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TELECASTING
Begins on page 67

The Newsweekly
of Radio and
Television.

57.00 Annually
25 cents weekly

More power! More listeners!
More value for every
advertising dollar!

GET THE WHOLE STORY FROM YOUR FORJEO MAN TODAY!

TOM TINSLEY: President
IRVIN G. ABLEOFF, General Manager
FORJEO & CO., Representatives
AM or TV...

newscasts in the WHAS tradition!

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

Television in the WHAS tradition

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

National Association of Radio News Directors
1949 AWARD to WHAS

for
The news department performing the most distinguished service to its community

National Association of Radio News Directors
1950 AWARD to WHAS

for
The news department providing the best television news programming of 1950

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

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

The meat of the nut is simply this:

In the billion dollar Tri-Cities market, WTRY has the lowest costs, highest ratings, the largest audience and CBS.

WTRY has the lower cost per M radio families, based on Hooper Report (Oct. 1949-Feb. 1950) than

Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

WTRY's ratings (Hooper Report Oct. 1949-Feb. 1950) are higher than

Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

Here's the BMB weekly audience in the Tri-City counties of Albany, Schenectady and Rensselaer:

- WTRY (5kw) .......... 110,690 radio families
- Station A (10kw) .......... 79,510 radio families
- Station B (5-1kw) .......... 79,430 radio families
- Station C (50kw) .......... 116,390 radio families

Take station C's story. Its 50 kw reaches 16 markets, but in 5 of these counties over two-thirds of its 360,700 radio families reside. In these 5 basic counties, WTRY delivers a larger audience, yet Station C's cost of an announcement is 2½ times that of WTRY.

No wonder astute buyers ask themselves if Station C justifies the added cost. No wonder Headley-Reed is placing more national business on WTRY than ever before.

WTRY
ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts
Represented by Headley-Reed Company • Columbia Broadcasting System
HEADS WILL roll somewhere on that super-colossal TV-set ad blunder, alleging social inferiority of children who don't have TV, according to industry trade talk. There's one quarter in which little embarrassment is felt—except for general rebuke to TV entrepreneurs—and that's at Radio-Television Mfrs. Assn. It had nothing to do with ad preparation, which cleared through joint dealer-manufacturer organization. Moreover, just a few days before ad broke (on radio as well as in print) RTMA had started project to bring TV under Federal Trade Commission trade practice codification.

IMPORTANCE OF broadcast media in psychological warfare underlined with return to Pentagon of Brig. Gen. Robert L. McClure, as chief of Psychological Warfare Division. He headed ETO operations during World War II, and had led his intelligence command figures as Cola's William S. Paley, CBS board chairman; Alfred Murphy, now CBS color TV head, and Samuel R. Rosenbaum, who commanded Radio Luxembourg and now heads trusteeship for American Federation of Musicians' relief and welfare fund.

PROPOSED MEETING of telecasters to consider formation of autonomous TV segment within NAB (NAB-TV) may not be held in Chicago on proposed early January date because of conflict with national furniture convention. NAB headquarters has suggested to committee that session could be held in Houston, New Orleans or French Lick, Ind. Other suggestions: Memphis or Hot Springs, Ark.

HARRIED set makers soon will face another production spectre—picture tube scarcity due to stainless steel shortage. Used in guns for picture tubes, metal needs chrome and nickel ingredients.

COLIGATE-PALMOLIVE-PEET CO., Jersey City, is under offer to be planning spot announcement campaign, across country, for Veto (a deodorant), through Sherman & Marquette, New York.

RCA-NBC brass privately voiced enthusiasm after sneak preview of latest compatible color in Washington last Wednesday. Utilizing new six-tube color tube, demonstration staged by RCA Laboratory engineers for benefit of Board Chairman David Sarnoff. Retinue included Dr. C. B. Joliffe, laboratory chief; Homer E. Haper, laboratory vice president; Virgil Dunlap, RCA public relations vice president, and F. M. Russell, NBC Washington vice president. Latest equipment slated for public showing in Washington Dec. 5, with live pickup from NBC's WNBH (TV).

OAKITE PRODUCTS Inc., New York, pioneer radio sponsor, now working on 1951 budget that will include much more radio and TV than in recent years.

LEWIS ALLEN WEISS, until recently board chairman of Don Lee Enterprises, in Wash. (Continued on page 94)
this way to profits

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

Represented by
ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

STEINHARM STATIONS
Clair R. McCollough
Gen. Mgr.
Clam Chowder
Can Be Dynamite!

If Smiley Roberts happens to be a friend of yours, like he is mine, and if you want to keep his friendship, like I do, don’t ever let him hear you say that good clam chowder can be made without cream.

In New England, where Smiley comes from, friendships have been broken over tomatoes versus cream in clam chowder. Experts say that south of Boston the tomato reigns supreme, but north of Boston it’s cream—or else!

From where I sit, whether it should have cream or tomatoes is simply a matter of taste. This is plain as day to anyone who doesn’t come from clam chowder country.

What a great world this would be if we could all see that most prejudices are matters of taste only. Some like hot coffee. Some like it iced. Some people like a temperate glass of beer. Others prefer ice-cold lemonade. My grandmother used to say, “Prejudice that sees only what it pleases, cannot see very plain.”
This is CBS in 1950...
where the top radio shows come from.

As the fall season's fan ratings, CBS comes up with 8 of the 10 most popular programs (Ann. Sept. 3-6).

CBS is off to its usual fast start, with more of the Top 10 in the starting lineup, both day and night, than any other network.

And CBS leads all the networks in average ratings, both day and night. 20% higher than the second-place network nighttime; 27% higher daytime.
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<th>NBC</th>
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<tr>
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<td>Milton Berle (2)</td>
<td>Oskar Homing</td>
<td>Mary Wickes</td>
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<tr>
<td>6:15</td>
<td>Jack Benny</td>
<td>Road to Zanzibar (2)</td>
<td>The Big Show</td>
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<td>6:30</td>
<td>Phil Silvers Show</td>
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In Philadelphia

17 out of the top 20

programs are

on WCAU*

Represented by Radio Sales
CBS affiliate
The Philadelphia Bulletin Stations

* Pulse of Philadelphia, September-October 1950 (all programs) gives WCAU . . .

5 of the TOP 6
7 of the TOP 10
12 of the TOP 15
17 of the TOP 20

. . . and this unparalleled depth of audience is further shown by the fact that the average rating of WCAU's TOP 35 shows is higher than that of station "B's" TOP 5.
new business

ROSSLAND Mfg. Co., Inc., Toledo, Ohio (mothproofing products), names Dorrance-Waddell, N. Y., to handle advertising of new mothproof product to be introduced in 1951. Spot radio will be used.

TETLEY TEA Co., N. Y., planning to run test spot announcement campaign in Phila. and about five surrounding towns in early January. Agency: Duane Jones Co., N. Y.

VAYA CARAMBA Co. (producer of Caramba, new coffee extract soft drink) planning spot radio campaign in New York, New Jersey and other Eastern states. Wider campaign to follow as distribution spreads.


MARLON CONFECTIONS Corp., N. Y., names William Warren, Jackson & Delaney, N. Y., to handle its advertising. Television will be used.


O. A. SUTTON Corp., Wichita, Kan. (air circulators and heaters), names Lago and Whitehead Co., same city, to handle advertising and promotion of Vornado air circulator and room air conditioner. Radio and TV will be used. Howard Whitehead is account executive.

ORTHERN California Kaiser-Frazer Dealers Assn. Inc. appoints Brinsimer, Wheeler & Staff, S. F., to direct advertising. Radio and TV will be used along with other media. Hal Grainger and Brad Collins are account executives.

JME JUICE Co., Chicago (home-delivered blended fruit juices), names Arvin Gordon & Assoc., same city, to handle its advertising.

THRIFTO Products Co., Petaluma, Calif. (Thrifto Enricher and Thrifto Non-Fat Dry Milk Solids), appoints Ley & Livingston, S. F., to direct advertising. San Jose selected for test market. Radio will be used.

BIGELOW-SANFORD CARPET Co., N. Y., effective Dec. 4 starts half-hour TV series Bigelow Theatre, Jerry Fairbanks film show, on 27 TV stations. Agency: Young & Rubicam, N. Y.

ITALIAN Swiss Colony Wine, S. F., appoints Honig-Cooper Co., S. F., effective Jan. 1. Radio and TV will be used.

AMERICAN HALVAH PRODUCTS, Brooklyn (Wunderva candy), names Lester L. Wolff Adv., N. Y., as agency. Spot radio and TV planned in 20 eastern seaboard cities.

PETERS BROS. Shoe Co., Oakland, and San Francisco Real Estate Co. appoint Umland & Co., S. F. Both accounts will use TV.

AIRWAY COFFEE, manufactured by Dwight Edwards Co., S. F., appoints Honig-Cooper Co., S. F., to direct advertising. W. C. Day is account executive. Radio will be used.

KAUFMAN & ASSOC., Chicago agency, reserved exclusive packaging and telecast rights to Snader Teletranscriptions, Hollywood, in 10 major TV markets. Agency plans to package short films for its clients and also to supply film units, scripts and program formats to markets interested in using local personalities or completely-filmed productions with cut-ins for commercials. Films, each 3½ minutes long, are independent.

(Continued on page 61)
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot
Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
HOW MANY PICKETS DO YOU NEED FOR A FENCE?

Of course you don’t know until you’ve measured the field.

When it comes to advertising — after you’ve measured your problem in terms of budgets, markets, selling themes — notice how shrewd scheduling in Spot radio gives you just the pickets you need, without costly left-overs to throw on the lumber pile.

Stations like these, of course, are the backbone of any Spot campaign.

SPOT RADIO LIST

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<thead>
<tr>
<th>Station</th>
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THE YANKEE NETWORK
TEXAS QUALITY NETWORK
AWRENCE ROBERTS Co., N. Y., and KIESEWETTER, WETTERAU & BAKER Inc., N. Y., merge and change name to Kiesewetter Assoc. Inc. H. M. KIESEWETTER is president; SAM I. WETTERAU, HAGEDORN, LAWRENCE ROBERTS and RUDOLPH WETTERAU are vice presidents.


JOHN B. GRAY, Ruthrauff & Ryan Inc., to Maxon Inc., Detroit, as copy chief. He is author of Advertising Copywriting, college textbook.

ROBERT COWAN, art director Anderson, Davis & Platte, N. Y., appointed TV art director.

WILLIAM H. GREEN and GEORGE P. MACGREGOR, account executives, elected vice presidents Kenyon & Eckhardt, N. Y. Mr. Green with agency since 1943; Mr. MacGregor since 1949.

A METEORIC career on Madison Ave. ordinarily attracts even less attention than a head blanket on Vine St. But not in the case of David J. Mahoney Jr., at 27 a vice president of Ruthrauff & Ryan Inc., New York. He's a man Horatio Alger could take a lesson from.

Going back five years and up 53 floors above Manhattan, finds Mr. Mahoney, an ex-infantry captain in the Pacific and of impressive physical dimensions, pitching an advertising plan hatched during the war. To R&R executives it was clear that neither the plan nor their caller had been tinged by previous experience. Apparently it also was clear that they were confronted with a new-type phenomenon. So they turned the plan down, but hired its author at $25 per week for the mail room.

With this accomplishment, Mr. Mahoney's schedule began to shape up. Indeed it bulged disturbingly. He had already returned under the G. I. Bill to the Wharton School of Business in Philadelphia, where before the peace was disturbed he had reached his junior year by means of a basketball-baseball scholarship and waiting tables. Four hours a day were required to commute between New York (his home town, incidentally) and Philadelphia. Deducting working, school, and study time, that left about two hours out of 24 for sleep.

Skeptics to the contrary, neither Mr. Mahoney nor his schedule broke down. In due time he was graduated with a B.S. in economics, and entered Columbia to work on a master's degree, but he has since found so much new work to fill out his day that this degree is unfinished.

Mr. Mahoney emerged from the mail room as an assistant account executive for Rinso and later for Lifebuoy, Spry, and Virginia Dare. That he has a modest conception of himself is suggested not only by the work to which he committed himself, but by his explanation of promotions subsequently to full account executive for Virginia Dare and Motorola, and an R&R vice presidency.

"I was lucky in the people I dealt with," he says. "Another guy dealing with different people could get nailed to the mast, and some have been." As good a reason as any for his "success, if you want to call it that," he says, is

(Continued on page 60)
E. HAROLD GREIST, assistant account executive Dancer-Fitzgerald-Sample, N. Y., to Richards Co., affiliate of Grolier Society Inc., N. Y.

FLORENCE WIENER, formerly on copy staff Mervin & Jesse Levien Inc., N. Y., rejoins agency.

BENJAMIN R. MCWANUS, director of public relations Long Beach, N. J., Board of Trade, to creative staff J. Robert Mendte Inc., Phila. Will work on travel accounts.


ANNE SMALL, timebuyer Duane Jones, N. Y. to Cecil & Preabrey, N. Y., as timebuyer replacing MARY COLLINGS, resigned to be married.

KARL E. KNIGHT to Brooke, Smith, French & Dorrance, Detroit, production staff. OWEN A. BRADY to BSF&D creative staff.

HUGH GENSKE, chief art director Al Paul Lefton Co., Phila., appointed vice president.


TOM MORRIS to Ruthrauff & Ryan Inc. as account executive in Hollywood office.

ESTELLE BUSCALL, Wank & Wank, S. F., to Guild, Bascom & Bonfigli, S. F., as production manager.

CHANGES of address: H. JACK WYMAN Adv. moves to 233 Post St., S. F.; HOFER, DIETRICH & BROWN to new and larger quarters at 405 Sansome St., S. F.; HARVEY MILES & Co. to 190 Ninth St., S. F.; DAVID F. SELVIN to 593 Market St., S. F.

LEE WENGER, Umland & Co., S. F., to E. Sugarman Inc., S. F.


BRUCE BARTON, chairman of board BBDO, N. Y., accepts chairmanship of 1951 Heart Fund.

MILDRED DUDLEY, timebuyer Levally Inc., Chicago, to Schoenfeld, Huber & Green, same city, in similar capacity.

ROBERT E. MCWANUS, Foster & Kleiser, S. F., to Umland & Co., S. F., as account executive.

JOHN P. BOURKE, Graybar Electric Co., S. F., to Julian Randolph Adv., S. F., as manager.

JOHN E. CRAIN, account executive with Colman Co., S. F., to U. S. Army as captain.

AL MADDEN, Platt-Forbes, S. F., named field coordinator. FRANK MOON, same office, named campaign manager.

ROBERT VAN NORDEN, Bratisacher, Wheeler & Staff, S. F., resigns. Future plans not announced.

HARRY BURTON, manager McCann-Erickson Inc., Portland, to BBDO, S. F., as account executive.

FRANCIS MARTIN Jr., advertising director The Hibernia Bank, S. F., to Abbott Kimball Co., S. F., as vice president and account executive.

(Continued on page 86)
RCA
Type BTA-250M
250-Watt AM Transmitter
an all-new 250-watt AM transmitter

A new concept in operating efficiency ... a major advancement in plant economy

- SMALLER SIZE
  - Some size as an audio rack

- TAKES LESS POWER
  - 1000 watts, approximately, unmodulated

- BETTER FREQUENCY STABILITY
  - Maximum deviation, 4.5 cycles per second

- NO NEUTRALIZATION REQUIRED

- FEWER TUBE TYPES
  - Only 3 types to stock

- HIGHER FIDELITY
  - 20 to 18,000 cps. Does not exceed 10% distortion at 95% modulation

- FEWER TUBES (lower tube costs)

Get the complete facts about this revolutionary new 250-watt AM transmitter from your RCA Broadcast Sales Engineer. Or write Dept. 19KD, RCA Engineering Products, Camden, New Jersey.
KWKH and "radio Know-How" are practically synonymous here in our rich tri-state market... and the chart at the right proves it.

The most recent five-month Shreveport Hoopers show that on Weekday Mornings (8 a.m.-12 noon) KWKH gets a 101.8% greater Share of Audience than the next station. Even for Total Rated Periods, KWKH's share is 72.4% greater than Station B!

BMB Study No. 2 reveals that KWKH gets a Daytime Audience of more than 300,000 families in 87 Louisiana, Arkansas and Texas counties. 227,701 (or 75.0%) of these families are "average daily listeners" to KWKH!

Any way you look at it, KWKH is the outstanding radio value in our area. Write direct or ask The Branham Company for all the proof!
EXCESS PROFITS TAX COMPROMISE?  Reports Mount

By DAVE BERLYN

EVIDENCE is on the rise that the Administration’s “give no quarter” stand on excess profits taxes is about to give way at the seams. Reports persist that members of the tax-writing House Ways and Means Committee, from both sides of the political fence, are considering a “compromise” solution.

While details would remain to be worked out, it is understood the suggestion may be in the form of a moderate war profits tax coupled with an increase in corporation income taxes. The latter has been urged by the big guns of U. S. industry in preference to a high profits tax.

A committee member, Rep. Wilbur D. Mills (D-Ark.), known to be favoring a “combination” proposal when the House group gets into the actual drafting of the bill, admitted to Broadcasting last Wednesday that he was “considering such a compromise tax and that he felt the issue would be thoroughly explored by the committee.

Radio-TV Case Rests

The radio-TV spokesmen, after punching across the broadcaster’s brief, rested their case last week as the House unit wound up hearings on the profits tax. Committee members added a prayer that the tax digestion would prove as palatable as their Thanksgiving turkey, when they began closed door hearings on the profits measure last Friday.

It appeared to observers by mid-week that Republican dissent in and out of committee, which cranked periodically through the Wednesday to Wednesday public session, may be the tip-off for the proposal’s 1950 demise if and when it reaches debate by the outgoing 81st Congress.

The “lame duck” legislators begin their legislative version of Banquo’s Ghost toady (Monday) after a nine week time-out for election campaigning and rest. The excess profits problem already stands as the No. 1 haunt on the agenda.

Fireworks were promised by GOP members who gave notice they would press for a reinterpretation of the 81st Congress so-called “mandate” for its tax committees to report an “excess profits tax.” The GOP contained Congress should be asking for a tax method to gain revenue to meet interim defense needs, rather than a strict order for a proposed levy on profits only.

A party-line stand in the House committee turned aside suggestions by GOP members for alternative tax plans and further consideration of “relief” aspects—the latter of particular interest to broadcasters. The same group of Democratic wing that cracked was promised in the Senate Finance Committee when it holds hearings on the issue. The Senate group is expected to avoid duplicating testimony delivered before the House committee.

If the House members report out a bill by their Dec. 1 target date, Finance Chairman Walter F. George (D-Ga.) is reported to be considering start of his Senate group hearings a week from today.

A few members of the House committee were visibly impressed with the Radio-TV testimony to the effect its growth as a profit-solvent industry would be jeopardized if the profits levy is applied without regard for the individual problems of broadcasters and radio-TV set manufacturers.

This argument was set forth by Mr. Sprague testifies before House Ways and Means Committee

such industry spokesmen as RTMA and Drs. Allen B. DuMont, of Allen B. DuMont Labs, last week. Already heard were NAB and the TV Excess Profits Tax Committee, an independent TV station’s group chairman by John A. Kennedy, WSAZ-TV Huntington [Broadcasting, Nov. 20].

RTMA told the committee some set manufacturers would be put out of business if the excess profits tax is enacted as recommended by Treasury Secretary John Snyder. It was explained that the firms’ growth between the years 1946-1950 has been almost six times that of other U. S. corporations.

The set manufacturers’ group suggested that such growth industries, as those doing business in radio and TV, be permitted to exempt at least 62% of their 1950 earnings from the profits levy.

Spokesman for RTMA at the hearings was Robert C. Sprague, president, Sprague Electric Co., and president of RTMA. Mr. Sprague gave these arguments:

Industry’s Arguments

○ The TV industry, which started commercial production in 1946, is America’s fastest growing industry.

○ Period of 1946-49 was a time of pioneering and preparation and thus an unfair base for profits credit purposes.

○ Radio-TV would be taxed much more severely than any other business.

○ Electronics production for the (Continued on page 92)

RADIO HELPS GATE

By J. FRANK BEATTY

NATIONWIDE broadcasting of major league baseball has helped the gate of minor league teams and can perform the same service next year.

This is the view of the two main baseball broadcasters, MBS through its Game of the Day, and Liberty Broadcasting System.

With this important source of radio revenue under attack by some baseball interests as well as some criticism by Jerry N. Jordan, U. of Pennsylvania, who has conducted extensive research on the subject [Broadcasting, Nov. 20], operators of baseball networks are concerned over prospects for 1950 baseball broadcasting.

Attitude of major and minor league club owners is highly confused, judging by verbal comments some of them have made to Broadcasting. Decision on 1951 baseball play-by-play is expected during the first half of December when the club owners hold their annual meetings at St. Petersburg, Fla.

Pre-meeting signs point toward a stiff battle by some minor league interests to suppress major league broadcasting in minor league territory, with intimation that the Dept. of Justice may be called in again if the majors permit MBS, Liberty and others to feed play-by-play on a nationwide basis.

Stimulate Interest

Broadcast interests, both network and station, contend the play-by-play pickups have stimulated interest everywhere in the national pastime. They note that minor league teams are protected within a 50-mile radius from broadcasts while their games are under way.

While MBS, which fed over 360 stations last season, would not comment officially, it is known that baseball play-by-play is expected during the first half of December when the club owners hold their annual meetings at St. Petersburg, Fla.

Liberty, MBS Views

The network feels its play-by-play programs had a beneficial effect on all baseball.

MBS pickups in nearly every case were made at the ball parks while games actually were in progress, the network has pointed out frequently, though open dates were filled with recorded pickups made available the previous day. In some areas the MBS pickups were fed by tape because of the geographical problem.

MBS stations and network officials contend the 1950 major league-broadcasts were a success from the standpoint of the club owners, listeners, broadcasters and the network itself.

Mutual is ready and eager to resume its baseball operation next year, and several hundred stations are prepared to perform the service again.

Liberty Broadcasting System,
REALIGNMENT in the New York office of Foote, Cone & Belding [Broadcasting, Nov. 20] is discussed by (1 to r) M. P. Franceschi, vice president and general manager of New York office and president of FC&B International; William E. Berchtold, executive vice president; Don Belding, FC&B president; Eldwood Whitney, executive vice president who joins Mr. Berchtold in the account management responsibility of the New York office, and Frank Delano, executive assistant to Mr. Belding.

SET REPORT RTMA Includes All Makers In Monthly Figures

MONTHLY reports of set production for the entire manufacturing industry will be issued by Radio-Television Mfrs. Assn., replacing estimates which heretofore have applied only to RTMA members.

Decision to extend the monthly figures to include non-member production was reached at the mid-November RTMA committee and board meetings [Broadcasting, Nov. 20]. Details of the new reports were worked out last week by RTMA officials.

Monthly reports will include breakdowns showing different types of radio receivers, based on billing price, whether AM, AM-FM or FM-only, type of cabinet and record-playing-attachments. TV set breakdowns will include size of picture tube, whether record-player is attached and number of sets with FM reception. Both radio and TV tables will be broken down into private brand and factory groups.

For several months RTMA has been compiling weekly TV and radio set production estimates for the entire industry. These weekly reports will be augmented. They will not include detailed breakdowns by types, however, but will indicate number of home sets, portables, auto and TV sets made during the week.

Figures are supplied confidentially by factories to Haskin & Sells, Philadelphia auditing firm. Weekly reports will come out about a week late. Monthly reports are to be issued about the 25th of the following month. No change is planned in the monthly area report showing television set sales to dealers.

Expansion of the statistical service was approved by the RTMA Set Division Executive Committee on recommendation of Frank W. Mansfield, Sylvania Electric Products, as chairman of the association's Industry Statistics Committee.

In a month-late report on manufacturer company production, RTMA reported these firms (about 80% of industry production) turned out 953,942 radio sets in September, a five-week work month. Of these 101,646 sets were FM or FM-AM.

The member companies turned out 616,764 TV sets in the month, of which 66,283 contained FM-band tuning circuits. Breakdown by picture-tube size shows 529,116 of the September sets were 16 inches or over.

O'SHEA TO CBS

Is V.P., General Executive

DANIEL T. O'SHEA, former president of Vanguard Films and executive director of the Selznick Studio, Hollywood, has joined CBS as vice president and general executive.

Mr. O'Shea will supervise the business affairs of both CBS and CBS-TV program areas, and will be responsible for all business activities concerned with CBS program operations, with headquarters at CBS Hollywood.

A graduate of Harvard Law School, Mr. O'Shea first entered the film industry in 1929 with Radio-Kinofilm-Orpheum in New York as an attorney, following which he served as RKO's resident attorney in Hollywood. He then joined Selznick International Pictures as assistant to the president. He was appointed vice president of Selznick International Pictures in 1939, and two years later was named president of David O. Selznick Productions Inc. In 1942, Mr. O'Shea was made president of Vanguard and executive director of the Selznick studio.

DRAKE-SWEENEY Program Suit Settled

OUT-OF-COURT settlement of $35,500 suit of Kevin Sweeney, general sales manager, KFI and KFIL-TV Los Angeles, against Galen Drake, radio philosopher, for unpaid commissions on sale of the Drake ABC program was announced last week by Karl M. Geiser, Mr. Sweeney's attorney.

Suit charged that Mr. Drake failed to pay full amount on contracted 10% of his compensation from the Kellogg Co. sponsored network series that ran 1947-1948. At time of sale Mr. Sweeney was manager of the Housewives Protective League program for Fletcher Wiley Productions.

Suit had been scheduled for trial in January in U. S. District Court, Los Angeles.

Chandler to Radio Sales

MacLEAN CHANDLER, executive assistant to William L. Weddell, vice president in charge of radio and television for Leo Burnett Agency, Chicago, has resigned effective Jan. 1 to join the sales staff of CBS Radio Sales! TV department, same city. Mr. Chandler has been with the agency 11½ years, and has worked in timebuying and as assistant to Mr. Weddell for the past three years. No replacement has been named.

'CISCO KID'

New Ziv Radio-TV Sales

THE RADIO version of 'The Cisco Kid,' a Frederic W. Ziv production, has been sold to five advertisers.

They are Hadson Dairies on WDBO Orlando, Fla.; Puritan Milk on KOAM Pittsburgh, Kan.; Meadowgold Dairy on KWON Bartlesville, Okla.; Vern-Tex Dairy on KVWC Vernon, Tex., and Maplehurst Jersey Farms on WISH Indianapolis, Ind.

TV version of the same show, packaged by Zenith Television Programs Inc., has been purchased by Noble Bros. Baking Co. on WTDR (TV) Richmond, Va., and WYAR-TV Norfolk, Va.; Chestnut Farms Dairy on WNBT (TV) Washington, and Koontz Dairy, WBAL-TV Baltimore.

Wray Is KHJ Sales Mgr.

LEON WRAY, KHJ Hollywood account executive, has been named sales manager of the station. In his new capacity Mr. Wray will be in charge of KHJ local sales in addition to Don Lee network business originating in the Southern California area.

ABC REPORT

Estimated $877,000 Loss

ABC last week reported an estimated loss of $877,000 for the first nine months of this year.

In the first nine months of 1949 the network reported a loss of $779,000, but after the recovery of $297,000 of federal income taxes under carry-back provisions of the Internal Revenue Code, the net loss of the three-quarter period of last year was reduced to $482,000.

"Can't you call it something else instead of 'Russian Dressing'—the sponsor is beginning to complain!"
JOHNSTON HEADS BAM

HENRY P. JOHNSTON, general manager of WSGN, Birmingham, Ala., was elected president of Broadcast Audience Measurement Inc. last week at the first meeting of the new organization’s board of directors.

The board, assembled in New York November 20, elected officers and appointed two organizational committees to plan the building of the new research bureau.

Next day, directors of Broadcast Measurement, NBC, Atlantic General, and KURLD-AM-TV Dallas, chairman; Melvin Brody, Needham Louis & Brody, New York; A. N. Halverstadt, Procter & Gamble; and Paul W. Morency, vice president and general manager, WTCX Hartford, and Hugh M. McLoughlin, Jr., NBC director of plans and research.

The next meeting of the BAM board will await preparation of the two committees’ reports. Pending the meeting last week were: Merrill Lindsay, WSOY Decatur, Ill.; J. W. Woodruff Jr., WBBI Columbus, Ga.; George Burbach, KSD-TV St. Louis; Joseph Allen, Bristol-Myers Co.; Richard Grahl, William Esty & Co.; Ernest J. Jahncke, A. B. FBC Inc.; vice president; Robert A. Schmidt, MBS vice president, and Messrs. Johnstone, Bruberry, Bush and Beville.

The dissolution of BMB, the BAM board pointed out at its last meeting, will not interfere with the continued servicing of the BMB Study No. 2. Pending completion of the wind up of BMB affairs, requests for servicing can be made at BAM Headquarters, 270 Park Ave., New York, as well as to the statistical Tabulating Co., New York. The latter company has a contractual agreement to service the last BMB study.

First Board Meet

JAMES D. SHOUSE, chairman of the board of Crosley Broadcasting Corp., and two State Dept. information division officials last Wed-

SHOUSE NAMED

Mr. Shouse was named to head an overseas field mission looking toward improvement of Voice of America’s expanding broadcast operations. The group, which will study the development of Voice of America radio broadcasting facilities in increasing the International Broadcasting Division’s broadcast operations, also will include Merrill Lindsay, WSOY Decatur, Ill., and Mr. J. Conley Egan, will take part for the overseas field operation of the department’s international information program.

Represents U. S. Radio

Mr. Shouse, who also is a member of the executive committee of Avco Mfg. Corp., parent firm of Crosley Broadcasting Corp., will represent the domestic U. S. radio industry, according to the State Dept. He will be on three months’ leave from his broadcast duties.

The group was scheduled to leave for Europe Nov. 26 (Sat-

PRESIDENTIAL NEWS

arday), with later visits slated for the Far East and Latin America. Survey will study the practicabil-

ity of increasing programming in the field and will evolve recommendations for means of integrating production of radio programs in the field with broadcasts originating at Voice of America studios (IBD) in New York headquarters.

BROADCASTERS are being urged by NAB to sell time to political candidates at set card rates “for general business” rather than charge excessive rates, it was announced simultaneously on Capitol Hill and by NAB Wednesday.

The House Special Campaign Expenditures’ Committee made public Wednesday an exchange of letters between Chairman Mike Mansfield (D-Mont.) and Justin Miller, NAB president.

In his communication to Presi-

dent Miller, Rep. Mansfield said that NAB had been made to the group to consider “the alleged policy of certain radio stations and newspapers to charge double the commercial rate on advertising for political speeches and political advertisements.”

Calling such alleged practices “discrimination against democracy,” Rep. Mansfield said, “...the Congress clearly has power to prevent such a practice under the broadcasting power which it has delegated to the FCC. Involved in the general subject is, of course, the much more complex problem of ‘free time’ for political speeches.”

Miller’s Views Asked

Asking for Judge Miller’s views, Rep. Mansfield said that the committee had been urged to “hold hearings on the sole question of political advertising and political speeches in radio.” A committee spokes-

GLORIA SHOUSE,

Mr. Johnston

member told Broadcasting that the suggestions had come from “political scientists” as well as from certain candidates for public office.

Rep. Mansfield recalled that legislation had been introduced in the 81st Congress which would provide for regulation by the Commission (FCC) of political speeches over the radio. Before determining the advisability of holding such a hearing, I feel it would be desirable to have your views on this general subject.”

Time Limitation

Meantime, a spokesman said time limited before the 82nd Con- gress convenes, marking expiration of the committee’s life, made it necessary to cancel all plans for hear- ings on campaign expenditures. Instead, a comprehensive report, prepared by the committee staff, will be written.

It was learned also that the special committee will release in its report a breakdown of all candid- ate expenditures made for the various media. The committee is cognizant, it was said, that “more and more money is being spent on radio and television” by political candidates than ever before.

In his memorandums to broad-

caster, Judge Miller pointed out that the Mansfield letter was re- ceived on Nov. 15, the first day of a three-day NAB Board of Directors’ meeting (Broadcasting, Nov. 20). As a result, the board adopted a resolution on political broadcast time charges.

BERMUDA-BOUND William S. Paley, chairman of the board of CBS, and his wife, the former Bar-

BELOVED... BROADCASTING • Telecasting

Burton-Dixie on ABC

BROADCASTING Corp., Chicago (bedding), through Turner Adver-

tising, same city, will sponsor Paul Harvey, Chicago newscaster, on ABC-station, 9:15 to 9:50 p.m. (CST), from Dec. 3 for 52 weeks. Products to be advertised are pil-

ows, mattresses, comforters and other sleep products. Burton-Dixie sponsors Mr. Harvey locally on WENR-TV Chicago.

Set Card Urged

Judge Miller said the board unanimously agreed that “those running for public office should not be charged extra fees or rates in excess of established station prac-
tices.” Practice of levying “un-

usual” charges, it was emphasized, “will inevitably lead” to a conflict between the broadcasters and those who are elected, “particularly with members of Congress, who have legislative control over broadcast-

ing in its many phases.”

Noting that his “own view is in accord with that expressed in this resolution,” Judge Miller told Rep. Mansfield that the NAB action in adopting a policy on the matter should "do much to discourage this practice.”

The resolution, as adopted by the board, follows:

WHEREAS it is the general policy throughout the broadcasting industry to charge the published rate for general business for time sold for political purposes, and

WHEREAS it is reported some broadcasters have not followed this policy, and

WHEREAS it is the view of the NAB Board of Directors that a prac-
tice of charging higher rates works an undue hardship upon public spirited citizens who stand for election to public office,

THEREFORE, BE IT RESOLVED that the National Association of Broadcasters urges such broadcasters to reconsider their policy in this regard and adopt a uniform policy of selling such time for political purposes at established card rates for general business.

November 27, 1950 • Page 21
Radio Sparks Gladieux’ 600% Business Increase

THERE may be wintery blasts stirring up this weekend out Indiana way, but it’s a cinch one Fort Wayne distributor is basking in the cheery warmth of a sales fire that threatens to reach explosive temperatures.

And it’s fire that the Gladieux Heating Co. promptly attributes to the kindling processes of radio—especially WOWO Fort Wayne. So much so that Stan Pietzak, manager of the firm which installs Winkler oil burners, emphatically declares that “if I had to cut down on my advertising you can bet your last dollar that radio on WOWO would be the very last thing I’d give up!”

And just what are the facts behind this radio success story?

The Gladieux company back in 1948 turned to spot announcements to promote services which included oil burners for home installation. These ranged in price from $450 for a conversion unit to about $1,200 for new installations. As do many other similar firms, Gladieux used radio in the spring and summer to stress to listeners the value of installing or converting present units before the business rush of fall and winter impedes customer service.

Encouraged by returns from a year’s use of these spot announcements, Gladieux changed to a transcribed quarter-hour, the Allen Roth Show, 1-1:15 p.m., Sunday, on WOWO, effective May 15, 1949. And a renewal last spring will carry the show to at least May 15, 1951.

In addition to promoting new installations and conversions for listeners, the program invited dealers in the area to investigate the Winkler burner of Gladieux and to participate in the weekly show.

Response Swift
The response was swift.

From a radius of 75 miles of Fort Wayne, a dozen dealers were lined up, all of whom get name mentions on the show. And further, each dealer is strong in his praise of the excellent returns that accrue to his own firm from appearance on the Gladieux show. That’s why the list of dealer participants includes an eager line of distributors cued up from Warsaw, Harlan, Syracuse, Berne, Wabash, Garrett, South Whitley, Ligonier, North Manchester, Montpelier, Angola (all Indiana), Antwerp and Napoleon (both Ohio).

Commercial theme of the program remains consistent, stressing present heating costs by the question: “You’re paying for a Winkler Low Pressure Oil Burner NOW—why not have one installed?”

Praise Radio Results
Mr. Pietzak is joined by Ralph E. Gladieux, owner of the firm, in accolades for the sensational results from radio promotion. Mr. Pietzak cites that “over 80% of the calls we have made in the past year proves to us that ‘radio sells ‘em.’” We know because we ask the folks when we call how they learned about Winkler oil burners.

And what are hard, infallible figures to back up Mr. Pietzak’s statement? The Gladieux manager says this:

“We have actually increased our business over 600% in the two years we have been on WOWO. We were installing about 70 to 80 units a year and were quite proud of ourselves. The first year we were on WOWO we increased installations to over 300, and this season our orders show that we will make over 500 installations.”

For more proof, Gladieux made a quick survey and check on orders “in the mill” for the other dealers who had participated in the Allen Roth Show. Collectively, these other dealers will account for another 500 installations this season and, Mr. Pietzak reiterates, “nearly 80% of these are directly traceable to the advertising program on WOWO.”

In addition, newspaper advertising in Fort Wayne is used by Gladieux as well as booth displays at home shows that occur in the area from time to time. WOWO cooperated in installing a downtown studio window display showing the Winkler burner and tying in with the radio program.

Mr. Pietzak takes note of the value of these promotional campaigns that go on the year around, but comes back with that reminder that if he had to cut advertising, “radio and WOWO would be the last thing I’d give up!”

