl, Nov. 9.

ED SCOTT, announcer WBBM Chicago, father of girl Wendy Berne.

BETTE CHAPEL, singer on NBC-TV's Garroway-at-Large, and William ROBERT WILKIE, Chicago businessman, are to be married Nov. 25 in Cincinnati.

ALAN MOWBRAY signed by Progressive Broadcasting System for series titled Musical Stories.

JOAN STEEN, women's editor and continues artistic work WNDM Pleasantville, N. J., resigns. DON ARNOLD, WOND staffer, to WNEA Warren, Pa., as morning announcer.

JAN MITCHELL, continuity writer WCOP Boston, appointed continuity director.

KEN CASE, sports director KTBS Shreveport, La., to WOW-AM-TV Omaha as announcer. RAY OLSB, production manager, appointed promo director KMOX Kansas City, Mo., appointed regional artistic director Kansas City Chapter of Fashion Group Inc., N. Y.

JOHN THOMPSON, promotion director CKGY Toronto, to publicity-promotion director CKXL Calgary.

ANNE HAYES, women's director WCNY Kansas City, Mo., appointed regional artistic director Kansas City Chapter of Fashion Group Inc., N. Y.

ERNEST CUNO, sports announcer WSBT Syracuse, recovering in City Hospital from attack of polio.

DAVE FENTRESS, staff announcer WSBT Binghamton, N. Y., to WMYT Durham, N. C., in same capacity.

HOWARD OZMINT, senior announcer WTMA Charleston, S. C., to traffic department South Carolina State Port Authority as assistant traffic manager.

BILL CLAYTON, graduate Northwest Broadcasting School, Portland, Ore., appointed program director KECO Pineville, Ore.

SONIA LEON, daughter of MAX M. LEON, owner WDSAS Philadelphia, starts own singing program on that station.

CLEMENT FULLER, supervisor of playreading for NBC and NBC-TV, resigns to devote full-time to writing for TV and theatre.

LORIS MYERS, NBC promotion department, father of boy, Nov. 12.

News • • •


HAL HODD, reporter CBS Winnipeg, was to news editor CJOR Vancouver. Was with KFBB Great Falls, Mont., and KNX Hollywood.

JACK LITTLE, Don Lee-KIJJ Hollywood chief special events man, to Armed Forces Radio Service as producer of shows for armed forces overseas.


KARL SHULTHE and CAL HOLM to present weekly writing staff at WTVN-TV Milwaukee. WARREN GRINDE resigns to complete graduate studies in Sweden.

FRANCE L. K. KXOK St. Louis sportscaster, awarded certificate by American Legion Jr. Baseball Congress for services rendered to boys and contribution to baseball program.


BILL MILLER, news reporter WTAM Springfield, Ill., and Stella Stapleton announce their marriage.

BILL DAVIS, staff announcer WOW Norfolk, Va., appointed sports director.
CONN. BATTLE
Republicans Seek Recount
LEGAL fight in Connecticut to unseat Democratic Sen. William D. Benton, who was re-elected by a narrow margin of votes in the Nov. 7 election (BROADCASTING, Nov. 13), was set off last Wednesday by Republican charges of "irregularities" in returns at three municipalities.

The Democrats countered by telling Connecticut's State Supreme Court, which must rule whether to order a recount of statewide election balloting, that the call for a recount was a "wholesale fishing expedition." They asserted that Benton was "legally elected" by a majority of 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

The municipalities selected from 169 in the state to support the Republican claim that the court should order the recount of tabulations were Derby, Beacon Falls and East Haven. It was claimed that voting machines in three wards at Derby were not properly checked and tested, that 22% of 106 absentee ballots received at East Haven allegedly were rejected because the name of the city had not been inserted. Additional discrepancies were alleged.

Political aspects to the case, under study by the panel, are weighty as loss of the seat to Sen. Benton's opponent, Prescott S. Bush, a CBS stockholder and New York businessman, would give Republicans an equal, 48-48 split in the upper chamber. Sen. Benton is a former partner of Benton & Bowlus, New York, and avid supporter of Voice of America and world radio.

Canada's Billings
RADIO ADVERTISING accounted for 15% of total advertising by Canadian advertising agencies in 1949, according to the Dominion Bureau of Statistics, Ottawa. Total agency billings amounted to $66,742,500 in 1949, as compared to $64,641,200 in 1948. The 74 agencies reporting to the Dominion Bureau of Statistics showed net revenue of $1,495,800 in 1949, as compared to $1,370,400 in 1948.

FUTURE policies and plans for WPAT Paterson, N. J., are plotted by this quartet in the first sales conference held at WPAT's newly-opened New York offices in the RKO Biltmore Hotel (seated), who was appointed WPAT general manager Aug. 1, confers with his executive staff (1 to r): Pat Sullivan, named Oct. 1 to head the New York offices; Don Kerr, program director since Aug. 15, and Jack Sloan, appointed general sales manager Nov. 1. The WPAT team represents a combined total of 75 years of commercial broadcasting experience.

PAYS OFF
Careful Plans Give KOTA-FM Solid Base

FM is a money-maker and is here to stay, as far as KOTA-AM-FM Rapid City, S. D., is concerned. This Black Hills operation took the air in February 1949. Since then it has made enough money to offset the 1949 losses, using separate programming that features sports and music.

While several hundred other FM stations struggle for community recognition, KOTA-FM and its 20 odd sponsors are enjoying a beautiful relationship.

When KOTA first was bitten by the FM bug, President-General Manager Robert J. Dean drove up to Rapid City, to FM in 1949, as compared to 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

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Careful Plans Give KOTA-FM Solid Base

FM is a money-maker and is here to stay, as far as KOTA-AM-FM Rapid City, S. D., is concerned. This Black Hills operation took the air in February 1949. Since then it has made enough money to offset the 1949 losses, using separate programming that features sports and music.

While several hundred other FM stations struggle for community recognition, KOTA-FM and its 20 odd sponsors are enjoying a beautiful relationship.

When KOTA first was bitten by the FM bug, President-General Manager Robert J. Dean drove up to Rapid City, to FM in 1949, as compared to 1,113 votes and that it was up to the Senate, itself, to decide any question of legality.

The municipalities selected from 169 in the state to support the Republican claim that the court should order the recount of tabulations were Derby, Beacon Falls and East Haven. It was claimed that voting machines in three wards at Derby were not properly checked and tested, that 22% of 106 absentee ballots received at East Haven allegedly were rejected because the name of the city had not been inserted. Additional discrepancies were alleged.

Political aspects to the case, under study by the panel, are weighty as loss of the seat to Sen. Benton's opponent, Prescott S. Bush, a CBS stockholder and New York businessman, would give Republicans an equal, 48-48 split in the upper chamber. Sen. Benton is a former partner of Benton & Bowlus, New York, and avid supporter of Voice of America and world radio.

Canada's Billings
RADIO ADVERTISING accounted for 15% of total advertising by Canadian advertising agencies in 1949, according to the Dominion Bureau of Statistics, Ottawa. Total agency billings amounted to $66,742,500 in 1949, as compared to $64,641,200 in 1948. The 74 agencies reporting to the Dominion Bureau of Statistics showed net revenue of $1,495,800 in 1949, as compared to $1,370,400 in 1948.

FUTURE policies and plans for WPAT Paterson, N. J., are plotted by this quartet in the first sales conference held at WPAT's newly-opened New York offices in the RKO Biltmore Hotel (seated), who was appointed WPAT general manager Aug. 1, confers with his executive staff (1 to r): Pat Sullivan, named Oct. 1 to head the New York offices; Don Kerr, program director since Aug. 15, and Jack Sloan, appointed general sales manager Nov. 1. The WPAT team represents a combined total of 75 years of commercial broadcasting experience.

PAYS OFF
Careful Plans Give KOTA-FM Solid Base

FM is a money-
When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Mallin

I SEE A MILLION PEOPLE

On Records: Martha Milton—Coral 60279; Cab Calloway—Col. 39034; Benny Goodman—Peggy Lee—Col. 39034; Hadda Brooks—Lon. 791; Gloria De Haven—Dec.*

On Transcriptions: Henry Jerome—Langworth; Lawrence Welk—TheSaurus; Bob Eberly—World.

GORDON WALLACE to control room staff CBSF Cornwall, Ont.

Equipment . . . .

GEORGE F. WUNDERLICH named vice president and general manager Eitel-McCullough Inc., San Bruno, Calif., (transmitting and television picture tubes). HAROLD E. SEDLETT appointed vice president in charge of research.

H.B. RIBAND, sales manager division Miami, replaced him as sales manager.

HERBERT R. RABB, sales manager division Sunshine, replaced him as sales manager.

BILL FROST appointed southern Calif. district sales manager Packard Bell Television, L.A. (radio-TV manufacture). TOM TALMADGE replaces him as assistant sales manager.

DEAN MURPHY appointed District manager for southern Calif.

HOWARD RORDAN, vice president and controller Continental Radio Corp. (one-time Sylvania Electric Products Inc. subsidiary). appointed general manufacturing manager radio-TV division, Sylvania Electric Products Inc. BERNARD O. HOLSINGE, advertising-sales promotion manager Sylvania Radio & Television, named assistant general sales manager.

HANK RUSSELL, assistant sales managers, United Transformer Co., N. Y., named general sales manager. Replaces BEN MILLER, retiring.

RCA VICTOR announces new portable radio (B-411), smaller in size than a book. Weighs less than three pounds with batteries. Case is made of plastic. Helps in the operation controls, including installation.

WEB-WBZA Boston-Springfield presented a plaque from New England division of Essex Standard Oil Co. commemorating 15 years of broadcasting Essex Reporter over stations.

McClure to M-E
As Radio-TV Production Mgr.

DONALD N. MCCLURE, supervisor of television production at N. W. Ayer & Son, New York, effective Dec. 1 will join McCann Erickson Co., same city, as manager of radio-TV production.

During his six year stay with N. W. Ayer, Mr. McClure has supervised television production for the American Tobacco Co., American Telephone and Telegraph Co., Atlantic Refining Co., Eneloyesia Britannica, Goodyear Tire & Rubber Co., Kellogg Co., Waltham Watch Co. and many other accounts. Before that he was with Young & Rubicam and J. Walter Thompson Co.

In his new position, Mr. McClure will supervise all matters of radio-TV production under the direction of Alfred J. Scapine, vice president of radio-TV production.

Radio Sedatives

WHILE most advertisers are exerting every effort to keep their audience's attention throughout the program, Simon Distributing Corp., Washington Motorola distributor, is sponsoring a show designed expressly to put an audience to sleep. Mentalist Robert Friend is featured on the Sleep Show over WMAL Washington starting at midnight. The Sleep Show technique is not hypnotism, Mr. Friend points out, and a "sedative effect is obtained only if the listeners are followed by a fully cooperative subject." The feature is copyrighted by Robert J. Enders Advertising, Washington.

CAB Lends Aid

LEGAL, assistance for Montreal stations is being supplied by Canadian Assn. of Broadcasters, where programs used by Montreal stations are being used without permission by other organizations for financial gain. Consultations are also underway to determine the legal protection of CAB member stations against the use of any Canadian independent station programs by any organization for direct or indirect financial gain. This was decided at the recent meeting of the CAB directors at Montreal. The CAB board also passed a resolution endorsing the stand of the International Chamber of Commerce in its code of standards of advertising practice and efforts to raise the standards of advertising.

PUEBLO PACT

stations Agree on Carols

COOPERATION among competing Pueblo, Col., radio stations, already an established tradition in that western city, will be extended even further with the advent of the Christmas holiday season.

Because of complaints that cards are played too far in advance of Dec. 25, KGSJ, KGIG and KDZA have reached a mutual agreement whereby Yuletide songs will not be played on any station before Dec. 17. The understanding does not affect popular songs or novelties. This agreement is another example of the way in which Pueblo stations cooperate in local enterprises, according to Maxson I. Bevens, KDZA manager.

When Cal Farley, founder and president of Boys Ranch at Amarillo, Tex., visits Pueblo today (Monday), Mr. Bevens and Robert Ellis, manager of KGIG, will participate together in producing a program which will be aired "live" on KDZA and tape-recorded for play-back on KGIG. Both managers will appear on the program.

On a recent occasion, when H. Roe Barte of Kansas City delivered the kickoff address for Pueblo's Single Fund Plan, KDZA made a tape-recording of the meeting and announced the speech would be heard on all three stations.

Book on Acoustics

FUNDAMENTALS OF ACOUSTICS. By Lawrence E. Kinsler and Austin R.INARY. Publisher: John Wiley & Sons Inc. 356 pp. $6.00.

INTENDED primarily as a textbook, Fundamentals of Acoustics also will be found useful by engineers in the broadcast field. Messrs. Kinsler and Frey, former teachers and now professors of physics with the Naval Postgraduate School, have given special attention to the close association that exists between acoustics and communications engineering. Several chapters are devoted to microphones and speakers while the remainder of the book should prove valuable to engineers working with basic problems of acoustics.

Page 52 * November 20, 1950
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
Tested TV Programs at Prices You Can Afford!

Paramount's
TRANSCRIBED SHOWS
are regularly telecast by

WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTNT TV Bloomington
WNAC-TV Boston
WBKB Chicago
WCPQ-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBNS-TV Columbus
WFRA-TV Dallas
WOC-TV Davenport
WHS-TV Dayton
WTVR-TV Detroit
KPRC-TV Houston
KFBM-TV Indianapolis
KDAP-TV Kansas City
WGAL-TV Lancaster
KTLA Los Angeles
WXEL-TV Louisville
WMCT Memphis
WCTN-TV Minneapolis
WNHC-TV New Haven
WOR TV New York
WPIX New York
WJAR-TV Norfolk
WKY-TV Oklahoma City
WOW-TV Omaha
WMTV Pittsburgh
WJAR-TV Providence
WTVR Richmond
WHBF-TV Rock Island
KSD-TV St. Louis
KDL-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPIX San Francisco
KING TV Seattle
WSYR-TV Syracuse
KOTV Tulsa
WTOP-TV Washington

WHIMSICAL PUPPET ADVENTURE SERIES
(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff’n’puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises . . . pirates, creatures from Mars, atomic scientists, even Mr. Nobody and his family.

AWARDS—”Emmy” for “Best Children’s Show, 1949”, Academy of TV Arts & Sciences.

POPULARITY POLLS—”Top Children’s Show, 1949” in Tele-Views Program Poll.
“Top Children’s Show,” 1949 and 1950, in Woodbury College TV surveys.


HOOPER — Los Angeles: 20.8 average Telereating, January thru October, with 50.2% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEOEX — Los Angeles: 25.1 average rating, April thru October.
Detroit: 8.6 average rating, April thru October.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 8.3 October rating; 5.5 average, April thru October.

RESULTS — Los Angeles: Budget Pak’s offer of plastic toy “Train of Tomorrow” for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak’s offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood’s offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

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

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
FCC WAS BEATEN last week in its fight to block a temporary restraining order against its adoption of CBS color standards, but still nourished hopes that it could appeal promptly to the U. S. Supreme Court to overturn the stay—if it wishes.

A three-judge federal court in Chicago announced Wednesday, after two days of hearings on RCA's suit against the color decision, that it would halt the Commission's color order pending a final decision on the case.

The next day, over protests of FCC and CBS, the court issued a temporary restraining order, which is now in effect. FCC authorities claimed the order, regardless of its title, has the effect of an interlocutory injunction, and refused to concede it cannot be appealed.

They said Friday, however, that no decision had been reached on whether to undertake an appeal. One objective in seeking an appealable order, aside from the desire to be able to challenge its correctness, would be to put FCC in a position to appeal in an effort to expedite action in case of long delay by the Commission in handing down its final decision.

Month or More

With government orders threatening a drastic cutback in TV set output in the immediate future, and with the court indicating it may need a month or more to reach its final decision, the temporary restraining order—unless it can be overturned—was seen as a serious question-mark hanging over the immediate prospects of color on CBS standards.

Commercial color operation on CBS standards was to have been effective today (Monday).

FCC followed up the order with a "public notice," issued Thursday, noting that the court's action "in no way impairs any of the findings or determinations made by the Commission."

It said the only effect the court has done is to postpone the date when regular operation can begin in accordance with the new color standards, and that FCC "is confident that once the judicial process is completed . . . the order of the Commission will be fully sustained" (for other statements, see page 86).

FCC felt the "judicial process" will "not be too long delayed, since cases of this sort are given priority of handling in the court by operation of law."

The court itself gave no indication of when a final decision will be delivered. But Judge J. Earl Major, chief justice of the U. S. Court of Appeals in Chicago, who is presiding judge for the trial, said it would not be "today, or tomorrow, or in the right near future."

"We've got to—and are going to—have to wait. We'll make the decision in the near future if possible, when we can reasonably render the best decision possible."

Hearing the case with Judge Major were District Judges Philip L. Sullivan and Walter J. LaBu.

Their final decision, regardless of which way it goes, seems sure to be carried to the U. S. Supreme Court. Both sides have said they will appeal if they lose.

The suit was brought by RCA, developer of a compatible color system which competed with Columb's incompatible technique and a compatible method developed by Color Television Inc., during FCC's hearings, and by two subsidiaries, NBC and RCA Victor Distributing Corp.

Seven other parties sought to intervene on behalf of RCA: Chicago Local 1051 of IBEW (AFL); Emerson Radio & Phonograph Corp.; Pilot Radio Corp.; Sightmaster Corp.; Radio Craftsmen Inc.; Wells- Gardner Co., and the Television Installation Assn. of Chicago. By consent, CBS was allowed to intervene on the side of FCC.

Counsel for FCC, CBS, and the Justice Dept. told the court at Wess's hearing—although they had nothing more to present in support of the FCC-Judge Dept. motion for dismissal of the FCC complaint and for summary Judgment, that FCC's color decision. RCA counsel said they were prepared to call witnesses, if necessary, before the final decision is handed down.

Not Convinced

Judge Major said he and his colleagues granted the restraining order because arguments by the defendants, although "not persuasive," failed to convince the court that delay in commercial color operation would be injurious to the public.

"We are not convinced whether it makes any difference to the public if color television begins Nov. 20 or Dec. 20," he said. "It is unthinkable that we could hand down an immediate decision in view of the complexities of this case."

The court allowed five days from last Wednesday for "interested parties" to file supplementary affidavits, with an additional five days for filing replies. This includes a brief by CBS. Thus complete briefs, files, affidavits and sundry other papers will not be in the court's hands until next Thursday.

Chief participants in the two-day argument were John T. Cahill, general counsel for RCA and a partner in the law firm of Cahill, Goran, Zachry & Reinell, on behalf of RCA and its subsidiaries; Former Judge Samuel I. Rosenman, of the law firm of Rosenman, Goldmark, Colvin & Kaye, counsel for CBS; and Max Goldman, FCC assistant general counsel in charge of litigation, on behalf of the Commission.

On the sidelines as the hearing opened Tuesday were Brig. Gen. David Sarnoff, RCA board chairman; CBS Central Division Vice President H. Leslie Atlass, and Dr. Peter Goldmark, CBS vice president who developed the CBS color system.

Running account of the two-day (Continued on page 82)
SHARKEY SUIT

A Motion to dismiss the $200,000 suit of Jack Sharkey, ex-heavyweight champion, against ABC, CBS, Chas�述, and Great Logo Networks, was denied in New York last week by Judge John F. McGee of the U.S. Southern District Court.

Mr. Sharkey, through his attorneys Spring & Eastman, complained that his right of privacy, as set forth in a New York statute, had been violated and that the value of his name and picture in his present entertainment and sport activities had been diminished by use on TV and other media calling attention to TV, entitling him to specific damages.

The defendants, through their respective attorneys, Couvder Brothers and James Smythe for the network and sponsor, and Gordon Julian Jaffe for Chauncy, sought to have the complaint dismissed without liability. They argued that their program was only disseminating news, not that as a public figure, Mr. Sharkey had waived his right to privacy, and that he had been telecasting, doing simply what he was famous for doing.

But Judge McGee held otherwise. Looking at the complaint and nothing else, as legal procedure required, he said there was nothing there to indicate that the TV program was merely news, or that Mr. Sharkey had lost or so far restricted his right of privacy as to be without standing to challenge the unauthorized use of his name and pictures for trade and advertising.

Lee V. Eastman, of the firm representing the plaintiff, saw the ruling as indicating that Mr. Sharkey held a right to privacy in these circumstances, that teletaste of the film could have violated that right, and that the showing of old fight films could constitute a "trade" rather than "nevertheless under similar circumstances. Rather than a general principle of law insulating television from liability, it becomes a question of fact of the particularities of each situation, he said.

A defense attorney did not believe so much could be read into the ruling. He said the principal effect would be to foreclose motions to dismiss any future complaints of like nature.

