note—ALL TV BUYERS!

Here's probably one of the most important collection of facts that you've ever glanced at. It concerns the homes that you and your clients get into for the dollars you spend in New York.

Are you getting your money's worth?

Study this table carefully . . .

<table>
<thead>
<tr>
<th>Time</th>
<th>10 New York Radio Stations</th>
<th>All New York Television Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 8:00 PM</td>
<td>$3.50</td>
<td>$8.84</td>
</tr>
<tr>
<td>8:00 - 10:00 PM</td>
<td>3.03</td>
<td>5.15</td>
</tr>
</tbody>
</table>

In other words, on a cost-per-1000 basis, New York television station rates are 153% higher than those for New York’s AM stations during the early evening, 6:00 to 8:00 PM, and 70% higher during the 8:00 to 10:00 PM period. These facts are based on actual listening and viewing.

TV's good, but you need the AM too to thoroughly and profitably cover the greatest group of markets in America! That means buying

— the station that sells more people, more goods, more often than any other station in the United States.

NOTE: Ask us for a special and very informative study we have just made.

It's called "An Appraisal of Radio Rates in New York."
AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistently emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and national educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance...two good reasons why WLS achieves such outstanding advertising results.
YANKEE is the answer...
with 29 Home-Town Stations

Coverage is a continuous study, market by market, state by state — but not in New England. In this six-state area complete coverage is a one-network buy — The Yankee Network.

For years these Yankee home-town stations — now reaching 29 markets — have answered the coverage question for hundreds of advertisers. They do this because in every market they deliver the large, ready-made local audience of Yankee and Mutual listeners. Every sales message has local impact—penetrates the entire trading area in the way that means sales results for local merchants.

The Yankee Network is New England's largest regional network — the only one-package buy that gives you complete coverage, with thorough local coverage of individual markets.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

THERE'S better than even chance that agreement among TV networks will develop toward FCC's investigation of AT&T allocation of coaxial cable and microwave relay time, scheduled to start next Monday. Pre-hearing conference today may kick off renewed efforts toward voluntary pact. FCC reportedly has no appetite for hearing, called after networks' failure to agree forced AT&T to make arbitrary time allocations, which DuMont and ABC-TV protested. Stratford Smith, assigned as FCC counsel for case, was in New York last week questioning AT&T and networks in preparation for today's conference.

FIRST peek into typical broadcast operations point to healthy 1950 increase in all business categories except network, with year's total to be well ahead of $429 million net in 1949. TV boom, of course, will leave 1949's $25 million far behind.

THOUGH nothing definite yet, transit and related FM services seemingly weathered all-day, all FM FCC session Friday, one of several to be held to survey FM problems. Suggestions that transmitting, storecasting, etc. be curtailed or banned reportedly received little enthusiasm at Commission level.

LLOYD YODER, veteran general manager of NBC-owned KOA Denver, slated for appointment as general manager of KNBC San Francisco and northern California operations of NBC. He'll succeed John Elwood, recently retired. No successor as yet named at KOA.

TOP CBS executives make no secret of dissatisfaction with date on which network representatives are invited to see RCA color demonstrations in Washington—Dec. 16, 10 days after demonstrations begin. Adrian Murphy, CBS vice president, telephoned request to RCA to move date ahead but was told accommodations unavailable for CBS before then.

FCC CHAIRMAN Wayne Coy this week will start month's leave on doctor's orders. Nothing organically wrong, it's reported. Doctor called it fatigue. It's presumed Vice Chairman Paul A. Walker will function as acting head.

STANDARD BRANDS through Compton Adv., New York, will underwrite spot announcement campaign in radio and television in eastern and southern markets starting in spring of 1951 for its instant tea.

EDWIN W. CRAIG, WSM Nashville, chairman of Clear Channel Broadcasting Service, has called special meeting of 16 member stations in Chicago for today. Meeting will decide plans for opposition to Senate confirmation of NARBA treaty, which CCBS contends will endanger rural service to substantial portion of nation.

DESPITE worsening of international situation, there's little talk about reestablishment of Deficit Finance Committee toward to coordinate communications policy matters. Evidently situation is being handled adequately through informal.

(Continued on page 118)

Business Briefly

AGENCY NAMED • Standard Housekeeping, New York, national mail order and retail organization, names William Warren, Jackson & Delaney, New York, as advertising agency. Television will be used.

HOLIDAY SPECIAL • Stanley Home Products, Westfield, Mass., to sponsor Boy's Town Choir in special program of Christmas music over ABC Dec. 10, 5-6:30 p.m. Agency, Charles W. Hoyt Co., New York.

P&G SIGNS • Procter & Gamble, Cincinnati (Dreft and Oxydol), to start sponsorship Jan. 1, three weeks weekly, of Kate Smith on NBC-TV, Agency, Dancer-Fitzgerald-Sample, New York.

COSMETIC FIRM PLANS HEAVY RADIO-TV DRIVE

HAZEL BISHOP LIPSTICK, New York (indelible lipstick), will start participation sponsorship of three network television shows as well as heavy spot announcement campaign in both radio and television, effective first week in January.

Advertiser originally used spot test campaign in television and is shifting much of its budget from newspapers into radio and television. Claim made that in which Hazel Bishop Lipstick will participate is as follows: Kate Smith Show on NBC-TV, Fri. 4:30-5 p.m., Cavalcade of Bands and Cavalcade of Stars on DuMont TV network.

Spot announcement schedule will include one-minute films to be placed on 35 television stations throughout country. In addition one-minute radio film will be used on about 50 stations in non-television markets, Agency, Raymond Spector, New York.

Murray Spitzer, advertising director of Revlon Inc., joins agency as account executive on Hazel Bishop Lipstick account.

RCA EXPLAINS COLOR TV INVITATION LIST

RCA DID NOT invite FCC members to its latest compatible color TV demonstrations because color controversy is pending in court, RCA spokesman said Friday. Statement was in answer to newspaper assertion that RCA "snubbed" Commission by failing to extend invitation to showings, which start in Washington Tuesday.

Spokesman said that when RCA's suit against adoption of CBS color standards has been finally decided, FCC will be invited to demonstration that will include all developments and improvements in RCA system up to that date, and that Chairman Wayne Coy and other Commissioners have been informed accordingly.

DRUG STORE RENEWAL

DRUG STORE Television Productions has renewed Cavalcade of Stars on 19-station DuMont TV network, Fri., 10-11 p.m. for 52 weeks with 13-week options, and Cavalcade of Bands on 21-station DuMont TV network, Tues., 8-9 p.m., also for 52 weeks with 13-week options. New contracts signed Friday by Edward Kletter, president, Products Adv. Corp.

BROADCASTING • Telecasting

Upcoming

Dec. 6: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
Dec. 6-13: Baseball Majors and Minor League meetings, Hotel St. Petersburg, St. Petersburg, Fla.
(Other Upcomings on page 27)

Bulletins

KELLOGG Co. moving Tom Corbett, Space Cadet from CBS to ABC and picking up sponsorship of MBS-Victor Borge Show Jan. 1. Both shows in same time period.

RCA's color program moves into 6:30-7:00 p.m. ABC time slot and Victor Borge Show to appear 5:55-6:00 p.m. Kenyon & Eckhardt is agency.

EXCESS tax bill approved Friday by House Ways & Means Committee. House Rules Committee gave bill priority for two days debate, with vote Tuesday. Radio-Television Mfrs. Assn. has asked to testify before special Senate committee slated to open hearings today (Monday). Dr. Allen B. DuMont, chairman of National Conference of Growth Companies, said Friday House bill is purely partisan.

BALLANTINE EXPANDS MAJOR LEAGUE BASEBALL

P. BALLANTINE & SONS, Newark (Ballantine ale and beer), will sponsor telecasts and broadcasts of Boston Braves baseball games during 1951 season.

Telecasts will be divided between WNAC-TV and WBZ-TV in Boston, while WJAR-AM Providence will carry complete schedule. WNAC-Boston and 29 Yankee Network stations will carry broadcasts of 1951 schedule.

Jim Britt will head three-man announcing team for play-by-play radio and television. Ballantine will also sponsor the New York Yankees and the Philadelphia Phillies and Athletics games. J. W. Thompson, New York, is the agency.

NBC ELECTS MRS. HORTON

MRS DOUGLAS HORTON, former Mildred McAftee, wartime head of WAVES, elected to board of directors of NBC Friday. As first woman member of NBC board, Mrs. Horton succeeds Edward J. Nally, recently retired because of age. She was also vice president of Federal Council of Churches of Christ in America and one-time president of Wellesley College.

MITCHELL NAMED V-P

MAURICE B. MITCHELL, general manager of Associated Program Service, elected vice president of Muzak Corp., New York, parent company. Mr. Mitchell, who joined Associated in September, continues as general manager.

RALPH G. ALLRUD, former sales manager for WDEM Providence, R. I., has joined staff of Blair-TV Inc., New York, as account executive.


date
22.1% MORE ‘SPOT’ ADVERTISERS BOUGHT TIME ON KSD IN OCTOBER, 1950 THAN IN OCTOBER, 1949.

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

For rates and availabilities, call or write

KSD

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

National Advertising Representative: FREE & PETERS, INC.
I'M FIRST!  
I'M FIRST!  
I'M FIRST!  
I'M FIRST!

So what?

There isn't a radio station which can't claim some sort of first. Maybe first with left-handed defensive quarterbacks, or first to use diamond-studded microphones, or what have you.

We sport a few FIRSTS, too...profitable ones for those who take advantage of them.

Such as: a show called "Club 1300". WFBR-built and produced. FIRST in rating against every kind of opposition thrown at it for ten years—from network soap operas to giveaways! Another one called Shoppin' Fun. Another called Every Woman's Hour. Others like Morning in Maryland, the Bob Landers Show, Homemakers Harmonies and more...a lot more...rate first with advertisers who want results.

All right up there in the ratings—all with huge followings. All available to advertisers on a participating basis.

Has your curiosity been tickled? Contact a John Blair man or WFBR direct. You'll be shown very clearly why, in Baltimore, you need

MARYLAND'S PIONEER

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Cattle are not all beef... Beef is not all steak

1000 lbs. Steer = 600 lbs. Beef = 540 lbs. Retail Cuts
at 26¢ per lb. at 42½¢ per lb. (including shop fats)
Packer pays $26000 Retailer pays $25500*
Consumer pays $33800

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers' dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

For livestock raising to be profitable, farmer's return must cover maintenance of breeding stock, feed and labor costs, land use and the grower's time for the three years it takes to produce a good-grade steer.

Based on market reports of the USDA for good-grade beef steers and good-grade carcass beef, Chicago style cutting, and on average retail prices for good-grade meat, as reported by the U.S. Bureau of Labor Statistics, Chicago, during 1949.

A good look at this chart quickly provides answers to a lot of questions people ask about meat. For example, it shows why sirloin steak from a 26¢-per-pound steer may cost 85¢ over the counter, and why a meat packer can sell beef for less than he paid for the animal "on the hoof."

Efficiency in saving by-products as well as meat—and not economic legerdemain—makes this possible. It is one of the big reasons why meat moves from farmer—to packer—to store at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
new business


FIVE STAR MFG. Co., Grande Forkes, Minn. (Freeman Headbolt Engine Heaters), using transcribed announcements on 20 stations in cold belt coast-to-coast. Campaign started in November and will run through end of January; will also test TV in two markets. Agency: Barney Lavin Inc., Fargo, N. D. Harold Flint is account executive.


MYSTIC ADHESIVE PRODUCTS Ltd., St. Catherine's Ont. (Mystic cloth tape), starts musical flashes on number of Canadian stations. Agency: James Fisher Co., Toronto.

THOR CORP., Chicago, in process of developing media plans for 1951 with its new agency, Henri, Hurnt & McDonald, same city, which took over account Dec. 1. Radio and TV contemplated. Thor has used co-op film spots. MARTIN ZITZ is account executive.


Network Accounts . . .

CHAMBERLAIN SALES CORP., Des Moines, for its lotion, will sponsor Eric Severeid and the News on CBS Sun., 6:45-7 p.m. EST from Jan. 7 for 52 weeks. Agency: BBDO, Chicago.

BURTON DIXIE CORP., Chicago (mattresses), sponsoring commentary program featuring Paul Harvey on ABC Sun., 10:15-10:30 p.m., started Dec. 5. Agency: Turner Adv., Chicago.

COLGATE-PALMOLIVE-PEET Co., renews Judy Canova Show, Sat., 10-10:30 p.m. over NBC. Agency: Ted Bates Co., N. Y.

WILLIAM WRIGLEY Co., Chicago, renews Gene Autry, Sat., 8-8:30 p.m. on CBS for 52 weeks, and Life With Luigi, Tues. 9-9:30 p.m. on CBS. Agency for Autry show is Ruthrauff & Ryan, Chicago, and for Luigi, Arthur-Meyerhoff Co., Chicago.

GENERAL MILLS Inc., Minneapolis, to sponsor 15-minute segment of The FBI In Peace and War, over CBS, Thurs. 8-8:30 p.m. beginning Jan. 4. Procter & Gamble for Lava Soap is co-sponsor. Agency: Knox Reeves Adv., Minneapolis.

A. O. SMITH Co., Milwaukee (industrial manufacturer), to sponsor 17th annual broadcast of Lionel Barrymore's portrayal of "Scrooge" in (Continued on page 111)
EXCLUSIVE!

PEOPLES
DRUG STORES
—one of America’s foremost drug companies
buys
WWDC
exclusively in Washington!

This great drug company knows a great radio buy when it sees one. And so Peoples bought news broadcasts on WWDC 24-hours a day—the only buy of its kind in the rich Washington market. Every hour on the half hour, Washington gets all the news from WWDC, and good, selling messages from Peoples.

If your business needs a real boost in Washington, get all the facts about WWDC from the Forjoe man.

WWDC
WASHINGTON, D. C.

WWDC-FM—Washington’s Transit Radio Station
H-R Representatives, Incorporated

December 4, 1950 • Page 9
feature of the week

GREAT names of history are passing in review in the City of Brotherly Love, and, as WCAU-AM-FM-TV claims, they listen and watch programs aired by the Philadelphia CBS affiliate.

The gimmick is part of WCAU's three-toned fall promotion campaign, first phase employing teasers in the Philadelphia Bulletin, the second car cards, and the third an ad series run twice a week in the Bulletin.

Promotion runs like this: "When he goes home at night, Robert E. Lee listens to WCAU for the latest in war news." A note gives the Philadelphia address of listener Bob. The take-off on names includes prominent figures of literature, music, the theatre and history, such as Shakespeare, Caruso, Rudolph Valentino and Marconi. Of the latter, WCAU says he "discovers the best in radio on WCAU."

Other contributors to the slogans, which point up "best in music, best in drama, best in motion pictures," are a Joe Miller (watches WCAU-TV for the best in comedy) and a

when he goes home at nite...

CARUSO listens to WCAU for the best in music

Caruso strikes notes for WCAU in promotion ad.

*Ernest Cervia 2600 N. Germantown St. Philadelphia, Pa.*

-and you'll discover you don't have to pay the High Dollar to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus...

√ WEXL reaches over 1/2 the population of the State of Michigan

√ WEXL is Michigan's First Independent Station (26 years)

√ WEXL programs Music·News·Sports when you want them

Better "look on the other side" for High-Class Low-Cost Sell...

WEXL
AM-FM

Phone Jordan 4-6523
National Representatives
Hil F. Best

Detroit Michigan

strictly business

DOUGLAS DAVID BALLIN JR.

KEEPING an "open mind" on advertising's ever-changing problems and, above all, "listening to the other guy's story before making a decision," are cornerstones of philosophy that have guided the active business career of Douglas Ballin, radio director of Whitehall Pharmacal Co., New York. Added to these convictions is his "first love" of radio.

"Right now by far the most interesting problem," says Mr. Ballin in looking back over his radio associations, "is what to do about television in relation to radio. This, of course, is a problem facing many longtime network and spot advertisers."

If his past performances pose an accurate indicator, neither Mr. Ballin nor his enterprising radio-minded firm need be confused. Whitehall currently sponsors five network shows and recently signed with NBC for its Operation Tandem, which also falls within Mr. Ballin's jurisdiction. Additionally, the drug company sponsors a program on the CBS Pacific Coast Network and spot schedules on over 300 stations.

Douglas David Ballin Jr. was born in New York City April 17, 1918. His early education consisted of four years at the Hill School beginning in 1934 and, later, attendance at Princeton U., where he emerged with an A.B degree in political science. At Princeton Mr. Ballin was active in interclub sports and in management of the university's Triangle Club.

Upon graduation in 1938, he went west "to see as much of the country."

(Continued on page 41)

CONFEDERATE MONEY!

WRC's Bill Herson has just concluded another successful promotion. You must have heard about Bill's Confederate money bidding contest for an RCA television set. Results, in a rather specialized promotion, were nonetheless TERRIFIC. We've just 5000 watts, but the bids, in wires, letters and phone calls came from all over America.

Arthur Edson, Washington feature writer for Associated Press, mentioned: "It may be that Confederate money will go farther here than it did in the last days of the Civil War..." (over 100,000 bills of all denominations were bid).

May we add... your money, dollar for dollar, on WRC will go farther today, in spots or programs for your product.

WRC has a heritage of results. This is just one example.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC

5,000 Watts - 890 KC
Represented by NBS SPOT SALES

Page 10 · December 4, 1950
FIRST

... IN RADIO!

... IN TELEVISION!

KPRC ★ KPRC-TV

Lamar Hotel, Houston

Affiliated with NBC and TQN

W. P. HOBBY, President • JACK HARRIS, General Manager
Represented Nationally by:

EDWARD PETRY & CO.
This is my first and best and true and only station, thought William Quarton as he cast an appreciative eye along neat rows of high readership ratings. She is a little heavy with Godfrey, thought Bill, but she delivers an audience good.

A pair of Cadillacs honked at each other across the Cedar Rapids street, their radios set at 600. "A lovely market," mused Bill. He shuffled through program records, looking for an availability. His secretary came in, flushed with the burden of the morning mail.

"Shall I open this package which probably contains orders from our sales representative, the Katz Agency, first, which is merely exciting, or shall I shock this ear of corn sent in by an admiring listener?"

"Let's open the package," said Bill. He reached for the string, slit it sharp and hard and clean with a pocket knife which read Souvenir of WMT, Cedar Rapids. "Iowa is a good place, Daughter, and we have a capital per capita, and half of the state's income is industrial and half comes from the fat of the land."

"I am going to give you my portable," the girl answered, "so that when you walk from the car to your office you can hear the Columbia Broadcasting System's exclusive outlet in Eastern Iowa. Tell me what the Katz Agency sent, but leave out the rough parts." She raised a window and the Iowa air, clean as your grandmother's bobby pin, floated in.

"They have sent us a new time stretcher. Thank G--! Now we can make room for all this other business."

---

J. Y. TARLETON, partner and president J. Sterling Getchell, N. Y., to Cunningham & Walsh, N. Y., in executive capacity, dealing with Liggett & Myers Tobacco Co.

ROBERT E. BRETHAUSER, to J. Walter Thompson, Chicago, Jan. 1 as assistant to timebuyer ED FITZGERALD. Mr. Brethauer was AM-TV network account executive at ABC Chicago, handling the Minneapolis area. Other JWT buying additions are ANNA JEAN PRIDMORE, who returns to the agency, and MARGARET HOTIRA, formerly of the Shell Oil Co.


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FREDERICK (Ted) LONG, director of radio and television for Geyer, Newell & Ganger, New York, began his professional career selling tubes and other indispensable radio parts in Boston. Today, he has himself become an indispensable part of radio. A potent force in television besides, Mr. Long brings one of the most versatile of backgrounds to his present job as overseer of the impressive Nash-Kelvinator accounts, among many others.

In the latter days of his job as parts salesman he took over the supplementary job of announcer on WLOE Boston, remaining with the station until it closed its doors in bankruptcy. He then joined WNAC Boston full-time as announcer and program supervisor. One year later he moved to WEAN Providence as commercial manager, shortly, advancing to the post of general manager of the station.

Four years later Mr. Long joined CBS in New York as a producer. He built and produced the Kostlanets show, produced The Hit Parade for the first year-and-a-half as well as the Flying Red Horse program. In 1936, he was named an assistant to Harry Butcher as program manager for CBS at WJSV (now WTOP) Washington. In 1939 he returned to New York to free-lance, producing such shows as the Ripley program and The Hit Parade Party. In addition he was selected to supervise broadcasting activities for the New York 1939 World's Fair. In 1940 he served as assistant radio director of the Republican National Committee.

One year later he moved to Chicago to join Lord & Thomas as head of radio. In 1941 he became administrative executive for the Coordinator of Inter-American Affairs. In 1944 he joined BBDO New York, as radio account executive and head of the television and motion picture division. And two years later he went to Geyer Newell & Ganger as production manager, later to be named assistant director of radio and television, and ultimately attaining his present job in 1949 as head of the department.

Besides the Nash-Kelvinator account, Mr. Long supervises the radio and TV advertising for Embassy cigarettes, Continental Oil, Krueger beer and Zippo lighters. The Longs, she is the former

(Continued on page 40)
WILLIAM F. WALSH, Buchanan & Co., N. Y., to Lennen & Mitchell, N. Y., as account executive.

STEWART GARNER, Hollywood account executive, transfers to television department of agency's N. Y. office sometime next month.


RALPH G. TUCHMAN, assistant to general manager KTTV(TV) Los Angeles, to Walter K. McCreery Inc., Beverly Hills, Calif., as radio-TV director. Replaces KEN BARTON, resigned to do freelance radio-TV production and announcing.

BENJAMIN GOLDBERG, Stuart Bart Agency, N. Y., to Franklin & Gladney Inc., same city, as art director.

KATHERINE M. NEUMANN, director of home economics department KMBC Kansas City, Mo., to radio-TV department Ketchum, MacLeod & Grove Inc., Pittsburgh. She will be featured on Kay's Kitchen, Mon-Fri. over WDTV(TV) Pittsburgh.

MAX E. FIRETOG, art director S. E. Leon Co. Inc., N. Y. appointed vice president.


CHANGE of address: BERNARD B. SCHNITZER Inc. moves to 347 Stockton St., S. F., BRISACHER, WHEELER & STAFF moves to new building at 1660 Bush St., S. F.

KENNETH R. McMATH, N. W. Ayer & Son, N. Y., to Lennen & Mitchell, N. Y., as account executive.

MARK FORBES, John Irving Shoe Corp., Boston, to The Biow Co., N. Y., as copywriter.

GOFF ASSOC., new advertising agency in Wilmington, Del., has been organized by ALAN GOFF, former graphic presentation director MBS. The agency will serve both manufacturing and retail accounts in Delaware and on nation-wide basis. Offices are located at 830 Orange Street, Wilmington.

**Personals...**

CORWALL JACKSON, vice president in charge Hollywood office J. Walter Thompson Co., in New York for 14 days attending conferences...

PAUL D. KRANBERG, president Padeo Adv. Co., St. Louis, elected national chairman of Affiliated Advertising Agencies Network...


ELON BORTON, president and general manager Advertising Federation of America, elected director-at-large of Advertising Council...

JOHN MATHER LUPTON, president of advertising agency bearing his name, was inducted as professional member into William H. Johns Chapter, Alpha Delta Sigma, the national honorary advertising fraternity.

**George Haefner GIVES THEM...**

George Haefner gives them...
LOCAL PRESTIGE IS IMPORTANT IN PACIFIC COAST NETWORK RADIO, TOO!

Don Lee's network prestige is "home-town" prestige in 45 important Pacific Coast marketing areas—and in 24 of these markets, Don Lee has the only network radio outlet. That, above all else, explains why Don Lee is the only network designed for complete local Pacific Coast radio coverage.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee offers advertisers all the advantages of local selling, local influence and local prestige. That's important in selling and it's an exclusive Don Lee network selling advantage.

With Don Lee you get local product acceptance where you want it—to meet your specialized marketing prob-

LEWIS ALLEN WEISS, Chairman of the Board · WILLET H. BROWN, President · WARD D. INGELM, Vice-President in Charge of Sales

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY

Of 45 Major Pacific Coast Cities

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<td>have stations of all 4 networks</td>
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lems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families from a local network station located where they live and where they spend their money. It's the most logical, the most economical, the "best received" coverage you can get for the Pacific Coast.

That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

**Don Lee Stations on Parade: KVOE—SANTA ANA, CALIFORNIA**

Orange County has a population of over 200,000 and annual retail sales are nearly $200,000,000—and KVOE is the only radio station within the county. Only via this 24-year-old Don Lee station can you cover this market from the inside—locally—where the people live and spend their money. The Don Lee network covers the whole Pacific Coast market with 45 such strategically located stations.

The Nation's Greatest Regional Network
KFWB Hollywood Nov. 28 cancelled all commercial time for 24-hour marathon to aid Community Chest in closing days of fund raising campaign. Station and Southern California Chapter, AAAA, cooperated in bringing radio, television, film and recording artists before microphone to stimulate volunteer solicitors in field to bring in required quotas. Solicitors reported via telephone with conversations with talent on broadcast.

Generous Listeners

WITHIN minutes after a plea was made for donations for a farm family who had died away from home, KNOB Monroe, la., began receiving pledges from listeners. Irving Zeidman, program director for the station, had made the request on Happiness Exchange, when he heard that the baby had died in New Orleans and the family could not afford to transport the body home nor provide a proper burial. The expenses were set at $75, but before Mr. Zeidman could halt the calls the station had received $110.

Gets Fast Results

A DOCTOR in Cleveland, Ohio, called WERE that city and asked that a message be read over the air, urging anyone with O type blood to call the Huron Road Hospital at once in order to save the life of a patient who needed 10 pints of blood. WERE put the announcement on immediately and read it several times during its broadcast of the Cleveland Barons' hockey game. The doctor called the station again, some half-hour after the first appeal was made, and reported the hospital had been flooded with calls from listeners and had obtained the necessary blood.

Boost for History Teachers

USE of a daily newsmel covering world events will be one of the methods of teaching history in San Antonio classrooms. WOAI-TV

San Antonio is donating used films of its daily Telesnews program, along with the script, to the audio-visual department of the San Antonio Independent School District. The films and scripts are compiled and edited by International News Service and International News Photos. They are to be delivered to the school film library in weekly installments.

Cousins Found

WHEN Sam Peskin decided to go to Cleveland to join the Marines he intended to spend his last civilian hours with his cousins, Alice and Ruth Peskin. Since he had not had contact with them for 20 years, and had forgotten their married names, he asked WDOM Cleveland to help him. He personally aired his story over Symphonic Std., afternoon disc show. Ten minutes later, a listener phoned in a lead, and within half an hour, Mr. Peskin was visiting with Mrs. Alice Peskin Warmington.

BERGEN VISIT

KCBQ Records Events

WHEN a five-year-old polio patient at San Diego County Hospital recently asked her parents for a photograph of Edgar Bergen's precocious pal, Charlie McCarthy, she really sparked a chain of events. And Charlie, no woodenhead, rose to the occasion.

The appeal was passed on by Kathleen Howell's parents to the National Foundation for Infantile Paralysis, whose county chairman forwarded the request to UP Writer Virginia McPherson. She appealed, in turn, to Mr. Bergen, who consented to make the trip. KCBQ San Diego's special events section setup a two-way public address system at the hospital so Charlie could chat with the girl through a glass panel in the isolation ward.

The Regan tape recording made at the airport and hospital was played back that evening on KCBQ. Listeners heard Charlie question the girl about her gifts and chuckle at his own gags, while a baby in the polio isolation ward waited softly in the background.

The BIG PLUS in Little Rock can be yours...if you advertise on —

NBC's Arkansas Powerhouse - KARK

Send today for the illustrated brochure that gives the FACTS, and shows how you can put this PLUS to work for you in the sales oasis of fast-growing Arkansas. Just write us or ask your nearest Petry Representative for your copy!

National Representative:
EDWARD PETRY AND CO., INC.

T. K. BARTON
Gen'l Mgr.

JULIAN F. HAAS
Comm'1 Mgr.

Charlie McCarthy — aided, of course, by Mr. Bergen — chats with polio victim, Kathleen Howell.
give to anyone in radio-tv

BROADCASTING

Merry Christmas
52 WEEKS A YEAR

... with BROADCASTING * TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and keen-sighted reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give BROADCASTING * TELECASTING you give the finest in radio for 52 weeks, plus the big 31/2 lb. 1951 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

[Order form with fields for name, firm, address, city, state, and price options for 1, 2, 3, 4, 5, 6, 7, and 8 subscriptions at $7, $13, $19, $25, $30, $35, $40, and $45 respectively.]
You get a lot for a little*

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

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

D. C. Shows Gain Despite TV

RADIO LISTENING shows an impressive increase over the past 12 months for the important Washington market. In the periods before 7 p.m. radio had a bigger audience than it had a year ago in spite of the city’s four television stations which, at the same time, claim a set circulation increase of 176%.

While the total evening radio audience is off slightly, many of the network nighttime periods show an increase for the year.

Just how healthy radio is may be seen by an analysis of the October 1949 and October 1950 reports on the Washington radio audience by the American Research Bureau. Of the 13 one-hour periods between 6 a.m. and 7 p.m., increases in total audience have been registered by 61.5% of them, Monday through Friday. On Saturday, 38.5% of the daytime hours show gains in cumulative audience on comparison of October 1949 and October 1950. There were 29% more listeners on the Sunday daytime hours which had more listeners in 1950 than in 1949.

In the period before noon, Monday through Friday, 83.3% of the hours made an increase in total audience between the two years. This growth in circulation is credited partly to the increased interest in news broadcasts since the outbreak of the Korean conflict.