And why should he? $750,000 worth of oil burners sold in one year as a result of one two-quarter-hour radio program a week is no small business in any man’s language.

Window display by WOWO shows the Winkler Low Pressure burner, a number of installations made in the area, and ties in the program. One of the Gladieux dealers, Otto F. Wasing of Garrett, Ind., “signs up” as a program participant for Mr. Gladieux and Mr. Pietzak (right).
PARTIAL relaxation of the temporary freeze on use of cobalt by magnet and radio-TV manufacturers—allaying widespread fear of industry shutdown by year's end but permitting substantial production cut-backs by early 1951—was directed by the National Production Authority last week [BROADCASTING, Nov. 20].

NPA Administrator William H. Harrison issued a stopgap order cutting back commercial consumption of the metal 70%. The directive will apply to distribution of cobalt, used in radio-television set speakers, which is marked for delivery this month or earlier. A similar order will be issued for December.

The announcement followed a conference between Gen. Harrison and members of the new Radio-Television Mfrs. Assn. Special Electronics Committee, as well as top officials of RTMA.

RTMA spokesmen said the directive would cut radio-TV receiver production 25%, 40% help would be present levels, and felt the situation would grow more desperate after the spring of 1951. They reasoned that production of alnico magnets would be sorely hit and that any substitutes would not be "quickly effective" and would moreover entail the redesigning of sets materials not yet on assembly lines.

Thus, a manufacturer who turned out, say, 20 different TV models may well find it necessary to scale his output down to five. Present inventories of cobalt producers are scarce, spokesmen noted, while defense orders, though still in the mapping stage, are running at a high level.

Other Metals Short
The metals scarcities problem—encompassing shortages not alone of cobalt but of aluminum, as well as copper and nickel—was unfolded to Gen. Harrison last Monday. Robert C. Sprague, Sprague Electric Co. and RTMA president, and James D. Secrest, RTMA general manager, were among industry officials who called on the NPA administrator.

The chain reaction of government edicts on materials was outlined to Gen. Harrison—no cobalt, no speakers; no speakers, no TV radio sets; no sets and paucity of defense orders now, no skilled technicians—and complete disruption of the electronic industry.

The manpower picture was painted in dark hues, with RTMA officials pointing out that defense orders have been forthcoming at a moderate trickle—not enough to keep industry rolling along at an operating pace in view of metal shortages.

The danger confronting the electronics industry is such, they noted, that technicians and other skilled help would soon turn to other fields (aircraft production, etc.) to retain employment.

Curtailment of aluminum (35%) and cobalt—and proposed orders on copper and nickel—would paralyze the industry at its roots, they emphasized. Nickel could be substituted for cobalt but is inferior and highly expensive. NPA's directive, issued "verbally" to African Metals Corp., the nation's only large cobalt importer, provides that commercial or non-defense orders shall be filled with delivery of 30% of the average monthly quantity used by magnet makers during the first six months of 1950. Gen. Harrison said he anticipated a "somewhat increased amount" would be made available for civilian use during December.

Need Long-Term Plan
"It will be necessary to develop some long-term method for conservation and allocation of this material," NPA stated. "Since immediate needs for both defense and civilian uses are pressing, however, an interim procedure must be adopted to provide minimum supplies for these needs."

The proposed nickel order by NPA, which would seriously curtail its use in the radio-TV manufacturing industry (in loudspeakers, focus coils and ion traps), was broached by NPA authorities and steel producers last Monday. Various ways of conserving the nickel supply were discussed, with steel producers agreeing that use of substitute nickels and substitution of other materials might help alleviate the situation.

Nickel Also Scarce
The industry group pointed out that nickel is in short supply but suggested that it be allocated voluntarily by suppliers rather than controlled by NPA at this time. NPA noted, in turn, that a large number of defense orders, though unratified, will necessitate use of nickel.

RTMA members meeting with Gen. Harrison last Monday, in addition to Messrs. Sprague and Secrest, were:


The problem of supplying component parts, complicated by the metals shortage, has also been a thorn in the side of industry as indicated by complaints laid before NPA Nov. 17. Communications manufacturers and users of equipment protested that suppliers are failing to deliver sufficient parts to maintain the nation's communications system.

Industry spokesmen told Gen. Harrison that some of their difficulties are the outgrowth of advances buying by industries of resistors, tubes and other parts at above-market prices. To that end, Gen. Harrison said he would organize a Communications Industry Advisory to bring about closer cooperation with the industry. Proposal was in the planning stage last week.

The NPA administrator also (1) recognized the "essentiality" of communications; (2) assured the industry supplies would be made available for maintenance; (3) cautioned against any hopes of expansion of communication industries; (4) urged the industry to maintain equitable distribution through normal channels which would be forced to control the situation.

Rudolph J. Teichner
FUNERAL services for Rudolph J. Teichner, 51, on leave of absence as treasurer of NBC, who died Nov. 15, of a heart attack, were held at St. Joseph's Church, Union City, N. J., at 11:30 a.m., Friday, Nov. 24.

**COBALT CUT BACK 70% By NBA Order**

**ADVISORY COUNCIL Miller Names Members**

**All-Industry Broadcasters Advisory Council**

- Mr. Fay
- Mr. McCollough
- Mr. Clipp
- Mr. Shafto
- Mr. Lounsberry
- Mr. Church
- Mr. Nunn
- Mr. Watters
- Mr. Katzentine
- Mr. Lane

**FORMATION of an all-industry Broadcasters' Advisory Council, vested with the task of organizing the industry so it will be immediately available in case of national need, has been completed by NAB President Justin Wille with appointment of 10 station operators. First organization meeting, preparatory to formal appointment of council membership, was held Oct. 2 in New York [BROADCASTING, Oct. 9]. Broad outline of the organization was drawn up last August at a special NAB Board meeting of Broadcasting, Aug. 14. Station members appointed by Judge Miller are Clair R. McCollough, WGAL Lancaster, Pa.; Roger W. Clipp, WFPJ Philadelphia; J. R. Lounsberry, WGR Buffalo; A. Frank Katzentine, WKAAT Miami Beach, Fla.; Mort C. Watters, WCPO-TV Cincinnati; Arthur B. Church, KMBC Kansas City; William A. Fay, WHAM Rochester; Gilmore N. Nunn, WLAP Lexington, Ky.; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises, Chicago.**

Progress of council activity and station membership were reviewed at the NAB board meeting Nov. 15 of Broadcasters, Nov. 20. The council was formed at request of Dr. John B. Steelman, Assistant to President Truman.

Other members of the council include Jack R. Poppele, president, Radio-Television Mfrs. Assn.; Jack R. Poppele, president, Television Broadcasters Assn.; Richard B. Ehlert, National Assn. of Educational Broadcasters; Frank White, president, MBS; Joseph H. McConnell, president, NBC; Robert E. Kintner, president, ABC; Frank Stanton, president, Nov. 20; Mortimer Loewi, director, DuMont TV Network. Designated as alternates are Charles R. Denny, NBC executive vice president, for Mr. McConnell, and Chris J. Witling, executive assistant to the director, for Mr. Loewi.

November 27, 1950 • Page 23
RICHARDS RENEWAL

Cottone Accused Again

RENEWED CHARGES against FCC General Counsel Benedict P. Cottone's conduct of the FCC hearing on news policies of G.A. (Dick) Richards were filed last week by counsel for the Richards stations, along with a request that FCC decide the case now, without further ado.

The petition, filed by Hugh Fulton and Joseph Burns as chief trial counsel for Mr. Richards, asked the Commission to decide the case on the basis of the hearing virtually completed with respect to Mr. Richards' news policies concerning his KMPC Los Angeles, before going into the scheduled hearings dealing with his policies as they relate to his WJR Detroit and WGAR Cleveland.

The hearings resumed in Detroit last Tuesday before Examiner James D. Cunningham, to wind up final details of the proceedings as they relate to KMPC. The WJR phase is slated to follow, unless FCC grants the petition for a disposition based on testimony relating to KMPC.

The petition noted that the KMPC hearing consumed total of 88 days and covered approximately 15,000 pages of testimony in addition to over 700 exhibits representing more than 105,000 pages. Counsel for the station owner said some 19,000 WJR scripts and 13,000 at WGAR have been prepared for use in evidence if the hearing proceeds in these cities. The petition continued:

"The expense to the Commission and to the applicants is so great as to make it impossible to the applicants, and of consideration for the taxpayers who ultimately bear the cost of the Commission, FCC should give careful consideration to this petition and these motions.

"Counsel for Mr. Richards contended that the license renewals should be issued without further proceedings, or that the stations' performance since their last renewals should be the "sole" question. They also asked postponement of the hearing on Mr. Richards' trusteeship plan for the station until after a decision is reached on the KMPC renewal.

"They claimed the hearings thus far show that FCC is attempting to establish standards for news presentation and that such should be done only "after public hearings where all viewpoints may be presented." Their petition said:

"It is unfair that the applicants are being made a guinea pig for a test case on issues so broad and so sweeping that their determination affects the entire industry. As in the case of network regulation these issues should be considered ab initio by the full Commission in a hearing open to participation by the entire industry.

"The Richards brief charged that Mr. Cottone, as FCC counsel in the Los Angeles hearings, showed an "attitude and conduct" that "exhibited a bias and prejudice which have prevented a fair hearing for the applicants, and have induced erroneous rulings which cannot be corrected."

"The pleadings charged that Mr. Cottone made a "false statement" respecting the presence of FCC witnesses in Los Angeles at the time the hearings were commenced, and accused him of "personal vindictiveness toward Mr. Richards."

"The record is full of instances where Mr. Cottone abused and threatened not only applicants' counsel, but the examiner," the Richards brief asserted.

It claimed that "if the Commission is to establish standards to govern the presentation of news on all radio stations, it should be done after public hearings where all viewpoints may be presented.

"The Commission has no authority to inquire into the character and private political, social or economic views of any stockholder of a radio station licensee as a basis for determining whether to grant renewal application. . . ."

NARND Awards

Award for the best news coverage by a television station went to WHAS-TV Louisville from the National Assn. of Radio News Directors at its annual meeting in Chicago Nov. 12. The Radio Station WOW Omaha won the award for the best news coverage by a radio station. Harold W. Baker accepted the award for the station.

Both awards were based on overall excellence in news presentation and for a report on special coverage of one or more major news events along with coverage of community activities. For special events, WHAS-AM-TV submitted to the awards committee its coverage of a $60,000 fire in Louisville and films of a "flying saucer." Dick Oberlin, WHAS-AM-TV news director, accepted the award for the station at the NARND banquet.

BMI CLINIC SET

Choose KNBC for Dec. 14

THE FIRST Broadcast Music Inc. program directors and librarians clinic to be held in Northern California was announced last week for Thursday, Dec. 14, at KNBC San Francisco.

Carl Haverlin, BMI president, will head a group of BMI executives who will appear on the all-day program. California broadcasters and agency representatives will also talk. During the past year 14 such clinics have been held in New York, one each in Hollywood and Chicago.

Kaltenborn to Speak

H. V. KALtenborn, veteran news commentator, will divulge off-the-record highlights of his Fifty Fabulous Years of news reporting activities, in a 30 luncheon of the Radio Executives Club, Waldorf-Astoria, New York. Mr. Kaltenborn's latest book under that title has just been published. A five-minute news report by commentators from the various networks will be inaugurated at this meeting, also.
A PROLONGED discussion of censorship of news by government agencies highlighted the final convention session of the National Assn. of Radio News Directors, which adopted standards of practice for news treatment on the air and heard prominent government and industry speakers [BROADCASTING, Nov. 20]. Three-day sessions brought these pictorial highlights at the Hotel Sherman:

LEFT PHOTO—Jack Shelley (r), WHO Des Moines, Iowa, retiring NARND president, chats between panel sessions with (l to r) Francis McColl, NBC vice president in charge of television news and special events; Ed Wallace, WTMK

ABOUT 200 radio newsmen converged on Chicago for the annual convention of the National Assn. of Radio News Directors, which adopted standards of practice for news treatment on the air and heard prominent government and industry speakers [BROADCASTING, Nov. 20]. Discussion centered around a minority resolution, offered by a three-man resolutions committee, condemning any effort to slant news and providing "that no agency of government should exercise any control over the content or presentation of news broadcasts, and it is incumbent on the radio station to exercise with care and integrity the right here asserted." Aired at NARND Meet

Chatfield President

In the election of officers, Ben Chatfield of WMZ Macon, Ga., was named NARND president to succeed Jack Shelley of WHO Des Moines. Mr. Shelley was retained as an ex officio board member to work in an advisory capacity. The following news directors were elected to the board:

Jim Borman, WMT Cedar Rapids, first vice president; Tom Eaton, WTIC Hartford, second vice president; Sheldon Peterson, KLZ Denver, treasurer, and Soren Munkhof, WOW Omaha, secretary.

After proposal to adopt the resolution was shuffled off to floor, the group discussed the possibility of endorsing a similar resolution taken by the NAB last April. At that time, NAB objected to the FCC action in the G. A. Richards case, charging "undue interference." Robert K. Richards, director of publicity and public relations for NAB, appeared before the newsmen at their request to outline what prompted the NAB move. He pointed out that the basic principles involved in the resolution were not the particulars of the case but the interference with the right of free speech and the fundamental precepts of due process of law. Following further discussion, news directors voted 18 to 11 for the board to take whatever action it sees fit. Several speakers from the floor noted that endorsement of the NAB resolution could be construed as support for the Richards side of the FCC litigation, inasmuch as Mr. Richards and his station were mentioned by name in the NAB statement. Only 29 active members voted on the resolution, although the fifth convention attracted the largest turnout of any meetings thus far. About 120 of some 180 registered persons were acting news directors at stations or representatives of networks in the U. S. and Canada. The remainder of the registrants were press agents and public relations men from governmental groups and civic agencies.

Baker Host-Speaker

Dr. W. R. Baker, vice president of General Electric Co. and general manager of the electronics department, was host and speaker at the Saturday luncheon sponsored by his company. Describing television as a "volatile" industry, he said it "will not sound the death knell for radio in the foreseeable future" in spite of its "tremendous expected growth."

The public will rely for the most part on radio and the press for comprehensive news coverage for a long time to come, he said. Pointing out that 12 million radio sets are still being sold yearly, Dr. Baker congratulated the radio newsmen for "an excellent public service" and said: "You have created a radio listening habit that is almost unshatterable."

Declining to discuss color television, Dr. Baker predicted the status of the medium in 1955. In five years, he said, telecasts will reach 34 million homes, ("more than 80% of the presently-estimated number of homes"), and there will be 325 million people in television areas. Seventy-one percent of all U. S. families will receive programs from two or more video stations, setting "an unprecedented rate of saturation—greater by 50% than radio in the like period of its growth," he said.

Sees Future

He predicted the present number of TV stations, 107, will jump to an additional 416 within five years, totalling 623, after the freeze goes off. "Of these, 310 will be in areas which do not now have television coverage," Dr. Baker said. He estimated it will cost "just under $1 billion yearly" to provide operating revenue for the 623 stations, support four networks and give the public 70 hours of programming each week on all the stations.

"I believe television can and will fill a market not now served," he told the newsmen to support it," the GE vice president said.

Foreseeing an industry which provides equipment and methods for "good, informative and fast-moving telecasts," Dr. Baker said: "It may be that a few years from now we will have found a method of recording video on magnetic tape. This would not only make TV cameras as portable as newsreel cameras, but would cut down the present time factor in use of film, and give a better picture."

He said "more immediate developments" which can lead to television better adapted to transmit news are extra-sensitive camera tubes, which would eliminate "much of the need" for brilliant artificial lighting; a black-and-white system which gives better detail, and new electronic devices which will bring better programming. He reminded newsmen that scientists and engineers are always looking for methods to make all media more effective.

Although the work of the newsmen will be confined mainly to radio "for a long time to come," he said, "perhaps a new type of television news can be created, one who is master of visual, as well as verbal, communication of fact."

Colton Utlely, NBC AM-TV commentator in Chicago, reminded that commentators-news directors have obligations to the sponsor, the broadcasting company, the audience and the news. The commentator must build an audience for the sponsor, or products will not be sold, and the audience has to "be built as large as is consistent with the other responsibilities and with standards of decency," he said.

The news-reporter owes "a clean and decent job of news reporting" to his station, when doing an analysis as well as spot news, Mr. Utlely said. The obligations to one's self "depend on your whole background." One formula is to have a basis in political science to which showmanship is added so that the person and show can be merchandised, he suggested.

The fundamental obligation to the audience, on spot news and analysis, he noted, is to inform, interpret and enlighten. Mr. Utlely believes in "training the listener or viewer in certain logical processes of sound political thought" and by inference to present the basic information, the logic (the information plus an assumption), and the conclusion. He always attempts to point out, though, that the listener or reviewer can accept, reject the conclusion, providing rejection is based on "certain specific attacks and evidence or facts at fault in the chain of logical reasoning."

Opinion, inevitable in the selection of news stories, is sometimes "unshuddered by reason."

(Continued on page 22)
THREAT of a nationwide strike against the radio networks, independent of the then prospective television license fee, by the American Federation of Radio Artists was ended Nov. 19, with announcement of a new two-year agreement. Retroactive to Nov. 1 with the networks by A. Frank Reel, national executive secretary of AFRA.

A 14.2% blanket wage increase in the sustaining code, and substantial but varying increases for staff announcers in New York, Chicago, Los Angeles, and San Francisco, were highlights of the new pact, details of which are still to be settled.

The networks are understood to have accepted "abnormal" increases in the sustaining code to avoid all but one single-category increase in the commercial code. It was agreed that the 30-minute category for actors, which was raised 20% to $13.30 with $4 per hour for rehearsal, should serve as a basis for a blanket increase to be applied in the same proportion to the rest of the sustaining code. The new rate means a total of $39.50 for a 30-minute program with 4% rehearsal hours, as compared to $34.40 under the old contract.

Announcer Category

Only one announcer category of the commercial code was increased. Rate for a 15-minute program, five-times-per-week show for 13 weeks was raised from $116.25 to $133.75, and repeat fee from $57.50 to $65.00. For six times per week, from $133.75 to $165, and repeat fee from $65.75 to $78. A cost of living clause permits reopening of the contract at a certain level.

Staff announcers increases, which were negotiated locally, were brought in line by union spokesmen, although a network spokesman found this too high. In New York, Los Angeles, and San Francisco, the union attained its goal of standardizing wage rates to a considerable degree. New agreements provide for those employed as of Nov. 1 to receive $100 per week during their first year with present employers, and $115 per week thereafter.

In New York, employees also may choose instead a 15-weekly increase in their existing salaries, if that proves greater. In Chicago, the first-year-with-employer rate is $117, and thereafter $135 per week, but this includes payment for the first 12 commercial units per program announced.

In other cities, announcers receive fees for such units.

Other provisions include modifications of the "recapture" and "exclusivity" clauses in the old contracts. In Los Angeles and San Francisco, a time restriction of one week was placed on "recapture-ing" of employees earnings from other employers. In New York, "recapture" remains on a money basis, rather than time basis. Provision for "exclusivity" of employee services was modified in New York to permit outside employment in connection with open-end transcription; and with newscasts and motion picture shorts not for television use, providing name and likeness is not used on transcriptions, and normal duties are not interfered.

The Don Lee studios in Hollywood, from which some MBS programs originate, did not participate in the general settlement. Negotiations are continuing, according to a union spokesman, who sees some likelihood of a strike.

All agreements are subject to ratification by the AFRA membership.

**VOD ENTRIES**

**May Reach 1.5 Million Mark**

ENTRIES in the fourth annual Voice of Democracy contest, feature of National Radio & Television Week, are expected to reach the 1,500,000-mark, according to officials of the U. S. Junior Chamber of Commerce. The chamber co-sponsors the contest with NAB and Radio-Television Mfrs. Assn.

The 1949 contest drew over a million entries from the 25,000 high schools in the United States, Alaska, Hawaii and Puerto Rico. Transcriptions of state winners are arriving at NAB Washington headquarters, according to Oscar Elder, assistant to VOD Chairman Robert K. Richards, NAB public affairs director.

The four national winners will be picked by a board of judges comprising nationally known figures. Winners will be given $500 college scholarships, trips to Washington, and deliver their addresses at Colonial Williamsburg, Va., in the hall where Patrick Henry uttered many of his historic speeches.

The Washington, D. C., winner, selected at a program Nov. 10 on WTOP—AM—TV by prominent Washington officials, was Ricardo Romulo, 17, son of the Philippines delegate to the United Nations, Gen. Carlos Romulo, Gen. Romulo, who was scheduled to address the 1960 NAB convention, is one of the world's best-known orators.

**ADVISORY GROUPS LEGAL? Justice Eyes**

The department prescribes these requirements:

1. There must be statutory authority of such committees; (2) agenda for such committees must be initiated and formulated by the government; (3) meetings must be held under the chairmanship of a full-time government official; (4) full and complete minutes of meetings must be kept; (5) functions of such committees must be purely advisory and any determinations of action to be taken must be made solely by government officials.

The department asserted: "... it should be clear to participants (however) that the Dept. of Justice obtains complete freedom to institute proceedings, either civil or criminal, or both, in the event that any particular plan or course of action is used to accomplish unlawful private ends. Further, (it) retains full freedom to institute civil actions to enjoin continuance of any acts or practices which are inconsistent with the public interest and persisted in after notice to desist."

The Justice Dept. explained that while decision to form such a committee rests with the specific department, it has received a "number of requests" to clarify its position.

**FULTON LEWIS JR. (seated) strikes the expected pose as Joseph P. Schiff, general manager of Capital Garage, Washington, reviews the nightly MBS commentary on WEAM Arlington, Va., plugging the Way of the World's Best Known Orators. Looking on are (1 to r) Hudson Eldridge, WASH commercial manager; Everett L. Dillard, WASH president; Bruce Alexander, assistant to Mr. Schiff; Jeff Abel, radio-television director of Henry J. Kaufman & Assoc., agency; Howard Stanley, WEAM general and sales manager; Vaughn B. Oate, Capital sales manager.**
THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be Multiplied to Determine True Audience!

| PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE |
|---------------------------------|-----------------|-----------------|
|                                | WEEKDAY | SATURDAY | SUNDAY |
| Total Quarter-Hours, Sets-In-Use | 38,760  | 4,035    | 5,906  |
| Proportion of Total Listening Time When a Set-In-Use was Heard By: | \ | \ | \ |
| One person                     | 40.0%   | 29.0%    | 20.3%  |
| Two persons                    | 35.6%   | 40.7%    | 35.0%  |
| Three persons                  | 14.5%   | 16.7%    | 20.5%  |
| Four persons                   | 6.2%    | 8.2%     | 12.3%  |
| Five persons                   | 2.4%    | 1.8%     | 4.8%   |
| Six persons                    | 0.8%    | 1.7%     | 2.5%   |
| More than six persons          | 0.5%    | 1.9%     | 4.6%   |
|                                 | 100.0%  | 100.0%   | 100.0% |

In Iowa, does the average "tuned-in" radio set have just one listener, or is it more apt to have two or three? What's the difference on Saturday and Sunday . . . on farms and in the city?
The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a "set-in-use" has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!
The above table tells the story . . . proves that in Iowa, the "single listener" is the exception rather than the rule!

When broken down into urban, village and farm categories, the "sets-in-use" audience varies in some respects . . . remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that Iowa listening is at an all-time high! Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, today. Write direct, or ask Free & Peters.

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

One factor that threw PBS behind schedule in the last weeks of arranging its debut was the telephone conference. It was impossible to make new appointments on as large a scale as PBS wanted. With the strike ended PBS was understood to have been able to proceed & that its orders would be fully met soon.

PBS officers are Dr. Miller McClintock, chairman of the board; Lanny Finley, president; Donald Whythcup, executive vice president; Robert B. White, vice president, central division, and Forrest Wallace, vice president, Pacific Coast division.

PBS, in soliciting prospective affiliates, has stressed the uniqueness of its structure. It furnishes daytime program service for a flat fee based on the size of the station. There is no network option time, and stations may use as much or as little of the PBS programming as the choose.

PBS programs can be sold locally, regionally or on a network basis, but it is expected that local sales will dominate.

WDOV Dover, Del., has been signed as an affiliate of PBS, it was announced by Mildred Carroll, WDOV general manager. WIL St. Louis also has joined PBS, according to L. A. Benson, president of station.

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**D.A.R.Y. DOLLAR**

**Faber Cites Radio's Claim**

Radio's claim on the public relations dollar on the basis of personalized contact and preference over other media was outlined by Hugh Fairchild at a recent conference of radio organizations at a convention of the National Milk Producers Federation in Minneapolis.

Jim Faber, director of radio at KRKC Rochester, Minn., supported the claim for radio by citing surveys and detailing the advantages of selecting the time of day best for a firm's message, setting the mood of the audience and personalizing the contact between the daily concern and listeners.

**POWER FAILS**

**Hub Stations Work Fast**

A power failure in Boston yesterday evening, Nov. 19, caused Wamples, WEEI, WGBH, WQ, WMTN, WBEZ and WORL all their Yankee ingenuity and emergency power supplies. The blackout, caused by a switching error in the high voltage, was delayed, hour and plunged Boston and an estimated 25 surrounding towns into total darkness.

Reports to broadcasting last week included:

Kip Culley, WEEI Boston engineer, had to fumble around in the dark as he tried to locate a patchcord jack in one to hook up the battery powered equipment. He succeeded and WEEI reported an air time loss of only two minutes.

Quick work by Carmen Ferraro, WQW Bostonist, was common all their Yankee ingenuity and emergency power supplies. The blackout, caused by a switching error in the high voltage, was delayed, hour and plunged Boston and an estimated 25 surrounding towns into total darkness.

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"COLD" PLUGS ON 14 KTUL NEWSCASTS OVER 2-DAY PERIOD BROUGHT.

7,137 immediate REQUESTS FOR U.P. FOREIGN NEWSMAPS!

KTUL'S "AUDIENCE-ACTION" POWER ASSURES THE MOST FOR YOUR ADVERTISING DOLLAR!

CBS in TULSA and EASTERN OKLAHOMA'S BILLION-DOLLAR MARKET

JOHN ESAU
Vice President
General Manager

avery-knodeL, INC.
Radio Station Representatives
NEW RURAL SURVEY PROVES

WDAY IS 17-TO-1 FAVORITE!

A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that WDAY is a 17-to-1 favorite among the wealthy hayseeds in these 22 counties. In answer to the question “To what radio station does your family listen most?” 78.6% said WDAY; 4.4%, Station B; and 2.3%, Station C!

The same overwhelming preference for WDAY holds true in the city too. For the second year in a row, WDAY got the Nation’s highest Hooperratings, Morning, Afternoon and Evening, among all NBC stations in the country for the period Dec. ’49–Apr. ’50! WDAY’s Share of Audience was 64.2% in the Morning, 66.5% in the Afternoon and 64.0% in the Evening—against 21.1%, 13.0% and 15.1% for Station B!

Write direct or ask Free & Peters for all the fabulous facts, today!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives
To a businessman with a driver's license and no Cadillac

(This is not a *Cosmopolitan* contest ad)

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

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

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per ¼-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones (*more farms in Iowa have telephones than in any other state*) and ordered 23,000 chicks after a single ¼-hour program.

The Iowan bought a new Cadillac.

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

5000 WATTS
600 KC
DAY AND NIGHT
BASIC COLUMBIA NETWORK

*We've always wanted to run an ad that said "Name on request" just to see if anyone would request it. On the other hand, if nobody did (though why they should is arcane) the agency might look bad. Why take chances? His name is Mr. Vance McCray.*
we're going to give them

Only a few days ago, Associated Program Service sent the following announcement to all of its subscribers throughout the radio industry. Normally, this would have been a confidential memo intended for them alone—yet what it reports is of such importance that we think the facts should be shared with everyone in the whole field of broadcasting.

This memo is a wish coming true. Our wish—and yours, too.

As broadcasters, we've both long hoped that the folks who produce services for us would find some way to plan these services as station operators would plan them. Plan them, that is, for maximum productivity in terms of audience and especially in terms of dollars.

Well...it's happened. And it couldn't have happened to a nicer organization than Associated. For several weeks now we've been traveling the nation, visiting stations, talking to broadcasters, asking them what they thought a real broadcasters' library should be.

Here's what they said:

1. Broadcasters want a library service with a built-in SALES SERVICE! They want a library that produces income—easily!

2. Broadcasters want a library that offers real program help. They want news about new program developments. They want program service that costs costs and up ratings. They want to know how to get the most out of a library. They realize that the new developments in sales and programming in radio must come from stations from now on—and they want all the necessary tools.

3. Station men say they want a good, big, basic, well-balanced musical library. And they want quality reproduction, ease of handling—and lots of new releases all the time!

To meet these requirements—based on the actual specifications set by broadcasters—Associated is now planning to deliver a brand new kind of service to its subscribers. We think it's going to set a pattern for radio library service from now on. Here's the pitch:

First—we're going to help you sell. Not just by sending you bulletins...not just by grinding out sales aids. We're going to work directly with your sales staff—at your station!

Here's how:

Beginning in January 1951—and continuing monthly thereafter—I'm going to put a sales meeting on a transcription and send it to every Associated subscriber station. Each transcription will cover a different phase of selling radio advertising. Some will cover fields of retail business—furniture, ready-to-wear, used cars, banks, etc. Others will cover techniques of salesmanship, promotion, creative selling, etc. And I've invited guests to accompany me to your sales meetings via these transcriptions—top men in various retail fields and other folks you've always wanted to have talk to your sales staff, right in your own offices!

Ahead of each transcription will come a complete suggested outline for the sales meeting itself—complete even to assignment forms to use in connection with the meeting project: forms that will help you find out exactly how much business these sales meetings produce for you.

All you will have to do—one each month—is call a sales meeting. Tell your men we'll be around to talk directly to them—bringing a guest or two. And you've solved the problem of "what-to-say" at a dozen of your 1951 sales meetings, at least. (Incidentally, we'll be saying some things at those meetings that you've always wanted to say—but wished someone else would say for you!)

That's item #1. Here's item #2:

Broadcasters say there's no substitute for talking shop and exchanging ideas with other broadcasters in person. We agree, and we want to help. So we're scheduling a series of sales and program clinics throughout the nation during 1951. For Associated subscribers only, of course. These will be the kind of meetings that everybody's always talked about but nobody—so far—has ever really held. A full, jam-packed day of shop talk. Sure, we'll take a few minutes to talk about the APS library—because broadcasters want to talk about and learn more about the library as a sales and program tool. But the bulk of each session will be designed to bring you up-to-date on what's new, different and successful in sales and programming...in terms of what is actually being done in the field.

You'll get your invitation to the conference in your area just as soon as it's scheduled. And this full day of meaty business discussion will be a part of your Associated subscription. There will be no registration fee for Associated subscribers—and non-subscribers won't be invited, of course.

What else? Lots of things—too many to list here, in fact, but here are some:

• A new, informative monthly bulletin. Any station manager or sales or program executive will recognize what its title means: "THE NEEDLE." A roundup of sales and program ideas as we see them travelling around from market to market, from station to station.

• Bigger and even better sales presentations for the shows in your Associated library. Practical show promotion kits, too—for use by local sponsors.
A series of "how-to-use" manuals, written for you by broadcasters and transcription specialists. They'll tell you how to get the best reproduction, easiest handling and smoothest programming from your library.

More and more special transcription material—like Associated's already-famous weather, time, Dollar-Day, Christmas and retail musical lead-ins...every one produced with sales in mind.

Remember—this isn't an invitation to subscribe to an additional service! You've earned this service by being an APS subscriber in the first place. It's a franchise we think our subscribers will want to guard carefully—a service only a limited few will be able to procure as time goes on.

Does that mean APS won't take new subscribers? Not exactly. But it is a fact that there's a real shortage—and an increasing one—of raw materials that go into the production of transcriptions and records. Vinylite is scarce, for instance, and certain metals are almost impossible to obtain. Others have gone underground, into the "gray market" where prices jump from, let's say, 80 cents a pound to $8.00. We manufacture all our own transcriptions in our own factory in Kentucky and we're beginning to face some practical realities. Our costs are soaring. Our supplies are getting scarcer. Our technique of manufacture isn't a mass-production one—the discs you get from us are literally hand-made, because our quality standards are so high that we actually average only a dozen discs or so from each metal stamper.

The solution? Slam prices up, drop quality standards, buy on the black market. Or else—and this is the way we're doing it—put everything you have into serving those with whom you've dealt all these years and produce new libraries only when the materials aren't needed for current releases to subscribers. Just how long we can adhere to this policy is a moot point, and as a subscriber you should study the following data carefully:

1. You are protected against price-increases for the life of your current contract.
2. We are still permitting current subscribers to extend their contracts to a maximum of five (5) years. If you want this additional protection, however, you should request it at once—certainly before January 1.
3. We will accept only a limited number of new subscriptions during the coming year. When we have them—and they're coming fast!—our field staff will concentrate on the sales and program services described earlier in this letter.

TO SUM UP: This library is going places! In 1951 we think it will be the most valuable sales and program tool in the industry—and this in an era in which the initiative for sales and programming is once again in the hands of station people. To help you do a better job of selling we'll provide you with

- transcribed station sales meetings
- regional sales-programming conferences
- regular bulletins on sales and programming
- program sales presentations for local use
- sponsor-promotion kits for our shows
- more of those grand APS scripts and programs
- lots of personal service from our field staff
- manuals to help you get the most from your library
- price and quality protection as long as possible

AND...the best basic library in the business.

We want you to feel, in '51, that your library can and will pay for itself!

MAURICE B. MITCHELL
General Manager,
Associated Program Service

Associated Program Service, however, can still accept new subscribers at current rates. If you are interested in being one of them, fill out the coupon below and mail it to us right away. You'll receive a prompt reply with full facts on Associated Program Service and its reasonable cost to your station.

Service
"the library that pays for itself"

MAURICE B. MITCHELL, General Manager
Associated Program Service
151 West 46th Street, New York 19, N. Y.

I am interested in knowing more about Associated Program Service for my station. Will you air mail the facts to me?

Name: ____________________________
Title: ____________________________
Station: ___________________________
Street: ____________________________
City: ____________________________ Zone: ______ State: ______

WANT!
MERGER of the licensees of four Indiana radio stations—WISH Indianapolis, WHBU Anderson, WANE Ft. Wayne, and WHOT South Bend—was announced last week by C. Bruce McConnell, chief owner of WHBU, WANE, and WHOT, and Frank E. McKinney, president of WISH.

The consolidation is subject to the customary FCC approval. It involves the reorganization of Universal Broadcasting Co., which now operates WISH, as the parent corporation of WHBU, WANE and WHOT as well as the licensee of WISH.

Mr. McConnell, who acquired a 43% interest in WISH a few days before the merger was announced, will head the reorganized Universal and own 67.885% of its stock. Mr. and Mrs. McKinney, who hold 35% of Universal as the licensee of WISH, will have 10.6% of the company as the owner of all four stations. Earl H. Schmidt, a substantial minority stockholder of WHBU and WHOT, will have 43% of the new Universal, and Frank M. McHale, Indianapolis attorney who owns 10% of WISH, will have 3% of the reorganized firm.

Mr. McConnell acquired his 43% interest in WISH about two weeks ago from Robert H. Hinckley, ABC vice president, and Mr. and Mrs. George Hatch, part owners of KALL Salt Lake City and the Inter-Mountain Network, for a reported $151,000, or about $75,500 to the Hatches and a like amount to Mr. Hinckley.

The merger involves no monetary consideration, stock in the reorganized Universal being issued to the stockholders of WHBU, WANE, and WHOT in return for their respective stock shares in those stations. New Universal stock will be issued, increasing the company from a $300,000 stock corporation to one of $1,000,000.

The plan is conditioned not only on FCC's approval but also on its classification by the Internal Revenue Bureau as a tax-free reorganization.

Plan TV Service

Messrs. McConnell and McKinney said in a joint statement that they plan to provide television service to major Indiana markets at the earliest practical date, and also to add other radio stations to give more complete coverage in Indiana and bordering states.

It was pointed out that the new WISH studios, completed a year ago, include complete television studio facilities.

Messrs. McConnell and McKinney also noted that the four stations provide service to more than 2 million Indiana listeners. Mr. McConnell will direct the operation of the stations. He said he planned to retain his present staffs and local management executives, with efforts toward program service improvement the only change contemplated.

All four of the stations are network affiliates. WISH, WHBU, and WHOT are affiliated with ABC, while WANE and also WHFU are affiliated with CBS.

Officers of the company following reorganization will be Mr. McConnell, president; his son, Robert B., vice president; Mr. Schmidt, secretary; and Mr. McKinney, treasurer. Mr. McHale and the officers will compose the new board of directors.

WISH operates on 1510 kc with 5 kw day and 1 kw night. WHBU, WANE, and WHOT are 250 w full-time outlets on 1230, 1450, and 1440 kc, respectively.

Applications submitted to FCC by the law firm of Mauney, McKenna & Wilkinson, Washington counsel, showed the new ownership of Universal, following the reorganization, will be as follows:

C. Bruce McConnell, 67.885%;
Mr. and Mrs. McKinney, 10.6%;
Earl H. Schmidt, 14.01%;
Mr. McHale, 3%;
Owen G. Bush, 2%;
with the remaining 2½% being divided among six other stockholders.