CARTER NAMED

New WAAM General Manager

KENNETH L. CARTER, Baltimore television and radio executive, last week was named general manager of WAAM (TV) Baltimore, by the station's board of directors. He replaces Norman C. Kal, who was elevated to the post of executive vice president.

Mr. Carter is a native of Baltimore. He has been active in local radio and television for the past eight years, holding executive positions in both fields.

Mr. Kal replaces Samuel Carliner, who has sold his minority interest in the station to certain other stockholders not disclosed at this time. Mr. Carliner has resigned from board and the office of executive vice president. His action was taken, the station reports, due to the press of other business and other interests. He has been retained, however, as a consultant. Mr. Carliner owned 14,000 shares of firm's total 59,000 shares.

(Continued on page 59)

REACTION TO ORDER

Most Set Makers Laud

DECISION of the Federal Court in Chicago temporarily restraining the start of color television on a commercial basis (see story, page 55) generally hailed by the set manufacturers as an important victory.

At the competing camps, Brig. Gen. David Sarnoff, RCA's chairman of the board, viewed the action as a victory for the American people, while CBS President Frank Stanton voiced confidence that the FCC's appraisal of CBS color system will be upheld by the courts.

Gen. Sarnoff, expressing his gratification, declared further: "I recognize this is only the first round, but, so far as it represents a victory for our side, it represents a victory for the people of America."

Mr. Stanton stated:

The decision today of the Federal Court in Chicago in issuing a temporary restraining order respecting commercial standards for color television will not interfere with Columbia's plans for public demonstration. The objection to color television from the press and public alike has been so wholeheartedly enthusiastic that we continue our demonstrations at 400 Fifth Ave. as planned.

We understand that the temporary order of the court in Chicago was based on the desire to secure more time in which to consider the arguments presented to the court. We are hopeful that a consideration and disposition of the case on the merits can be had without delay, and that all parties will cooperate in securing a speedy final decision, so that full enjoyment by the public of this new and improved television will not be retarded.

The FCC has determined that the CBS system gives a true and like color, is simple and easy to operate, and is the only practical system of color television. The FCC had been designated by Congress to set technical standards for all broadcasting's operations, including television and color television. After thorough investigation, it has reached a decision on the merits of color television. We are confident, that in view of the voluminous testimony before the FCC and the many months of consideration given to the problem, the Commission's appraisal of the Columbia color television system will be upheld by the courts.

The FCC in a statement last Thursday declared that news stories, statements and advertisement had confused the public concerning the status of color television, and that the court's action of last week had raised further questions in the minds of the public. "The Commission believes it has an affirmative obligation to keep the public advised concerning the exact status of color television", it was continued.

Sees Order Sustained

FCC expressed confidence that its order approving the CBS color system would be fully sustained.

The Commission declared that the court had "ordered this post- ment in order to give it an opportunity to consider the Commission's reports and orders, the extensive record made before the Commission, and the voluminous briefs filed with the court."

The FCC went on to cite the importance of the public knowing the following facts about the color situation:

1. Television receivers of the type heretofore manufactured will continue to receive black and white programs transmitted in accordance with the present standards.

2. They will not be able to receive programs from the color transmissions under the CBS field sequential system when they are on the air.

3. Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and for somewhat more expense a converter can be added to receive the color transmissions in color.

4. Receivers which have adapters or converters added after they are manufactured and sold are likely to be modified or adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or converter equipment built in at the factory.

Others Comment

In addition, the following comment was forthcoming from set manufacturers. Among those contacted by TELECASTING were Benjamin Abrahams, president, Emerson Radio & Phonograph Corp., New York:

"I am very much encouraged by this decision and know that it will be favorable to the compatible system, ultimately. The decision of the court speaks for itself. It is a temporary restraining order for final decision. It doesn't alter the situation materially except that it looks hopeful that ultimately it will be a decision in public interest and that the public will have an opportunity to choose between a compatible and compatible system. The public and press and industry have been stirred by an unwisely decision made by the Commission. In 49 there will be an opportunity for people to see the compatible system demonstrated in Washington. Meanwhile, it will take a long time for color to be available to the public since there are so many problems.

(Continued on page 59)
UHF ALLOCATIONS

FURTHER CRITICISM OF RCA-NBC's "pessimistic" findings in its Bridgeport UHF tests [TELECASTING, Oct. 30] was made last week during the FCC VHF-UHF allocation proceeding.

Allen B. DuMont Labs., Thomas T. Goldsmith, Jr., told the Commission the Bridgeport data basically is valuable, but contended:

- NBC's analysis "presents the darkest possible cloud of UHF as a television broadcasting medium and there is at least one serious error in it."

- The NBC data is not inconsistent with FCC's computation of a 21-mile Grade A service radius for 200 kw effective radiated power on 600 mc with 600 ft. antenna. It indicates "that a highly effective UHF television service with a Grade A service radius of the order of 20 miles can be provided in the Bridgeport area."

- An "incomplete interpretation" in the NBC report—that at 90% of homes actual measured field intensity for the average of several studies is below theoretical values by amounts up to 36 decibels, corresponding to "a difference in power of 4000 times"—is "very misleading to the Commission."

Witnesses Cross-examined

Meeting last Thursday and Friday before Acting Chairman E. M. Webster and Comr. Robert F. Jones, the allocation proceeding was devoted to cross-examination of witnesses who testified on general issues earlier [TELECASTING, Nov. 13]. Although it had been expected previously that cross examination would be completed last week, estimates by Thursday night were the session would run well into this week.

Raymond F. Guy, NBC manager of radio and allocations engineering, who earlier presented the Bridgeport data, was not able to appear for cross examination Thursday because of illness and is expected to be available today.

On Nov. 27 the Commission plans to commence hearing the competitive case in behalf of proposals for reservation of channels for educational purposes. This is the last of the general allocation issues to be considered. Hearing of specific city-by-city allocation bids should get underway in December, FCC has estimated.

Bingley Called

Frank J. Bingley, in charge of TV Research for Philco's Club of earlier testified Philco believes good service can be obtained in the UHF [TELECASTING, Oct. 29], was the first witness to be cross examined.

He contemplated higher powers would be needed to get UHF service comparable to VHF, with satellite stations possibly being used to fill sharp areas.

Clarifying earlier statements regarding Philco's survey of the Bridgeport UHF station of RCA, which was found to be good although the range was somewhat limited—Mr. Bingley explained 120 kw ERP would be needed to completely cover the Bridgeport area with a "good" signal. For comparable coverage of Philadelphia he said 1.2 megawatts (1200 kw) would be needed.

If this "practical" UHF operation, he said such power may not be available now but if the UHF were allocated on such a basis he presumed the industry would develop the necessary tubes to do the job as has always been the case. He did not consider high power to be "road block" which could not be overcome.

Mr. Bingley indicated satisfactory service could be provided in many areas with low power at the outset.

The Philco witness was asked what effect mixture of UHF and VHF channels in the same market area would have upon flexibility of sets which could tune both bands or only one. He replied mixture will be unavoidable in some areas of the allocation plan, hence receivers will have to be built to tune both bands anyhow.

Comr. Jones put numerous questions to Mr. Bingley about various proposals for a common intermediate frequency in receivers as related to optimum allocation potential. He was particularly interested in the 111.75 mc IF suggested by Dana A. Griffin, Communication Measurements Lab., president, who advocated development of a "superior" UHF service through non-compatible UHF standards using a "fold-in" allocation technique plus permanent freeze on issuance of new VHF licenses on present standards [TELECASTING, Oct. 30].

Mr. Bingley explained he did not believe the 111.75-mc IF practical now because no tubes are available which will produce sufficient amplification at that frequency. He also saw difficulty in obtaining good operation in the FM band by sets using this IF. Problem also was seen from the second harmonic of Channel 2 (54-60 mc).

E. W. Chapin, chief of FCC's Laboratory Division, observed the 42.15 mc IF proposed by Radio-Television Mfrs. Assn. would throw oscillator radiation out of the TV band into the area of other services while the 111.75-mc IF puts it into the TV band. It was indicated the Commission would have to decide which is the more important in setting its allocation policy.

Mr. Bingley stated Philco is still using 21 mc IF in its sets but plans

PUBLIC SERVICE ROLE

TV STATION LICENSEES have to look to their public service laurels if they want the FCC to renew their licenses when their year permit expires, according to Frieda B. Hennock, FCC Commissioner. In a news conference following her speech before the Advertising Women's Club of New York at the Waldorf-Astoria in that city Nov. 16, Miss Hennock emphasized that the public must be "reached and served well by each TV station, and reminded the station operators that "the public is the actual owner of television."

Miss Hennock has advocated reservation of 25% of the 2,000 new stations yet to be assigned, for the "use of educators for non-profit and non-commercial broadcasting, but submitted that "educating the educators" to the value of television as an outstanding medium is one of the greatest problems. Hearings before the FCC for the educational allocation are scheduled to start Nov. 27.

Stating that the educational problems created by television are "innumerable and serious to anyone who realizes," Miss Hennock hinted that if public demand for educational TV programming became a pressing problem before the FCC, the Commission might be forced to reallocate the license of the least "public service minded" station in areas which had reached their station limit, and mandate a non-commercial station which would serve the public interest.

The necessity for such measures might be averted, however, if the present hearings before the FCC on UHF indicate a successful method to increase the number of TV broadcast channels, Miss Hennock said. She pointed out that if both UHF and VHF channels could be effectively utilized in the same city as proposed by Paul Raibourn, Paramount Pictures, a metropolitan area such as New York could have 20 stations instead of the present limit of seven.

"Audience Desires Ignored" Miss Hennock told the Advertising Women that "the tendency in radio, and even more markedly in television, has been to ignore the tastes and desires of the available audience. Instead what is offered is an appeal to the lowest common denominator, in taste and intelligence."

Reemphasizing the great potentials of television as an educational medium which "can be one of the greatest forces for good in modern history," Miss Hennock cited the increase of almost 600% in public demand for education over the past four years. "Education is something the public wants and as advertising people you know that once the need is created, that's 99% of the sale."

Miss Hennock urged the Advertising Women that "while television still has the fascination of newness, let us not dull it with mediocrity," and told them, "you can assist in developing this new medium into a great positive force for improving the culture, habits and standards of American life, or you can allow it to be used only for the purpose of selling cornflakes or giving away refrigerators."

Theodore C. Strelbent, president of WOR-AM-TV New York and chairman of MBS, in his speech, agreed with Miss Hennock in her proposal for the setting aside of frequencies for educational, non-profit organizations.

He informed his audience that this winter of 1950-51 will be the first time the television broadcasting industry "emerge from loss to profit" or, in some cases, at least, realize an equalization in assets and

Cited by Hennock

Te-Ve

Drawn for TELECASTING by John Zeitaler

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At first the show varied in complexion, reflecting changes in thought among Rich's executives. Reports of good sales-returns on a $1 item resulted in less expensive merchandise being featured the following day. Heavy sales on luxury goods, such as antique furniture or musical instruments, caused a temporary turn toward more costly merchandise.

But most important was the fact that the show did sell—and sell in quantity—from the very first day. So what began as a temporary device to meet an emergency has evolved into a permanent, hour-long feature. Prior to this venture, Rich's had limited its video activities to occasional spots and a few institutional Christmas presentations.

Widespread Publicity Accorted TV Efforts

New Richard H. Rich, president of Rich's, says: "We're in the television business." And the whole world knows it, judging from the press clippings that flow into the store's public relations department. Reports on the show have appeared in papers from Paris to the Philippines.

Rich's in Your Home is plainly and simply a "selling" medium. It does more than advertise. It motivates Georgia shoppers to pick up their telephones by the hundreds to order dresses and shoes that they've seen on their TV screens, and it draws countless other thousands into the store to buy what video has brought to their attention.

Phone Request Prompts Deluge of Calls

From the beginning, Rich's in Your Home was thrown open to the public. Dwight Horton, the affable m.c. from the store's personnel department, requested phone calls, "so we'll know what you want to see." These requests, plus telephone purchases, promptly swamped the 12 operators at the Rich's switchboard. Enthusiastic viewers wanted to examine infant's dresses at $1.98, and fur stole at $1,198.00. In fact, they wanted to see everything in the store, and they were willing to buy what they saw.

One woman phoned to ask for a second look at some television sets she had seen displayed on the air. "Show them again and I'll buy the one I want," she said. And she did.

A five-minute demonstration of an electronic attachment that makes a piano sound like an organ brought three quick sales at $695 apiece. A brief offering of rayon slips at $3.95 netted 21 dozen sales. The manager of the Stueben glass department showed some of his wares before the cameras and reported a greater volume of immediate sales than the store ordinarily does in a month. Phone orders for a $59.95 girdle mounted to 142 within three days. Model airplane kits sold out three times after they were offered on the show.

Officials of Store Pleased With Results

Rich's officials do not volunteer information about sales results. After all, department store business is a keenly-competitive game, and other big retail outlets throughout the nation have sent
representatives to Atlanta to check on this video venture. But develop-
ments speak for themselves. The store's television department has set up an elaborate system for checking out merchandise to top execu-
tives unanimously call these results "highly satisfactory."

**Actual Examples of Sales Pull Via Television**

This is readily understandable when one considers that various departments in the store.
A showing of furs quickly sold three coats, one priced above $1,000. A video display of half a dozen $1,000 ties resulted in five immediate sales.

Frank Pallotta, director of visual merchandising, heads the tele-
vision department at Rich's. Under him and maintaining supervision over the show are Julia residents, director of special events, and her assistant, Carolyn Kaldor. Personnel permanently assigned to TV do double duty. In addition to two dozen sales persons, models and demonstrators take part on each day's show.

Thanks to careful planning, Rich's in Your Home has evolved as a colorful, good-natured tele-
vision counterpart of the store itself. The same courteous, friendly serv-
ice that customers expect from Rich's has been carried over into this show. And special pains have been taken to maintain dignity along with the informality, for it is a Southern institution behind "Rich's, A Southern Institution Since 1867." Mr. Pallotta and his staff have also seen to it that a particular strain of almost nonchalant informality is devoted to the promotion of worthwhile community projects.

**Locate of Shows Within Store**

The program is aired from the fourth-floor bridge between a glass-enclosed area, 50 by 30 ft., which connects the "Store-For-
Homes" and the huge main department store across the street. Three televion monitors are located at either end of the studio space. These are backed by 10-ft. flats. Makeshift lights—principally photo-floods and klieg spots—were used origi-

cally but these are being replaced by adequate permanent fluores-
cents. Two studio-type cameras are used and picture quality is excel-
lent. Rich's TV staff has served as tech-
nical director of the program since its inception, handling the lighting and audio arrangements.

Virtually all of the participants on the show are sales people re-

**Mooring Mast for TV**

**STORY of how the Empire State Bldg. was built strong enough to hold a 50-ton tower for television antenna at its top is told by Dr. Orestes H. Caldwell, former FCC Commissioner, in the December issue of the Caldwell Tele-
Tech. Television was not considered in the early 20s when the 102-story struc-
ture was planned, but there was one creative meeting that led to the decision of having a mast being planned nearby. Whereupon, ex-Gov. Al Smith, head of the Empire State Bldg. board, was called and offered his tower as a mooring mast for Army dirigibles then at the peak of their development. Accep-
tance by the army declared a re-
stricted national defense area thereabouts, forbidding near-
by structures. Though no dirigible was moored to the great mast, the extra-

**November 20, 1950 • Page 59**
**Teletagaius**

**TOTAL NUMBER of television advertisers in September rose to 3,380, a gain of 146 over the number reported for August. The largest increase was among spot advertisers which gained 88 for a September total of 801. There were 55 network advertisers added between August and September for a total in the latter month of 126, an all-time high. Local business dropped slightly to 2,003 advertisers in September.**

These figures are reported by the N. C. Rorabaugh Co. in its Rorabaugh Report on Television Advertising. Data for the networks covers the entire month and is reported by the network's headquarters. Station information covers 94% of the then operating stations for the week of Sept. 3-9 and is reported by each individual station.

Bulk of the increase in total network advertisers was reflected in new business, although a majority of advertisers who had been off for the summer returned. In all, there were 149 active accounts during the month. (The sponsor of any given program is considered an “Account.” An advertiser who sponsors more than one show is counted only for each one.) There were 50 new accounts added by the networks between the two months while an additional 18 returned from their summer hiatus.

In number of stations used for any one show, Frigidaire Div. of General Motors topped the network list with 61. This lineup was used for the hour-long Star Spangled Review on Sept. 14. As a regular advertiser, however, Philco Corp. placed its TV Playhouse on 60 NBC-TV stations for an hour each Sunday night. There were 13 accounts active during the month which used 60 or more stations for their programs.

The largest spot advertiser in number of stations used was O’Cedar Corp. The firm placed business on 79 reporting stations. Bulova Watch Co., consistently a heavy user of TV time, ran a spot schedule on 74 outlets. To introduce its new line of cars, Pontiac Motor Div. of General Motors placed business on 70 stations.

There were 10 advertisers which placed business on 40 or more stations. In addition to the above, they included American Tobacco Co., 60; Beechut Packing Co., 46; Benrus Watch Co., 61; Borden Co., 52; Brown & Williamson, 64; Philip Morris & Co., 40; Rival Packing Co., 40.

The product classification with the largest number of advertisers (Continued on page 80)

### Weekly Television Summary—November 20, 1950, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOIB-TV</td>
<td>5,000</td>
<td>Logan/Be</td>
<td>WAVD-TV, WHAS-TV</td>
<td>60,250</td>
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<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>50,115</td>
<td>Maine</td>
<td>WJAR-TV</td>
<td>65,000</td>
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<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>2,903</td>
<td>Miami</td>
<td>WTBS-TV</td>
<td>40,000</td>
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<td>Boston</td>
<td>WJAR-TV</td>
<td>39,754</td>
<td>Minneapolis</td>
<td>KSTP-TV</td>
<td>123,130</td>
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<tr>
<td>Buffalo</td>
<td>WKBW</td>
<td>65,117</td>
<td>Milwaukee</td>
<td>WTMJ-TV</td>
<td>235,120</td>
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<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>27,962</td>
<td>Nashville</td>
<td>WSMV-TV</td>
<td>199,900</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WSKY</td>
<td>149,311</td>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>25,500</td>
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<tr>
<td>Cleveland</td>
<td>WJLC</td>
<td>95,000</td>
<td>New York</td>
<td>WCBS-TV, WJZ-TV, WBST</td>
<td>120,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KXII</td>
<td>82,544</td>
<td>New Haven</td>
<td>WNBC-TV</td>
<td>39,970</td>
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<td>Detroit</td>
<td>WWJ</td>
<td>27,562</td>
<td>Philadelphia</td>
<td>WCAU-TV, WFTV, WPIT</td>
<td>54,635</td>
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<td>Ft. Worth</td>
<td>WBAP-FM</td>
<td>62,592</td>
<td>Pittsburgh</td>
<td>WITN-TV</td>
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<td>Des Moines</td>
<td>WHO</td>
<td>20,359</td>
<td>Providence</td>
<td>WJAR</td>
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<td>Detroit</td>
<td>WOOD</td>
<td>52,500</td>
<td>Richmond</td>
<td>WDIV</td>
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<td>El Paso</td>
<td>KRLD</td>
<td>20,359</td>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>149,311</td>
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<tr>
<td>Ft. Worth</td>
<td>KDAF</td>
<td>32,000</td>
<td>San Francisco</td>
<td>KPIX, KRON-TV</td>
<td>7,000</td>
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<tr>
<td>Grand Rapids</td>
<td>WGRV</td>
<td>82,544</td>
<td>Salt Lake City</td>
<td>KDYL-TV, KLTV</td>
<td>77,962</td>
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<tr>
<td>Greensboro</td>
<td>WGIV</td>
<td>30,508</td>
<td>Salt Lake City</td>
<td>KSTU</td>
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<tr>
<td>Houston</td>
<td>KTVH</td>
<td>20,359</td>
<td>San Antonio</td>
<td>KMOL-TV</td>
<td>77,962</td>
</tr>
<tr>
<td>Huntington</td>
<td>WSAW-TV</td>
<td>20,359</td>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>77,962</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WBBM</td>
<td>52,500</td>
<td>San Francisco</td>
<td>KGTV, KPIX, KRON-TV</td>
<td>77,962</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJCT</td>
<td>52,500</td>
<td>San Francisco</td>
<td>KRON</td>
<td>77,962</td>
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<tr>
<td>Johnstown</td>
<td>WJAC</td>
<td>52,500</td>
<td>Sacramento</td>
<td>KSTV</td>
<td>77,962</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF</td>
<td>20,359</td>
<td>San Antonio</td>
<td>KMOL-TV</td>
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</tr>
<tr>
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<td>WDAF</td>
<td>52,500</td>
<td>Sacramento</td>
<td>KSTV</td>
<td>77,962</td>
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<tr>
<td>Lancaster</td>
<td>WJDL</td>
<td>52,500</td>
<td>Sacramento</td>
<td>KSCV</td>
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<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>795,865</td>
<td>Salt Lake City</td>
<td>KSTU</td>
<td>77,962</td>
</tr>
</tbody>
</table>

* Excludes two network accounts which appear in both classifications 6 and 11.