Although the Washington stations do carry heavy news schedules before 9 a.m., and the audience flow may be somewhat static, the total morning audience certainly has not been “forced” by news alone.

Before 4 p.m., 80% of the one-hour periods show a gain in total audience.

(Continued on page 81)

FREQUENCY USE

Top Policy Agency Seen

NEW YORK, the world’s number one market, and Washington, the white collar capital of the globe, have answers for those who see “ear radio” yielding all to “eye radio.” New York with seven TV stations and TV circulation approaching the two million mark, has been cited as Exhibit “A” in the circulation of radio to TV. In the adjacent column, there’s verified proof that radio furnishes the biggest bargain for advertisers of any medium extant. Simultaneously, Washington, with its four TV stations, produced reports based on reliable research, proving that radio listening between 6 a.m. and 7 p.m. has shown a considerable increase over the last 12-month period.

(Continued on page 81)
L. E. (Chick) Showerman, who has just resigned as NBC Central Division vice president, ending 22 years with the network (see story page 23), on Dec. 11 will join Free & Peters Inc., station representation organization, as television sales manager. He will spend several weeks in the Chicago office before moving to New York after the first of the year to supervise TV sales representation of all seven F&P offices from headquarters there.

Joining NBC’s Chicago sales staff in 1928 when the network first established offices in that city, Mr. Showerman remained there until 1956, when NBC transferred him to New York as assistant sales manager of its Eastern Division. He became sales manager of the division in 1940 and in April 1948, after a decade in New York, he returned to Chicago as general sales manager of the NBC Central Division. In August 1947 he was made vice president of the division, holding that title until his resignation from NBC last week.

As manager of NBC’s Chicago operations Mr. Showerman has directed the operations of the network’s TV station there, WNBQ, from its blue print days to the present, when it is in its second year of telecasting as one of the city’s major TV stations.

In announcing Mr. Showerman’s appointment, Free & Peters hailed it as another important step in the firm’s TV development, which began nearly four years ago—in January 1947—when F&P sold a spot campaign for KSD-TV St. Louis. A separate TV sales staff was established in September 1948. F&P now represents eight TV stations: WOC-TV Davenport, WBAP-TV Fort Worth-Dallas, WAVE-TV Louisville, WTVJ (TV) Miami, WTIC-TV Minneapolis-St. Paul, WPX (TV) New York, KSD-TV St. Louis and KRON-TV San Francisco.

Mr. Showerman

REISS FORMS

New Representative Firm

O. J. Reiss last week announced the opening of a national representative office at 904 Market St. Bldg., New Orleans, La. A veteran radioman, Mr. Reiss also has served agencies in consumer research and market analysis in the New Orleans area.

A long-time resident of New Orleans, Mr. Reiss owned Reiss Coffee Co. from 1934 to 1942. He also has been Tennessee state manager for Brown-Froom Distillery and Louisiana manager for Christian Bros. Wines.

In the radio field, Mr. Reiss has been with WHHM and WMPX, both Memphis. At present he represents 14 Louisiana and Mississippi stations in the New Orleans market.

PANGBORN

Is Named General Manager Southland (WOAI-AM-FM)

APPOINTMENT of Arden X. Pangborn, business manager of the Portland Oregonian (KGW), as general manager of Southland Industries Inc., owner and operator of WOAI-AM-TV San Antonio, was announced last week by Hugh A. L. Half, president and treasurer. Mr. Pangborn joins the organization, which also includes oil, ranching and real estate properties, on Jan. 15.

Mr. Pangborn has been business manager of the Portland newspaper since 1946, when he succeeded E. Palmer Hoyt, now editor and publisher of the Denver Post. For the preceding five years, he had been general manager of KGW and was succeeded in that post by H. Quentin Cox, its present head.

Mr. Half, president and general manager of WOAI, recently assumed the presidency of Southland Industries following the death of his uncle, G. A. C. Half, last September. Mr. Pangborn will report directly to Mr. Half.

One of the West's best known newspaper executives and broadcasters, Mr. Pangborn, now 45, started on the Oregonian a quarter of a century ago. He served successively as a cub sports reporter, general reporter, city editor, executive news editor, managing editor and, in 1941 became general manager of KGW and also of KEK Portland. The latter station was subsequently sold, under the dual ownership regulations, to Westinghouse.

He graduated from the U. of Oregon in 1929. Among his many achievements in the newspaper field was the winning of the coveted U. of Missouri’s School of Journalism honor award for 1940.

Mrs. Pangborn is the former Marie Mathison of Portland. They were married in 1932 and have two children, Kim and Mary Alice, not yet in their teens.
OPERATION EMERGENCY

PUBLIC and civic officials joined last week in recognition of radio's life-saving role on behalf of millions living in the storm-struck area from Illinois to the Atlantic.

Residents of the nation's most populous region were guided by radio through one of the most serious emergencies in history, a service at which broadcasters have long experience. With every other medium crippled or impotent, radio stepped into its familiar disaster role and demonstrated that it can instantly and effectively contact the bulk of the population.

The blizzards and gales that swept the region provided an unexpected disaster drill, a reminder that the industry is prepared to serve its role as No. 1 information source in case of a national defense emergency.

Laud Efforts

No possible estimate could be made of the number of lives saved and the suffering spared millions of persons living in the storm-struck area that was avoided, but everywhere mayors, governors, Red Cross officials, civic leaders and others paid tribute to radio as an information medium with the widest circulation, fastest action and greatest resistance to breakdown in time of crisis. Commercial schedules were tossed out the window to clear time for disaster service.

In many cases stations were temporarily stunned by blown-down towers or power failures but alert staffs quickly put emergency transmitters and power facilities in action. Power failures silenced many receivers, but portable and auto sets filled much of the gap.

Radio station crews, ignoring weekend leaves, fought their way through snow-bound streets and roads to man transmitters and handle the heavy load of work at studios and offices. They operated in the finest radio tradition as the industry became the only contact home-bound people had with their communities and the outside world.

Everyone became a reporter, from executives to typists, as facts were gathered by utilizing every operating means of transportation or old-fashioned foot-power. A saga of heroic public service performances could be, but never will be written because radio personnel were too busy with disaster relief to bother recording their individual contributions.

With many newspapers unable to print, and countless others unable to circulate papers to subscribers, radio was heard for several days on radio. Even as late as Tuesday some cities had only one medium of intelligence.

Television proved an effective medium in areas having stations, but in some areas where winds reached unprecedented velocities the damage to home TV antennas was serious. Even with antennas blown down, however, a surprisingly high percentage of sets continued to operate. Built-in antennas and temporary home-made rigs minimized effects of the storm in TV areas. When power was off, however, sets became inoperative. In some cases reception was marred by below-normal voltages.

Householders were warned in some cities to turn off all appliances because of the danger to

WINDS of hurricane velocity that whipped through New England leveled two 380-ft. towers of WPRO Providence. This one was toppled shortly before 10 p.m., Nov. 25.

N.Y. WEATHERS WIND

NO INTERRUPTION of major radio and television network programs originating in the New York area was reported during the recent storm. WNBC New York, which transmits from Fort Washington, Long Island, where public service power failed, was off the air briefly during a local program Saturday morning (Nov. 25) from 9:05 to 9:20. For the next 18 hours, the station operated on power from an auxiliary generator. The WCBS transmitter on Columbia Island, off New Rochelle, N. Y., in Long Island Sound, suffered minor damage from salt water. The station had to reduce power from 50,000 to 5,000 w. between 10:39 and 10:56 a.m., and 11:33 a.m. and 12:20 p.m., Saturday.

Major casualties of broadcasting in the New York area were suffered on a flat section of the New Jersey coast which was struck by gale winds, and inundated by high waters from the Hackensack River and ocean. Transmitters in this area included WMGM at Rutherford, WMGM-FM at Cliffside Park, WINS at Lindhurst, WMCA at Kearny, WWRL at Secaucus, WHOM at Ridgefield Park, and WBNX on the outskirts of Paterson.

Saturday morning at 6:32, flooded power lines at the WINS transmitter site put that station off the air until 10:40 a.m. Then, after transmitting briefly until 11:07 a.m., the station was off the air until it resumed at 1:30 p.m. on a share-basis with WMGM over the auxiliary transmitter of WOR at Cateret, N. J. From then until sign-on time Tuesday, when its repaired facilities became available, WINS used WOR facilities—Saturday from 1:50 to 8 p.m., Sunday from 7:30 to 1:15, and 5:30 to 8 p.m.; and all day Monday.

Two 400-ft. steel antenna towers of the WMGM transmitter snapped off in the face of high-velocity winds at 2:26 p.m. Saturday, putting the station off the air until 8 p.m., when it resumed over the WOR auxiliary transmitter. Convinced that it was impossible to use WOR facilities over Sunday, the station returned to the air Monday at 6 a.m., operating on 1,000 w over improved facilities.

Moore Describes Storm

WMCA Transmitter Engineer Art Moore described the effect of the storm at its height. Great waves swept over the marshland around Kearny, N. J., up to the tower houses and within six inches of the transmitter building floor itself, threatening to wash away the catwalks carrying the coaxial cables and carrying away the surface above buried gasoline tanks, which would then float off.

Meanwhile, he said, the towers were bending in the wind as if they were trees. A heavy three-inch door in the transmitter building was twisted and almost blown away. However, WMCA was able to maintain continuous operation, except for 10 minutes of silence Sunday morning, when it was necessary to switch to auxiliary power, and a generator brush was found to need cleaning.

Daniel Sloane, an engineer at the WMCA-FM transmitter located on the 54th floor of the Chanin Bldg. in midtown Manhattan, became "seasick" from the swaying

POWER failures didn't faze Harold Behrens (l.), engineer of WQXR New York. Packing 35 pounds of battery-operated field equipment, he made his way up Fifth Ave. on foot passed 72nd Street, where New York City's major streets are temporarily off their tracks. He is planning to assist two more engineers on call in the radio office.

(Continued on page 114)

Towers Are Levelled

Ohio's high drifts didn't deter John Baker, assistant news editor of WHBC Canton. He simply donned snowshoes for the trek to work.

BROADCASTING • Telecasting

December 4, 1950 • Page 21
SEVERAL people of style and taste collaborated to put on the new Peter and Mary Show which started Thanksgiving Day on NBC-TV 8:30-9 p.m., starring Peter Lind Hayes and his wife, Mary Healy. They succeeded in proving, while still putting together an admirable program, that taste and style, commendable qualities in themselves, are not quite the same as honesty. The thing that was missing in Peter and Mary was Hayes and Healy.

Mr. and Mrs. Hayes actually may be as amiable and comparatively normal a couple as their script suggested. If so, it's a pity. Individually the two are remembered as vibrant performers who can draw electricity from a darkened stage. That, in the professional sense, is their honest character. That is the character that did not quite come off in the first program of their new comedy series.

Effect on Visitors

Perhaps the fault lay in the inviting need for them to be hosts to the guests in their home, while at the same time deferring to those guests. Certainly no fault can be found with the effect of that tactic on the visitors themselves.

Gloria Swanson and Claude Strold were deftly led into roles that allowed them to play to their strength, i.e. their established stage characters. Their performances were consequently strong. Mr. Strold took over the dominating influence that should have been Mr. Hayes' and Miss Swanson dominated all in a comic and curiously subtle extension of her vococscat personality in "Sunset Boulevard."

Hal Le Roy emerged only slightly less successfully as a guest while Mary Wickers, as a cook, suffered somewhat as did the Hayes from the restrictions of her role, which is to say that she has been funnier - or rather that she previously has had more opportunity to be funnier.

This is not to suggest that the show be transformed into a series of vaudeville turns, but rather that less concession be made to format at the cost of comedy. Translated dramatically it may mean simply that only one of the principals be sacrificed to the exposition. Logic, if not chivalry, would indicate that Miss Healy be called upon to bear that sacrifice.

Actually, there was some attempt in the first show to lighten the role of Mr. Hayes as the husband, but the lightness melted into helplessness, a stereotype better suited to a post adolescent Henry Aldrich.

Situation Comedy

It occurs that the fundamental error may lie in the show's conception-thinking of it as a situation comedy, which it is not; and not as a comedy of characters, which it is.

Still there is much evidence that the talent and ingenuity necessary to the correction of this misconception is amply present on the program. Nowbody, transplanted in them, is genuine and talent better exemplified than in the approach to lines on this audience-free comedy. The people in charge have understood as such the difficulty of making a comedy of the lines. They have recognized that the only way those responses can seem natural is to have the lines appear convincingly capable of inspiring either interest or laughter as the situation demands. It is a big thing to know, and a bigger thing to be able to implement that knowledge. The people on this show have demonstrated that they have that knowledge and that ability.

Now they must keep the normally show-stealing Mr. Hayes from going straight.

The commercials on the show were integrated and effective, but again the suspicion arises that Mr. Hayes' participation in them in their present form was at the expense of his original comic character, which, in the last analysis was what the sponsor bought, even as he expects his audience to go on buying the original Borden's Instant Coffee.

The CURRENT crop of Lucky Strike radio and television commercials is as easy on the ears and eyes as the makers of Luckies would have you believe their cigarettes are on your throat.

The implication of all the "Be Happy, Go Lucky" jingles is that a puff on a Lucky guarantees entry into a world of pure sweetness and light. Marihuana cannot do as much, and besides it is illegal.

To radio and television audiences who have been assaulted by the advertising claims of rival cigarettes, the Lucky commercials must come as not only a relief but an invitation. The commercials ought to sell enough Luckies to choke a tobacco auctioneer.

The whole campaign is built around a jingle composed and arranged by Raymond Scott. The chorus, written down, does not seem like an example of inspired lyricism, but when sung by talented voices accompanied by a tricky instrumental background, it is engaging. It simply advises listeners to "Be Happy, Go Lucky, Be Happy, Go Lucky Strike. Be Happy, Go Lucky, Go Lucky Strike Today!"

Ad Infinitum

Verses to the jingle are quite another matter. They are almost numberless, and each time a new batch of recorded or live spots is produced, the verses are changed. Practically everybody at BBDO is said to be making up new verses. In no time doggerel will be the accepted conversational style there.

The live television versions of the commercials take on the dimensions of a full production, involving timely themes and as many as six or eight performers. One element is present in all of them-the performers all seem to have just whiffed a Lucky and are hence having a wonderful time.

A word must be said for Snooky Lanson, who delivers the "sell" in the TV commercials. Mr. Lanson, recently transplanted out of Nashville, addresses his audience as variously, "neighbor," "pardner," or, at more formal moments, "friend.

"Golly, neighbor," Mr. Lanson says, "if you want deep smoking satisfaction, why, golly, all you got to do is take a really deep drag off a Lucky." At that point he inhales with such obvious relish as to suggest he is eating cornpne dripping with sorghum. "Why, neighbor, everything you want in a cigarette is in a Lucky."

It is impossible to believe that Mr. Lanson is bent on commercial purposes. He seems rather to be giving friendly and neighborly advice.

Another asset to the commercials is Dorothy Collins who sings pretty prettily the merits of Luckies, closing usually on the note: "So buy a carton of Lucky Strikes." Miss Collins' appearance is so fresh-and there's no other word for it-and winsome that it is easy to assume anything she recommends is not only wholesome but probably therapeutic.
INSPECTING group gets close view of FM and TV antenna towers to be erected atop New York's Empire State Bldg. Official party includes (1 to r) Lester J. Wolf and H. E. Gihring engineers, and W. W. Watts, vice president in charge, all of RCA's Engineering Products Dept.; C. William Lyons Jr., executive vice president, and Gao, Hugh A. Drum, president, both of Empire State Inc. The group inspects the smaller tower with screens and dipoles for WJZ-TV and WPX TV (New York). Shown at left is antenna tower which mounts the large type screens and dipole for WCBS-TV and WCBS-FM New York. The four towers tested in RCA's antenna test yard, Camden, N. J., were seen by the visiting party prior to shipment for hoisting on the new mast completed on the Empire building's top.

AFRA PACT

SPOT broadcasting suffered a heavy jolt last week when trans-cription companies were saddled with a two-year AFRA contract calling for performer fee increases averaging 175%.

The present trend in AFRA demands may point to the death-knell of transcribed commercial spot announcements for major ad-ver-tisers, a spokesman for advertising agency and Los Angeles unions. The New York AFRA group ratified the contract Thursday night.

Contract provisions included a blanket increase of 100% in spot announcement performer rates; a comparable overall raise pro-portioned to an increase in the cat-egory of nine or more library singers from $18.50 to $50 for a quarter-hour performance with one hour of rehearsal included, and a cutting of the permitted-use period for a commercial transcription from 20 to 15 weeks. After 15 weeks, further use requires payment all over again. A standard cost-of-living escalator clause also was included.

The contract represents the first increase in transcription performer rates since 1946, a company spokes-man said. At that time a four-year contract was signed, which expired Oct. 31. The company spokesman predicted a sharp drop in the number of group singers used, and their replacement with other types of talent.

Original union demands are under-estimated to have included abolishment of library service, but this was compromised for higher fees.

Representing the industry in nego-tiations were:

JOHN K. HERBERT, former Hearst magazines executive who joined NBC three months ago as assistant to the president, last week became general sales manager for the NBC radio network.

Harry C. Kopf, NBC veteran who has headed radio network sales since NBC was split into three divisions by the Booz, Allen & Hamilton reorganization, was reassigned to Chicago to replace I. E. (Chick) Showerman, another NBC veteran, as vice president in charge of the Central Division. Mr. Showerman resigned from NBC to become television sales manager of Free & Peters, station representative (see story page 20).

The appointment of Mr. Herbert, one of several top executives brought into NBC during the past year of reorganization, to the top radio network sales position had been anticipated for some time (Closed-Circuit, Nov. 13).

The move depended upon Mr. Kopf's moving to Chicago and upon Mr. Showerman's accepting the post of general manager of NBC's owned-and-operated KNBC San Francisco, to succeed John Elwood, another NBC veteran, who retired two months ago. Mr. Showerman was elected to join Free & Peters.

Transcription Firms Grant 175% Raise

JOHN K. HERBERT, former Hearst magazines executive who joined NBC three months ago as assistant to the president, last week became general sales manager for the NBC radio network.

NBC NAMES HERBERT

To Head Radio Sales

Mr. Herbert, who reportedly will be elected to a vice presidency, is the fifth executive to be imported from outside NBC for high as-signment in the past year.

The first was Joseph H. McConnell, former executive vice president of RCA, NBC's parent company, who was made NBC president. Others include:

Edward D. Madden, onetime vice president and general manager of the defunct American Newspaper Advertising Network, now NBC vice president in charge of tele-vision sales and operations.


John K. West, former RCA vice (Continued on page 117)

ABO C MEETINGS

Kintner Heads Series

ROBERT E. KINTNER, president of ABC, is heading a series of meet-ings with ABC network affiliates in the south central and southeastern states and with network officials. Group, which attended the first meeting, Nov. 26, in Birmingham, Ala., includes Ernest Lee Jahnecke, ABC vice president for radio; James B. Connolly, director of radio stations for ABC, and William Wylie, ABC stations department. Yesterday (Dec. 3) Messrs. Kintner, Jahnecke, Connolly and Al Beckman, of the ABC stations department, entrained for Pinehurst, N. C., for meetings with southeastern affiliates.

BROADCASTING • Telecating
STATION OWNERS

Huber Urges Ban On Newspapers

A PROPOSAL to ban future newspaper ownership of broadcast stations, reminiscent of FCC's controversial hearings in the early '40s, was being prepared for the legislative mill on Capitol Hill late Thursday under the guiding hand of a defeated Ohio Congressman.

The proposal, which Rep. Walter B. Huber (D-Ohio) said he planned to introduce momentarily, would prohibit newspapers from acquiring radio-TV stations in the future or aligning under a common ownership with any broadcast interest. It would not apply to affiliations already in existence.

The plan, which would involve FCC policies governing transfers, original grants and, to a lesser extent, renewals, was given little hope of passage this session. But Rep. Huber made plain that he wanted "to plant the seed" for future legislation.

In a statement which complimented radio as "the only means of disseminating unbiased news reports," Congressman Huber asserted that American freedom would be in "great danger" if newspapers "continue to gobble up radio stations.

Under his measure, he said, public officials who are attacked politically "can demand equal time in the public interest and, if necessary, take the matter up with FCC," while they have no similar recourse to newspaper attacks at present.

Plan Blueprinted

According to the tentative draft now in blueprint stage, FCC would be asked or required to turn down requests for transfers involving stations which may be negotiated for purchase by newspapers. Similarly, the Commission would be requested to disapprove original grants for new stations sought by newspapers, or renewals when, during the period between enactment of the bill and the request, the station had been purchased by a newspaper. Question of construction permits had not been resolved in the early draft.

Details were in the blueprint stage late Thursday, subject to possibility of change in technicalities and wordings. Rep. Huber, whose defeat in Ohio's 14th Congressional District is being contested, made plain that the spirit of the measure would remain unchanged. He expressed doubt that the plan could "even approach" to current ownerships "for constitutional reasons."

The broad and sketchy proposal, which would amend the Communications Act of 1934 and give FCC wide discretionary powers, would add these paragraphs to Sec. 310:

(c) (1) Station licensee required hereby shall not (except in cases of present owners) be granted to, or held by, any person who, in the opinion of the Commission, controls, is controlled by, or is under common control with any person who, in the opinion of the Commission, controls a newspaper of general circulation if the fact of such control might result in the editorial policy of such a newspaper being reflected in that of such station.

(ii) (1) This subsection shall not apply to station licenses granted prior to the date of enactment of this subsection.

Appeals

Sec. 7-337 (d) of the Communications Act of 1934 as amended, is amended by inserting before the period at the end of the following:

. . . except that the provisions of Sec. 310 (c) (1) shall not apply with respect to station licenses granted prior to the date of enactment of Sec. 310 (c) (1)."

Rep. Huber said he had been considering such a bill "for a long time" and cited the recent Lorain Journal anti-trust case, in which the paper was found guilty of "restrictive" practices, as an example of what he deemed "unfair tactics" by newspapers.

Long History

FCC originally cracked down on newspaper ownership in March 1941 under spurbing of then FCC Chairman James L. Fly. Hearings dragged on periodically all that year, then were dropped. In 1942 the U.S. Supreme Court served notice on FCC it must not discriminate against newspaper-station affiliation. Finally, in 1944 the Commission left the way open for newspapers to own stations and have their applications considered on individual merits.

Rep. Huber has served three terms in Congress, taking office Jan. 3, 1945. He is a native of Akron, Ohio, and has served during the 81st Congress on the House Executive Expenditures and Veterans Affairs Committees.

FCC BUDGET 'Limited Tightening' Seen

FCC reported last week that no substantial changes, above "limited tightening," are expected from a Budget Bureau notification two months ago of a $50,000 "holdout" in its $6,023,000 appropriation for the fiscal year beginning last July 1 [Broadcasting Telecasting, Oct. 16].

The so-called reserve in funds, which was cut back 50%, represented less than a 1% decrease in overall funds. The FCC said it is operating on "about what we planned" when appropriations finally cleared the 81st Congress early in the fall.

Meanwhile, the Commission, which testified at 1951-52 budget hearings in October is preparing estimates which will be included in President Truman's overall budget request scheduled to be delivered to the 82d Congress shortly after it convenes next month.
FINAL figures on AM and TV revenues and expenses for 1949, bleaker than earlier FCC estimates had indicated but still showing time sales and gross income at record peaks, were released by the Commission last week.

Based on reports filed by networks and stations, they placed total AM revenues at $413,784,693—a 1.67% gain over 1948—and put TV's total revenues at $34,329,956 compared to 1948's $8.7 million (see table below on this page and table on page 100).

But the upward spiral of expenses continued, cutting AM's net income (before federal income taxes) to $56,262,916—a 12.21% drop from the 1948 total of $64,091,684—and leaving TV with a $25,261,950 loss.

Figures Changed

By comparison, FCC's earlier estimate, based in turn on station and network estimates, had indicated AM net income (before federal taxes) would be about $62.6 million, or only 2.5% below 1948 [Broadcasting • Telecasting, April 24]. The earlier figures also under-estimated TV's total loss by almost $3 million.

The final AM report was based on data covering the four major networks, three regional networks, and 2,021 stations (44 more than the April preliminary estimate). TV data covered four networks and 98 stations (one more than in April).

Unlike the preliminary report, the final data did not include special figures on FM finances—except that the AM totals included the FM portions of joint AM-FM operations, whose financial data could not be accurately segregated.

The 1949-48 TV figures are not directly comparable, since the 1948 report—which showed $8.7 million revenues, and $2.8 million expenses, for a loss of almost $15 million—covered only 50 stations in addition to the networks.

Time Sales High

FCC put AM time sales at $425,357,333 before deduction of commissions paid to agencies, representatives, etc., which broadcasters normally count as an expense of sale. The commissions totaled $50,307,683. The time-sale total of 2.07% above 1948's, was divided as follows:

- Network time sales, $134,898,325, down 4.36% compared to 1948; time sales to national and regional advertisers, $108,314,507, a gain of 3.39%; sales to local advertisers, $182,144,501, a gain of 6.57%.

- TV time sales, totaling $275,218,323 before deduction of $4,078,277 in commissions to agencies, etc., were broken down as follows:

| Network Costs | Time sales, national and regional advertisers, $7,278,013; local time sales, $9,459,608. The AM report showed four nation-wide and three regional networks and their 27 owned and operated stations accounted for 26.12% of the industry's $413 million total revenues, with 1,904 other stations accounting for the remaining 73.88%. Of AM's $56 million net income, 31.06% went to the networks and their owned stations, leaving 68.94% to the remaining stations.

- The number of AM stations showing losses in 1949 was placed at 684. Of these, 192 began operations in 1947; 160 in 1948; 130 in 1949; and 129 in 1949 or earlier.

A tabulation comparing the 1949 and 1948 financial operations of 1,423 "identical" stations (not including 12 network keys) showed the "average" station's broadcast revenues dropped 2.18% to $188,548 in 1949 while its expenses gained 0.4% to $159,510, leaving it with net income of $29,038, or a 14.29% decline from the 1948 figure.

Losses Shown

As a class, daytime and part-time locals suffered the greatest percentage drop in income, with average income falling 51.97%—from $5,396 in 1948 to $2,591 in 1949. Part-time regions were the only class which, on the average, showed a gain. The average station in this class boosted net income from $4,885 to $5,394 (11.03%).

The average net incomes for stations in other classes in 1949 were shown as follows (percentage comparison with 1949 shown in parentheses):

- 50 kw fulltime clear channel—$275,138 (down 6.75%).
- 25 kw fulltime clear channel—$154,653 (down 9.9%).
- 5 to 25 kw part-time clear channel—$171,827 (down 5.7%).

- Fulltime regionals — $4,891 (down 14.5%).
- Fulltime locals — $8,164 (down 31.52%).

Stations not serving as outlets for nation-wide networks averaged a 7.65% gain in net income, while national network affiliates on the average dropped 16.04%.

Broadcast Expenses

Broadcast expenses of four nation-wide networks, three regional networks, and 1,889 AM stations reporting time sales of $25,000 or more were broken down as follows:

- Programming $134,479,120; technical $54,755,268; selling, $48,788,552; general and administrative $116,860,657; total $354,882,777. Figures for 332 other stations which did not report as much as $25,000 in time sales and accordingly were not required to supply detailed information, brought the AM expense total to $375,521,718 for 2,021 stations and the networks. This represents a 4.26% gain over 1948.

FCC reported the AM networks, (Continued on page 100)

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### Comparative Table of Operations for Networks and Stations 1949-1948

<table>
<thead>
<tr>
<th>Item</th>
<th>1949</th>
<th>1948</th>
<th>Increase/Decrease</th>
</tr>
</thead>
</table>
| Number of networks | 107 | 107 | 0%
| Number of stations | 2,021 | 2,021 | 0%
| Networks and their owned and operated stations | | | |
| AM network sales | $13,766,349 | $15,307,403 | -10.16%
| AM network expenses | $7,578,042 | $8,872,563 | -15.65%
| AM network profit | $6,188,307 | $6,434,840 | -4.14%
| TV network sales | $250,218,323 | $256,344,922 | -2.37%
| TV network expenses | $249,975,060 | $255,630,004 | -2.45%
| TV network profit | $1,243,263 | $6,714,918 | -82.39%
| Networks and stations | | | |
| AM non-network stations | 1,014,190 | $1,014,190 | 0%
| AM non-network expenses | $1,014,190 | $1,014,190 | 0%
| AM non-network profit | $0 | $0 | 0%
| TV non-network stations | 2,007,523 | $2,007,523 | 0%
| TV non-network expenses | $2,007,523 | $2,007,523 | 0%
| TV non-network profit | $0 | $0 | 0%
| Other revenues | | | |
| Other revenues from incidental activities | $135,497,120 | $135,497,120 | 0%
| Other revenues from incidental expenses | $135,497,120 | $135,497,120 | 0%
| Other revenues from incidental profit | $0 | $0 | 0%

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1 Since the reports filed by the network key stations, i.e., stations originating most of the network programs, do not contain adequate segregations of expenses between station and network operations, financial data for networks and their key stations have been combined.

2 Includes segment regional and other networks, and other regional and other network revenues reported by licenses of stations with total time sales of less than $25,000.

3 Since stations with time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional.

4 Of these amounts $20,677,156 for 1949 and $19,648,551 for 1949 is applicable to the sale of network time, column 2, line 6, while the remainder and amounts shown in columns 7 and 11, line 14, are applicable to amounts reported on line 12 in respective columns.

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December 4, 1950 • Page 23
ROAD OPENS FOR NAB-TV

By J. FRANK BEATTY

INTRODUCING NAB AND NAB-TV!