**WBCC PACT**

**Joint Sales With Paper**

WBCC—AM-FM Bethesda, Md., a suburban Washington station, is now operating under a sales management contract with Bethesda Newspapers Inc., the newspaper firm announced last week.

Arthur C. Stringer, who left NAB last summer after 11 years with the association, is general manager of the station. Mr. Stringer has been a consultant to Robert J. Smith, president of Bethesda Newspapers Inc., and handled the merging of the two Bethesda newspapers owned by Mr. Smith.

Willard D. Egolf, who has directed WBCC since its opening in 1947, remains as president, director, and part owner. Mr. Egolf is now devoting fulltime to his law practice and other interests.

**KYMA in Air Dec. 11**

NEW 250 w station, KYMA Yuma, Ariz., expects to start operations Dec. 11, on 1400 kc. Owner is Salt River Valley Broadcasting Co., of which John L. Hogg is president. Station becomes part of the Arizona Network and as such will be an affiliate of the Mutual-Don Lee Network. Stations comprising the Arizona Network are ROY Phoenix, KTUC Tucson, and KSUN Bisbee.
With consistently higher radio ratings than other West Coast cities (including percent of sets in use)... and with lower radio rates than most markets of comparable size... Portland today shines as one of the nation's best markets for the use of radio as a basic sales medium!

### Market Facts

**POPULATION**
- City: 371,011
- 5-county metropolitan area: 723,927
- 41-county BMB area of KEX: 1,699,200

**RETAIL SALES**
- City: $632,200,000
- 5-county metropolitan area: 774,100,000
- 41-county BMB area of KEX: 1,590,100,000

**10-YEAR SALES INCREASES***
- Automotive: 339%
- Furniture, radio: 354%
- Food: 232%
- Average of all gains: 225%

*Statistics courtesy Sales Management

Portland is the distribution center for most of Oregon, much of Washington. Cover this vast market with KEX... Oregon's only 50,000-watt station. Compare rates with other media! Check Free & Peters for details.
square dancing, the whole family pastime, gets big boost from the whole family station.

WLS, living close to its listeners, saw square dancing grow in favor in both cities and rural areas. Our mail brought a stream of requests for callers, square dance music, instructions. Chicago Park District recreation leaders reported on how rapidly they were having to expand their square dance teaching staff to meet city-wide demand. Listeners and recreation leaders alike said, "We need a focal point, a way to get together to keep square dancing the clean, wholesome, family recreation it is." Answering this expressed need of our people, we put our showmanship experience of 26 National Barn Dance years, our selling skill and publicizing power to work with the facilities and knowledge of the Chicago Park District's nationally known recreation men and leaders from a score of states and Canada.

The skills that made the WLS National Barn Dance an American institution and a potent advertising medium went to work ... organizing the nation with state leaders over an area 2,500 miles wide by 3,000 miles long ... contracting for huge Chicago Stadium ... planning a rounded, complete campaign that would not only sell the Festival but also strengthen square dancing ... consulting leaders ... developing rules that would help, not hinder the growth of square dancing in family, neighborhood and community. We are tremendously gratified at the way top recreation men, not only in our own four-state "community" but all over the nation, accepted our leadership and worked shoulder-to-shoulder with us.

WLS—FIRST IN SERVICE, ENTERTAINMENT AND RESULTS IN THE CHICAGO
768 square dancers and callers travel as much as 2,000 miles to exhibit their skill, costumes and square dance styles in Chicago's outstanding entertainment event of the year—the first International Square Dance Festival, October 28, 1950—planned and staged by Prairie Farmer-WLS in cooperation with the Chicago Park District.

They filled the giant Stadium's 15,000 square foot floor with a colorful spectacle for packed stands to see.

A morning Leaders' Institute drew 450 outstanding square dance folk to see special demonstrations, hear talks and panels, and discuss the best interests of their favorite recreation. The afternoon was devoted to rehearsals and get-acquainted dances for the 768 participants.

At night, 11,000 people packed the stadium (nearly 10,000 paid at an average of $2.00 a seat) to watch a series of unusual spectacles...exhibitions of square dancing as it is done in Idaho, Minnesota, Georgia, Indiana, Missouri, Kentucky, Canada and many other regions. A unique specialty combined sets of blind, deaf, polio-crippled, under-12 and over-65 dancers. Canada's group of French Canadians danced to a call in French, following the singing of the Canadian National Anthem. Our mail now is packed with plaudits from witnesses of the thrilling spectacle.

Nearly every letter received, whether from participant or enthused spectator, has mentioned "next year's festival"...and so an experiment in a different type of public service is already making itself into another WLS tradition.

It is living close to our listeners that enables WLS to feel the pulsebeat of the people...and render the service they want, when they want it. Like the Christmas Neighbors Club, School Time broadcasts, Family Album, conducted World's Fair Tours, all-day picnics, famous cornhusking contests, the International Square Dance Festival is filling a need and tying the station ever closer to the hearts of the multi-million family audience—the listeners who turn to WLS for service, for entertainment...and for advertising they can depend on. If you seek greater sales influence in Midwest America, place your sales message on "their" radio station, whose 50,000 watts of power are multiplied many times by the close kinship built over a quarter century of knowing what the people want...and giving it to them, whether it is a complete weather forecast at 5:55 a.m. or an International Square Dance Festival.

MIDWEST CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION

BROADCASTING • Telecasting

890 Kilocycles, 50,000-Watts; ABC Network—Represented by JOHN BLAIR & COMPANY.

November 27, 1950 Page 37
MAHA's radio or television set is not the electronic ogre that's going to turn her little offspring into a robber, murderer or thief. This is the general conclusion that can be drawn from a report on juvenile delinquency now released by the Senate Crime Investigating Committee.

The Senate group solicited letters from leaders in the field reprinting the comments in a 254-page booklet. It will be distributed to thousands of juvenile authorities, court officials and people in public office.

Devoted mainly to the influence of "crime comic books" on delinquency, the report also touches upon radio and TV as they relate to lawlessness among youth.

Majority of those who referred to the broadcasting media did not believe they contributed directly to delinquency. The same held true in the exhaustive opinion rendered on comic books.

Hoover Appearance

FBI Director J. Edgar Hoover, an authority on youth crime, appeared as radio-TV's champion. "We feel that the fight against crime cannot be won by literally sticking our heads in the sand. We feel that programs which portray crime in its proper light and which, through educational means, awaken Americans to action have a proper place on the radio or television," he said.

A North Carolina county public welfare unit observed that often comic books and crime plays on the radio give a positive rather than a negative value.

Reply from Wisconsin juvenile probation officer brought out the public service feature of radio. He said he has delivered talks on youth problems via the airwaves.

Another probation officer declared that in her experience in Denver, moving pictures on crime were most incendiary in the increase of delinquency and gang activities.

A Minnesota probation authority listed factors in the "production of delinquency" in the following order: Pool hall, undesirable movies, lurid magazines, dramatic newspaper stories and comic books. Significantly, this listing placed an entertainment medium, which is in competition with some segments of broadcasting, and two competing advertising media up front as contributing to delinquency while radio and television were not mentioned.

"Worst" Influence

A New York authority opined that some delinquents draw from the "worst" of comic books, movies and the radio but that it was difficult to pinpoint relationships between wayward youngsters and entertainment media.

From Kentucky, the director of the Welfare Dept.'s division of corrections noted: "Juvenile delinquency is based on many factors in the community which have greater influence than anything persons read in comic books, hear on the radio, or see in the movies."

Some respondents saw in radio crime drama a threat to the unstable child. A California official said some evidence existed to show the greater a child's own emotional instability, the greater his undesirable reaction to such type of reading and radio programs. An Ohio authority added comic books "are no more harmful than radio, movie and television "gangster and crime programs."

A number of the respondents pointed to the good influence of such radio-TV and comic book-famed heroes as Hopalong Cassidy, who one social worker noted "is just as great a hero in the slums as he is among the children whose families can buy them Hopalong outfits."

Refuting the theory that comic books or other entertainment media generally are to blame as suggestive forces in anti-social behavior, a parole board head recalled that an article in auto theft rack.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

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

This chart, compiled from official half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

Oregon's capital city—Salem—is the geographical center of the populous, economically-prosperous area effectively blanketed by the COMPREHENSIVE COVERAGE of KGW. Because of its lower 620 frequency and "Beamed Broadcasting" KGW is the only Portland station to completely cover this great Northwest market. Yearly at Salem, Oregon's State Fair graphically displays the wealth and growth of the KGW Market Area. An authentic Tour-Test, made in cooperation with the Oregon State Motor Association, demonstrates how thoroughly Salem is delivered through KGW'S COMPREHENSIVE COVERAGE.
Juvenile Crimes
(Continued from page 88)

ets printed in the ’30s by a leading national magazine was proved to be responsible for a wave of auto thefting. He added: “I suspect the newspaper handling of much crime news offers more suggestions to adolescents than do the comics.”

Constructive suggestion that newspapers, radio and TV “recognize they have a cultural obligation to perform” was forwarded by a New Jersey officer.

Two extremes were also represented—one by a comic book publisher and the other by Arthur J. Freund, chairman, Criminal Law Section, American Bar Assn., St. Louis: Mr. Freund charged radio, TV and the movies as well as comic books to be the “most powerful educational influences upon the mental growth of the child, the adolescent and the impressionable.” And according to Mr. Freund, these entertainment media when combined give a repulsive diet of harmful affect for the young child.

Mr. Freund, appearing on the opposite end of the delinquency barometer than that occupied by Mr. Hoover, pointed up This Is Your FBI as well as Mr. District Attorney and Gangbusters as notoriuous examples of “crime by radio.” He included in his brief, articles by such critics as Jack Gould, radio editor of the New York Times, who took broadcasters to task last July on the subject of summer programs dealing with crime on both radio and television.

The other viewpoint was expressed by the comic book publisher. He quoted an outstanding social officer from Chicago as saying: “It is my conviction that the recent furor over radio serials, wild movies and comic books is sheer nonsense.”

The Senate crime probe group originally had planned to hold hearings on the subject of juvenile delinquency, giving special attention to comic book influences. As an alternative, however, the committee decided to compile opinions from qualified experts in the field.

A committee staff spokesman, after having digested the material contained within the pamphlet, said: “It looks like there isn’t a great deal of influence from radio and television on juvenile delinquency.” Some 85 respondents’ comments were reprinted as most representative of the opinions gathered by the committee’s staff.

XVOS Bellingham, Wash., daily half-hour show Dinner Bell Time was theme of special resolution adopted by Whatcom County Farm Bureau at annual convention. Resolution praises program for services to farmers.

SALES
COME FAST IN THE RICH FLINT MARKET

910 KC
WFDF
FLINT MICH.

AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROTHERHOOD KIT
Radio Committee Meets

BROTHERHOOD WEEK Radio Committee has met in New York to discuss contents of a kit which will be distributed to every radio station in the country. The kit will contain spot announcements, suggestions for local programs and a letter from President Truman.

Robert H. Kintner, ABC president and chairman of the committee, agreed to ask each network president to write a letter to his affiliated stations, urging them to use the kit and require carry the network programs concerning Brotherhood Week, and originate local programs.

Ted Codd, WNBC New York, was named chairman of a subcommittee to prepare suggestions for promotion of Brotherhood Week. Ideas presented included suggestions for local documentary programs; spot announcements by mayors and other civic figures; special programs to be directed to children; participation of religious programs and sports broadcasters; a four-network broadcast which would include talks by President Truman and Gen. MacArthur, and participation of stations which carry United Nations programs.

CLEAN ADS
FTC Shows Good Radio Record

RADIO continued its high batting average in the domain of unobjectionable advertising copy during October, but television continuities set aside for further study rose to a new level, the Federal Trade Commission indicated last week.

In a report issued by FTC’s Radio and Periodical Advertising Division for last month, radio’s record for objectionable advertisements was a low-ranking 2%, below all but mail order catalogs and circulars, which had a bare 1%. Of the five categories studied, more television continuities (7½%) were set aside as possible “misrepresentations” than any other media copy. Newspapers and magazines drew marks of 5½% and 6½%, respectively.

The figures: Radio, 729 out of 52,409; television, 153 out of 2,007; newspapers, 1,149 out of 21,424; magazines, 698 out of 10,894; mail order catalogs and circulars, 45 out of 3,261.

Phil Irwin Fund

FUNDS, contributed in the money-raising for the Phil Irwin Memorial Fund, are already large enough for the purchase of an iron lung, KGW Portland, Ore., reports. The station’s veteran announcer was Portland’s 47th victim of polio on Oct. 10, 28 days after he was stricken. Iron lung is being purchased by the Multnomah County Chapter for Infantile Paralysis.

GJNT Quebec has moved to new address, 30 Garden St., Quebec City, Que.
In October, WGN had more local programs sponsored by food and drug advertisers (retail and national) than all other major stations combined.

And no wonder... WGN reaches more homes one or more times a week than any other Chicago station.*

Look at the facts... when you have a choice of stations, your best buy in Chicago is WGN.

*A1949 BMB
duPONT AWARDS Deadline for Entries Is Dec. 31

STATION entry deadline for the 1950 duPont radio-TV awards is Dec. 31, W. H. Goodman, secretary, Alfred I. duPont Awards Foundation, Jacksonville, Fla., has reminded.

The foundation this year has been invited to radio and TV stations, inviting entries. Each, however, emphasizes that both media will be included in view for the three $1,000 awards, and that there will not be a separate TV award.

As in the past eight years that the awards have been made, two prizes will go to stations "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." One award will be to a station representing the large station group, the other to the outlet with power (5 kw and under) and coverage range of the smaller station.

mailing separate announcements

"Third award will be bestowed on a news commentator in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service."

Awards will be presented during the month of March 1951 or as soon thereafter as possible, Mr. Goodman said.

Entries must be accompanied by supporting data. While rules are not hard-and, according to the foundation, it is requested that entries be limited to loose-leaf volumes approximately 10 x 11½ inches in size, presenting data in reasonably condensed form and summarized in the introduction and conveniently indexed for easy reference. Photographs, descriptive data and films, if desired, should be included. Stress is on general overview, all resume of performance, the foundation explains.

In future years, Mr. Goodman said, announcements of the awards will be combined with the "original foundation agreement" and "supplement agreement" now being mailed. Separation of booklets this year serves to emphasize the combining of radio and television in the awards consideration, he added.

Last year's winners were WNOX Knoxville, Tenn., and WWJ Detroit with a special TV award to WPIX (TV) New York and a special program award to ABC and associates. Morgan Beatty, NBC won the commentator award.

IRE AWARDS Presentations Set March 21

ROBERT B. DOMFE, electrical consultant for the General Electric Co., Syracuse, N.Y., will be awarded the Morris Liebmann Memorial Prize for 1951 by the Institute of Radio Engineers for his contributions to the intercarrier sound system of TV reception, wide-band phase-shift networks, and simplifying innovations in FM receiver circuits. Presentation of the award will take place at the annual banquet of the IRE on March 21 at the Waldorf-Astoria Hotel, New York.

Alan B. Nacnee, assistant professor of electrical engineering at the U. of Michigan, will receive the Bowder J. Thompson Prize for his paper, "An Electronic Differential Analyzer," which appeared in the November 1949 issue of the Proceedings of the IRE.

Willis W. Harnack, associate professor at the U. of Florida, Gainesville, Fla., will receive the Editor's Award which was established for stimulating the use of good English in technical writing, for his paper, "Special Relativity and the Electron" (November 1949 issue, Proceedings of the IRE).

WJBK HONORED Gets Veterans Adm. Awards

FIRST Veterans Administration service awards presented in Michigan this year have been received by WJBK-AM-FM-TV Detroit. Announcement of the honor was made by Richard E. Bouvet, vice president and general manager of the Fort Industry Co.'s Detroit operations.

The Certificates of Appreciation were presented for "outstanding service to war veterans of the United States through the media of radio and television." Specifically cited was the work done recently in raising more than $9,000 to be used in helping Michigan's hospitalized war veterans. The VA awards follow closely on the heels of the AMVETS Distinguished Service Award, which was also presented to WJBK for these services.

Hormel Order

GEORGE A. HORMEL & Co., Austin, Minn. (meat packer), has ordered a 40-station NBC network for Music With the Hormel Girls Sundays, 8-10 p.m. (CST), for 52 weeks effective Dec. 5, through BBD0, Minneapolis. Show will be repeated at 9:30 p.m. (CST) for West Coast stations.

WGR delivers a Big Plus beyond Buffalo

Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's best wavelength does it!
Only a combination of stations can cover Georgia's first three markets.

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:
- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties
- in Georgia's first three markets

THE KATZ AGENCY, INC.

Represented, individually and as a group, by
New York - Chicago - San Francisco - Dallas
Atlanta - Detroit - Kansas City - Los Angeles
FARM SAFETY

SIX AM stations were commended yesterday (Sunday) by the National Safety Council for their activities during Farm Safety Week in 1950 and the preceding 12 months at a luncheon in conjunction with the annual meeting of the National Chicago's Stevens Hotel. Awards are non-competitive.

Winners and their activities follow: KUOM St. Paul, four special recorded farm safety shows, distributed to 20 stations in Minnesota, plus special safety activities; KUSD Vermillion, S. D., "for unique contribution in providing the dramatic talents of eight staff members for a series on farm safety produced by another station," and for sponsorship of a "highly successful" farm safety slogan contest, plus "an impressive and continuous schedule" of farm safety spots and shows. WIBX Utica, N. Y., was cited for devoting an average of 10 minutes daily six days weekly, throughout the year to the general subject, and for supplying foreign language jingles on rural safety and persuading clients to relinquish commercial copy for additional safety messages broadcast daily during National Farm Safety Week.

WNAV Yankton was commended for its "outstanding" safety effort during the week in broadcasting 246 station breaks, 78 live spots, 24 transcribed spots, 36 news cast items and 10 shows, and for holding a "Killing All Kids" contest. Effective broadcasts of interviews, with actual farm accident victims, won the citation for WSJS Winston-Salem, N. C., which also distributed material on farm safety week to 214 rural ministers and to 24 home and farm agents. WYIC Hartford, Conn., conducted an "outstanding" farm and home safety contest, and used a "tremendous volume of excellent quality" spots and shows.

One of the judges was Paul Visser of NBC Chicago's Agriculture Dept.

Pal Renews on MBS

PAL BLADES Inc. (Pal razor blades) renews Rod and Gun Club, 8-8:55 p.m. Thursday, effective Jan. 5, 1951, on MBS. Advertiser launched sponsorship of the program for its first plunge into radio. The show reportedly has been so successful that the company will renew for 52 weeks. Agency is Al Paul Lefton, New York.

WDRC Hartford, Conn., received letter of commendation from Ira Hechi Jr., director of public Information for the Community Chest of Greater Hartford.

MEYERS NAMED

Becomes WMAQ Sales Mgr.

HOWARD B. (Howdee) Meyers, salesman at NBC Chicago Spot Sales for the past three years, has been promoted to sales manager of WMAQ, the network's O & O AM station in Chicago. Mr. Meyers replaces Edward Cunningham, who is being transferred to the radio division of the NBC Spot Sales department.

Mr. Meyers previously worked on the news and special events staff at WGN Chicago. After Army service, he was named program director of the American Forces Network in Europe. He joined the news and special events staff at NBC Chicago in August 1946 and a year later was transferred to Spot Sales, his present position. At the age of 38, he is believed to be the youngest sales manager WMAQ has had since it was acquired by NBC.

The Spot Sales staff also is in the process of realignment. Oliver Morton, who has headed both radio and television spots since WNBQ-AM (TV) took the air almost two years ago, will supervise radio only. His former assistant, Robert Ewing, has been pegged for management of the television end. Working with Mr. Ewing will be Jack Mul holland, of the present staff, and two more men, to be added.

Mr. Morton will work with Mr. Cunningham and staff members, George Halleman and Robert Flanigan, plus one salesman to be hired. Spot Sales represents six AM stations and eight TV, both groups including five O & O outlets.

INTERWOVEN PLANS

Christmas Spot Drive

INTERWOVEN Stocking Co., New Brunswick, N. J., has requested its dealers to cooperate in a radio spot campaign timed for Christmas business. The company is supplying recorded one-minute commercials promoting and including time for the individual dealers' tie-in announcement. Dealers are asked to buy time locally for placement of the spots.

Last year the company enlisted more than 1,200 dealers in a similar campaign, although not embracing a Christmas theme, and it hopes to increase this number with the added imetus of the gift season this year.

Protestant Shows

PROTESTANT Radio Commission will present over 100 special radio and TV broadcasts to originate from the Constituting Convention of the National Council of Churches of Christ in the U. S. A., in Cleveland Nov. 27-28, 1950, largest meeting of religious leaders of the Protestant Church to be held in this country.

WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million more people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—in addition to the half-billion spent in the trading area alone. That's bonus coverage of bonus spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
HATS OFF
TO BEN LUDY!

Ben Ludy, General Manager
WIBW & WIBW-FM, Topeka
KCKN, Kansas City

...long-time General Manager of WIBW —
a station that points with pride to the number of
advertisers who renew WIBW year after year
after year.

As Ben puts it, "Our most potent success stories are
about our clients who renew the same shows on WIBW
eleven, thirteen, even fifteen consecutive
years without a break."

"By the same token" he adds, "WIBW
was one of the first subscribers to Standard
Radio and we have continued to
renew our Standard service for some
sixteen years. Need I say more?"

Thanks to you, Ben, and to our many
other subscriber friends who, year in and
year out, make Standard the "most sold"
of all transcription libraries!
**REDS 'INVADE' RADIO**

**Budenz Writes on Communist Inroads**

**STRIKING** again at the "Red penetration" of the radio and television field, the December issue of *The American Legion Magazine* carries an article, "How the Reds Invaded Radio," by Louis Francis Budenz, admitted former Communist and one-time managing editor of the Daily Worker.

Mr. Budenz states that the "Soviet fifth column has as one of its chief items of business the thorough infiltration of radio and television," and he continues: "I can testify to this because I was part of the Red campaign, a member of the Communist direction directing it." The plan of infiltration reportedly was outlined to Mr. Budenz in the late fall of 1943 by Alexander Trachtenberg, Moscow's commissar of culture in the United States. "Today, as I note the names of artists and writers whom I knew to be affiliated with the Communist organization and observe the spots they have on radio programs," Mr. Budenz writes, "I am aware that the job begun by that commission got along quite well." He reportedly left the Communist party in October 1946.

At the 1948 meeting, Mr. Tracht- enberg is quoted as saying: "We have a substantial nucleus, both in the radio artists field and in the Office of War Information." Among that "nucleus," Mr. Budenz claims, "were not a few of those professional radio people who are now turning the pages of Red Channels."

After an allusion to alleged Communist infiltration of the movie industry, Mr. Budenz refers to a man, "whose name will undoubtedly be exposed before long in some Congressional hearing," who with another radio writer "worked hard and successfully to get Communists into various jobs in the industry." Regarding Red artists and writers, Mr. Budenz outlines the "audience support" of these people, "organised and efficiently to make them a success." This was a letter writing campaign, praising the work done by members of the party and assailing "reactionary commentators and artists" on the other hand.

**Campaign Starts**

To start this campaign, several big articles reportedly were written for the Daily Worker by "Peter Irv," an unidentifed individual whom Mr. Budenz claims "is at present one of the leading radio script writers and about the time he wrote the articles was attached to the radio division of the Office of War Information." His name reportedly now appears in Red Channels.

After additional discussion of "audience support" and several alleged party members, both named and unknown, Mr. Budenz says: "These people can be known, since the very fact that they have been members of so many Communist fronts is an indication of where their hearts and sympathies lie. They are on the radio today in large part as the fruit of the Red commission." Outlining other alleged activities of the Reds in the radio field, Mr. Budenz writes of the place the party is purported to have had in getting several commentators on the air.

Mr. Budenz also reports that the Communists "worked out a big drive to get open Communists openly on the radio, and to take advantage of the FCC's ruling that a musical group which was assailed could have time to answer back." This plan, he reports, "did succeed in getting a lot of time, particularly on local stations. They also frightened many timid radio stations into practical censorship of any anti-Communist utterances. The mere threat to demand free time for a reply was enough to shut down all criticism of Soviet Russia and its agents here."

**Purchase Plan**

Another plan reportedly was to have "certain concealed Reds" purchase stations, but Mr. Budenz says he left the party in 1945 before this part of the program could be fully tested.

Hitting the lack of knowledge by the American public as to how concealed Communists act, Mr. Budenz gives this outline: "The function of the concealed commentator is to prevent the passage of anti-Communist legislation by crying 'civil liberties,' to come to the defense of other concealed Communists when they are under attack, and to present as pleasant a picture of the Soviet dictatorship as occasion will permit."

Mr. Budenz says: "I'd like to emphasize that the leaders of the industry are blamed to some extent for a good deal too much for the Red infiltration of broadcasting. Indeed, they too were victimized. However, there is no denying the fact that many of them were trying to purge their staffs of Commmies and Red stooges... When you hear any uproar about the 'persecution' of people who have been connected with Communist fronts, you can well remember that smoke has a habit of being associated with fire."

**TUBE OUTPUT**

**Canada Doubles Last Year**

Canadian radio tube production this year has been double that of last year, according to latest figures available from the Dominion Bureau of Statistics, Ottawa. Production in the first seven months of 1950 totaled 4,217,000 tubes valued at $1,932,000. In the calendar year 1949 production of radio tubes in Canada totaled 4,084,000 valued at $2,250,000.

Production has increased so much that a new $350,000 addition is now being built at Toronto to the largest Canadian tube plant, owned by Canadian General Electric Co. Ltd. A recent survey taken for defense purposes shows that the Canadian radio tube industry, four plants in all, can be expanded under present plans to produce 20 million radio receiving tubes a year.

Demand from American set manufacturers for Canadian radio tubes continues, and it is learned unofficially that one large Canadian plant ships 40% of its production of television picture tubes to the United States in the first half of this year.

**Freeman Named**

J. DOUGLAS FREEMAN, of the Washington Post advertising staff, has been named commercial manager of Metropolitan Network, embracing five perimeter stations in the Washington area. According to Frank U. Fletcher, WARL Arlington, Va., head of the network, member stations include, besides WARL, WBCC Bethesda, Md.; WCLY Silver Spring, Md.; WFAQ Falls Church, Va.; WPLL Alexandria, Va.
In the 60 seconds it will take you to read this, an average of one dozen heavily-loaded freight trains will start on their way. And that figure holds true for every minute of the day and night!

That adds up to about 17,000 trains every day — hauling not only the major portion of all the things Americans use in their daily life and work but also most of the material and machinery of our national defense.

The railroad freight fleet is doing a big job these days. And it's good to know that the railroads have moved swiftly to provide additional transportation for this vastly increased load.

New cars are coming along in ever-increasing numbers. For the railroads have ordered more than 100,000 new freight cars — more than 500 million dollars worth — and, every day, railroad shops are sending back to duty hundreds of repaired and rebuilt cars.

In addition, heavier loading and quick loading and unloading of cars by shippers are having the effect of increasing the number of cars — for every day that's cut from the average "turn around" time of the railroad freight car fleet is equal to adding 100,000 cars!

Your railroads are busy — busy, day and night — busy in fair weather and foul — carrying the things it takes to make this nation strong!
INTEREST in a plan for an emergency loudspeaker FM radio system in New York City, to supplement a radio-siren network already established, has been mounting in various quarters and may serve to impress upon the public the value of FM broadcasting, Stanley Joseloff, president of Storecast Corp. of America, said within the past fortnight.

If the plan, originally submitted by his firm last August, is approved by city defense officials and receives full cooperation and support the company is prepared to undertake the entire organization and administration of the plan at no cost to the city, Mr. Joseloff explained. He added, however, that he has no intention of making Storecast stores a part of the proposal.

Mr. Joseloff said the plan would not involve "difficulties" with respect to cost and "unavailability" of certain equipment, or the effects of new building construction on efficiency in sound propagation.

Outlining the details of the Storecast blueprint for an "Emergency FM Sound System" for New York City (Broadcasting, Nov. 6), Mr. Joseloff cites three purposes of the plan: (1) to achieve the "best and least vulnerable system" for air raid warning and relief throughout the boroughs, in the "shortest possible time and at the lowest possible cost to the city"; (2) to increase efficiency of civil defense organization by providing it with an instantaneous medium for mass public communication, and (3) to permit fire and police vehicles to use siren signals at all times.

Speaker in Buildings

System will be based on super-sonically-controlled FM receivers linked to the frequencies of FM stations in the New York area. Speakers placed inside public buildings, in front of stores (at street level) and at building entrances would be activated by the receivers controlled from a master panel at a municipal station, WNYC, or its mobile counterpart, through a network of about 15 FM transmitters now operating. They also could be activated from other FM transmitters.

A supersonic pulse from WNYC would automatically connect all FM stations to that station and carry its announcements, blocking out all conventional programming from other stations. Eventually each station could "break away" from the network to issue instructions to its particular area.

Engineers are confident the plan could work effectively, based on Storecast's experience with controlled receivers and speakers at installations involving facilities at FM stations in number of cities, Mr. Joseloff said, adding that he does not suggest use of satellite speakers or amplifiers.

The Storecast executive said his organization would make the undertaking on a basis of private subscription for all equipment and installations involving private business establishments and institutions. Costs for equipment and installations at city or other government locations would be borne by the authorities concerned, he added.

Basically, it is a system in which merchants and other businessmen in any block could join in the moderate cost of a receiver, amplifier and speaker. Storecast is not engaged in the manufacture or sale of equipment and the radio manufacturing industry would generally be solicited to supply necessary equipment on the lowest-bid basis.

Enlist Merchants' Support

Mr. Joseloff expressed hope that his firm could muster the necessary organization "reasonably quickly" to enlist merchants' support and pointed out that Storecast already has trained personnel to provide the framework for coordinating supply, engineering and administrative phases.

As evidence of interest in the project, Mr. Joseloff cited a story in the New York World-Telegram and Sun which described the plan as the "first comprehensive, easily understood air raid alarm system that could inform the people in the streets of approaching danger on what to do to avoid further casualties in the case of atomic attack." He also noted, with respect to FM's value, that "it is only because of FM's ability to accommodate such wide frequency ranges that we can ever think of supersonic controls."

CIO PROCEEDINGS

PREPARES DISCS FOR RADIO

RECORDED portions of speeches and debates at the national CIO convention, held at the Palmer House in Chicago Nov. 29-34, were made available in program form for use by local radio stations, CIO Vice President Allan S. Haywood announced.

Five 15-minute recordings, similar to those made last year, were sent to union councils from the UAW-CIO Radio Dept., 411 W. Milwaukee, Detroit 2, Mich. They were airmailed from Chicago at $5 per program. Series was produced by Guy Nunn, radio commentator for the CIO Auto Workers. Mr. Haywood has urged state and local union councils to secure time on local stations for the programs.

Compton Adv. Named

THE HUBINGER Co., Koeuk, Iowa, maker of Quick Elastic starch, names Compton Advertising, Chicago, to handle its advertising, effective Jan. 1.
KTER OPENS

New Terrell, Tex., Outlet

Principal address at the dedication of KTER Terrell, Tex., was delivered by House Speaker Sam Rayburn (D-Tex.). The 250-watt daytime station started operation Nov. 9 on 1570 kc., Texas Secretary of State Ben Shepperd served as master of ceremonies.

Owner and general manager of the station is Fred I. Massengill Jr. He is publisher of the Terrell Daily Tribune and president of the Texas Press Assn.

A Braille edition of Hand Book of Radio Writing by Erik Barnow is now available. Handbook was published in 1929 and revised in 1947 at request of a number of blind radio writers. It is designed to help writers acquire knowledge of technical conditions in radio.

BROADCASTING • Telecasting

November 27, 1950 • Page 49
At WGBS, Miami, national advertisers have at their disposal an unusual promotion plan. Called “Product-of-the-Week,” this program is built around direct mail to jobbers and dealers, personal calls on customers, participation in the WGBS Musical Shopper program, and “Product-of-the-Week” mentions on several personality shows.

In addition, the WGBS Woman’s Advisory Board (composed of trained hostesses from the Welcome Wagon organization) visits 100 housewives weekly in the Greater Miami area to promote featured products, and to determine their use or acceptance.

To put your product in the Billion Dollar South Florida sales picture, you need WGBS, Florida’s only 50,000 watt station. WGBS speaks with a voice that assures top audiences and gives advertisers healthier sales pictures. Add to this the result-getting “Product-of-the-Week” plan, and your product gets complete localized promotion and merchandising.

The job is done so thoroughly that the pay-off in sales is a premium you can’t afford to pass up. Why not check man now for a free copy of the WGBS “Product-of-the-Week” plan, and see for yourself how you can get your product noticed, sold, and consumed.

THE FORT INDUSTRY

WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WLOK, Lima, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WSPD-TV, Toledo, O.  •  WJBC-TV, Detroit, Mich.

National Sales Headquarters: 488 Madison Ave., New York, N.Y.
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particular market
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ach a large, loyal,
audience and to sell

C O M P A N Y
WMMN, Fairmont, W. Va.
la. • WJBK, Detroit, Mich.
WAGA-TV, Atlanta, Ga.
York 22, ELdorado 5-2455
Fusion Now—Or Never

IN TIMELY fashion—but none too soon—the NAB board of directors has moved toward fusion with TV. An autonomous TV operation, within the NAB structure, is proposed, with a special convention to be held next January to formalize the project—if the telecaster votes are there.

Action came on the eve of the convention of the Television Broadcasters Assn., scheduled in New York for Dec. 8. TBA admittedly has been a stopgap operation these past few years because it wasn’t satisfied that its essential needs could be handled by an NAB, the board of which had been dominated by aural broadcasters. The job that TBA has done on a microscopic budget is one of the wonders of trade association activity.

The NAB proposal—advanced by AM-TV Broadcaster Robert D. Swezey, WDSL New Orleans—would give TV its own board of directors, a sort of NAB-TV. Telecasters would pay their own freight. Only on matters of broad policy, applicable to all, would the NAB itself take over. There would be no duplication of services. Aural broadcasters would not be called upon to support TV services, what with TV emerging so handsonly from deficit operation.

This project is the first step toward ultimate fusion of all mass radio media, and of all segments of them—broadcasters, manufacturers, sellers and suppliers. That was the theme of an editorial campaign launched by this journal last June, and which was generally applauded. Some thought it premature.

The TBA convention will view the NAB-TV plan with interest, and perhaps a jaundiced eye. TBA itself is confronted with “expansion now” on a fade-out. Its membership is not representative of the 157 TV stations comprising of the entire TV manufacturing industry. We hope it will tread water until it can appraise the results of the January meeting in Chicago called by NAB President Miller, and to be presided over by Harold V. Hough, director of the Forum on Star-Telegram radio-TV operations. If the ingredients are there, TBA membership should join. If not, TBA must go its own way.

A successful NAB-TBA merger, under the “federating” plan, certainly would encourage other independently-maintained associations to ponder fusion. The high degree of cooperation evident between the NAB and the Radio-Television Mfrs. Assn. on all matters of mutual concern could be the augury of eventual consolidation under a combined “Congress” or “Council,” to fight the inexorable battle of government versus private operation.

The chain between broadcasters and manufacturers is not great in these arduous days of pseudo-war, base material shortages, and color controversy. Within the FCC more emphasis is being placed upon the theory that because receivers are miniature transmitters, and actually are causing interference with air communication (spurious oscillations), the FCC can license them. But the FCC’s big news holds, either through FCC fiat or new legislation, fusion will occur as a matter of law.

ACADEMIC

There’s High dudgeon over color TV. Many folks are up in arms over the advertising line used in the first of a series of TV dealer ads informing that children feel socially inferior without TV. The new NARBA agreement has caused consternation in clear channel ranks. The educators are making a drive for fusion, hoping that their TV, not their FCC, will solve the problem of AM facilities 20 years ago, and FM a decade back.

All of these developments are exciting and important. But local are overshadowed by base metal shortages that could make them innocuous and meaningless.

Color TV, unless all current signs fail, is destined to lose a race against time and the material shortages. Manufacturers, at this writing, will be fortunate if they’re able to turn out 3,000,000 TV receivers in 1951 as against possibly 8,000,000 sets this year. The cobalt freeze alone could cut-back production to almost zero.

The ostracism approach on TV selling was a stupid blunder. That campaign theme has been abandoned. It isn’t the first time that advertisers have run out of bounds. Nor the last. Public opinion changed it.

The last haven’t heard about NARBA. There will be a vigorous fight against ratification at the next session, fostered largely by those who will be hurt—and those are largely clear channels. This marked the first time in the 15-year history of NARBA that an agreement was evolved by those who didn’t exist. The U. S. delegation contends it did the best it could with what it had. The U. S. gave more than many thought it should, particularly from the standpoints of areas and populations served. The fight on Senate ratification—and the good faith of the signatories—will tell the story.