**Telecasting • BROADCASTING**
J. HUNTER McNIMROD SO COVETED DUCKS THAT HE LAID OUT A BREATH-TAKING NUMBER OF BUCKS.

THE SAME KIND OF PAINS, WHEN SELECTING HIS LURE, WOULD HAVE SAVED HIM CONSIDERABLE DISCOMFITURE!

FOR WHAT IS THE USE OF A MOOSE ON THE LOOSE WHEN IT'S PLUMP, JUICY DUCK THAT YOU AIM TO SEDUCE?

MORAL: NOTHING LURES DAYTON SALES LIKE DAYTON'S FAVORITE STATION . . . WHIO-TV

To Sell Dayton,*

THE SHOW MUST GO ON

WHIO-TV

*The lush Miami Valley market (136,000 viewers today, and growing fast) is dominated by Dayton's first and leading station—WHIO-TV. See Pulse†. See the U.S. census. Or better yet, see National Representative G. P. Hollingbery Company!

†Pulse September report shows WHIO-TV had 8 out of top 10 once-a-week shows—6 out of top 10 multi-weekly shows.
RTMA SET REPORT Sept. Shipments 928,000

TELEVISION manufacturers sold 4,880,000 TV sets to dealers in 36 states and the District of Columbia in nine months of 1950, according to Radio-Television Mfrs. Assn. September shipments were estimated by RTMA at 928,000 sets compared to 845,000 in August. Figures include both RTMA and non-member company sales. (August and August-month shipments listed in the Nov. 13 TELECASTING) County-by-county shipments for September and nine months follow:

State by State:

<table>
<thead>
<tr>
<th>State</th>
<th>Sept. Shipments</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1,139</td>
<td>4,466</td>
</tr>
<tr>
<td>Arizona</td>
<td>3,373</td>
<td>25,723</td>
</tr>
<tr>
<td>California</td>
<td>3,292</td>
<td>20,846</td>
</tr>
<tr>
<td>Colorado</td>
<td>4,641</td>
<td>32,523</td>
</tr>
<tr>
<td>Connecticut</td>
<td>155</td>
<td>1,285</td>
</tr>
<tr>
<td>DC</td>
<td>15,893</td>
<td>64,649</td>
</tr>
<tr>
<td>New Jersey</td>
<td>7,938</td>
<td>45,974</td>
</tr>
<tr>
<td>New York</td>
<td>6,570</td>
<td>32,924</td>
</tr>
<tr>
<td>North Dakota</td>
<td>7,054</td>
<td>35,192</td>
</tr>
<tr>
<td>Ohio</td>
<td>14,174</td>
<td>84,654</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>7,998</td>
<td>44,705</td>
</tr>
<tr>
<td>Texas</td>
<td>24,989</td>
<td>175,322</td>
</tr>
<tr>
<td>Utah</td>
<td>1,152</td>
<td>6,543</td>
</tr>
<tr>
<td>Virginia</td>
<td>2,286</td>
<td>11,242</td>
</tr>
</tbody>
</table>

County by County:

<table>
<thead>
<tr>
<th>State</th>
<th>Sept.</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson</td>
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<td>13,991</td>
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<tr>
<td>Illinois</td>
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<td>20,839</td>
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<tr>
<td>Oregon</td>
<td>5,293</td>
<td>21,356</td>
</tr>
<tr>
<td>Texas</td>
<td>11,711</td>
<td>45,324</td>
</tr>
<tr>
<td>Washington</td>
<td>10,635</td>
<td>44,072</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>5,131</td>
<td>19,971</td>
</tr>
</tbody>
</table>

ALL STATES:

<table>
<thead>
<tr>
<th>State</th>
<th>Sept.</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa</td>
<td>7,924</td>
<td>66,814</td>
</tr>
<tr>
<td>Kansas</td>
<td>6,264</td>
<td>28,807</td>
</tr>
<tr>
<td>Kentucky</td>
<td>6,640</td>
<td>30,458</td>
</tr>
<tr>
<td>Missouri</td>
<td>6,820</td>
<td>32,430</td>
</tr>
<tr>
<td>New York</td>
<td>6,879</td>
<td>32,430</td>
</tr>
<tr>
<td>North Carolina</td>
<td>5,720</td>
<td>23,375</td>
</tr>
<tr>
<td>Ohio</td>
<td>7,059</td>
<td>34,549</td>
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<tr>
<td>Oregon</td>
<td>7,100</td>
<td>34,549</td>
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<tr>
<td>South Carolina</td>
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<td>23,375</td>
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Set Shipped:

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<td>5,870</td>
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</tbody>
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ATLANTA

TEST MARKET IN AMERICA
CITIES 250,000 to 500,000 POPULATION
(Sales Management Test Market Survey – Nov. 10, 1950)
Strike Threats
(Continued from page 28)


Ronald Reagan, president of Screen Actors Guild of Hollywood, which is currently disputing the TVA claim to jurisdiction over television film talent through National Labor Relations Board channels (see story page 66), announced in Hollywood that SAG members would not cross TVA picket lines in event of a strike. However, the strike would not extend to film talent as such, nor affect the SAG position in the jurisdictional dispute.

On Wednesday the New York State Board of Mediation offered its services in the television-network negotiations and reportedly was accepted by management, with the performers remaining silent.

Television Authority published a set of demands when it was organized last May [Broadcasting, May 8] which presumably was presented to the networks at the first meeting of the two parties on Sept. 14. However, neither side has released information indicative of the course discussions have taken since.

S. S. Fox (left), president and general manager of KDYL-AM-TV Salt Lake City, and Easton C. Woolley, newly-named executive vice president, confer as Mr. Woolley begins his new duties. Mr. Woolley, formerly director of NBC station relations department, had resigned that post earlier this fall to return to his native Salt Lake City and KDYL operations. (Broadcasting, Sept. 18).

Queen City To Sponsor
QUEEN CITY Brewing Co., Cumberland, Md., will sponsor Boston Blackie, a Frederic W. Ziv Co. package, in 22 markets in Maryland, Pennsylvania, Virginia and West Virginia. Station list is currently being selected.

WCON-TV TEST
FCC Considers Request

INDICATION was made by FCC last week it would consider a request by Atlanta Newspapers Inc. to operate WCON-TV on Channel 2 (64-66 mc) for limited propagation test purposes, subject to condition that tone signal and test pattern only are aired.

The offer was made by the Commission in granting Atlanta Newspapers additional authority to complete construction of WCON-TV until Feb. 15, 1951, since difficulty has been found in the antenna installation. Authority to conduct equipment tests was similarly extended.

FCC earlier had asked the newspaper firm to indicate specifically whether it would retain the Journal's WSB-TV on Channel 8 (180-186 mc) or the Constitution's WCON-TV which it obtained under merger of the papers and stations [Broadcasting, Aug. 21]. It's expected WSB-TV's Channel 8 assignment will be relinquished.

FCC has ruled ANI may not operate the stations simultaneously and it will not issue a program authorization for WCON-TV except simultaneously with cessation of operation of WSB-TV and surrender of its license. The Commission also ruled against an ANI propagation test proposal which also contemplated use of WSB-TV.
MOTOROLA participation in sponsorship of Four Star Revue in NBC-TV is set by (I to r): Walter Steelev, v. p. of Motorola; Dave Mahoney, account exec.; Ruthrauff & Ryan; Willson Tuttle, v. p. of radio and television at agency; Pat Weaver (seated), v. p. charge of television for NBC-TV; Barry Ryan, R&R president.

PRICES of TV sets are being compiled “experimentally” by the Labor Dept.’s Bureau of Statistics, which plans to include the data in its cost-of-living indices in 1951 or 1952, it was learned last week.

The bureau expressed doubt that the data can be made available in time for next year’s revised consumer price index, but said it is gathering data from television manufacturers and retailers which, when completed, would list television set costs for the first time. Radio set prices have been included in past years.

The TV phase is part of the Labor Dept.’s three-year program (1949-51 inclusive) for adjusting the “interim” purchases made by moderate income groups, and may be included in two separate studies—the wholesale price index and consumer price listings.

A bureau official stated that inclusion of TV receiver purchases does not necessarily mean that they should be deemed “essential” goods.

The indices comprise all available data on purchases of durable goods by moderate income families, many of whom have bought sets, they explained.

The retail or consumer price index, due early next year, will include prices paid by the consumer in 54 large cities for durable goods, including TV sets if the material is compiled by that time. The second index will list manufacturers’ selling prices at the wholesalers’ level. Latter survey is due about mid-1951.

SUPPORTS VIDEO

Lehman Promises Action

FOLLOWING his re-election, Sen. Herbert H. Lehman (D-N.Y.) promised to promote constructive interests in television, in a letter sent to Harry Eltringham, personel director of DuMont TV Network.

He said the great contribution of television communications medium “should be further expanded through cooperation between the television industry, the government, and consumer.” He added: “You may be assured when I return to the Senate that I shall work to promote the legitimate and constructive interests of television which has brought such new wonders of education and entertainment to this country.”

BASKETBALL RIGHTS

USC, UCLA Ask $100,000

TELEVISION rights for USC and UCLA home basketball games for this season are being offered to Los Angeles TV stations by Musico Corp. of America, Los Angeles, which was signed to represent both colleges. Price being asked for the combined package is $100,000.

Season gets underway Dec. 1 for 18 weeks with schools having 16 home games each scheduled. Several sponsors are said to be interested in telecasting of games, but names were not available.

PHILCO TV CHANGES

Joffe Elected President

SIDNEY A. JOFFEE, vice president and general manager, Philco Television Corp., New York, has been elected president, succeeding A. H. Stobbe, who has resigned.

Harley R. Wahl has been elected treasurer of the same corporation, succeeding David Cogan, who also resigned.

NEW COST-OF-LIVING DATA

Labor Dept. To Include TV Set Prices in Indices

SHoppers’ Show

KPRC-TV Aids Housewives

CITY-WIDE bus strike in Houston has given KPRC-TV there an opportunity to show its service mettle by bringing merchandise from Foley’s Dept. Store right into the homes of stranded shoppers—by means of television.

“If Foley’s comes to you”—is the motto used by the store and KPRC-TV employs as a result of the bus strike. Station and store officials agree that the job being done is proving worth while.

The TV presentations consist of two phases, opening with a fashion parade. Foley’s merchandising personnel then select items for display in much the same manner as if customers were actually in the store. Models pose as shoppers for different stages and examine the merchandise, which cameras pick up everything, right down to the price tags. Sales and advertising personnel also take a hand in the program.

Phone Orders Viewers telephone Foley’s when they see something they would like to purchase and the store delivers purchases direct to viewers’ homes.

Toys have moved particularly well, with 23 direct sales resulting from one spot featuring a miniature train.

TV presentations utilize services of 50 people, including a large technical crewmen, and one large studio divided into four smaller segments. Planning is done by Miss Ruth Sorrells, Foley advertising manager, and assistants.

Gene Heard of Wilkinson-Schiwetz and Tips Inc., is producer and announcer. Gene Meyer of KPRC-TV directs the production, select daily Monday through Friday, 1:30-2:30 p.m., Saturday, 1-2 p.m. and Sunday, 12:30-1:30 p.m.

CONTRACT double check is given by Chef Milani prior to his new KNBr (TV) Hollywood show. In background (I to r): Don Norman, KNBr sales mgr.; Frank Quarrat, Quarrat & Steffen Inc., package; John R. Morkey, station account executive.

COMPLETING negotiations for F. & R. Lazarus Co. department store to sponsor five-a-week half hour merchandise show on WBNs-TV Columbus, Ohio, are Robert D. Thomas (I), sales manager of WBNs-TV, and William Miller, Lazarus ad mgr.

EUROPEAN TV State Plans Film Service

STATE DEPT. is setting up a television unit within its International Broadcasting Division, which operates Voice of America programs, to furnish TV film material to foreign TV stations, it was revealed last week.

While personnel has not yet been set, it was learned that the unit will appoint a director to consult with TV networks and film firms in this country, and make arrangements to distribute documentary, scientific and institutional films overseas and work through U. S. information and educational officers in foreign countries.

TV Material Used

Both Paris and Rome USIE offices are in the process of ordering overseas TV authority and supplied material for television broadcasts.

In Paris, officers supplied photo sequences dealing with U. S. hospitals in the Pacific theater by USIE field personnel. Other material was offered to French TV broadcasters, comprising documentary and technical films. The USIE also supplied technical and informational data on the American television industry and its popular programs to the Rome office for loanout to the Vatican TV station, with the latter assuming any liability for royalties which may arise.

Robert Ross, assistant chief, program operations branch, IB, has been working on the presentations, and now is trying to enlist the support of U. S. TV broadcasters and film groups who would be asked to prepare presentations of TV program fare for overseas broadcasters. Similar films also have been sent to Great Britain and Sao Paulo and Rio, Brazil.

WARNS SET DEALERS

BBB Citize Misleading Ads

NEW YORK TV set retailers last week were warned against "confusing, inaccurate and misleading representations regarding the new federal excise tax." The New York Better Business Bureau pointed out that "reference to a '10% excise tax' or '10% manufacturer's excise tax' has led many consumers to believe that the new tax is 10% of the retail price in stead of the manufacturer's price. Don't use '10%' in copy unless this is made clear, the bureau urged.

The bureau also recommended that all the items of cost, including additional excise tax, or the excise tax or other extras, be published along with the retail prices. In advertising current TV sets purchased by retailers before imposition of the new tax, he bureau said they should not be described as "tax free" or having "no excise tax," since manufacturers paid an excise tax before Nov. 1 on parts going into the sets.

LIMITED COLOR

Dr. DuMont Sees Little Use for CBS System

BECAUSE the more than 8 million consumers have budgeted million color cable sets, the CBS field sequential system approved by the FCC, "we question whether there will be any substantial amount of color broadcasting under this method," Dr. Allen B. DuMont, president of DuMont Labs, said Wednesday at a dinner of the Men of Science and Industry at the Waldorf-Astoria, New York.

"The use by all broadcasters of their new color journals would make it necessary to rebuild all existing television receivers," Dr. DuMont said. "Therefore, we don't expect commercial broadcasting stations will be particularly interested in sending out these color signals on anything but an experimental basis, and then at inconvenient hours and for short periods of time only. Advertisers, obviously, aren't going to pay for programs if you are unable to receive them."

Carried by DTN

Dr. DuMont's address was telecast by the DuMont TV system, including a demonstration of the effect of the CBS color system on standard black-and-white home receivers—a minidemonstration that would be required to house a color wheel large enough to add color to the new 8-inch DuMont viewing tube. This would require a wheel eight feet in diameter, Dr. DuMont stated.

Noting that this system would reduce the 200,000 elements in the present TV pictures to 80,000 "at tremendous lessening in picture resolution," he concluded: "All in all, we feel that the FCC has given the industry the opportunity to broadcast a Model T type of color video picture, and we don't believe that many consumers will be interested at its present stage of development."

Dr. DuMont's talk was followed by demonstrations of DuMont-developed stereoscopic television systems for industrial use in controlling remote operations and closed-circuit color systems for industrial, medical and merchandising use. These demonstrations, which also were telecast, were conducted by Dr. Thomas T. Goldsmith Jr., DuMont director of research.

* * *

In a speech Thursday at the Radio Executives Club of New York meeting, Dr. DuMont said TV set sales have held up fairly well to date and the defense program that is coming on most likely will cost the supply of the market so the effects of FCC's color decision on manufacturers and the public probably will not be too serious.

The task of altering present TV sets to make possible on BC color telecasts in monochrome is difficult and will cost from $50 to $75 a set, Dr. DuMont added, adding that the reduction of picture definition is so marked that he doubts whether the public will want their receivers so modified. The addition of color makes up for the lack of definition, he stated, but the color wheel presently used in the CBS system has a limiting picture size to 12% inches for all practical purposes. He also stressed that the problem of converting black-and-white sets is a problem of a very great difficulty, particularly as 87% of the cathode ray tubes now being made have viewing screens larger than 12% inches.

Noting that a color receiver needs full black-and-white reception equipment, plus a scanning disc, an electric motor to turn the disc, a different cathode ray tube, and other extra equipment, Dr. DuMont estimated that a new color receiver will cost about twice as much as a black-and-white set, and will also be two to three times as large.

Limited Programming

Broadcasters starting to telecast programs in color with the CBS system must start with no audience, which means they will limit their programming color to the off hours, Dr. DuMont said, noting that this does little for the manufacturer to promote the sale of color sets and encourage him to manufacture them. If CBS really wants to put color over, he said, it should go into full time color programming to give manufacturers some incentive to make color sets.

With a compatible system this problem would not arise, Dr. DuMont pointed out, as stations could immediately go into colorcasting with the realization that all present set-owners could get their programs in monochrome while those who wanted to buy color sets could receive the same programs in color. He said that in his opinion the Commission should have given the same decision on color this time as did it at the end of the 1946 hearing, that it is not yet ready for commercial service.

MOVIES ON TV

SAG Will Seek Added Pay

ADDITIONAL compensation for motion picture actors whose films are later released for television use will be sought in the next Screen Actors Guild contract negotiations with film producers. Ronald Reagan, SAG president, announced at a recent membership meeting in Hollywood.

Mr. Reagan also stated at the meeting that while SAG would fight with all its resources against the attempt by Television Authority to "influence the motion picture field," he felt sure that in the event TVA member decide to strike against the networks in live television, no SAG member would cross a TVA picket line.

XMAS CATALOG

Hecht Co. Sets TV Show

A CONSPICUOUS convert to television's merchandising potentialities, the Hecht Co., Washington, plans to back up its Christmas catalog distribution with something more than mere postage.

The store is counting heavily on television to stimulate early use of the 86-page book with a new series of telecasts, A Christmas of the Air, on WTOP-TV Washington. Program will be aired Wednesday, Thursday and Friday, 7-7:30 p.m., until mid-December, demonstrating the catalog's attractive items. Main pitch will urge early use of order blanks, with secondary emphasis on Hecht Co. as Christmas shopping headquarters.

James Rotto, Hecht's sales and publicity director, and other store officials believe this is the first time a Christmas catalog has been "brought to life" on television. Hazel Marrie and Tweedie Todd will handle the commercials. Additionally, newspaper advertisements will call attention to the catalog distribution. Harwood Martin Agency, Washington, handles the store's advertising.

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CORRESPONDENCE of Sen. Ed C. Johnson (D-Col.) with FCC and CBS with respect to color television was made public voluntarily last week following a suit filed by Radio Corp. of America's subdivider for the week before [Teletcasting, Nov. 13].

Both FCC and CBS protested inclusion of the letters in the court record of RCA's suit against the Commission's color decision, but made copies available. Sen. Johnson, chairman of the Senate Inter-

sional Communications Subcommittee, who had insisted that "every shred" be made public, also released copies.

In a May 13, 1949, letter to Gen. Sarnoff, Sen. Johnson said in part:

"If RCA and Dr. Jolliffe were to come forward tomorrow and say in effect: 'Authorize color television, open up the ultra-highs; we know there will be improvements but we are just as ready as anyone to go ahead and we will go ahead; make the standards elastic and make clear they are minimal and give science its head. If that were RCA's position it would seem to me that these questions have been troubling many regarding RCA's alleged undue influence in Commission's policies would disappear overnight."

"Therefore," the memorandum said, "if RCA developed equipment for the UHF band for monochrome television broadcasting it would stand a big chance of losing its dominant position as to television patents because someone else might bring forth the right color system."

At that time it was thought "the home of color television is in the ultra highs because of the wide channels needed," according to the FCC staff mem-

ory.

The correspondence disclosed that Brig. Gen. David Sarnoff had written to Sen. Johnson in response to some of his statements about TV patents, emphasizing, by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, outlining the help RCA had given other manufacturers in developmental work and through the RCA licens-

THEATRE NEWS

TV Test Starts in New York

EXPERIMENT of substituting television news, shown on specially-installed RCA theatre-size screens, for newreels in two New York motion picture theatres for a two-week period, began last Monday, according to an announce-

ment by Leslie R. Schwartzs, general manager of the Century Thea-

tre chain.

The Camel News Caravan over NBC-TV, Monday through Friday, at 7:45 p.m., is being used to determine the reaction of patrons of the chain's Queens Theatre, Queens Vil-

lage, and Marine Theatre, Brook-

lyn. Arrangements were made by Mr. Schwartz, Harold H. Newman and Nathan Halpern of Century; Stanton Osgood, manager of film production and theatre television for NBC, and representatives of William Esty Co., agency for Camel cigarette show's sponsor.

SAG-TVA TIFF

NLRB Hearings Held

Five motion picture executives were introduced as witnesses by the guild, Hal Roach Jr., president, Television Film Producers Assn.; Charles R. Colgan, president, Independent Motion Picture Producers' Assn.