Two separate but related associations are expected to emerge in late February when the NAB board acts on a plan launched at the November meeting [Broadcasting • Telecasting, Nov. 20]. The plan is part of a long-range streamlining program approved by the board on recommendation of the NAB-2 Committee and General Manager William B. Ryan. A good idea of what NAB-TV will look like will be apparent by next Jan. 19, when the first industrywide TV convention under NAB auspices is scheduled at the Hotel Stevens, Chicago.

The NAB-TV plan, in which MACK--one in mid-April--assuming the critical war situation doesn't prevent the meeting--the industry will see its trade association in a new, dress, or rather in two new dresses.

At that time, also, Broadcast Advertising Bureau will break loose from the main NAB structure and go into business as a separate operation.

And effective Jan. 1 the Assn. of Women Broadcasters will be separated from NAB. AWB members are preparing to form their own association, which might possibly be a sort of parental working arrangement with NAB headquarters.

Formative Plans

Still in the formative stage is the plan to get NAB-TV in operation before the winter ends. The board launched this project at its mid-November meeting. TV stations will work out many of the details at their Chicago convention.

Industry attitude at that convention will decide the trade association future of video broadcasting.

WHEN a businessman from a community of 30,000 matches ingenuity and resourcefulness with advertising executives of firms in larger cities and industrial organizations, he wins the much-prized trophy, that qualifies as an accomplishment in any quarter.

Allen B. (Check) Cammack, owner of Cammack Office Supply, Burlington, N. C., won such a trophy at the National Stationers' Assn. in Chicago last September, singles out two explosive words--"Check Cammack"--with which he has saturated the airwaves of WFNS Burlington since October 1949, and offers his own formula for sales success--radio spot announcements.

Spot announcements now command about 80% of Mr. Cammack's advertising budget, a fact which prompts him to honor this slogan to anyone who wishes to increase his business: "Good radio advertising will catch with every one in the shopping area."

Receives Trophy

The National Stationers Assn. evidently thought so, too, because it gave him the Clegg trophy as the businessman with the most effective advertising campaign in national competition for 1949. The association is a select, recommended organization of owners of office supply concerns in the U. S.

In taking top honors, Mr. Cammack, who heads his own business department, was not merely competing with small business but with larger concerns in the trade--many of the chain houses in the nation's largest metropolitan areas with their own advertising departments.

Mr. Cammack's approach to the public through radio advertising involves a personal appeal that his company be allowed to solve problems in the office and home. He initially became interested in personalized advertising in April 1949 when he won division honors at a southern states meeting. Since that time "Check Cammack" has taken its place as a household by-word in the Burlington area.

Firm's schedule on WFNS averages about 10 spots per day, six days a week with half on station breaks and the remainder on participating programs. Mr. Cammack uses the morning, noon time (12-2 p.m.) and early evening (5-8 p.m.) hours to put across his alliterative message.

Transcribe Spots

To assure perfection, the spots are transcribed in advance and entail use of two announcers who spell off snappy store items in rapid cadence.

"For several years I used as my advertising medium local newspapers, some radio, and printed ads in programs and school annuals, all out-lateral results," Mr. Cammack told John C. Hanner, general manager of WFNS. "I reduced my newspaper advertising to one or two inch column display inns and cut to only ten spots a day, six days a week on WFNS."

"The results have been amazing. The 'Check Cammack' theme now is accepted as a forceful and persuasive sales stimulant."

The direct results, according to Mr. Cammack, are reflected in a 50% increase of floor traffic over a 10-month period, and a 40% boost in sales for the period Nov. 1 to June 30, end of the last fiscal year. Additionally, the "Check Cammack" theme is sure to great the company's salesmen wherever they confront the public.

Stations were asked for their convention ideas in a letter sent out Thanksgiving Week by Mr. Ryan [CLOSED CIRCUIT, Nov. 27].

Response to the letter has been enthusiastic. It was indicated at NAB headquarters. Some 40-odd TV stations now belonging to NAB through the memberships of their AM affiliates are solidly behind the separation project. The remaining 60-plus stations, not now connected with NAB, are showing interest in the convention and in the idea of a new and autonomous NAB-TV.

With Television Broadcasters Assn. scheduled to hold its annual convention Dec. 8 in New York (see separate story), NAB officials indicated large numbers of video outlets belonging to TBA and not NAB are favorably inclined toward the new NAB-TV.

No Absorption

There is no NAB intention of interfering with TBA or absorbing it. Instead NAB feels it is the only organization that can provide full trade association service, with all the necessary governmental, technical and other activities.

Already the plans for NAB-TV are starting to take shape. At the NAB District 4 convention at Williamsvurgh, Va., in early November [Broadcasting • Telecasting, Nov. 6], Campbell Arnoux, WATR-TV Norfolk, ex-NAB board member, pointed to the need for a TV association. Mr. Ryan then disclosed that he had been working on the draft of a special TV organization in the NAB family.

The NAB board approved the project Nov. 15 when it adopted a resolution introduced by Robert D. Swezey, WDSU-TV New Orleans. The plan envisions a separate NAB-TV board with relative autonomy. This TV board will set up its own dues structure and suggest an al- location of dues between NAB and NAB-TV.

A special TV Convention Committee is working on the plans and will report to the Chicago convention. Committee members are Harold Hough, WBAP-TV Fort Worth; chairman; Mr. Swezey; Eugene S. Thomas, WOR-TV New York; William A. Pay, WHAM Rochester; George M. Burbach, KSD-TV St. Louis. Mr. Swezey is chairman of the NAB-TV Committee, which is cooperating with the convention group. In addition he heads the board's BABC Committee handling the separation of BABC.

One of the main jobs facing the TV committees will be to round up non-NAB stations for the Jan. 19 convention in Chicago. Right now TV stations pay only a fraction of 1% of total NAB dues. A new dues schedule will be considered by which television stations, now working their way into the profit column, can pay for the trade association service they need.

What the TV project amounts to is a federating of aural and video stations. But NAB is steering away from the federation or congress idea in all its other streamlining. This is apparent in the devolution of BABC and the Assn. of Women Broadcasters.

Roughly NAB wants to keep all (Continued on page 100)
STORM clouds which threaten a substantial portion of major league baseball broadcast and TV coverage during 1951 hung heavily over the nation last week as the industry's major-minor war entered its final phase. The National Association of Broadcasters (NAB) prepared to meet in St. Petersburg, Fla., starting this Wednesday.

Firmly resolved to take some action to curb broadcasts of major league contests as one means of saving minor league operations, but obviously confused as to how far to proceed, baseball officials are expected to hear the broadcast industry viewpoint direct from NAB.

The radio-TV aspect will command high priority on the agenda mapped out by baseball executives for the week-long meeting. Robert K. Richards, NAB public affairs director, is slated to give the industry sizz Dec. 13, last day of the sessions (BROADCASTING • TELECASTING, Nov. 27).

The drop in 1950 baseball receipts generally has revived senti- ments that the networks are bottling up radio broadcasts, and at least a partial ban on baseball telecasts. At stake for broadcasters is an estimated $20 million-plus in adver- tising contracts.

Ask Complete Ban

Blanket abolition of all broad- casts and telecasts — major and minor — will be asked by the Ports- mouth Club of the Piedmont League in one of a host of amendments which will be offered at the joint major-minor meeting. The club reportedly has proposed an addition to a joint major-minor ruling calling for a complete ban on broad- casts and telecasts of all profes- sional baseball games, except the All-Star and the World Series contests. The amendment, along with other proposals, was shelved at meetings of major and minor league Executive Council held in Cincin- nati last month.

Complete ban on baseball interests over so-called injurious effects of broadcast coverage was under-

RICHARDS CURB? LEAGUES MEET DEC. 6-13

Ballcasts? RICHARDS’ REQUEST

COUNSEL, for G. A. (Dick) Rich- ards in the hearing on his news policies last week, renewed their insistence that FCC issue a decision promptly, while the examiner con- ducting the hearing ruled that he and the Commission — not outside experts — would be called upon to determine the partiality of the news carried on the Richards stations.

Examiner James D. Cun- ningham’s ruling, which barred de- tailed testimony on FCC Commis- sioner E. Z. Dimitman, prompted Hugh Fulton, chief trial attorney for Mr. Richards, to request sub- penas for FCC Commissioners in an effort to establish “that they have no unusual experience that would enable them to be experts in this field.”

Examiner Cunningham denied Mr. Fulton’s request, calling it “somewhat fantastic.”

Earlier, Examiner Cunningham similarly ruled against acceptance of defense testimony by Laurence Sullivan, a Washington consultant, on public information and research. In the meantime FCC Comr. E. M. Webster, sitting as motions commissioner, on Friday refused to grant the FCC Law Bureau additional time to reply to the pending Richards petition for an early decision in the case without further hearings (BROADCASTING • TELECASTING, Nov. 27). FCC legal au-

TORISES PLANNED TO APPEAL RULE TO FULL COMMISSION EARLY THIS WEEK

The hearings, in which the li- censes of Mr. Richards’ KMPC Los Angeles, WJR Detroit and WGAN Cleveland are at stake, have dealt thus far with Mr. Richards’ news policies at KMPC. This phase of the proceeding is currently near- completion in Detroit, with hearings related to WGAN “to follow.”

Mr. Richards’ petition seeks a decision on the basis of the KMPC hearing before going into the other phases.

Seeks Deadline Extension

Deadline for the FCC General Counsel to reply to the petition was Nov. 30, but Acting General Counsel Harry M. Plotkin sought at least 20 days’ additional time on the basis that FCC personnel familiar with the case are cur- rently engaged in other duties “of a very pressing nature.” Counsel for Richards did not oppose the request, but insisted that if it were granted Examiner Cunningham should be instructed to recess the Detroit proceedings pending action on their petition for prompt decision.

Examiner Cunningham’s ruling against acceptance of testimony on partiality or impartiality of news- casts came after Mr. Dimitman, executive editor of the Newark Star Ledger, who analyzed news- casts carried by Mr. Richards’ KMPC Los Angeles, had taken the witness stand to testify that in his opinion news was not distorted.

Examiner Cunningham did not challenge testimony designed to qualify him as an expert, but held that one of the fundamental issues of the case is whether Mr. Richards has a sufficient newsmen to slant news, not “whether the in- structions were carried out.”

The latter, Examiner Cunningham said, “is not too material.”

He said: “I am going to rule now that I will not permit any expert testimony by that witness [Mr. Dimitman] or anyone else as to whether the news as presented by any of the three stations was fair and impartial and not distorted. I think from such factual matters as you wish to present, I am fully capable of determining that, and similarly the Commission; but I don’t think it is proper for a witness, disinterested as he may be, if he is an experienced newspaper man, to testify to an opinion in this regard . . .

Mr. Fulton told the examiner that “I would like it to appear on the record that you do not yourself claim any background or experience in news, other than that of the or-

(Continued on page 118)
ELECTRONICS SPEEDUP

As Controls Loom

Helen Takes Action

WHILE speculation ran high last week regarding a state-
ment credited to Gen. Mac-
Arthur that he would end the
Korean war in time to bring
the boys home for Christmas,
Ray Hene, editor of Three
Star Extra on NBC, took posi-
tive action. Mr. Hene
tabled Gen. MacArthur ask-
ing him to confirm or deny
the statement, and was promptly
sent an answer from the general, sent
via the Pentagon, giving a
detailed clarification of the
situation.
The MacArthur communi-
cation was read on
Three Star Extra last Wed-
nesday and reportedly was
picked up by wire services
and numerous newspapers.

deliveries back to 60%.

Commercial users, limited to 30% of the average consumed during the
first six months of 1950, will thus be
allowed an additional 20% of the total.

NPA authorities conceded that the dual actions designed to lessen
the strain on Alinco magnet manu-
facturers, were set forth following a
meeting between General Harri-
son and communications users
and producers last month. [BROADCASTING • TELECASTING, Nov. 21, 20].
The administration declared that communications firms would
receive adequate supplies from com-
ponent parts firms for maintenance
purposes.

Cobalt Limitations

The cobalt order provided for limitation of inventories, begin-
ing last Nov. 30, to a 20-day sup-
ply, and explained to African Me-
tals Corp., sole importer, how to
distribute the supply this month.

The new distribution measure will be replaced by a longer term
program of conservation and allo-
cation "as soon as possible," NPA
officials have said, depending on
the prospect of any increase in imports.

Meetings with cobalt consuming
industries will be held from time
to time for such a purpose, they
added.

Also in the directive are pro-
visions covering outstanding orders
for cobalt which, if delivered, would
result in quantities exceeding the
20-day limitation. The buyer would
be required, in such cases, to notify
his supplier, and outstanding or-
ders will be adjusted to comply with
the new inventory order.

Meanwhile, the government took
steps to assure itself of additional
supplies of aluminum for defense
needs. Civilian use of the metal
already has been curtailed 35% of
average use for 1950's first six
months, effective in January.

The General Services Adminis-
tration announced it had completed
agreement with Aluminum Co. of
America for an additional 120,000
tons per year to expand the firm's facilities. Alcoa
also is reactivating other plants.

A similar agreement was reached

THE ELECTRONICS industry, sorely beset with material short-
ages and the consequent lack of its collec-
tive sights on accelerated produc-
tion schedules last week as official
Washington seethed with reports of imminent mobilization of all re-
ources.

In a week strongly reminiscent of
Pearl Harbor days, with talk of
full-scale controls, revision of the
draft law and speedup of rear-
mament, the nation's capital bristled at a critical hour with these develop-
ments:

● NSRB Chairman W. Stuart
Symington, mobilization coordina-
tor, disclosed that the U.S. econ-
omy is shifting from a "light" to a
"dark gray" mobilization, with im-
mense possibility of price-wage
controls.

● President Truman was pre-
paring a defense supplemental bill
to meet the military's demands for
more electronics—communications
and other equipment, atomic
weapons, and a larger armed
forces.

● National Production Authority
ordered 15% curtailment in the
civilian consumption of copper for
January and February, and 20% in
March; eased limitations on com-
mercial use of cobalt from 70% for
November to 50% for December.

● President Truman asked Con-
ger to establish a Civil Defense
Agency and authorize appointment
of an administrator who would be
primarily responsible for communi-
cation and other planning (see se-
parate story).

Communications Outlay

It was not known how much the
Chief Executive would seek in ad-
ditional expenditures for defense,
though some estimates had placed
the figure at about $2 billion. In
any event, electronics-communica-
tions were expected to derive a
substantial share—probably 10%—
of the new outlay once Congress
approved. Chairman Clarence
Cannon (D-Mo.) of the House Ap-
propriations Committee said his
group was prepared to grant whate-
ever the President requested.

The revelation that wage-price
controls may be the prelude to al-
out mobilization came from Sen.
Boureu E. Maybank (D-S.C.) and
Coordinator Symington. Sen. May-
bank said he had been informed
the government was giving "active
consideration" to such controls.
Mr. Symington made similar dis-
closure at a closed meeting of in-
dustry and labor leaders, and be-
fore the Senate Banking Commit-
tee, which is headed by Sen. May-
bank.

While set-makers and component
parts manufacturers were weighing
the impact of the government's
new copper directive and problem of
substitute materials to tide in-

CITED as "Pennsylvania Ambassador" is William S. Paley (center), chairman
board, CBS, receiving the award plaque from Robert H. Remmey Jr. (r),
president, Northeast Philadelphia Chamber of Commerce, and an accom-
panying scroll from Thomas E. Willis, executive director of the chamber.
The annual award is given to former residents of the state for "outstanding
achievement in the best traditions of the Commonwealth."

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BROADCASTING • TELECASTING
with Reynolds Metal Co. and the Kaiser Aluminum & Chemical Corp. These negotiations would affect civilian users only to the extent that it would more easily assure the government of meeting its needs. But NPA did ease restrictions on civilian use for companies which would suffer "hardship" by providing for adjustments if they (1) manufactured a new product or began new operations this year, (2) made changes in products requiring more aluminum after the base period, and (3) encountered seasonal fluctuations during December generally than the base period average.

VOICE STUDIO

Mobile Unit Delivered

IN A ceremony under the flags of the nations in Rockefeller Plaza, Radio City, New York, RCA delivered a streamlined radio studio-on-wheels to the State Department's Voice of America.

Equipped with the latest types of shortwave transmitting and recording facilities, the unit will be used on roving assignments for Voice of America broadcasts.

Foy D. Kohler, chief of the International Broadcasting Division of the State Department, accepted the studio-on-wheels for the Voice and declared, "This beautiful motor vehicle, so typical of America itself, will help us get closer to America and thus the better to tell our story."

In response, Meade Brunet, a vice president of the Association of American Radio Managers of New York, added, "It is hoped that the same goodwill result will be reached."

HONOR GILLIN

With Hospital Memorial

A MEMORIAL to the late John J. Gillin Jr., has been presented to St. Joseph's Hospital in Omaha, Nebraska, by the Radio Council of that city. At the time of his death last summer [BROADCASTING & TELECASTING, July 34] Mr. Gillin was president and general manager of WOW Omaha.

The memorial consisted of two floor-type blood pressure machines. St. Joseph's Hospital had been one of Mr. Gillin's favorite charities during his lifetime as well as the place of his birth.

In making the presentation, the Radio Council cited the late WOW executive for his aid and assistance to the organization during its early days. "Mr. Gillin was a man of boundless hope," said the citation, which was read at the presentation. "In the short time allotted for his career, he hoped to make a significant contribution to his chosen profession. His youth coincided with the advent of radio, and before he died, still in his vigorous young manhood, both he and the industry with which he was associated had reached maturity by every criterion," the citation noted.

RECOGNITION of "Mr. Average Fan," an essential part of the sport's world, takes place at WTOP Washington's show, "Sports Today." Participating are (1 to r): John Hayes, WTOP manager; Roger B. Doleus, Pan American Airways official and known in Washington for years as the "average" sportsman, and Mr. McDonald. Mr. Doleus, featured on the program when the World Series was discussed, returned to receive a silver cigarette case presented by WTOP and Sportscaster McDonald.

NAB COMMENDED

On Political Time Issue

REP. MIKE MANSFIELD (D-Mont.) last week for prompt action in rerouting to stations a complaint that certain broadcasters allegedly overcharged political candidates for broadcast time during the last election [BROADCASTING & TELECASTING, Nov. 27].

In a statement, Rep. Mansfield, chairman of the House Special Campaign Expenditures Committee, said:

"Recently, the committee called to the attention of the NAB the practice prevalent in many radio stations of charging for political speeches to double the commercial rate, or at least considerably in excess of that rate. In other words, the democratic process of conducting free elections cost twice as much as advertising Rye Krispies."

"The committee is pleased to note that the NAB has since sent a directive to all its member stations to desist from such a practice if they have indulged in it."

Mansfield Protest

A fortnight ago, Rep. Mansfield sent Justin Miller, NAB president, a sharp protest against the alleged practice, calling it "discrimination against democracy." Recalling legislation that has been introduced in Congress providing for FCC regulation of political broadcasts, Rep. Mansfield had pointed out that Congress had the authority to "prevent such a practice of charging excessive rates under the licensing power which it has delegated to the FCC." He asked for Judge Miller's views on the subject.

Since the Mansfield letter was received at the time of a NAB board of directors' meeting, the issue was discussed with subsequent approval to a resolution dealing with political broadcast time rates. The board decided to send a copy of the resolution, along with pertinent portions of the Mansfield letter and Judge Miller's own views, to stations urging broadcasters not to sell time at rates in excess of established card charges.

Coupled with the allegation of radio stations overcharging candidates was a committee complaint of newspapers engaging in a similar practice. Rep. Mansfield noted that the Congressional group also sent a protest to the National Assn. of Publishers and the National Assn. of Editors. "It is hoped that the same good result will be reached," Rep. Mansfield said.

Rep. Mansfield also revealed that the committee has been compiling figures showing expenditures by candidates in primaries. Heretofore, the tabulation has included only national elections. "The committee was impressed by the fact that approximately as much money is spent by the candidates in the primaries as in the general elections," he observed. When the figures are made public, Rep. Mansfield said they will prove "startling."

Include Breakdown

In its report to the 81st Congress, which voted the special committee into existence, the committee is expected to include a breakdown of all candidate spending in various media.

Meanwhile, a Senate Rules subcommittee on Privileges and Elections, a counterpart of the lower chamber group, also is compiling a similar report on expenditures. The survey is not expected to be ready, however, before the 82nd Congress takes command.

Sen. Gay Gillette (D-Iowa), chairman of the subcommittee which is now looking into election "irregularities," has expressed concern in recent months over the high cost of campaigning, particularly in view of television's arrival on the political scene. Appearing Nov. 25 on CBS-TV's Capitol Cloakroom, Sen. Gillette said expenditures, notably for radio-TV, have gotten so far out of hand that they "virtually preclude a poor man from running for political office." He indicated his group will delve further into the subject in the new Congress providing he will retain jurisdiction over the inquiry.

Cites Alternatives

There are two or three alternatives to present regulations which, Sen. Gillette contends, no longer adequately govern today's political realities.

He cited the British system of funneling all expenditures through a national party committee, thus corralling funds expended by private groups on behalf of any candidate. Another method would be to raise the maximum selling imposed on expenses by law.

WALLACE NAMED

To Brand Names Day Group

GEORGE WALLACE, advertising manager of NBC, was one of 11 executives named last Friday to serve on the committee planning Brand Names Day-1961. The 1951 event, scheduled for April 11, will be held at the Hotel Commodore, New York. It will be the sixth such symposium on brand and advertising themes sponsored by Brand Names Foundation.

E. Huber Ulrich, assistant to the president, Curtis Publishing Co., was chairman of the committee. In addition to Mr. Wallace, those named included:


Seiffert Named

WALTER R. SEIFFERT, former manager of station relations for World Broadcasting System, has been named supervisor of RCA's Thesaurus and Syndicated Sales.

Bland to WBBM Post

AL BLAND, program director of KMOX St. Louis, will begin work Jan. 1 as program director of WBBM Chicago, another key CBS station, CBS Central Division Vice President H. Leslie Attlass announced Thursday.
EXCESS TAX

THE RADIO-TV industry could find little comfort in the excess profits tax bill reported out of the House Ways & Means Committee late last week.

While in a modified form from that proposed by President Truman and Treasury Secretary John Snyder, the measure would give only token relief to the broadcaster or TV manufacturer.

The measure is already marked for easy debate in the House this week, while on the Senate side the Senate Finance Committee is slated to go into action, gathering testimony in anticipation of getting out a bill in the quickest time possible for consideration in the upper chamber.

Making it difficult, with an eye on the hour glass as time is running out for the "lame duck" Congress, the profits tax measure is not the same version recommended by the Administration.

As tentatively approved by the House committee Thursday, the bill would do the following:

- The three highest earning years of 1946-48 inclusive would be used as the base period. A corporation would be "credited" with 85% of this amount.
- A 67% "ceiling" would be imposed on the total tax liability of any corporation.
- The profits tax would be retroactive to July 1, 1950.
- Minimum credit (or exemption) of $25,000 would be provided.
- Points Omitted

The bill—actually as seen by radio-TV circles—would not do the following, as recommended by those who testified before the committee a fortnight ago [BROADCASTING • TELECASTING, Nov. 27, 2010):

- Give special treatment to problems of radio-TV, such as expansion and "getting started" years during the base period.
- Protect the "small" company in the industry, except to give it a minimum "credit."
- Recognize the lack of "normality" upon which radio-TV can average earnings.
- Consider 1950 earnings—particularly the first six months of the year—in computing the base.
- Retain or modify "relief provision" of World War II law. (Committee left out such a provision in its bill).

In testimony before the House committee, Robert C. Sprague, RTMA president, recommended that a growth company be one whose sales for the last half of the base period is 150% over that of the first half or payroll expenditure is 150% in the last half over the first half of growth company, the committee says, could take the last year or the last two years of the base period as average earnings.

The committee's version would permit a new corporation coming into being during the base period, or a firm which had a change in type of service (such as addition of TV to an AM operation in radio), to come under a special formula. This formula would credit the corporation according to an "industry rate of return multiplied by the sum of the corporation's net worth and borrowed capital."

If applicable to the broadcasting industry it would be necessary to determine an "industry rate of return."

The base period "credit" as proposed by the committee differs by 10% with that recommended by the Treasury which had suggested a 75% "credit."

The 67% ceiling means that no corporation would have to pay more than that percentage of its profits in the combined corporation income tax and excess profits levy. The maximum corporate income tax rate is 45%.

By making the tax retroactive to July, the committee thereby bases its plans on the entire fiscal year ending July 1, 1961.

GOP committee members were voted down in their stand that a 100% credit be used for the base period. At one point in remodeled sessions, it looked like Republican persistence would win out when two Democrats swung to the GOP.

The committee said that under its proposal the government could expect to reap $3.6 billion, some $400 million below the President's request.

Taxing Method

This is the general way the measure would work if made law: A corporation with the three best years' average at $50,000 would be credited 85% or $42,500. If it showed 1950 earnings at $100,000, the excess ($67,000) would be multiplied by 75%, thus giving the amount taxed. However, that figure when combined with 45% levy of the normal corporation income cannot top 67% of its net income.

In other developments: A resolution (H. J. Res. 547), introduced by Rep. Daniel A. Reed (R-N. Y.), a committee member, to authorize consideration of an increase in the regular corporation income tax rate in addition to the excess profits tax [BROADCASTING • TELECASTING, Nov. 27] was ruled out of order by House Speaker Sam Rayburn (D-Tex.). Rep. Rayburn's action sent the resolution back to committee where it was defeated in a party vote.

Rep. Robert Doughton, (D-N. C.), chairman of the committee, ruled on the GOP policy Committee members were in favor of "materially amending" in Congress the profits tax proposal as advocated by the President.

Making the road rockier for the committee was a warning from staff of the Joint Committee on Internal Revenue Taxation that the Administration's excess profits tax might be too tough for corporations to digest. The report, prepared under the direction of Colin F. Starn, chief of staff, caused a temporary "preexamination" by many members of the House committee, including the Democrats.

The big test for any excess profits proposal, assuming passage in the House within the next few days, will come in the Senate, according to Capitol authorities. Odds are being given that lengthy sessions on the measure and certain bitter debate on the Senate floor may run down the clock before Jan. 3 and the convening of the 81st Congress.

AGAINST a backdrop of critical international developments, President Truman last week finally called on Congress to create an independent Civil Defense Agency and authorize appointment of an administrator with virtually unlimited authority to supervise the nation's communications and other defense planning.

The "model" plan, prepared by the National Security Resources Board under which civil defense now functions and sent to Congress last Thursday, was laid before the House chamber by Rep. Carl Durham (D-N.C.), vice chairman of the Joint Atomic Energy Committee.

While there appeared to be a jurisdictional question involved late Thursday as to what committee would handle the measure, authorities said Congress would "push" the plan through before it adjourned this year.

The Chief Executive's action, the first taken since he issued his report on "United States Civil Defense" last September, signaled removal of existing roadblocks to defense planning that have precipitated widespread concern among state and local civil defense planners. It also put the civil defense of NSRB on an "operating basis," with expectation of adequate funds to establish the nation's communications, transportation, first aid and other resources.

'Dress Rehearsal'

At the same time, it was also learned last week that the nation's radio communications system will be subjected to a "dress rehearsal" for attack sometime this month, with FCC and the Continental Air Command supervising the operation.

Purpose of the test, it was learned, is to probe further into the problem, on a practical basis, of "electronic emissions"—the ques-

(Continued on page 79b)
Here's a show that really has everything. There's Brent Gunts ... a fireball m. c., with that extra knack of putting over commercials. His ace assistant is Joe Croghan ... fast, funny and fascinating.

There's a real live audience ... the better to hear your commercials and see your products displayed.

There are TV tie-ups. WBAL is pushing "Kitchen Karnival" on our own WBAL-TV with a special program including interviews with grocers and food dealers.

There's heavy promotion behind this show ... including newspaper ads in local papers in 5 states ... all covered by WBAL's powerful 50,000 watt voice.

There are on-the-air-plugs ... constantly promoting "Kitchen Karnival".

And WBAL's special merchandising department is "all-out" to gain distribution and stimulate sales for "Kitchen Karnival" advertisers.

Put all this together ... you have a "can't-miss" show.

Nationally represented by Edward Petry & Co.
New York Survey
(Continued from page 39)

Ited “to an examination of the changes that have taken place in rates and circulation over the past 10 years,” measuring New York stations against major newspapers and the 10 leading national magazines. Here, WOR found that:

“Despite a 20% gain in homes reached, nighttime rates charged by New York radio stations have actually registered a slight decline over the past 10 years. On the other hand, newspaper and magazine rate increases since 1940 have outstripped circulation gains. In the case of newspapers, the rate increase over the past 10 years has been almost 1½ times greater than the circulation gain.”

The supporting data supplied by WOR show an average quarter-hour nighttime rate decrease of 1% based on the average rates for Sunday-through-Saturday, 6 p.m. to midnight, while the stations are reaching 20.1% more homes than a decade ago. New York newspapers concurrently have raised their rates 43.7% while their circulation increase has been only 17.0%. The leading magazines during the same 10-year period have had rate increases of 50% against circulation gains of 37%. (Daily line rates were used for newspapers, black-and-white agate line rates for magazines in the comparison, with ABC circulation data for both.)

Rates Compared

The WOR study included a separate analysis of New York’s network radio and TV stations which showed radio delivering 1,000 listening homes for $4.07 in the 6-8 p.m. period and for $2.76 in the 8-10 p.m. time segment, against $9.55 for 1,000 homes for TV between 6 and 8 p.m. and $4.40 between 8 and 10 p.m.