The educators’ quest for TV is a thrice-told story that finds its answer in radio lore. Under the original allocations there were 130 educational AM stations. Since 1928, the number has dwindled to about a score. The others went commercial. In FM, a broad portion of the spectrum sufficient to accommodate literally hundreds of non-commercial educational stations was set aside less than a decade ago. Today there are exactly 69, with 18 others authorized and only two applications pending. So the educators want TV in every major market?

When the first shot was fired in Korea last June, it became evident that “normalcy” was a recipe of the past, despite those who decreed it as a “police action.” There’s no normalcy in any phase of the mass-radio media. So jot down all of these horrendous problems as “academic” as of today.

NOW COMES the Canadian Broadcasting Corp., through its director of programs, and describes U. S. commerce was “more and more ominous.” That being alleged, it’s difficult to understand why CBC takes first call on all U. S. network programs in competition with privately-owned Canadian stations. And it’s interesting to observe that, for the first time in years two Canadian evening network programs are listed among the first 10 network shows. The rest, of course, were good old U. S. network or transcribed shows. We would suggest that if CBC doesn’t like U. S. network programs, that it give the privately-owned stations right of way, or let Canadian listen to them from across the border.

A BOUT the time that “Slim” Summerville, the human string bean of the silent movies, was tilting with the onrush of the “talkies” another “Slim” Summerville, who bore him no physical resemblance whatever, was grappling with his first radio station rate card.

“Slim” II, a stripping of 26, was breaking in just 25 years ago last Thursday (a day of Thanksgiving, he says) on the old KRLD Dallas. Today William Howard Summerville is general manager of WWL, the booming 50,000-watter which dispenses CBS programs from New Orleans, and which boasts a signal up and down the Mississippi Valley.

The prematurely gray “Slim” Summerville, although he looked like a performer and still does, elected to enter radio via the sales end. He had planned a medical career, but during his pre-med days, answered the call for World

(Continued on page 59)

Static and Snow

By AWFREY QUINCY

WHEN the NAB TV members meet in special convention, it’s bound to be a colorful scene. But their report to the board will be in black-and-white.

When FORD rides TANDEM will it be at the wheel or in the back seat?

An ABC advertisement says “Men From Mars Invade Radio.” With candied missiles from the Milky Way?

Concerning the effect of radio and television on baseball attendance, last week’s BROADCAST-ING gives an Associated Press rundown of big league bosses. Included is a quote from “Billy Evans of the Cleveland Indians.” But we couldn’t find anything from Hank Greenberg of the Detroit Tigers.

That picture of “wrestler” Angelo Cistoldi assaulting Sportscaster Arthur Flynn makes us wonder if Angelo was using his best “hold.” To us, it looks more like Position One at Arthur Murray’s.
One of the largest users of spot radio newscasts, Shell Oil and J. Walter Thompson analyzed the Seattle radio picture for months before buying Dick Keplinger on KJR, 6:00 to 6:15 p.m., Monday through Friday, "Shell's Dinner Edition of the News."

Remember, this is Shell's only newscast in Western Washington.
A TOTAL of 23,908 mail votes poured into WAVE Louisville in response to the Nov. 3 and 4 finals of the station's Disc Jockey Contest, sponsored by Oertel Brewing Co.

The two shows featured the eight contestants who had won previous weekly competitions and vied for a "Hollywood Weekend" prize as a tie-in promotion with NBC's Double or Nothing.

According to the station, Bob Kay, program m. c. of WAVE who conducted the two winners to Hollywood, was told by Walter O'Keefe, m. c. of Double or Nothing, that the WAVE response was the largest received by any station for the "Hollywood Weekend" offer.

Mr. Kay up to his ears in votes.

strictly business

Ulmer Rives Lide

TAKE the basic philosophy of Benjamin Franklin, add a disc jockey format and inject a generous portion of Western twang, and the result may well prove worthy of the confidence in radio now enjoyed by one of the nation's largest personal loan companies.

One popular success, the Squeakin' Deacon Show, "opened my eyes to the real power of radio," says Ulmer Lide, advertising director for Seaboard Finance Co., Los Angeles, who put the show on the air over KXLA Pasadena, Calif., in October 1946. So fruitful were the results that Seaboard now spends anywhere from $10,000 to $20,000 a month on its radio advertising.

Despite convictions that the Deacon and his Western disc jockey program, interspersing music with home-spun philosophy, were a little "too homey for the West Coast's foremost thinkers and celebrities," Mr. Lide patiently persevered and saw his own judgment vindicated.

Seaboard soon went into radio on an extensive scale, utilizing a mystery program, spot announcements and, finally, newscasts. The firm had used radio since 1927 but it remained for Mr. Lide, who joined the company in 1943, to reserve a solid place in the radio firmament for Seaboard, which also has used some television.

Ulmer Rives Lide was born in Evergreen, Ala., on Feb. 2, 1906, but spent his early childhood in Rockingham, N. C. At the age of 12, he moved with his family to Bennettsville, S. C. In high school the youth established an enviable scholastic record, serving as president of both the junior and senior classes.

The Alabaman also was active in sports, indulging in baseball, basketball, and football. As a pigskin star, he was named all-state tackle. While attending Furman U., he found he had to sacrifice all but freshman football to complete a four-year course in three years, graduating Magna Cum Laude with an A.B. degree.

Mr. Lide taught English in the (Continued on page 57)
front office

A. L. ALBINGER, general manager WCOL Columbus, Ohio, to KTMS Santa Barbara, Calif., in same capacity.

WELDON CONNIE ALEXANDER, director of news, sports and special events KVER Albuquerque, N. M., appointed assistant manager.

RICHARD C. ARBUCKLE, TV account executive Edward Petry & Co., N. Y., to WCAU Philadelphia as commercial representative.

HENRY FLYNN, account executive Radio Sales, CBS, N. Y., father of girl, Nov. 19.

CAPT. THOMAS B. SAUVER, former president WSSB Durham, N. C., assigned as public information officer, North Carolina Military District.

PACIFIC REGIONAL NETWORK, 48 California FM relay stations, appoints WILLIAM A. AYRES Co., S. F., as representative.

WGN-TV CHICAGO issues Rate Card No. 7 which incorporates recommendations of television standardization group, broadcast advertising committee of NAB. These deals principally concern broadcast radio for the fall season, completed the previous week. Committee recommendations were followed exactly, according to Sales Manager George W. Harvey, one of original committee members.

JERRY JONES, West-Holliday Co., S. F., to Katz Agency Inc., S. F., station representative firm.

AL NELSON Jr., A. E. Nelson Co., S. F. agency, to KLX Oakland as S. F. sales manager. Replaces BILL HUNEFELD, recalled to active duty with Navy.

personals...

JENNINGS PIERCE, general manager KMED Medford, Ore., named state radio chairman for Oregon Congress of Parents and Teachers...

CHARLES H. COWLING, national sales manager KMPC Hollywood, leaves this week for three-week sales trip to New York, Chicago, and major mid-western cities...

BILL REA, owner CKNW New Westminster, B. C., named president British Columbia Public Hall Operators.

VIRGIL SHARPE, assistant manager and program director KOIL Omaha, polled second highest amount of votes in field of 12 candidates for non-political Omaha Board of Education.

JULES HEBUBEAUX, manager television department NBC Chicago, elected president Merchants & Manufacturers Club, Chicago...

Senior Bowl Rights

LIBERTY BROADCASTING SYSTEM has announced the signing of exclusive broadcast rights to the Senior Bowl football game. The annual classic will be played in Mobile, Ala., on Jan. 6. The two teams—Yankees and Rebels—are made up of the top players in the country who have, during the past season, completed their college football careers.

ASCAP OUTLINED

In 'Saturday Evening Post'

ASCAP is termed "one of the most singular operations in the land!" in the Nov. 26 issue of The Saturday Evening Post. Robert M. Yoder wrote the article, titled "Tin-Pan Alley's Wonderful Monopoly."

The story includes an account of ASCAP's foundation, its struggle to become accepted by the radio networks and its influence on the composers and performers of the more than 750,000 American compositions it reportedly controls. The ASCAP system of collecting and distributing funds also is outlined. Pictures of personalities prominent in ASCAP and the entertainment world accompany the article.

SCHWIMMER CHANGE

Operation Is Split

WALTER SCHWIMMER, president of Radio Features Inc., Chicago package firm, has changed the name of the company to Walter Schwimmer Productions Inc., incorporated in Illinois.

Move follows development of two video packages, Foto-Test and the Miss U. S. Television Contest. The name Radio Features is being retained, with the firm as a subsidiary of the new parent company. George Guyan, sales manager, is vice president of the new corporation, and Dorothy Pell, office manager, is secretary. Mr. Schwimmer is president and treasurer.

AGENCIES ENFRANCHED

A TOTAL OF 68 advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, it was revealed in a list issued at CAB headquarters at Ottawa in mid-November. Included in the list are the Canadian offices of 13 American and one British agency.


Final spark

CHAIN reaction sparked by John Gelder Jr., WCHS Charleston, W. Va., really put the local Community Chest drive over the top. The station manager, local chest chairman, conducted a one-man, five-hour marathon in downtown Charleston, urging listeners to "give a little more" and asking them to call a friend. Reaction was immediate and kept special operators busy throughout the drive as Mr. Gelder punctuated his requests with recorded music. At one-o'clock signoff nearly $2,000 had been received and pledges continued to pour in enabling the Red Feather drive to attain its $288,000 goal. Radio was credited by city civic leaders with supplying the final spark.

William M. Young

WILLIAM M. YOUNG, 47, member of NBC music department for over 20 years, died at his home in Bronxville, N. Y., Nov. 11. Mr. Young had joined the music division of NBC in 1930. Funeral services were held in the Reform Church, Bronxville, N. Y., Nov. 14. Surviving are his widow, one son and two daughters.

A Salesman Talks

"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS—half an hour nightly—with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for radio, our listeners tuned to Art Scanlon kept our clients' sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

"The other day I talked to a furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because his sales have been growing year—year—directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on."

Call your WINS representative... see him when he calls. Buy WINS... it sells! CROSLEY BROADCASTING CORPORATION, WINS 50 kW, New York.

November 27, 1950 • Page 55
FM IN ARIZONA
KTYL-FM Is First Outlet
FIRST FM station in Arizona—KTYL-FM Phoenix—has begun broadcasting coincident with its AM affiliate, KTYL, increasing its power from 250 w on 1490 kc to 1 kw at 1510 kc. The new combined operation, representing a $200,000 investment, is housed in a new KTYL building located two miles west of Mesa.

Air-Casters

MAX LIEBMAN, Broadway producer, presented with scroll from NBC honoring him for his contributions to success of its Your Show of Shows, at special luncheon in his honor.

MARY DODSON WATKINS rejoins KGIF Coffeyville, Kan., as traffic manager. Her duties were handled by PAT ADAMS who is remaining in program department.

GLENN STUTZMAN, announcer ECNI Broken Bow, Neb., recovering from broken leg.

ROBERT PAYSON, production manager Ford Theatre and Magnavox Theatre on CBS-TV, father of twin girls Nov. 16.

KIRBY AYERS appointed director Grand Slam, sponsored by Continental Baking Co. on CBS.

BOB CUTT, KSFO San Francisco staff announcer, father of baby, Jimmy.

JANET KURICH named prize and contest supervisor at ABC-AM-TV Chicago. Was with Feature Prizes, Chicago.

DON LUTFIG, MBS, to WATV (TV) Newark on directing staff. ELLEN STERN, promotion and publicity director KSFO-KMIX (TV) San Francisco, TV directing staff, and RUTH GILKSON, KSFO-KPIX, to copywriter, WAAT, AM affiliate of AT&T.

JIM GIBBONS, morning man and sports director WMAL-AM-TV Washington, father of daughter, Nov. 11.

WILLIAM MILL, staff announcer WWCO Waterbury, Conn., resigns to open Armed Forces. Dick ROSS, newcomer to radio, replaces him.

SAMUEL KAUFMAN, supervisor of radio publicity, and PHIL DEAN, staff writer for NBC, promoted to editorial director and exploitation manager, respectively.

CAROL EWIN, assistant controller NBC Western Division, appointed KKBV (TV) Hollywood controller, succeeding W. W. BOONE, resigned.

JOE KOGEN, writer, DON MATHERS AND PRINCESS LIVINGSTON, comedians, signed by BILL ANSON for his TV disc jockey show on KTTV (TV) Los Angeles.

HANS FELIX BREITBARTH, program director and disc jockey KXLV Pasadena, Tex., to KATL Houston as traffic manager.

ROBERT L. FAUCON, continuity editor WSIX Nashville, to WMAK Nashville, as traffic director.

BILL MOSHER to KGW Portland, press staff, succeeding J. A. MOYER. Was with KJR Seattle; has been vice president and national treasurer of Radio Farm Directors.

FRED LAIGHT, on special broadcast service staff CKKM Regina, Sask., appointed program manager. Replaces BILL WALKER, who has been replacing THOMAS MILLER, CBC Toronto, to CKRM as program director, succeed W. W. BOONE, resigned. WILLIAM REES, traffic department, appointed promotion manager.

ANDY KARSEN to announcing staff WATP La Crosse, Wis., replacing BOB DAY, who resigns to enter Armed Forces.

BETTY NESTOR to WWL New Orleans, as record librarian.

BILL POLGLASE, staff announcer WAVE-AM-TV Louisville, to WMAL Washington, in same capacity.

ARNOLD V. GERNICH to announcing staff WCOJ Coatesville, Pa.

PAMELA TABBER to copy department WCBS Charleston, S. C. She was journalist in England and has written articles for newspapers in this country.

TIM KILEY, graduate Northwestern U., to WCCT (TV) Memphis on production staff.

News...

GEORGE McGOWAN program director KXLY Spokane, Wash., to special events staff.

BEN HOBERMAN, WXTZ-TV Detroit, sales, father of boy, Thomas Henry, born.

BOB CARLIN, morning news editor WOWO Fort Wayne, Ind., is author of two short stories appearing in Dec. issue of True Detective Magazine.

PHILIP LENHART, newscaster WGAI Silver Spring, Md., to WHK Akron, Ohio, in same capacity.

NSRB POSTS

Symington Names Three

THREE appointments, involving the posts of information director, special assistant and special consultant, have been announced by W. Stuart Symington, chairman of the National Security Resources Board, charged with the nation's communications and other mobilization planning.

Edward F. Jones, chief correspondent for Life magazine in Washington, was named special assistant to Mr. Symington, succeeding Stephen F. Leo, who resigns next month to join Sverdlov & Parrel, St. Louis consulting engineering firm [Broadcasting, Nov. 6]. Mr. Jones has been granted leave of absence from Life.

James R. Aswell, information director of NSRB since August, has been appointed special consultant to Mr. Symington, succeeding Albert Abrahamson. Mr. Aswell on leave from Hill & Knowlton, New York, is a noted contributor to national magazines and served with the World War II Office of War Information. A former newspaperman, he also was Washington correspondent for Newsweek magazine.

Scott Hershey, Mr. Aswell's assistant the past three months, has been named director of information for NSRB. Mr. Hershey previously served with ECA, the Hoover Commission, and with numerous magazines, including McGraw-Hill Publishing Co., American Aviation and Newsweek. Earlier he was on staff of AP.

Reid Appointed

NBS Electronics Div. Chief

J. GILMAN REID Jr. will succeed Dr. R. D. Hopkins as chief of the National Bureau of Standards' Electronics Division, it was announced last week. Mr. Reid has been chief of the Engineering Electronics Section since Jan. 1, 1938, and is a member of the Institute of Radio Engineers. He joined NBS in 1937. The Electronics Division was created last July.

Simultaneously, appointment of Joseph P. Spaulding to the staff of National Bureau of Standards also was announced. Mr. Spaulding will handle research in the bureau's Ordnance Development Division, including study of new principles and components of advanced types of electronic ordnance devices. From 1941 to 1950 he helped develop radar equipment and other electronic devices.

The Nation's Richest Farm Market

Local Retail Sales, 1949, 18% above The Nation's Average—1940-1950 higher.
CULTURAL SHOWS
NBC, Other Networks Cited

CITATION honoring the NBC Theatre as the program "which during the past school year has done most to promote a greater understanding and appreciation of our literary heritage, and to raise ideals of good speech and writing" was awarded to the network last Saturday (Nov. 26) by the National Council of Teachers of English in Milwaukee.

Cited for honorable mentions by the council were "Document A???" of NBC, "Pursuit of Peace" series; NBC's Living 1948-49 series, and CBS' We Take Your Word and Invitation to Learning. Awards were presented by Leon C. Hood, council's radio committee chairman, before 2,000 teachers at their annual convention.

In presenting the award to Margaret Guthert, production chief for NBC Theatre, Mr. Hood mentioned the fact the program is offered as a home-study course in literature by some universities. Teachers lauded the series as being "the finest literary-dramatic program of its kind on the air." The council also praised the following program for their cultural value: Theatre Guild, Greatest Story Ever Told, Cavalcade of America, Metropolitan Opera, Hallmark Playhouse, Author Meets the Critics, Hall of Fame, Pulitzer Prize Playhouse and musical programs sponsored by Firestone Co. and Standard Oil of California.

System of awards involves some 7,000 students and teachers who work on a radio-TV program appreciation project sponsored by the council's radio committee.

Coffee Clincher

IT TOOK 178 cups of coffee at his expense to convince a Ventura, Calif., drive-in restaurant owner that local KVCH had a sizable audience for its daily 7-7:45 a.m. newscast. Unsuccessful at trying to sell the newscast to the restaurant, Station Manager Mort Werner asked the owner if he would give a free cup of coffee the following morning to anyone who arrived after 7:45 and mentioned the name of the program. The owner agreed; offer was mentioned on the newscast the next morning with a two-fold result: 178 people came to pick up free cups of coffee; Mr. Werner picked up a new sponsor.

Nancy McIver (formerly Nancy Gray on WTMJ-NBC, Milwaukee)

TRAVELS THE WORLD

Reports over Chicago WEHS-FM
2 to 2:30 Monday thru Saturday

She Entertains
And Sells—and Sells

MARSHALL PRODUCTIONS, INC.
46th Floor Bankers Bldg. Chicago 3
Radio Television
Shows to fit your budget

BROADCASTING • Telecasting
**CIVIL DEFENSE**

**Congress Urged To Act**

RECOMMENDATION that Congress take up President Truman's proposal for a Civil Defense Administration when it reconvenes Oct. 3 and 4. A letter urging such action was sent to the president by Sen. Brien McMahon (D-Conn.). He urged that the Senate Armed Services Committee start consideration of a separate bill (S 4102) which would establish a Civil Defense administration under the direction of the President and would provide for drafting the necessary legislation. The measure was introduced almost coincident with release of the President's report on the "United States Civil Defense," which termed communications as the "nerve system" [Broadcasting, Sept. 25]. A similar bill (HR 9689), authored by Rep. Carl Durham (D-N. C.), was placed before the House committee.

Whether Congress would act on the proposal before adjournment was uncertain, but it is highly unlikely that the Chief Executive would submit the plan in any event. He also is expected to appoint a full-time director to head the agency [Closed Circuit, Nov. 14].

Sen. McMahon, chairman of the Joint Atomic Energy Committee, also suggested that Congress look into the President's plan for disaster relief and interstate agencies as part of the decentralization program.

**HADACOL BOOM**

To Triple '51 Talent Budget

SEN. DUDLEY LeBLANC, president of Hadacol, Nov. 16 announced he would triple his 1951 appropriation for live talent and motion pictures, following a $26,000 Christmas party promotion [Broadcasting, Nov. 18].

The Christmas parties in more than 500 theaters will be held in cooperation with radio stations carrying Hadacol advertising. Each party is to include films, live talent and prizes, with the admission charge to be one Hadacol box top.

Sen. LeBlanc's decision to triple his 1951 appropriation came after he had explained his party plan in a letter to 5,000 Hadacol dealers and their men. Word was received that in 48 hours the plan was overworked with nearly $2 million in orders that immediately poured in from recipients of the telegrams, it was reported.

Sen. LeBlanc also stated that the Hadacol Caravan for 1951 will undertake a five-week tour with an entire railroad train being leased for the tour. Plans are for next year's show to surpass the 1950 version, when more than 30 acts that included top flight radio, movie and stage talent participated in a three-week good-will tour that attracted international attention.

FIRST Honorable Mention Certificate for her entry in the 1950 "Life Line of America" contest is presented to Jane Weston, WOWO Fort Wayne, Ind., by Paul S. Willis, president, Grocery Mfrs. of America Inc. Awards are presented each year by GMA to women broadcasters and newspaper food editors who best interpret to their audience the line of essential processes and services on food, from farm to table. Miss Westen's entry consisted of five Home Demonstration Agent programs on WOWO, in which she interpreted the growth and use of tomatoes.

**MICH. AP MEET**

**Election Coverage Lauded**

STEP-UP election coverage resulting from a special fund approved by 22 Associated Press member stations keynoted discussions at the fall meeting of the Michigan Assn. of AP Broadcasters in Lansing, Mich., fortnight ago.

Lester W. Lindow, general manager of WDFD-FL, president of the AP group, commended the membership for its foresight and progressive action in voting the special election pool. Several station executives reportedly praised the service as the best they had ever received. Wire was controlled continually in Detroit on election night and part of the following day to meet needs of Michigan AP members particularly, according to Howard L. Kany of AP.

**British Show Set**

BRITAIN'S 18th National Radio Show will be held Aug. 28-Sept. 8, 1951, at Earl's Court, London, according to an announcement by the Radio Industry Council. The show will feature British radio, television and electronics equipment of all kinds, as well as tubes and components. BBC is slated to hold demonstrations of television from a fully equipped studio in the exhibition hall.

**“Independent” as He!!**

— and almost S.R.O.

**WGRD**

The People's Station

Grand Rapids, Mich.
Respects

(Continued from page 58)

War I. His friends and associates say, however, that he has never forsaken his early medical training, and pursues his sales task with the deft touch of a surgeon with his scalpel, rather than as a peddler wielding a meat ax.

Although he regards himself as a native Texan, and a Louisianian by adoption, "Slim" Summerville was born on June 3, 1899, in the modest little town of St. Elmo, Ill. His father, a railroad conductor, had two loves. He wanted Howard to become a doctor, and he loved thoroughbred horses, which he raised. Where he was still in his teens, the family moved to Dallas, where he attended elementary school. After a year at Holy Trinity in Dallas, Uncle Sam beckoned. He returned to Trinity, leaving in 1922.

Joined Curtiss Candy Co.

The first fulltime job for Mr. Summerville came that year, with the Curtiss Candy Co. in Chicago. It was there he learned the rudiments of selling. Returning home for a Thanksgiving holiday, he found that his reputation as an intrepid salesman had preceded him. He joined a Dallas agency.

There were two stations in Dallas then — WRR, established in 1920, and WFAA, which began operations in 1922. It was in 1926 that A. L. (Chille) Chilton, who operated the Chilton Advertising Agency, took over. "KLXL was it then that "Slim" Summerville joined his staff, later to become its commercial manager. His next stint, a half dozen years later, was with WGST Atlanta, serving as its general manager. In between, he had been managing the then Chilton stations in Little Rock—KLRA and KGHI. [Mr. Chilton still operates KGHI, along with KSKY Dallas]. In 1939 Mr. Summerville was called to WWL by the faculty of Loyola U. He carried the station through critical wartime years, in the face of equipment and personnel shortages. Each year the station has made strides in public acceptance as well as in time sales.

Mr. Summerville is on the board of directors of the International House, famed New Orleans club, and is a member of the Metropolitan Country Club. He has served as a member of the CBS Stations Advisory Committee since 1944, representing affiliates in the tier of six Southern States. He is vice president of the Louisiana Assn. of Broadcasters.

Mrs. Summerville is the former Louise Jones of Dallas. They have four children—Howard Jr., 26, now employed at WWL; Mrs. Mary Ann Dereyna, of New Orleans; Yvonne, 16, and Nancy 13.

The Summerville family wonders when "Pop" will turn up with another boat—his favorite hobby, though he does go in for hunting when business and family allow.

Howard H. Esary

HOWARD H. ESARY, 45, vice president of Allied Advertising Agencies Inc. Los Angeles, died Nov. 17 at Burbank Hospital following an operation. Mr. Esary pioneered in Seattle radio and later became the account executive for Don Lee network in Los Angeles. He joined Hearst Radio Inc. in 1939 as program director of KEHE (now KECA) Los Angeles and in 1940 became a vice president of the organization. Two years later Mr. Esary joined Allied as an account executive. He is survived by his widow, Helen; his mother, and brother James, a Seattle public relations executive.

P. L. Burke

P. L. BURKE, 70, father of Harry Burke, KPAB Omaha general manager, died Nov. 11 at Grand Island, Neb., following a long illness. The elder Mr. Burke was in business in central Ohio and in Norfolk, Neb., before going to Portland, Ore., 23 years ago. In addition to his son, Harry, survivors include his widow, a brother and a sister. Burial was in Grand Island.

Max B. Arbeiter

FUNERAL services for Max B. Arbeiter, 63,etime salesman with Chicago radio stations for nearly 30 years, who died Nov. 11, were held Nov. 15 in Chicago. Mr. Arbeiter sold for WEAF and the Edgewater Beach Hotel station, when it first took the air in Chicago in the '20s. He later was employed by Gene T. Dyer on the several stations operated by Mr. Dyer before FCC's duopoly ruling became effective. At the time of his death he was on the sales staff of WSBC-WLW (FM) Chicago. He leaves his widow, Jennie; a daughter, Mrs. Nathan Sugar, and a son, Dr. Herbert Arbeiter.

GOV. THOMAS E. DEWEY of New York praised WWR, New York in a letter to Eugene Endrey, producer-director, for its Hungarian language broadcasts.

WSAB MEET

GREATER representation of radio in advertising and business administration classes in high schools and colleges was advocated by the Washington State Assn. of Broadcasters during its meeting Nov. 17-18 at the Edmond Meany Hotel in Seattle. Association backing also was given a bill to be presented in the 1951 session of the Washington Legislative which would allow stations to cover high school sports events without exclusivity or payment of fees for broadcasting.

Rogar Jones, KVOS Bellingham, who urged creation of a committee to work with educational institutions on the matter of radio, was named chairman of the committee by WSAB President Fred F. Chitty, KVAN Vancouver, who presided at the meeting. Other members of the committee are: H. O. Dunning, KHQ Spokane; Goodwin Chase Jr., KXLE Ellensburg; H. J. Quilliam, KTBI Tacoma; H. W. Esary, KEHE Seattle; Arch Morton, KJR Seattle, and O. W. Fisher, KOMO Seattle.

Gov. Arthur B. Langlie sent a personal message to the broadcasters through his radio secretary, Charles W. Bryant. State superintendent of public instruction, Mrs. Pearl A. Wanamaker, was speaker at Friday's luncheon.

WSAB also voted to present a nightly broadcast of the 1951 legislative sessions to keep residents of the state informed on legislative action during the 60-day biennial meeting. Carl Downing, manager of the association's radio news bureau in the state capital, will handle the broadcasts.

The WSAB Legislative Committee is headed by Tom Olsen, past association president and present manager of KGY Olypmia. Other members are: J. Elroy McCaw, KELA Centralia-Chehalis; Mr. Jones of KVOS; Bruce Bartley, KQOM Bremerton; M. Calhoun of KTBI, and President Chitty.

SOUND EFFECTS:

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

TRANSCRIPTIONS:

Permits sped-up or slow-down of recorded transcription to fit into allotted air time — no more cut-off commercials.

REHEARSALS:

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

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

SPECIFICATIONS

Speed Changes: Continuously Variable

(a) 110V—60 Cycles. Range: 25 to 250 R.P.M.

(b) 110V—60 Cycles, Range: 20 to 250 R.P.M.

Turntable—12" cast aluminium, hardened and ground shaft.


Noise—30db minimum below recording level.

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

Available At Your Regular Parts Distributor. Literature on request — Write Direct to REK-O-KUT.
that he worked with C. B. Cole, vice president and advertising director of Garrett Co., which produces Virginia Dare wines, and Ellis Bedden, director of advertising and sales promotion of Motorola Inc.

"Another thing," he continues, "advertising is different from old-line occupations. Here we have no assets except our minds and ideas. If a new idea comes along, we have no choice but to take it—no matter what it is. There's no premium on age. That's one reason I like it."

Did school help? "The one thing I learned from school was that if you have something to sell, you've got to sell it through advertising."

How about earlier experience? "No, the only previous civilian job I had was as a crane truck driver for two summers in Navy yards. You just learn the psychology of people and business fast in an agency," he says.

As a full account executive, Mr. Mahoney gained financial altitude rapidly. For Virginia Dare he spent $1 million a year, and for Motorola, $2 million.

Also, a New York mail order business he owns in partnership, called Accessory of the Month, is developing a career of its own among feminine magazine readers.

CHARLES SALIK, owner of KCBQ San Diego, adds his welcome to the U. S. for French singer Edith Piaf, whom he had met in Paris while attached to the Armed Forces Network during World War II. Later, the voice of Piaf was heard on WCBS-TV; Mr. Salik; Miss Piaf, and Art Ford, WNEW New York disc jockey.

He doesn't manage it, but writes new copy each month and keeps an analytical eye on the mail.

Obviously, Mr. Mahoney is not exactly resting. For a month he tried to get the time to buy a new convertible, and "it happened last Friday."

As executive of the Motorola account, Mr. Mahoney keeps a finger in the commercials of Four Star Revue over NBC-TV, Wednesday, 8 to 9 p.m., and spends a lot of time maintaining an intimate understanding of the show itself. Motorola, at present, sponsors the full three-fourths of the program, but Norge and Pet Milk will each pick up a third around Jan. 1.

He also supervises the Virginia Dare account, which uses spot promotion extensively.

Tennis and squash at the New York Athletic Club, of which he is a member, and just recently, golf, have eased the strain a bit. But not before his stomach presented him with a bouncing ulcer, the care and feeding of which, if he had a wife, would constitute a family. Although he has accepted the diet, he has refused to lay aside his pipe.

Club Affiliations

Mr. Mahoney also belongs to the New York Advertising Club, New York Republican Club, and U. of Pennsylvania Club.

He lives in a bachelor apartment at Tudor City, overlooking the United Nations headquarters and the East River. A product of New York City public schools and LaSalle Military Academy on Long Island, where a basketball-baseball scholarship helped him through, Mr. Mahoney likes New York and what he is doing.

As to his future—Don't think we haven't got problems," he says hastily, "That's true of any agency with large accounts. Competition is what makes the business so stimulating and rewarding. But it keeps you busy, whatever your age."

AT MID-CENTURY

Drewry Edits New Volume

JOURNALISM AT THE MID-CENTURY, Edited by Dean John R. Drewry, U. of Georgia Press.


For each of the speeches printed, Dean Drewry, in an editor's preface, develops biographical data about the author and other interesting information. The Grady School head also has written a general introduction for the volume.

As explained by the editor in his introduction, the book presents comments on everyday subjects related to communications media by authors who include leading trade, editors and radio officials, the editor and publisher of "the leading trade journal in the field of radio and television," and the editor of "contemporary journalism." The volume is similar to "contemporary journalism," published last year and also edited by Dean Drewry.

New Liberty Programs

TWO new programs are being offered by the Liberty Broadcasting System to member stations. On Nov. 16 Ciro's From Hollywood started with Herman Hover as master of ceremonies. The Sunday through Friday program features music and interviews with personalities from Ciro's restaurant in Hollywood. The John Balloug Singers are to be presented each week in a quarter-hour program of choral work. The program will originate in Liberty's Washington studios and feature Charles Keaton at the piano and organ.
FLAMINGO TAKES TO THE AIR
Sponsor Identification Jumps 144% in Two Months

IN a special survey taken for Flamingo Frozen Orange Juice, user of an intensive local radio and outdoor advertising campaign, an identification of 44% has been achieved. Radio has been mainly responsible for the identification, it was reported.

According to Fact Finders Asso., an independent research organization, the survey was conducted in the metropolitan New York area and shows that the orange concentrate jumped in name recognition by 144% in two months. Fact Finders said that "this remarkable progress for a new product to make in such a short time." Sixty days ago a survey made by the same research firm listed Flamingo's identification at 18%.

Within the past two months Flamingo has become a participant on the Eleanor Roosevelt program on WNBC and the Walter Kiernan program on WJZ as well as a series of one-minute spots on WINS, WOR and WJZ, all New York.

Thus radio has picked up the recognition of Flamingo from 18% to 44%.

Flamingo is marketed by Douglas Leigh, outdoor display man, who drew attention to his product late this summer by two illuminated blimps, five Broadway signs and a Railway Express poster.

Before the year is out, Mr. Leigh expects to have a Flamingo cartoon commercial on television in Philadelphia and then in New York.
‘Fine Job’

EDITOR, Broadcasting:

I hope you will pass along the very sincere appreciation of both Jerry (Jerry N. Jordan), “Analysis of 1950 Baseball Attendance,” Broadcasting, Nov. 20) and myself for the splendid article about his analysis of the baseball attendance in that issue. It was a fine job, completely fair, and reported so well that we were both more than happy with it.

C. L. Jordan
Exec. Vice President
N. W. Ayer & Son Inc.
Philadelphia
***

Tower Creditline

EDITOR, Broadcasting:

In the Oct. 29 issue of Broadcasting you had a nice story on page 21 covering the Miami hurricane.

There were two paragraphs devoted to WGBS who “carried on” before, during, and after the storm. There was no mention of whose towers took the full force of the hurricane.

It may be interesting to know that WGBS had four towers — all 277-ft. Stainless towers.

John F. Gusewels
Stainless Inc.
North Wales, Pa.

Time for Trumpets

EDITOR, Broadcasting:

I was impressed by your editorial, “Freedom Isn’t For Sale,” (Broadcasting, Nov. 20).

It is, as you suggest, a time for trumpets. The horse of censorship and hampering restrictions is far from dead.

I notice that radio and television occasionally encounter difficulties, and so do we. There isn’t freedom so long as any of us—not just the press—are excluded from the full and equal protection of the First Amendment. I am so happy to see you emphasize this point. All power to you!

Kenneth Clark
Director of Information
Motion Picture Assn. of America Inc.
Washington, D. C.
***

‘A Real Contribution’

EDITOR, Broadcasting:

It was gratifying to see your article, “The Show That Cleared the Shelves of Premier Sauce Arturo” [Telecasting, Nov. 15], because it indicates how alert your publication is to effective use of our medium’s peculiar selling technique. It is a real contribution to the progress of television, I think, to be sure of such reportage as Broadcasting regularly affords.

Chris J. Witting
General Manager
DuMont Television Network
***

Is There a Shortage?

EDITOR, Broadcasting:

I would like to voice my “two cents worth” in the discussion going on about the “shortage” of first class licensed men. To the station managers who think there’s a shortage, I’d like to ask them what the salary they are offering? Is it enough for a good man to move into their town, maintain a decent home and send their children to school? Or do they want a $135 a month man, like those I’ve seen asked for in the classified? What causes the shortages? Oil companies and construction companies are getting good men and keeping them. I work for a utility company. We don’t have to hock our right arm to buy a roll of solder or a few tubes. When owners and managers pay enough for a good man, then trust him to run their stations properly and efficiently, there won’t be any shortage.

H. Warren Smith
505 Walsh St.
Austin, Tex.
***

EDITOR, Broadcasting:

Regarding Mr. William E. Tredick’s letter in the Nov. 6 issue please allow me to point out that both the NAB resolution involved and my previous letter in Open Mike were concerned with the availability of licensed technicians broadcasting for over 14 years, I would never presume to make a statement of this type about any phase of agriculture, much less farmstead improvement. There is always room for improvement in raising living standards on the farm. What I did say at the banquet and at the evening’s entertainment before some 8,000 midwest farm folk was that the Farmstead Improvement Program had been terminated due to changing economic conditions and that the outlook for the future seemed to indicate emphasis on more efficient and greater farm production.

Chris Mack
Farm Service
WNAX Yankton, S. D.
***

Favors Rate Increase

EDITOR, Broadcasting:

... Having spent the last eight years as general manager-salesman with two or three pretty good stations, I have always contended that advertising rates on most stations were too low, and especially in our southern towns of from 10,000 to 35,000 population. But, and this is stated without malice towards any station owner, 99% of them watch their local newspaper rate too much, and are too afraid they may lose an account locally, should they raise their rates. The great trouble is that with most stations, they do not sell radio enough. Newspapers usually sell themselves in every issue.

On one 5,000 w station, and one 250 w station that I formerly managed, I raised my rates 15% and never lost an account, and on Oct. 15, we raised our rates here, and there has been no appreciable kick from our local merchants. The great trouble has been, is, that during all the war years, and since, when everything else has been going up, radio stations generally have kept their same old rates. Tubes are up more than 100% in the past few years, and every other thing that radio stations use, is up in like proportion. Then too, 75% of the radio stations are seeing how few personnel they can operate on, and in that way keep from raising rates, when in reality, they should carry a personnel in keeping with good radio, and charge enough to make it pay its way.