Mr. Roach testified that often his studio did not know in what particular form of exhibition a picture would find its first release until after the completion of the picture.

Earlier, John Dales Jr., SAG executive secretary, gave the his-

tor and background of the union. Two witnesses for TVA, John Brown, radio and TV actor and Knox Manning, radio announcer, discussed wide difference in earn-

ings in television film and motion picture film.

Also speaking on behalf of TVA was Ken Carpenter, chairman of western section, TVA national board, who presented background information of the new union. He further reiter-

ated TVA stand that if and when SAG and SEG want to join the new union on a co-operative partnership, proper amendments would be made to include them.

Attorneys representing unions are William Berger for SAG; Rob-

ert S. Gillen, SEG; David Zinkind, and J. B. Kornblum, TVA.
FILM BIDS

AMERICAN Television Society is taking immediate steps to eliminate the confusion between advertising agency and film producer which currently hampers the production of filmed commercials for video use, wasting time at both ends and adding to the cost of the commercials.

ATS board, meeting last Tuesday, approved a proposal that the society contact both agency buyers of filmed commercials and the producers of such films with the goal of working out a standardized specification form for use by agencies in asking for bids on films from

DuMONT PROFIT

Net Up 199% Over 1949

A net profit increase of 199%, and sales increase of 77%, in the 40 weeks ending Oct. 8, 1950, as compared with the corresponding period of 1949, was reported last week by the Allen B. DuMont Labs Inc.

Sales dollar volume was $52,767,000, compared with $22,507,000 for the same period in 1949, Dr. Allen B. DuMont, president, announced. Net profit was $5,018,000 after taxes and all charges including network losses, or $2.08 per share on 2,360,676 common shares outstanding Oct. 8, 1950. This compares with 75 cents a share on 2,101,976 common shares outstanding Oct. 8, 1949.

Cash balances in excess of $13 million and additional credit resources of $5 million from a bank standby agreement are available to meet "the exigencies of the present complicated situation" in the television industry, Mr. DuMont said.

"Between June 18, 1950, and Oct. 8, 1950, Dr. DuMont said, 1,919 shares of preferred stock were converted into 2,110 shares of Class A common stock. On Oct. 8, 1950, there were 122,948 shares of preferred stock outstanding, convertible at the present time into 1.1 shares of Class A stock for each preferred share.

"This increase has been accomplished despite new consumer credit restrictions incorporated in Regulation W of the Federal Reserve Board, despite the FCC freeze on the construction of new television stations, and in spite of the confusion resulting from the recently announced decision on the question of color television," Dr. DuMont noted.

Regarding color, he said: "We estimate that for the near future color telecasts will be on the air from only a few stations. Looking further ahead, the problem of color development will probably be complicated by the present lack of color equipment and the necessities of an accelerated defense program."

ATS Working on Standardized Form

producers. Board also authorized ATS President David Hale Halpern, radio and TV vice president, Owen & Chappell Inc., to appoint a committee to carry out this assignment.

Action stemmed from an ATS forum on "Advertising Agencies Versus Film Producers—Friend or Foe?" held Nov. 9 at the New York Advertising Club. G. D. Gudebrod, director of film production, N. W. Ayer & Son, and Ray Lynn, director of television, Benton & Bowles, presented the agency viewpoint and Leslie Rausch, president, Leslie Rausch Inc., and Joseph Dunford, vice president, Transfilm, spoke for the film producers. Don McClure, supervisor of TV production N. W. Ayer & Son, was论坛 chairman.

Discussion soon revealed dissatisfaction on the part of agencies with wide variations in bids rendered by different film producers for the same job and on the part of producers with the agencies failure to explain exactly what they want the complete film to be. Each side blamed the other for the frequent failure of the finished film to satisfy the advertiser.

Cities Industrial Films

Asked whether the same problems did not occur in the making of industrial films and so should not be laid at television's door, Mr. Rausch admitted that they did. But he explained that most commercial films are two- or three-reel packages costing $20,000 or more, so that a correction costing $200 amounts to 1% or less on the total and is relatively unimportant. In television, however, a $200 correction on a one-minute film costing $1,000 is a 20% item and therefore very important.

Richard Rawls, regional manager, ABC stations department, proposed ATS intervention to attempt to secure standardized specification forms, after the discussion had shown that much of the trouble in the production of film commercials arose from lack of understanding.

Rosefield Series

ROSEFIELD Packing Co., Alameda, Calif. (Skippy Peanut Butter), last week signed a five-year contract with Oxarart & Steffner Inc., Hollywood television packager, for a series of half-hour variety shows starring Art Baker, to be placed about Dec. 28 on KTTV (TV) Los Angeles as Skippy Variety Theatre and eventually kinescoped for a full network showing. Contract calls for 52 half-hours weekly with options for the next four years. Agency Guild, Bascom & Bonfigli, San Francisco.

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Gray MULTIPLEXER

Enables operation of pair of projectors simultaneously into a single TV camera or individually into two separate cameras. FOR TELECTS AGAINST CAMERA CHAIN, OR BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: $595 and $695

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co, Inc.

24 Arbor St., Hartford 1, Conn.

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Metal Shortages

(Continued from page 23)

"Until further notice... pending completion of our investigation as to the size and nature of the defense requirements, your company is hereby directed to hold delivery of this material from all purchasers, including those using defense orders and agencies of the U. S.," Jon Harrison wrote.

He also asked the firm to advise NPA of "any cases known to you where compliance with this directive would result in serious impairment of the defense program, a severe dislocation of operation for essential civilian purposes, or in undue hardship. The case will receive our prompt consideration."

The effect of NPA's metals curtailment program on the communications industry and appraisal of future military needs were to be discussed last Friday in a meeting with producers and users of communications equipment. Representatives of Stromberg-Carlson, RCA Communications Inc., Western Electric, American Cable & Radio Corp., Western Union Telegraph Co., American Telephone & Telegraph, General Cable Corp. and other companies were slated to attend.

Government Representatives

Gen. Harrison and Donald Parris, General Products Division, NPA, were two of the government officials scheduled to discuss these problems with industry officials.

Meanwhile, it was learned that the government hopes to develop other sources—French Morocco and Sweden, among them—for import of cobalt.

E.K.Jenkins, NPA Metals and Minerals Division, told Broadcasting earlier that the cobalt situation is "extremely serious" and that the government is talking every Thursday to industry that essential uses will not be overlooked. He thought any order would be directed at the "more frivolous" uses of cobalt rather than its application in such essential industries as electronics.

The U. S. government imported 7,488,000 pounds of cobalt metal in 1949. Magnetic alloys accounted for the largest single use of cobalt. Typical application for the magnet (alnico 5DG) is in the loudspeaker and magnetic assembly which require high field strength and are miniaturized after final assembly.

NPA's order cutting back civilian use of aluminum 35% was announced last Monday by Administrator Harrison. The order provides that manufacturers will be limited to 65% of the average amount of aluminum they used during the first six months of 1950, thus affording the tentative Sixth Amendment had 12 months, beginning July 1949 [Broadcasting, Nov. 13]. Industry had urged the first nine months as a base. The order becomes effective next Jan. 1.

Electronics manufacturers will be allowed, however, to use 100% of their average monthly consumption during that first quarter "to provide time for necessary adjustment."

The directive applies to users of aluminum products and forms and does not limit production by aluminum producers or converters to aluminum forms or the use in production of other metals or metal alloys.

Gen. Harrison said the order "simply distributes available supply to all non-military users in accord with the pattern of use earlier in the year," and that "defense needs require non-military users of aluminum."

The six-weeks lapse between now and Jan. 1, effective date of the order, was given to permit electronics and other manufacturers to revise production schedules and find substitutes for aluminum now used in TV condensers, indoor aerials, etc. [Broadcasting, Oct. 30].

Administrator Harrison told a news conference that, while the government hopes to stabilize price of raw aluminum, it was "probable that prices for radio and television sets might increase because of the cutbacks. Another result, he conceded, would be temporary unemployment in some industries.

Aluminum Situation

He held little hope for sizable expansion of aluminum production during the first half of 1951, and was unable to report any additional progress on a plan to obtain additional supplies from Canada.

The National Security Resources Board reported last week, however, that the U. S. had rejected an offer of Alcan (Aluminum Co. of Canada) for a shipment of 450,000 pounds of the metal over a three-to-five year plan at an estimated cost of $75 million.

The rejection came in the form of an offer that was "permitted to lapse" last Oct. 31. Officials said the company could not guarantee "immediate shipments that would have been of sufficient quantity, and that the firm wanted to spread the supplies out over one, two, three or more years. The rejection probably was ordered by NSRB Chairman W. Stuart Symington.

The prediction that mid-1951 may usher in full-scale controls was voiced by Manly Fleischman, NPA general counsel, last Wednesday. He said this would involve complete allocation of aluminum, copper and other materials, and would be necessary because of an estimated $50 billion to $60 billion military budget for fiscal 1951-52.

The defense supplemental, now being readied by the Pentagon, would raise appropriations for the current fiscal year to about $35 billion. The present expenditures (regular and supplemental call for about $25 billion for electronics, with some contracts still to be let, while the proposed new outlay would include another $1 billion for that purpose.

Request to Congress

Defense Dept. hopes to submit the request to the 81st Congress when it reconvenes Nov. 27 (next Monday), it was understood.

NPA Administrator Harrison met with the Industry (Wednesday and Thursday) last week with aluminum producers and fabricators to discuss provisions of the NPA order designed to assure supplies for the national defense. The industry called for careful analysis of the order and said its advisory committees would meet periodically with NPA.

Gen. Harrison explained that NPA will give the aluminum producing industry all possible assistance in increasing production and supply without delay.

In other actions NPA also announced (1) rules for reporting on inventories and consumption of tin; (2) interpretations of a "practicable minimum working inventory"; (3) an order providing that zinc producers, fabricators and dealers must reject defense orders which take more than 10% to 20% of their monthly business; (4) study of the copper situation, with possibility of complete controls over that metal, used for plating steel chassis, in AC power transformers, and for coils.

Meanwhile, it also was learned that use of mica and mica substitutes in electronics production also has been discussed widely in defense circles in recent months. Sessions have covered mica research, miniature capacitors, etc. Mica also is used in communications equipment, though not to as large a degree as other items. One of the principal requirements for mica during World War II was that involving radio tubes and also capacitors. Mica also is used in parts for television.

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UPCOMING

- Nov. 20: FCC hearing on allocation of time on network facilities, FCC Washington.
- Nov. 25-26: National Assn. of Radio Farm Directors, Stevens Hotel, Chicago.
- Nov. 27: Congress resumes.
- Nov. 30-Dec. 2: Western Assn. of Broadcasters, Marcyadele Ayers Convention Ctr., Filer Hotel, Calgary, Alta.
- Dec. 1-2: Florida Assn. of Broadcasters, Meadowbrook Ctr., Filer Hotel, Daytona Beach.
- Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
- Dec. 7: Academy of Radio Artists (Canada), Royal York Hotel, Toronto.
- Dec. 8: Television Broadcasters Assn. meeting, New York.

KFMB SALE

Kenedlys To Buy

PURCHASE of KFMB-AM-FM-TV San Diego was announced last Tuesday by the Charleston (W. Va.) Broadcasting Co., of which Mrs. Kay Gross is president and controlling stockholder and John A. Kennedy is board chairman.

The sale subject to FCC approval was by Jack Gross, president and sole owner of the Jack Gross Broadcasting Co., which purchased KFMB in 1943 and opened KFMB-TV in 1949. The two stations are ABC affiliates.

Purchase price was not announced, but is understood to be in the neighborhood of $925,000 net.

The Kennedys have long been prominent in radio, newspaper and television circles. Their company owns 48% of WSAZ-AM-TV Huntington, W. Va. Both are now San Diegan, Mrs. Kennedy being a former editor and publisher of the San Diego Daily Journal.

Mr. Gross will remain with the stations as vice president in an advisory capacity when moving his residence in San Diego.

A new firm, the Kennedy Broadcasting Co., is to be formed, the Kennedys announced, to supplant their Charleston firm, in which the Kennedys hold in excess of 90%.

Principal in the San Diego sale during an inspection of KFMB (TV) are Mr. Gross (1) with Mrs. and Mr. Kennedy.
**Reaction**

(Continued from page 58)

For instance, there are a lot of engineering problems to be solved and there is the problem of the CBS color system which can only be short lived. Meanwhile people will go on spending money in sets which will shortly be obsolete.

Richard A. Graver, vice president in charge of electronics for Admiral Corp.:

We were very happy to see the court take its judicious action in the matter of the mechanical disc color system and stay the effect of the FCC until the merits of that body’s decision could be properly studied.”

Harry Gold, president, Pilot Radio, Long Island:

The court got the FCC out of a very embarrassing position. It was an unusual decision to force CBS color on the public. It was a very lucky decision too because the decision would have fallen on its face otherwise. Now we will have compatible color. Anyway, we wouldn’t have had real color for a long time. It will be a breathing spell to protect the industry. Compatible color should be ready for the FCC final approval very shortly—anywhere from six to nine months.”

**Meek Comment**

John Meck, John Meck Industries:

[The Stay order] focuses attention on the CBS color system and makes even more important our decision to equip our present sets for connection with auxiliary units offering any type of color that may be broadcast in the future.

We are certainly that black-and-white television is here and is growing rapidly. We provide this reception in our sets. At the same time, by protecting the customer against any loss in the value of his set due to color developments we are giving him assurance of full enjoyment for the years of life of his set. The buying response indicates that this assurance—cutting through the confusion caused by the color issue—is all the public wants now. Court action, propaganda and claims only cloud the issue and hamper the customer’s judgment. When the confusion clears away, there will be many years of enjoyment in black-and-white television as well as whatever tidbits of color broadcasts may be added.

**COLOR INVENTION**

Dr. Bramley Has New Device

A NEW TV color device has been invented by a woman mathematician in Long Branch, N. J. The device is claimed to allow color television to be produced on any size tube and has had an application approved by the U. S. Patent Office.

Dr. Jenny W. Bramley said her invention is particularly well suited for the CBS color television system. As of last week, CBS said it had no information on Dr. Bramley’s device.

Called a secondary electron emission, the process does away with the color wheel, Dr. Bramley says, and needs only the addition of one tube for use in black-and-white sets.

**TV VITASCOPE**

Superimposes Backgrounds

VITASCOPE lens system, which makes elaborate television settings possible at low cost, was demonstrated in Hollywood last week by Independent Producer Sol Lesser, inventor of the system.

The device is designed to achieve sharp focus in all planes through a television camera. This makes it possible for actors to go through action on a bare stage, in and out of doors, behind or in front of sets, with the effect of a large scale setting being given.

Mr. Lesser acquired patent rights to his invention in Paris earlier this year.

**Swift Buys on NBC**

SWIFT & Co., Chicago (meat products), will sponsor participations in the Jack Carter portion of the Saturday Night Review on NBC TV for 13 weeks from Dec. 9, through J. Walter Thompson Co., Chicago. Show is aired Sat., 7:30-8 p.m. (CST).

**‘Paradox’ Available**

A SERIES of five-minute open end television films entitled Paradox, currently running in 14 markets sponsored by Imprim, is being made available for local sponsorship, distributed by Charles Michelson Inc., New York (transcription firm).

**‘CISCO KID’ Ziv Lists 3 New Sponsors**

TELEVISION version of the Cisco Kid, a Ziv Television Programs Inc. package, has been sold to three local and regional advertisers. They are Noble Bros. Baking Co., on WTVY (TV) Richmond, Va.; and WTAR-TV Norfolk, Va.; Chestnut Farms Dairy on behalf of Sealtest Milk, on WGNB (TV) Washington, and Koontz Dairy, on WBAL-TV Baltimore. The Cisco Kid features co-stars Duncan Renaldo and Leo Carillo. The program is filmed in color and can be shown in standard black-and-white.

**Mars Renews**

MARS Inc., Chicago (candy), has renewed two quarter hours of Howdy Doody on NBC-TV for the current season through Leo Burnett Agency, Chicago. Segments are Monday, 4:45-5 p.m. and Wednesday, 4:30-4:45 p.m. (CST). Network includes 40 cable and eight non-cable stations.

The new 1960-1961 Edition of CONSUMER MARKETS makes easily accessible all available basic data that advertising, selling, marketing, and media executives need for local market interpretation and evaluation.

It covers all U.S. states and counties; all towns and cities with daily newspapers or radio stations; all incorporated and urban areas with populations of 5,000 or more.

Its reporting procedure within the cities, counties, and states provides you with a complete picture of the economic make-up of any specific market or enables you to extract any specific market index you want.

Authoritative Current government data is used wherever available. Where none is available only the findings of completely independent, reliable

888 pages of up-to-date market facts and figures with state, county and major market area maps, organized for working convenience.

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Tabulations Available: ALL CONSUMER MARKETS figures are on IBM Punch Cards, available to users of this system, for quick, accurate tabulation, at low cost, in any desired combination of data. For information, write, wire, phone.

**Consumer Markets**

November 20, 1950 • Page 69
November 10 Applications ... ACCEPTED FOR FILING

AM-1380 kc
WTVY Jacksonville, Fla.—CP AM station to change from 1300 kc to 1560 kc. Approved.
WMAU Jacksonville, Fla.—CP FM station to change from 1590 kc to 1560 kc. Approved.

KWSM Emporia, Kan.—CP AM station to change frequency from 1590 kc to 1560 kc. Approved.

Modification of CP

KTYL Mea, Ariz.—Mod. CP to change frequency from 1590 kc to 1560 kc, for extension of completion date.

License for CP

KMHJ Junction, Tex.—License for CP to Weso. Granted.

WWHI Muncie, Ind.—License for CP to Weso. Granted.

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WWHI Muncie, Ind.—License for CP to Weso. Granted.

November 10 Decisions ... COMMISSIONERS WEBSTER, JONES, STERLING, HENNOCK

Hearing Designated

Stephen H. Richardson, Worthington, Ohio.—Designated for hearing application for establishment of a new station of 50 kw in Columbus, Ohio. Granted.

RPSA by CSSA Corp., Columbus, Ohio.—Petition for reconsideration of hearing concerning application for a new station of 50 kw in Columbus, Ohio. Granted.

Patton Granted

Sky Way Bcstg Corp., Columbus, Ohio.—Petition for reconsideration of hearing concerning application for a new station of 50 kw in Columbus, Ohio. Granted.

Application Returned

WMT Muscles Shells City, Ala.—Returned for reconsideration of application for a new license.

Application Dismissed

Middle West Bcstg. Co., Inc. St. Paul, Minn.—Dismissed application for new license.

Noncommercial educational FM station.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.

COMMERCIAL RADIO MONITORING COMPANY
MODULATION FREQUENCY MONITOR
"A reliable service for over 15 years" For transcription and production shows.
JACKSON 5302
R. O. Box 7037 Kansas City, Mo.

BROADCASTING • Telecasting

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N. W. Washington, D.C. ADams 2414</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg.—Sterling 0111 Washington 4, D.C.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>MUNSEY BLDG. REPUBLIC 2347 9215 WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>GAUTNEY &amp; RAY</td>
<td>1052 Warner Bldg. Washington 4, D. C.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C. National 6513</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 9215 WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C.</td>
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<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave., Dallas, Texas Seattle, Wash. 1728 Wood St. 4742 W. Ruffner</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2261</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7932 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 6108</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAHAM ST. AR 4-8721 ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>A. R. Bittar</td>
<td>2125 Monroe Street TOLEDO 12, OHIO Telephone—Kingswood 7631</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. SE. 6646 Washington, D. C. 2915 Red River 2-5055 Austin, Texas</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant Executive 5851 1833 M STREET, N. W. Executive 1230 Washington 6, D. C.</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road—Riveride 7-2153 Riverside, III. (A Chicago suburb)</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION 1 Le Feve Lane, New Rochelle, N. Y. New Rochelle 6-1620</td>
</tr>
</tbody>
</table>

**CONSULTING RADIO ENGINEERS**
FCC Actions (Continued from page 70)

Decisions Cont.:  

Granting a CP for construction and operation of a new AM station located in Waco, Texas.

JOHNNY PESKY, third baseman for the Boston Red Sox, joins the ranks of announcers and disc jockeys as he signs with WBMS Boston. Approving the deal is George Lasker, WBMS manager. Mr. Pesky will start his programs as soon as he returns from visiting his family in Oregon.

Chicagoland's Principal FM Station  
WEAW - 36,000 Powerful Watts  
2425 Main St., Evanston UN 4-4606  

What's more, we have sponsors, yes, real honest-to-goodness, cash paying advertisers, over a hundred of them. We're not crusaders for FM, we are in it simply to reach people with an advertiser's message. We're in AM (WOKZ and FM, Alton, Ill.) too, but for a premium (and large) audience in Chicagoland, it's FM, WEAW that is!
IN A NUTSHELL

WEBR Buffalo sending unique mailing piece to clients and prospective sponsors—walnuts accompanied by explanatory letter. Inside each nutshell is message quoting satisfied sponsor telling of good service given each account.