Also included are comparisons between New York radio and radio in other TV markets, and between New York radio and radio in non-TV markets, for all stations and for network stations only, showing New York radio delivering listening families at a lower cost than any other major market, either with or without television.

NPA TUBE ORDERS

Go to GE, Raytheon

TWO electronics manufacturers, General Electric Co., Schenectady, N.Y., and Raytheon Mfg. Co., Newton, Mass., last Thursday were directed by National Production Authority to deliver approximately 12,000 electronics tubes for use by civil air carriers.

The firms were asked to deliver the tubes to Aeronautical Radio Inc., Washington, by Jan. 31, 1951 “to avoid the grounding of planes required in the defense effort.”

NPA said the equipment is “necessary” to safe operation of the carriers under CAA and CAB regulations.

JOB-JUMPING

Walter Proposal Would Ban

A “LAME DUCK” measure to ban the so-called practice of “job-jumping” by government officials into private industry has been introduced in the House by Rep. Francis E. Walter (D-Pa.).

Earlier in the second session of the 81st Congress a similar measure was sponsored by Sen. Hugh Butler (R-Neb.) [Broadcasting & Teletasting, April 10] and follows the general pattern of a provision of the McFarland FCC procedural bill (S 1973), passed by the Senate and held on the shelf in the House.

The legislation would affect FCC Commissioners and other government officials who have had official dealings with private firms, by prohibiting them from taking jobs with those same firms for two years after they leave federal office.

Commission Hit

While Sen. Butler had specifically referred to the FCC as an agency where the practice has been prevalent, Rep. Walter did not name the Commission. A current situation in the Securities Exchange Commission where an attorney reportedly has signified intention to resign in order to take a job with a firm with whom he has had dealings as a federal official was cited by the Congressman as the reason for his introducing a bill at this time.

The Walter bill (HR 9811) has been referred to the House Judiciary Committee. Although there is little time available for hearings, Rep. Walter, a member of the Judiciary Committee, said he would press for public sessions.

The Congressman said he would urge the committee to call government officials, past and present who have been involved in actual ”job-jumping” or suspected of it, to testify.

Differences Cited

Both the Walter Bill and the Butler proposal, which is pending in the Senate Judiciary Committee, differ from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of their term. (Subsequent revision in the revamped McFarland Bill would prohibit such participation for one year after leaving the Commission but would not apply to a Commissioner who has served the full appointed term.) It also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners’ personal legal assistants for one year after leaving FCC employment. All job-jumping limitations under the McFarland Bill would have become effective one year after the measure would become law [Broadcasting & Teletcasting, July 31].
if it’s TAPE...it’s PRESTO
if it’s PRESTO...it’s the BEST

PRESTO PORTABLE RECORDER PT-900

Combining the features of machines costing hundreds of dollars more, the PT-900 answers the need for a recorder of ultra-high fidelity in a completely portable, compactly designed unit. Equipped with separate amplifiers for recording and monitoring; individual heads for erase, record, playback; three microphone input; dual speed (15" and 7½/sec.): Frequency response from 50 to 15,000 cps.

PRESTO PORTABLE RECORDER RC-10/14

This machine is identical to the RC-10/24, except for panel size and selector control. With a panel 19"x14", the RC-10/14 is shown mounted in a durable, leatherette carrying case. Weighing just 68 pounds, this tape transport mechanism has all the audio quality, speed regulation and reliability of a fine console type unit, at a cost far below a studio recorder. PRESTO amplifier (model 900-A2), as shown with model PT-900, is recommended.

PRESTO RACK MOUNTED RECORDER RC-10/24

The number one choice of engineers seeking the finest tape machine for relay rack mounting. Rugged construction and precision engineering combine to bring almost faultless operation. Push-button control, three magnetic heads, speeds of 15" and 7½/sec.; fast-forward and rewind speed of 250/sec.; frequency response to 15,000 cps. Accommodates reels up to 10½" in diameter. Panel size: 19"x24½". Constant tape tension assured by torque motors. Illustrated with the PRESTO 900-A2 amplifier, recommended for use with this recorder.

AMERICA'S MOST COMPLETE SELECTION OF FINE TAPE RECORDERS

RECORDING CORPORATION
Paramus, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
D. C. Shows Gain (Continued from page 19)

audience, Monday through Friday. Between 4 and 7 p.m. the radio audience tapers off from its 1940 total but follows the same general trend of dropping between 4 and 6 p.m. and then comes up again strong in the 6-7 p.m. period.

Total cumulative gain of the daytime audience, Monday through Friday, is found to be approximately 2.1%.

In the evening hours, 7 p.m. to midnight, the radio picture also is interesting in the Washington market where television has increased its circulation by over 175% between October 1949 and October 1950.

Here 16% of the one-hour periods, Monday through Friday, show an increase in cumulative audience.

The gains are predominantly after 11 p.m. although all four of the local stations are in the market and the network stations are in the East Coast area. Radio listeners also appear to be staying up later since the drop in audience after 11 p.m. is not as sharp in 1949 as it was in 1949. News, again, may play a part in this listening picture.

Audiences Increase

Of the Monday through Friday evening network programs which appear on the same station at the same time in 1950 as in 1949, 25.2% are found to have increased their listening audiences. This includes the programs of ABC (WMAL), CBS (WTOP) and NBC (WRC). It was necessary to eliminate the programs of Mutual in this comparison since that network changed its affiliated station in Washington between the two report periods.

Comparing the quarter-hour time segments of these three network stations shows that between 7-11 p.m., Monday through Friday, 27.8% of the time periods had increased listening audiences. It also is interesting to note that where radio programs also appeared on television, the radio audience in many cases made a pronounced decline.

From the ever increasing number of radios being sold, and with many programs showing greater listening, it would appear that the radio picture remains healthy. In Washington, the East Coast’s third oldest television market, the entire cumulative radio audience, Monday through Sunday, 6 a.m.-12 m., has dropped only 21%. This is in the face of increased television circulation of over 175% in number of sets.

For the timebuyer and advertiser it poses a problem. For the station operator and salesman the figures reveal that the radio audience is neither a thing of the past nor a drastically diminishing quantity. The cost-per-thousand circulation is still of vital importance. For a discussion of this phase of the problem, see accompanying story.

Engineer Buys Spots

WEEK Peoria, Ill., announced last week that one of its employees, Radio Engineer Harlan Baird, had become a sponsor on the station. Larry Finley, news director at WEEK, informed BROADCASTING & TELECASTING that Mr. Baird has purchased a number of spots on the station’s breakfast show in order to advertise television sets which he is selling on the side.

BIG BROTHER WEEK

Radio-TV Asked To Support

RADIO and TV advertisers and celebrities are being requested to lend their support in the fight against juvenile delinquency by the Big Brothers of America, voluntary agency in the field of individual correction and prevention of juvenile delinquency, during the second annual Big Brother Week, Jan. 7-14.

The public service theme, approved by the advertising council, will be recommended in the January-February radio bulletin of the Council. Members of the association which are located in U. S. cities and in Canada are participating in the observance of the week.

Engineer Buys Spots

TRANSPORT Radio is continuing to function in the Twin Cities on a court injunction following adoption of a resolution Nov. 16 by the Minneapolis City Council barring TR because, the council alleged, certain advertisements carried on busses and street cars are objectionable.

Broadcasting Services Inc., local sales organization for TR, filed suit in Hennepin County District Court the day after adoption of the resolution, challenging the council’s authority to ban service. The court issued a temporary injunction restraining the city from carrying out provisions of the resolution.

Minneapolis City Attorney John Bonner interposed a demurrer holding that the council was within the law.

Council resolution was adopted after members of the Women’s Christian Temperance Union and other advocates of prohibition appeared before the body to protest that Transit Radio carried beer advertisements.

Hearings on the case were under way last week before Judge Levi Paul in District Court.

TR service in the Twin Cities now comprises 250 vehicles of Twincity Rapid Transit Co., with potential of 800. Operations are over WMIN-FM.

Now! The Bay Area’s Most Exciting Home Economist

“Adventures in Home-making” 9:05 to 9:30 a.m., Mon. thru Sat.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Radio Listener Surveys Show 151,200 East-bay people listen to KLX daily! KLX leads all San Francisco and Oakland independents in 11 out of 12 Hooper periods!(OAKLAND HOOPER, JULY-AUGUST, 1950)

REPRESENTED NATIONALLY BY BURNS-MITH
Any way you look at it, the 49 counties reached by WOWO's powerful, popular signal make one of America's top ten markets!

In food sales, this area is now equal to the nation's 6th market. In general merchandise sales, to the 8th market. In drug sales, to the 7th market. In furniture and household goods, to the 8th market!

To get your share of Midwest sales, you can't afford to overlook WOWO. For specific figures on sales results... and on the surprisingly low cost per thousand listeners... ask the man from Free & Peters.

WOWO FORT WAYNE
NBC AFFILIATE

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

*Among the 200 leading cities of the U.S.A.
SCHOOL RADIO

EDUCATIONAL broadcasters from all parts of the country will meet in Chicago Dec. 12-14 for the 14th annual School Broadcast Conference. Radio and television, in addition to all other media of mass communication, will be covered from numerous angles by speakers during the three days at the Hotel Sherman.

Tuesday, the first day, will open with a morning speech on "The Influence of Mass Media of Communication" by Douglas Schneider, director of the mass communications division for UNESCO in Paris. After a luncheon given by the Rockefeller Foundation and General Education Board, members of the group will hear a discussion of the use of broadcasting techniques as teaching devices, combined with a student demonstration. David Heffernan of Wright Junior College will define "Listening—A Communication Skill," after which Harold B. McCarty, director of WHA Madison and executive director of the Wisconsin State Radio Council, will appear with a panel on the subject "Statewide Networks Serve the Schools."

Betty Ross, assistant director of public affairs and education at NBC Chicago, will outline work of the Parent-Teacher Assn. on the air, after which the annual reception for the conference will take place. In the evening, William Dow Boutilier, editor of the Scholastic Teacher, will appear with directors of low-power FM stations operated by schools. They will talk of "The Radio Workshop: Operating Our Own Stations."


Radio in Britain

After a talk on why Illinois parents and teachers believe in radio and television, John Scupham, director of school broadcasts for the British Broadcasting Corp., will explain how "Radio Serves the Schools of Great Britain."

John Crosby, radio and television editor of the New York Herald Tribune, has been asked to address the Wednesday luncheon group. At that time the conference will give the annual awards in classroom use of radio, station awards and the annual award of merit.

Florida Compromise

BILL SHEETZ, sports di rector for WMIE Miami, has been covering the Miami U. football games this season, and Reggie Martin, general manager of WHIP Jackson ville has been doing the play by-play for Florida U. When the two teams met, the announcers compromised. Mr. Sheetz called the game while Miami had the ball and Mr. Martin called while Florida was on the offensive, for broadcast of the game on the Sun Coast Broadcasting System, comprised of 16 Florida outlets.
Success? YES!!

The New Market Basket for over 5,000,000 people
MON. thru FRI. 7:30 to 9:30 a.m.
ROSS MULHOLLAND'S "Barefoot Society"

America's Third Largest Market
The West's Greatest Independent

ROSS MULHOLLAND did!!

BIRDSEYE . . . LIPTON'S 'SOUP
JELLO . . . . BEST FOODS, INC.
AMERICAN T-V DEALERS . . . VICKS
RCA . . . SANTA FE TRAILWAYS
STREET & SMITH PUB. . . . IPANA
MOTOROLA . . . SAT. EVENING POST
STUDEBAKER . . . MISSION PAK

KMPC
50,000 WATTS 10,000 NIGHT
LOS ANGELES

GEORGE A. RICHARDS
Chairman of the Board
ROBERT O. REYNOLDS
Vice President & Gen. Mgr.
JOHN PATT
President

H-R REPRESENTATIVES, INC.
**NLRB ORDERS**

**Elections at WBIG WFMY**

TWO issues—communism and the jurisdictional disposition of cameramen-projectors at television stations—characterized separate election orders handed down by the National Labor Relations Board last week. Elections were directed to determine bargaining representation for certain employees at WBIG-AM-FM Philadelphia and WFMY-FM-TV Greensboro, N. C.

The first case involves Seaboard Radio Broadcasting Corp., licensee of the Philadelphia AM-FM facilities, and the American Communications Assn. (Broadcast District Local No. 1). The union seeks a bargaining unit of announcers at the station. Management objected on the ground they have an intimate relationship in the "formulation, determination and effectuation of management policies."

Seaboard also protested to NLRB that ACA has alleged Communist affiliations which disqualify it from participating in a board election. ACA previously had been upset from membership in CIO on similar charges. Station also felt the union would seek to merge announcers with the technicians' unit.

The NLRB, however, cited its previous ruling that as long as any petitioner complies with certain sections of the labor act, NLRB has no cause to "investigate the authenticity or truth of affidavits filed ... as such investigations are, by the Act, made a function of the Dept. of Justice."

**Bargaining Unit**

All announcers at WBIG-AM-FM, excluding the program director and all other supervisors, constitute an appropriate collective bargaining unit, the board asserted in ordering the election.

The second case concerns the Greensboro News Co., licensee of WFMY-FM-TV, and the National Assn. of Broadcast Engineers and Technicians.

Both station management and NABET agreed that all technical employees at the television facilities, excluding program director, chief engineer, producers and announcers, constitute a bargaining unit, and that engineers and a camera-technician should be included.

Greensboro News Co. felt, however, that the cameraman-projector should be excluded. Station characterized him as a "film editor" and contended his work is not technical. NABET cited eight TV stations and two network contracts now existing where the position was included in the technical group. The board upheld the union's partial text of the ruling:

> Although the cameraman-projector is not as highly skilled as the engineer, considerable technical training is required to perform his job properly. In the instant case, the cameraman-projector performs the work of film man, cameraman, and projectionist. His work is closely integrated with that of the engineers: he enjoys the same working conditions, and for at least 2 or 3 hours a day he is under the supervision of the chief engineer. In television, the cameraman or projectionist is but one of a group of technically trained employees working as a cohesive team toward a common goal. In an earlier case, we included a projectionist in a technical unit of broadcasting employees. In view of these facts and the fact that thus far cameramen and/or projectionists have generally been included in an overall technical unit in the television broadcasting industry, we shall include the employer's cameraman-projector in the appropriate unit.

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**ELECTRONIC BUYS**

**Dept. Reports $368 Million**

SUM of $368 million was obligated by the Dept. of Defense for electronics and communications equipment during the July-to-October 1950 period, the department revealed Nov. 21.

The total was part of a $81.1 billion outlay for procurement of all types of major materials and supplies during that period. Communications-electronics ranked fourth in the obligation list, topped by aircraft, tank-auto, and ammunition and guided missiles. Total obligations covering military pay and civilian allowance were approximately $12.4 billion.

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**ASCAP INCOME**

**Collins Reviews History**

PRINCIPAL sources of ASCAP income are radio, TV and other mechanical means, rather than sales of music. Jules M. Collins, ASCAP sales manager, declared Tuesday at the weekly luncheon of the Washington Ad Club.

Reviewing the history of ASCAP, Mr. Collins said the copyright group decided after the consent decree in the early 40's to "sell ASCAP on its merits." Over a score of regional offices were created. Recently the society has started a publicity campaign among its subscribers.

Mr. Collins explained ASCAP is reluctant to talk about its operations and what happens to its money. Funds are distributed quarterly and at the end of the year there isn't a cent in the treasury, he explained.

Ben Strouse, WWDC Washington, a club member, introduced Mr. Collins. He recalled briefly the formation of BMI a decade ago.

WMGB Richmond, Va., made special recording of presentation of awards at Annual Pedestrian Protection Awards luncheon held by Governors of Highway Safety. Program was presented as public service.

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**Speaking of Coverage**

WTTH is the radio station that covers Michigan's rich Thumb area!

For news, farm reports and entertainment, people in the "Thumb" listen to

**WTTH**

ABC Network

1380 on your dial—Represented by Weed & Co.

PORT HURON, MICHIGAN

BROADCASTING • Telecasting
VOICE of America and BBC broadcasts are getting through to listeners in the Soviet Union and Iron Curtain countries despite a concentration of Russian jamming transmitters, the British Broadcasting Corp. has reported.

The progress lies in the increase of BBC-Voice of America shortwave transmissions carried simultaneously on some 60 radio stations, BBC said in its 1951 yearbook tracing the history of BBC jamming maneuvers back to April 1949.

"We can claim with some degree of certainty that listeners in many parts of the Soviet Union can hear the BBC or the Voice if they take the trouble to search through the din of jamming for a clear frequency," Hugh Greene of the BBC asserted.

Issue of Soviet jamming tactics also was spotlighted in the United Nations at Lake Success, N. Y. The UN Social Committee Nov. 18 condemned the Russian noise blockade for the second time in recent months and appealed for an end to the interference.

The committee adopted a resolution claiming that the jamming constituted a violation of "freedom of information" and a denial of "the right of all persons to be fully informed concerning news, ideas, and events regardless of borders." Resolution embraced an earlier Chilean proposal passed in Geneva Aug. 9.

While the BBC report cited existence of 300 Russian jamming stations, the U. S. charged that the Soviet was employing over 1,000 such transmitters to fill the air with Siberian wolf calls, cries of eagulls, and roar of airplane engines to black out Voice programs.

UN debate was heavily flavored with mutual accusations that official broadcasts were being utilized to spread lies and slanders for the purpose of creating dissension.

An appeal to refrain from "unfair broadcasts" was added to the Chilean draft in combined amendments offered by the Philippines, Iran, Mexico, Iraq, Indonesia and Saudi Arabia. The resolution was adopted by a vote of 39-5.

**CANADA AD MEET**

*Cite Role in Defense Economy*

ADVERTISING in today's defense economy was theme of the one-day fall conference of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Nov. 27. Clarence B. Goshorn, chairman of Benton & Bowles, New York, was luncheon speaker, and emphasized the need of continued use of advertising in all channels to aid in the maintenance of our system and in development of the defense economy.

Closed sessions of the ACA were held morning and afternoon under the chairmanship of Lee Trenholm, president. He reviewed ACA activities and there were panel sessions on the future of the ACA and the future of Canadian business in the coming year, with leading Canadian economists on the panel.

Mr. Goshorn, after reviewing the world situation, the growth of advertising in both Canada and the United States during the war and postwar years, forecast that "there will not be as severe cut-backs in advertising under any conditions we now see ahead as we faced during the war." He emphasized the need of leadership by businessmen through advertising in all media to preserve our system.

Afternoon sessions were devoted to the sales manager and advertising, and agency and advertiser relations.

**New Orleans Club**

BEVERLY BROWN, WNOE New Orleans, is president of the newly formed New Orleans Radio and TV Club, with membership confined to those actively engaged in broadcasting in that city. Other officers are: Ray McGuire, WDSU-TV, vice president; Betty Nestor, WWL, secretary; Amelie Baision, WSMB, treasurer. Board of directors includes Ken Elliott, WVRE; Catherine Harrison, WJMR; Ed Frennergast, WJWS; Mike Clark, WTPS. Carl Cannon, WSMB, handles public relations of the club.

**WWOL LABOR**

NLRB Orders Election

STUDIO and announce-technicians should be included along with engineers at WWOL, Buffalo, N. Y., in any bargaining unit represented by the National Assn. of Broadcast Engineers and Technicians (N. L. B. E. T.). National Labor Relations Board ruled in an election order issued last Friday.

In releasing the election directive, NLRB overruled objections set forth by Leon Wyszyntscke, president of Greater Erie Broadcasting Co., licensee of WWOL-AM-FM. He had contended that the unit should be limited to transmitter engineers.

One of the points of disagreement over unit placement of employees involved Ted Wyszyntscke, general manager and son of the WWOL president, who sought to include him in the bargaining group. NLRB exhorted him "in accordance with the board's established policy of excluding close relatives of management from bargaining units." WWOL derives about $100,000 annually in advertising revenue, of which 10% is received from national advertisers, according to NLRB.

He fires customers with enthusiasm at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small bores. His "radar" is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wanstreaet, of U. S. Tire & Supply, Inc. wrote to Station WHAR, both of Clarksburg, Va.: "We try to choose that type of advertisement which reaches the most people with the least cost.

"Since subscribing to your 'Fulton Lewis, Jr.' show, received comments from both old and new customers, our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . ."

The Fulton Lewis, Jr., program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
IRAN VOICE
Officials Explain Ban

VOICE of America programs beamed to Iran were stopped because the U. S. failed to deliver a number of radio transmitters to that country and because of "public opinion," an Iranian propaganda official said in Tehran Nov. 22.

State Dept. spokesmen in Washington had no comment on the charge involving American transmitters, but said negotiations were still in progress looking toward restoration of part of the Voice programs. The half-hour Iranian language program was cut to 15 minutes, spokesman said. BBC and Pakistan broadcasters also were blacked out.

The Iranian director said it was "impossible" for Radio Tehran to make rebroadcasts of Voice programs originating in this country because of the lack of transmitters.

The official, Bahram Shahrokh, said the broadcasting policy did not imply any change in Iranian foreign policy, and added that Radio Tehran will continue to receive a daily 15-minute United Nations program. Iran was one of a number of countries which sided in a bloc against Soviet Union jamming tactics.

Tehran Radio reportedly had silenced programs aired Nov. 15 by both the Voice and BBC under an order cancelling a number of rebroadcasts of foreign programs. Tehran Radio is state-owned.

On All Accounts
(Continued from page 12)

Evelyn Baird, have been married since October 1932. They have one daughter, Phyllis, 17. The family live in Douglaston, L. I.

Among his hobbies, Mr. Long lists golf, ham radio operation (an avocation that dates back to 1917) and sailing. He is a member of the American Radio Relay League, the Douglaston Yacht Club and is an associate member of the Institute of Radio Engineers.

WCFL Joins PBS

WCFL, Chicago has been named the midwest outlet of the new Progressive Broadcasting System which started operations Nov. 8 [Broadcasting, Nov. 27]. Deal was set by George Issacs, general manager of WCFL; Dr. Miller McClinton, CBS chairman of the board, and Robert C. White, vice president of Central Division of the new network. P. B. Chicago offices are headquarters at WCFL, 605 Lake Shore Drive.

WTVB-FM ON AIR
Carries 15-hour Schedule

WTVB-FM Coldwater, Mich., is now carrying a 15-hour schedule of broadcasts as a Class A operation on 98.3 mc (Channel 252). The new FM outlet of Twin Valley Broadcasters Inc. took the air fortnight ago, 11 days after receipt of its final construction permit. Station operates 6 a.m. to 9 p.m., programming separately after WTVB leaves the air.

President for FM operation is the same as that of WTVB, with E. H. Munn Jr., station director; Jack Olson, program director, and Kenneth Gallant, sales director. Manned with RCA equipment, the station is on interim operation, awaiting completion of the FM tower soon after the first of next year.

Joseph Hershey McGilvra has been appointed national representative, according to Mr. Munn.

KWHN Joins Mutual

KWHN Fort Smith, Ark., licensed to KWHN Broadcasting Co. Inc., a subsidiary outlet on 1220 kc, signed a contract Nov. 22 with MBS, according to H. S. Nakdimen, secretary-treasurer of the firm. Mutual programs and commercials will be acquired by KWHN from the previous affiliate, KPPW, by Jan. 1. Mr. Nakdimen has announced.
Strictly Business  
(Continued from page 10)

as possible." Spending several months on the West Coast "and having a wonderful time," Mr. Ballin handled publicity work for a number of dance bands, including Paul Pendarvis and Griff Williams. Those arduous "one night stands" and lack of money, however, sent him back to New York seeking greener pastures.

Still in pursuit of a radio career (he had written a senior thesis at Princeton on "Government Control of Radio Broadcasting"), Mr. Ballin joined the NBC page and guide staff in November 1938.

J oins Anacin C o.

In March 1940, torn between aspirations for radio and a growing interest in television, at that time "still around the corner," Mr. Ballin forsook the outer fringe of the radio scene and joined the advertising department of the Anacin Co., Jersey City, N. J. His main job was handling continuous detailed analysis of Anacin sales in relation to media, with particular emphasis on network radio. Since Anacin was a small firm at that time, he got into every phase of sales and advertising.

In June 1940, Mr. Ballin entered the Navy, serving for a short time on the U. S. S. Vincennes and later with the Navy Code and Signal Lab. He left the service as a U. S. N. R. lieutenant in November 1945.

Mr. Ballin then returned to Anacin, now part of Whitehall, as product manager coordinating all advertising activities on Anacin, Hills Cold Tablets, and several new brands. Within a year he headed all product brands.

Heads Radio Department

When Whitehall reorganized its advertising department in 1947, Mr. Ballin returned "to my first love" as head of the radio department. As assistant advertising manager in charge of radio and television, he took over activities relating to Whitehall's Monday through Friday network programs — "Our Gin Sunday, Romance of Helen Trent, and Mr. Keen on CBS; Just Plain Bill and Front Page Farrell on NBC, and the Harry Rabbit Show on CBS Pacific Coast Network. Whitehall sponsors Tuesday-Thursday segments of the latter.

Mr. Ballin is liaison man for all Whitehall contacts with the networks, stations, station representatives and Air Features, which produces the five national network programs. He also works closely with the advertising agencies handling the various Whitehall accounts. He coordinates all advertising activities for about half a dozen brands.

Mr. Ballin has watched with interest and a certain amount of pride, the sales expansion of Anacin, in which he has had a generous participating hand. This pride is reflected also by Whitehall in its general appraisal of radio.

"For many years radio has formed the backbone of the advertising program for Anacin, Kolyvos and our other drug products," he observes. "This policy has not changed, in spite of the fact that we have from time to time expanded into other media."

'Believes Radio Effective'

He adds significantly: "... Our recent buy of the NBC Tandem Operation is evidence that we still believe radio to be the most effective vehicle for reaching the type of people who buy our products." On Nov. 5 Whitehall began sponsorship of a portion of the network's "The Big Show" on behalf of Anacin.

Mr. Ballin belongs to the Radio Executives Club of New York and the Bell Haven Beach Club. He married the former Jean Breda Crump in 1941. They have two children, Douglas David 3d, 6, and Diana Linton, 1. The family makes their home at Greenwich, Conn., where Mr. Ballin raises Boxer dogs. For other hobbies, he also brushes up on American history and takes part in all spectator sports.

PHILCO DIVIDEND

5% Stock To Be Voted

SPECIAL 5% stock dividend payable Jan. 10 to stockholders of record Dec. 22 is expected to be voted today (Monday) by Philco Corp.'s board of directors.

The board has declared a quarterly dividend of $0.40 per share on company's common stock--equivalent to 40c per share on the number of shares to be outstanding when the 2-1 split becomes effective. Dividend is payable Dec. 15 to holders of record Dec. 1. Regular quarterly dividend of 93c per share on the corporation's preferred stock, 3% series A, payable Jan. 1 to shareholders of record Dec. 15, also has been announced.

Special dividend, the board said, taking the form of stock will make possible the increase of the firm's working capital to handle the "present high level of business efficiently and to conserve funds for the expansion program that is contemplated for 1951."
ROLE OF THE RFD

The farm director is the liaison between the college, the farmer, and industry, and his strength lies in his promotion of the sale of all three elements in the economy. This was the conclusion advanced by Sam Schneider of KVNO Tulsa at the close of the two-day annual convention of the National Assn. of Radio Farm Directors in Chicago Nov. 29. Mr. Schneider, commissioned by the group to summarize proceedings, defined the role of the radio farm director (RFD) as one which aids better production, marketing and living for the farmer. His "selling" involves ideas as well as tangibles.

The various problems confronting the farm men, outlined by panelists and individual speakers Nov. 25 and 26 at Chicago's Stevens Hotel, can be solved by creation of new program ideas, "sale" of farm programming to station management, learning the farm audience size, promoting public relations and sales, gathering ideas from farmers, rendering service on and off the air, merchandising the product, planning formats which can compete with television, Mr. Schneider reported.

"If the RFD serves all these masters at once—and he can—he'll keep his AM station in the black," concluded Mr. Schneider. Farm directors, as "prestige lobbyists," create a demand for products, and for ideas, of colleges, farmers and industry. A "sincere desire" to help all three will result in the betterment of the farm, marketing and living on the farm, he said.

Schneider Elected

Mr. Schneider, who edited the NARFD Chats during the past year, has elected secretary-treasurer of the group, succeeding Chris Mack of WNAX Yankton, S. D. Mr. Mack, newly-elected vice president, replaces Phil Alampi of WJZ New York, president for the next year. Retiring president is Roy Castile of WLW Cincinnati.

During two full days of discussion, farm directors were concerned with the sale of their shows and getting management to allocate more money to their departments. In an effort to increase circulation of the successes of farm broadcasts, a committee headed by Larry Haeg of WCCO Minneapolis proposed to the new officers appointment of two committees for study and action.

Mr. Haeg's committee vetoed the suggestion that an executive secretary be hired, suggesting instead that the two committees meet on a regular basis to gather information on farm broadcasting and what has been done by radio farm directors for distribution to agencies, clients and newsmen. The report is expected to be given to the membership at a three-day June meeting in St. Louis.

Thirty-six RFDs were given 10 and 20-year service awards at the annual banquet Sunday evening. Twenty-year recipients included:

Phil Evans, KMBK Kansas City, Mo.; Ken Capen, U. S. Dept. of Agriculture; Wallace Kaderly, KGW Portland; Lou Kaiser, Cornell U.; George Kister, KMMI Grand Island, Neb.; Bill McDonald, KFAB Omaha; John Merrifield, WJZ Detroit; Everett Mitchell, WMAQ Chicago; Art Page, WLS Chicago, and Charley Stookey, KXOK St. Louis.