N. L. Royster
Commercial Manager
WGBR Goldboro, N. C.
***

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by Hollis

THE THING

On Records: Phil Harris—Vic. 20-3968; Teresa Brewer—Lon. 873; Arthur Godfrey—Col. 39068; Ames Brothers—Coral 60283; Two Ton Baker—Heck. 5548; MGM 10864; Danny Kaye—Dec. 27350; Red Cape—Vic.; June Carter—Vic.

On Transcriptions: Jumpin’ Jacks—Thesau.

NORFOLK VIRGINIA

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—engineers were not mentioned in either . . .

As to my qualifications . . . I am not an engineer, but as a technician that has held a regular broadcast license for many years, and having broad contacts with the industry, I think I can speak with . . . first hand knowledge. . . . Perhaps a fair barometer of actual conditions is the number of "Situations Wanted — Technical" ads appearing in Broadcasting and other trade papers, and the number of regular licensees now working non-radio jobs. The shortages envisioned by District 11, Mr. Doherity and Mr. Tedrick are, in my considered judgment, purely imaginary . . .

The situation is further confused by the paradoxical stand taken by District 11. I know personally that many of the managers who voted for the restricted operator resolution have extremely high and rigid supplemental requirements for the employment of regular licensees, which is probably justifiable in view of the available supply, yet they ask for the total abolishment of technical requirements implied by restricted license.

What is the explanation?
Lewis Sherlock
Box 51
Plainview, Tex.

* * *

MAB Broadcast
EDITOR, BROADCASTING:
On Nov. 10 and 11 the Michigan Assn. of Broadcasters held its second annual meeting in Lansing.

One of the features of this meeting was a 30-minute, state-wide broadcast presented for and in connection with the meeting, on Nov. 10, at 9:30 p.m.

The purpose of the broadcast was to acquaint listeners with what Michigan radio has contributed to the entertainment, education, and culture of the people of Michigan for the past 30 years. The broadcast was made available to all Michigan stations and was produced under the direction of MAB director, Worth Kramer, general manager of WJR. Mr. Kramer and his associates at WJR are to be congratulated for a very fine performance.

Six weeks were spent working on the script and in all 40 people participated in the broadcast, including the Paul Levoy Orchestra, Don Large and his 16-voice chorus, Soloists Marion Gillette and Frank Kendall, Ty Tyson, the Long Ranger, Harry Hollman and Narrators Franklin Mitchell and Ron Gamble. . . . We were very happy that the broadcast received the enthusiastic approval of the broadcasters and listeners public and felt that it would be of interest to other state associations. . . .

Edward F. Baughn
President
Michigan Assn. of Broadcasters
WPAG Ann Arbor, Mich. * * *

Winners Who-Quit
EDITOR, BROADCASTING:
You disappointed me! All this time I've been waiting for a story on why WFIR Danbury, Conn., forfeited their construction permit for 650 kc last Aug. 24. Whatever the reason, it surely made monkeys out of the FCC examiner and the majority of the Commission who voted for the Danbury application a year and a half ago, after deciding against the exclusive bids of Atlantic Broadcasting Co., Boston, and WNBH New Bedford. Personally, I would have preferred WNBH . . . .

Incidentally, the fight of the Fulton County B Castg. Co. (the now deleted WPKM Atlanta) and WSCG Charlotte for 1500 kc a few years ago is an exact parallel—while, like the moon and the stars, the Lubboc hassle still goes on between KFYO and the (practically deleted but) proposed operators of KVLU for 790 kc.

It appears that the best interest of broadcasting would be served if the FCC adopted a rule whereby existing stations such as WNBH, WSCG and KFYO would have priority rights to channels previously granted their rivals in competing applications, in the event those permittees subsequently decided to call it a day . . .

Bill Cunningham
Hollywood, Calif.

Mr. Broeg proudly shows her trophy to Wilbur S. Edwards, assistant general manager of WEEI.

FERGUSON PLANS
Un-American Probe Unit

PROPOSAL that the Senate Judiciary Committee be armed with power to investigate un-American activities or that a separate committee be created for that purpose has been suggested by Sen. Homer E. Ferguson (R-Mich.).

At the same time, Sen. Ferguson urged a fresh probe of charges that the State Dept. has been penetrated with Communists or Communist sympathizers. Such an investigation, he explained, could be launched under provisions of the new anti-subversive law requiring registration of Communist groups and identification of their sponsored radio-TV programs.

Sen. Ferguson suggested that the Senate Judiciary Immigration sub-committee, which has been studying Communist infiltration, take over the job of such inquiries as a regular fulltime job and as a counterpart to the House Un-American Activities Committee. Both the House committee and Senate group have explored testimony and evidence of Communist infiltration in the communications industry.

Imdin Hearing
HEARING was held in Chicago last Monday by the Federal Trade Commission on a complaint involving alleged false advertising by Rhodes Pharmacal Co., Cleveland, on behalf of its product, Imdin. The FTC complaint charges that the firm misrepresented the therapeutic properties of the medicinal preparation in radio and other advertisements. Among other commitments, Dr. Gabriel Heatter on MBS Tuesday, 7:30 to 7:45 p.m. Abner Lipscomb presided as trial examiner, while Joseph Callaway was the government attorney.

RCA broadcast equipment sales section announced completion of a new 250-watt AM transmitter BTA-860M, planned for greater economy of space and operation cost. Transmitter will have smaller size single tuning control, reduction in number and type of electron tubes, use of screen grid tubes in all r-f stages and circuit changes for better fidelity.

'TWO-TIMER'
WEEI Director Wins Trophy

HELOISE PARKER BROEG, director of WEEI Boston's Food Fair program, has returned to the city with another silver trophy—a sterling silver replica of the famous London Bowl—and a smile of pride. For the second time in three years, Mrs. Broeg entered the nationwide competition sponsored by Grocery Mfrs. of America and emerged with first prize in the radio division.

Her entry was based on a series of special broadcasts over WEEI bringing out scientific research on food and featuring interviews with noted authorities. A former owner of three retail bakeries, she is credited by WEEI with manufacturing the first biscuit mix on the market.

For the past 10 years Mrs. Broeg, who is active in the business division of the American Home Economics Assn. and other groups, has been "Mother Parker" on WEEI, airing educational programs on food to a growing audience of women and the general listening public. She also found time to edit the sea food section of Betty Crocker's new pictorial cook book, and to make the largest pie—five feet in diameter—ever assembled for the Massachusetts Agricultural meeting last January, according to reports from the Boston station.

Time Buyers, NOTE!

N O T V

Stations within 60 miles of

YOUNGSTOWN, 0.

Ohio's 3rd

Largest Trade Area

Buy

W F M J

The Only ABC

Station Serving This Market

5 0 0 0

WATTS

All programs duplicated on WFMJ - FM

50,080 Watts on 105.1 Meg.

CALL

Headley-Reed Co.
National Representatives

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NEW MUSIC PROBLEM?

U.S. BROADCASTERS and their copyright attorneys are paying more than usual attention to Canada these days, following the appearance of a new music licensing organization, the Federation of Authors in Canada. The group has notified the director's copyright appeal board that it has 40% of the approximate $8 million in fees paid by the broadcasters to ASCAP each year. This is under a nine-year agreement which does not provide for any reductions in fees as a result of the loss of foreign income.

If SACEM should pull out of ASCAP and set up its own licensing organization in the United States and make the same percentage demand as in Canada, U.S. broadcasters might find themselves faced with the prospect of paying somewhat more than $3 million a year (40% of the approximate $8 million) if they choose to use their own license fee offered Canadian broadcasters by the federation.

Not Yet Awarded

Mr. Gerard de la Chappelle, North American representative of SACEM, told Broadcasting Nov. 17 that although it is true that the federation has filed a tariff for SACEM music rights in Canada, SACEM has not yet made a decision whether to switch or retain CAPAC as its licensing agent in the nation. It was asked whether any change is contemplated in the United States in 1961, with some organization considering it. SACEM's president, Mr. de la Chappelle denied any knowledge of a move being contemplated.

His responses add weight to conjectures made by certain Canadian broadcasters that SACEM really wants is not to break with CAPAC but a larger percentage of the organization's revenue and that SACEM's dealings with the federation are only part of a campaign to get CAPAC to boost its payments to SACEM. The situation is similar, it was noted, to that of a decade ago in the United States, when Warner Bros. withdrew the catalog of its music publishing company from ASCAP after failing to secure a higher percentage of the society's income for its music. Warner Bros. issued its own licenses to broadcasters and filed several million dollars worth of infringement suits against non-licensed stations and networks during the first half of 1940, but in July of that year it made peace with ASCAP and resumed its membership and its licensing through the society in August, after seven months of independent operation.

Sertain Elected

DENIS SARTAIN, news editor, WDCD-AM-FM Washington, was re-elected president of the Chesapeake Associated Press Radio Assn. at the group's annual fall meeting Nov. 19 in Baltimore News editors of 30 stations from Maryland, District of Columbia and northern Virginia were represented at the meeting. Also re-elected were Matthew Warren, WEAM Arlington, Va., first vice president; Max Fullerton, Baltimore AP Radio Bureau chief, secretary. John Alderson, WPER Baltimore, was elected second vice president.

Education Meet

SECOND meeting of the Televisi- tion and Education Clinic will be held at WBAL-TV Baltimore studio Dec. 13. The station has announced. Business will begin at 10 a.m. and a lunch will be served. Meeting is expected to run until 4 p.m. Participants will discuss the role of television in education, particularly those developments which have taken place since the clinic's first meeting earlier this year.

Available!

Rhymelime Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorites morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymelime 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, Landscaping Morton Jones Store, and Continental Pharmaceutical Corp.

Contact us or any Free & Peters "Colonel" for availabilities!

No Blasphemy Intended

A WMT Cedar Rapids, Iowa, listener relayed this story to Chuck Worcester, station farm service director: It seems a small radio station opened its early morning program with a transcribed 15-minute program containing a prayer. It was the custom of the announcer to start the disc and then sign off for morning coffee. One morning, however, he returned to find the phone madly ringing as indignant calls began to come in charging the station with blasphemy. It turned out that the transcription had stuck and for 10 minutes had been blaring "for Christ's sake, Amen."

Launching "Howdy" are (1 to r) Engineers Bob Natho, Bill Carrow and Wallace Wilkes (in r background).

KGNC'S BLIMP

Takes to Greener Pastures

ETH a blimp can get over inflated with its own importance and take to greener pastures. That's what happened to KGNC Amarillo's 'Howdy' blimp -- 22 ft. long and 600 cu. ft. helium-filled--while serving as the welcoming floater for a meeting of advertising executives in the city. It previously had made its decoration debut at the Tri-State Fair.

Moored to a large sign atop the Herring Hotel, the wanderlust war-surplus blimp parted company from its rope. General Manager Tom Kristoff offered a $25 reward for the high riding traveler. As he put it, "We had the rope but the cow got away."

Weather Bureau observers charted the air sausage's flight until it faded from view while residents in the area kept the station's switchboard crowded with calls. The blimp--boaring the station's call letters--finally ran out of helium and sagged to a flapping heap on a ranch 14 miles northeast of Amarillo. Owner of the ranch, by coincidence, was Mr. Kristoff's uncle, R. B. Masterson Jr.
EDUCATION SERIES
EDUCATION series will be tele-
cast by WTMJ-TV Milwaukee Sat-
urday, starting Jan 6. Five schools in
area taking part are Marquette U., U. of Wisconsin Extension Div.,
Mount Mary, Milwaukee State
Teachers and Milwaukee Downer
Colleges. Subject to be correct in
speech and hearing procedures,
science and chemistry, reading for
children, modern methods of teach-
ing, choral speaking and occupa-
tional therapy.

NIGHT CLUB SHOW
LIBERTY BROADCASTING Sys-
tem has completed arrangements
with Herman D. Hover, owner
Ciro's, L. A. night club, for five
weekly half-hour programs. Ciro's
Disc Jockey Show to emanate from
club with Mr. Hover as m.c. Pro-
gram will be released on entire
network.

ANNOUNCING BOOKLET
CKNW New Westminster has re-
leased six-page booklet “Principles
and Procedure of Announcing” by
Mrs. Bertha Biggs of CKNW.
Booklet outlines qualifications of
announcer, reading, and Procedure.

RELIGIOUS PROGRAM
KNBH (TV) Hollywood, Sunset
Service, Sun., 5:30-6 p.m. (PST).
Non-denominational religious ser-
dices consisting of choir, organist,
guest minister and different well-
known figure weekly from an en-
tertainment world who will read
favorite passages from Bible. Pro-
gram under leadership of Dr. Louis
H. Evans; Rev. Clifton R. Moore,
supervises.

ROSARY BROADCASTS
KCOR San Antonio, recitation of
rosary, nightly 6:30 p.m. Arch-
bishop Robert E. Lucey and Raoul
A. Cortez, president of station,
have completed plans for broad-
casts, which began Oct. 1, to con-
tinue over KCOR. Recitation is
broadcast in four languages as
well as in English, with coopera-
tion of Catholic Church.

ROBSON PRACTICE FOR ANNOUNCERS
KROQ Hollywood, 6:30-7 p.m.
Talk show for announcers.

GLOVE WEEK
WENT Groversville, N. Y., in co-
operation with local tanneries
and glove factories celebrating Na-
tional Glove Week broadcast series
of programs describing steps taken
in glove manufacturing. Four tan-
ers sponsored series and Bacmo-
Postman Glove Corp. sponsored 15-
minute description of completed
product on final show. Nancy
Craig, ABC fashion commentator,
and Nancy Olson, motion picture
actress, were guests on program.
Station also had street interviews
in connection with premiere of Miss
Olson's new picture released during
celebration.

GOOD COVERAGE
KGO-TV, KPIX (TV), KRON-TV
San Francisco joined forces on
night President Truman made his
major policy speech from Bay City's
War Memorial Opera House (birth
place of the UN) to bring tele-
vewers a three-hour visual report
of event. All stations cancelled reg-
ular evening offerings to carry
show.

HONORS SYNAGOGUE
WCSC Charleston, S. C., Church of
the Air, Sun., 10:30-11 a.m., Nov.
19. Honored second oldest syna-
gogue in U. S. Kahal Kadosh Beth
Elohim congregation's bicentennial
celebration originated at station
and was fed to CBS network coast
to coast. Program featured speakers,
choir and cantorial solos. Pro-
duced by Russel Long, station's
program manager.

BOOK COVERS
WTOP Washington distributed
textbook covers to school children
in Washington area. Covers note:
"After studying . . . Relax with
WTOP." Under head is list of
programs heard on station asking
students to check off ones they
listen to.

BROADCASTING FEATURES
VICTOR S. SILVER Productions,
Baltimore, publishes brochure de-
scribing radio format of its Tele-
Pabel quiz series. Copies may be
obtained by writing company at
6400 Walnut Ave, Baltimore 7.

'Fair' Bargain
IF KLAC-TV Los Angeles ever
finds itself in need of a 1960 Nash it
will be assured of a fair bargain by a local
car dealer. One day recently
station engineers found on
their parked remote truck a card
left by an over-zealous dealer who
had pretty well canvassed all parked cars
in the vicinity. Card read:
"Would you be willing to trade your car for a new
Nash if we can get you $1,960
for it?" Station has only one
problem: The truck, complete
with equipment, is valued at
$100,000.

PAY LADIES
POSTMAN GLOVE
Gloves
Held
Went
6:30
P.M.

WBBM BROCHURE
WBBM Chicago sending attractive
brochure to trade. Cover is filled
with handwriting and silhouette of
man's head in red circle. Inside is
titled "Bouquets or Brickbats,
followed by three pages headed:
"They Listen . . . They Respond . . .
They BUY!" Promotes Paul Gibson's program
with facts and figures on show's
sales and coverage.

DISC JOCKEY PROMOTION
KOWL Santa Monica, Calif.,
sending folding mail piece to ad-
vertisers and trade. Cover made
up of reprints from trade maga-
azine. Inside is talks about Joe
Adams, station's popular disc
jockey and points up success of
Mr. Adams, reportedly first Negro
to handle a record show in L. A.
Rate card is attached at bottom
of page.

CHEST FUND
WDOD Grand Rapids, Mich., col-
mcted more than 3,600 for lagging
Community Chest Fund during all
night broadcast. Pledges were
taken by staff members over tele-
phone. Station also invited per-
sonnel from other Grand Rapids
stations to participat and had
guest stars. Station reports all-
night show topped 100% quota set
for the drive.

ICONOSCOPE TUBE
WFMY-TV Greensboro, N. C., pre-
presented first iconoscope tube used in
live telecast, to Greensboro His-
torcal Museum. J. M. Thornton,
museum society president, said
tube will be placed with other tele-
vision objects and will be on per-
manent display in Greensboro
First, section of museum.

POT HOLDER
WIBW Topeka sending brochure
to advertisers with picture of girl
carrying hot dish and headed "To
Handle Hot Dishes . . . Use This
Handle Pot Holder." Also a green
pot holder under heading
"To Handle Hot Selling Problems
in KANSAS . . . Hire WIBW."
and back of piece are inducements
from advertisers on station.

GLOVE BROADCASTS
WHTM Baltimore, 6:30-7 a.m.
Talk show for announcers.

EDUCATION SERIES
COMMUNITY SERVICES
WCRB Cleveland, 6-10 a.m.
Close of Christmas to the whole
City of Cleveland.

SUNDAY INDEPENDENT RADIO
WAAJ Charleston, S. C., 7-8 a.m.
Broadcasts of Charleston Sunday
Indepedent Radio.

PROFESSOR OLMSTED'S
DISCUSSIONS
WNCN New Orleans, 11 a.m.
Analysis of "The Agricultural
Economy of the United States" by
Fredric M. Ollmsted.

FAMILY SCIENCE PROGRAM
WGN Chicago, 1 p.m.
Weekly science programs for
children.

MIDWESTERN BROADCASTING
WJAG St. Paul, 2 a.m.
Broadcasting of Midwestern
Broadcasting Co. programs.

SUMMER SONG CONTEST
WICD Spartanburg, S. C., 10 a.m.
Contest for college students to
contribute songs about summer.

COMMUNITY SERVICE
WLOG Charleston, S. C., 11 a.m.
Broadcasts of Community Service
programs.

WORLDS OF THE AIR
WNTW New York, 12:30 a.m.
Weekly program of "Worlds of
the Air."
EUROPEAN BROADCASTING

By HARRY C. WILDER
President
WYR SYRACUSE, N.Y.

The degree of government news
control of European radio stations
varies in direct ratio to the margin
of control of the party in power.
In France and Italy news is highly
censored, whereas the government
is not so strict. In Switzerland
there is less slanting of news be-
cause of the traditional stability
of the Swiss political system. In
England there is more radio cens-
orship than in other peace-time
years due to the closeness of Labor
party control of Parliament, but
British newscasts have been aver-
tagge to excellent. However, in lis-
tening, I was impressed with the
treatment of Korean war news,
where United States troops ap-
peared to be less active than
British Empire units.

In dictator countries, of course,
newscasts and programs are al-
most wholly propaganda and unre-
liable. Most European countries con-
duct radio stations with limited funds. They pay so little for talent
that programs are poor. One of
the top comedians told me he didn’t
go on the air “because I have to
eat.” He is soon to appear in
South Africa, where he will be
“well paid.”

There is no comparison between
European radio and the American
system—you have to go to Europe
to fully appreciate the great su-
priority of United States radio
stations.

One Commercial Station

One exception is the only pri-
ately run commercial station, Ra-
dio Luxembourg, with high power
which has many United States
sponsors on the air. Luxembourg’s
audience is very great. In many
other countries listeners prefer it
over government owned sta-
tions.

Britain is well ahead of Europe
on television, but France has de-
veloped new technological televi-
sion advances which should be
copied elsewhere in time. The me-
chanical handling of television film
in Britain and France is ahead of
our system. Italy and Switzerland
have no television, the latter only
because of the mountains which
would confine reception to small
areas and require too many sta-
tions to reach all the population.
There are three official languages
in Switzerland, which is a deter-
ant. Italy has one FM station but
no sets to receive it.

Weather Reports

In just one particular do European
radio programs excel ours—
weather reports. Complete weather
for every area in great detail com-
mands the largest audience of any
programs. Otherwise European
listening is at low ebb, except for
shortwave sets that can bring in
distant stations.

By the latest count, Russia has
erected 76 radio transmitters to jam
American and British programs,
particularly the Voice of Amer-
ica. The latter is about 20% ef-
fective as a result of Russian jam-
ing and police orders.

The directors of government-
owned stations suffer seriously
from lack of funds, including no
pay at all for radio staffs for
weeks at a time. The BBC in
Britain is not included, because of
the large sums collected in set li-
cense fees and advertising rev-
es from publications of BBC.
Obviously, the Canadian system is
superior to the British since it per-
mits privately owned stations
in addition to government stations.
The Canadians use United States
programming to a great extent, as
does Radio Luxembourg, with con-
sequent high listening audiences.

If there are any ills in the
United States system, they are
inefficient by any comparison
with European government-owned
radio stations.

The French television station
just redesigned shows indications
of alert technical skill. Programs
are broadcast to two transmis-
ters at the Eiffel Tower, one with
441 lineage, feeding the bottom
of the antenna, and the newer trans-
mittor feeding the top using 819
lines, both on VHF frequencies.

Current programming is 25
hours a week. Half the programs
with 441 screen are live and half
screen (35mm and 16mm). On the
819 screen each evening a 20-
minute live show is followed by
two hours of film.

The 819 line camera is unique
and effective. It is compact, light-
weight and contains a Superion
tube which has some resemblance
to the RCA Imageorthicon, but
simpler. The construction details
of this new camera (with three
short lenses) reveal unique sim-
pleness of design and evident lower
cost. France so far has only three
or four of these cameras.

Screen Lineage

Any international agreement as
to uniform screen lineage appears
impossible—money 495, United
States 525 and French 441
819. Each has points in its favor.

The disadvantage of using 819
lines in the United States is the
wider band required, thus eliminat-
ing over half the VHF stations.
Once you have seen 819 line pic-
tures, you wonder if we should not
find some way to adopt this stand-
ard.

The present 10,000 receivers in
Paris are for 441 lines. Production
is starting on 819, which will cost
slightly more. In nine years France
will abandon the 441 line screen.

In reporting officially on my
conclusions, I advised that the United
States withhold full Marshall Plan
or dollar aid to nations which
operate radio and television sta-
tions without advertising revenue.

How to buy 2 or more... 

do 1 big sales job
on "Radio Baltimore"

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

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BROADCASTING • Telecasting
more than 9 million Brown Cows

sold by watv's Junior Frolics, New York's highest rated local children's tv program

the sponsor says:

- more than three times as many dealers per month
- former dealer resistance has almost completely disappeared
- sales up more than 33 per cent over 1949
- we used no other advertising medium

P.S. September 20th, 1950
Costa buys an additional half hour segment on watv's phenomenal Junior Frolics

Complete copy of the amazing Costa sales success story available upon request.

watv
TELEVISION CENTER, NEWARK 1, NEW JERSEY
REPRESENTED BY WEED AND COMPANY
By PETE DICKERSON

TELEVISION costs are up again as the result of new talent rates, provided under the first network-Television Authority contract in history.

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The following day, network representatives caucused until four hours past the 10 a.m. meeting previously scheduled with union negotiators, with whom they finally met at 2 p.m. Spokesmen for all networks but NBC-TV are believed informed in principle to meet the terms that they already had offered more than they should have, and that further talks would be futile unless their earlier “final” offer was reconsidered by the union.

NBC officials disagreed, and the remark is said to have been made to them that if they reached an agreement on their own, it would be “an agreement which would have to be fulfilled.” However, when the other network spokesmen had presented their views, and George Heller, TVA national executive secretary, had broken off negotiations and issued a strike order effective the next day against all except NBC, the latter continued to negotiate.

NBC-TVA Negotiate

Throughout the night and early morning, while strike preparations were under way, NBC-TVA negotiations went forward until an agreement was reached. Whereupon the other networks, through the intervention of Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service, renegotiated their rates and conditions.

(Written on page 76)

Talent rates jump TV costs

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(Written on page 76)

SEVEN-SIDE SYMPOSIUM

A SEVEN-SIDED symposium designed to provide answers to the most pressing problems of TV broadcasters will be staged Dec. 9 at New York's Waldorf-Astoria Hotel by Television Broadcasters Assn. under the chairmanship of Eugene S. Thomas, manager of video operations of WOR-TV New York.

Described by Mr. Thomas as “the most informative event of its kind ever sponsored by the association,” the 1950 TBA clinic will open at 10:30 a.m. with a program session.

M. C. Waters, Mr. Thomas vice president and general manager, WCPO-TV Cincinnati, will discuss “Programming for the Daytime Audience” and Sylvester L. (Pat) Weaver, NBC vice president in charge of television, spoke on “Programming Problems.” Donald Thornburgh, president and general manager, WCAU-TV Philadelphia, will take the subject of operating a TV station in a multi-station market and Donald Stewart, general and commercial manager, WDTV (TV) Pittsburgh, will detail the problems of operating the only TV station in a major market.

G. Bennett Larson, vice president and general manager, WFIX (TV) New York, will discuss “Steps Towards Reducing Expenses — Programming and Otherwise” which stations can take to get into the black, or at least to strike a balance between income and expenses. Another aspect of programming, “Catering to the Local Television Audience,” will be dealt with by John M. Butler Jr., general manager, WSB-TV Atlanta.

Decker on Research

Research, final topic on the morning agenda, will be covered by E. Lawrence Decker, research director, Biow Co., and president of the Radio-Television Research Council, in a talk on “Recent Developments in Measuring the Television Audience and Its Response.”

TVA-Network Pact Set

This session will include the first public showing of the Hoopercorder, a graphic, instantaneous audience reporting device developed by C. E. Hooper Inc., which will be demonstrated by C. E. Hooper, president of the research organization.

J. R. Poppele, TBA president, will serve as toastmaster at the luncheon session. TBA is making arrangements for a prominent luncheon speaker and for entertainment. In the afternoon, A. G. Ruthven, president of the U. of Michigan, will speak on “Possibilities of Educational Television,” including a report on courses now being offered by this university in conjunction with WWJ-TE Detroit, whose general manager, Harry Bannister, will introduce Dr. Ruthven.

Dwight W. Martin, vice president, WLWT (TV), Cincinnati, chairman of the TV industry ASCAP per-program committee, will report on the progress of his group's negotiations with ASCAP on copyright matters and conditions.

(Continued on page 77)
THE COLOR television warfare continued to rage last week in briefs and affidavits filed by both sides in the Chicago federal court on RCA's suit against FCC adoption of the CBS color system.

Documents filed with the three-judge court, which issued a temporary restraining order to halt effectiveness of the Commission's color decision pending further decision of the court [TELECASTING, Nov. 29], included the following:

- A reply brief submitted by FCC Wednesday undertaking to answer RCA's claims and urging that the RCA motion for an interlocutory injunction should be denied.
- A 58-page memorandum filed by CBS Wednesday also opposing issuance of a temporary injunction, charging that RCA and other manufacturers fighting the FCC decision are confusing the issues and claiming that delay is costing the public "millions of dollars."

Pilot's Contention

- An affidavit by Pilot Radio Corp.'s President Isidore Goldberg, intervening on RCA's side, in support of Pilot's contention that Chairman Ed C. Johnson of the Senate Interstate and Foreign Commerce Committee "prodded and cajoled" FCC to make a fast decision approving color now.
- George H. Brown, RCA engineer, also made an affidavit in which he said he was speaking facetiously when he referred, during FCC's color hearings, to a possible use of the so-called "Chapin adapter" with the RCA system.

This affidavit was in answer to an FCC claim designed to offset RCA's charge that E. W. Chapin, head of FCC's Laboratory Division, invented a device usable only with the CBS system and was still allowed to participate in FCC's decision.

John T. Cahill, general counsel for RCA, referred to the affidavit during his argument before the court the preceding week. Court officials were unable immediately to single the document out of the plethora of papers before the court, but in a copy submitted to the court, Mr. Brown said he had referred to a "Chapin converter," not an adapter:

... My reference to the "Chapin converter" on page 1309 of the transcript in the color hearings was intended as a facetious remark which I made only because it was Mr. Chapin who was questioning me.

The device to which this testimony related is not the Chapin device or any similar device, and it has in common with the Chapin device is that the device to which I referred refers automatically to an incoming signal. That device, unlike that of Mr. Chapin, has nothing to do with changing line and frame frequencies.

The affidavit obviously aroused FCC. Chairman Wayne Coy referred to it during questioning of an RCA witness in the current VHF-UHF proceedings. He asked the end whether he had included any "facetious" testimony (see story below).

In its brief, FCC said Dr. Brown's affidavit "may serve to induce caution in reliance on the testimony of RCA's witnesses," but that it "does not affect the only real point in issue, that RCA never made before the Commission the objection to continued participation of Mr. Chapin in the proceedings, and that, in any event, such participation was not improper in any way."

Meanwhile there were these color TV developments:

- Patenting of a new color TV system which produces pictures in three-dimensional perspectives as well as in color was altered. The invention was credited to a Navy scientist, Thornton W. Chew, with rights assigned to the government.
- CBS, stopped by the court order from commercial color operations, continued its experimental colorcasts from York, featuring its No. 1 performer, Arthur Godfrey, in one of its local demonstrations.
- The likelihood of a Senate investigation of industry opposition to FCC's decision was seen in Sen. Johnson's telegram, sent the preceding week to Pilot Radio Corp., declaring that "in due course it is likely that those believed to be the conspirators will be called before a committee and given opportunity to refute the other allegations contained in your telegram" (TELECASTING, Nov. 26).

FCC's Brief

FCC's brief claimed that the RCA suit seeks to prevent the BBC and RCA Victor Distributing Corp. from cooperating with the parent company—relies on "ex post facto" as well as on the FCC hearing record for its support.

FCC said an affidavit of C. B. Jolliffe, executive vice president in charge of the BBC, was referred to in plaintiffs' briefs as authority for all types of contentions, including what the Commission knew from the record, but that "there are less than half as many references to the record and actual testimony."

The brief claimed "witnesses other than Mr. Jolliffe and other witnesses testified as to unsatisfactory features of the RCA system," and that the choice was between "a satisfactory non-competitive system and no color television."

It charged that RCA's "progress reported in its own compatible color system made no claim satisfactory and definitive development with respect to basic unsatisfactory characteristics of the RCA dot-sequential system," and did not request that the FCC color record be re-opened.

The brief also contended that "the [CBS] field-sequential system adopted by the Commission was adopted after the fullest exploration of the potentials of the systems presented to the Commission, permits the highest quality of service now known, and permits the addition of improvements (Continued on page 81)."

RCA-NBC

RCA-NBC elected last week to submit new exhibits concerning its Bridgeport UHF results with FCC predictions [TELECASTING, Oct. 30] rather than permiss the Commission to strike portions of the report on grounds certain data is "misleading."

Allen B. DuMont Labs. and FCC's E. W. Allen Jr. earlier criticized the comparisons involved. DuMont particularly holding the RCA-NBC analysis presents the "darkest possible side of UHF" as to service [TELECASTING, Nov. 13, 23].

RCA-NBC, however, indicated last week it considered its explanation of alleged discrepancies to be "reasonable and proper," but that it had been careful to cite the assumptions used in the comparisons in order to prevent misinterpretations.

In this "explanation," FCC noted RCA-NBC now recommends a completely new and more stringent definition for grade of service in both the VHF and UHF in which FCC's Grade A contour would become RCA's Grade C contour.

Meanwhile, FCC's general VHF-UHF allocation hearing today (Monday), begins consideration of proposals for the reservation of channels for noncommercial, educational purposes (see story page 77). The Commission estimates this phase will conclude by Dec. 8, after which it will turn to the final phase of the complex proceeding to hear city-by-city allocation bids.

Dec. 6 Deadline

Dec. 6 was set as deadline for receipt of the new Bridgeport comparisons and also for a report from the Radio-Television Manufacturers Assn. concerning a survey of new interim color television converters to incorporate in receivers the 41.25 mc intermediate frequency recommended as standard by RTMA for the VHF.

Last week's hearing, held before Chairman Wayne Coy and Comrs. George E. Sterling, E. M. Webster and Robert F. Jones, was devoted mostly to cross examination on general allocation issues. Aside from the dispute between RCA-NBC and FCC over the Bridgeport comparisons, highlights of the sessions included:

- Introduction by RCA of cost and time estimates for UHF transmitters and antennas as well as commercial advertisement. It would produce VHF-UHF combination sets in addition to VHF-only sets, the former to cost an estimated $25 more than comparable models of the VHF-only variety.
- Concern by Chairman Coy how RCA's proposal also to sell $50 UHF "converters" for existing VHF sets differed from its opposition.

(Continued on page 71)

HARRY BANNISTER ( ) general manager of WWJ-AM-FM-TV Detroit, meets with Dr. Alexander G. Ruthven, president of U. of Michigan, at the inaugural telecast of WWJ-TV-U. of Michigan "tele-course". Station is making its facilities available to the university for an experiment in "teaching by video."

COLOR COURT TEST

Battle Increases

Explained by RCA-NBC

November 27, 1950 • Page 69
FOOTBALL POLICY

Eeyed by Justice Dept.

SPECULATION that certain allegedly restrictive practices by professional football clubs involving sale of territorial radio-TV rights has caught the probing eye of the Justice Dept. mounted last week amid scattered complaints by radio stations.

This was an indication—but no official confirmation—that the department's Antitrust Division was quietly studying the football picture along the same tack it pursued professional baseball's policies on broadcasting and telecasting. [BROADCASTING, Oct. 31, 1949].

Justice Dept. officials, of course, declined during the latter part of the week to indicate what they had received complaints which would provide the basis for an investigation similar to that of organized baseball which culminated in elimination of certain "causes and complaints" by broadcasters.

Under that ruling, major league games now may be broadcast in minor league territory when the local club is not playing at home. During the period it is playing at home, the local club may object to broadcast or telecast of major league games from a station in its home territory. When the local club telecasts a road game, it also may object to telecast of a major league game by a station in its territory.

Justice Dept. spokesmen were wont of the power to designate which station or sponsor shall handle the local broadcast or telecast of games of cooperating clubs.

The absence of such regulations governing professional football reportedly has stirred protests in certain broadcast circles the past Foremost of the complaints, it was understood, was a statement attributed to Bert Bell, commissioner of the National Football League, in an article in the Sporting News, Nov. 15 issue.

San Francisco Complaint

Mr. Bell said that, as a result of a complaint filed by a San Francisco station, the league had revived its policy on the sale of radio and TV rights.

"We can no longer rule which areas should be blacked out," the commissioner was quoted as saying. "This comes under the heading of restraining radio and television. Henceforth, it will be matter for the individual clubs to work out as they handle the situation owner-to-owner, they can reserve the right to broadcast on whatever basis they please."

Mr. Bell said the league had decided to take action following a conference with officials of the FCC, and that a San Francisco station had complained to the Commission. The station, he said, had broadcast a Los Angeles-New York Yank game at the same time the San Francisco 49ers were playing at home. The broadcast, Mr. Bell quoted the club as saying, violated its territorial rights.

FCC denied any knowledge late Wednesday of any such meeting between Mr. Bell and its officials, or of any statement that football broadcasts or telecasts by professional league clubs cannot be barred from markets with NFL franchises.

One official pointed out, however, that Mr. Bell may have been guided by prevalent policy governing organized baseball as expressed by some FCC spokesman.

Time of announcement this week, it was learned that WOL Washington had canceled its plans for broadcast of the Detroit Lions-New York Yanks Thanksgiving Day contest because of territorial rights claimed by the Washington Redskins team. WOL was restrained from carrying the game under a ruling which, prior to Mr. Bell's announcement, prohibits broadcast or telecast of any other NFL club by a station in Washington territory at any time.

WOL Position

WOL's position, as outlined by Station Manager Ed Parsons, is that restrictions governing rights to professional football games should be eliminated to place sport's policies on a level with that of organized baseball.

Mr. Parsons quoted George Marshall, Redskins' owner, as explaining that the club had merely added its territorial rights and had sold exclusive rights to the American Oil Company for all Redskins games, with a restraining clause barring broadcast or telecasts of other games at any time.

Neither legal counsel for Mr. Marshall nor representatives of the Joseph Katz Inc., Baltimore, which handles American Oil accounts, could be reached for comment late Wednesday.

Under an agreement evolved by

VIDEO'S GROWTH

Jolliffe Speaks in Canada

A LIMIT would be placed on the future growth and improvement of color television by the system recently approved by the FCC, Dr. C. B. Jolliffe, executive vice president of RCA, told a capacity audience of the Royal Canadian Institute at Toronto, Nov. 18. With Canada just starting TV, Dr. Jolliffe said "it is my hope that in the development of television in this country, your regulatory and operating organizations will accept the philosophy which provides potentials for future growth in television, whether in black-and-white or color."

Dr. Jolliffe spoke in Convocation Hall of the U. of Toronto. He explained the various color systems developed in the United States and the acceptance of the all-electronic RCA system. He gave Canadians a detailed look into the problems of color television as well as the use of TV for industrial, research, educational and medical purposes.

REDSKINS management this season, only "road" telecasts of Redskins games are allowed. WMAL-TV-Washington. Home telecasts are not permitted, though film excerpts are used and broadcast of all Washington football games are allowed.