PITTSBURGH STRIKE

WDTV (TV) Pittsburgh using direct mail, telephone service and department store to get program schedule to public. Printed schedules distributed in four largest stores in city. Local telephone answering service provides public with information. Station also uses on-the-air promotion.

CHRISTMAS FUND

WOR New York begins sixth annual Christmas fund campaign. Project is to raise money for clothing, toys and layettes for children and mothers who will be in hospitals in New York area during Christmas.

‘WESTOVER ON A PLATTER’

WAMS-AM-FM Springfield, Mass., Westover on a Platter, 10:30-11 p.m. Fri. Show m.c., T/Sgt. Eric Burton, Westover Air Force Base, plays transcribed music and gives news of the base and Air Force. As special feature, he interviews some prominent Westover airman or officer.

USE REPRINT

WWDC Washington sending reprint of Drug Topics, trade journal for druggist, to trade. Headline of piece says “Pharmacy Quadruples Sales Through Radio Advertising” and copy gives story of local druggist who bought time on WWDC. Part telling of radio advertising on station is circled in black.

BLIMP PROMOTION

WFIL Philadelphia used blimp one entire week to promote special programs heard on station. Airship, equipped with 16-foot-high letters, flew around Philadelphia area at night. Local and network programs, along with day and time they were aired, were promoted.

GERMAN ‘GHOST RIDER’

WCAU-TV Philadelphia Ghost Rider cowboy club, with membership of 3,000, has just added new western member—from western sector of Berlin, Germany. Letter was received from Berlin written in English, from 13-year-old German boy asking to be made member of Ghost Riders group. Where he heard about club remains mystery to station.

‘WANT AD’

WWJ Detroit sending attractive multi-colored booklet to trade and advertisers. Six-page promotion piece has orange cover featuring hand holding want ad that says: “Radio station seeks commercial work, either programs or announcement or both...”. This is set against background of want ads. Inside copy continues want ad theme giving “qualifications—facts and figures on WWJ’s age, coverage, market data, future outlook and decoration awarded to station, along with photographs and illustrations...”

MUSIC TESTS

CKCW Moncton, N. B., Music Appreciation Course, Tues. 1:45 p.m. Program beginning third year on air and has been incorporated for grade eight students in Moncton schools by school board. Robert C. Bayley, supervisor of school music for city and station, presents lecture and review tests to students on program. Students are given printed outline of course by station. Mid-term and final exams are given over the radio with each teacher correcting papers following broadcast.

1950 SAFETY SERIES

WMAR-TV Baltimore, The Court of Common Sense, 7 p.m. Tues. Safety program beginning 1950 winter series, using actual cases taken from court records of traffic violations. Judge Joseph Kleinbach, magistrate, presides over show. Program began in 1949 and was awarded Alfred P. Sloan Highway Award for “exceptional service to safety.” Show is written and directed by Fred Wehr and Jock Patterson, WMAR-TV staff.

KYW PROMOTION

KYW Philadelphia sending advertisers folder with rust and black cover entitled KYW “Adds to Its Promotion Album.” Inside shows promotion that has been used with letters, releases and pictures of events station has taken active part in promoting. White lettering against black background declares: “This constant ACTION builds audience for your sales message.”

BOOKLET

KARK Little Rock, Ark., distributing six-page booklet with picture of city on cover and call letters of station in white set against red background. Piece is entitled “The Big Plus in Little Rock,” with word plus in large red plus sign. Inside copy gives facts about coverage, country audience, shopping radius, audience ratings and cost. Facts and figures are accompanied with graphs and maps.

PEOPLE vs. CLUB

WQAI-TV San Antonio, Tip the Scales, Fri. 9 p.m. quiz show. Five contestants are selected from home viewers to compete against age group. Members in studio picked from local civic, business and professional clubs. Viewers and members are given question with factual answer, with one coming closest winning $8 and a point for his team. Home contestants answers are relayed to studio by telephone. Team with most points at end wins $50 jackpot. Show is staged in courtroom scene with Judge presiding.

NBC BROCHURE

NBC is sending illustrated brochure to trade spotlighting comedians who appear on network’s TV circuit. Photographs of 19 funnymen, including Fred Allen, Milton Berle, Sid Caesar, are headlined: “These are the gentlemen... who get the laughs... that get the audiences... after night... after night... after night...”

MAYOR’S REPORT

WEEU Reading, Pa., Report to the City, Sun., featuring Mayor John F. Davis of Reading. Mayor Davis gives report on city affairs and on projects being undertaken by the administration.

COMMUTERS TIME

WHLI Hempstead, L. I., begins campaign promoting its early morning Commuters Time. Program gives weather conditions, time signals, road condition schedules changes of transportation lines and other public services. Station using poster cards in Long Island railroad cars, public school bulletin boards, circulars on buses, newspaper advertisements, outdoor ads, spot announcements and 100,000 pieces of direct mail.

Anything for a Plug

THERE’S no limit to what a station will do for free publicity, a fact readily admitted by KXO El Centro, Calif. When the new Pioneers Memorial Hospital was dedicated in Brawley, Calif., KXO covered the activities with a remote broadcast and operated the public address system. During the ceremonies, it was announced that parents of the first baby born in the new hospital would receive many valuable gifts for the child and free hospitalization for the mother. The following day, Mrs. Stan Tetsel, whose husband was on the scene as a KXO engineer, was admitted to the hospital and gave birth to the first child born in the new building.

Available!

Rhyman Time, featuring emcees David Andrews and Harry Jenkins and KMBC-KFRM’s celebrated Tune Chasers, is one of the Heart of America’s favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhyman Time is a musical-comedy program that pulls more mail than any other current "Team" feature. Satisfied sponsors have included, among others, Katz Drug Company, Landers-Motors, Jones Store, and Continental Pharmaceutical Corp. Conducted by Tom Ee and Peters "Colonel" for availabilities!

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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situation Wanted: Told, 4th 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 blank box number. Send box replies to

BROADCASTING, 670 National Press Bldg., Washington, D. C.

All transmissions, phone, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Capable manager to organize productive sales force. Immediately, large upstate market. Write for full qualifications. Link. Box 996G, BROADCASTING.

Station manager. Must be heavy on sales. Independent in single station market. Over 50,000. Must have experienced complete details including your billing figures. Reply Box 66923, BROADCASTING.

Commercial manager for successful 250 watt AM station in excellent Ohio market. Salary plus commission or straight commission with good writing, booking, script, first phone, announcing. Please give all details in first letter. No salary. Application must be firm. Box 5595, BROADCASTING.

Salesmen

Salesman for new 5000 watt fulltime station. Excellent opportunity for thoroughly experienced man to build his own future in booming commodity market. Population almost doubled in last ten years. Now crowding 50,000. Salary plus commission on straight commission with good writing, booking, script, first phone, announcing. Reply. Box 1471, Write Allan Curtin, General Manager, KOHC, Bowling Green, Ohio.

Salesman—Experienced in constructively building station to the best advantage of the community. Must be ethical. To represent leading station. NRSC affiliate. Must be experienced in market. Send full information; references, picture. Immediate opening. Reply Box 44903, BROADCASTING.

Televisio n

Technical

Licensed operator with commercial experience and film camera position at Midwest television station. Must be experienced. Apply to WMRT, Building. Emphasis on practical experience.

Salesmen

Salesman, program director, announcer, edit script, first phone, announcing. Write copy. Six years radio all departments experience. Must be married, permanent. Box 5546G, BROADCASTING.

Salesmen—4 years direct sales experience, go-getter with terrific initiative, sells big. Either east or west. Disc, resume available. Box 280H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation’s top announcers, week by week. Box 850F, BROADCASTING.

Sports caster. Four selling years play-by-play, color man. Also technical knowledge of basketball, baseball. Can permanently help sports programs on coast to coast. Box 860G, BROADCASTING.

Experienced announcer—copyperson, editor, writer. Has that extra, special touch. Single, veteran, desire position in New England. Thriving station, straight copy, writing, announcing, or both. AllVerts available. Box 956G, BROADCASTING.

Announcer, DJ. Mature, friendly style, authoritative voice. New accounts program director. Must have ability to contact top person. Worth your while. Box 949G, BROADCASTING.

Combination man, strong on sports. Play-by-play, fully experienced hold the key. Make your station a winner. Box 119B, BROADCASTING.

Top sportscaster-announcer. Play-by-play at major league ball park. Employed. Available immediately for west coast. 2035 Palm Court, Riverside, Cal.


Situation Wanted (Cont’d)

Successful commercial manager, presently employed, desires managerial position in western market. Guaranteed results. Box 255H, BROADCASTING.

Manager-sales manager, eleven years experience sales and sales management,100 stations. Currently employed. Experienced manager and executive assistant to owners. Mutual affinity and one of field’s top producers in five station major market. Thirty seven years of experience. Veteran, college educated. Aggressive, civic-minded. Qualified to handle major accounts and top radio salesmen. Prefer south or southwest with good potential to large metropolitan market. Sales, practical management, intelligent application of principles. Will help solve your problem. I’d like to discuss my opportunities and experience with you. Sixty days notice. Box 27H, BROADCASTING.

A good man is hard to find! We have one who is leaving for perfectly valid reasons. Has had a key position with a small operation. A program director and station manager, he is thoroughly experienced in every phase of radio: programming, writing, public service, announcing, special events, personnel management, sales supervision and network coordination. He has helped tremendously to bring to life very dead horse. 20, draft-exempt, sober, a worker and a family man. We would recommend him without reservation for anything. Right opportunity. Gentlemen, here is the opportunity looking for you. Address replies to: General Manager, Box 1099, BROADCASTING.

Eighth Wonder-of-the-World available to manage your station. Box 2H, BROADCASTING.

Manager. You can hire sales manager on percentage basis, no draw no salary. Famous sports writer, copy editor, experienced in sales, programming, etc., included if necessary. You can have key man for key job. Will take over your problems, but make sure he is worth it. Box 419, BROADCASTING. Discounts available.

Salesmen

Salesman, program director, announcer, write copy. Six years radio all departments experience. Must be married, permanent. Box 564G, BROADCASTING.

Salesmen—4 years direct sales experience, go-getter with terrific initiative, sells big. Either east or west. Disc, resume available. Box 280H, BROADCASTING.
Events, equipment, etc.
Want 250 watt and 0.5 kw AM broadcast transmitters. Forward complete information on equipment. Box 99G, BROADCASTING.

WUF TV transmitter, audio optional. Detailed information and delivery interval. Box 34H, BROADCASTING.

Help wanted

Salmen

SALESMAN WANTED
Regional network has good opening for experienced salesman. Should have car, be able to produce effectively. Salaries management or salary background will help. Send references, details. All replies confidential. Interview can be arranged. Address Box 3H4, BROADCASTING.

For Sale

WANTED PROGRAM MATERIAL
Regional network in market for transcription shows. Write full details before sending platter. Will also purchase unusual commercial program suggestions or stubs. Tell us what you have. Box 3H1, BROADCASTING.

Never Again!

PLACE WAS Salt Lake City. Case was heard for Hearig Valley Broadcasting Co., KSVG Richfield, Utah. FCC Examiners Panel was appointed and Mr. Edwin Kennedy, station manager, was conducting the proceedings which concerned an investigation of possible transfer of control of a station. A spokesman for the station presented his case, virtually throwing the station on the mercy of the FCC and with it any approval for the sale of the station and all programming files. He then turned to the examiner with this plea: "Madam Examiner. This will never happen again. We've taken steps to see that it won't happen. We've subscribed to BROADCASTING. We've joined the NAB and hired Washington counsel."
Respects

(Continued from page 46)

Patts line up like this:

John—President of G. A. Richards
stations (WJR Detroit, WGCW Washington D.C., WGBJ-MTV New York); in radio since 1922; age, 45.

Ralph Jr.—Detroit manager of CBS Radio Sales; in radio since 1922; age, 43.

James—Manager of WNBW New Bedford, Mass.; in radio since 1924; age, 38.

Robert—Advertising and sales promotion manager, WGCW New York; in radio since 1926; age, 36.

Curiously, three of the four—

John, Ralph and James—entered radio through sales and management in some of the industry's most famous fronts—WDAP Kansas City. Robert, however, entered broadcasting via Campbell-Ewald, Detroit.

Assisted Leo Fitzpatrick

When John, eldest of the six Patt children and family man in the clan, was graduated from a Kansas City high school in 1922 he got a job as office boy on the Kansas City Star. The paper was tinkering with its new radio station, WDAF, and the paper's radio editor, Leo Fitzpatrick, was given the task of managing the station. As Mr. Fitzpatrick's assistant, John also found himself doubling in radio column and station operating functions.

Later the young assistant, anxious to complete his education, enrolled at Kansas U., in Lawrence, and promptly became program director of the university's station, KFXU.

After completing his college majors in advertising and journalism, young John Patt tried to convince the Star management that WDAF could get its act together by giving it money. Failing in this effort he started selling Star space.

Mr. Fitzpatrick meantime had become station manager of WJR in Detroit and he brought John in as assistant manager. When G. A. Richards looked for new fields of concentration in Cleveland, John was sent to manage the fledgling operation, when just 25 years old.

Merging the Cleveland WGOO and WJR into WGR, Mr. Patt was in charge of the station on the air Dec. 15, 1930, as WGR, basic NBC-Blue outlet. Observing the 20th anniversary of the WGR-Patt's birthday this year, the 65-kw station looked on a hundred-fold increase in power, five-fold increase in personnel, ten-fold increase in sales and two-fold increase in operating hours.

Fitting tribute to John Patt's success in bringing WGR to its present stature was his election this autumn as president of the three-station Richards group.

Key to this outstanding career has been John Patt's active role in community and industry life. His list of titles includes first president of the Ohio Assn. of Broadcaster; first radio president of the Cleveland Ad Club; president of Rotary Club; president of Cleveland Convention & Visitors Bureau; chairman of the Greater Cleveland War Chest and Community Fund, to mention a few.

John married the former Ruth Richardson while both attended Kansas U. and worked at KFXU. They have three daughters, Martha, 22; Patricia 18 and Jean 11.

Second to Enter

Second of the Patts to enter radio, Ralph Jr. followed brother John by going to work at the Star. The paper was two deep in Patt clan then, left for the university, whereupon Ralph moved into his brother's radio job while attending Kansas City Junior College.

At 16 Ralph was generally conceded to be the nation's youngest radio announcer and he attracted considerable publicity. When Mr. Fitzpatrick left for WJR Ralph took over the famed Night Hawk Folio, which he doubled for half, signing off at 1 am. and reporting at school the same morning at 7.

For a while Ralph owned 10 shares of Star stock but sold it in 1927 to finance his college education, also at Kansas U. There he was KFXU's chief announcer.

After a brief business interval he went to WJR under the Fitzpatrick regime, joining brother John again, and moved from announcer through copywriting, production, library, publicity and finally selling. The sunrise record program was one of the early disc jockey promotions.

After a decade at WJR Ralph was named general manager of WPAY Port Washington, Ohio, and chairman of the station. He filled until 1943 when he became a communications officer in the Navy. He was on the DE-401 when that escort was struck by aerial torpedoes in the Mediterranean.

The war over, Ralph joined Paul H. Raymer Co. in Chicago as a salesman, soon moving to WDDO Chattanooga, Tenn., as promotion manager. In 1949 he moved back to Detroit as manager of the Detroit office of CBS Radio Sales, a post he still holds.

Married in 1939

In 1939 he married Bertha Champeau, of Detroit. They have two children, Barbara Jean 7 and Tommy 5.

James Patt had his electronic baptism in 1928 while in his junior year at high school, shagging ball scores for WDAF announcer. The shagging was so good that he was offered a station job, and soon was announcing, writing and doing general office work.

Two years later he moved over to KMBC Kansas City and did about everything in the plant from sorting fan mail to special events. As a result of CBS origination he met Paul White, at that time in charge of CBS news service, and was invited to join the network in 1936 as its director of public affairs and education. For several years he had been attending night school and he was given his LL.B. at Kansas City School of Law.

First assignment with CBS was to cover Alf Landon's home on election day, a bleak spot as the Presidential returns brought dismal tidings. He later worked with Chicago colleges in the creation of such network features as Of Men and Books and Ball Season.

Three years later, joining CBS James was transferred to its Cincinnati-owned station, WKRC, and stayed when it was sold to the Times-Star. He served as sales manager, sales promotion director and president. The draft beckoned in 1944 and he was assigned to the Navy unit of Armed Forces Radio Service, producing transcripts for the fleets and later doing writing and production.

Upon discharge he joined WNBN New Bedford, Mass., Jan. 1, 1946, as manager. An FM outlet was added in late 1946 and the station is now planning new studios and taking a long-range look at television.

While at WKRC James was married.

Robert's Start

Fourth of the Patts to choose a broadcasting career was Robert, also the third to attend Kansas U. Graduated in 1938 he went to work on the Topeka Daily Capital, selling space. In the summer of 1938 he paid brother Ralph a visit in Detroit. Making the agency rounds, he landed a job in the radio department of Campbell-Field Co., immersed in the 400-station Musical Moments campaign for Chevrolet.

When General Motors had a series of sitdown strikes the musical series ceased and so did Robert's job. He moved over to Free & Peters as the representative firm's first sales promotion manager, serving in Chicago and then New York. He joined WHN (now W MGM) in 1939 as sales promotion manager of the New York station.

Robert entered the Navy in 1942, became an additional communications officer for an LCI group in the Pacific and leaving the service three years later as a lieutenant. Returning to WHN he continued his sales promotion work until CBS signed him to replace Jules Dunce at WBBS New York when Mr. Dunce was named general manager of advertising and sales for KCBS San Francisco.

Robert married Lonita Frances Bliss, of Chicago, in 1945. They have two daughters, Christy, born last year and a second a new arrival. The family was just acquired a house in suburban Bronxville.

Other Brother and Sister

That accounts for the broadcast careers of the Four Radio Patts. Youngest of the six children, Fred, spent five years at KCBO Kansas City after leaving college, but the radio spark wasn't there and he became an accountant, a profession he still loves and follows.

Margaret, only girl of the brood, was secretary to the Los Angeles manager of RCA Communications during the war. Later she was a receptionist at a recording studio. She abandoned radio for marriage and housekeeping and is now Mrs. Fred Shilzony, of San Francisco. She is the mother of two boys.

The Four Radio Patts have spent nearly a whole career in radio, their chosen profession. That's true of all the Patts, and a lot of radio.
Grauer Feted
On 20 Years in Radio

BEN GRAUER, NBC's veteran on-the-scene reporter and announcer, was honored at a luncheon last Wednesday held at "21" in New York commemorating his 20th anniversary in radio (and no television).

The luncheon was hosted by Quentin Reynolds, war correspondent and author; John Crosby, radio and television columnist for the New York Herald-Tribune; Tex McCrary, WNBC New York personality; and Tom Revere, radio director of the Bowery branch.

H. V. Kaltenborn, NBC commentator, Judge Ferdinand Pecora, Former Secretary of War Robert Patterson, Mr. Reynolds and Mr. McCrary extolled Mr. Grauer in short speeches. Jimmy Durante entertained.

Among those attending the luncheon were: Hubert Hearn, CBS vice president; Edmund Chester, CBS news director; U. S. Senator William Benton of Connecticut; John Gunther, author; Elliott Roosevelt; Maj. of William, Overseas, British Information Services; Norman Luker, North American, director; BBC; Elaine Carretton, daytime serial writer; Richard C. Deroche, producer; Fannie Hurst, author; Henry Morgan, comedian; Charles Sherman, advertising manager, Doubleday & Co.; Jack Cooper, INS; Trudel Felis, Life; Betty Forsling, Newsweek; as well as Joseph Allen, vice president in charge of public relations, Bristol Myers; and Myron Kimbro, vice president, Kudner agency.

Davies Named
Heads Phila. Board

LT. COL. EDWARD A. DAVIES, former vice president and commercial manager of WIP Broadcasting Co., operator of WIP Philadelphia, was elected president of the Television Advertising Board of Philadelphia at a special meeting of the board of governors early this month. He fills the unexpired term of James Tabor, formerly television director, Foley Advertising Agency, Philadelphia, who is continuing in the advertising business in Portland, Me. Col Davies heads his own firm, Edward A. Davies Assoc., television productions.

Also elected to vacancies on the board were Ruth Weir Miller, WCAU-TV Philadelphia; Frank Roberts, TV director, Feigenbaum Agency, and Walter Ericson, TV director, Gray & Rogers, both Philadelphia.