Ten-year men receiving awards:

Frank Atwood, WTIC Hartford; Layne Beaty, WABP Fort Worth; Emil Bill, WMWD Peoria; Milton Bliss, WMA Madison, Wis.; Harry Campbell, WBBM Chicago; Jim Chapman, W7AM Cleveland; Carl Collin, WKZO Kalamazoo; Roy Heinen, U. S. Dept. of Agriculture; Amos Kirby, WCAU Philadelphia; Ed Lomax, Oklahoma Extension Service; Glenn C. Lorang, KIQ Springfield; Chris Mack, WNAX Yankton; Ten Maigner, KMOX St. Louis; Bill Moshier, KJZ Seattle; Herman Plimbeck, WHO Des Moines; Sam Schneider, KVVO Tulsa; Gus Swanson, KFEL Denver; Chuck Worcester, WETT Cedar Rapids; Earl Britton, KERG Eugene, Ore.; Don Dean, WLEC Sandusky, Ohio; Paul Fisher, WMRC Greenville, S. C.; Mal Hansen WOW Omaha; Ernie Jorgenson, KXYL Spokane; Cal Karmstadt, KSTP Minneapolis; Gordon Loudon, Louisiana Agricultural Extension and Lester Weatherax, KFBH Wichita.

NEW OFFICERS of the National Assn. of Radio Farm Directors, elected in Chicago at the annual convention are (1 to 10): Phil Alampi, WJZ New York, president; Chris Mack, WNAX Yankton, S. D., vice president and Sam Schneider, KVVO Tulsa, secretary-treasurer.

Public Interest Awards

Earlier that day, six AM stations earned public interest awards "for exceptional service to farm safety" during 1960 and the preceding 12-month period from the National Safety Council at a council luncheon. Stations were KUOM St. Paul; KUUS Vermillion, S. D.; WIBX Utica; WNAX Yankton; WJJS Winston-Salem and WITC Hartford (Broadcasting & Telescope, Nov. 27). Certificates were presented by Ned Dearborn, president of the council, after a welcome by Paul Jones, director of public information. Also seated at the speakers table was Dan Thompson, council radio and television director.

The Sunday morning session, concerned with election of officers...
and committee reports, was followed by discussion of the RF
and farm program from the commercial viewpoints of the farm
director, the station manager, the station promotion director and
the sponsor.

Representing the last were Gordon M. Philpott, vice president and
director of advertising for the Ralston-Purina Co., St. Louis, and
Ed Cashman, president, Doughboy Industries, New Richmond, Wis.
Mr. Philpott appeared with Otis O. McIntosh, director of public rela-
tions for Ralston; Maureen E. Malin, manager of Chow advertising for
the company, and Jack Leach, account executive at Gardner Adver-
tising, St. Louis, which handles the Ralston account.

Mr. Philpott said Ralston "has bought some kind of farm radio" in
all his 31 years with the company, and pointed out that most
Ralston radio money is spent in the South. "It's no coincidence that
the South offers the most profit, is the fastest-growing market and
shows our best advertising effort, for our heavy radio is there," he
said.

Buying Problems

He cited major problems in buying radio as (1) determining the
size of the audience and the hours for the programs, (2) getting
program availabilities, "as the national reps and even station sales-
men are very badly informed," and (3) getting stations to offer cre-
tative programming. "Usually the station makes no attempt to get us
the kind of show we want if none is available at the time," Mr. Phi-
lpott said.

Advertisers want two things from radio farm directors, he said.
First, they want to know that the RFD "has sold his top manage-
ment on farm programs, the farm audience and on himself." Mr.
Philpott pointed out that "some stations apparently broadcast farm
shows only to comply with FCC regulations regarding public serv-
vice broadcasting." "One of the best" conditions for television in
the farm broadcaster, especially during early morning hours, Mr.
Philpott said. "Top management on most stations" doesn't realize
the potentialities of the farm pro-
gram and audience, the speaker
charged, adding that "all kinds of
inferior products are thrown as
participations into farm shows
when there's no place else for
them."

Station salesmen "haven't had
to sell for so long they don't know
how," Mr. Philpott said, adding that
none of the radio that Ralston had
ever bought was "sold" to it. "We
sold ourselves," he said.

Responsibility to Sponsor

Secondarily, the client wants the
RFD to recognize his responsibility
to the sponsor to make the program
sell. Mr. Philpott suggested the
RFD "sponsor" the product per-
sonally, accepting only clients in
whose products he believes. "And
work with the sponsor closely. Re-
write the commercials if you don't
like the way they write them, but let the sponsor know
why," he said.

Mr. Cashman, president of
Doughboy Industries, supervises
production in seven divisions which
manufacture different products.
Doughboy, a regional account, spends "less than $1 million a year"
on advertising, 40% of which is for the feed division. About a third
of the feed money goes to radio, a half-hour show, several quarter-
hours and occasional spots.

He outlined some results of a
questionnaire sent to 600 selected
feed salesmen and dealers. In an-
swer to the question: "Has the
PUBLIC INTEREST awards for "exceptional service to farm safety" went to
six radio stations during the convention of the National Assn. of Radio Farm
Directors in Chicago. Awards were made by Council President Ned Dearborn
(standing r), Station men receiving the certificates (l to r): Standing, Ed
Szazarczyk, WIBX Utica, N. Y.; Ray Wolfe, KUOM St. Paul; Irving Merrill,
KUSD Vermillion, S. D.; seated Frank Atwood, WTIC Hartford; Harvey
Dinkins, WSJS Winston-Salem, and Chris Mock, WNAF Yakton, S. D.

Doughboy radio program or programs in your territory sold Dough-
boy feed to any of your customers?" 81% of the respondents said yes, 19%, no.
"We're worried about the 19%," Mr. Cashman said. Half
of those answering said the greatest sales results come from farm
commentators, 37% said a combina-
tion of commentary with hill-
billy bands and 13% believed hill-
billy bands alone did a better job.

Seventy-eight percent of the
dealers "are opposed to spot an-
nouncements as against longer
shows at less frequent intervals," Mr. Cashman said.

'Maintain Prestige'

Calling on the RFDs to "main-
tain prestige and following for the
sponsor's benefit," Mr. Cashman
warned them not to "become Main
Street farmers." He suggested
that farm directors "continually
press management to give time best
suited to the farmer's listening
habits," encourage the spending of
time and money for farm listener
information which helps the spon-
sor know what kind of an audience
he is buying at various times of the
day, and foster merchandising of
the show and product.

"The trouble with radio salesmen
is they promise you the moon in
merchandising assistance, but once
you've signed a long-term contract,
they are inclined to forget all about
the sponsor," he charged.

The sponsor also wants the farm

(Continued on page 101)

Our listeners have imagination... more than that... they know SPONSOR IDENTIFICATION

May 15th, 1950, WPWA started a new program called "PLAY RADIO,"... like Bingo. Playing blanks were made available at any
grocer carrying SUNBEAM BREAD. In ten weeks 45,000 forms were
mailed to WPWA from a radius of 40 to 60 miles of Chester, Pa.
We are about to change the forms, that means some 50,000 people are
going to scurry to grocers carrying Sunbeam bread and perhaps to
YOUR CLIENT, tool for "PLAY RADIO" forms.
Call us at Chester 4-2554 if you want "IN" on "PLAY RADIO."

WPWA

DELAWARE COUNTY'S FIRST STATION
1590 on the dial, FIRST in the hearts of listeners

CHESTER, PENNA.

FAMILY

WIBW has been a farm station for
almost a quarter-century. We sell
Kansas and adjoining states because
we've served them well. We're one of
the family.

WIBW The Voice of Kansas
in TOPEKA

BROADCASTING • Telecasting

December 4, 1950 • Page 43
THE LATEST WCKY STORY

WCKY GIVES YOU ANOTHER BIG PLUS!

WCKY IS #1 IN OUT OF HOME LISTENING
IN THE CINCINNATI AREA.*

19.8% of the people in the Cincinnati Area
listen out of home once or more a day, and
WCKY has 23.6% of this Out of Home Audience
6 AM to 8 PM Monday thru Friday . . .
MORE THAN ANY OTHER CINCINNATI STATION!

NOW MORE THAN EVER BEFORE,
WCKY IS YOUR BEST BUY IN CINCINNATI.

(*-Pulse Cincinnati Out of Home Survey July-August 1950)

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

A NEW 50,000 WATT TRANSMITTER!

WCKY HAS JUST INSTALLED THE LATEST GENERAL ELECTRIC 50,000 WATT TRANSMITTER, WITH MANY IMPROVEMENTS, WHICH WILL PROVIDE WCKY’S LARGE AUDIENCE WITH EVEN BETTER FIDELITY AND A CLEARER SIGNAL.

NOW, WITH TWIN 50,000 WATT TRANSMITTERS, WCKY WILL PROVIDE CONTINUOUS 24 HOUR, 7 DAY A WEEK SERVICE TO ITS LARGE LISTENING AREA IN THE EASTERN AND SOUTHERN STATES.

THIS INVESTMENT IN NEW AM EQUIPMENT INDICATES OUR CONFIDENCE IN THE FUTURE OF AM BROADCASTING (AND WE THINK TV IS OKAY TOO).

NOW MORE THAN EVER BEFORE,
WCKY IS YOUR BEST BUY IN CINCINNATI.

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
No Opposition?

ORGANIZED education, under the very noses of the nation's broadcasters and telecasters, is making a determined bid for a huge chunk of the limited TV spectrum. So far, those who were responsible for the development of the broadcast arts as free enterprises, haven't been joined issue. Last week there were these developments:

1. The organized educators, in hearings before the FCC, asked for a VHF channel in each big city and educational center, with 20% of the unallocated UHF to be reserved for education.

2. A joint Emergency Committee of Educational Television, headed by the violently anti-commercial chancellor Robert M. Hutchins of the U. of Chicago, put on a mail campaign for a $25,000 war- chest to finance the frequency fight.

3. Sen. John W. Bricker, (R-O.) introduced a resolution for an FCC study, looking toward reservation of at least one frequency in each state for educational purposes.

All this has happened before in radio. It occurred in 1928, when the original AM reallocation was made. It happened again a decade ago with FM. But education has always found it could achieve maximum audience and optimum results by using the allotted sustaining time of established commercial stations and networks—which have the audiences, the know-how and the wherewithal. The past record speaks for itself.

Compl. Fred B. Henock, is quarter-backing the educational strategy. The FCC proceedings have been virtually ex parte, since no witnesses have been cross-examined by representatives of the networks, who have invested so heavily in the visual medium. So Compl. Henock has been making touchdowns in every quarter.

To reach an equitable decision, the FCC should have all the facts. What about the past experiences of the educators in radio? What about their financial ability to engage in TV? Has anything been said about the educational programming now being done by TV stations in collaboration with state institutions, even at this early stage of TV development? And has anyone recalled that in 1934-35, the whole educational-allocations battle was fought before the FCC, at the behest of Congress, with the NAB carrying the load, an exhaustive survey of radio in education, and which lead to the formation of the Federal Radio Education Committee.

The logistics or intelligence of commercial broadcasting, so far, appears to have fallen down badly.

100% Isn't Perfect

SOME buyers of radio advertising have developed, no doubt in all sincerity, a rule-of-thumb in estimating radio audience, because TV is available. They simply deduct 100% of the number of TV homes from the number of radio homes in a market.

With recollection of Ann. of National Advertiser's autumn effort to slash radio rates still fresh, the need for authentic coverage and research data becomes more acute. When agencies and advertisers deduct 100% of TV homes from the radio-home count for a market, broadcasters find themselves in danger of being mousetrapped. They are thrown in competition with media that evade admitting TV has cut down their own audience by insisting that all of TV's gains have been made at the expense of radio alone. They avoid the spectacular rise in radio set sales—exceeding even those of TV.

The answer must come in the form of statistical proof that will be accepted by the advertisers. The two BMB studies have satisfied most of those who hurled the charge that broadcasters are medicine men. Now the latest BMB figures are becoming obsolescent. Larger agencies, however, apply their individual factors to bring the data up-to-date. That's why they're buying more and more national spot.

Fortunately a group of broadcasters is now working on this very problem, under aegis of the new Broadcast Audience Measurement Inc. With Clyde Rembert, KRLD-AM-TV-FM Dallas, as chairman, a BAM committee is exploring the history and scope of radio coverage and research.

The answer may lie in an oft-agitated blanket coverage-research project, supplying all types of reports under one banner. Or it may be found in a less costly certification operation that would inspect and lend its seal of approval to private research.

The statistical answers are there. It's just a case of ferreting out.

Talent's HCL

THE FULL effects of the labor agreements signed a fortnight ago with AFRA and Television Authority cannot be fully assessed at this time, but there isn't any doubt that the new contracts will cause radio's production costs to rise and television's to skyrocket.

The new AFRA contract with the radio network does make a concession to reality. Except for one category of announcers, the AFRA commercial scales remain the same. In consideration of the advertiser clamor against radio costs, the acceptance by the union of $30 never in its commercial minimum was wise.

AFRA's sustaining program scales, however, were boosted an average of 14.2% in the new contract. In times of declining profit margins in network radio, this increase may be difficult to accommodate.

The new Television Authority contract is quite a different matter from the AFRA agreement. Estimates by the networks as to how much the TVA contract will raise production costs run as high as 100%—assuming that present programming continues unchanged.

Present programming, of course, will not remain unchanged. To bring production costs somewhere within sight networks and sponsors will have to shorten periods, reduce the size of casts and exert every economy possible, to the inevitable detriment of production quality.

Take dancing choruses, for example. Shows with middle-sized budgets could engage choruses of several dancers at fairly low rates before the TVA contract was made. Now that chorus members in an hour's show are to get $125 each, the number of them to be hired for any single program is obviously limited.

We recognize the great pressure under which the networks carried on negotiations in the face of a rapidly approaching TVA strike, but we wonder whether they agreed to too high a price for the first talent contract in television. The scales set by the TVA agreement are the first. What will they be next year?

- - - -

our respects to:

FRANK VIVIAN WEBB

THERE is no need to mention the name Vivian Webb. If you are a radio listener, you recognize his rich baritone, which has been heard in thousands of program jumps since he began his career back in the '30s. He's been around long enough to have run up against every sort of traffic. Since he's had the experience to know how to handle it, the audience listens to him, and they return. That's the story of Vivian Webb.

Ed Petry asks: "How many pickets do you need for a fence?" If he means a fence around a radio station, why not ask Stan Hubbard?

If we believed everything we read, we'd hurry and get rid of our television set. Then, we'd read aloud to the kiddies from the best books and magazines, take them to the movies every night, spend each warm afternoon in the ballpark, take in all the football games, and have the family at ringside for all the prize fights. Nurtured in such a refined atmosphere, OUR children would never grow up to feel socially inferior!

When Jimmy Shouse goes to work on the Voice of America, we'll bet that the soprano influence will be de-emphasized in favor of much more baritone.

We think that the formation of a Broadcasters' Advisory Council is a great idea, but we're curious about something. In our government, who takes advice?

BROADCASTING • Telecasting
More Italians* Listen to WOV than any other New York Station (Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service — providing network quality entertainment and news coverage from studios both in New York and Rome, Italy... with the showmanship and drive that sell!

*2,100,000
Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.
F RONT OFFICE

EDWARD KEMBLE, manager KDB Santa Barbara, Calif., to KFI Los Angeles sales staff as account executive about Jan. 1. Was account executive with Don Lee Network, Hollywood.

BLAYNE BUTCHER, former radio director Newell-Emmett, N. Y., to KTTV (TV) Los Angeles in executive capacity.

FRANCIS W. TULLY Jr., Washington news correspondent for the Yankee Network, resigns. He will publish a newspaper in Maine.

BOB DUMM, general manager KNOE Monroe, La., appointed vice president and general manager Sacramento Broadcasters Inc., (KKOA), Sacramento, Calif. Replaces HERB FERGUSON, who resigned to go into business in Fresno.

Mr. Butcher

THOMAS D. SEAY Jr. appointed station manager KFTV Paris, Tex.

HERB BOOTH, manager KROP Brawley, Calif., appointed manager KYOS Blythe, Calif.

NORMAN THOMAS, continuity department WOTW Nashua, N. H., appointed sales director.

SCHREIS-REINER Co., station representative, moves to larger offices at 16 E. 45th St., New York 17.

CRNW New Westminster, B. C., appoints National Broadcast Sales, Toronto, to handle representation, effective Jan. 1.

GEORGE GLAVIN, commercial department KING Seattle, to TV sales department. BOB KILPATRICK, commercial manager KXA Seattle, to KING sales staff.

SOUTHWEST VIRGINIA'S Pioneer Radio Station

How Many & How Much?

<table>
<thead>
<tr>
<th>1949 BMB</th>
<th>BMB Radio</th>
<th>Prelim. Reports</th>
<th>1949 Retail Sales</th>
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<tr>
<td>50-100%</td>
<td>11,680</td>
<td>517,587</td>
<td>279,752</td>
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<tr>
<td>25-100%</td>
<td>157,110</td>
<td>814,186</td>
<td>452,784</td>
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<tr>
<td>10-100%</td>
<td>216,620</td>
<td>1,115,996</td>
<td>610,207</td>
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<td>36 Counties</td>
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1949 BMB

Nighttime

50-100%  72,050  360,853  232,657
25-100%  128,350  654,711  373,006
10-100%  188,540  972,052  538,598

*Retail sales figures, "NH" omitted are from SM 1949 "Survey of Buying Power"

WDBJ CBS - 5000 WATTS - 960 KC
Owned and Operated by THE TIMES-WORLD CORPORATION
ROANOKE, VA.

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ARThur McPHILLIPS, assistant sales manager and traffic manager WJR Detroit, appointed sales service director.

RICHARD HARRIS, WILMA RICHMOND and MITCHELL DAVIS Jr. to accounting and auditing departments WRC and WNBW(TV) Washington. PATRICIA SAWYER to WNBW(TV) as secretary.

ROBERT E. WILLIAMS appointed general manager WFML (FM) Washington, Ind. Was with WRSW (FM) Warsaw, Ind.

H. BRUCE BAUMEISTER, Wright, Wright, Green & Wright, Beverly Hills, Calif., law firm, appointed resident counsel KTTV (TV) Los Angeles.

DON SHIELDS, newsmen WAVZ New Haven, transfers to time sales department.

LOIS LARSON, S. F., model, to KRON-TV San Francisco accounting department.

WILLIAM J. LOPFACK rejoining WSAM-AM-FM Saginaw as commercial manager. Was news editor before to join wholesale hardware firm in Michigan.

ROBERT W. FERGUSON, station manager WTRF-AM-FM Bellaire, Ohio, promoted to executive vice president and general manager.

TED WEBBE, sales manager WCTC New Brunswick, N. J., to sales staff WAAT-AM and WATV (TV) Newark.

BILL YONAN to ABC Chicago AM sales staff after working in promotion department. LOVE DRAFER to ABC Chicago network TV sales staff from John H. Sampson, Chicago agency.

CHARLES FERGUSON, formerly with Utah stations, to KBUC Corona, Calif., as sales representative.

Personal...

KEITH G. DARE, TV account executive Headley-Reed, father of girl, Robin Gail... PAUL GODOFSKY, executive vice president and station manager WHLI-AM-FM Hempstead, L. I., father of girl, Barbara Sandra... TOM DALEY, sales representative WIS Columbia, S. C., father of girl, Donna Gail... DICK ROTHLIN, KRON-AM San Francisco, father of girl, Christine.

WILLIAM HENRY SEENER, head of radio department, U. of Southern California, L. A., and manager KUSB (FM) Los Angeles, and Frances Josephine Love were married Nov. 27.

1881 James R. Weather spoon 1950

FUNERAL SERVICES were held Wednesday for James R. Weatherspoon, 69, president of WPTF Radio Co., operator of WPTF-AM-FM Raleigh, N. C., at the First Baptist Church in Raleigh. Mr. Weatherspoon, who also was director of the Durham Life Insurance Co., died the afternoon of Nov. 27. He had been in ill health for the past seven years.

A native of Durham County, Mr. Weatherspoon accompanied the Durham Life Insurance Co. when it moved its offices to Raleigh in 1920. At that time he was treasurer and a board member, positions in which he continued until his death.

Active in Raleigh civic and religious work, Mr. Weatherspoon was a former president of Raleigh Chamber of Commerce, the Kiwanis Club in that city and the North Carolina State Fair. He was a deacon in the Raleigh First Baptist Church.

Surviving are his widow, four daughters, one sister, two brothers and six grandchildren. Burial was at Montlawn.

Mr. Weatherspoon

In Altoona, Pa.,
It's ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEEKER ASSOCIATES

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Broadcasting • Telecasting
Respects

(Continued from page 46)

essentials of the broadcasting business. He put the station on a paying basis and maintained it at a profit-producing efficiency during his two years there. A staunch proponent of self-reliance, he believes that an advertising executive’s own ability, willingness to perform any job well, and an open and independent mind are the essentials for getting ahead in a fast-changing world.

Following his experience at Santa Barbara, Frank Webb went to Fort Wayne, Ind., where after two years he was made assistant sales manager in charge of advertising and promotion for six Westinghouse stations, with headquarters in Philadelphia. Later he was promoted to sales manager of Westinghouse’s KDKA Pittsburgh, where he remained two years. His next step upward came when he accepted the management of the Farnsworth Broadcasting Division, including television transmission, frequency modulation and standard broadcasting. In this capacity he became manager of WGL, one of the two Westinghouse stations operating in Fort Wayne.

Success With WGL

Under his direction, WGL managed to show a small margin of profit on the first month’s operation in spite of wartime restrictions and building limitations. He laid out new studio plans to include facilities for AM, PM and TV and built up an organization of 34 employees. Mr. Webb’s earlier business career was almost entirely in the advertising field and he is fully cognizant of the salesman’s problems. His first job in the fall of 1928 after leaving Kent State College, Ohio, was selling monotype and linotype service to advertising agencies, book publishers, and printers for the M & L Typesetting Co. in Chicago.

After two years with this firm, he followed the advice of Horace Greeley and “went West” to seek his fortune. He took a job with the Arizona Republican Gazette in Phoenix in 1930, where he began as assistant to the national advertising manager. He had been given various promotions on the ad staff before joining the advertising department of the Santa Barbara News-Press four and a half years later. In 1937, he organized the Santa Barbara Advertising Club and became its first president.

In 1943, Mr. Webb was one of 12 representatives selected from the industry to make an NAB presentation to launch a campaign selling retailers of America on the values of broadcast advertising. He addressed 12 mass meetings of retailers in the principal cities of North Carolina, South Carolina and West Virginia.

In 1944 Frank Webb was made a member of the NAB Sales Managers Executives Committee and served as sub-committee member for the revision of the NAB-AAAA standard contract for spot broadcasting. As a result of his activities he worked closely with Lewis H. Avery, then NAB director of broadcast advertising. From this association grew Mr. Avery’s proposal that Mr. Webb open and manage the Los Angeles office of Avery-Knodel, station representative.

Frank Webb’s real interest, however, lay in the direction of active broadcasting, and in the fall of 1946 he went to Honolulu. He served as vice president and general manager of KULA Honolulu until 1948 and then moved to Wichita in September of that year. Since his sojourn in the islands, Mr. Webb has been an expressive supporter for the Statehood of Hawaii.

Earned Public Service Laurels

His operation of KFFI-AM-FM, owned by the Wichita Eagle, reflects his sense of civic and national responsibility. In collaboration with the Wichita Police Dept., the station has launched a great number of safety campaigns, emphasized during the return-to-school months in the fall. As a result of these campaigns, the station has won various public service awards. KFFI celebrated its 21st anniversary as a CBS affiliate in October.

Mr. Webb is a first president and one of the originators of the Kansas Sales Executives Club, now in its first year, with 160 members from six representative Kansas cities. Under Mr. Webb’s leadership and with the cooperation of a group of enlightened and energetic businessmen, the club’s aim is to develop selling into a profession.

In addition to his work with the Sales Executives Club, Mr. Webb has just completed a term as vice president and program chairman of the Wichita Ad Club. He has also served on the board of directors of the Sedgwick County Infantile Paralysis Foundation, is a member of the public relations committee of the Community Chest and is active with the Wichita and the Kansas Chambers of Commerce.

POINTING out details to KFAB Omaha’s new women’s program director, Nancy Condon, is the station’s program director, L. A. Ujiggi Miller. Just appointed to take over duties formerly held by Mrs. Kay Wilkins, resigned, Miss Condon has been in radio for 4½ years, joining the station’s research unit in 1946 and since serving in various phases of the station operation.

His interest in the Boy Scouts and 4-H Clubs has led to outstanding KFAB programs for these groups.

Born of American parents in Mexico City in December 1907, Mr. Webb is still known as “Pancho” or “Hank” to his family, to avoid confusion with his father, Frank Sr. He is married to the former Rosalie O’Connor. They have one son, Michael Stewart, 19 months.

Boyhood days spent in Missouri have left a little of the Tom Sawyer and Huck Finn adventurousness in Frank Webb. He has been learning to fly and has already made a cross-country flight in a Beech Bonanza. While in Hawaii he indulged his hobby of spearfishing. He also enjoys knocking around old clothes and painting a little for his own pleasure.

Looking ahead to the expansion of KFFI-AM-FM, Mr. Webb is making plans for a KFHL-TV when the FCC freeze is lifted and the international situation clarified. He is alert to the potentialities of TV and is a popular civic club speaker on TV possibilities for Wichita.

ONTARIO MEETING

May Form Regional Unit

FORMATION of an Ontario regional broadcasters group was to be main business of the Ontario regional station meeting at the Royal York Hotel, Toronto, yesterday (Dec. 3). With Ontario the only area in Canada which does not have a regional association, although it has the most stations, it was expected that a regional association would be formed and officer elected at the meeting.

The Canadian Assn. of Broadcasters called the meeting, and William Burgoyne, CKTB St. Catherines, representing Ontario small market stations as a CAB director, was to report on CAB activities for 1960. Pat Freeman, CAB sales director, was to outline his new system of audience surveys. Agenda for the forthcoming annual CAB meeting at Quebec was also to be discussed.

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC AM 5,000 W. • WOC FM 47 Kw. 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers ... with 70 to 100% BMB penetration in the two-county Quad City area ... 10 to 100% in adjacent counties.

WOC-TV Channel 5

22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities’ first TV station NBC Network (non-interconnected), local and film programs reach over 27,900 Quad Cities’ sets ... hundreds more in a 75 air-mile radius.

Basic NBC Affiliate

Contracts President

Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

BROADCASTING • Telecasting

December 4, 1950 • Page 49
ONDEY (Bob) COULSON, manager KBJC Corona, Calif., to KFIM-AM-TV Los Angeles in promotion and publicity department to handle press contacts. Replaced RON MANDERS, assigned to handle station's grocery merchandising activities. BILL GORMAN, formerly in latter position, named members of station jobs staff.

ROBERT O. EATON, announcer WLBH Matteen, Ill., to WLWD (TV) Dayton as producer, writer, director and announcer.

GERRY MORRISON to Don McNeil's TV Club as producer, replacing IVOR MCAREN, resigned. Was with WHKING TV show. ED McKEAN becomes writer for show.

ALLAN JEFFERIES, announcer WPPG Atlantic City, N. J., to WTOP Washington in same capacity.

KEN ACKERMAN, staff announcer KCBS San Francisco, father of girl, Barbara, Nov. 12.

BILL WOLF, special events and news editor and announcer WKNE Muskogee, appointed program director. DEA McCRAE, radio-TV copywriter Young & Rubicam, N. Y., to station as chief of continuity department and production assistant to Mr. Wolf.

ROBERT F. EVANS, program director WSSB Durham, N. C., to WALD Walterboro, S. C. in same capacity.

FORREST H. (Bob) REPSCH, chief announcer and promotion director WGBK Lancaster, Ohio, appointed program director. BENNY BEE, disc jockey, appointed music director.

FRED DAYBS, record librarian WJAS Pittsburgh, father of boy, Bob.

PAT BUTTRAM, CBS Gene Autry Show, hospitalized for almost three months following injuries suffered in explosion during filming of scene for Autry TV film, returns to cast of radio show.

HENRY SELIB, new to radio, to continuity department WOTW Nashua, N. H., replacing NORMAN THOMAS (see FRONT OFFICE).

LH COX to continuity staff WIS Columbus, S. C. Was with NBC New York.

JACK BENNY, star of own CBS radio and TV shows, and his wife, MARY LIVINGSTON, honored Nov. 26 as "Mr. and Mrs. American Citizen" by Los Angeles Lodge, B'nai B'rith.

DAVID MACPHERSON appointed assistant controller NBC Western Division.

MICHAEL JOSEPH, staff announcer and disc jockey WFRQ Fremont, Ohio, to WMAN Mansfield, Ohio in same capacity.

WILLIAM HERDON, literary agent, to CBS Hollywood editing department, replacing HARRY G. STEWART, resigning to join radio department. SAM JAFFE, L. A. talent agency.

CLYDE McMILLAN to WFLM (FM) Washington, Ind., as staff announcer. Was with WXW Indianapolis.

LEWIS ALLEN, meteorologist with Navy Dept., featured in weather report on Top of the News on WTVP-TV Washington.

CARY D. SKYETTE, public relations director Rustless Iron and Steel Corp., Baltimore, appointed promotion director WMMT. Succeeds RAY F. HEWITT, appointed TV production manager.

FRANK DELLETT, controller, NBC Western Division, and CAROL EWING, KBBS (TV) Hollywood controller, are in New York for four-day NBC controllers meeting starting today (Dec. 4).

ELLEN SWITZER, women's commentator who conducts Hello Ladies on WAVY New Haven, awarded "Chester" award for her outstanding year-around service to Community Chest of that city.