The "rub," according to Mr. Parsons, lies in the fact that the Redskins management is in a position to outlaw broadcasts or telecasts of all other NFL games involving the Washington team at any time on the grounds of exclusive territorial rights it has sold to advertisers.

Commissioner Bell's announcement, it was felt, would serve to place the burden on individual club owners who negotiate contracts with sponsors. Whether that would tend to minimize the anti-trust implications was a matter of speculation.

SNADER FILMS

Kauffman Gets Rights

IN a million dollar deal, Louis J. Snader, president of Tele- scripts Corp., Beverly Hills, Calif., has negotiated contract with Reuben H. Kaufman & Assoc., Chicago, to give agency exclusive representative service for Snader Telecasts in 10 Eastern cities. Contract was signed last week in Chicago by Mr. Snader and Reuben R. Kaufman, president of agency.

Cities to be represented by agency are New York, Chicago, Detroit, St. Louis, Minneapolis, Milwaukee, Philadelphia, Washington, D. C., Boston, Norfolk, Va. Films will probably be made available to one station exclusively in each city.

According to contract terms agency will pay Snader minimum of $1,000,000, $50,000 of which was paid at closing and remainder to be paid Dec. 1 for rental of 960 telecasts over period of year.

At present the 177 films, each three to one and one-half minutes, have been completed. Remainder will be filmed at rate of 20 per week, with possibility of half being shot in Hollywood, half in New York. Estimated total cost of the 950 films is $1,400,000.

Snader plans after Dec. 1 to make films available to other parts of the country, either through representation as in Kaufman negotiations or through direct sales.
PEOPLE'S DRUG

Signs $10,000-Month Pact

PEOPLE'S DRUG STORES of Washington became the biggest radio-television sponsor in the metropolitan market with the purchase last week of a $10,000-a-month television package on WGW (TV) Washington.

Six weeks ago the 70-store chain bought a $100,000-package of 24 news broadcasts a day on WWDC Washington [BROADCASTING, Sept. 29]. The purchase was handled by the William D. Murdock Advertising Agency.

The new televising show will be from 1-2 p.m. Monday through Friday and will be telecast for the first time Dec. 4. The program will use first-run feature film with live demonstration commercials.

Announcement of the new contract was made by C. R. Sanders, advertising director of People's; William R. McGee, Washington general manager, and Mr. Murdock.

It has been indicated the drug firm will further expand its radio and television advertising in the Washington area and schedules have been considered for Richmond and Akron where retail outlets are operated.

In addition to the news broadcasts and the newly signed television contract, Peoples will continue its Washington television tie-in with the Cavalcade of Sets on the DuMont TV Network.

Criticism of the theme from both the public and elements in advertising prompted a statement from Trivia Wells, advertising manager of the American Television Dealers & Manufacturers. Mr. Wells said: "Six weeks ago, the television set selling campaign of the American Television Dealers & Manufacturers has become one of the most widely discussed campaigns of the last 25 years.

"A few of the educators and authorities quoted in this campaign were strong in their convictions that TV was a virtual necessity to children's morale and social standings. However, the majority of the authorities contributing their views on the subject expressed only the positive side: i.e., the advantages of television and its beneficial effects on the family life.

"Children Changed"

"It was originally planned to start this positive facet of the campaign about the third or fourth advertisement. However, the impact of the first advertisement was so powerful as not to allow the following vigorous and strong, that the advertising committee and Ruthrauff & Ryan decided to advance the release date on this positive advertising and consequently the second advertisement appearing in all newspapers carries this theme, as well as radio spots."

The "positive" theme to which the group switched featured a testimonial by Mrs. Eleanor Roosevelt, which, to say the least, was more temperate than Dr. Patri's. Mrs. Roosevelt was quoted as saying that television "offers a magnificent opportunity to increase the chances which we may make available to the children of today." She added, however, that parental supervision should be exercised over what the children watch.

"The children get the best books and the best in television entertainment and education," she was quoted.

The dealers and manufacturers' $2 million campaign was completed this week in spots featuring a song by Mindy Carson, "I Want a Television Christmas."

No protests have been reported as to that.

Federal Trade Commission, in its letter to manufacturers, requested them to furnish specifications of all broadcast and published advertising material "placed through or handled by the advertising agency... for which you were in any way responsible through payment of all or any part of the cost, and which was disseminated during the past three months in promoting sales of television sets."

Ruthrauff & Ryan was asked to supply the names and addresses of all manufacturers and distributors of TV receivers who participated in dissemination of the advertisements. The agency was not identified by name. Were any manufacturers, in FTC announcement.


A spokesman for RCA said his company had protested the controversial first advertisement before its publication, but was out-voted by other participants in the campaign. The added that RCA approved the second advertisement, which took a "positive" approach.

S. J. Schwinn, chairman of the executive committee of Ruthrauff & Ryan, described the FTC's investigation as "rather a routine thing," and denied there had been any misrepresentation that would justify FTC concern.

HOMEWORK STUDY

Crosley Backs TV Survey

TELEVISION'S effect on children's homework will be the subject of a study to be made under a $2,500 grant to Xavier U. by Crosley Broadcasting Corp.

James D. Shouse, Crosley Corp. board chairman, announced the grant last Tuesday, observing that "a medium purported to have such an adverse impact on children as has been ascribed to television, suggests that TV may be also an inherent constructive force."

Mr. Shouse said the purpose of the grant was "to determine, through studies rather than accusations, how television affects a student's work."

The relation of parental control of TV viewing to the homework problem also will be considered by Xavier's Walter J. Clarke, assistant professor of education in the graduate division. Mr. Clarke will be working under an advisory committee headed by Raymond New Coy, director of the graduate division at Xavier.

Mr. Shouse expressed hope that "a clearer picture will be available as to the controversial subject of television's effect on young people when it is used as an award for application to studies, with parents assuming their role of responsibility to the guidance of the children's viewing habits, based on actual statistics and study of the problem."

This is the second fund to be established by Crosley Corp. for the study of the relationship between television and education. A $3,250 fellowship was awarded to the U. of Cincinnati in February 1949 for the study of how television could best be used as a supplementary aid to classroom training.

KEY To ABC-TV

KEYL (TV) San Antonio becomes the exclusive ABC-TV outlet in that city effective Dec. 11, bringing total number of ABC affiliates to 65.

Stations involved and operated by San Antonio Television Co., include stations on Channel 5 and Channel 15. It also is a DuMont affiliate.
YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday.... On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today.... there are 95,000 Sets in use in WFBM-TV's coverage area.

TV news has progressed little, if any, during the last year. This is the consensus of the television committee of the National Assn. of Radio News Directors, which submitted results of a survey conducted among 61 video stations to the membership at the fifth annual convention in Chicago Nov. 16-18 (see separate convention story page 25).

Byron Heads Committee
Chairman James A. Byron, news director at WBAP-TV Port Worth, and his committee, Jack E. Krueger of WTMJ Milwaukee and Jack Knell of WBTV (TV) Charlotte, learned that 83% of the stations returning the mailed questionnaire (60% of 105 mailings) plan additional news coverage in the future.

The greatest immediate need in television news is a more economizing processing method for film, followed by a faster means of developing and transmitting film and, finally, increased news know-how, the report noted. A "common complaint" was that too much of the video news is written to follow pictures, rather than pictures shown as illustrations for the news.

Stations without exception want more local and regional news, the committee reported. The study is an outgrowth of TV committee recommendations made to the NARND board last spring. The three-man group suggested at that time: (1) establishment of an "authentic" working list of TV news directors; (2) cataloging types of news shows used on TV and detailing news shows with the "greatest viewer interest"; (3) concern with all phases of TV news, with concentration on presentation of news "cheaply, simply and effectually"; and (4) preparation and distribution to all operating TV stations a questionnaire, "with the information so obtained to be used as a basis for future operations of the committee."

Although "the one big fact evident" in the returns was that television news has not progressed much in the past year, the survey also showed an "apparent reluctance to experiment with either new or old ideas."

Of those stations sending replies, 78% have no news department of any kind; 10% have a news director as one-man department; 7% have no news director, but do have one or more employees assigned at least part-time to news; 38% have no news writers, but those with writers employ an average of three.

Fifty-one percent hire no news film cameramen, but among those which do the average is 2 men working at least part-time in news.

Forty percent of the stations have no film editors, with the average 1 man with those that do. No other news personnel was reported by 72%, with the overall average 5% men assigned to stations with a news operation.

Fifty-four of the 61 stations relying were combined AM-TV or FM-TV operations, of which 23, or 45%, used the same staff to produce news on both. Fifty-seven percent employ separate staffs for the TV operations, the report showed.

National newscasts "of some description" are used by 78% of the stations, but 42% of those carried are network origination. Numbers of these used weekly ranges from 1 to 25, with 5 as the most popular number.

Local News Coverage
Less than half of the stations answering the questionnaire, 44%, use local newsreels. Number used weekly ranges from 1 to 41, with 5 again the "most popular." The committee pointed out, however, that some shows classified by the stations as local newsreels are actually only local news shows with film clips. Local reels are run to as many as 30 minutes, but five-minute shows or less are preferred by most of the stations. Ten and 15-minute features are chosen next. Seventy-two percent of the local reels are comprised of silent film with narration and music supplied separately. Eighty percent of the local reels are produced by the stations. Still pictures are telecast from 1 to 40 times weekly by 60% of the stations, with 5 weekly the most preferred. About a half of the respondents, 48%, use charts on a "when-needed" basis.

Only 30% of the stations have 61 Sets in use in WFBM-TV's coverage area.

Weekly Television Summary—November 27, 1950, Telecasting Survey

City Outlets On Air Number Sets City Outlets On Air Number Sets
Albuquerque KOV-TV 5,500 Louisville WAVE-TV 60,250
Ames WOLW 2,075 Morgantown WBNY-TV 36,175
Anchorage WADU-TV, WGLV-TV 47,880 Nashville WTVD 46,000
Atlanta WAGA-TV, WSB-TV, WSBTV 65,754 Milwaukee WTMJ-TV 17,420
Baltimore WBAL-TV, WJZ-TV, WMAR-TV 27,060 Mine.-St. Paul KSTP-TV, WCCO-TV 16,440
Binghamton WKBW, WBCN, WBGU-TV 57,500 Nashville WSMV-TV 12,440
Bismarck WDAY 11,000 New Haven WRTH-AM 10,765
Boston WSB, WBZ, WNEC-TV, WNUC-TV 580,245 New Orleans WNEW, WWL, WDS-AM 41,053
Buffalo WKBW, WGR, WGRY, WGRX 145,351 New York WABC, WNYW, WOR, WWOR, WOR-TV 303,400
Charleston, WCHV, WCHV-TV 679,417 Newport WOR-TV 170,000
Charleston, WCHV, WCHV-TV, WUSG 116,000 Norfolk WTVG 39,940
Cincinnati WCKH, WCXV, WLWT 344,213 Oklahoma City WT辽, OKC-TV 36,620
Cleveland WNCF, WNED, WJKK, WJDL, WJNA, WKBV 114,686 Orlando WORL 56,240
Columbus WBNS, WTVL, WTVN, WBWN 104,000 Philadelphia WPTV, WPTZ 47,467
Dallas, WBAP, WFAA-TV, WBTV 82,544 Phoenix WCAU, WFLD, WPTP, WP1Z 69,000
Davenport, KIDN-TV, WAFV, WBAP 160,000 Portland, Ore. KOIN, KGW 17,400
Dayton WHIO, WLW 104,000 Providence WPRI, WHDH 7,978
Detroit WJBK 355,504 Richmond WTVJ 9,560
Drummondville WKKK-TV, WLW 1,315 Richmond WBNM-AM 4,205
Erie WJET 1,104 Rock Island WQIV 2,762
Erie, KFIR 1,096 Rock Island WQIV 2,762
El Paso, KLBK, KLBK-TV, KFOX 82,564 Salinas, KSB, KSB-TV 16,440
Grand Rapids WTV 65,400 Salt Lake City KTVL, KSLV-TV 31,500
Green Bay WGBA 65,400 San Antonio KFWV, KWWL-TV 30,187
Greenwich WABC 51,112 San Diego KSDK, KSDA, KSDA-T 5,120
Housten KPRC-TV 29,000 San Francisco KRON, KTVU, KRON-TV 116,100
Huntsville WTV-BH, WHM 117,000 Seattle KING 56,100
Indianapolis WSB, WSB-TV, WWDR 66,700 St. Louis KMOX 264,500
Jacksonville WJAX, WJAX-TV 45,570 Syracuse WSYR, WSYR-TV 18,723
Johnstown WJAC 86,080 Toledo WTOI, WUOR, WOOR-TV 37,000
Kalamazoo, Kalamazoo Kalamazoo 57,316 Toledo WTV 4,150
Kansas City WDAF-TV, WDAF, WDAF-AM 76,474 Tulsa WTVK 27,900
Lexington* WCAL, WCAT 38,470 Utica-Rome WRJU, WRGB, WTAR 12,400
Los Angeles KCET, KTLA, KCX, KFVI, KLAC-TV, KHEM, KCET 150,000 Washington WDEL, WDFL, WDFL-TV, WDFL 50,865

* Lancaster and contiguous areas.

Total Markets on Air 63

Station on Air 107

Sets in Use 9,130,061

Editor's Note: Source of data estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
In The Public Interest...

THE SUN, BALTIMORE, TUESDAY MORNING, NOVEMBER 14, 1950

600 Dentists And Students Watch Televised Operations

The first telecast of actual dental operations ever viewed by a dental society was transmitted from an operating room at the University of Maryland School of Dentistry last night. Three operations, each about one-half hour long, were televised by WMAR-TV, the Sunpapers station.

More than 450 members of the Baltimore City Dental Society and associates from other parts of Maryland watched on eight television receivers in the Osmar Hall of the Medical and Chirurgical Faculty Building, 1211 Cathedral street.

150 Students Also Watch

In addition, 150 students watched on receivers in the dental school at Lombard and Greene streets.

Dr. Brice M. Dorsey, professor of oral surgery at the school—the oldest dental school in the world—called the detail shown on the screens "overwhelming." The ridges on his finger nails were clearly visible during the first operation in which Dr. Dorsey extracted six teeth.

When a diamond grinding disk was used in another operation by Dr. Ernest B. Nuttall, professor of fixed partial prosthesis, the "tooth dust" flying off the disk looked like snow on the receivers.

Two Cameras Used

The closed circuit television experiment, telecast by a six-man WMAR-TV crew using standard equipment, had been preceded only by a "run through" with the dentists participating.

Two television cameras were used—one for extreme closeups and the other for full-view shots as the dentists showed the instruments they would use in performing their operations.

The dentists watched a monitor screen as they worked on the patients and during the course of the telecast found that the image of the back of a tooth reflected in a dental mirror could be seen on the television receivers.

Fitting Of Dentures

The first operation, by Dr. Dorsey and Dr. Grayson W. Gaver, professor of prosthetics, showed the best method for the immediate insertion of denture after teeth have been removed.

Dr. Dorsey began by demonstrating, using a skull and a wall diagram of the nerves to be reached, the places where the local anesthetic would be injected by needle.

The television camera followed the actual injections, the removal of the six teeth, the suturing and the fitting in of the dentures by Dr. Gaver.

Dr. Nuttall's operation was the preparation of a tooth for a three-fourths cap to support a false tooth next to it.

"Air-Abrasive" Drill

The operation, which Dr. Harold Golton, president of the society, said called for "an engineer and a sculptor as well as a dentist," was designed to show how the skilled dentist could avoid having any metal or attachments show in the mouth of the patient.

Dr. Kenneth V. Randolph, professor of operative dentistry, was televised using the experimental "air-abrasive" drill which may replace the dentist's bur-drill now used in filling teeth.

He emphasized that the air-abrasive drill was still being tested and the dentists in Osmar Hall made clear in their comments that they felt the word "experimental" summed it up.

Throughout the telecast, questions of viewers were relayed by phone to the operating room and were answered by the dentists as they worked on their patients.
UHF Conflict

(Continued from page 69)

sition to converters for CBS color.  

- Occasional other references by Chairman Coy to the industry's colored position favored RCA proposals and technical problems such as a standardized IF in color receivers.

- Specific inquiry by Chairman Coy of RCA-CNBC witnesses whether they testified "facially" at any point in view of the affidavit by RCA's Dr. G. K. Hefernan in the color test.  Chairman stated an earlier reference by him to the Chaplin adapter had been a "facial disclaimer" (see page 69).  Both RCA and Hefernan stated they had not testified in such a manner.

- Specific inquiry by Chairman Coy of RCA-CNBC vice president and general attorney, Joseph V. Hefernan, whether he questioned the qualifications or propriety of any FCC witnesses in the current proceeding.  Mr. Hefernan also replied: "I know of no basis now, Mr. Chairman, to question that."

- Report by Zenith on its study of the blend of VHF and UHF broadcasting with present standards as "entirely feasible and works well with standard color equipment."

- Discussion by Chairman Coy with Zenith witnesses involving assumption retiring VHF by 1960 or 1965" to provide national competitive service solely in UHF.

Lodge Heard

Monday's session opened with a cross examination of William B. Lodge, vice president in charge of general engineering for CBS, who earlier testified CBS' pioneer experience showed UHF can render "real public service" [TELECASTING, Oct. 30]. He said new data substantiates CBS' predictions during 1946-47 hearings.

In questioning, Mr. Lodge stated that station owners will think long before building a UHF station to compete with a VHF outlet, and recommended against the mixing of VHF and UHF channels in the same area.

Harry Plotkin, FCC staff counsel, referring to CBS' 1948 UHF color proposal was curious as to who was going to build stations in the UHF at that time. Mr. Lodge explained that CBS was not very far at all, then stating "time is the only difference."

Asked by Mr. Plotkin how RCA's Bridgeport data compares with CBS's, Mr. Lodge said the findings are consistent if the same interpretation is used. The difference in results, he said, was not very far at all.  Different definitions and reference values.

Raymond F. Guy, NBC manager of radio and allocation engineering, also suggested that from a factual situation, insufficient data is contained in Mr. Lodge's report.  He said when he originally presented the portion of the report now adored, he meant to add that what I did was explained quite carefully in order that there would be no misinterpretation of the results.

Editor's Note: The Oct. 30 BROAD- CASTING reproduces the following figures, in which RCA-NBC submitted comparative substan- 
tiation with theoretical calculations in the December, 1947 issue of the AIEE for service Grades A, B and C.

Mr. Guy indicated in the first figure that the Grade A service would extend to eight miles (in- stead of the depicted 1/2 miles) had he used the Commission's proposed local field intensity values of 1 mV per meter held necessary to produce a satisfactory picture.

Rather, he said, "I used 80 db, as it is explained. There can be no misunderstanding of that."

Technical Explanation

Entering a lengthy, highly technical consideration with Mr. Allen, chief of FCC's Technical Research Division, on the basis of his choice of the stronger value, Mr. Guy indicated the higher value is necessary to assure development of fullest picture potentials in the long run.

Mr. Guy explained in setting up long term standards for television "we have two noise levels: one noise which degrades the received picture, 'one is the noise which is produced by the receiver itself, the other the one that is the noise that is pro- duced by the equipment that you're displaying the noise against."

Because of the improvements in studio picture tubes which are con- tinuously made, noise source finally will cease to be a factor and picture tubes themselves will produce something like "analog noise. It felt receiver noise should not be -- is it a noise source that noise source that you want a noise-free picture you have to deal with the analog noise protection against the analog protection.

"You realize, Mr. Guy, this is going to add 15 db to all our required field intensities, including VHF?" Mr. Allen asked.

"Yes, I do," was the reply.

"You are recommending that?"

"I am," Mr. Guy stated.

Mr. Allen wanted to know if he was recommended in order to get Grade C service out to the maximum distance that it July 11, 1949 revised allocation proposal, that the Commission au- thorizes stations to increase power "that doesn't necessarily follow," Mr. Guy explained, adding, "what it might mean is that you would change your concept of what the Grade A service was."

If requirements for Grade C service were upped 15 db, that would mean "not only the inten- sity "required for our present Grade A service," Mr. Allen said, asking, "isn't there a 15 db difference between the two?"

"It is in that order of magni- tude," Mr. Guy said.

"In effect," Mr. Allen observed, "you would change your Grade C concept, and make it the same as a Grade A contour, the same fig- ures would apply approximately?"

"That is right," Mr. Guy re- ponded, noting establishment of service grade is a broad matter. Mr. Allen agreed it is diffi- cult to find some method of analy- sis upon which everyone agrees.

RCA-NBC's proposal contemplates that the grade of service remain the same but the percentage of people getting it changes with distance. That is a different concept somewhat from our other types of standards. I am not sure which is the best. I am just gratified in having your thoughts and recommendations."

Mr. Plotkin entered a lengthy examination of the three figures for service Grades A, B and C and noted that while the 80 db value had been used in computing the inner circle repre- senting actual results, the com- parison of channel values in db, as not been applied in computing the two outer theory circles, which if applied, would have reduced their size.

Chairman Coy questioned how the new value might affect allocation. Mr. Guy answered he was "not sure it enters into allocation .. beyond stating that service will be provided to a certain distance of Grade A or B. It does not have anything to do with some other factors I believe, are strictly a primary standard service of the highest type."

Upon summation, Mr. Plotkin moved the three figures plus several others into consideration because "they are so misleading."

Mr. Hefernan offered to submit new exhibits "upon the basis which I have already explained. I believe this morning:"

"I think it is perfectly clear that he has used two different stand- ards," Chairman Coy observed, "one whatthings he uses for your own situation, I believe."

Would Supply Data

RCA-NBC indicated it would do this.

Paul F. Godley, radio-TV con- sulting engineer representing Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allen- town, Pa., was questioned briefly on his proposal that FCC's allocations plan be flexible and to allow use of directional antennas to im- prove service [TELECASTING, Nov. 6].

He was followed by Bernard C. O'Brien, chief engineer of WHEC Rochester, N. Y., who submitted findings of his proposal which adhere to the Commission's initial allocation revision of May 1948 in which co-channel separations of 150 miles is specified [TELECASTING, Oct. 30]. Mr. O'Brien included detailed tables and maps on his proposed VHF allocation for the eastern U. S. which he claimed would be simplified "better to patchwork it by intermixing, than to do it here, or to work it out on the basis that the UHF would be a competitive situation in the UHF that would enable all broadcasters alike, and where you have plan already made, to do a nationwide service."

The third alternative, along the lines of the Allen DunMont proposal here, for wide area coverage on the VHF channels, has intermixing only to the point, that is change some VHF assignments to UHF order, and to meet the maximum white area coverage out of the VHF assign- ments.

"Assuming that we were to add additional VHF stations between 216 and 300 mc they were available for allocation," Chairman Coy pointed out, "you have any difference whatsoever from the economic standpoint as to the use of those additional VHF stations as against the UHF stations from 470 to 510 mc?"

"No difference whatever," Mr. O'Brien replied.

Noting no VHF sets presently tuned above 273 mc, Chairman Coy commented: "But they have a lot of conversation about adding additional VHF channels and from the economic standpoint it is identi- cal on the UHF channels ... I think it is a very good point to have made to all these
people who yell about if we just had more VHF."

John F. Bell, Zenith Radio Corp. engineer and also RTMA's witness on IP opera- tion, urged the FCC to allow industry to standardize the IF for allocation purposes but Chairman Coy was con- cerned about cost. "There are many stations already built which harms reception elsewhere and what happens to sets already sold which are offending. Mr. Bell said the cost of converting those sets already sold but competition would force manufacturers to cor- rect new models."

"You have in that case there would be very little concern about the product that had already sold?" the chairman queried.

"That is true. It is difficult to do anything about it," Mr. Bell re- plied.

"Wouldn't be characteristic of the position they now have in the color situation would it?" the chairman queried.

"Well, I wouldn't care to comment on the color situation," the witness said.

"It is a comment upon the principle that you have enunciated," the chairman replied. "Depends upon whose ox is being gored."

To further comment by Chairman Coy on the possibility of allocation and relates to RTMA's plan for a vol- untary IF standard of 41.5 mc, RTMA Counsel Edward Wheeler stated:

I am not asking you to lean upon that for a precedent, because that would not be fair to you if it were true, because there has been no agreement on that part of the proposed Committee of RTMA as to color television on a voluntary basis. I think if the history of the work of the Standards Committee is borne out, it would demonstrate pretty clearly that the standard is recommended by RTMA. In this engineering field, it is universally adopted, not only by mem- bers but non-members as well.

Testifying for Zenith on its Bridgeport work, Mr. Bell said his firm concluded from the tests that "UHF brought superior waveforms, using standards, is entirely feasible and works well with standard equip- ment."

Zenith used its standard receiv- ers in Bridgeport homes but in- stalled UHF channel strips as pre- viously allowed for in the set manufacture. Home owner reaction for the most part was "highly favorable" he said. Asked to com- ment on Mr. Guy's report for RCA-NBC he said:

"Our tests were necessarily much more limited than the ones that were reported that day. We tested for performance of the UHF transmission, which is well known. But it is much bigger that we received a 90% factor, it becomes quite serious, in the main, accounts for the very small effective radius that was indicated in our figures."

That is going to mean that when UHF transmitter is used, much thought is going to have to be given to the point on the site of getting maximum antenna height and so forth, and that we are going to have to duplicate channels to cover areas that are covered otherwise, things of that sort.

There are problems there and we recognize that but we feel that the UHF will render a useful service.

To query by Mr. Plotkin, Mr. Bell thought FCC's signal value to overcome noise is sufficient to give a "very acceptable picture." To change it upward as Mr. Guy did "is a matter of individual opinion," he said.

For allocation purposes FCC's view was considered good also by Ralph Harmon, Westinghouse en- gineering executive, who presented further cost data on Stratovision. He indicated that as the hour went on of operating a ground TV station, including amortization of plan. A four-hour period, four-day weekly transmission operation, with stations by plane and crew, would cost $800 per hour, he said, but much greater areas would be served. Walter Evans, Westinghouse Radio Sales president, at the time great detail was given FCC on Stratovi- sion and the UHF [TELECASTING, Nov. 15], had testified and recommended to his board that $55,000 would be needed to com- mence Stratovision operation.

George L. Beers, assistant direc- tor of engineering for the RCA Victor division, presented the time and data on UHF equipment.

In substance he reported:

RCA presently can supply 500 w and 1 kw transmitters for Channels 2 through 13. A 29 kw amplifier for the 120 kw transmitter is being built and is expected to be available in late 1954. At present, producing "single- antenna" set antenncas capable of providing power of five to seven on channel. By end of 1953 antennas probably will be 18 kw gain. In production, for Channels 7 to 13 are expected to be available.

List price for 5 kw transmitter for Channels 2 through 13 is $825,000, for Channels 13 through 18 is $113,000. VHF antennas vary from $12,000 to $27,000 depending on gain and channels. New high gain antennas will cost $60,000. The 29 kw amplifier will cost $140,000. The 120 kw transmitter like that in Bridge- port set will cost $5,000 for the local wound,including antenna.

Production work on new UHF transmitter has progressed to point where over 5 kw amplifier has been developed in dummy load at 53 mc. It is combined with single experimental tube, contrived to resemble tube ar- rangement in Bridgeport plant. In 18 to 24 months 5 kw UHF transmitter is expected to be available for commer-
cial. With 20 to 1 ga set antenna also expected to be ready then, total cost will be $250,000.

Asked about delivery date on 1 kw UHF transmitter, Mr. Beers said normal production cycle could be extended, nineteen months to one year.

Chairman Coy was curious about UHF's "incompatibility" with VHF sets and analogy to color. Mr. Beers indicated in color case set owner was deprived of existing service under CBS system but would get new service through UHF without losing VHF program.

DuMont's counsel, Thad H. Brown Jr. and FCC's Counsel Plot- kin noted RCA earlier had made no indication that it would submit such data but would not object to its introduction at the late date since FCC wanted all information it could get. Mr. Brown noted RCA had never made any FO-only re- ceivers and its AM-only sets have sold its AM-FM combinations even in big cities.

In effect, Mr. Plotkin noted his witness made a statement it is RCA's pol- icy to "market anything the cus- tomer will buy" and the RCA counsel counseled "that would include preserving the reputa- tion of the dog— the dog mark, I should say."

"If I did make that statement, I certainly would want to qualify

FILM SYNDICATE

Planned by TV Group

A THREE-MAN committee was named by representatives of 12 major television stations Monday to take steps necessary to form a television film production syndicate which will make available to the group network calibre programs for national and local spot sale.

At a meeting in the Ambassador East Hotel, Chicago, Ben Lartey of WPX-TV New York, P. A. Sugg of WKY-TV Oklahoma City, and Robert D. Swezey, WDSU-TV New Orleans, were selected to discuss with Plesten & Ehrlich- ington attorneys, early incorpora- tion of the proposed syndicate and to look after other organizational details. While most of those associated with newspaper-owned stations, it was made clear that the group will not be restricted to such ownership.

Executive membership will comprise only one station in each market. Harrison Dunham of KTTV (TV) Los Angeles, acting as spokesman, said executive with 14 stations to 45 stations "before we're through."

He said capitalization will be a minimum of $250,000 and that each station will be required to pay a "duplicate" of its present membership to allow good syndicate and to buy all, 4,000,000 shares contemplated. The program is expected to be known as Strato- vision.

"The Hour of Melody," which now goes into its 10th year on KSFO, is still proving that fine music pays off. Recently, a farmer in the Bay Area, who beds his cows down every evening with music from "The Hour of Melody" wrote sponsor, Morris Plan, that since both he and his cows were benefiting from the music, heard nightly on KSFO, he would open an account with them and put away part of the income de- rived from the cows.

The TV success story that tops 'em all occurred recently when a local advertiser gave a sales pitch on the "Dei Court- ney Show" for 4,000 Xmas Trees. No sooner had he fin- ished his pitch, commercial, when Paul Verdey, the head of a Paris department store, and a Courtney's next guest, stepped before the camera and asked to buy all, 4,000,000, Cost to adver- tiser... $350.00.

IN THE AIR: Acme Beer has purchased an additional half hour strip on KPIX, introducing their new Gold Label Beer. The show is a dramatic series featuring classic short stories. Latest report on TV set sales in the San Francisco Bay Area is 114,664.
Talent Rates Jump
(Continued from page 68)

after to supplement the original coverage in areas not reached. But otherwise, kinescopes are banned in accordance with restrictions on talent, as in TV films is currently under dispute. Screen Actors Guild of Hollywood and TVA are fighting it out through National Labor Relations Board channels. In the TVA-networks discussions, the subject of talent was carefully avoided.

Whether this restriction on kinescope use will be extended to films for television use is uncertain. Furthermore, over talent appearing in TV films is currently under dispute. Screen Actors Guild of Hollywood and TVA are fighting it out through National Labor Relations Board channels. In the TVA-networks discussions, the subject of talent was carefully avoided.

Another union gain was the requirement that talent on sustaining programs be paid 80% of commercial program rates. Commercial rates were set up by creating nine major categories of performers: Actors and soloists, announcers and dramatized commercials performers, choruses and dancers, singers, specialty acts, sportscasters, walk-ons and extras, life size nature performers, and performers for cut-ins, hitches, and cow-catchers. Some of these major categories were further broken down into sub-categories.

Union Demands

Original union demands, issued last spring, called for all performers to be paid at the same rate of $75 for shows of 15 minutes or less, $85 for 15 to 30 minutes, and $115 for 31 to 60 minutes. All rehearsal time was to be paid for at the rate of $6 per hour. The division of performers into categories, and the inclusion of a certain number of rehearsal hours in each fee, were developed in courses of negotiation.

Although details of the settlement have not been officially released, the following are the basic wage as made available unoffically:

Actors with more than five lines will receive for shows of 15 minutes or less, the fee of $70, which includes 3 hours rehearsal; for 15 to 30 minutes, $125 with 12 hours rehearsal; and $175 for 22 hours rehearsal. Actors with less than five lines will get $50, $62.50, and $75 for 15, 30, and 60 minutes, respectively, with four, six, and nine rehearsal hours included. Extra rehearsal rate is $5 per hour.

Announcers and dramatized commercial performers are broken into sub-categories. Voice only, of more than five lines, will receive $125 for 15, 30, and 60 minutes, with three, four, and six hours of rehearsal. Voice only, of 10 lines or less, gets $50, $62.50, and $75 for 15, 30, and 60 minutes, with two, three, and four rehearsal hours. Dramatized commercial performers with more than five lines will receive $60, $75, and $90 for 15, 30, and 60 minutes, with four, five, and six rehearsal hours, respectively; with four, six, and nine rehearsal hours included. Extra rehearsal is $5 per hour. Multiple performance rates are reduced proportionately to their number: Two performances get a single rate times 1%; three performances a single rate times 1/3, and so on.

Chorus of dancers are scaled at $70, $100, and $125 with 15, 20, and 40 rehearsal hours in three time brackets, with extra rehearsal at $3.50 per hour.

Singers (in contrast to a soloist, who is paid at act rates) will be paid according to the following scales, with extra rehearsal at $2.50 per hour:

OFF CAMERA

Rehearsal No. of Pers. Time (Hrs.) Fee Per Pers.

15 min. 2 $47 45 45 41 39 37 35
30 min. 3 $69 56 54 52 50 48
60 min. 3 $71 63 61 59 57 55

ON CAMERA

15 min. 6 $71 64 59 57 55 53
30 min. 12 $90 95 90 85 80 75
60 min. 22 $150 96 92 88 83 80

Multiple performances: Same as performers on dramatized commercials. Specialty acts are scaled according to the number of performers in the act, with six rehearsal hours included in each fee if used within two days, one of which is the telecasting day. One person acts receive $200, two-person receive $275, three-person receive $350, and four-person get $475. For each person over four, an act gets an additional $100. Extra rehearsal rate is $3 per hour.

Sportscasters who are paid down into major and minor sports, and full sportscasters and assistants or color men in major sports (baseball, football, and major boxing), the sportscaster receives $200 per event, or $450 for a week of seven events of the same sport. His assistant or color man receives $150 per event, or $350 for a week of seven events of the same sport. In minor sports, the sportscaster is scaled at $150 per event, or $350 for a week of seven events of the same sport. His assistant or color man at $100 per event, or $225 for a seven-event week of the same sport.

An event is defined as what a daily ticket or admission buys.)

Walk-ons and extras will receive $25, $45, and $65 for 15, 30, and 60 minutes with three, six and nine rehearsal hours included. Extra rehearsal hours at $3 per hour.

Performers on live signature numbers get a $40 fee which includes dress rehearsal, with extra rehearsal payable at $5 for each.

Performers on cut-ins, hitches, and cow-catchers get $50 fee per announcement, but not to exceed the fee payable to an announcer on the whole program. Rehearsal is to be paid for at actors' rates.

Three hours minimum call is provided for all talent except on strip programs if rehearsal is called immediately before or after the program.

BIG TEN CHANGE?

Basketball Telecasts Set

A CONTRAPOSITION in the Big Ten's attitude toward the telecasts of sports contests was indicated last week, unless the conference brings its football policy in line with its basketball policy. WTMJ-TV Milwaukee has announced that the First Wisconsin Bank of Milwaukee will sponsor 10 college basketball games on the station, all involving at least one member of the Big Ten and seven of them to be played between two members of the conference.

The Big Ten has steadfastly opposed telecasting of its members' football games.
VHF-UHF CHANNELS

Educators Ask In Petition

ONE VHF channel in each metropolitan center and each major educational center—plus 20% of all UHF channels to be allocated by FCC—are requested exclusively for non-commercial, educational purposes, the Commission was told last week by the Joint Committee on Educational Television.

FCC begins consideration today (Monday) of proposals for reservation of the channels for educators [TELECASTING, Nov. 20; also see general allocation story page 69].

The request was disclosed by Brig. Gen. Telford Taylor, counsel for JCET, and one-time FCC general counsel. JCET represents the American Council on Education, Assn., for Education by Radio, Asn. of Land Grant Colleges and Universities, National Assn. of Educational Broadcasters, National Assn. of State Universities, National Council of Chief State School Officers and the National Education Assn.

In those cities where all of the VHF channels are assigned, such as New York and Los Angeles, the group will recommend to FCC that the licensees "be required to devote a portion of their broadcasting time for non-commercial educational programs, in accordance with arrangements to be worked out," it was stated.

Welcome Educators Case

Meanwhile, last week, the New York State Board of Regents directed Commissioner on Education Lewis A. Wilson and Department Counsel Charles A. Brind Jr. to testify before FCC on the educational TV issue. Seymour N. Siegel, president of the National Assn. of Educational Broadcasters and director of New York City's municipal broadcasting system, WNYC-AM-FM, expressed confidence that FCC will welcome the educators' case.

"In a sense we will be re-arguing a long standing contention that commercial radio is unable to live up to its own promises," Mr. Siegel stated.

He explained "television has many more educational potentialities than does straight audio-radio broadcasting, thereby emphasizing the duty to protect the public interest in the radio spectrum. Further, inasmuch as television exercises the use of two of the five senses, it becomes a more perfect instrument of education than does straight radio and consequently has greater standing. Under the language of the Communications Act, the Commission has the responsibility to vigorously encourage the larger and more effective use of radio in the public interest.'"