EMPLOYED at KOIN Portland, Ore., are a happy lot, as evidenced by this smiling group and by personnel records which show that more than half of the staff members have been with the station 10 years or longer. New members of KOIN's "10-20 Club" who were welcomed to the organization with a banquet late last month are (1 to r): Bob Henderson (10), announcer; Bill Means (10), production chief; Johnnie Walker (20), music clearance director; Jack Lombard (20), technician; Luke Roberts (10), educational director, and Chris Christensen (10), technician. Special half-hour broadcast honoring the new "10-20 Club" members was aired on KOIN prior to the banquet.

Picture Value
Emotional Medium—Betzer

BECAUSE pictures are an "emotional medium," when dealing with pictures on the TV screen, "we should make use of emotions which they can arouse," Joseph G. Betzer, director of film planning for Sarris Inc., told members of the 1950 Creative Advertising Workshop in Chicago Nov. 6.

"It's still true we sell by appealing to basic emotions, and pictures must stem from them," he said. Mr. Betzer listed a three-point formula for TV commercials which sell: "They must have an opening to catch initial interest, by means of stop motion, animation or human interest appeal; the center portion of live action photography, to set home the realism of the product and a secondary appeal created by a jingle, song or other device that the audience can remember.

However, "words are secondary and pictures all-important in creating selling messages," he said. "Interest is the chief job of the creative people who work in each selling message."

Mr. Betzer termed TV "the greatest unifying force in the home since the pot-belly stove." He spoke to clinic members for the second time under sponsorship of the Chicago Federated Advertising Club and the Women's Advertising Club.

FJP Fund Drive
Radio-TV Committee Named

A DRIVE for $2 million by the Federation of Jewish Philanthropies on behalf of its 116 affiliated hospitals, health and social welfare agencies was announced last week by Leo Brecher, of Leo Brecher Theatrical Enterprises, chairman for 1950.

The broadcasting and television committee will be headed by Himan Brown, independent producer, and Lyman G. Bloomingdale, secretary of the Campaign cabinet, as co-chairmen. It includes I. G. Becker, CBS; Jerry A. Danzig, CBS-TV; Ben Grauer, NBC; Henry Greenfield, WEVD New York; Bernice J-live, WNEW New York; Elliott M. Sanger, WQXR New York, and Eleanor N. Sanger, WQX.

SALESMEN!
For Big Results
Use the Big Station!

KFAB
50,000 WATTS OMAHA BASIC CBS

November 20, 1950 * Page 77
FTC Upheld

In Bristol-Myers Case
FEDERAL Trade Commission's order demanding that Bristol-Myers Co., New York, cease allegedly false advertising claims involving its Ipana toothpaste has been affirmed by the Fourth Circuit Court of Appeals at Richmond, Va. Bristol-Myers attorneys took exception to two findings in the FTC order involving a ban on its "message" claim and a survey used to support the claim that dentists prefer Ipana 2:1 for personal use, such as set forth in radio and newspaper advertisements.

Questions Witnesses' Testimony

The company charged that witnesses appearing for the government offered opinions without support of scientifically controlled tests. Three judges who heard the appeal ruled, however, that the government witnesses were well qualified.

The company also charged that FTC did not offer evidence to disprove the sample survey, and that there was an obligation to prove the validity of the sample. In turn, the court held that, while the sampling techniques may have been accurate, there was no evidence to support the survey.

LISTENERS PAY

Subscribe for WABF (FM) Show

IN A MOVE to eliminate commercial advertising from one of its most popular programs, WABF (FM) New York has requested its listeners to sponsor the New Friends of Music concert series, themselves, by subscribing as much money as they wish.

Total of $4,814.10, or 99% of the commercial revenue which would have been received by the station if the time had been sold to a sponsor, had been received as of last week. June Dairy, New York, sponsored the program last year.

PHILADELPHIA will install television sets in two hospitals and the house of correction. Money was appropriated earlier this year by the city council.

THE OLD SEA-HORSE SAYS:

Have YOU checked the WVM!-Area?

Only WVM! can offer "So Much For So Little"—May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 Kilocycles

Page 78 • November 20, 1950

HIT LIQUOR ADS

Church Women Plan Action

UNITED Council of Church Women unanimously adopted a resolution at the biennial assembly Wednesday in Cincinnati urging its local units to "inform radio stations, networks, sponsors and the FCC of our disapproval of liquor advertising over the air."

"Since liquor advertising has invaded the American home through television," the resolution said, "and since it is ever impossible to listen to radio broadcasts of clean sports without being bombarded with frequent lurid advertisements of liquor, we call on all organizations to join us in protesting against liquor advertising."

Mrs. D. Leigh Colvin, national president of the Women's Christian Temperance Union, who attended the assembly as a "fraternal delegate," told BROADCASTING Thursday in Chicago that the resolution employed the word "liquor" in a general sense, to include beer. She expressed the belief there is little advertising of hard liquor over the air in the U. S. however, but that a trend in that direction has been noted in Alaska. The WCTU recently wrote to each of the U. S. Senators and Representatives protesting this trend, she said.

WHEEL OF STARS

WFBL Sets New Promotion

WFBL Syracuse, N. Y., unveiled a new merchandising promotion involving a "Wheel of Stars" at a cocktail party in New York last week.

Robert Soule, station vice president, who developed and perfected the idea, explained the mechanics of the plan, a two-day promotion.

An adaptation of the "wheel of fortune," the promotion is designed for use at fairs and other public occasions of at least 100 people. Pictures of 30 stars heard over WFBL are substituted for numbers. Paddles bearing identical pictures are then sold from the booth holding the wheel. The player whose paddle bears the picture corresponding to the one at which the wheel stops wins. Prizes are merchandise of advertisers over the station.

BURR TILLSTROM'S Kabie, Fran & Ollie, TV show on NBC-TV from Chicago, being translated into comic form by Chicago Tribune. Full-page color cartoons will appear until Christmas Eve, tying in with papers promotion and sponsorship of Kabie, Fran & Ollie float, that will appear in the Christmas parade.
**FCC roundup**

**SUMMARY OF AUTHORITIES, STATIONS ON THE AIR, APPLICATIONS**

<table>
<thead>
<tr>
<th>Class</th>
<th>On The Air</th>
<th>Licensed Cps</th>
<th>Cond'ls</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>1,224</td>
<td>2,185</td>
<td>167</td>
<td>292</td>
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<tr>
<td>FM</td>
<td>177</td>
<td>319</td>
<td>258</td>
<td>452</td>
</tr>
<tr>
<td>TV</td>
<td>107</td>
<td>52</td>
<td>57</td>
<td>221</td>
</tr>
</tbody>
</table>

**Summary of Authorizations, Stations On the Air, Applications**

- **AM Stations**: 1,224 licensed, 2,185 total.
- **FM Stations**: 177 licensed, 319 total.
- **TV Stations**: 107 licensed, 52 total.

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**New Grants, Transfers, Changes, Applications**

- **AM Grants**: New station licenses issued to WPAK, Bakersville, NC; WOOG, Judson, NC; and WOGP, Henderson, NC.
- **FM Grants**: New station licenses issued to WKOA, Knoxville, TN; and WMDJ, Madison, WI.
- **TV Grants**: New station licenses issued to WTVK, Fort Lauderdale, FL; and WTVR, Richmond, VA.

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**Non-Docket Actions**

- **AM Grants**: New station licenses issued to WPAK, Bakersville, NC; WOOG, Judson, NC; and WOGP, Henderson, NC.
- **FM Grants**: New station licenses issued to WKOA, Knoxville, TN; and WMDJ, Madison, WI.
- **TV Grants**: New station licenses issued to WTVK, Fort Lauderdale, FL; and WTVR, Richmond, VA.

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**November 15 Applications**

**ACCEPTED FOR FILING**

- **AM-Stations**: KMMO, Marshall, Mo.; AM station to change to 590 W 1300 kHz.
- **FM-Stations**: WEIM, Fitchburg, Mass.; new commercial FM station.
- **TV-Stations**: KTVF, Anchorage, Alaska; new commercial TV station.

---

**November 15 Modifications**

- **AM-Stations**:
  - WEIM, Fitchburg, Mass., for extension of license.
  - WPKY-FM, Bakersfield, Calif., for change of call letters.

- **FM-Stations**:
  - KTVF, Anchorage, Alaska, for change of call letters.
  - WPKY-FM, Bakersfield, Calif., for change of call letters.

- **TV-Stations**:
  - KTVF, Anchorage, Alaska, for change of call letters.

---

**October 31 Applications**

- **AM-Stations**:
  - WPAK, Bakersville, NC; WOOG, Judson, NC; and WOGP, Henderson, NC.
  - WKOA, Knoxville, TN; and WMDJ, Madison, WI.
  - WTVK, Fort Lauderdale, FL; and WTVR, Richmond, VA.

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**Noncommercial Educational FM Grants**

- **AM Grants**: New station licenses issued to WPAK, Bakersville, NC; WOOG, Judson, NC; and WOGP, Henderson, NC.
- **FM Grants**: New station licenses issued to WKOA, Knoxville, TN; and WMDJ, Madison, WI.
- **TV Grants**: New station licenses issued to WTVK, Fort Lauderdale, FL; and WTVR, Richmond, VA.

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**Broadcasting is this?**

- **Or course, Broadcasting belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponors, their agencies, stations, networks and services all meet to do business.**

---

**November 20, 1950**
Teletatus
(Continued from page 60)

was Food & Food Products with 702 (see table) second place was Household Furnishings, Equipment and Supplies which had 643 accounts active in the network, spot and local fields. Automobile, Automotive Equipment & Accessories was the third classification with 328 active accounts.

The networks of advertisers of Food & Food Products had 22 different accounts for top honors. In second place was Confectionary & Soft Drinks with 15 while the Household classification was third with 13 accounts.

The most active product classification in the spot field was Food & Food Products, second place was 226 advertisers. Beer & Wine accounts remained active with 135 advertisers during the month.

Locally the advertisers of Household Equipment, Furnishings & Supplies headed the list of accounts with 561. In second place was the Food classification with 449 accounts.

KTLA Los Angeles Sets New Rates
RATE CARD No. 5 went into effect Nov. 15 at KTLA (TV) Los Angeles, reflecting a 25% increase for all time segments over one-half hour. An hour of Class A time, including live studio facilities, increased from $750 to $1,000. For an hour of Class A time including film facilities, the rate advanced from $600 to $750. For Class A spot time it is now $175 for one minute, $165 for 20 seconds and $85.50 for 10 seconds.

Benny's TV Debuts Makes Hit in L. A.
A RECORD Los Angeles television audience viewed the first Jack Benny Show telecast in that city Nov. 11, according to a special Coopers & Coopers, Inc., Tele-Que telephone survey. Program received a rating of 45.6, reportedly representing the largest Saturday night audience Los Angeles television has enjoyed. Total of 1,550 people in the area were called in a 45 minute period. Results were made available within an hour and 45 minutes.

Multi-Market Telepulse Released for October
MULTI-MARKET Telepulses for October shows Texaco Star Theatre as the leading once-a-week television program. Hooshy Doody also took top honors among multi-weekly shows, according to the report released by The Pulse Inc. The Multi-Market Teleprase coverage network programs in the period Oct. 1, 2, 3, 11, 12, 13, 14 is as follows:

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>36.2</td>
<td>36.1</td>
</tr>
<tr>
<td>Philco Playhouse</td>
<td>35.6</td>
<td>35.6</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>33.1</td>
<td>33.0</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>28.4</td>
<td>26.1</td>
</tr>
<tr>
<td>Studio One</td>
<td>26.4</td>
<td>24.4</td>
</tr>
<tr>
<td>Godfrey's Hi Friends</td>
<td>26.4</td>
<td>23.3</td>
</tr>
<tr>
<td>Freewheel Theatre</td>
<td>26.3</td>
<td>24.9</td>
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<tr>
<td>The Goldbergs</td>
<td>25.3</td>
<td>24.9</td>
</tr>
<tr>
<td>Comedy Hour</td>
<td>23.3</td>
<td>22.6</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>21.7</td>
<td>21.6</td>
</tr>
<tr>
<td>Cameo News Caravan</td>
<td>17.2</td>
<td>13.4</td>
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<tr>
<td>Derris &amp; Ollis</td>
<td>12.2</td>
<td>10.6</td>
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<tr>
<td>Perry Como</td>
<td>10.6</td>
<td>10.6</td>
</tr>
<tr>
<td>Captain Video</td>
<td>9.9</td>
<td>8.8</td>
</tr>
<tr>
<td>CBS-TV News</td>
<td>9.8</td>
<td>8.0</td>
</tr>
<tr>
<td>Hollywood House</td>
<td>9.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Mabouk Showtime</td>
<td>9.4</td>
<td>9.0</td>
</tr>
<tr>
<td>Hourly News</td>
<td>9.4</td>
<td>9.0</td>
</tr>
<tr>
<td>Perry Emerson</td>
<td>9.2</td>
<td>9.2</td>
</tr>
<tr>
<td>Studio Club</td>
<td>9.1</td>
<td>9.1</td>
</tr>
</tbody>
</table>

'Benny'-to 'Thu., Sat.

Public Service Role
(Continued from page 57)

liabilities. The opportunity to improve telecasting with greater funds available for experimentation and invention will present itself to the industry and the public in a wider educational and public service program, he said. Mr. Streibert asserted that "television will be more profitable than radio ever was" since the high costs will be off by a higher return.

Turning to radio, he insisted that competition from television will result in better programming and production in the broadcasting field, and said that the effects of TV throughout the nation in five years can be seen in New York at the present time. On WOR's Barbara Welles program, listeners were invited to send in their "gripes" and constructive ideas on the improvement of radio, he said, and their answers have proved invaluable to the station as a test of public opinion. Better programs can be coordinated between music bridges and dramatic passages; greater variety in program scheduling by the network employment of women announcers for women's products; elimination of the "foolish," bad grammar approach of many programs; increase in classical music and musical programming. Better programs were included in the letters of advice received by the station.

Radio, Mr. Streibert said, "will have to sell its medium more aggressively and take cognizance of the listeners' demands. It will have to go out and "work for billing, develop its own new talent" and re-sell itself to the public. The problem lies before the advertisers as well, Mr. Streibert concluded.

Network Time
(Continued from page 57)

provide that (except for one five-hour segment per week) stations in metropolitan markets may not carry the programs of any one network for more than two hours in the 1-6 p.m. and two hours in the 6-11 p.m. time segments. In two-station markets the limit would be three hours in each segment; in three-station markets, four hours in each time period.

NBC claimed it "has an unques- tioned position of leadership—but not of dominance—in network television," and opposed "any such rule" because: (1) it would violate the responsibility which Congress has placed upon the stations to select their programs; (2) it would illegally restrict competition among networks.

NBC's Position

NBC said its "position of leadership— is the natural result of the excellent service which it offers and the wide public acceptance of its programs. This position has been attained by far-sighted planning and diligent effort in establishing a television broadcasting service. It has been accomplished under the American tradition of free and unhindered competition.

NBC asserted that no concept is more fixed in radio regulation "than the fundamental principle that the station operator — the licensee — must at all times retain the right to select the programs to be broadcast by the station," and that he does not consider that "he is public interest "if he abandons this responsibility."

FCC's proposed protection of viewer choice of network programs is incorrect, NBC said, noting that "the individual viewer in a single-station market has no choice of programs. He looks at what the station in his city happens to be broadcasting at the moment. . . . It is absurd, therefore, to say that the suggested limitation will en- large or protect the viewer's choice."

Wide acceptance of popular programs of other networks was noted by NBC to show that the ability to obtain station clearances depends upon program attraction. NBC cited ABC's Stop the Music, CBS's Arthur Godfrey and His Friends and DuMont's Chevrolet-sponsored telecasts of Notre Dame football games.

"The simple fact is that no network can attain or maintain a leading position in station clearances in limited markets unless it delivers a superior program service," NBC concluded.

The implication of FCC's proposal appears to be that all networks should develop equally under governmental control and that 'competition' is not in the public interest. If such is the case, Congress—not the Commission—must so decree."

"Furthermore, the Commission has no authority to set aside the antitrust laws and by 'rule' to decree that competition is not in the public interest. Any such action must come from Congress," NBC pointed out that "any voluntary agreement among the networks and stations which would accomplish the Commission's objective is tantamount to the exist- ing competition would violate the antitrust laws." The network also said:

"Not long ago, while other networks were urging affiliates to withhold building of television stations, or taking a passive attitude, NBC was encouraging the radio industry to bring television to the public. While other networks were merely starting, NBC was supplying a full schedule or pro- grams so that stations could establish a service for which advertising support could be obtained. Throughout this period, NBC was urging the building and extension of intercity and interstate facilities and the exist- ing orders for circuits which no other network then wanted. . . .

Despite the limited number of televi- sion stations, and the head start which NBC achieved through its early promotion of television, each of the other networks has developed a commercial business and has greatly improved its time sales.

Considering the first nine months of 1949 and 1950, NBC said, the percentage of increase in television network time sales of CBS and ABC exceeded that of NBC. ABC increased 290%, CBS 283% and (Continued on page 84)

PROFITABLE

5000 WATTS BASIC NETWORK STATION
Northeastern Market Operating Profitably
$165,000
One-Third Cash

Box 36H, BROADCASTING
No Brokers

BROADCASTING Telecasting
to switch to 41.75 mc. Some other manufacturers already have switched, he said.

Albert F. Murray, consulting engineer retained by Philco to make certain UHF broadcasts in Bridgeport and Washington, was questioned briefly, principally on his factors of power and antenna height, of in what areas this station which differed slightly from those given by NBC in its report. He explained he got his data from an NBC ad hoc committee, Radio Engineers Proceedings but did not feel the differences were sufficient to effect any change in the measurements.

Dr. Goldsmith, DuMont's director of research, was questioned on the matter of receiver design as related to allocation policy. He stated FCC should consider "practical" design parameters to make the best allocation. He noted considerable set improvements have been made by many manufacturers to accommodate broadcast channel selectivity. Set sale competition in fringe areas will force improvements, he indicated.

Adoption Plan

The DuMont official presented a city-by-city memorandum of the number of existing sets requiring adaptation for conversion to UHF under both the DuMont and FCC allocation plans. As established on Aug. 1, 1951, 1,147,000 sets would require adoption under DuMont's plan while 3,706,000 sets would require adoption under FCC's plan. Data had been requested by Comr. Jones.

Criticism of NBC's Bridgeport report was contained in a DuMont Inter-office memorandum titled "Alternative Approaches to Common Hearings Testing Regarding UHF Television." It was prepared under Dr. Goldsmith's supervision by Robert P. Waketman, head of the company's propagation department and an Ad Hoc Committee member who vigorously defended Ad Hoc Volumes I and II on fundamental engineering concepts when they were attacked [TELECasting, Sept. 23, Oct. 23].

Two other Waketman memorandums also were offered, one dealing with the adjacent channel problem and the other on the choice of a standard IF. Dr. Goldsmith stated all three documents represented his views and not those of DuMont.

The report on conflicting UHF testimony noted NBC's report "at first glance makes it appear that a UHF television service is practicable without any important problem on UHF test stations in central Pennsylvania indicate UHF 'can provide an excellent television service comparable to that of VHF. Such observations may be thoroughly confused," the DuMont memo stated, and commented it appears they "have been led to believe that UHF is something entirely new and basically different from VHF, the propagation character-

UHF Allocations

(Continued from page 87)

teristics of which, until recently were entirely unknown, and in fact, could not even be estimated."

"Actually, however, this is not the case," the memo stated, outlining two principles which are unfavorable to good UHF service and two which are favorable. The memo explained:

"As we go up in frequency from 30 mc to find that two fundamental physical principles tend to reduce service. Like all things in nature, these years of the continuum with abrupt changes at any frequency. The first of these is the wave length factor. As frequency is increased, we find that simple receiving antennas become less efficient in extracting energy from a field of given strength. This effect can be partially nullified by more numerous receiving antennas, and, of course, by an increase in antenna size.

The second effect is that of diffraction or the curvature of waves. As we find that objects on the earth's surface have a marked influence on the strength of waves so that the wave is more seriously attenuated by being obstructed by hills, buildings, trees, etc. This effect can be overcompensated through the use of higher transmitting antennas.

On the plus side of the ledger we have two principal factors tending to improve service with an increase in frequency. The first of these, which concerns effective reduction in signal strength at a receiving antenna (some distance from the transmitter) due to the destructive interference of the direct and ground reflected wave. For a known frequency, under given conditions, and in a rough earth, this destructive interference decreases with increasing frequency, thereby permitting stronger signals to be received at these frequencies.

The second major effect of increasing frequency is a reduction in the wave length factor. This means that there is less interference, thereby permitting stronger signals to be received at high frequencies.

"These two effects vary gradually with frequency, the memo said, estimates can be made by competent engineers by extrapolation from known effects at lower frequencies.