UNCLE HARVE, cowboy entertainer WGBI Miami, Fla., to WFEC same city.

DAVE FULMER, KRQN-TS San Francisco producer-anouncer-director, father of girl.

ODY SINCLAIR, associate production director WJAR-TV PROVIDENCE, R. I., appointed production director.

JESSE I. MILLER to announcing staff WBWO (TV) Washington.

LANING BAYLIE, music director KRQN-FM San Francisco, appointed program manager.

LEON LEVINE, producer CBS-TV People's Platform, received plaque from Veterans of Foreign Wars on behalf of CBS. Award made for "contribution of this program to the public service."

DOROTHY MILBANK, KRQN-TS San Francisco accounting department transfers to program department.

PETER BARKER to WDTY (TV) Pittsburgh as executive producer.

STEVE DUNNE, radio-TV, screen actor, takes over title role in NBC Adventures of Sam Spade. Signed to exclusive TV contract with Don Lee television.


News...

HERB CARROLL, news editor WLBR DeKalb, Ill., leaves for Army duty at Ft. Leonard Wood, Mo., JANET ELLSWORTH, continuity staff, replaces him.

JOHN WOODS, WDEV Waterbury, Vt., to WTAG Worcester, Mass., as assistant gannett director.

BERN CANNINGS, news director CKFX Vancouver, is in Korea to cover war for member stations of Canadian Assn. of Broadcasters.

CEET LONG, WEBS Columbus, Ohio, newscaster, received Treasury Dept.'s Award of Merit for his work in Independence Bond Drive.

APPOINT MARTIN

Heads Gannett News Bureau

PAUL MARTIN is the new chief of bureau of Gannett News Service, Washington, D. C., it was announced last week by Publisher Frank Gannett. The bureau serves six radio outlets of the Gannett Group as well as the 21 members of the group's newspapers.

A native of Fort Worth, Tex., Mr. Martin has been with Gannett's Washington bureau since 1947. As a former AP reporter, Mr. Martin was one of four men selected from present news association's bureaus in the nation to go to New York to help start the editorial end of AP's venture into the radio field when it set up its subsidiary Press Assn. Inc. in 1940. Mr. Martin succeeds A. Vernon Croop, who was called to Rochester to become managing-editor of the Rochester (N. Y.) Times-Union.

STRIKERS TUNED

KPRC Gives Official News

A PROLONGED Houston bus strike called into play the news services of KPRC Houston which also inaugurated a unique service for union members. At the suggestion of Pat Flaherty, president of the new union director, the outlet has become the official voice for the local AFL CIO striking union, it was reported.

Daily announcements, transcribed by C. C. Stone of the local union, keep members informed of negotiations between their union and the Houston Transit Co. Mr. Stone, in commending the station for its cooperation, also congratulated KPRC for doing an "accurate and consistent job of presenting both sides of the strike question in a fair and impartial manner." Mr. Stone added that Local 600 members of the Transport Workers Union were warned against unauthorized statements and were asked "to stay tuned to KPRC for official news."

Mr. Strike, which 10 days ago had gone into its third week, was being covered completely by KPRC news men, it was noted. Remote broadcasts from Houston's City Hall kept tabs on negotiations from the Mayor's office and the Fact-Finding Committee, while relaying statements from both labor and management. City transportation was seriously disrupted by the walkout.

CAPITOL Records reports that Hollywood sales for the first nine months of this year have increased $1,165,973.

Page 50 • December 4, 1950
That's the number of hard-selling SPOTV commercials that went winging their way to the eyes and ears of millions of viewers over these twelve TV stations last week.

This week the figure will be bigger, the number of viewers larger, the sales impact heavier.

Each week sees new records in the selling job which these TV stations perform for national advertisers.

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WSB-TV .. Atlanta
WBAL-TV .. Baltimore
WNAC-TV .. Boston
WFAA-TV .. Dallas
KPRC-TV .. Houston
KFI-TV .. Los Angeles
WHAS-TV .. Louisville
KSTP-TV .. Minneapolis-St. Paul
WSM-TV .. Nashville
WTAR-TV .. Norfolk
KPHO-TV .. Phoenix
WOAI-TV .. San Antonio
The Most Watched Playhouses in Television

Last March, you'll remember, we introduced "Hollywood Playhouse" to the Philadelphia television audience. In a few weeks the program was the highest rated across-the-board local or network daytime show in all television. Our six-for-one advertising plan met with favor among advertisers and availabilities became scarcer than halfbacks at Vassar.

Now WPTZ is scheduling a Saturday edition of "Hollywood Playhouse".

With "Hollywood Playhouse" being seen on Saturday, WPTZ can accommodate four more clients each week. It's the same show, same time, the same format that made television and advertising history. The only difference is that we believe our Saturday audience will be larger—if such a thing is possible.

As an added plus we are scheduling a matinee edition of our famous "Frontier Playhouse" program, the most popular across-the-board western feature in all television, immediately ahead of Saturday's "Hollywood Playhouse". This tandem scheduling of television's two most watched playhouses means increased sales for participation advertisers in the Philadelphia market.

Give us a call here at WPTZ—or contact your nearest NBC Spot Sales Representative—for full details on this double-barreled package. The audience is large, the cost is low. It's the best buy in Philadelphia television.

Philco Television Broadcasting Corporation
1800 Architects Building Philadelphia 3, Penna.
Telephone LOcust 4-2244
ROADBLOCKS TO FREEZE LIFTING

(Chronology of Freeze, page 94)

By RUFUS CRATER

TELEVISION has passed one major barrier on the long road toward lifting of the freeze—FCC's color hearings—but is now confronted by others which may be equally troublesome and time-consuming and perhaps, like the color decision, also headed for the courts.

The most formidable roadblock in the present shortage growing out of the nation's defense efforts. Civilian production cutbacks of the magnitude foreseen in some quarters could reduce FCC's lifting of the freeze, whenever it occurs, to the status of an academic technicality and leave the color decision in no better condition.

While the color decision, there appears little likelihood that FCC can even nominally remove the freeze—already 26 months old—before 1951.

In addition to the color hearings, which were completed last May and "decided" in October, FCC is now in the home stretch of its sessions on general TV allocations issues, and hopes to have them finished within a week.

Specific Allocations

There will come—presumably after an interval permitting the Commission to make at least informal fundamental decisions—the final phase of the overall TV proceeding which was formally initiated on May 26, 1949. This is the hearing on specific allocations of VHF and UHF channels, city by city. In some respects it may be the most tedious hearing of the lot.

Applicants' and would-be applicants' preference for VHF channels presages a bitter allocations fight in all the major markets where FCC proposes to put UHF channels, particularly if UHF and VHF are intermixed. The most optimistic estimates envision at least a month of hearings on specific allocations.

FCC has not set the starting date for these sessions, but it probably will not be until January or February. Authorities point out that the Commissions must first reach agreement—though not necessarily issue a formal decision immediately—on some of the fundamental issues of the current "general" hearing.

Co-and adjacent-channel separations, for instance, which were among the reasons for the freeze and the overall proceedings in the first place, must be determined with some certainty before any precise city-by-city allocation can be made and subjected to hearing. A new proposed allocation plan may have to be drawn up, on the basis of these fundamental decisions, before the allocations hearings can start.

Even if all the hearings are completed and all the decisions made by spring 1951, the Commission long ago assured the industry that there will be a grace period of one or two months for filing new applications before regular TV licensing is resumed.

After the grace period, authorities consider it inevitable that in most major markets the demand for VHF channels will exceed the supply—requiring hearings.

In communities where hearings had been completed but not decided before the freeze lift, additional proceedings probably will be in order—to bring engineering testimony up to date in the light of revised standards, and perhaps to survey surveys since the pre-freeze hearings.

Added up, all this would indicate it will be at least 18 to 24 months before new TV allocations begin coming on the air in any substantial number even if there is optimum production, which at this point seems a totally unwarranted assumption.

Long History

The overall TV proceeding actually dates back to June-July 1948, when hearings on a then-proposed new VHF allocation plan raised questions about the effects of tropospheric interference and corollary problems. Pending exploration of these problems and possible revision of engineering standards, FCC on Sept. 30, 1948, ordered the current freeze into effect, and subsequently set up the three-way hearing on color, "general" issues, and specific allocations.

A quick run-down of principal questions to be decided may give an indication of the amount of time FCC will need to reach the freeze-lifting point.

First, of course, is the usability of the UHF. BCA has challenged FCC's original estimates, and in turn has had its own estimates challenged, while Philco and DuMont feel the UHF can be used now, at least to a limited extent.

Tied in with this whole question is the thinking, evidenced several times in "hypothetical" questions posed by FCC Chairman Wayne Coy, that TV must ultimately abandon the VHF and operate in the UHF only.

If the UHF is to be opened now—and FCC has been on record since 1945 as holding that the VHF cannot accommodate a competitive nation-wide TV service, so that television eventually will have to set up home in the UHF—then a series of fundamental questions must be answered. Among these:

Should all 70 UHF channels be opened now, or only a portion (40) as FCC currently proposes? Should the 70 channels currently allocated to television in the UHF be curtailed by giving the 470-500 mc band (6 channels) to common carriers?

(Continued on page 94)

JW TOPS BILLINGS

By FLORENCE SMALL

J. WALTER THOMPSON Co., with television network billings of approximately $10 million, including cost of time, talent and production, ranked first again in a special year-end BROADCASTING * TELECASTING survey, which showed the 15 major advertising agencies registering gains.

Maxon Inc. made the most spectacular advance to place among the top three in billing. Figures, all approximate, are BROADCASTING * TELECASTING's estimates, based on an analysis of the video network business handled by each agency. JW T leaped from a January-to-December total of $5 million in 1949 to its present figure of $10 million, while Young & Rubicam climbed to second place with a $5.5 million increase to tally $15.5 million for 1950.

Maxon Inc., completely unrepresented among the leaders last year, skyrocketed out of its obscurity to an eminence of $7 million in 1950, to place third in TV network billing.

The Kudner Agency held the fourth spot this year with an expenditure of $6.5 million. Its 1949 figure was $2 million.

Top $5 Million

Lennen & Mitchell and Foote, Cone & Belding rounded out the list of agencies to register $5 million or more in 1950, each totalling precisely that amount. Though L & M made its advance from a 1949 total of only $2 million, the accomplishment of FC&B was even more impressive. Last year that organization was unlisted in a compilation of agencies which had TV billings of $1 million or more.

Three agencies followed the leaders in a dead heat with equal outlays of $4 million. These included BBDO, William Esty Co., and McCann-Erickson. BBDO registered the most significant increase of the group, gaining its present height after an unlisted status in 1949, similar to that of FC&B. William Esty had been tabulated last year at $8 million while McCann-Erickson spent $2 million in 1949.

Four agencies totalled more than $3 million but less than $4 million in 1950: Cunningham & Walsh, $3.5 million; Biow Co., $3.5 million; Ruthrauff & Ryan, $3 million, and Benton & Bowles, $3 million. Of the four, Biow and R & R were unlisted last year.

Kenyon & Eckhardt spent $2.3 million in 1950, while the William Weintraub Co. and Sherman & Marquette filled out the roll of those spending $2 million or more this year. Each totalled $2 million.

The relation between time and production costs in 1950 appeared to be heading toward a balance, (Continued on page 91)
TBA’s Television Clinic Program • Waldorf-Astoria, New York • Dec. 8

A.M.
9:30—Registration of members and quests: Corridor of Starlight Ballroom.
10:00—Annual meeting of Television Broadcasters Assn., Inc. (open only to official representatives of TBA) Palm Room.

I. PROGRAMMING
A. The Daytime TV Audience; M. C. Watters, WCPO-TV Cincinnati.
B. Network Problems; Sylvester L. (Pat) Weaver, NBC.
C. Opportunities in Multi-Station Cities; Donald Thonburgh, WCAU-TV Philadelphia.
D. Opportunities in Single-Station Cities; Donald Stewart, WDTV (TV) Pittsburgh.
F. Catering to the Local Audience; John M. Outler Jr., WSB-TV Atlanta.

II. RESEARCH
A. Recent Developments in Measuring the Television Audience and Its Response; E. Lawrence Dekshner, Bow Co.
B. Demonstration of new automatic instantaneous audience measurement device by C. E. Hooper, C. E. Hooper Inc.

III. QUESTION AND ANSWER PERIOD
(Adjournment at 12:30 p.m. for luncheon.)

P.M.

Advance TBA Clinic Registration

TBA’s Officers & Directors

J. R. Poppele
President and Director
Ernest B. Loveman
V.P. and Director
Paul Rainbouh
Asst. Sec.-Treas., Dir.
Will Balfin
Secretary-Treasurer
Dr. Allen B. DuMont
Director

Richard A. Borel
Director
George R. Storer
Joseph A. McDonald
Director
Frank M. Russell
Lawrence W. Lowman
Director

2:30—Reorganization meeting of new board of TBA. Palm Room.
2:45—TBA TELEVISION CLINIC. Eugene S. Thomas presiding.

I. GUEST SALES
A. Keeping the Sales Volume Ahead of Expenses; Lee B. Wailer, Fort Industry Co.
B. Why One Food Advertiser Moved Into TV; Russell Gleden Pratten, Swift, United Fruit Co.

II. POSSIBILITIES OF EDUCATIONAL TELEVISION
A. Dr. G. Ruthven, president of U. of Michigan; Harry Bannister, WWJ-TV Detroit, will introduce Dr. Ruthven.

III. WHAT’S HAPPENING WITH ASCAP PER-PROGRAM NEGOTIATIONS;
B. (TBA) Dr. Allen B. DuMont, Paramount Television; Per-Program Committee

IV. WHAT AN EXCESS PROFITS TAX WOULD MEAN TO TV BROADCASTERS;
A. John A. Kennedy, WSAZ-TV Huntington, W. Va., chairman; TBA Industry Excess Profits Tax Committee

V. FILMS FOR TELEVISION
A. Why We Use Films on WATV; Irving R. Rosenhaus, WATV (TV) Cleveland
B. Do Station Want Films Tailored for TV; Ralph Cohn. Columbia Pictures Corp.

C. Role of Films in TV Network Programming; George Shupert, Paramount Television Productions.

VI. COLOR TELEVISION
Panel discussion—E. K. Jett, WMAR-TV Baltimore, representing broadcast stations; Jack Barry, program producer, representing producers; Jimmy Senall, inquiring reporter of New York News, representing the audience; Pat Emerick, representative, talent.

5:36—Adjournment.

BRICKER PLAN
Wants Educational TV Probe
SEN. JOHN W. BRICKER (Ohio) asked Congress last Thursday to direct the FCC to make a study and investigation of the problem of setting aside TV channels in each state for “nonprofit educational programming” by educational institutions and report its findings to Congress.

Sen. Bricker’s proposal was made in the form of a joint resolution in the Senate (S. J. Res. 208). The Senate Interstate & Foreign Commerce Committee, of which he is a member and to which the resolution was referred, has not scheduled hearings on the measure. A joint resolution must pass both the Senate and the House and be signed by the President before it takes effect.

FCC In Hearing
FCC already has begun consideration of proposals for reservation of channels for noncommercial, educational purposes as part of its general VHF-UHF allocation hearing (see story page 55).

It has been pointed out by Capitol Hill observers that the Bricker resolution would have to be considered in the light of what the Commission is already doing in the way of investigation. The resolution follows:

Resolved by the Senate and House of Representatives, in pursuance of the provisions of the Communications Act of 1934, That the Federal Communications Commission shall conduct a study and investigation with respect to the problem of allocating at least one television frequency within each state for use by educational institutions for the purpose of nonprofit educational programming. The Commission is further directed to report to the Congress and to the Federal Communications Commission the results of such study and investigation, together with its recommendations, if any, for necessary legislation.”
EDUCATORS TAKE UP TORCH

By LARRY CHRISTOPHER

EDUCATORS struck firm blows on two fronts last week—Capitol Hill and FCC—in their efforts to win reservation of TV channels for noncommercial, educational purposes "in the public necessity."

The vigor of their attack, on battlefields where the main broadcasting's defense was conspicuous by its absence, indicated educators did not intend to be left out in the shuffle as they were in the history of AM.

● Before Congress—Sen. John W. Bricker (R-Ohio) introduced a Senate resolution calling for FCC to investigate reservation of TV channels for education and to report its findings to Congress (see story page 84). Under similar orders in 1936, it was pointed out, FCC recommended Congress not put into a proposal that stations devote specific time to education and nonprofit causes.

Educators' Cause

● Before FCC—Commercial broadcasting, the Commission itself and the FCC staff were virtually taken to the woods by Comr. Frieda J. Henneck, the commission's education chairman. It was judgment day for everyone. Judgment day concerning FCC's 1935 AM recommendation and things promised but not transpired. But even education invited itself into the shed for a few licks for not more aggressively pressing its claims through the years.

Meanwhile, outside the Commission's general TV allocation proceeding which now is considering whether to reserve TV channels for education, these developments occurred:

● An emergency education committee urgently solicited public contributions to build up a $35,000 war chest to fight the cause before FCC, "to protect one of our greatest cultural resources from almost total debasement."

● National Assembly for the Advancement of Public Relations, new noncommercial group, commissioned Comr. Henneck "for her stand in opposition to the revolting stupidity of most present commercial television programs" and hoped FCC "will give most sympathetic consideration to applications" for TV filed by "labor and education."

Comr. Henneck took the educational TV problem to a National AM audience Tuesday night on ABC's Town Meeting of the Air (see story page 56).

The educators plea for supporting funds was contained in a letter circulated Nov. 21 by the Joint Emergency Committee on Educational Television of the Advancement of Public Relations. It was signed by Robert M. Hutchins, U. of Chicago chancellor; R. S. Petersen, Nebraska chancellor, and Homer P. Stephens, College President. It stated:

"This emergency committee was formed in greatest haste to protect the national interest in securing the allocation of a fair proportion of television frequencies for educational purposes. We are confronted by a crisis. The FCC has called hearings on these allocations beginning Nov. 27 instead of as originally expected, some time in February or March 1935. If we do not act now, television will go the way of radio and its educational, cultural, and commercial medium will be lost to the people."

"The facts are set forth in the enclosed memorandum and to respond as generously and as quickly as you can, remember this we have had for a few weeks three of the most important of our cultural resources at issue—radio. The postscript checks were asked to be made payable to the National AM, 1171 Seventeenth Street NW, Washington, D.C.; the account is in effect a deposit with President Truman's Communications Policy Board (see story page 19).

All of the witnesses substantially supported JCET's earlier announced proposal on channel reservation, namely that one VHF channel be set aside in each metropolitan area and major educational centers to be used by present and future public service agencies devoted to educational purposes. Only 20% of the VHF channels already assigned are in such an area that FCC requires existing stations to stand a specified amount of time with educators; that approximately 26% of the UHF channels were assigned, be reserved for education [BROADCASTING • TELECASTING, NOV. 27].

The hearing continues this week, beginning Tuesday, with JCET expected to present another dozen witnesses plus "eight or ten" visual presentation. It is hoped the hearing will be concluded this week. (Continued on page 86)

Cutting TV's Pattern

IGNORING, for the nonce, the possible effect of the war-time economy upon TV's future, the FCC now is in the throes of shaping the destiny of the visual radio art for us and our progeny.

It is winding up two years of study and hearings on allocations. Color was a detour, since color will be accommodated on those channels which are ultimately and finally allocated for black-and-white. The basic problem surrounds allocations and the standards that will be set to govern them.

As always, the underlying problem is the exigency of efficient usage of the limited space. There are 12 VHF channels, of which the FCC repeatedly has said are insufficient for competitive nationwide service. And there are the 42 UHF channels FCC proposes to open up and which, at this writing, have been stipulated as to value and utility. They are inferior, it is said, to VHF both as to coverage and economy.

From the start it has been said that if more VHF channels, adjacent to the present band, could be opened, a more efficient and competitive service could be provided. Those channels are assigned to government—mainly the military. They have been assigned by a super-government board known as the Armed Forces Radio Advisory Committee. The assignments are made by the President, upon the committee's recommendation. The FCC—except for one vote—has had no voice in those allocations. It is a star chamber, rubber-stamp job.

Presumably because of security, it isn't made known the extent to which these channels actually are used by the military. There's a suspicion they're simply "reserved." We're told reliably that they are being used militarily and that more of them may be needed.

There arises the question whether TV ultimately will have to be supplanted by VHF to UHF. FCC Chairman Coy has repeatedly posed the question of eventual assignment of TV in a solid UHF band, all in one block. Presumably he has had in mind this move on a long-range basis—perhaps eight or ten years hence.

Before a national policy for TV is shaped, a basic allocations decision should be reached. Would it be possible to divert TV to another channel—possibly a dozen VHF channels now assigned to government? If so, would there be sufficient space for a nation-wide competitive service, without undue interference? If that isn't possible, should plans be made now to reserve space for TV in the future, or should the hearing be concluded this week, with a gradual transition involved?

There's too much involved to risk further allocations mistakes. Public and industry are concerned that the FCC's Private Channel Policy Board (which was named by the President more than a year ago to study government policy on communications) assume that within its purview is the IRAC procedure of allocation of the 12 VHF channels. The board reports early next year.

War conditions, of course, may retard TV progress. But the allocations pattern is to be cut. Once that's done, it can't be re-cut without an upheaval in the fastest-moving art extant.
COLOR COURT CASE

A THREE-JUDGE federal district court in Chicago last week commenced its deliberations on the RCA suit against FCC's adoption of CBS color television standards. The judges began their study after the last round of supplementary briefs and affidavits had been filed by both sides during a 10-day filing period allowed when the court issued its temporary restraining order halting the CASTING memorandum before answer iaries. While the FCC has not yet filed a reply to RCA's Cross-Appeal, the court has, nonetheless, urged FCC's counsel to make an advance comment on RCA's color fidelity in 1950, and that he qualified his statement by saying he believed the difference was "temporary and not fundamental.

Donald Fink, identified as an independent expert and a member of the Condon Committee, was the first to file and was the witness whose testimony would come "today, or tomorrow, or in the right near future." Pending further action of the court, the temporary restraining order halts the effectiveness of the color decision, which otherwise would have gone into effect Nov. 20. Seven manufacturers and other groups have filed briefs with RCA in the suit, while CBS has intervened in behalf of the Commission.

RCA's Final Brief

RCA's final brief, an 80-page document filed through the Chicago law firm of Kirkland, Pamadrid, Green, Martin & Ellis, charged that there was "no policy reason" for FCC's denial of the compatible RCA color system; that the RCA color system would not be denied for "technical" reasons; and that CBS has exhibited "fear of free public choice" while RCA has "faith in free public choice."

The brief covered these major points:

(1) A reply to FCC's charge that RCA is attempting a trial de novo or a revile all of the proceedings which took place before the FCC in its color hearing. Rather than simply make a review of FCC's conclusion; (2) "A reply to the alleged basic findings, which were not supported by substantial evidence and do not support the [FCC] order"; (3) "A reply to the argument that the RCA color system should be denied compatible color"; (4) "A reply to the attempt to deny the clear, irreparable injury that will be suffered if the declaratory injunction is not issued."

RCA described the CBS system as an "unready" one.

It charged FCC's decision contained in its decision runs with the report of the Condon Committee on color television and with the RCA progress reports on its own system.

Although RCA reportedly wants to testify with witnesses, the court said it would not be permitted to testify against FCC's findings, RCA said that it would not be permitted to testify against the reports of the Condon Committee on color television and with the RCA progress reports on its own system.

JUDGES BEGIN STUDY

RCA offered its system, which it uses of a sampling technique, as "to a very limited extent, susceptible to certain kinds of interference." The brief said there is nothing other than "a theoretical objection" on the record, and pointed out that the RCA system, contrary to FCC's claim, had been tested successfully.

Regarding FCC's assertion that insufficient field testing was conducted on the system, RCA contended that the record is replete with testimony and exhibits with respect to extensive field tests.

Compatibility Problem

RCA said it "held to its goal of compatibility because compatibility is of first importance to color itself." RCA believes the problems of color are "those which should be solved in the laboratory," the brief asserted.

Reiterating its protest against adoption of an incompatible system, RCA claimed "the Commission... has neither the right nor the power to deprive the public of the opportunity to choose a compatible color television system."

RCA Showings

RCA will demonstrate its competitive color TV system in approximately two weeks of showings—largely to its licensees—starting Tuesday (Dec. 5). Featuring improved equipment, including advanced models of the RCA color television tube, the demonstrations will be held at the NBC studios in Washington and will consist of three showings a day.

RCA Showings

The "real" meaning of the argument against approval of RCA's system is that neither the defendants (FCC) nor CBS have confidence in the CBS system.

CBS wants "sufficient public interest in the RCA system" to set up a roadblock against the adoption of superior, compatible, high-definition, all-electronic color television system, such as that of RCA, the brief noted.

"Even if the court does not hold the [FCC] order invalid in its entirety," RCA suggested, "the court should... hold... it invalid as far as it denies the public the right to receive the RCA color television system as well as the CBS system."

EDUCATION ISSUE

Hennock, Dichter Debate

Proposals that advertisers and educators form an "overall organization to exert moral control" and "improve those TV programs already reaching the public," made by Dr. Ernest Dichter, business and advertising consultant, for radio and TV sponsors, was met with adamant disapproval by Frieda B. Hennock, FCC Commissioner, last week on ABC's Town Hall Meeting of the Air (9-9:30 p.m. Tuesday).

Subject under discussion at the meeting was "Who Should Be Responsible for Education on Television."

RCA's Final Brief

Replying to Dr. Dichter's suggestion, Miss Hennock emphasized that advertisers and educators don't want crumbs", that "they want their own TV stations and they don't want "a good swift kicking around" by the advertisers. Miss Hennock left no doubt in the listeners' minds as to whose cause she was championing in the debate. She insisted: Television can be put to better use as an electric billboard to the nation and electronic bulletin board for the roadside advertising messages into the home."

"I do not think our commercial broadcasters ever have accepted, or ever will accept the full-time responsibility for educating our listening and viewing public," she said.

Explaning why comedians are so popular, she told the audience that the degree of choice today in radio and television between education and entertainment is negligible. But her answer to the question, "Could the FCC require commercial stations to turn over a number of hours to education?" was "Yes, I suppose they could, but we haven't considered that yet."

Miss Hennock concluded: Our educators hold the key to the future of America. They are qualified to determine whether we will be a better informed, better educated society in an expanding democracy, or whether we will be a nation of household gadgets, $50,000 Jackpots, and home libraries stuffed with comic books. Making television channels available for colleges, universities, municipalities, and public school systems is putting the responsibility for education on television where it belongs:

Dichter's View

Dr. Dichter, taking his position on the side of the commercial broadcasters, challenged "the right of educators to usurp this title exclusively and accused them of "an attempt to build a static audience" because of four major kinks in their professional armour": arrogance, acrotermacy, superficiality and isolationism.

He said that education is surrounded by puritanical dogm and that most educators insist that their messages be accepted on their terms. He asserted further that educational methods are concentrated on interesting but useless information, rather than "realistic techniques of living and thought." Because educators draw "sharp dividing lines between education and fun" education has become an aspersion rather than a choice for the public.

Urging the educators and the advertising people to join forces, Dr. Dichter said: "Education through mass media has to be brought to people in a format which is psychologically accessible and comprehensive to them." He cited The Goldbergs, Hopalong Cassidy, and others like them, as programs which fulfill some basic needs of their listeners. He said, "it is time for the educator to shed his dignity and arrogance, and for the TV practitioner to rid himself of his fear and his ridicule of the impractical long hairs." Dr. Dichter said it is necessary for both parties to get together "to give people the help in adjusting to the chaos of modern life, which all too sorely need." If this happens, "they will have made TV a commercially profitable and culturally beneficial medium—two values which have to go together in a socially conscious free enterprise system."
For TV Stations—Television’s First Complete PROGRAM-TO PROFIT PLAN

ABC-TI’ film features for Television Programming

- provides top TV programs on film at low cost
- works with stations to sell sponsors
- helps stations build bigger audiences
A policy of profit to the station...

This new NBC TV Film Program Plan is based on the belief that its success is closely tied in with the success of stations in using its Films. These 12 Points of the Plan tell the whole story — an important profit story every TV station manager will want to read.

1. The Plan will include only top quality films—top in subject and story interest, in direction and production.
2. These TV Programs-on-Film will be selected as carefully as films on the NBC TV Network and NBC’s own TV stations.
3. The Programs will provide stations the widest possible range of programming—cartoons, musicals, situation comedies, personalities.
4. They will enable stations to appeal to all audience groups—women, children, men, family units.
5. The Programs are especially selected for their appeal to sponsors and their ability to do a selling job for the sponsor.
6. The Programs will be priced for ready sale by stations—and for profit to stations.
7. The Programs, being readily saleable, will help sell station facilities.

Here are two of the first four fi

CRUSADER RABBIT. The adventures, in cartoon, of a dauntless Rabbit with a crusading spirit — and his comrade-in-arms Rags, the Tiger. In their battling for various zany causes, they get involved in the most harrowing and amusing situations.

Ready now are 130 episodes of 4 minutes each. Each episode ends on a cliff-hanging note—making the program ideal for a 5-minute 5-a-week strip. Appeal is principally to children—but grown-ups can’t resist Crusader Rabbit. Also he will go crusading (successfully as always) for his sponsor.
sides the **NBC TV FILM PROGRAM PLAN**

**SALES CO-OPERATION FROM NBC**

3. The NBC Film Department will provide stations with hard-hitting sales material to help sell the programs—fast. Included will be descriptive, illustrated folders of the shows — direct mail letters — pictures — publicity — ad mats — and a Sales Bulletin.