Mr. Siegel stated further:

"We feel the experiences of educational and public service programs, because of commercial radio's unkept promises, makes necessary the assurance of the public's opportunity for alternative and selective program choice in the field of television. By specific allocation of television channels for education, and allowing its development unencumbered by the vagaries of commercial radio, the public can be assured of the best use of its own property, namely, the radio spectrum.

There is precedent for this action in the Commission's allocation in the FM bands. But in the television bands, where the number of potential stations is extremely limited, we feel the reservations must be made at the outset so there will be no conflict between commercial television and educational television over specific available channels.

We hope too, to bring about a definitive interpretation of educational programs and public service programs. We do feel, that even though there be specific allocations for educational stations, commercial television will not be relieved of a responsibility for general public and community service. The basic philosophy holds that commercial radio and television are granted licenses to the use of the public domain by accepting and carrying out the responsibility of presenting a reasonable amount of public service programming.

The New York state regents also directed Education Com'r Wilson to communicate with Gov. Thomas E. Dewey and request cooperation of other state departments in asking for television facilities for health, conservation and other state activities.

Seven-Side Symposium

(Continued from page 68)

A. A. Kennedy, president, WSAZ-TV Huntington, W. Va., chairman of the TBA industry excess profits tax committee, will discuss the effects on video broadcasters of an excess profits tax such as that now being considered by Congress and the steps taken by his committee to present the views of the TV station operators to Congress.

Irving R. Rosenhaus, president and general manager, WATV (TV) Newark, will discuss the use of films in TV programming. A session will be devoted to station time sales and the afternoon will conclude with a panel discussion and question-and-answer period devoted to color television and its impact on the broadcaster, the performer and the viewer.

TBA members will hold their annual meeting in the morning preceding the clinic sessions, hearing reports, discussing and voting on several proposed amendments to the TBA by-laws and electing directors to fill the terms of Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Joseph A. McDonald, ABC vice president, and Richard A. Borel, general manager, WBNSTV Columbus, Ohio, whose terms expire at the meeting. New board will meet in the afternoon to elect officers for the coming year.
Cuts tube cost up to 85% saves you as much

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

<table>
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<th>Characteristic</th>
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<th>Manufacturer B</th>
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<td>Vestigial Side Band Filter</td>
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Requires Only 14KW Input...Cuts Annual Power Cost Up To $1,000...Completely Self-Contained Unit For Channels 2-6.

Lowest Initial Tube Cost, Lowest Operating Cost, and Lowest Power Consumption In The Industry—these are the big features of this spectacular General Electric transmitter. Two years of research and development at Electronics Park have produced a product that is now unsurpassed in the field of television broadcasting. The figures tell the story. Examine the comparison chart under the photo at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, these new design features of the General Electric TT-10-A deserve careful consideration by any broadcaster.

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self-Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.


"Let your G-E broadcast representative show you the savings you can realize on this transmitter. Call him at the office nearest you."

ATLANTA 3, GEORGIA
187 Spring Street, N. W.
Walnut 9769
KANSAS CITY 6, MISSOURI
106 West Fourteenth Street
Victor 9745
BOSTON 10, MASSACHUSETTS
73 Federal Street
Hubbard 2-1800
LOS ANGELES 14, CALIFORNIA
530 West Sixth Street
Trinity 3417
CHICAGO 34, ILLINOIS
1172 Merchandise Mart
Whitman 4-3913
NEW YORK 22, NEW YORK
370 Lexington Avenue
Palo 5-1311
CINCINNATI 2, OHIO
215 West Third Street
Parkway 3431
PHILADELPHIA 2, PENNSYLVANIA
1445 Locust Street
Pennsy 5-9000
DALLAS 2, TEXAS
901 Ross Avenue
Prospect 7-4996
SAN FRANCISCO 6, CALIFORNIA
235 Montgomery Street
Douglas 3-3740
HOUSTON 2, TEXAS
4604 South Main Street
Justin 0657
SYRACUSE, NEW YORK
Electronics Park
2-0243 Ext. 23
WASHINGTON 3, D.C.—806 Fifteenth Street, N. W.—Executive 3400

You can put your confidence in—

GENERAL ELECTRIC
nothing but smiles under our umbrella!

ILRA-TV
CHANNEL 7 - GRAND RAPIDS
LIVE - INTERCONNECTED
Represented by John Pearson

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PEPSI SWITCH
Emerson Show to ABC-TV
PEPSI COLA will switch its Faye Emerson show, now live production, from CBS-TV Tuesdays and Thursdays, 7:45-8 p.m. to a filmed program on ABC-TV and some independent stations throughout the country effective Dec. 25.

Liggett & Myers will sponsor The Stork Club for its Fatima cigarettes in the televised CBS-TV time period Tuesday to Thursday. Agency for Liggett & Myers is Cunningham & Walsh, New York.

Pepsi Cola, through the Bowers Co., decided to change its program when the ABC network was unable to clear the desired number of stations. Agency is currently lining up independent stations throughout the country in addition to ABC-TV, Monday, Wednesday and Friday, 7:15-7:30 p.m. Talent cost for the Emerson show is said to be about $14,000 weekly.

ECONOMIC STATUS
Madden Addresses TV Assn.
"SOME television stations are already showing black figures, some others are approaching the happy state, and still others are waiting for the red," according to Edward Madden, vice president in charge of NBC television, who addressed the Television Assn. of Philadelphia Nov. 16, on "The Economics of Television."

"We are producing outstanding programs with big names performing from stage, screen and radio, and some of them are presently being financed at a loss," he said.

In addition, we require enormous- ly expensive and still expanding program plant facilities. And in a similar vein we have been financing a lot of costly sustaining programs, which, until they are sold commercially, eat up a lot of revenue against which there is no offsetting income."

Mr. Madden said the "average cost for one half-hour on NBC-TV today is $19,000. This includes time, talent and production charges. In 1955 we estimate it will cost $50,000 per week to advertise by TV in the 48 largest markets in the country."

A film was not shown at the meeting entitled "There's More Than Meets the Eye," which showed the variety and extent of facilities used to manufacture television shows to attract large audiences.

Standard TV Plans
ANOTHER radio firm to follow the trend to television, Standard Radio Transcriptions, Hollywood, has taken options on 56 British feature-length mystery films obtained from various British producers for sale to television stations throughout the country. Films will be revised for TV use and cut down to 45 minutes playing time for hour-long shows. Firm has obtained first 13 films, with the rest to follow.

Duncan Resigns
WALTER I. DUNCAN, sales manager of WPIX(TV) New York since February, resigned last week. He did not announce future plans for the network's new successor, although G. Bennett Larson, vice president and general manager of WPIX, said that several candidates are being considered and that the matter probably will be settled in the next few weeks.

Telecasting  *  BROADCASTING
now foreseeable but not yet perfected.

The brief continued:

... It is, in any event, clearly within the Commission's jurisdiction to refuse to adopt standards for a color television system which it has expressly found to be unsatisfactory. It is a startling argument, and one never made before, never made for unsatisfactory standards for an unsatisfactory service should be adopted merely because the new service will be served on existing sets in the form of an old service. ...

The record shows no demonstration of satisfactory converters which will enable existing black and white television or color television, that every receiver be able to receive every transmission.

Tri-Color Tube Problem

To RCA claims that Columbia's use of the RCA tri-color tube would convert the CBS system with the same difficulties which the Commission found for the RCA system, the Commission asserted that the TV system has no registration problems at the camera" but that the RCA system does have, and that "the tri-color tube will not resolve these difficulties."

On the question of effectiveness of channel utilization, the Commission said:

... The short answer to plaintiffs' contention is that the RCA system in squeezing more information than the CBS system in the channel space available, even if this were true, sacrifices a good color picture. There is no such thing as effectiveness of channel utilization in the abstract. The test is that resulting picture. RCA failed this test.

FCC concluded:

... The Commission specifically found that the day-by-day continuing aggravation of the compatibility was an important reason for adopting the field-sequential system at this time. The grant by this court of an Interlocutory Injunction will encourage the increased sale of receivers requiring outside adaptation to receive CBS color transmissions in black and white.

The difference between this cost and that of adapters received at the factory is the price the American public will pay if the Commission's decision is finally upheld. Plaintiffs have absolutely failed not only to show irreparable damage resulting from the Commission's order, but have failed to show in any way that they are likely to succeed upon a final determination of this case. As every day passes, and the public is sold more television receivers requiring external adaptation and conversion, color television is set back... Pilot President Goldberg's affidavit and the correspondence of Sen. Johnson with FCC and with CBS, some of which had been dis-

J. FRANK BEATTY (I), associate editor of BROADCASTING, helps Judge Justin Miller, NAB president, celebrate his birthday with agraph: during the recent NAB board meeting which concluded on his birthday, Nov. 17 [BROADCASTING, Nov. 20]. Mr. Beatty's birthday was the same day.

The memorandum pointed out that "the plaintiffs have conceded that there is supporting evidence for each and every significant finding.

To show that the "conclusions and order of the Commission are supported by the findings and are not arbitrary or capricious," CBS summarized the FCC's findings thus:

Color fidelity of the RCA picture is not satisfactory, and there appears no reasonable prospect the defects can be overcome; texture of the RCA color picture is not satisfactory and it is difficult to see how this defect can be overcome; receiving equipment utilized by the RCA system is exceedingly complex, and there is no assurance that satisfactory commercial type station equipment for the RCA system can be built; the RCA system is much more susceptible to certain kinds of interference than black and white television or CBS color television; there is not adequate assurance that RCA color can be satisfactorily networked, and the RCA system has not been sufficiently field tested.

FCC did not ignore the experts in reaching its conclusions, as charged by RCA, but on the contrary "on almost every question of performance characteristics of the CBS and RCA systems, industry engineers found CBS superior to RCA," concluded. The manufacturers who are against the FCC action, CBS said, plan to "flood the market with black-and-white sets incapable of receiving CBS signals and thus place high obstacles before the new color system."

In most cases involving administrative rules or even legislation," said the memorandum, "it makes little difference whether the rule or the legislation goes into effect today or six months from now, but in this case as the Commission itself found in its report, one month means tens of millions of dollars to the public, and many months may mean no color at all and a final decision by mere passage of time—even if defendants [FCC] should ultimately prevail in the courts."

In this fact the memorandum added, "lies the key to much of what plaintiffs and manufacturers have done. ... They know if the order is suspended for long enough, they have accomplished their objective and they need not be concerned about this court's and the Supreme Court's decision of the ultimate issues on the merits."

Every day the FCC order remains suspended, CBS warned, another 30,000 black and white receivers are sold to the public. The difference in cost between adaptation at the factory and adaptation after sale thus saddles the public with the enormous added economic burden of from $28 million to $45 million per month, CBS claimed.

You Want YOUR SHOW to be SEEN, Don't You?

11,817 lines of newspaper advertising per month—on WSYR-TV shows alone

WSYR-TV is the Only COMPLETE Broadcast Institution in Central New York

FREE in WSYR-TV's Unrivaled Promotion Program:

- Promotional, there's ALWAYS Something Going On at WSYR-TV.
- Cash in on it

WSYR-TV, NBC Affiliates • Headley- Reed, National Representatives

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what is the status of TELECASTING today?


You'll find these answers, and many, many other important TV facts in the December 4 BROADCASTING • TELECASTING. This special Television Broadcasters Convention issue will be out—

next week

Look for round-up features on the overall status of television, barometer reading on the "freeze," TV station directory covering executive personnel, network affiliate, national representative, transcription library, news service.

Again it's BROADCASTING • TELECASTING across the board with the latest, most complete news of all radio—AM, FM, TV. Make this $7.00 investment that pays dividends—

every week.

---

BROADCASTING • TELECASTING

870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want my own copy of BROADCASTING every week. Please start with next issue.

[ ] 67 enclosed [ ] please bill

NAME

COMPANY

STREET

CITY ZONE STATE

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News Censorship

(Continued from page 28)

tion, handling and emphasis of news, can be circumscribed by certain protections. The first, said Mr. Utley, is selection of a commentator who is basically a newsman, and who will "not falsify news to gain a maximum audience." He should also be "sharp enough in his verbal background so he will face issues honestly."

Secondarily, opinion should be labeled as such when there is departure from fact. "This helps the listener to think soundly and to differentiate between fact and fiction," Mr. Utley said.

A panel on crime reporting by radio Saturday afternoon included Erle Smith of KMBC Kansas City; Fred B. Siebert, director of the school of journalism and communication at the U. of Illinois, and Louis B. Nichols, assistant director of the FBI, Washington.

Mr. Siebert concluded that "we cannot today assess the effect of crime news on the listener," and that use of it by day must be guided by experience, intelligence and integrity.

He suggested that newsmen work locally with judges, who have complete jurisdiction over what goes on in their court rooms.

Mr. Nichols, after greeting the newsmen on behalf of J. Edgar Hoover, FBI director, said the FBI's job is to detect, apprehend and prevent crime. "The only permanent and lasting relief is prevention, in which the newsman can help," he said.

Speaking on a panel on the profitability of news, Ken Church of WIBC Indianapolis, said the station itself is the best promotion medium. Appearing with him were Bill Warrick, WJOB Hammond, Ind.; Gren Selbcs, WMSC Columbia, S. C., and Dee Coe, manager, WWCA Gary, Ind.

Mr. Coe pointed out that competition for WWCA is "tough," inasmuch as 28% of the homes have television. However, in 11 months of operation, the station has been in the black on its news operation. Stressing the use of many local names, he said an audience is built if local matters are highlighted.

WMSC has 50% of its newscasts sold, and expects 75% to 85% will be sold by Christmas, said Mr. Selbcs.

Wilton Cobb, manager of WMZ Macon, Ga., reported 12 of 15 newscasts are sold on his station, and that news programming represents 15% of the time, 15% of the gross and 20% of the net. "News has been a tremendous thing with us," Cobb said, reporting news department salaries "comparable to those of the commercial level." He suggested use of women newscasters, if "suitable personalities" can be found.

Wire Service Talks

A discussion on wire services was participated in by Seymour Berkson, general manager of International News Service; Oliver Gramling, assistant general manager of the Associated Press; Herbert Moore, board chairman of Transradio Inc.; Charles Ahrens, radio manager, United Press, Chicago, and Jim Borman of KABC Los Angeles.

Lytle Wilson, manager of the U.P. Washington bureau, talked of Washington news Friday morning, after which U. S. Steel sponsored a luncheon with Gen. Hoyt Vandenberg, chief of staff of the Air Forces, as guest speaker.

That afternoon, newsmen met for a session on radio news in the government, as outlined by Charlie Dillon, head of the radio-TV branch, Dept. of Defense, and William A. Wood, acting chief, radio-television and visual media branch, division of public liaison, Dept. of State.

The buffet supper that evening was given by Zenith Radio Corp.
SPONSOR IDENTIFICATION

WKY-TV Surveys Viewers in Enid, Okla.

SPONSORS of television shows can be identified by TV viewers with a high degree of accuracy, according to a survey conducted in Enid, Okla., by WKY-TV Oklahoma City.

"In nine out of the 12 programs listed, over 50% of viewers were able to identify the sponsor correctly," according to the WKY-TV survey. Enid is a town of 35,000 located 85 miles from Oklahoma City. Each of 94 set-owners in all income groups answered 10 questions.

Conducting the interviews in Enid were P. A. Sugg, WKY-TV manager; Scott Donahue, New York, of Katz Agency; Lowe Runker and Max Conner of Lowe Runker Agency, Oklahoma City; Eugene B. Dodson, Jack Hauser and Ray Scales, WKY-TV promotion and sales staff members.

The survey indicated the WKY-TV signal is "excellent seven days a week with normal antenna installation and without the use of boosters or any other special apparatus." There are about 3,500 TV sets in Enid and Garfield County. Data were gathered Oct. 30 and 31.

Sponsor identification of 12 WKY-TV programs (set owners asked if they could name the sponsors) follows:

Friday night: wrestling, Falstaff (local), 62.7%; Dancer - Fitzgerald-Sample; Toast of the Town, Lincoln-Mercy (CBS), 62.7%; Xenon & Eckhardt; Original Amateur Hour, Old Golds (NBC), 61.7%, Lennox & Mitchell; Sooner-Shindig, Admiral (local), 59.6%; Verasile Varieties, Versa-Tile (NBC), 19.6%; Graham-Adv. Agency; Wednesday wrestling, Progress (him), 59%; George Knox; Hygrade, Hygrade, TV (local), 90%; Walter McCray Inc; Hopalony Cassidy, General Foods (NBC), 60%; Young & Rubicam; Fred Waring, General Electric Co. (CBS), 59%; Young & Rubicam; Perry Como, Chesterfields (CBS), 46.8%; Cunningham & Walsh; O. U. football, Ford (remote), 28.7%; J. Walter Thompson Co., Singing Foster, Super Feeds (local), 21.3%, James R. Beece Agency.

Number of sets turned on ranged from 30% at 2 p.m. to over 90% at 7 p.m., a steady increase. The figure leveled off to 9 p.m., dropped to about 80% at 10 p.m. and then descended to 45% at signoff, recently extended to 12:30 a.m., which matched the 4 p.m. level. About 10% of the televiewers have had sets for over a year, 30% less than three months.

Make of Receivers

Analyzing make of set, the survey showed RCA Victor 34%; Admiral 19.2%; Motorola 9.6%; General Electric 8.5%; Airline 6.4%; Philco 4.3%; Hoffman 3.2%; Bendix 3.2%; Emerson 2.1%. Of the survey group, 69.2% were satisfied with the size of their present screen. As to size of sets owned, 12.8% were under 12 inches; 30.8% 12-inch; 21.1% 14-inch; 49% 16-inch; 5.3% 19-inch.

Favored programs, in order, were: Toast of the Town, wrestling, Sooner-Shindig, Fred Waring, Arthur Godfrey, Hopalony Cassidy, Original Amateur Hour, Studio One, sports, Dan Williams Show, Comedy Hour.

Interviews were conducted in daylight hours and answers primarily reflect views of housewives.

Canada Sets Increase

PRODUCTION OF TV receivers in Canada is increasing, with only reception available in a few border areas, mainly southern Ontario and in the Vancouver area. Latest figures show sales of 4,000 TV receivers in September. Meanwhile, a new $850,000 plant addition is being built at Toronto by the Canadian General Electric Co., for production of TV receiving and picture tubes.

WCAU-TV PLANS

Further Program Expansion

PLANS are underway by WCAU-TV Philadelphia to further expand its telecasting schedule, already boosted to 17 hours per day, the station has announced.

The 17-hour per day schedule went into effect Sept. 11. At the end of the first calendar month following that date, the station reported, WCAU-TV facilities during the period were made use of by 68 local advertisers, 99 clients through CBS Radio Sales and 57 sponsors via network programming. These totals show each advertiser only once, although a majority appear on the schedule two or more times per week and committed to long-term contracts, the station said. In a number of participating programs, availabilities were completely sold out with only a few not contracted for in remaining shows, WCAU-TV noted.

Floating Action!

for all TV Cameras

"BALANCED" TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars
GATHERED around the speakers table at a Detroit Television Round Table meeting are (l to r): Adrian Murphy, CBS vice president in charge of television; Dick Jones, WJIR-AM-FM-TV Detroit general manager; Bill Bryan, president, DTRT; George B. Storer, president of Fort Industry Co., and Jack Van Volkenburg, CBS vice president in charge of sales. Both Mr. Murphy and Mr. Van Volkenburg spoke at the DTRT meeting.

CALIFORNIA TELE-CENSUS

Shows Viewers Will Pay for Movies at Home

CALIFORNIA television families still consider motion pictures their "most wanted" entertainment and are willing to pay to see first run movies over home receiver sets, but not on large size theatre screens, according to a semi-annual Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Conducted under the supervision of Prof. Hal Avry, the research project embraced some 3,000 TV set owners in the greater Los Angeles region, fringe areas of Riverside and San Bernardino, San Francisco-Oakland Bay area and San Jose. Covering a 25-day period ending Nov. 2, interviews were handled by some 500 students from Woodbury College, Valley College, Redlands U. and San Jose State College.

Survey shows 36% of the TV set owners don't expect color over their receivers for at least one or two years. Some 80% said they wanted color, with 45% in the Los Angeles area expressing willingness to pay $100 for an adapter; San Francisco-Oakland region response to buying adapters was 39%.

It was reported by 64% of the respondents that some members of the household listen to radio even if the TV set is on. However, 92% of those interviewed in the Los Angeles area think dramas, mysteries and lighter type plays more interesting over TV than radio, with San Francisco region response 29%.

Survey shows almost 80% of persons contacted would pay from 25¢ to more than $1 to see a first run movie on their home receiver set. Theatre TV, however, isn't so popular. Less than 33% expressed willingness to pay to see TV on a large theatre screen even though performance wasn't available on their home set.

Los Angeles area figures show 68% of those interviewed go to movies less frequently since acquiring sets, while response to that question in San Francisco-Oakland region was 74%. In the overall picture, the survey shows there is only a 6% drop in viewing time with those who have had sets more than a year. With those who have had sets longer than two years, the drop is 7%. Of those interviewed, 80% have sets in use at least one day weekly in the Los Angeles area, with San Francisco-Oakland region report 76%.

In the overall survey it is shown nearly 60% of those interviewed have changed living habits since acquiring sets. They do less visiting and more staying home.

Although parents say "Time for Beansie" is their youngsters' most popular show, children themselves declare they prefer "Space Patrol."

Miller Berie continues to hold first place in popularity, according to the survey, with sports second.

Wrestling continues to find a high rating, second only to football and above baseball, basketball, boxing and other sports.

On the question of purchases made as direct result of TV commercials, 43% of Los Angeles area had done so, and 44% of those interviewed in San Francisco region. Some 52% of the Los Angeles response said they prefer cartoon type of advertising, with 29% giving product in use preference. San Francisco response was 56% for cartoon, with 27% voicing the product in use advertising.

Although the overall picture shows little more than 40% of those interviewed like their news via TV, some 21% listen to radio for that purpose.

THEATRE TV

Draws Record Gate in Chicago

THEATRE television got its biggest Chicago gate Nov. 18, when the State Lake Theatre sold out 2,600 seats in 1 ½ hours before the game time and turned away enough people "to fill the house again." A spokesman of Balaban & Katz, which owns the theatre, said "theatre TV is as good as the attraction, and the attraction was the biggest football game of the season." The game was between the U. of Illinois and Ohio State from Illinois' stadium.

Highest turnout for showings at the two theatres involved, the State Lake in the Loop and the Tivoli on the South Side, was reported for the game although close circuit telecasts of four previous games had been shown in both theatres. The Tivoli garnered all but a "couple hundred" admissions under the $4,000 seat capacity of the house. Many buyers were routed from the State Lake box-office. The total number of admissions, about 6,000, far exceeds any previous weekly total. Averages for the State Lake have been about 1,500, for the Tivoli, under 1,000.

Illinois home games are being shown by the two Chicago houses, and U. of Michigan home games at the Michigan Theatre in Detroit, owned by the United Detroit circuit. United Paramount Theatres owns both Balaban & Katz and United Detroit.

The B & K spokesman said sports promoters are attracted by the "limited audience" and he anticipates that hockey, baseball, boxing and more football will be theatre TV attractions in the near future.

Industrial TV

APPLICATION of television in the industrial field currently is a success at the new Fisher Body plant in Pittsburgh, which is equipped with transmitter, receiver, camera and power unit, General Motors Corp., Detroit, has announced. Equipment enables an operator of a scrap baler unit to view loading procedures at all times, with the camera focused on the scrap conveyor and eight 1.5 kw flood lights illuminating the area at night.

Slice of Success

ALL-PURPOSE slicer at $1, advertised in a five-minute film used three times per week, once in Class A and twice in Class C time, over WDTV (TV) Pittsburgh netted the W. E. Feemster Co., Brooklyn, Mich. (kitchen tools, $1,750.00) in the first eight-week TV try, according to the station. Total cost of air time for the period was $1,980. Feemster shipped only cash, returning C.O.D. orders with letters of explanation.
MUTUAL TELEVISION PRODUCTIONS, Los Angeles, to do film series of cases taken from Los Angeles sheriff's office by special arrangement with Sheriff Eugene W. Hiscalitz. Half-hour in length film expected to get underway early in December. Sig Neufeld, vice president Mutual, to supervise production. Edward M. Gray, film president, in New York setting up distribution. George Green will direct.

INS Telenews newsmagazine now extends its service to 15 foreign countries with the addition of two new clients in Latin America, TUPI Rio de Janeiro, Brazil and Union Radio in Havana, Cuba are newcomers. ... Producer's Service Building, offering facilities for production of films for television and theatrical release, opened in Hollywood at 7657 Melrose Ave., phone Walnut 8680.

Stan Myers and George Sawley join Snader Telescriptions, Los Angeles, as musical director and head set decorator, respectively. Mr. Myers replaces Phil Moore who will continue to work with film company on consultant basis. Snader recently completed series of five telescriptions featuring Page Cavanaugh, singer, signed to do five three-minute musical shorts for same company.

John Bancroft has been added to scenario staff of Chicago office of Sarra Inc. He will work on creation and writing of television and business films. Marvin Bailey has joined Snader as film editor. Mr. Bailey was a combat photographer during World War II and formerly worked for Chicago Film Lab.

David Coplan, Times Television Inc., has returned from London after arranging for 26 British made mystery film features to be released by Sterling Television Co. Inc., New York. Saul J. Tarel, president of Sterling, says TV stations throughout country will be serviced by these features.


Newcomers to Fairbanks New York sales staff include: William H. Groody, formerly Sam Jaffe Agency; Joseph M. Barnett, in charge of radio and TV National Concerts and Artists; James V. Boyle, formerly RKO sales promotion executive; Robert Brilmayer, head sales, Ted Nemeth and Verne Smith signed by Fairbanks to narrate series of TV film commercials for Nu-Maid margarine. George Justen production supervisor named production manager firm's New York studio.

Film Labs Inc., new midwest video and film studio, has opened laboratories at 33 S. Market St., Chicago. Arden H. Parvis, founder and former president of Filmex Inc., heads new firm. Working with him is Carleton H. Worfolk Jr., formerly engineering division RCA. Mr. Worfolk will handle production and technical development.

** TV DIAGNOSIS

Set for Johns Hopkins Show

TELEVISION diagnosis of a patient will be made Dec. 5 by doctors in New York, Chicago and Baltimore on the Johns Hopkins Science Review program telecast Tuesday, 8:30-9 p.m. on DuMont TV Network and keyed from WAAM (TV) Baltimore.

Using a newly developed X-ray fluoroscope device, Johns Hopkins U. will telecast X-rays of the patient. The doctors will witness the X-ray examination via television and their diagnoses will be carried on the telecast, according to Lynn Poole, director and studio of the TV series. Mr. Poole is Johns Hopkins U. public relations director.

The telecast started its fourth season on WAAM last month. This is the first season on the network. Such topics as fear and atomic energy have been covered. Widest reaction developed from the fear program, it was reported.

Johns Hopkins Science Review has just been officially cited by Chicago public schools as one of five approved educational programs. In Baltimore all science teachers receive advance notices of programs and assign them as extra-curricular activity.
Agency Beat
(Continued from page 15)

THE BERNARD B. SCHNITZER Inc., S. F., moves to larger quarters at 547 Stockton St.

GILBERT J. SUPPLE, McCann-Erickson, N. Y., to radio and TV copy department Lennen & Mitchell, N. Y.

WILLIAM A. BERNs, Kenyon & Eckhardt producer for Mark Trail on MBS, and Toni Ellis to be married Nov. 29.

ROBERT R. WHITE, McCann-Erickson Inc., S. F., to research department Foote, Cone & Belding, S. F.

MOVE TO REOPEN KPFA(FM)
Fund-Raising Committee Formed in Calif.

KPFA (FM) Berkeley, Calif., which went off the air recently after 15-months of non-commercial, listener-supported broadcasting, may soon be back in operation.

A committee of leading Northern California business and civic people have organized a fund-raising drive to take up the station's deficits, increase its power and put it back in business.

During its brief life the station was supported by $10 annual subscriptions from listeners and by other larger donations from interested backers. Pacifica Foundation, the station licensee, has been declared a non-profit educational organization by the federal government and all donations to the station were tax exempt.

Still, it was unable to meet expenses of operation.

The new drive, in addition to raising necessary immediate funds to reopen the station, hopes to enlist at least 4,000 listener-subscribers, which General Manager Lewis Hill says will be sufficient to meet current operating expenses.

The station, which specialized in local dramatic and musical productions, public affairs, children's programs and discussions on educational and sociological subjects, depended for the most part on Northern California colleges and universities and on various cultural societies for its talent.

In the past its low power reached only to the communities along the east of San Francisco Bay. If the current drive succeeds, power is to be increased so the station can reach throughout the Bay Area, from San Jose to Santa Rosa.

With the backing of prominent citizens, the station reportedly has been assured of a new 3 kw transmitter promised gratis by a manufacturer—if the fund-raising drive succeeds.

Defense Show Shifts
ABC's Time for Defense, produced by the Defense Dept. for broadcast each Wednesday, 8:30-9 p.m., last week changed its day and time schedule. Program is now heard Thursday, 10 a.m. Documentaries and an on-the-spot recording from an aircraft carrier were featured on last week's show. Next week Elmer Davis, ABC commentator, will interview Gen. Lawton J. Collins, Chief of Staff, Dept. of the Army. On Dec. 7, Pearl Harbor anniversary, Robert Montgomery is slated to interview Admiral Forrest P. Sherman, Chief of Naval Operations.

AT A MEETING held last Wednesday the directors of the American Telephone & Telegraph Co. declared a quarterly dividend of $2.25 per share, payable Monday, Jan. 15, 1962, to its more than 800,000 stockholders. This is the 119th consecutive quarterly dividend at the $2.25 rate.

TEING-IN with Bakers of America advertising, Louis E. Caster (I), pres.; Keig-Stevens Baking Co. Rockford, Ill. (Colonial Bread), orders 1,000 Colonial Bread jingle spots on WROK Rockford, from Paul Collins, WROK acc. exec.

PACT for new six-times weekly series on WCBS New York is set by (I to r): Disc Jockey Stan Show; Dan Ball, WCBS program director, and G. Richard Swift, WCBS-AM-TV general manager. Series started Nov. 6.

FOLLOWING highbrow between Dale Rogers (I), Mid-Continental Petroleum Corp. adv.-sales prom. mgr., and Ken Miller, KVOO Tulsa commentator, signifies firm's fourth-year renewal of three-times weekly news show.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of:

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
### Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Mgr.</th>
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<tbody>
<tr>
<td><strong>JANSKY &amp; BAILEY</strong></td>
<td>Executive Offices&lt;br&gt;National Press Building&lt;br&gt;1339 Wisconsin Ave., N. W.&lt;br&gt;Washington, D. C.&lt;br&gt;ADams 2414</td>
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<td>Warner Bldg., Wash., D. C.&lt;br&gt;National 6513</td>
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<td><strong>Dixie B. McKey &amp; Assoc.</strong></td>
<td>1820 Jefferson Place, N. W.&lt;br&gt;Washington 6, D. C.&lt;br&gt;Republic 7236</td>
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<td><strong>GUY C. HUTCHESON</strong></td>
<td>1100 W. ABRAM ST. AR 4-821&lt;br&gt;ARLINGTON, TEXAS</td>
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<tr>
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<td>Radio Engineering Consultant&lt;br&gt;Executive 3851 1833 M STREET, N. W.&lt;br&gt;Executive 1230 Washington 6, D. C.</td>
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<td>Everett L. Dillard, Gen. Mgr.&lt;br&gt;INTERNATIONAL BLDG. DI. 1319&lt;br&gt;WASHINGTON, D. C.&lt;br&gt;P. O. BOX 7037&lt;br&gt;JACKSON 5002&lt;br&gt;KANSAS CITY, MO.</td>
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<td><strong>E. C. PAGE</strong></td>
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<td><strong>JOHN CREUTZ</strong></td>
<td>319 BOND BLDG. REPUBLIC 2151&lt;br&gt;WASHINGTON, D. C.&lt;br&gt;Member AFCCE*</td>
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<td><strong>SILLIMAN &amp; BARCLAY</strong></td>
<td>1011 New Hampshire Ave. RE. 6446&lt;br&gt;WASHINGTON, D. C.&lt;br&gt;2915 Red River 2-5055&lt;br&gt;Austin, Texas</td>
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<tr>
<td><strong>LYNNE C. SMEBY</strong></td>
<td>&quot;Registered Professional Engineer&quot;&lt;br&gt;820 13th St., N. W.&lt;br&gt;EX. 8073&lt;br&gt;Washington 5, D. C.</td>
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**Note:** The above list includes radio engineers and consulting companies active in the field of radio-engineering services. Each entry provides the name of the engineer, their address, phone number, and professional affiliation. The entries are organized alphabetically by the last name of the engineer.
November 17 Applications...

**ACCEPTED FOR FILING**

**AM—1390 kc**
WPAW Punxsutawney, Pa.—CP AM station to change from 1380 kc 500 w d to 550 kc 1 kw d.

**License for CP**
KENO Las Vegas, Nev.—License for CP AM station to change frequency.

Modification of CP
Mod. CP new FM station for extension of completion date: WFOX—FM 95.1, Beach Calif.; KREL—FM Goose Creek, Tex.

**License Renewal**
WSMB—FM Moundsville, W. Va.—Request for license renewal.

**CP to Reinstall**
VOL—FM Washington, D. C.—CP to reinstall expired CP.

**APPLICATION RETURNED**
KYDU Uvalde, Tex.—Returned Nov. 17 application for renewal of license.

November 20 Decisions...

**ACTION ON MOTIONS**
By Commissioner E. S. Sterling
Cecil W. Roberts, Kewanee, Ill.—Requested request dismissed of application.

By Commissioner R. M. Webster
The Merchants Bcstg. Co., Milwaukee, Wis.—Requested request dismissed of application: application was disallowed with prejudice.

WVOK Birmingham, Ala.—Granted continuance of hearing in proceeding upon application from Dec. 4, to Feb. 8, 1951, at Washington, D. C.

WELS and WFTC Kingston, N. C.—Granted petition of WELS to dismiss without prejudice application. On Commission’s own motion, application of WFTC removed from hearing docket.

Scranton Radio Corp., Scranton, Pa.—Granted continuance of hearing upon application from Nov. 30 to Jan. 30, 1951, at Washington, D. C.

East Penn Bcstg. Co., Pottstown, Pa.—Granted refusal dismissal without prejudice application.

WRET Earion, Ga.—Requested request dismissal without prejudice of application.


County Bcstg. Service, Mt. Jackson, Va.—On Commission’s own motion, application of County Bcstg. Service was remanded for further consideration.

By Examiner Finney N. Litvin

Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted CP to revise operation so as to make modifications in present system for day and night use.

The Midwestern Bcstg., Co., Toledo, Ohio—Granted motion for leave to amend application so as to revise engineering showing.

**NOVEMBER 17 TO NOVEMBER 22**

**ANTENNA**

**CONSTRUCTION PERMIT**

- CP-construction permit
- D-day antenna
- cond.-conditional antenna
- ant.-antenna
- LILOCAL transit
- D-day LILOCAL transit
- N-night
- mod.-modification
- aur.-aural
- trans.-transmitter
- var.-variable
- unli.-unlimited hours
- STA-special temporary authorization
- CG-condition grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

**November 20 Applications...**

**ACCEPTED FOR FILING**

**AM—1260 kc**
Winter Garden Bcstg., Co., Crystal City, Tex.—CP new AM station 1400 kc 250 w u.un.—AMENDED to request to 1240 kc.

**License for CP**
License for new CP new AM station: WSMM Litchfield, Ill.—KTER Terrell, Tex.; WBKY West Bend, Wis.

Modification of CP

WFMDF—FM Frederick, Md.—Modified CP to make changes FM station for extension of completion date.

**INTELLIGENT ADS**
Bushnell Hits Repetition

**CANADIAN radio advertisers have been told that they have “a very low conception of the appreciation and intelligence of the average radio listener.” Voicing the opinion is E. L. Bushnell, program director-general, Canadian Broadcasti ng Corp., Toronto. Mr. Bushnell told the Ottawa Advertising and Sales Club on Nov. 15 that some radio advertisers “believe in repetition to the point of redundancy. Have they ever considered how many people have turned away from their products by their monotonous and obnoxious pounding?” he asked.

Mr. Bushnell urged Canadian advertisers not to pattern their advertising on that of the United States, stating that the intelligence of the average radio listener in Canada is higher than in the United States. “In the U.S. he [the listener] has been subjected to so many commercials he has become immune to them,” he said. He told the advertisers that when the CBC starts television in Canada, it will not be used as an “electronic billboard.”

**FCC actions**

**November 20 Applications...**

**ACCEPTED FOR FILING**

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Winter Garden Bcstg., Co., Crystal City, Tex.—CP new AM station 1400 kc 250 w u.un.—AMENDED to request to 1240 kc.