"It is therefore extremely disconcerting to find ourselves faced with the exceedingly pessimistic analysis of the Bridgeport data submitted by NBC," the Waketman memo observed. It continued:

Throughout the report, the memo said, estimates of power on strength being compared with smooth earth conditions are misplaced on the fact that they are far from the conditions predicted by the FCC's allocation plan. The factor by which the transmission power would have to be increased in order to bring up to the desired signal is the number of theoretical values is emphasized.

It is my opinion that such compart-
sions and ratios are entirely meaningless since if a more perfect theory could have been utilized, the measurement would probably have been much closer in theoretical. Actually, we are interested solely in the quality of television service obtainable in the frequency band and need concern ourselves with no theoretical value whatsoever.

Commission has proposed as limiting values for UHF broadcasting, an effective radiated power of 10 kw with a transmitting antenna height of 200 feet. Because the necessary equipment is unavailable at this time, NBC was required to make use of an antenna height of 200 feet above average terrain. To the best of my knowledge, however, no such antennas have been made in any portion of the report to extra-

The memo contended an error was made in NBC's report in the determination of service radii in accordance with FCC's proposal which specifies a local field intensity of 66 db above 1 microvolt per meter is required to override receiver noise at 600 mc.

Noise 'Non-existent'

"Since local noise and interference is essentially non-existent at this frequency," the memo explained, "this is the value required for satisfactory service. As set forth in the NBC report, a value of 80 db is used in the determination of Grade A and Grade B service radii.

Reevaluation of the NBC data was made in the memo using the different value. It showed in going from 13.5 kw ERP, NBC's UHF station power, to FCC's proposed minimum of 100 kw an improvement of 8.6 db in field strength would be obtained, while going to 200 kw, FCC's proposed maximum, the improvement could be 11.6 db.

The following table was added, presenting several combinations of increased power and height, to show the field strength improvement allegedly to be expected over the data as measured by NBC:

<table>
<thead>
<tr>
<th>ERP</th>
<th>Transmitting antenna height</th>
<th>Field strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 kw</td>
<td>100 ft</td>
<td>45.5 db</td>
</tr>
<tr>
<td>200 kw</td>
<td>200 ft</td>
<td>50.5 db</td>
</tr>
</tbody>
</table>

Dr. Goldsmith testified he personally visited the Bridgeport area last Monday and made limited field tests at nine NBC stations. Under NBC's current tests to compare UHF and VHF service, using KCKXAK, its regular 13.9 kw ERP signal on 600 mc, and a special 250 kw ERP test transmitter on Channel 4 (60-72 mc), he said he got UHF pictures everywhere he got VHF pictures and he said the UHF service was better. A fairly acceptable UHF picture was obtained from a hilltop 23 miles away, he said. Both the UHF and VHF pictures suffered in hill shadows in between, however, Dr. Goldsmith said.

The adjacent channel report recommended allocations be based chiefly on an assumption of a zero db acceptance ratio for adjacent channel stations, which result is the usage of adjacent channel spacing of one-half that set for co-channel spacing but with 70 mile minimum. Zero db acceptance ratio means the adjacent channel signal equals that of the desired signal, it was explained.

The other report discussed various IF proposals and indicated use of 41.25 mc requires image protection from two channels, the 14th and 16th channels above the desired channel. It explained, however, that if the second IF, the RFV channels lie at points within the desired channel where the receiver susceptibility is quite low and consequently the required protection is minimal.

Dr. Goldsmith was to appear Friday for further questioning. FCC indicated 17 other witnesses were yet to be called for cross examination.

Lauds Broadcasters

ROLE taken by broadcasters in promoting work of the American Cancer Society was lauded by Walter King, society radio director, as a letter to Robert K. Richards, NAB public affairs director. After citing instances of the medium's value in society work, Mr. King said: "It has been deeply gratifying to note the widespread and unsolicited aid invariably given by the broadcasters in presenting this information to the public. This service has resulted in lives saved, and indicates a soundness of thinking which is a prerequisite for the success of cancer control."

RCA announces 1951 edition of RCA Reference Book has been shipped to RCA tube and parts distributors.

IF YOUR AM-TV-FM STATION NEEDS promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write Edgar L. Bill Marle W. Watson Jullian Mantell, Sales Manager NATIONAL RADIO PERSONALITIES

Peoria, Illinois Phone 6-4607

* We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
**Round One: RCA**

(Continued from page 48)

hearing follows:

Mr. Cahill opened the barrage Tuesday morning with Mr. Cahill renewing RCA’s contention that the FCC order approving the CBS system “is arbitrary and capricious and not supported by substantial evidence.” In addition, he said, “prohibition and outlawing of the RCA completely incompatible, all-electronic color television system is entirely indefensible.”

Pointing out that 35 million current television viewers “will be deprived of any service whatsoever from CBS color televiewers,” Mr. Cahill said the FCC “has distorted the most compelling reason for rejection of the CBS color system, its incomparability, into the sole reason for its immediate adoption.” The CBS system, he said, “already an anachronism,” will necessitate viewers spending $50 for an adapter and $100 for a converter, plus installation for both.

“Then the degraded black-and-white pictures under the mechanical spinning wheel system,” owners of television receivers will have to spend about $500 million for adapters, plus an estimated $1 billion for converters, totalling $1½ billion, Mr. Cahill asserted.

**Sees No Improvements**

Complaining that work on the CBS system in the past 10 years has not “resulted in one fundamental improvement,” Mr. Cahill noted that 12½ inches is the largest picture which can be used under CBS color. He said 99% of sets now used are direct-view receivers, and 90% of sets sold have picture tubes 16 inches and larger.

He charged the CBS system “does not permit the highest quality of color service known to the world, it does not leave room for all foreseeable improvements, and it does not permit all receivers to obtain pictures from all transmission stations.

The FCC, he said, “deliberately split the television broadcasting service and deprived the public of continuity of service and has exceeded its jurisdiction, contravened the public interest, and acted arbitrarily and capriciously,” he claimed.

Referring to FCC’s “contumacious disregard” for the radio engineering profession, Mr. Cahill protested that an FCC engineer, Edward Chapin, was permitted to make recommendations on the systems after he developed a device which could be used only with the CBS method of color telecasting.

Mr. Cahill, pointing out that Mr. Chapin “took the active technical role in hearings,” was in charge of the FCC laboratories where the rival systems were tested, said FCC in its technical report “rejected the exception except that of Mr. Chapin and some CBS employees.”

“As a result of Chapin’s participation, the RCA system did not get a fair trial—nor did the Color Television Inc. system,” he said.

Despite advantages of the RCA color system, “nothing good whatever is said about it in the Commission’s record,” Mr. Cahill charged.

RCA’s system is compatible, has a picture “nine times as bright” as that of CBS “(without the annoying effects of flicker)” and “will offer a picture with more than twice as much detail,” as CBS, he said.

“Most flagrant violation of FCC’s statutory duty to conserve the radio spectrum,” was “failure of the reports to mention the fact that the FCC system ‘makes far more effective use of the radio spectrum,’” he charged. The attorney cited even the “best the Commission can say about the CBS system is that it is adequate.”

Claiming “irreparable” damage for RCA and its wholly-owned subsidiaries, NBC and RCA Victor, Mr. Cahill’s general counsel charged that standardization of the CBS system has “jettisoned RCA’s research and development in its color system, in which millions have been invested. The order also has impaired market acceptance of RCA receivers by authorizing this incompatible system and thus creating confusion in the minds of the public.”

RCA ‘Dilemma’

The order, he said, has resulted in an “insurable dilemma” for RCA: “If RCA manufactures sets capable of operating on the new standard, the deficiencies of these standards will be inevitable, and if RCA were to design an irreparable injury to the consumer good will which RCA now enjoys. On the other hand, if RCA designs and manufactures such receivers, prospective purchasers of RCA sets will feel that RCA has failed to maintain sets capable of receiving all transmissions.”

Mr. Cahill said the order forces RCA “to design, build, and sell all the CBS system, or ‘run the risk that the Commission will not renew its licenses to broadcast.’” In reply to a query, Mr. Cahill said the FCC was claiming because sets in use cannot receive color without “extensive adaptation” and because the order has caused a “softening of the television receiver market.”

He charged that FCC Commissioner Robert F. Jones, whom he quoted as saying the testimony of industry witnesses that the CBS system was purposely misleading, is a “demagogue.”

Mr. Cahill, discussing the “unwieldiness” of a set after adaption, said CBS color sets are “larger than the black-and-white receiver and contain 37 and 46 tubes, only 10 more than black-and-white sets.”

The RCA attorney concluded that CBS “should receive an accolade in 1950 for having progressed below the point at which it was in 1940.” He added that CBS has a “happy position, because it isn’t raking a bit of money. The money will be from the manufacturers.”

Rifkind Testifies

“Nothing” in the entire FCC report justifies “the fact that the FCC area color order is a legal order,” said Simon Rifkind, of N.Y., attorney for Emerson Radio and Phonograph Corp. He also presented arguments for several of the intervenors because of the three-hour limit on arguments for the plaintiffs.

Charging the FCC order “effects a business injury” if it is a legal one, Mr. Rifkind said Emerson’s backlog of orders for sets dropped 60% between Oct. 10 and Nov. 9. He said he had been told that since September the rate of drop of from 50% to 75% in current set sales.

Emerson “has no particular concern with systems of color television, but we are concerned about marketing an article of commerce,” he said. As particular evidence to his claim that the FCC order “has dealt a serious blow to business,” he said some New York stock brokers are advising customers to sell shares in TV manufacturing firms and to buy CBS stock.

He reported the plaintiff sets 16-inches and larger (Emerson stopped making sets smaller than 16-inches in January), that the audience was not wanted to be attached to a TV set, and that manufacturers are convinced the CBS device is “already obsolete.”

Mr. Rifkind told the court a definition analogous to FCC’s bracket standards proposal would be a case where a tailor tries to make a company suit “to fit both you and your small daughter.”

Hottest charge levied against the Commission came from Harry K. Smith of Munchin & Smith, New York, one of the color set manufacturers.

He represented Bost Color Radio Corp. Pilot filed the initial suit against the FCC in New York, but dropped it to intervene as a co-plaintiff in the RCA suit. Mr. Smith said the Commission “determined the issues before it saw the evidence. The cards were stacked in favor of CBS.”

He said Telecasting Inc. and Whitely discredited its own “saga,” and television manufacturers became the “scapegoat.” The Commission “changed the rules to fit the system,” he claimed.

Mr. Smith suggested that influence was exerted by Sen. Ed. C. Johnson (D. Col.), chairman of the Senate Interstate and Foreign Commerce Committee.

He said the Senator, “who is a scientist and an engineer,” has “cajoled, prodded and threatened” the FCC by urging a favorable decision on CBS color. Referring to the order, Mr. Smith said “the voice was the FCC, but the hands were the hands of Senator.”

With that, supplemented correspondence between Sen. Johnson and the CBC and CBS (see separate story), late Monday received the following wire from the Senator:

I am gratified to know of your purported concern for the public interest. In due course it is likely that those beholders to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram. No one who has a genuine concern that only the public interest will have it, and I am working diligently with Senate Committee on Interstate and Foreign Commerce. However, the present committee in the past and in the future has been and will be governed by that standard alone.

Answers Goldberg

The wire was in answer to a telegram sent the Senator Nov. 10 by President Isidor Goldberg, who asked Sen. Johnson, “If you deem it proper as chairman of the Senate Commerce Committee, which passes on FCC appointments and confirmations, to state that the FCC was not handling CBS color, approved as far back as August 1949, after witnessing a CBS order, as it is handled by the FCC, who is now here.” Was it proper for you to state that FCC reluctance to then approve CBS color was a “political” and “contrary to the laws of the FCC?” Was it proper for you to state at that time for you to accuse the FCC of ‘reasoning ... logical in a totalitarian ... state’?”

Mr. Smith described the telegram from Sen. Johnson as “threatening.”

Wells-Gardner, set manufacturer producing private label television sets, lost an order from Western Tire & Auto Co. for 300,000 sets as a result of the FCC order, Attorney Rifkind said. The Wells-Gardner complaint cites a $3 million investment in equipment, plant, machinery, and inventory involved in manufacture of TV sets and radios.

Sightmaster, for whom Mr. Rifkind was losing a set production until the color question is clarified. Speaking on behalf of Radio Craftsmen, Mr. Rifkind said the manufacturing firm currently manufactures only 16-inch sets, and that the new color system would drive the firm out of business. On behalf of Television Installation Assn., composed of 23 Chicago-area TV service firms, he said installation and servicing of adapters and converters "would be
method "cannot deliver good, acceptable color." He said, "to get color under the RCA system, assuming it is a system. The only way to get RCA color is to throw away your present set and buy a new one," he said.

The irreparable injury which was charged by all complainants will be suffered by the public rather than by them, said the CBS counsel. He suggested to the court that a major question for it to decide was "Did the Commission act to the detriment and injury to the public, as reasonable human beings facing with the terrible responsibility involving the monthly sale of some $90,000,000 worth of sets," the Columbia Broadcasting System's attorney asked. He asserted the orders could be attributed to tighter credit rulings, requiring a higher down payment and a shorter installment period with 25% down and 15 months to complete payments. In addition, a government excise tax was levied Nov. 1, and set prices have gone up in the past few months, he said.

FCC Assistant General Counsel Max Goldman contended throughout the hearing that the order approving the CBS system is permissive, not mandatory. He charged that three-fourths of the time spent in argument by RCA and its colleagues concerned matters of policy, rather than the technical basis for the order and claimed damages.

Need Fast Decision
He reminded the court the color television decision is only part of overall TV proceedings involving establishment of UHF regulations, adequacy of service standards and allocation of more stations. "We want a color decision fast so that all the proceedings can be finished and we can open up television for the entire country," he said.

Referring to charges of monopoly for CBS, Attorney Goldman said they were "entirely fallacious." All the Commissioners agreed on "matters of fact" in the first report (concluding that the RCA system was not satisfactory), but that CBS was, and the two dissenters in the second report were moved by "matters of policy," he said.

The first question facing the Commissioners was whether a color system was satisfactory, Mr. Goldman said. He asked the court: "What good is compatibility if the system isn't good and the pictures are blurred?" Asserting that RCA introduced "extraordinary" matters into the court record, he said the plaintiff "doesn't talk of the findings on the merits of the two systems, and haven't described either."

The FCC, empowered to make regulatory decisions of this kind, "recognized the differences between a drawing-board system and an adequate working system that can go into the home. Every and any delay imposes an additional burden on the public, and encourages doubt and confusion in the minds of the public."

In the FCC affidavit, Mr. Goldman analyzed and refuted arguments put forth by RCA, NBC and RCA Victor Distributing Corp. in contending that irreparable injury had been done by the order. C. B. Jolliffe, executive vice president of RCA Laboratories Division, and Walter A. Buck, operating vice president of the division, charged loss was suffered by RCA; John H. MacDonald, administrative vice president in charge of finance for NBC, wrote on behalf of the network, and Walter M. Norton, president of RCA Victor Distributing Corp., charged injury on behalf of that subsidiary.

Charges 'Speculative'
Mr. Goldman in all cases contended allegations of injury were "moot." He said allegations of RCA Victor Distributing "are comprised almost entirely of hearsay reports from unspecified persons." Any loss to NBC in audience revenue would arise from "the public's choice or a competitive disadvantage from other advertising media," he said.

He pointed out that expectations for the future "cannot constitute a basis for a showing of presently threatened irreparable injury," and that there is no requirement in the FCC order that a licensee must broadcast color programs. "The assumption made by the (NBC) affidavit that NBC will lose its television licenses if it fails to broadcast color programs is sheer speculation."

Dr. Jolliffe's affidavit concerned mainly the interference with the invention of Engineer Chapin in color proceedings. "At no time during pendency of proceedings did RCA object to Mr. Chapin's participation," the affidavit said. After he introduced in evidence the device he invented and rights to which he assigned the government, Mr. Goldman claimed.

He pointed out that the device, which Dr. Jolliffe said in his complaint was usable only with the CBS system, was also termed usable in other connections. "If such possible use with the RCA dot-sequential system," by Dr. George H. Brown of the RCA Labs.

The U. S. government entered the case "with no interest greater than that of the public," said John F. Baecher, special assistant to Attorney General J. Howard McGrath.

"With nothing to advance except the public interest," he urged the court that the only "manner to properly and adequately represent the public interest is replete throughout and wholeheartedly in all respects the FCC order."

In reference to charges of Pilot Radio Corp. against the part played by Sen. Johnson, Attorney Baecher said: "It is shocking to hear the unjust impeachment by inference and innuendoes of two important government branches."

The charges, he said, were made in the "most irregular and irresponsible manner and are not relevant to any issue before the court."

CBS Statement
CBS released an official statement in answer to Pilot's subpena for CBS correspondence with Sen. Johnson. The notice filed with the court, pointed out that CBS released the requested correspondence although it was not required by law to do so, inasmuch as "Pilot is not a party to the instant proceedings, nor had its motion to intervene been granted at the time the subpena was issued. The material thus improperly demanded is utterly irrelevant to any issue sought to be raised before this court."

CBS released the letters "for the information of this court and the public," which are entitled to know "what a reckless and irresponsible attack has been made on the probity of the democratic process itself," it said.

Move followed a request by Sen. Johnson regarding the Pilot subpena, for "every shred of correspondence between me and... CBS to be made a matter of public record. I have nothing to hide and 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."

Mervyn W. Love
Mervyn W. Love, 45, radio and movie character actor and script writer, died of a heart attack at Union Terminal, Dallas, Nov. 15. He had been in Dallas to audition for a spot in the broadcasting System, and when stricken was at the station to take a train to Joplin, Mo. He is survived by his widow.
Network Time
(Continued from page 80)

NBC threatened to drop shows, asserting that no figures were available for DuMont.

Some of the questions which were to be answered, NBC said, included:

1. On what basis would stations be compensated under any rule which compels them to accept programs from the networks? How 'temporary' could the rule be in view of the fact that in FCC's proposed plan for allocation of TV channels 67 cities of population greater than 7,500 have fewer than four channels? What affect would the rule have on development of additional competitive networks?

2. Would it be feasible to develop new programs or offer sustaining public service programs on a "short" network, omitting many of the single-station markets, given any consideration in the Commission's informal study in May of this year as the result of the increase in number of interconnected stations and the additional volume of commercial programs of other networks? What is the situation in the non-interconnected areas in which the "short" network would not be affected by the rule? What was the fact that some advertisers order only a "short" network, omitting many of the single-station markets, given any consideration in the Commission's survey?

NBD brief was filed by John T. Cahill, Charles F. Detmar, Jr., Gustav B. Margraf and Thomas E. Erps.

ABC generally favors FCC's proposals until the industry is freed from "existing artificial restraints" of free competition.

See Competition Being Hit

The pro-poor prospect of affecting future competition if one network is now permitted to achieve dominance, not through its merit or skill, but because of the advantage accruing from interrelationship while competitive opportunities for network television broadcasting are arbitrarily curtailed by shortage of facilities, ABC contended.

ABC told FCC it is probable the shortage of critical materials may serve to perpetuate the present limitation of competitive television opportunities for a longer period than either the Commission or

REBROADCAST
Rule Clarification Proposed

NAB filed with FCC last Monday its views on proposals to clarify the Communications Act provisions covering rebroadcasting. Definition of the term "originating station" is involved in an instance where a station desires to rebroadcast network programs of another station with consent of the network but without consent of the other station.

NAB contended Sec. 325(a) of the act, though speaking of "programs" necessarily includes "signal." History of 1927 legislation is cited.

"AMERICANS are the best informed people in the world." That was the judgment of this panel of experts at the closing session of the annual convention of Sigma Delta Chi, Miami Beach Nov. 8-11. L. to r.: Fairfax M. Cone, chairman of Foot & Conk, & Belk, publisher of Miami Herald & other newspapers; Louis M. Lyons, curator of the Nieman Foundation; Frank Sterzel, general manager of the Associated Press (see editorial page 46).

The industry can now foresee.

While communication is important, the network said, "the contemplated cut-backs will undeniably curtail production of television transmitting and receiving equipment." These conditions emphasize the urgency of a Commission policy to assure preservation of competitive network opportunities until the emergency is over.

ABC said:

ABC did not postpone its television investments until the industry had been stabilized on a profitable basis but made substantial investments in the future of television. In making these investments ABC confidently expected that the full and unimpeded competitive opportunities would permit it to compete freely on the merits of its service.

The network said it has not even begun to amortize its substantial television investments, intended from the start to provide a sound base for nationwide network operations.

ABC said when facilities become available "it is willing to take its competitive chances in the place of public good-will with full confidence in its ability to originate and develop a broad television service for successful nationwide use.

"For reasons unrelated to the merits of its television service, ABC finds itself in a competitive straight jacket due to artificial limitations inhibiting the availability of adequate local broadcast and inter-city transmission facilities, the network asserted, continuing:

Clearly the relative shares of the television audience in competitive markets, where at least four stations are available, establishes that the competitive positions of other networks in monopoly communities is basically attributable to denial of fair opportunity for access to the market, rather than to inferiority of their program offerings...