9. NBC will put the full power of trade paper advertising behind these Programs.

10. In special instances, NBC will send a sales representative to the station city, to work with station salesmen in making the sales.

11. NBC stations will build audiences for its TV Film Programs. Each program will be provided with its own complete, specially written audience building kit.

12. Each kit will comprise slides, balop prints, ad mats, publicity stories, pictures and merchandising ideas.

It adds up to this: The NBC TV Film Program Plan not only delivers the Programs — but helps actively to sell them and to build audiences for them. It is the first and only *Program-to-Profit* Plan in Television.

---

**JACKSON & JILL.** Here is situation comedy—or rather, comedy of errors—at its best. It presents the misadventures of “Television’s Most Lovable Newlyweds” — Jackson Jones and his pretty wife Jill. Filled with problems, frustrations, mix-ups, laughs and a happy ending.

Jill is played by Helen Chapman and Jackson by Tod Karnes, both of Hollywood—and the casting is perfect. Available now are 13 programs each a great 30 minute show. Will appeal to any man or woman who was ever married—or single. Some sponsor will snap this one up.
and here are the other two programs now available
in the NBC PLAN

VARIETY MUSICALES. A unique series of 100 musical interludes—running about 3 minutes each—ranging the entire gamut of musical entertainment. From popular to classical—from Latin to Hawaiian—from harp and piano duets to vocals.

Produced in England and featuring unusually gifted talent, these 100 program spots were selected from among nearly 1000 subjects and are tops for tunefulness, showmanship, production and general appeal.

The series may be leased on a yearly basis and used as desired for maximum programming value.

GOING PLACES WITH UNCLE GEORGE.

Ghost towns of the Golden West—Switzerland and skiing — Africa of the headhunters — the Lands of Columbus—Uncle George goes everywhere and takes the kids (and grown-ups) with him.

Here's a series of 26 programs — 10 minutes each — built on an adventure-explorer format which is educational in an entertaining and exciting way. And Uncle George (Hollywood's Dick Elliott) is just the man to do it.

Produced for the younger audience, this program series will have wider appeal—including a sponsor.

write, wire or phone now—for full details and prices

NBC-TV film department
30 Rockefeller Plaza, New York City
The text appears to be a mix of advertising and financial data, possibly from a mid-20th-century publication. The tables and figures contain data on advertising spending, particularly for television networks. Here is a structured representation of the text:

### Table 1: TV Advertisers in September 1948, 1949, and 1950

<table>
<thead>
<tr>
<th>Network</th>
<th>Stations</th>
<th>Number of Advertisers</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 48</td>
<td>19</td>
<td>32</td>
<td>21,119</td>
</tr>
<tr>
<td>Sept. 49</td>
<td>59</td>
<td>100</td>
<td>126,801</td>
</tr>
<tr>
<td>Sept. 50</td>
<td></td>
<td></td>
<td>3,903</td>
</tr>
</tbody>
</table>

### Table 2: Top Ten TV Networks—Advertisers in September 1950

<table>
<thead>
<tr>
<th>Network</th>
<th>Advertisers</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ford Motor Co.</td>
<td>3,188,509</td>
<td>$26,098,097</td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co.</td>
<td>1,649,255</td>
<td>$16,949,255</td>
</tr>
<tr>
<td>3. P. Lorillard Co.</td>
<td>746,442</td>
<td>$10,746,442</td>
</tr>
<tr>
<td>5. General Motors Corp.</td>
<td>651,054</td>
<td>$9,651,054</td>
</tr>
<tr>
<td>6. Liggett &amp; Myers Tobacco Co.</td>
<td>647,490</td>
<td>$8,647,490</td>
</tr>
<tr>
<td>7. RCA</td>
<td>92,758</td>
<td>$2,927,587</td>
</tr>
<tr>
<td>8. General Foods Corp.</td>
<td>597,251</td>
<td>$2,927,251</td>
</tr>
<tr>
<td>9. Philco Corp.</td>
<td>508,468</td>
<td>$2,908,468</td>
</tr>
<tr>
<td>10. American Tobacco Co.</td>
<td>516,771</td>
<td>$2,916,771</td>
</tr>
</tbody>
</table>

### Table 3: Top Ten Agencies in TV Network Time Purchases—September 1950

<table>
<thead>
<tr>
<th>Agency</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. J. Walter Thompson Co.</td>
<td>3,257,672</td>
</tr>
<tr>
<td>2. Young &amp; Rubicam</td>
<td>1,649,106</td>
</tr>
<tr>
<td>3. William Esty Co.</td>
<td>1,051,085</td>
</tr>
<tr>
<td>4. McCann-Erickson</td>
<td>927,508</td>
</tr>
<tr>
<td>5. Lennen &amp; Mitchell</td>
<td>858,018</td>
</tr>
<tr>
<td>6. Kenyon &amp; Eckhardt</td>
<td>766,819</td>
</tr>
<tr>
<td>7. B.D.D.</td>
<td>742,692</td>
</tr>
<tr>
<td>8. McManus</td>
<td>718,283</td>
</tr>
<tr>
<td>9. Cunningham &amp; Walsh</td>
<td>647,490</td>
</tr>
</tbody>
</table>

### Table 4: Gross TV Network Time Sales for September and January-September 1950

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept.</td>
<td>3,943,497</td>
</tr>
<tr>
<td>Jan.-Sept.</td>
<td>23,813,535</td>
</tr>
</tbody>
</table>

The text also includes references to local advertising, spot retail sales, and general advertising figures for various products and services. The overall context suggests a focus on the advertising industry and its financial aspects during the mid-20th century.
TELEVISION advertising in October fell into the swing of fall business with a rush, increasing 17.7% in total advertisers over September and hitting new all-time highs in the number of network, spot and local users of the medium. There were 4,609 firms placing TV business during October, according to the latest Rorabaugh Report on Television Advertising.

Largest percentage gain was made in the network field which had 118 advertisers in October. This was a gain of 25.4% over September's 126. Spot gained 12.6% in total advertisers and recorded 902 in October. Locally there were 3,449 firms placing business, up 18.3% from September.

Network figures in the Rorabaugh reports cover the entire month and are reported by the networks' headquarters. Spot and local figures are furnished by the various stations and cover the week Oct. 1-7. There are some spots which are not included in the spot and local figures.

From October 1949 the total number of television advertisers has increased 184.4%, going from 1,891 to its present 4,609. Network advertisers over the period gained 107.5% while spot increased 160.1% and local business jumped 145.8%.

Weekly Television Summary

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<tr>
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<td>KSB-TV 7,700</td>
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<td>Fort Worth</td>
<td>WTAR 7,200</td>
<td>WWAY 12,600</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC 4,600</td>
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<td>WBBM 20,700</td>
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<tr>
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<td>WPXG 7,600</td>
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<tr>
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<td>KMBC 9,400</td>
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<tr>
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Weekly Television Summary

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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
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<td>Boston</td>
<td>WGBS 7,120</td>
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Based on latest authentic measurements, WSB-TV delivers a greater audience at materially less cost per thousand set-homes than any other television station in the South!

Affiliated with The Atlanta Journal and The Atlanta Constitution

Ask your Petry man to show you the latest ratings
IF YOU'RE telecasting a five-star general and the yellow in one of his decorations shows up as if illuminated by a small electric bulb, his presence may well cast a humorous reflection upon an otherwise austere occasion to the embarrassment of all.

Not so amusing is the lighted match which looks like an atomic explosion on television.

The industry may take heart, however, in the knowledge that, while video lighting probably has not kept pace with other facets of the television art or science, the Dept. of Army is conducting some basic research into these troublesome problems.

The Army's Program Review & Analysis Division has been looking into the reproduction of various colors in black-and-white transmission—the problems, methods and materials, and channel requirements and show techniques—and has come up with a Graphics Report which throws considerable light on a "gray" subject.

While the report is designed primarily as a training aid, it may well have widespread applications throughout the industry. The report was compiled by Charles M. Barnes, civilian chief of the Presentation Section, with reserve rank of major, at the request of the Army's Training Aid Section G-3, NBC-WNBW (The Washington and New York personnel furnished assistance and data, as did other groups.

"Television cameras today are trained on persons, backgrounds and objects that are colored," the report notes after dismissing the early possibility of commercial color television. "The first problem is to establish what can be expected from the colors of everyday life when they are submitted to the camera for telecast. Like photography, television has a few idiosyncrasies of its own.... It should be understood that all colors do not reproduce on television in tones of gray with the same tonal value with which the eye is accustomed."

DURING graphics experiments at Sands Point, Long Island, N. Y., Mr. Barnes noted that pure black leaves a "ghost," or a lighter duplicate of the image alongside, and recommended that black and white in their pure forms be avoided in the preparation of graphics for telecasting. The most satisfactory tones have been grays, he adds, advocating what he calls "controlled gray."

Using black and white water colors, the report takes five shades of gray, ranging between "very light" and "very dark," mixed from set proportions (see table I).

In further tests, it was noted the grays appear lighter if surrounded by "black and white" rather than by gray, with no indication of a "ghost" after any of the tones.

Transmission of color for monochrome reception—another phase of the Barnes study—presents numerous problems, the report concludes, as it delves into the relationship of colors to the five basic grays based on extensive work by RCA in New York.

Taking six colors—red, orange, yellow, blue, purple and gray—and tracing the tints in five steps with the aid of cold water paints, the report concludes that colors have better gray values than grays achieved from straight black and white mixtures.

Some specific conclusions drawn:

* Red becomes black when photographed. On television it turns a dark gray.
* Blue generally goes pale or washes out completely in photography, assuming no filters are used. When televised it is as dark as red in the first step and becomes gradually lighter until it becomes a No. 2 gray (two steps from becoming a white).
* Chrome yellow evolves as a No. 3 gray, and following steps blend all the way out into No. 2 grays.
* Green prior to mixing with white is a No. 5 or very dark gray and gradually goes through the scale to a No. 2 gray. Tones achieved with green are very soft and seem much more satisfactory than just grays mixed from black and white.
* Purple has "wonderful quality" of black in the No. 5 gray, and gives "nice" Nos. 1 and 2 grays.

The report adds the reservation that conclusions are subject to change when these colors are mixed from pigments put out by different manufacturers, and different TV cameras will have their "corrective" effects, too.

NBC uses a soft olive green background on many advertising and announcement cards. "Yellow can look very brilliant...purple very black and it can be deduced that better gray effects can be achieved from colors rather than straight mixtures of black and white grays."

A portion of the text also is devoted to lettering with four suggestions put forth. Lettering should be (1) appropriate to the subject; (2) good type; (3) not too small, too crowded or too open faced; (4) and complicated background designs should be avoided.

MR. BARNES suggests that for a telecast of early American battles against the British, a "nice clean Old English word would be good," while, on the other hand, Gothic lettering would be better for a telecast on modern weapons.

"Care should be taken to use nothing but the best lettering on a card to be telecast," he emphasizes. "Amateurish lettering is quickly recognized and seldom achieves its objective."

A title can be reproduced on a 2" by 2" slide for super-imposition on a picture or a moving picture going out over another camera (table II).

With respect to use of models or miniatures, RCA recommends that a ratio of three to four times larger than an average screen (12½ inch tube) be adhered to "for more effective shots."

The best size for use of slides on television is 2" by 2" embracing 30mm inserted between two pieces of glass which are bound together. Actual apature is 20mm by 20mm. Slides 3¼" by 1¼" with a usable space of 2½" by 3½" are "not very satisfactory, because they show too much contrast at the reception," according to Mr. Barnes.

A section on "mechanical devices" touches on such items as the drum or claw, turntable, mechanical online, slotted box, and flip boards—all usable to display articles or text.

The Army Dept. feels that the application of information detailed in the report could be extended to such subjects as aircraft identification, air raid warden training, security, evacuation of cities, riot duty, first aid, atomic warfare, radar defense procedures, and defense against chemical and bacteriological warfare.

Of immediate import, the Army notes that television screens could be installed in barracks, recreation centers, barracks, study rooms and other quarters.

"Close teamwork and cooperation must exist between the engineers responsible for putting (training) shows on the program, the program director who plans and directs the program if any degree of quality is to be achieved," Mr. Barnes feels.

Meanwhile, the Army is preparing some 8mm film slides which will serve as division insignia. They will be distributed to television stations throughout the country. The slides are expected to incorporate some of the improvements over cards used originally by the service during its 26-week experimental video version of the Armed Forces Hour on NBC-TV earlier this year.

In preparing the report Mr. Barnes had the assistance of Maj. Robert Keim, USAF, Defense Dept.'s Radio-TV branch, and Lt. Benjamin Greenberg, USN. Contacts were made with NBC New York's Art Dept. and NBC Washington, as well as with officers of the Naval Photographic Center, the Navy's television unit and the Army Signal Corps.

DON GOOD Inc., San Pasqual, Calif., produces five new TV products: Telepass (TV high pass filter), two variable Teledroplets and two variable TV traps (one high and one low band).

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Note: It is advisable to leave plenty of space around the text or art work. Small margins will generally result in possible "shooting over" or, in other words, showing the edge of the card. Text can be made with a hot press or clear acetate and superimposed on appropriate background. Both are recommended for clean appearance.

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**Table I**

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<th>No.</th>
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<th>2 Gray (gradually darker)</th>
<th>3 Gray</th>
<th>4 Gray</th>
<th>5 Gray (very dark)</th>
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**Table II**

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<tr>
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<td>6 x 8</td>
<td></td>
</tr>
</tbody>
</table>

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**Video Graphics**
From AM to TV!—

Robert J. McNamara!

(Another F & P TELEVISION Specialist)

After a man has graduated from college and put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial," then had two years in F & P's radio sales—after all that, we figured he ought to make a darned good man for our television department. And Bob McNamara has done just that, since 1948.

As a matter of fact, Bob is pretty typical of all our good men, here in the television end of F & P. Some of us got our earliest training in radio stations, newspapers and other media—some of us in networks. But all of us had successful records even before joining F & P's TV sales... knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our records, year after year, here in this group of pioneer radio and television station representatives.
Dear Ed:
The family liked your show so much that we bought a new 1950 Mercury. We bought it Saturday at the Eastman Motors in Greenwich, Conn. Mr. Richards sold it to us. Boy is it neat. It is Trojan Grey in color. It has everything you advertise in it. I sure wish I could drive it, but at present I am only nine and a half. My two sisters drive. One of my sisters, who is a cheerleader, met you one night at the athletic dinner at Port Chester High. My mother's name used to be Bea Smith and my uncle Bob both used to go to school with you. I hope I can meet you some day.

Your faithful televiewer
(Signed) Kenny Whitham
44 Windsor Rd.
Port Chester, N. Y.

THERE'S no worry about competition among this group of executives. Exhibiting pleasure at the consistently high rating of Toast of the Town are (l to r): Joseph G. Lewis, eastern regional manager, Lincoln-Mercury Div., Ford Motor Co.; Frank Stanton, president, CBS; William B. Lewis, vice president and account supervisor on Lincoln-Mercury, Kenyon & Eckhardt; Ed Sullivan, m.c. of show; R. F. G. Copeland, advertising and sales promotion manager, Lincoln-Mercury Div.; Dwight Mills, president, Kenyon & Eckhardt.

BY ED SULLIVAN

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Your faithful televiewer
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TYPICAL merchandising methods used by Ed Sullivan for Toast of the Town are: LEFT PHOTO: Mr. Sullivan takes a day off from show business to personally run a 1950 Mercury through the Ford Test Track in Dearborn, Mich. Decked out in arctic attire, he examines the car in Ford's 550 below zero "icebox." CENTER PHOTO: With Benson Ford, vice president of Ford Motor Co. and general manager of Lincoln-Mercury Div., the TV star takes a look at the 1950 Mercury convertible which was the official pace car in this year's 500-mile race at Indianapolis. RIGHT PHOTO: Meeting local dealers is a main feature of the campaign. Here Mr. Sullivan emcees the first post-war auto show in Silver Spring, Md. With him are Maryland's Gov. Preston Lane and Singer Joby Reynolds.

This is the kind of letter, although few of them from such young fans, which has made our Lincoln-Mercury Dealers' Toast of the Town series such a rewarding experience to myself and all connected with the show. Some people still don't seem to believe that TV sells products. From our experience on the show, there is no other conclusion to be reached. However, and equally true, a TV program has to be merchandised. That's why my travel time is piling up with trips to Lincoln-Mercury sales areas, appearances in TV cities and promotions wherever promotions make sense.

They told me when I started for my current sponsors that auto dealers were tough men for an entertainer. They wanted results the next day. Well, when the showrooms began buzzing on Monday mornings, the dealers weren't slow in letting us know their feelings of delight and appreciation. Dealers aren't tough—they're just realistic.

Some time ago, Bill Lewis of Kenyon & Eckhardt called a meeting in his office to discuss a new series scheduled for a competitive network. Since the battle is on at present, and everybody in the business seems interested in the outcome, it might be wise to tell you of the strategy of that meeting.

We felt that the hold of Toast of the Town on viewers was a strong and potent one. The burden would be on the opposition to crack and hold our audience.

Secondly, we knew our talent lineup for the fall and winter months was the strongest any show might offer. Such names as Gloria Swanson, Lauritz Melchior, Mar...
BURNS & ALLEN
sponsored by Carnation Co., a CBS Package Program that has scored the outstanding hit of the new season.

For another top CBS Package Program now available for sponsorship, turn to back page of this insert.
<table>
<thead>
<tr>
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<th>PM</th>
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<th>Program</th>
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A Service of BROADCASTING

LOS ANGELES

TELEVIEWING

IS UP

TelePulse reports for Los Angeles reveal a consistent increase in the level of homes using television since October, 1949.

For Information and other Telefacts

ASK THE PULSE

THE PULSE, INC.
15 West 46th Street
New York 19, N. Y.
THE FRANK SINATRA SHOW
one half-hour still
available...a new
CBS Package Program
with one of the
outstanding figures
in all show business.

Variety calls it "a
fine blend of song,
dance and comedy, all
neatly produced,
scripted and staged,"
Sinatra "singing for a
maximum payoff."
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<th>CITY</th>
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<th>City</th>
<th>Channel</th>
<th>Name of Licensees</th>
<th>City</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
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<td>BIRMINGHAM</td>
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<td>13.6kw-s; 26kw-vis.</td>
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<td>174-180mc</td>
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<td>14.2kw-s; 29kw-vis.</td>
<td>ABC Television Center Inc. Normal 3-3311</td>
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<td>KFIL-TV</td>
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<td>110-120mc</td>
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<td>15.7kw-s; 31kw-vis.</td>
<td>Earle C. Anthony Ave. Dunkirk 2-2321</td>
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<td>KMTR Radio Corp. 1009 N. Cahuenga Blvd. Hollywood 2-7211</td>
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<td>KNBH-TV</td>
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<td>CALIFORNIA</td>
<td>KTLA</td>
<td>1943</td>
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<td>76-82mc</td>
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<td>14.2kw-s; 29kw-vis.</td>
<td>Paramount Television Productions Inc. Hollywood 2-2901</td>
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<td>KTLF</td>
<td>1961</td>
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<td>54-60mc</td>
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<td>11.4kw-s; 23kw-vis.</td>
<td>Don Lee Best System Inc. 1311 N. Vine Blvd. Hollywood 2-2133</td>
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<td>KTTV</td>
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<td>198-204mc</td>
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<td>16.5kw-s; 51.8kw-vis.</td>
<td>NTDTV Inc. 746 Sunset Blvd. Hollywood 2-7211</td>
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<td>20.2kw-s; 25kw-vis.</td>
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<td>154-160mc</td>
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<td>The Associated Beitr. Inc. Mark Hopkins Hotel Exbrook 2-6576</td>
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<td>KRON-TV</td>
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<td>The Chronicle Pub. Co. 901 Mission St. Garfield 1-1100</td>
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<td>WNBG-TV</td>
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<td>82-88mc</td>
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<td>30kw-vis; 6-6365</td>
<td>Elm City Best Co. Corp. 1115 Chapel St.</td>
<td>ABC, CBS, DuMont</td>
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<td>Elm City Best Co. Corp. 1115 Chapel St.</td>
<td>ABC, CBS, DuMont</td>
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</table>

Directory of TV Stations of the United States
(Data Corrected to December 1, 1950)

Telecasting • Broadcasting

December 4, 1950 • Page 71
### WILMINGTON

**WDEL-TV**
- **Call Letters**: WDEL
- **Year Established**: 1946
- **Channel**: 7
- **Power**: 1948-1949
  - 1949: 34kw-aур., .47kw-vis.
- **Headquarters Address**: 10th & King Sts.
- **Telephone Number**: 7298
- **Network**: NBC, DuMont
- **Executive**: Meeker
- **Licensee**: DuMont
- **Owner**: Claire R. McCollough, sta., exec.
- **Representative**: J. Gorman Walsh
- **Transmitter Make**: RCA
- **Note**: Not listed.

### DISTRICT OF COLUMBIA

**CHARTERED**
- **City**: Washington, D.C.
- **Owner**: WGN
- **Licensed to**: 1948
- **Headquarters Address**: 10th & King Sts.
- **Telephone Number**: 7298
- **Network**: NBC
- **Executive**: Meeker
- **Licensee**: DuMont
- **Owner**: Claire R. McCollough, sta., exec.
- **Representative**: J. Gorman Walsh
- **Transmitter Make**: RCA
- **Note**: Not listed.

### FLORIDA

**JACKSONVILLE**
- **WMAR-TV**
  - **Call Letters**: WMAR
  - **Year Established**: 1946
  - **Channel**: 4
  - **Power**: 1949
  - **Headquarters Address**: Florida Best, Co.
  - **Telephone Number**: 9-6971
  - **Network**: ABC, CBS
  - **Executive**: Avery-Knodel
  - **Licensee**: DuMont
  - **Owner**: Frank M. King, p
  - **Representative**: E. E. Verdermark, ce
  - **Transmitter Make**: GE

**MIAMI**
- **WTXV**
  - **Call Letters**: WTXV
  - **Year Established**: 1949
  - **Channel**: 4
  - **Power**: 1950
  - **Headquarters Address**: Wometo Theatres
  - **Telephone Number**: 82-6671
  - **Network**: ABC, CBS
  - **Executive**: Avery-Knodel
  - **Licensee**: DuMont
  - **Owner**: Mitchell Wolfson, p
  - **Representative**: Lynn Morrow, pm, publ.
  - **Transmitter Make**: GE

**ATLANTA**
- **WAGA-TV**
  - **Call Letters**: WAGA
  - **Year Established**: 1949
  - **Channel**: 5
  - **Power**: 1950
  - **Headquarters Address**: Atlanta Newspapers Inc.
  - **Telephone Number**: 10 Forysth St. N.W., Hemlock 1045
  - **Network**: NBC
  - **Executive**: Avery-Knodel
  - **Licensee**: DuMont
  - **Owner**: James M. Cox Jr., cb.
  - **Representative**: Marcus Bartlett, pd
  - **Transmitter Make**: GE

### GEORGIA

**CHICAGO**
- **WBBK**
  - **Call Letters**: WBBK
  - **Year Established**: 1941
  - **Channel**: 5
  - **Power**: 1941
  - 1941: 66-72mc, 7kw-aур., 11kw-vis.
  - **Headquarters Address**: Balaban & Katz Corp.
  - **Telephone Number**: 190 N. State St., Randolph 6-8210
  - **Network**: CBS
  - **Executive**: Avery-Knodel
  - **Licensee**: DuMont
  - **Owner**: John H. Mitchell, gm
  - **Representative**: John W. Grant, pm
  - **Transmitter Make**: RCA

### ILLINOIS

**CHICAGO**
- **WBNQ-TV**
  - **Call Letters**: WBNQ
  - **Year Established**: 1949
  - **Channel**: 5
  - **Power**: 1949
  - 1949: 76-82mc, 11.8kw-aур., 22kw-vis.
  - **Headquarters Address**: National Best, Co.
  - **Telephone Number**: WBNQ 7-6300
  - **Network**: NBC
  - **Executive**: Avery-Knodel
  - **Licensee**: DuMont
  - **Owner**: John H. Sior, gm
  - **Representative**: John McPartlin
  - **Transmitter Make**: RCA

### ROCK ISLAND

**WHBP-TV**
- **Call Letters**: WHBP
- **Year Established**: 1949
- **Channel**: 5
- **Power**: 1949
- **Headquarters Address**: Rock Island Best, Co.
- **Telephone Number**: 788-3150
- **Network**: ABC, CBS
- **Executive**: Avery-Knodel
- **Licensee**: DuMont
- **Owner**: Leslie C. Johnson, gm
  - **Representative**: Maurice Corken, cm
  - **Transmitter Make**: RCA

### DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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Page 72 • December 4, 1950
<table>
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**SAN ANTONIO, TEXAS**

**Program Schedule**

**Sunday, October 22, 1950**

**Television Station**

Represented Nationally By Edward Petry & Company, Inc.

*New York - Chicago - Los Angeles - St. Louis - Dallas - San Francisco - Detroit - Atlanta*
## DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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<td><strong>BLOOMINGTON</strong></td>
<td>WTV 1945</td>
<td>Ch. 10</td>
<td>Sarkes Tatarian Inc.</td>
<td>538 South Walnut St.</td>
<td>ABC, CBS</td>
<td>DuMont</td>
<td>Robert Lemon, cm</td>
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<td><strong>OMAHA</strong></td>
<td>KM 1949</td>
<td>Ch. 3</td>
<td>May Best Co.</td>
<td>2915 Farnam St.</td>
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<td>Glenn Van Horn, gm</td>
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<td>The Kansas City Star</td>
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<td>Roy A. Roberts, p</td>
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AS OF THURSDAY, OCT. 19, 1950

receivers sold
in the greater
San Antonio
area in less
than 11
months since
WOAI-TV in-
troduced tele-
vision in this
rich market.
Top program-
moving, too, on
San Antonio's
FIRST
TELEVISION
STATION

2:45
Fred Stone
3:00
Paul Wayne
3:15
Fred Stone
Fred Stone
Fred Stone
3:45
Fred Stone
4:00
Bob Hope
Bob Hope
Bob Hope
Bob Hope
30
1:00
San Antonio
San Antonio
San Antonio
San Antonio
5:00
Confidential
Confidential
Confidential
Confidential

represented Nationally by
Edward Petry & Company, Inc.

New York • Chicago • Los Angeles • Chicago • Dallas • Atlanta • Tulsa • Seattle • Denver • Kansas City

December 4, 1950 • Page 73
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<td>Morton L. Weigel, ce</td>
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<td>48 Monument Circle</td>
<td>Lincoln 5906</td>
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<td>Katz</td>
<td>E. M. Bitter, chief owner</td>
<td>William F. Kiley, cm</td>
<td>Frank Q. Sharp, pd</td>
<td>Harold Holland, ce</td>
<td>AP, INS</td>
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<td>2000 Brady St.</td>
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<td>Louie L. Lewis, ce</td>
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<td>1005 Brady St.</td>
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<td>Free &amp; Peters</td>
<td>Col. B. J. Palmer, p</td>
<td>Ernest Sanders, res. m</td>
<td>Charles Freeburg, pd</td>
<td>D. D. Palmer</td>
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<td>334 East Broadway</td>
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<td>NBC, DuMont Free &amp; Peters</td>
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<td>Nathan Lord, gm</td>
<td>Ralph Jackson, vp</td>
<td>John Boyle, dir of TV</td>
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<td>Harold Fair, pd.</td>
<td>Richard W. Hughes, prom. m</td>
<td>Orrin W. Towner, tech. dir.</td>
<td>Assoc.</td>
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<td>Edgar B. Stern, partner</td>
<td>Edgar B. Stern Jr., mEng, pth.</td>
<td>A. Louis Read, cm</td>
<td>Ray Rich, prog. dir</td>
<td>Ray Liuzza, publ. &amp; pm. dir.</td>
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<td>Ben Cohen, p</td>
<td>Tom A. Brooks &amp; vp &amp; gmt</td>
<td>Herbert Cahan, gm</td>
<td>Glenn Lehman, acting ce</td>
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<td>Edwin R. Borro, gm</td>
<td>W. C. Swartley, sta. mg</td>
<td>W. H. Hauser, ce</td>
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<td>999 Commonwealth Ave.</td>
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<td>DuMont</td>
<td>Paul Kelley, p</td>
<td>George Steffy, vp &amp; TV ops.</td>
<td>George W. Steffy, vp &amp; TV ops.</td>
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<td>James C. Richdale, Jr., sta. prom.</td>
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**Directory of TV Stations of the United States**

(Data corrected to December 1, 1959)

**Telecasting • Broadcasting**

Page 74 • December 4, 1950
A short time by the calendar can be long enough to establish leadership. Only two years ago, Blair-TV began operation as the first and only organization set up for exclusive sales representation of TV stations... a separate corporation entirely removed from any AM operation or function.

The formation of Blair-TV was a radical step based upon our conviction that Television needed its own exclusive sales organization with trained specialists, and time to study stations’ problems, to make enough advertiser calls, to know stations intimately and to counsel them wisely. Today the basic principle established by Blair-TV has been adopted by almost all major components of the industry.

We feel that this kind of leadership has contributed in great measure to the rapid growth of spot television. And we know that our different approach to the sale of television time has produced important results for the stations we represent.