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**SERVICE DIRECTORY**

**BROADCASTING COMPANY**

**GATES RADIO COMPANY**

**QUINCY, ILLINOIS**

- TELEPHONE: 522
- WASHINGTON, D. C.
- TEL. TELEMETRON 0522

**COMMERCIAL RADIO MONITORING COMPANY**

- PRECISION FREQUENCY MEASUREMENTS
- "A reliable service for over 15 years"
- For immediate service phone
- P. O. Box 7037 Kansas City, Mo.
Help Wanted

Managerial

General manager with experience as such in smaller community. Ambitious for growth. Must have experience in a similar market. Box 906G, BROADCASTING.

Capable manager to organize productive sales force, immediately, large upstate New York major market station. Write full qualifications. Box 906G, BROADCASTING.


Salesmen

Salesman—Experience in constructingself-sold radio. Must have first-hand experience and be ethical. To represent leading station, ABC, in all markets, ABC affiliate. Send full qualifications, references, photographs, etc. Also be available immediately. Box 22H, BROADCASTING.

If you are a top radio time salesman and want to move into a larger market and have an opening for us, we are a 24-hour pay, music, news and sports station with the highest listenership rating in an area of 100,000 listeners. You must have excellent writing ability, good memorization and knowledge of newswriting. Send complete information and a recent snapshot to Hubert Harper, WRAC, Racine, Wisconsin's second largest market, needs one good salesman. A64H, BROADCASTING.

Wanted, experienced energetic salesman to sell very attractive TV program for children for the midwest market. Salary, to approximate 15% commission, for with present duties. Write or call The Children's Hour Radio, Eastern State Building, 250 Fifth Avenue, NYC, Ackwanda 4-1517.

Announcers

Deep south 800 watt NBC affiliate in excellent market looking for experienced announcer. Experience in similar station desirable. Send complete information including disc, photographs, references, and minimum salary. Box 942G, BROADCASTING.

Announcer wanted by Pennsylvania network affiliate. Permanent position. Good pay for capable, experienced DJ. Some news. Send disc or tape and details to Box 942G, BROADCASTING.

Rare opportunity for thoroughly experienced announcer with mature voice, friendly sincere manner and exceptional radio background. Must be able to work professional 24 hours a day. Send disc or tape and complete information to Box 942G, BROADCASTING.

Wanted: Combination engineer-anouncer with first class license and announcing experience or training, for permanent position at station near Chicago: excellent working conditions, good salary. Box 44H, BROADCASTING.

Return to Minnesota? Station now in its 34th year of operation is offering a permanent position to a talented individual with a 1st class license who can also sell. Send complete information including disc, personal data and references to Station KUDI, Fergus Falls, Minnesota.

Engineer, experienced recording, routes, some announcing. Not afraid to work. Box 44H, BROADCASTING.

Opening for engineer-announcer with first phone experience. Progressive 1000 watt station, excellent working conditions. Box 44H, BROADCASTING.

Help Wanted (Cont'd)

Young staff announcer, accent on ability to write, produce, direct. State when available; salary required. Must be easy to work with and have good personal appearance. Box 22H, BROADCASTING.

5 kw midwest rural independent wants experienced staff announcer—low wage, music shows, disc, photo, control room operation. Must be able to deliver retail national and mail pull copy. Permanent, with good starting salary for right man with financially solid progressive organization. Character and credit record will be verified. Box 78H, BROADCASTING.

Combo: Real proposition for top man with voice and experience. KPFL-ABC, Kiamath Falls, Oregon.

WANTED

Experienced announcer with first tick- et and Engineering ability in small market daytime operation southern states. Must be capable of now overworked and understaffed. We require someone who can handle day or evening hours, good pay and employ only above average personnel. Starting salary around $300 monthly with increases accordance your value and experience. Box 24H, BROADCASTING.

Immediate opening two combination announcer-engineers, accent on announcing. One position full time. Please give all details in first letter. Very good opportunity. Box 11H, BROADCASTING.

WANTED

Commercial copywriter wanted: Giri or one man operation, to write all your communals and specials, send complete information, including photograph, references, etc. If you to the northwest, 1 kilowatt northern illinois daytime. Box 51H, BROADCASTING.

Commercial copywriter wanted: Giri or one man operation, to write all your communals and specials, send complete information, including photograph, references, etc. If you to the northwest, 1 kilowatt northern illinois daytime. Box 51H, BROADCASTING.

Television

Licensed operator with commercial broadcast experience for video control and film camera position at midwest AM station. Must be able to work on short notice. Good salary and opportunity for right man. Box 952G, BROADCASTING.

TV engineers for midwest station, actual operating experience desired in all areas. Good salary and benefits. Box 24H, BROADCASTING. 

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Sales

Salesman-salesman, 32, married, aggressive, steady, also write, announce. Box 892G, BROADCASTING.

Need flood of new business and more personnel. Foreigner, must know English. From top to bottom, I've worked in all phases of broadcasting from station operations, also top announcer. College background plus ten years experience. Proven record of two stations pulled out of red. Good reason for change. Want job with future and will accept trial period. Available thirty days notice to present employer. If you want a job, do it. Box 4H, BROADCASTING.

A good man is hard to find! We have an opportunity for people selected for personal and not personality reasons. He has outgrown our present program staff. No experience and station manager, he is thoroughly experienced in production, writing, public relations, announcing, special events, personnel management and network coordination. He has helped tremendously to bring life to a very dead horse. If draft-exempt, sober, ary, plus a fine, dimes, we would release him on short notice for the right opportunity. Gentlemen, here is the man you have been looking for. Address replies to: General Manager, Box 23H, BROADCASTING.

Outstanding, young, aggressive, civic-minded manager who is experienced in sales, programming and promotion and has a minimum of 5 years experience. Box 44H, BROADCASTING.

Assistant manager, program director. Over 10 years experience, last in a regional, highly competitive market. Qualified with strong background, great people skills, top-notch administration, great production, writing, public service, announcing, special events, personnel management and network coordination. Must be available immediately. Box 24H, BROADCASTING.

Commercial manager; years of successful past. Want to advance but first, Middletown only. Box 6H, BROADCASTING.

Good programming, plus proper service for your sponsors will mean constant high weekly billings. If you need that combination, then it makes sense to talk to this program manager who is prepared to deliver this combination, representing both local independent stations and local network accounts. Send complete information, including photograph, references, etc. If you prefer a large city, this opportunity is also available. Box 6H, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager or manager. Twenty years of constructive radio background. I defy you to get a better record or better reference than I can give. Several jobs of substantial station or manager of smaller stations. Also available, will go any place. Box 952G, BROADCASTING.

Managers—15 years experience, no draw, no salary, includes three clerical positions. Experience in producing, promotion, programming and the knowhow to get the sponsors you have lost, due to inefficient management. Will announce or technicians. Otherwise can handle station. Will take on your problems on fair basis. Replies confidential. Box 42H, Cheyenne, Wyo.

For complete information about executives write Box 31H, BROADCASTING.

Salesmen

Salesman: From way back. Strong on small stations only. Box 86H, BROADCASTING.

Fulltime personal representation in N.Y., one AM or TV station. Conservative draw against commission and hustle. Box 11H, BROADCASTING.

In 18 months, wrote over $100,000 commission. Travel to Florida and KY ABC basic. Left radio for private business January, 1950. Over 30 years newspaper and advertising. College trained, draft exempt, married. York area. Will give you a sound selling job where timeless ennui and general apathy can be productive. Box 44H, BROADCASTING.

Salesmen, 24 years old, 2 college courses in newspaper, interested in Radio City. Pleasing voice. Can work in a major city. Also available. Box 906G, BROADCASTING.


Announcer, 15 years all phases, seeks permanent position. Professional, 10 years experience, 34 years old, married, one child. All replies appreciated. Anywhere. Box 12H, BROADCASTING.

Staff announcer, Single, Veteran, 4 years experience. Positions in any localities. Box 23H, BROADCASTING.

Sportsmen, presently employed, desires change starting basketball announce. Sponsor references. $65. Experience all major league plus four years staff. Box 20H, BROADCASTING.

Wanted: Sportscaster, 15 years all phases, seeks permanent position. Professional, 10 years experience, 34 years old, married, one child. All replies appreciated. Anywhere. Box 12H, BROADCASTING.

Wanted: Staff announcer. Fulltime disc jockey, 27, sports experience, non-smoker, draft exempt. Three years experience in Hollywood. Desires station in New York City. Disc jockey, references on request. Box 51H, BROADCASTING.

Wanted: Experienced sportscaster, former pro-baseball player, presently employed, prefers week or midwest, possibly 1950 World War 2. Married, one child. Desires some money, no draw. Send disc and picture available. Salary reasonable. Write to Box 31H, BROADCASTING.

Television

Technical

Chief engineer, experienced all phases broadcasting, construction. Have made two 250 kw stations, portable transmitter established station. Best references. Family, age 28. Box 979G, BROADCASTING.

Engineer, experienced studio, phasing and directional equipment, maintenance and remote boxes. Box 830C, BROADCASTING.

Chief engineer desires position with progressive station, preferably in large city. Instructs and supervises all phases of broadcasting engineering in clear, concise manner. References upon request. Ready for TV. Draft proof references. The Box 984G, BROADCASTING.

Engineer, first contact, Box 940G, BROADCASTING.

Engineer, at first call radiotelephone lic. Six years experience, FM, AM, studio, remote, transmitter. Married, nature, character. Must have references. Box 851F, BROADCASTING.

Engineer, 3 years experience, 18 kw, want permanent position. No combo. Draft exempt. Box 64H, BROADCASTING.

Engineer, first phone, veteran, experienced, have hq displayed, Dignified, pleasant. Box 748H, BROADCASTING.

Engineer, five years experience and operation of television and studio equipment. Must want permanent position. References. Married, one child. Box 871G BROADCASTING.

Available Immediately, Engineer, 1st phone. Two years college. Five years experience television, installation, maintenance and operation. Xmts to 10 kw FM, 5 kw AM, remote control, master control, remotes, etc. One year TV repair. Sober, excellent references. Address: A. J., Box 701B, Metro Station, Los Angeles 55, California.

Technical, first license, five years broadcast radio, wide experience as engineer, transmitter technician. 22, Single. Available quickly. Please write Pasquale Lewis Sherlock, Box 81, Plainview, Texas.

Wanted to Buy

Stations

Broadcasted in purchasing station, or controlling interest and master control. No brokers. Reed, 611 Taft, Lafayette, Louisiana.

Equipment, etc.

Want 250 Watt and 0.5 kw AM broadcast transmitters. First letter, Box 997G, BROADCASTING.

WTV transmitter, audio optional. Send outline specifications, price and delivery. Box 34H, BROADCASTING.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, etc. Also needed antenna service. Also monitor and frequency measuring service. Box 428I, TEXAS.

Help Wanted

Announcers

MORNING MAN

Regional net wants topflight morning showman, disc jockey, entertainer, good voice. Tell all. Replies confidential. Box 35R, BROADCASTING. Write Box 35H, BROADCASTING.

SOMEBODY there is a dp personality that should be ready for a major market. Not just an announcer but an intelligent builder. Salary to suit. WOKY, Empire Building, Milwaukee 3, Wisconsin.

Miscellaneous

TO ALL STATION MANAGERS

CFS offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost. CFS insures greater radio sales for station and sponsor. CFS information and rates upon request.

Commercial Trans-Service

143 W. 41st St.

N. Y. C.

Employment Service

Experienced capable combination announcer-engineer.

Bert Arnold

Radio Personnel

Clearwater, Florida

New GF Shows

GENERAL Foods (Post Cereal Division) will sponsor two new programs from Benbro Valley, Ky., on CBS regional network starting Jan. 1 — a Sunday morning hymnal and religious discussion and a quarter-hour program daily from the Benbro Valley Country Store. An exclusive talent contract has been signed with John Latta, owner and producer of the package for 52 weeks. Benton & Bowles, New York, is the agency for General Foods.

FEAR THINKING

Sawyer Addresses Ad Group

ADVERTISING media have been urged by Secretary of Commerce Charles E. Sawyer to cooperate in allaying fear thinking in the nation. Secretary Sawyer expressed his views Nov. 16 at a meeting of the Committee on Advertising of the U. S. Chamber of Commerce. W. Howard Chase, information consultant to National Production Authority, reviewed impact of defense mobilization on industry and urged advertisers to coordinate their activity with the Advertising Council and NPA.

Radio members of the committee who attended the session were: Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; J. Harold Ryan, Fort Industry Co.; Harold E. Fellows, WEEI Boston; Richard P. Doherty, NAB.

GENERAL MANAGER

with top-dollar qualifications, ability and case history interested in discussing immediate or near-future association with equally high-grade ownership principals or firm. Administrative, sales, advertising and promotion accomplishments of highest caliber. Unexcelled sales reaction, these qualities along with rigid adherence to sound principles of honesty and integrity trained with strong, steady, sane sales drive make this applicant an outstanding potential leader for some high class station that places a premium on A-1 generalship demands a good product and is willing to pay the price. Industry-wide references will stand up under most exhaustive investigation. Present employer aware of this advertisement. Replies held in strictest confidence. Box 62E, BROADCASTING.
Radio Helps Gent
(Continued from page 19)

which last season fed baseball
recreated and live to 200 - plus
stations, naturally, to the contem-
plation of Mr. Jordan in his latest
survey.

Gordon B. McLendon, Liberty
president, told Jordan's person-
als to watch out for "baseball on
the air" will be "highly resented
by those of us close to the prob-
lem.'

Looking at the matter from the
standpoint of basic constitutional
rights, Mr. McLendon said, "I am
surprised that so intelligent a
young man as Jordan cannot be
unconscion-
able as to distribute a document
so damaging to those of us who are
fighting for certain precious free-
doms for radio.

Referring to the Jordan sugges-
tion that "some businesslike bal-
ance should be voluntarily put into
the allocation of baseball games,
especially in minor league
towns," Mr. McLendon declared:

"Here Mr. Jordan has actually
struck a blow at the fundamental
deprived and radio.
Once again, he has departed from
research into personal opinion."

Mr. McLendon was "completely
amazed" that Radio - Television
Mfrs. Assn. "would publish a doc-
ument so clearly attempting to build
theatres at the expense of radio.
Has the RTMA ceased to make
sense?"

As to the Jordan observation
that as many as three or four major
league broadcasts are heard each
day in the West, Mr. McLendon
said:

"Some had none, many had one,
others had two. There may have
been a few cities in the East with
three major league broadcasts, and
there may have been a few cities
which, on rare occasions, had four
major league broadcasts, in one
day. But usually these broadcasts
came at the same time in the
rare occasions they occurred, if
they occurred. I challenge anyone
to prove that there were three or
four cities in the whole United
States ever occasionally had three
or four major league broadcasts in
one day. It is not true that gener-
ally, or even occasionally, any city
in the West had baseball broad-
casts beginning at 11 in the morn-
ing and, with few breaks, continu-
ing right up until 1 o'clock at
night."

"Mr. Jordan is attempting to
indicate a general situation by the
use of some isolated example he
may have. I deeply resent his ap-
proach to the problem."

Mr. McLendon noted that "a
person can listen to only one game
at a time."

A realistic approach will show
that baseball was fortunate in 1960,
he said. "People in 1950 simply
didn't spend nearly as many enter-
tainment dollars as they did in 1949
or 1948. My own personal
chain of theatres which operate,
like the minor leagues, at night;
our attendance in small towns
and large towns was off far more
than baseball's attendance.

'All Entertainment Off"
"Do you think that maybe major
league baseball broadcasting in
the afternoon did this to us. Nightclub
business was off everywhere.
Almost every branch of the enter-
teainment business was hit during a
year when baseball attendance
was also hit. Yet minor league base-
ball, in its search for a whipping
boy, seems to regard itself as the
sole target of a cruel economic
world."

"Minor league attendance, fol-
lowing the all-time highs of 1948
and 1949, dropped something over
17% in 1950. This has naturally
occasioned much weeping and wail-
ing and gnashing of teeth among
the affected minor league owners.
Were they alone in their suffering?
The answer is an obvious no
when we consider that major
league baseball itself dropped
over 15%. Theatre attendance is
down nationally from 20% to
25%. Most of the good nightclubs
have been hit even harder than
they."

"Common sense will dictate the
answer that attendance that has drop-
ped in baseball, theatres, night-
time radio will continue to drop be-
cause of prevailing national eco-
nomic factors which were at work
to lower entertainment attendance
more generally."

"I believe that minor league
baseball, perhaps as a direct result
of the stimulation of interest in
baseball by Liberty, has suffered
less than other entertainment
business."

Mr. McLendon listed economic
factors which contributed to lessen-
ing baseball and other entertain-
ment attendance. These were:

(1) Increasing in-depth buying
after controls were lifted, with
people going on a buying jag.
(2) Thoughts of war diverted
attention from baseball in the late
April period.
(3) Abnormal records of post-
war years necessarily leveled off.
(4) Weather in 1950 was the
worst within memory.
(5) Increased entertainment
competition, including television
which is forming stay-at-home
habits.
(6) Sports and entertainment
operators took prosperity for
granted, taxed and figured the public
would "come anyway."

(7) Many clubs are located in
towns which cannot support a
baseball club.

"Mr. McLendon's creation of the
percentage of baseball failures is lower than that
of banks."

Liberty's Position
Liberty constantly urged listen-
ers to attend local baseball games,
Mr. McLendon said. "What better
advertising vehicle for a club than
to have somebody talking to
very patrons a few hours before
left for the ball park? And for
free. I would certainly like to
to a business where somebody
would, for free, talk about my busi-
ness for 2 1/2 hours a day. And a
lot of local baseball clubs occupy
the position, unique in all business,
so called for being given pub-
licity—these are the clubs which
sell rights to local stations.

In spite of this a few short-
sighted club-owners look at radio
as though it were an ogre about
to devour them. I would like to
suggest that instead of this con-
tinued carping criticism of us
by a few minor leaguers that we
have more appreciation of the
favors and money that radio gives
baseball.

I understand that some minor
league baseball clubs criticize the
announcers on the major league
chain for making the major league
games sound more exciting than
they really are.

"These minor league spokesmen
say that we make every play a
thriller and that by comparison
minor league baseball sounds tame.
In the first place, I do not believe
that anyone would want us to pic-
ture major league baseball as a
dull game. I hear minor league
baseball announcers all the time
who are more sensational than
any major league announcer."

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create
the need for an independent appraisal. Extensive ex-
perience and a national organization enable Blackburn-
Hamilton Company to make accurate, authoritative
appraisals in minimum time.

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BROADCASTING • Telecasting

Communications
Engineers

Build your Future with RCA
RCA Service Company, a Radio Cor-
poration of America subsidiary, is
offering communications engineers,
experienced in installation and main-
tenance of broadcast and TV trans-
mitters, an outstanding opportunity.
We need qualified men to fill Field
Engineering positions as RCA repre-
sentatives with the military at over-
seas locations. Work involves instal-
lation and maintenance of electronics
equipment, including communica-
tions transmitters, radar, sonar, radar
and teletype.

Starting salaries are attractive and
are reviewed periodically for increase.
In addition, overseas bonus, living
expenses and full coverage under
our liberal group life, disability and
hospital-surgical insurance programs
are granted. Excellent opportunity
for later assignments with the large-
scale commercial activities of the
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Write us today, enclosing a de-
tailed résumé of your training and
experience. Qualified applicants
will be interviewed promptly at a con-
venient location. Address:

Government Employment Section
RCA Service Company, Inc.
Camden, New Jersey

New owner has just assumed control
of 5 kw network station in one of
New England's largest markets, and
needs intelligent and experienced help
in sales department. Draw against
good commission offers great oppor-
tunity for substantial and permanent
income with future possibility of be-
coming sales manager of this impor-
tant station. Please state full details
of employment history, personal sales
records of reference. Personal inter-
views will be arranged with interest-
ings and qualified applicants. Please
write Box 80TH, BROADCASTING.
Excess Profits Tax
(Continued from page 19)
rearrangement program would be stifled.
- Impact would be greater on the smaller than on the larger radio-TV company.
- General relief recommended for hard-hit cases would not offer practical assistance (because of lack of "normalcy" upon which to base average earnings).
- Growth companies should have an adjustment on their profits credit to equalize their treatment under the tax law.

In making his "growth credit" suggestion, Mr. Sprague offered a recommendation that a growth company be one "whose 1950 earnings are at least 50% greater than its earnings in the year 1949."

Crux of Mr. Sprague's argument, which was further substantiated by Dr. DuMont who testified the same day, was the need to consider 1950 earnings as well as 1946-49 earnings in computing a base period.

Charts TV's Growth
Producing tables which chart the growth of TV set manufacture in the U. S. since 1946, Mr. Sprague revealed that in 1946, 6,476 TV sets were produced and sold at a total sales value of $1,250,000; by 1949 the number of sets was 3 million and value at $850 million, and estimate for 1950 is 6.5 million sets at $1.1 billion. These figures show, Mr. Sprague told the committee, that the number of set manufacturers and sold this year will double last year's production and be 1,000 times that of 1946.

Another chart compared all corporations' net income to that of the set industry. These figures show, Mr. Sprague said, that "while earnings of all corporations increased only about 65% between 1946 and 1950, the earnings of our industry expanded almost six times over the last four years. The increase in earnings of all corporations in 1950 over 1949 is 40%, but in our industry it is almost 120%.

35% of the earnings of all corporations as that percentage of 1950 subject to an excess profits tax (computed from Secretary Snyder's proposal) and applying the same formula to the set producing industry, "78% of our industry's 1950 earnings would be subject to excess profit taxes compared to 38% for corporations generally," according to RTMA.

Mr. Sprague's contention that the smaller company would be hit hardest by an excess profits tax was supported by a table prepared from earnings of six representative set manufacturers. The table follows:

<table>
<thead>
<tr>
<th>Largest companies</th>
<th>Company No. 1</th>
<th>Company No. 2</th>
<th>Company No. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950 Earnings</td>
<td>75.4</td>
<td>77.6</td>
<td>65.4</td>
</tr>
</tbody>
</table>

Mr. Sprague explained: "The tabulation discloses that with one exception, the second smallest company, the amount subject to excess profits taxes increases as the size of the company decreases. The largest member of the group shows only 62.8% of its 1950 earnings subject to excess profits taxes compared to 93.5% for the smallest member."

In concluding his testimony, Mr. Sprague said:

"We understand that your committee has ruled that it will not consider alternatives to an excess profits tax, but ... I would like to state that we believe that any addition to the need for taxes would be raised through a temporary increase in the present corporate tax and that an excess profits tax should not be prescribed.

It has been pointed out that the World War II excess profits tax law included a growth company formula in computing an average base earnings period for corporations. However, Secretary Snyder suggested the taking of three best years in the 1946-49 period inclusive, as a basis of pre-clearing a corporation for profitation for growth companies.

See Discrimination
Radio-TV industry spokesmen contend that absence of this growth formula would discriminate against their companies. But, in addition, even the inclusion of a growth formula would not alleviate their particular problem unless consideration is made of 1950 earnings.

In attacking the so-called relief provision under the old tax profits law, Mr. Sprague gave his company experience as an example. He said that the firm applied for relief amounting to more than $1 million in 1945. He said it was five years before tax examiners located at the company's books and estimated another two years from today before the money would be received. Another claim filed in 1944, he said, amounted to $2 million has not yet been settled.

He told the committee that the five years consumed in preparing data and proving the correctness of Sprague's firm's of $175,000 for accountants, tax experts and attorney fees. Rep. Noah M. Mason (R-N.Y.), a member of the committee, paid specific attention to the table which showed the smallest company paying the largest tax. From the figures shown, Mr. Mason said, "there is bound to be a high mora-
tality among the smaller companies in your industry. This committee has got to make some real allowance for industries such as these."

Mr. Sprague, in answering to the Rep. Martin's point made to the committee: "The proposed retroactive feature of the [excess profits tax] bill is the most damaging to our industry."

Commenting on the defense angle, Mr. Sprague added: "One of the greatest bottlenecks we have in the defense program is the electronics industry. To me, there is no industry that is more vital to defense." He asked Mr. Sprague for additional data referring to the defense program to be "given me personally outside of these proceedings."

Rep. H. P. Eberharter (D-Pa.) indicated that every member on the committee wanted to encourage the defense efforts and that a workable formula which could be applied was being searched.

Suggest Base Period
Mr. Sprague said that when RTMA and its tax staff talked with Colin F. Stain, chief of staff, Joint Committee on Internal Revenue Taxation, and Treasury tax experts, they looked over the tax situation in relation to radio-TV companies. Mr. Sprague said that at that time it was suggested to the tax experts that the first six months of 1950 earnings be included as a base period since in that period there was no war, no defense work, no scare buying.

Industry officials who accompanied Mr. Sprague to the hearing were Tax Committee members Max F. Balcom, Sylvania Electric Products Co.; B. L. Graham, Allen B. DuMont Labs; Raymond C. Rhyne, General Instrument Corp.; M. A. Philco; George R. MacDonald, Motorola; Glen McDaniel, RCA, committee chairman. Also Merle Darlington, Tong-Sol Lamp Works, Dr. Allen B. DuMont, DuMont Labs; Harry A. Ehle, International Resistance Co.; Joseph B. Elliott, RCA; E. Leaux, General Instrument Corp.; A. D. Flammond Jr., Indiana Steel Products Co.

F. Cleveland Hedrick Jr., law firm of Piersk & Ball, secretary and special counsel to RTMA's tax committee; James D. Secret, RTMA general manager, and Alfred Boni, consulting economist, all active in preparing RTMA's brief, were at the hearing.

Earlier, Dr. DuMont, speaking in behalf of National Conference of Growth Companies that he chairs, mounted a blistering attack on the administration's proposal.

The Conference represents a total of about 15 electronic and electric firms. Among them are the following firms, TV set and component parts manufacturers, and radio-TV users:


Similar to RTMA's position, Dr. DuMont put the Conference on record-in favor of a flat increase in regular corporate rates as a substitute for the profits levy. He also agreed with Mr. Sprague's sentiment that the tax should not become retroactive.

Challenging the semantics used, Dr. DuMont declared: "You cannot define excess profits because you cannot define normal profits. You might better call the kind of taxation you are considering a success tax, because it penalizes success after denying success has rewards."

Continuing, he said, "Those who favor these masquerading proposals are politicians seeking to curry public favor and organized labor representatives seeking to gain a..."
preferred position... because wage increases will come out of taxes.

"From the results of recent elections, it is apparent that the heads of organized labor do not always speak for the rank and file, and... do not carry the labor vote in their camps... the economy, the people and the nation's expanding strength down the river for a fiction which can never become real!"

Dr. DuMont said:

"The group of companies for which I speak... recommends that organization... a decade. They are "growth" companies.

"They are those companies whose risk-taking attitude, expanded expansion have made more substantial contributions to the economy. The productive strength of our nation, but who have not had the opportunity to reap adequate profit returns.

Specifically, Dr. DuMont suggested, if an excess profits bill is to be considered without "more equitable" alternatives:

- Individual treatment of new ventures: capital gains; preferential treatment on invested capital basis.
- Elimination of the percentage reduction of base period earnings in computing the excess profits tax.
- Broadening of relief provisions with respect to capital gains, and also in income base period.
- Reversion to previous registration of special relief provisions.

In making his suggestions to the committee, Dr. DuMont put forth three formulas which could be applied in making the tax more workable and equitable. Attacking the term "excess profits," Dr. B. was an erroneous and a false label, which "when considered with... accompanying emotionally based propaganda, impugn the integrity of the whole American business and industrial system. It implies that everyone corporation is profiteering from war..."

DuMont Example

Citing his company as an example, Dr. DuMont said his company was organized in 1922, only the 1949-49 inclusive base period, but was now earning in the vicinity of $775 million. "Growth didn't stop in 1949," he said. The firm is still growing and will continue to do so unless a restrictive tax is imposed, he told the committee.

Meanwhile, the Wall Street Journal printed a table on Nov. 21 showing the estimated taxes which companies would have to pay under the government's proposed profits levy. The chart picked three "stable" companies and two "growth" companies, including DuMont Labs as one of the latter. The table estimates the average earnings based on the best three years of the base period, computes the 76% credit as recommended by the Treasury and compares the total of percentages and earnings subject to the tax with indicated earnings for 1950.

Under this formula, the Journal found that DuMont was within a range of $3,292,000 in the base period from which a 75% credit would amount to $2,494,000. According to the chart, if approved and common stock price, the company would not pay an excess profits tax, a second would have a 38.5% taxable, the third, 25.5.

Capital Risked

The firms point out that capital was risked in the base period of 1949-49 inclusive by all telecasters, damaged and shortened because of defense requirements and the "freeze" order by FCC still effecting the companies. Some telecasters would have to rely on present situation.

Since the theory of "war profits tax" is to drain off profits during the war, they would be the tax which would be undercutting the telecaster, who in reality wouldn't have his profits increased because of the freeze. In fact, the best telecasting companies would have more to lose. Suggested was special treatment in any law passed.

To show how telecasters would be hindered in their ability to re-coup losses which occurred in the so-called base period of earnings (1945-49 inclusive), the firm revealed the following: -

KING-TV.—In 1948, total operation loss, $1,165; 1949, $122,165; 1950 (to Sept. 30), $10,852.

Capital experienced substantial losses during 1949 of station by King Broadcasting Co. (sales price was $375,000 for FM and TV facilities of KCBC Seattle) was $87,554,

WHEN (TV).—Fiscal year ending June 30, 1949, operation loss, $198,663; June 30, 1950, $204,000; July through Sept., 1950, $41,329.

Pilot stations:

KMTV (TV).—For 1949 (started commercial operation Sept. 1) operation loss, $46,289; first nine months in 1950, $62,000.

Roundup of other comments from business groups appearing before committee:

Committee for Economic Development.—Urged Congress not to put Congress in position of choosing "between excess profits tax of World War II type and no taxes. Recommends an adequate" tax approach along lines outlined by CED's Research and Policy Committee [Broadcasting, Nov. 20]. These include temporary 15% defense profits levy, individual income tax boosts, in-

NARFD MEET Prominent Speakers A Chicago Session

MORE than 100 members of the National Assn. of Radio Farm L

tora had registered by late Friday for the two-day annual meeting to open Saturday at the Ho

der, WCBM Bay City, Mich.

Another group discussion entitled "CBS Television in Action" was to have been moderated by Mal Hansen, WOW Omaha, with these panelists: Phil Alampi, WTVZ; Chuck Beatty, WRAP Ft. Worth; C. R. Elder, WOI-AM Ames, Iowa; Jerry Seema,


Other speakers scheduled were Harry Burke, KFAB Omaha; E. Cashman, president, Doughboy Industries; William Wiseman, WOW Omaha; Maurice B. Mitchell, vice president, Associated Program Service, and a group of agency and advertiser officials, who were to appear jointly on a discussion of what advertisers want from radio farm directors.

This group included Gordon M. Philpott, vice president and director of advertising, Ralston-Purina Company, and chairman of the National Farm Bureau Council, and director of public relations for Ralston; Mau

rey E. Malin, manager of Chevy advertising, Ralston; J. R. Leach and Marshall Smith, Gardner Advertising, St. Louis.

Social features were to include a luncheon tendered by the Sears, Roebuck & Co., a reception under auspices of the American Assn. of Nurserymen Saturday evening, and later a buffet supper with the Grand Atlantic & Pacific Tea Co. as host. On Sunday, the Foundation for American Agriculture were to be hosts at breakfast, the National Safety Council at luncheon, during which the council's public interest awards for exceptional service to farm safety were to be presented (see separate story), and an evening reception with Armour & Co. as sponsor. At the annual NARFD banquet to follow, presentation of service awards was to be inaugu-

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November 27, 1950 • Page 93
EASLEY DENIES CHARGES OF CLARKSBURG STATION

ROBERT L. EASLEY, consulting engineer named fortnight ago in $100,000-damage suit filed by WAB Clarksb urg, W. C., in Circuit Court, (CASTING, Nov. 6), in reply brief Friday told U. S. District Court for D. C. he never on his own account entered into any agreement with WHAR "and is not indebted or obligated in any way to plaintiff." Suit, filed against R. L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, D. C., alleged defendant failed to prepare and carry out application to switch WHAR to region assigned according to terms of June 1949 agreement.

Mr. Easley cited court he never traded as Dixie Engineering and to his best knowledge was "properly organized legal entity, a division of Dixie Nortelco, with Carolina Corporation, then located at Columbia, S. C." He contended Dixie Engineering never was located in Washington, D. C., and he discontinued his partnership employment with that company.

He asked court to dismiss suit with costs and that defendant "have such other and further relief as may be just and equitable under all the circumstances."

FLUID LABOR PATTERNS NOTED IN TV STUDY

TV STATIONS and networks employ about 8,500 persons, according to estimate by Richard P. Dobbert, NAB employee-employer relations director. Per-station employment average down from 66 to 57 in year, with short schedules of new stations and location in smaller cities as factors in trend.

Stations operating in 1949, when they had 54 employees on average, now have 68, NAB study shows (one-time artists and agency-produced shows excluded).

SKIA TRON GETS FCC GRANT

WOR-TV New York Friday granted 30 day special temporary authority by FCC to test "Subscriber-Vision" system of Skiatron Corp., subsidiary of Seophony Corp. of America, during use of 9:30 to 10 a.m. but using only test pattern or pictures of engineers working on and explaining system. Skiatron Subscriber-Vision operates without telephone wire as does Zenith's Phoneline. It employs special key cards in both camera and receiver. FCC imposed same policy conditions as put on Phoneline test.

TUBE SALES SET RECORD

RADIO receiving tube sales in October set another alltime record, with 40,105,811 sold by manufacturers, according to Radio-Television Mfrs. Assn. Ten-month total is 304,910,387.

ZIV ENLARGES STAFF

FREDERICK W. ZIV Co. appointed following three new men to its sales staff last week, continuing its planned expansion: William S. Oliver, headquarters in Lincoln, and sales territory in state of Nebraska; Thomas T. Morgan, headquarters in Des Moines, Iowa; and Larry Trexler, headquarters in Memphis and sales territory Central and Western Tennessee and Northern Mississippi.

NEW SELLING AIDS PLANNED BY ASSOCIATED

SERIES of sales aids for subscriber stations announced by Maurice B. Mitchell, general manager, Associated Program Service. On theory that broadcasters "want a library service with a built-in income" Mr. Mitchell said APS will send subscribers monthly transmitted "sales meeting" with each covering different phase of radio selling such as referral, automotive, banks and others. Techniques of selling plus guest speakers will be included.

APS also to hold regional sales-programming conferences for members. Other sales aids include regular bulletins on sales and programming; program sales presentations for local use; sponsor-promotion kits; more scripts and programs; personnel guide from field staff; guides for use of library.

NEW AM STATION GRANTED IN SIDNEY, NEB.

NEW AM station at Sidney, Neb., on 1540 kc with 250 w daytime granted by FCC Friday to Sidney Broadcasting Co., equally owned by William C. Grove, manager-10% owner KFBF Cheyenne, Wyo., and part owner KCSJ Pueblo, Col., and KRAB Rawlings, Wyo., and Lewis W. Grove & Son, Sidney. Mine & Smelter Supply Co. WABG Greenwood, Miss., granted switch on 960 kc from 1 kw daytime to 1 kw day, 500 w night directional.

Eight transfers granted by FCC Thursday.

WCLF JOINS PROGRESSIVE

PROGRESSIVE Broadcasting System, which was to begin operations yesterday (earlier story page 28), late Friday announced affiliation of WCLF Chicago, 60 kw independent, which will be origination point for PBS programming to Midwest stations. WCLF is owned by Chicago Federation of Labor.

CHAMBERLAIN NEWS

CHAMBERLAIN SALES CORP., Des Moines (hand lotion), sponsoring new commentary series, Eric Sevred and the News, on 178 CBS stations, Sun., 5:45-6 p.m. Agency, BBDO, Chicago.

WALLACH APPOINTED

GEORGE WALLACH, WNBT (TV) New York producer, appointed director of news and special events for WNBC-WEHIT (TV) New York to fill position vacated by Jay J. Heitin, who joined WNBTS sales department as account executive.

TED WEBBE TO WAAT

TED WEBBE, former sales manager of WCTC New Brunswick, N. J., joining sales staff of WAAT and WATV (TV) Newark, N. J.
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 2,900 tickets available. So great was the demand for tickets that 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-TELEVISION

"Ruth Lyons Day" Causes Stampede When Women Mob TV Star On Visit Here

BY JEAN DIETRICH
Journal Herald Staff Writer

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 rush. Ruth called,
"Looks like you kids still have a long way to go."

To one straight-faced woman she remarked, "You're the
You've read, in both newspapers and magazines, about the powerful electron microscope. Now this amazing "instructor" of scientists and physicians becomes even more useful—in more research fields.

Through basic principles uncovered at RCA Laboratories, RCA engineers have developed a compact "table model" electron microscope, at a price which makes it practical for use in an increased number of universities, industries, hospitals, clinics. So simplified is the new instrument that a high school student or unskilled laboratory technician can quickly learn to use it!

Magnifications of 6000 times can be obtained directly in RCA's portable electron microscope—four times that of ordinary light microscopes—and photography lifts this to 30,000! A new "instructor," yes—and one that gets a very hearty welcome.

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.