There is no mystery either concerning the basic considerations influencing a TV-AM licensee to favor its AM associate for television network broadcasts... Such a licensee generally anticipates maintaining the same basic affiliation in the long run and realizes that eventually it will be faced with competition from other TV licensees with different affiliations.

There is thus an inescapable tendency to shy from voluntarily accepting programs of other networks for fear of contributing to the promotion of future competition...

Furthermore, the recent experience of ABC in offering new, expensive programs in monopoly situations has been anything but encouraging. In such circumstances its offerings are often completely rejected with little expression of interest concerning the program content on the licensee's part.

Three alternatives open to FCC, according to ABC, appear to be:

(1) Adoption of the Commission's graduated formulas proposal which successively limits the programs which may be carried by a single station in specified time segments.

(2) Propagation of a rule not limited to specific time segments but requiring each station in affected communities to broadcast not more than a specified percentage of programs from a single network during a week.

(3) Declaration of policy by FCC that stations avoid discriminatory practices and maintain balance of competitive opportunities among TV networks, such to be implemented by recommendations for reporting conditions to FCC.

Citizens Preference Reasons

ABC, indicating the latter of the three may be preferable now, said it would place upon stations the burden of maintaining free competitive opportunity while still extending to stations the greater flexibility of choice.

In any event, ABC stated it would oppose any requirement "affirmatively obligating licensees to clear a minimum number of hours for each network.

Brief was filed by Joseph A. McDonald, New York, and Paul A. Porter, Washington counsel.

CBS, second ranking TV network, met giving for the first time by stations, neither opposed nor supported the proposal to limit temporarily the number of hours that may be taken from any single network, but came out against any plan which would require stations to take at least a minimum number of hours from each network.

Its position on a temporary limitation on hours from any one network was based on the reasoning that any such policy considerations are involved—the license of voluntary freedom to select the programs he wants, and the policy of encouraging a nationwide, competitive network service and that their "are nearly enough in balance to justify either the adoption or the rejection of such a rule" on a temporary basis.

CBS made clear, however, that it felt no such rule could be justified when the "abnormal scarcity" of stations is removed, and that any such regulation should be limited "both in scope and in time," should be restricted to TV "with no possibility of application in the aural broadcasting field, and should contain "provisions for termination" as the number of stations "approaches normal.

If a ceiling is imposed on network program hours, CBS continued, color telecasts accepted from a network should be clearly excluded from the total of total time taken from that network, in order to encourage development of color broadcasting.

CBS work also felt provision should be made for the acceptance of special programs of public importance—UN sessions, World Series games, election returns, etc.—and that any such time be limited to the maximum time suggested in FCC's proposal. Additionally, CBS felt any such rule should be extended to include the 8-9 p.m. maximum time, set aside in FCC's proposal and also the 11 p.m. to midnight period, along with the 1-6 p.m. and 6-11 p.m. segments encompassed in FCC's plan.

CBS Analysis

CBS submitted an analysis of hours taken from each network by CBS-TV affiliates during the week of Oct. 8-14, showing that on a weekly basis all were taking less than 60% of their maximum number of hours from CBS-TV during the afternoon segment, and all but four (WBTV Charlotte, WMWB-TV Jacksonville, WXYZ TV Kalamazo, WHEN Syracuse), were taking less during the evening.

On a daily basis, 17 stations were taking from 15 to 90 minutes more CBS-TV evening programs than the suggested FCC maximum on Sunday, Oct. 8; 10 exceeded the maximum on Monday; 2 Tuesday; 6 on Wednesday; 3 on Thursday, 3 on Friday, and 4 Saturday. During that week, no CBS-TV affiliate exceeded the proposed maximum of 1.5 p.m. segment.

The CBS brief was filed by Rosenman, Goldberg, Colin & Kyle, New York.

DuMont, which submitted an Oct. 22-28 analysis of one-station communities showing DuMont programs carried less than any other network's, urged adoption of per-
manent rather than temporary limitations on time that may be taken from any one network, but-
tressed by appropriate allocations of the AT&T cable and relays.

The company charged that "contractual relationships and long
permanency to the pre-

vailing chain broadcast rules which
preclude a fair and equitable use of other networks based on pro-
gram content and the
such factors under conditions of
limitation in amount of cable and
number of stations are responsible for
seven-day per week the estab-
lishment of national television networks on a truly competitive
basis."

DuMont claimed "is impossible for a network to retain its services and pay network cable
charges under the present method of allocation and billing unless
there is an approximately equa-

division of the hours available time for

network broadcast in one-station areas and in two-station areas."
The brief continued.

It is submitted that it is essential that the Commission review the tem-

porary and permanent factors effect-

ing competition in network broadcast-

ing in the television industry in a manner similar to its investigation of the standard broadcast sys-

tem, and that there is a need for it to

commence an investigation on its own

initiative requiring the full details of the conditions and relationships

between affiliates and networks pre-

liminary to public hearing and a modi-

fication to the regulation of the chain

broadcasting rules as applied to televi-

sion.

Opposes Time Rule

DuMont opposed an affirmative requirement that station devote a

certain amount of time to each net-

work. It added:

It follows that DuMont is of the opinion that the hours available time rule to

eliminate monopoly is a neg-

ative restriction against grant of time to any particular affiliate network in such

manner as to prevent competi-
tive programming.

A criticism of the con-

tractual limitations on option time
given to two or more networks which,

when coupled with minimum avail-
able time, would bar the availability of the broadcast fa-
cility to other networks.

AT&T's recent reallocation of can-
lons will increase the disappor-
tionment of station time to two networks, NBC and CBS," the brief charged.

It said an Oct. 22-28 survey of 25 TV stations in one-station mar-

kets showed this breakdown of

afternoon program hours: NBC 31.3%; CBS 17.6%; ABC 7.3%;

DuMont 6.9%; local programs 35.9%.

In the 6-11 p.m. segment, the per-

centages were NBC 47.8%; CBS

20.3%; ABC 8.9%; DuMont 4.3%.

The brief was filed by William A. Roberts, Washington attorney.

NARSR claimed FCC's proposal would hamper rather than accel-
erate competition, but charged the

proposed rule would in consiste-
t of time and not FCC to act to give

local and national spot advertising, syndicated film programs, and local live programs a

of importance to make the development of TV ser-

vice"—free competitive access to

station time.

This should be done by "elimina-

ting such anachronistic restraints upon free competition as network option-time rights," NARSR con-

cluded.

The problem before the Com-

mission is much broader than the

allocation of time among the four networks alone," the brief asserted, saying that "free competition" be-

tween "rival licensees" and program sources should be fostered so

that the individual stations can choose them on basis of

performance.

Hitting at option-time pro-

cedures, NARSR charged that "such

rights, when invoked to place film, are

particularly unjustified, since the
time is not the 'competitive' broadcast- ing . . . by two or more

connected stations upon which the

justification for option time rests.

Distribution of film of course is, of
course, not even a 'network' op-

eration within the above statutory
definition."

NARSR held that "any measure adopted to remedy the competitive im-

balances resulting from the scarcity of stations should, there-

fore, take account of the whole

problem, not just the inter-network aspect, and, rather than add to the

artificial restrictions on free com-

petition, should seek to eliminate those which already exist.

Representative Data

It was noted that of the 107

existing TV stations all but one had

in the hands of two or more sales

offices. Of these 106, 78 are re-

presented by independent repre-

sentatives, 23 by the networks, and

5 by one's own sales offices. NARSR

members represent 59.

The brief, with a series of anal-

yses and tables, was filed by Fly &

Sheebuck, New York law firm.

Westinghouse Radio Stations, Inc.,

a network tune by WRS Attorney

J. Steen, asked FCC to hold up action on its proposal until after the in-

vestigation of AT&T's cable allo-

cation, which it felt would develop

important data on the subject, or
to hold a comprehensive hearing and
develop current facts on which

sound judgment can be based.

The brief, which operates

WSPT-TV Toledo, WJJK-TV De-

troit and WAGA-TV Atlanta, told

FCC in a brief by its Attorney John E. McCoy that higher quality pro-

grams are to the station, and that the

offering have given two networks a

position of TV leadership. On the

basis of 25 years of AM experience

the company said it is clear that "it

would be unduly optimistic to ex-

pect competition which will exist with substantially equal-

gross billings."

Actually, P. Industry said, "it

is likely well broad experience will

demonstrate that television cannot

support four national networks."

On behalf of WKY-TV Oklahoma
City, KOB-TV Albuquerque, WTVN-TV Columbus, and WCAU-TV Philadelphia, the Wash-

ington law firm of Pierson & Ball

filed a brief which said, in part:

Irrespective of any sympathy one

may have for the proposals of the

Commission . . . the proposed rules would be illegal because they

would usurp the statutory right of

the licensee . . . to determine, select,
supervise and control program content.

Moreover, even if such rules were

within the authority of the Commis-
onion, they would defeat the very purpose which the Commission has

stated as being their objective (be-

cause they) would stifle competition

between the networks rather than

foster it. As necessary as regulation

the public would suffer rather than

benefit . . .

Steinman Claims

In separate but similar briefs filed

by the Washington law firm of

George S. Otton, WDELT-TV Wil-
imington and WGAL-TV Lancaster,

members of the Steinman group,

claimed "there is no need or need-

for" the proposed rules, and that,

further, such regulation "will be an

attempt by the Commission to regu-

late the business of" the network.

The opposition of WMBR-TV

Jacksonville; Crosby's Wlut

Cincinnati, WLC Columbus and

WD Dayton; WQ of TV

Antonio, WKTV Utica, WTMJ-TV

Milwaukee, KOTV Tulsa; and

WAFM-TV Birmingham was 

made in similar briefs filed by the

Washington law firm of Hogan &

Hartson.

The law firm of Segal, Smith &

Hennessey, filing separate briefs for

WMCN Memphis, WBAT-TV Ft. Worth,

and WHAM-TV Rochester, claimed

FCC's proposal would make TV a

common carrier rather than a com-

petitive service. It would also re-

quire a "reciprocal rule," FCC was
told, based on the theory that in

markets having more than four stations, competition is served only by requiring networks to

distribute their programs to un-

affiliated as well as affiliated sta-

tions. This, the brief said, would

make common carriers of the

networks too.

Briefs filed by Washington at-

torneys Spearman & Roberson for

WBTW-TV Buffalo, and by GE

representatives, on behalf of 

attorney Emers Philco; Philco (WPTZ

Philadelphia); be Weaver; Gla-

s; KELD-TV Dallas, by Presi-

dent John W. runyon; KRON-TV

San Francisco, by President Charles

Thieriot; KPRC-TV Houston, by

Frank W. Wozencraft, Washing-

ton counsel.

Requests Rate Cards

RATE cards covering 1936-40 period have been requested from several stations by Bureau of In-

ternal Revenue. The cards will be used by the bureau's Excess Profits Tax Council in reaching a

decision on the issue of the claims of stations for payment of tax during the war period. Stations picked

by the bureau in compiling data were de-

scribed as similar in operation to

the stations claiming exemption from

payment. The council hears relief

claims of taxpayers who feel they have

overpaid.
CBS TV COLOR ORDER HANDLED DOWN BY COURT

TEXAS temporary restraining order issued by three-judge federal court in Chicago against FCC's adoption of CBS color TV system (early story page 55) was released Friday, with court order pubicizing industry "will suffer irreparable damage" if FCC order is not stayed pending final court decision.

Court's findings, after two days of hearing on motion brought by RCA, CBS, and RCA Victor Distributing Corp., said under FCC's color decision nine million set owners would have to spend "millions of dollars" to "protect the service which they have been getting"; that adaptation mixer would produce mono-chrome pictures "having less than one-half the picture detail of the existing black-and-white service," and that to both adapt and convert outstanding sets to CBS color would cost "many more millions."

Court said it "has not had sufficient time to consider fully the issues raised" in suit, and that unless stay is restrained pending final court decision, plaintiffs and intervenors will suffer irreparable damage "by virtue of the impairment of the market acceptance of present television receivers and by virtue of the inability of present television receivers to receive any broadcasts on the standards adopted by the [FCC] order without substantial expenditures which may prove to be useless."

Text of court order follows:

Plaintiff's motion for an interlocutory injunction and for a temporary restraining order from and after Nov. 25, 1950, in its present form, for an interlocutory injunction is not determined by that date, which motion has been adopted and joined in by intervenors Emerson Radio & Photographic Corp., RCA Radio Corp., Wella-Gardner & Co., G-Eighty Corporation, The Radio Craftsmen Inc., Television Installation Service Inc., and defendants and intervenors (Columbia Broadcasting System Inc., etc.). In the alternative for summary judgment, having come on for hearing before this Court, and the Court having had sufficient time to consider fully the issues raised and the verified complaints and affidavits filed by the parties, and having determined that the evidence in the case will result in the promulgation, operation and execution of the order of the FCC adopted Oct. 25, 1950, if not restrained and suspended pending determination of the motion for an interlocutory injunction and for the alternative motions to dismiss the complaint, or in the alternative for summary judgment, and this Court having made its findings of fact and conclusions of law to such effect, it is hereby

Ordered that the motion for a temporary restraining order, temporary and suspending until further order of this Court the promulgation, operation and execution of the order of the FCC adopted Oct. 25, 1950, is granted and it thereby is stayed—...a temporary restraining order, operation, execution of the aforesaid order of Oct. 25, 1950 be and the same hereby is granted—and it is further—

Ordered that the motion for an interlocutory injunction, temporary and suspending until further order of this Court the promulgation, operation and execution of the order of the FCC adopted Oct. 25, 1950, is granted and it thereby is stayed.

GRANGE ATTACKS NARBA

RESOLUTION attacking new NARBA treaty (story page 19) and authorizing fight against its ratification was adopted unanimously by National Grange in annual meeting Friday at Minneapolis. Grange charged treaty's clear-channel concessions to other countries would cause interference to U.S. clear-channel service to farm listeners, called it "gross injustice" to rural families.

WILLIAM T. FARICY re-elected president of NARBA, at annual Friday meeting of new board, held in New York. Among other officers re-elected was Robert S. Henry, public relations vice president.

NEWS DIRECTORS LAUD 'BROADCASTING AT MEET'

RESOLUTIONS COMMITTEE of National Assn. of Radio News Directors, meeting in Chicago (early story page 25) Friday, approved commendation to broadcasting, observing 20th year, and its "signal achievement" as recognized by President Truman. NARND congratulated Broadcasting and expressed gratitude to Sol Taishoff, editor and publisher, for "enduring confidence and support of audible journalism."

President Jack Shelley, WHO Des Moines, made urgent appeal that delegates consider "what to do about inferior position of news in television." "One of greatest tragedies in field of public information," he pointed out, "would be for radio newsmen to let this new field go by default, and to allow TV station managers to feel they simply can't afford to bother with news shows of their own presented by professional newsmen."

INDEPENDENTS ASK TV STATION TAX RELIEF

SPECIAL excess profits tax relief for TV broadcasters was asked House Ways & Means Committee Friday after being endorsed by TV Executives Profits Tax Committee [BROADCASTING, Nov. 13]. John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman of independent TV stations' group, was spokesman (see story page 25).

Relief for TV broadcaster must be written into law, Mr. Kennedy said, to permit payment of bank loans and debts to equipment firms, while allowing future outlet for color TV, increased power and "new gadgets" being developed in business. Period 1946-49, inclusive, was pioneering and experimental stage; and FCC estimates five years of anticipated deficit operating in any new profit tax, he said. Also on committee: George B. Storer, The Fort Industry Co.; Herbert Levy, WAAM (TV) Baltimore; R. A. Borel, WBNS-TV Columbus, Ohio; Jack O. Grosset, KFMB-TV San Diego.

Comparing probable effect of present tax, earnings of 50 largest industrial firms in nation with tax on TV industry, Mr. Kennedy concluded: ...Such a [tax] method would practically amount to a fancy WPA for the corporate fat cats of this nation."

HAWAIIAN TAX SUIT

SUIT filed in U. S. District Court for Territory of Hawaii seeking temporary injunction to restrain Territorial Tax Collector from collecting 1% profits tax from stations operating in Hawaii. Kenneth C. Davis, attorney, filed suit on behalf of J. Erioy McCaw and John Keating, owners of KPOA Honolulu. Tax was imposed by Territorial Legislature in 1946.

NASH AM-FM IN CAPITAL

ONE-YEAR contract for sponsorship of Fulton Lewis Jr., MBS commentator, on AM and FM signed by Capital Nash Sales Co., Washington, for regular p.m. period on WEAM Arlington, Virginia and WBS Washington outlet, and via tape at 8:15 p.m. on WASH (FM) Washington.

ACCORDING TO ONE authoritative report, there are only 16 TV transmitters in stock and manufacturers plans for stepping up production, of course, are in blueprint pending thawing of freeze. Big problem is whether shortages in base metals will preclude full scale production as originally contemplated.

CHRISTY CHEMICAL Co. (carbonator deicing product) understood to be readying 13-week radio announcement radio campaign in mid-December. Agency is Meisner & Culver, Boston.

WHILE fifth anniversary of clear-channel proceedings is expected to pass without any formal ceremonies at FCC, ports now point to chance of decision next spring.

ARMY AIR FORCES TV hour will be telecast over entire DuMont network 8-8:30 p.m. Sundays. Contract expected to be signed this week has probably been in negotiating period. Program will follow format of radio show and will originate from WAAM (TV) Baltimore.

GREAT BRITAIN'S Beveridge Commission, inquiring into future of BBC, may come up with report proposing dual broadcasting-telecasting structure, i.e., government system under BBC and private system deriving its support from advertisers and American plan. Closer analogy would be Canadian or Australian systems. Dissatisfaction with BBC, so long evident, could bring this result—probably with divided commission report, now due in spring.

STATE DEPT. overseas operations are about to acquire practical broadcasting expert. Howard Chernoff, erstwhile general manager of West Virginia Network, sails this week with Mrs. Chernoff for Europe, to assume one of several administrative special assignments under State Dept. auspices. Mr. Chernoff is expected to be based in Amsterdam. He will begin initial assignment in Paris.

PRIVACY SUIT DELAYED

INVASION of privacy suit brought against Ed Sullivan, CBS and Ford Motor Co., sponsors of "Toast of the Town," by Irene Castle McCaughlin Enzinger in Chicago's district court delayed Friday until Dec. 11. George Arthur, Mrs. Enzinger's attorney, allowed time extension to Arvey, Hodes & Mantyband, Chicago firm representing CBS, as it sought additional time to answer complaint. Normal limit of 20 days expires today (Monday).

CBS LEADS TV SPONSORS

TV NETWORKS in October carried 199 commercial accounts, gain of 50 from 149 carried in September, according to Rorabaugh Report on TV Advertising. Breakdown shows CBS first with 70, NBC 67, ABC 41, DuMont 19. All networks showed gains from September levels.

TELEVISION Broadcasters Assn. taking mail poll of membership on board proposal that number of directors be increased from nine to 12 to give board wider geographical representation. If approved, three new directors will be elected at annual membership meeting Dec. 8 in New York.

BROADCASTING * Telecasting

Closed Circuit

(Continued from page 1)

John A. Kennedy—formerly West Virginia station operator and former owner of now suspended WSAZ Radio—plans for stepping up production. Others reportedly bidding were Meredith Publishing Co. (WEN-TV Syracuse); and Ed Lamb, Erie Dispatch publisher and owner of WICU (TV) Erie and WTVN (TV) Columbus.
13,500 Request Tickets to Attend Lyons 'Morning Matinee' at Palace

Red-letter day for Columbus radio and TV fans is Wednesday, the day Ruth Lyons brings her "Morning Matinee" and "Fifty Club" programs to the city, and the day Mayor James Rhodes has officially proclaimed "Ruth Lyons Day in Columbus."

WLW's leading lady since 1942, Ruth Lyons has established a unique place for herself in the entertainment world.

At 8:30 a.m. Wednesday, she will appear at the Palace Theater for a broadcast and telecast of "Morning Matinee," for which some 13,500 requests were received for the 2900 tickets available. So great was the demand for

RUTH LYONS

13,500 clamored to visit the simulcast of Ruth Lyons' "Morning Matinee" in Columbus; 20,000 wanted tickets for the Dayton appearance. The pictures tell the story of these two fabulous Ruth Lyons' Days... and prove the popularity of one of America's greatest salesladies.

WLW - WLW-TELEVISION

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

By JEAN DIETRICH

If you saw the frenzied mob of women pushing and shoving in front of the NCR auditorium Friday morning, you must have wondered:

Were the contents of several cash registers dumped in the street?

"Don't be silly!

encouraged each other to wait. Ruth called,

"Looks like you kids still a long way to go."

To one straight-faced woman she remarked, "You're the
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
Hollywood