On our second anniversary, we pledge ourselves to a continuation of the sound operating principles which have already become an industry standard.
### Michigan

- **Detroit**
  - WJBK-TV: 1949
  - WDIV-TV: 1950

- **Grand Rapids**
  - WGRV-TV: 1949
  - WGRB-TV: 1949

- **Lansing**
  - WJIM-TV: 1956

### Minnesota

- **Minneapolis**
  - KSTP-TV: 1949
  - WCCO-TV: 1949

- **Kansas City**
  - WDAF-TV: 1949

- **St. Louis**
  - KSD-TV: 1947

### Missouri

- **Omaha**
  - KMTV: 1949
  - WOW-TV: 1949

- **Newark**
  - WATT: 1948

- **Albuquerque**
  - KOB-TV: 1948

### Nebraska

- **Lincoln**

### New Jersey

- **New York**

### New Mexico

- **Albuquerque**

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**Directory of TV Stations of the United States**

(Data corrected to December 1, 1950)

|--------------|--------------|---------------|-----------------------------------|---------|-----------------|---------|--------------|--------------|--------|--------------------------|---------------|-----------------------------|---------|-------------|------------------|-------------|----------------|
# Hooper Television Audience Index

## September–October 1950

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<th>Time</th>
<th>TV Sets. in Use</th>
<th>TV Station &quot;A&quot;</th>
<th>TV Station &quot;B&quot;</th>
<th>TV Station &quot;C&quot;</th>
<th>TV Station &quot;D&quot;</th>
<th>KTLA</th>
<th>TV Station &quot;E&quot;</th>
<th>TV Station &quot;F&quot;</th>
<th>Other TV</th>
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</table>
| **Sunday Afternoon**  
12:00 Noon–6:00 P.M. | 26.8           | 7.6           | 17.0          | 20.5          | 15.6          | 36.3 | -              | 2.9            |         |
| **Saturday Daytime**  
8:00 A.M.–6:00 P.M. | 15.8           | 2.9           | 6.8           | 8.4           | 1.3           | 56.0 | -              | 23.9          | 0.6     |
| **Evening**  
Sun., Thru Sat.  
6:00 P.M.–10:00 P.M. | 46.7           | 17.3          | 5.4           | 9.7           | 13.7          | 35.9 | 8.3           | 9.5           | 0.2     |

850,000 TV Receivers in Los Angeles area, December 1, 1950

KTLA Studios - 5451 Marathon St., Los Angeles 38 - Hollywood 9-6363  
Eastern Sales Office - 1501 Broadway, New York 18 - B Bryant 9-8700

**Key Station of the Paramount Television Network**

Paul H. Raymer Company, Inc., National Representatives
### DIRECTORY OF TV STATIONS OF THE UNITED STATES

(Data corrected to December 1, 1950)

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<th>City</th>
<th>Call Letters Established</th>
<th>Chan. or Freq. Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network Representative</th>
<th>Executive Abbreviations</th>
<th>Owner(s) or Pres.</th>
<th>Dir(s) or Sup.</th>
<th>Owner(s) or Pres.</th>
<th>Dir(s) or Sup.</th>
<th>News Service Transmitter</th>
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#### NEW YORK

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<th>Chan. or Freq. Power</th>
<th>Name of Licensee</th>
<th>Headquarters Address</th>
<th>Telephone Number</th>
<th>Network Representative</th>
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<td>Scripps-Howard Radio</td>
<td>1815 E. 19th St.</td>
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<td>Jack R. Howard, p &amp; co</td>
<td>Katz</td>
<td>Right</td>
<td>W. Albrecht &amp; Co.</td>
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<td>J. Harrison Hartley, sta.</td>
<td>60-66mc</td>
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<td>WEWS</td>
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<td>Empire Co. Inc.</td>
<td>4501 Pleasant Valley Rd.</td>
<td>ABC, CBS</td>
<td>Herbert Meyer, p &amp; co</td>
<td>Snyder, gm</td>
<td>Roberts &amp; Co.</td>
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<td>33 N. High St.</td>
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<td>Richard A. Gore, gm</td>
<td>TV</td>
<td>James M. Cox Jr.</td>
<td>12.8kw-a</td>
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<td>James D. Shouse, gm &amp; prod.</td>
<td>N. L. Lasker</td>
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<td>The Fort Industry Co.</td>
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<td>WCAU Inc.</td>
<td>12kw-a</td>
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</table>

(Continued on page 82)
Back in the
**saddle again!**

Already the greatest Western star of 'em all in four major media of entertainment,* Gene Autry's up and over in still another! After just three months on television, he's solidly in the saddle rating-wise, with a larrupin' 18.8 national rating for his new TV film series*. . . with an audience of more than 5,000,000 tall and small fry viewing the show each week!

And he's sittin' pretty with critics and sponsors, too. (For just a few of the cheers, see right.)

Hit the television trail with Gene and his action-packed series of half-hour Western films (the first film series made expressly for TV by a cowboy star) and you'll be in for one of the biggest sales roundups in all advertising.

To corral your share of customers—as smart advertisers are already doing in 28 markets—just ask Radio Sales for details and availabilities in your area.

*Radio, movies, records and personal appearance tours
†ARB TV National Rating Report, Oct. 1950

---

**Radio Sales**  
Radio and Television  
Stations Representative . . . CBS

**RADIO SALES TV PRODUCTIONS:**  
**GENE AUTRY SHOW,**  
**STRANGE ADVENTURE, HOLLYWOOD ON THE LINE, BRITISH FEATURES,**  
**VIENNA PHILHARMONIC ORCHESTRA, WORLD'S IMMORTAL OPERAS**
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<td>The Outlet Co. 176 Weybossett St.</td>
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**Pennsylvania (Cont'd)**

- **RHODE ISLAND**

- **TENNESSEE**

- **TEXAS**

- **UHAT**

- **VIRGINIA**

**Telecasting • Broadcasting**
GPL Introduces First TV Camera Chain
Designed from Start to Finish for Compactness and Ease of Operation

Built with the compact precision which distinguishes a quality watch from an alarm clock, GPL's new image orthicon camera chain is smaller, lighter, easier to use. It is the first camera chain that has been "human engineered"—designed from motion studies of cameramen and control personnel. It is the first with type and location of controls based on minimum movement and maximum ease and efficiency.

This simplification, together with size and weight reduction has been accomplished without any sacrifice or limitation whatever in performance or accessibility. Superior GPL circuit design provides a better picture than normally obtainable with image orthicon equipment. Complete control is provided for every studio or field requirement.

Logical components have been combined...fewer units make up a chain. A single chain consists of only 4 units; a triple chain, 12 including switching unit and master monitor. The camera, with integral view finder, is only 10½" x 12½" x 22", weighs 75 lbs. instead of 100-105 lbs. The sync generator is a single portable unit including its own power supply. It may be easily removed from its case to go into a standard relay rack.

Simplified Control
All controls are at the finger-tips of cameramen and camera control operators. Focus adjustment of all lenses is uniform; a given rotation of focus control produces the same shift in plane of focus for all lenses. The iris is motor-controlled, either from the rear of the camera or from the camera control unit. Dials on both camera and control unit indicate the lens opening. Negative feedback is used to stabilize video frequency response, eliminating an adjustment. Targets and beam are controlled by thumbwheels next to convenient knobs for pedestal and gain.

Readily Adaptable
GPL Camera Chains completely meet all studio and field requirements or may be readily adapted to supplement existing installations. Before you make any camera chain investment, get all the facts on this new addition to GPL's outstanding line of TV studio equipment.

Write, Wire or Phone for Details
SUTURE SHOWN

RCA Cooperates on Series

SURGERY instruction is being demonstrated to members of four leading Latin American medical groups, RCA has announced. RCA is cooperating with E. R. Squibb & Sons, which started the showings at the Inter-American Congress of Surgery in Lima, Peru, fortnight ago, and held another last week before the Surgical Society of Bogota, Columbia. Other showings are scheduled for the Society of Clinical Study at Ciudad Trujillo (Dec. 11-13) and the Dominican Medical Assn. at Ciudad Trujillo (Dec. 19-21).

Standard RCA television broadcasting equipment was shipped to South America for use in the presentments. Equipment includes two image orthicon cameras, control apparatus and two microwave relay antennas. Two RCA "life size" TV projection units, capable of showing images up to six by eight feet in size, and 15 RCA Victor 16-inch receivers are being used to show the demonstrations. Richard H. Hooper, RCA Victor promotions manager, heads the production crew of six technical experts.

New Videodex Clients

CECIL & PRESBREY, Dancer-Fitzgerald-Sample, Duane Jones and Erwin, Wasey Co. have become subscribers to the full Videodex service, comprising a national summary project report of all network programming, both commercial and sustained, in 69 markets and individual reports for 17 markets accounting for over 92% of all sets in the area served by cable-connected stations. More cities will be individually reported on beginning next month, according to Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex television reports.

WHEN WDTV (TV) Pittsburgh opened its new studios Nov. 19, Mayor David L. Lawrence of Pittsburgh (r) threw the first switch officially opening the studios. Also present for the ceremonies (l to r): Larry Israel, WDTV sales director; Raymond W. Rodgers, chief engineer, and Donald A. Stewart, general manager of the DuMont station.

FILM ORDERS

Richert Heads ATS Committee

GENE RICHERT, account executive and TV manager of G. M. Basford Co., has been appointed chairman of the special committee formed by American Television Society to study the problem of securing standardized specifications for use by agencies in ordering film commercials for television from film producers.

Committee comprising both agency and producer members was authorized by the ATS board at [BROADCASTING • TELECASTING, Nov. 20] and appointed last week by David Hale Halpern, ATS president.

Other members in addition to Chairman Richert are:

Thomas J. Dunford, general production manager, Transfilm Inc.; John Freese, technical director of TV films for Young & Rubicam; G. David Gudebrod, director of film production, N. W. Ayer & Son; Leslie Rush, president, Leslie Rush Productions Inc.

SCHOOL TV

WICU Sets Plans

FORMAL approval of a plan whereby classroom instruction and other school programs are telecast over WICU (TV) Erie, Pa., has been approved by the local school board. The daily programs started fortnight ago, according to Dr. Frank Miller, assistant superintendent of schools and head of Erie's Television Advisory Committee.

Initial programs will demonstrate to the public teaching methods, types and contents of courses.
ERASEABLE, RE-USABLE magnetic recordings are ideal for recording extra "safety" copies of movie sound tracks. If the final master sound track is satisfactory, the magnetic safety copy can be erased and re-used again and again. This eliminates the waste involved in using an optical film sound track.

HIGH FIDELITY is maintained through repeated dubbings and re-recordings. The final sound track retains all the fresh, clear brilliance of the original recording. No expensive retakes because of scratchy, objectionable audio sections. And immediate playback means the director can check sound while the cast is still assembled!

LIP SYNCHRONIZATION is accurately controlled by recording on sprocketed "SCOTCH" Brand Sound Recording Film. This results in perfect synchronization from beginning to end because the sprocket holes in magnetic film can be perfectly synchronized with sprocket holes in motion picture film.

FULL DETAILS of how magnetic recording can help you produce better films at lower cost are yours for the asking. Just drop us a card and we will have a representative call and explain how magnetic recording fits in with your present plans and equipment. Address Dept. B-T120, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

COLOR RESEARCH
Lubcke Reviews Don Lee Work

DON LEE research on color television has mainly restricted itself to the "non-controversial" aspects of the subject and, while "two not-so-marble scientifically," Mr. Lubcke said, "disagreement on the method of such an accomplishment can be readily understood." In our color television research we have been exploring those avenues which will be traveled regardless of the exact method utilized for the color process.

Among the non-controversial projects worked on by the network research staff has been the single-direct-view television cathode ray tube.

ALLUDES COLOR
Syracuse U.'s New Disc

BLACK-AND-WHITE television became color TV when Syracuse U.'s TV center put into play in mid-November its newly-developed disc attached to regular sets. According to Don Lyon, program director, the black-and-white "color" was not a "gag" but an experiment in optical illusion, and approximately half of the Central New York viewers who watched our Educational program also saw color.

The show featured artists' interpretations of classical and modern music, which, according to the TV center, proved ideal for the first public showing of its experiment. TV personnel at the center have been working on the illusion disc since last summer. The color producer is a disc on which various black-and-white designs are rotated controlled rates of speed. Changes in design and speed have come up with various colors during several spot visual tests. Prior to the public demonstration, experiments were on closed circuit in the studio.

Exposition's audience had not been briefed to expect color, it was explained, but listeners, when the disk was already on the campus FM station staff, to find right combinations and speeds. Experiments are being continued in attempts to eventually apply this illusion disc discovery to television.

WHEN one agency official appears on a show placed by another agency, that's news. But this occasion also marked the TV debut of Lou Maxon (r), advertising executive. Checking out with Mr. Maxon for his appearance on WXYZ-TV Detroit's A Day With Kay is Fred A. Epps, president of Rex Advertising Co., which places the show for Chateau Wines Corp. Mr. Maxon's recipe for tomato cocktail drew 304 requests from listeners. Show was conducted by Bud Lasker, Detroit Free Press columnlist, for Kay Savage, food editor.

TV-ELECTRONICS

NET ASSETS of Television-Electronics Fund Inc., subsidiary of Television Shares Management Corp., Chicago, increased to $5,560,000 on Oct. 31 from $2,781,000 a year earlier, according to the annual shareholder's report released and unaudited appreciation totaled $34,787, contrasted with $11,100 a year ago.

President Chester D. Tripp told shareholders total output of the electronics industry in 1951 at factory values will be "considerably above" that of 1950, despite curtailments in defense production. He estimated military production of electronic equipment in the next 12 months at about $1.1 billion. The increase in total output "will help maintain profits at relatively favorable levels despite increased taxes," he said.

Weather Vane Antenna

WITCHES, increasingly popular since the entrance of "Heulah Witch" on Kukla, Fran & Ollie (ABC-TV), will now ride high above television homes. The broomstick, modernized in untraditional form, is a weather vane, supported by an in-line television antenna. The innovation comes from Zenith Radio Corp., whose president, C. O. Jacoby, McDonald Jr., wored of unslant TV antennas above homes. The Hollywood vane, which retails at $35.95, was developed to be a point of interest, rather than a decor detractor, to houses. The device is a combination weather vane and antenna, with the latter operating on both high and low TV bands.

INDEX DISPUTE

Nielsen, Hooper Arbitrating

THREE-MAN arbitration board is being organized to settle the business dispute between A. C. Nielsen Co. and C. E. Hooper Inc. regarding the survey of the network's 12 cities with a TV popularity index. The move, reportedly in violation of agreements reached before the two market research firms when Hooper's services were sold to Nielsen last March, will be arbitrated by three industry representatives.

Boies will be comprised of two persons, each selected by Hooper and Nielsen outside their own organizations, and a third to be selected by the first two. Inasmuch as much as the report is termed one of "business and the radio industry" rather than of "research," the men will probably be picked from the entertainment field, a Nielsen spokesman said.

Arrangements between the two companies are "proceeding quite amicably," the spokesmen said, and the dispute will probably be settled "in the same way." The arbitration board is attempting to organize and meet before the first of the year, but discussion may be postponed because of holiday activity. The Nielsen executive pointed out that the "question is not a legal one."

Big Ten Meet

TELEVISION is slated for a major topic for discussion at the annual winter meeting of the Big Ten college conference in Chicago Dec. 8-10 at the LaSalle Hotel. An expected 80 persons from the schools, including athletic directors, ticket managers, public relations men, and coaches, will be on hand to hear the report of the conference television committee, a paper on the effects of TV on attendance, results of the Big Ten move to authorize its games for theatre television and post-game showings, and the entire problem of TV in movie houses.

V'ISION' FOR JAPAN

Sen. Mundt Indicates TV Study Planned

FIRST step in projecting "Vision of America" as U. S. government TV counterpart of Voice of America may be a "mission to Japan to make a detailed study" of what type of video service can be provided.

The revelation is contained in a nationally circulated Sunday news feature authored by Sen. Karl E. Mundt (R-S. D.), a strong advocate of such a plan. Referring to appearances on Capitol Hill by such leaders as Gen. Dwight Eisenhower, Gen. George Marshall, John Foster Dulles and Bernard Baruch, all who testified for expansion of the U. S. information program [Broadcasting, July 10], Sen. Mundt wrote:

"State Dept. leaders have been most impressed with preliminary investigation of this TV idea, and David Sarnoff, head of RCA, has joined with other industry leaders to advance the proposal." Gen. Sarnoff, who often has predicted TV globe girdling, also appeared before Congress in support of the project.

Pinpointing the battle of ideas to two fronts—behind the Iron Curtain and to countries lying within its shadow—Sen. Mundt said the Voice of America is the only effective weapon in combating Russian propaganda in Communist areas. But on the other side of the curtain, he said, "there is a wide-open field for television" as a "medium of truth and education."

According to engineers who have worked with the idea, Sen. Mundt said that Great Britain or Japan would perhaps be the most logical place to begin. A complete TV set up to "effectively blanket Japan from tip to tip" would cost $4,860,000, the equivalent cost of two B-29 bombers, he said. Programs originating in each country, using both film and live actors, local talent speaking local dialects and programs geared to interests and needs of the people, are envisioned by the senator.

Also disclosed in Sen. Mundt's bill is the fact that 32 relay stations on TV, 60 to 70 miles apart thus eliminating coaxable cable expense. He estimated 32 relay stations would be needed to cover the country with each station costing about $180,000 for a total cost of $3,900,000. Other figures: $300,000 for engineering and supervision; $500,000 for equipment of a central studio, and $500,000 per year for operation.

Sen. Mundt also pointed out the fact that each relay point would contain an FM radio transmitter, thus permitting broadcast of local news and educational programs in addition to entertainment and music for each local community. A similar relay setup in Turkey or Indonesia would require about the same cost as for Japan, he said.

Method of reducing cost and eliminating the TV receiver situation would be placement of large screens, 6-ft. square, in schools, churches, local government buildings or in open air, he said.

Derby Negotiations

DERBY FOODS, Chicago, was still dickering with NBC and ABC last week on the rights to which of several packages would be accepted, or the frequency with which the show would be telecast. Peter Pan formerly sponsored a 2-hour Super Circus on ABC-TV, and spots in 20 some markets.
Now MYCALEX offers both 7-pin and 9-pin miniature tube sockets ... with superior low loss insulating properties, at prices that offer ceramic quality for the cost of phenolics.

MYCALEX miniature tube sockets are injection mounded with precision that affords uniformity and extremely close tolerances. MYCALEX insulation has high dielectric strength, very low dielectric loss, high arc resistance and great dimensional stability.

Produced in two grades: MYCALEX 410 conforms to Grade L4 specifications, having a loss factor of only .015 at 1 MC. It is priced comparably with mica filled phenolics.

MYCALEX 410X is for applications where low cost of parts is vital. It has a loss factor only one-fourth that of "everyday" quality insulating materials, and a cost no greater.

Prices gladly quoted on your specific requirements. Samples and data sheets by return mail. Our engineers will cooperate in solving your problems of design and cost.

Mycalex Tube Socket Corporation
"Under Exclusive License of Mycalex Corporation of America"
30 Rockefeller Plaza, New York 20, N. Y.
Building 'Toast'

(Continued from page 66)

garet Truman, Pat O'Brien, Mimi Benzell, Rudy Vallee, Tony & Sally De Marco, Reginald Gardiner, Sarah Churchill, Leonard Warren, Anna Maria Alberghetti, Bert Lahr, Carol Bruce, Frankie Laine, Nanette Fabray, Billy Eckstine, James Barton are dynamite at the boxoffice.

Thirdly, there was a smoothly working team, with Marie Lewis, Johnny Wray, Allen Duvany and all the rest, accustomed to turning out shows without the troubles which beset any new series.

Fourthly, our dealers were told that the competition was going to be heavy, but that we were confident of our success. They went along. The factory helped out with extra promotion and talent budgets. Promotionwise, the agency and CBS worked out continuing projects which bolstered the national promotion effort.

Another major help to our efforts has been the consistent support of the stations. Each one of them rallied round the flag with its best efforts. It's fair to say that the strength of our show rests, to a large extent, upon the efforts of local stations and their promotion men.

Rating Improves

All in all, there were no concessions on the part of Toast of the Town. We had our audience and we intended building it—not losing it to another show. While it is still early at this writing, it's interesting to note that the rating has gone up during the first month of our serious competition. As a matter of fact, our fourth rating, based upon a Trendex 10 city survey, was considerably higher than the opposition.

We do not underline the stars who are now backing Toast of the Town. But it was our feeling that a strong program content, consistent promotion, and much sweat would hold the CBS fort against any comers. We'll stand on the record!

PHONEVISION

Test Delayed 'Several Days'

THREE-MONTH Chicago test of Phonevision, Zenith's dollar-in-the-slot system of TV, was delayed "several days" from the FCC approved Dec. 1 starting date "pending final selection of feature motion pictures to be used." This was reported by Ted Leitzel, in charge of public relations for Zenith, on Friday.

He said final selection of films, which will total 90 or one a day in all, is being made now by Zenith representatives in New York.

Beginning of the Phonevision test is made possible by "decision of several of the film producing companies to provide films for the experiment," Mr. Leitzel said.

HUBBELL BOOK

Covers Programs, Production


In this revised and enlarged edition of his book, Mr. Hubbell's purpose is "(1) to analyze and define the nature of television; (2) to formulate basic theory for its development as an art form; (3) to demonstrate practical techniques for program production; (4) to show how television programs are created and produced."

Illustrated with more than 80 photographs, Television Programming & Production is a comprehensive survey of the whole field of television, examining it from both the artistic and scientific angles. The art of television is compared to the art of the motion picture, the theatre, and so-called "blind radio." The science of television is discussed in several chapters dealing with the television camera, camera mobility, camera techniques, picture composition, editing, video effects and lighting.

VEHICLE VIDEO

ICC Plans Ban

THE INTERSTATE Commerce Commerce Commission is of the opinion that a truck driver can't operate his vehicle and look at television at the same time. To point up its position, the ICC has proposed rule making that would prohibit the location of a video screen in the driver's compartment, unless placed in back of the operator's seat.

The proposal was made last week in a lengthy revision recommended by the ICC on highway safety. Rules are scheduled to go into effect early next year if comment, to be heard through Dec. 29, is favorable. All vehicles under the jurisdiction of the commission would be affected by the rulemaking.

MOVIE ADS

'Boxoffice' Surveys TV Use

USE of television by motion picture exhibitors is reported in the Nov. 25 issue of Boxoffice which says "the high cost of telecasting time and the tieup of preferred time by national accounts has to date limited video as an advertising channel for motion picture theaters."

A survey was conducted by Boxoffice following suggestions made at a recent convention of the Theatre Owners of America in Houston that exhibitors use television for advertising. In addition to the cost factor, it also is pointed out that "techniques of presentation had not been developed satisfactorily."

ElectroVoice

402 CARROLL STREET • BUCHANAN, MICHIGAN


See Why Audio Engineers Switch to this

SLIM-TRIM

TV DYNAMIC

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head • built-in Blast Filter stops wind and breath blasts • Exclusive Acoutalogy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • ½" or ⅜"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. Write today for further facts! Model 655. Price . . . . . $200

Send for Catalog No. 110

MICROPHONES • SPEAKERS
PHONE PICKUPS • TV BOOSTERS

Page 88 • December 4, 1950
MUSIC HALL VARIETIES

THE NATION'S MOST ENTERTAINING TV FILM MUSICALS!

MUSIC HALL VARIETIES ARE TELECAST TODAY TO 52% OF THE NATION'S TV AUDIENCES.

MUSIC HALL VARIETIES . . .

- Make an ideal participation program.
- Can be programmed into telecasts of from 5 minutes to an hour.
- Feature name artists known and appreciated by millions.
- Give TV audiences elaborate production numbers—staged and directed by outstanding producers of filmdom.
- Offer variety that entertains the entire family.

STARS!

HERE FOR EXAMPLE ARE SOME OF THE THOUSANDS OF DOLLARS WORTH OF STARS YOU CAN GIVE YOUR AUDIENCE WITH MUSIC HALL VARIETIES:

SPIKE JONES
KITTY KALLEN
CONNIE HAINES
MEL TORME
VINCENT LOPEZ
TONY PASTOR
GALE STORM
 MAURICE ROCCO
HENNY YOUNGMAN
GERTRUDE NIESEN
LOUIS ARMSTRONG
JERRY BERGEN
CLIFF EDWARDS
TED FIO RITO
ALAN LADD
CHARLIE SPIVAK
GENE KRUPPA
MILLS BROTHERS
 KING SISTERS
LOUIS JORDAN
LUBA MALINA
LAWRENCE WELK
EATON BOYS
YVONNE DE CARLO
CAB CALLOWAY
MARILYN MAXWELL
NORO MORALES
MABEL SCOTT

OFFICIAL TELEVISION, INC.
25 WEST 45TH STREET, N. Y. 19, N. Y. — LU 2-1700

A COMPLETE TELEVISION FILM SERVICE . . .
SPORTS . . . PARADE OF EVENTS . . . TRAVEL . . .
FEATURES . . . CARTOONS . . . MUSIC
SET ADS PROBE

**FTC Studies Specimens; RTMA Plans Rules**

**SPECIMENS** of broadcast and published advertisements circulated by American Television Dealers and Manufacturers as part of the so-called "child appeal" campaign began pouring into Federal Trade Commission's Radio and Periodical Advertising Division last week in compliance with the commission's request (BROADCASTING • TELECASTING, Nov. 15).

The advertisements, which prompted FTC to initiate a probe into the "truth or falsity of statements and representations" after numerous complaints, came in from manufacturers and Ruthrauff & Ryan Inc., New York, the agency

**of stills will make up virtually the entire video news fare." Motion picture news will largely supplant still pictures on television newscasts within the next five years, according to Professor Edward C. Lambert of the U. of Miss. School of Journalism. His views were based on statements of TV television station executives and were published in a bulletin released by the university. Professor Heath's views were based on correspondence with TV news editors. He visited various stations and his own experience in news work at WOI-TV Ames, Iowa.

**Star Theatre' Heads New York Nielsen List**

In the New York area the most popular TV program during the four weeks ended Nov. 11 was "Star Theatre," according to a report last week by A. C. Nielsen Co. The top 10 evening, once-a-week programs were as follows:

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<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>PERCENT RATING</th>
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<tbody>
<tr>
<td>1</td>
<td>Teksoo Theatre</td>
<td>40.9</td>
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<tr>
<td>2</td>
<td>Fireside Theatre</td>
<td>38.6</td>
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<tr>
<td>3</td>
<td>Philco TV Playhouse</td>
<td>36.1</td>
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<tr>
<td>4</td>
<td>Godfrey's Talent Scouts</td>
<td>33.5</td>
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<td>5</td>
<td>Your Show of Shows</td>
<td>31.0</td>
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<tr>
<td>6</td>
<td>Toast of the Town</td>
<td>29.7</td>
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<tr>
<td>7</td>
<td>Comedy Hour (Continu.)</td>
<td>26.7</td>
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<tr>
<td>8</td>
<td>Toast of the Town</td>
<td>24.0</td>
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<tr>
<td>9</td>
<td>Fireside Theatre</td>
<td>23.9</td>
</tr>
<tr>
<td>10</td>
<td>Your Show of Shows</td>
<td>22.9</td>
</tr>
</tbody>
</table>

**DU MONT ACCOUNTS**

List New Sponsor, Renewals

ONE NEW national advertiser and four network account renewals were announced by DuMont TV Network last week. Everhard Inc. (Schick Razors) is sponsoring the 10:15-10:30 p.m. segment of Saturday Night at Madison Square Gardens on Nov. 18 through March 31. Agency is Bowers Co., New York.

Renewals: Food Store Programs Corp., sponsoring Star Time, Tuesday, 10-11 p.m. for 13 weeks effective Dec. 5 through Frank's Stores, Bond Clothing Stores, sponsoring Hands of Mystery, Friday, 9-9:30 p.m. effective Dec. 7 through Frank's Stores, Adel, Kansas, sponsoring Pies, Wednesday, 9:30-10 p.m. for six weeks, through Erwin Qasey & Co., Tidewater Assoc. Oil Co., sponsoring Broadway to Hollywood, Wednesday, 10-10:30 p.m., from Dec. 6 to Dec. 27, through Lennan & Mitchell.

**DISMISAL POSSIBLE**

In view of the fact that the dealers-manufacturers group modified its original advertisement after widespread criticism, authorities thought it likely that, even if FTC did find the advertising objectionable, the case would be dismissed with a routine "stipulation agreement." It also was pointed out that if original advertisement was not modified for one-time venture, not a "running" series involving the same controversy, the case and that the questionable matter had been eliminated.

Meanwhile, a special Trade Practice Committee Conference Committee to handle a proposed drafting of rules which would expand radio standards to the television industry had been named by Robert C. Sprague, president of Radio-Television Mfrs. Assn. [CLOSED CIRCUIT, NOV. 27.]

**APPOINTMENT** of the committee was authorized by the RTMA board at its midyear meeting on the recommendation of the Set Division Executive Committee. FTC will be asked to authorize application of rules governing claims for radio receivers to the television industry. Radio rules were promulgated June 22, 1939.

Committee members are Benjamin Abram, Emerson Radio & Phonograph Corp., chairman; H. C. Bonfig, Zenith Radio Corp.; J. B. Elliott, RCA Victor; Paul F. Galvin, Motorola Inc.; Larry F. Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.

Televising • BROADCASTING

**Telesstatus (Continued from page 68)**

bought schedules on 40 or more stations.

Advertisers of Food & Food Products were the most active users of TV time during October in terms of number of accounts (see table). In all there were a total of 849 accounts active in this classification during the month. There were reportedly 716 firms which used TV to promote the sale of Household Furnishings, Equipment & Supplies. Automotive, Automotive Equipment & Accessories were backed by 431 different advertisers in October.

Food & Food Products lead the users of network time in the number of active accounts with 28. In the Household classification there were 18 active sponsors, while Automotive and Confectionery & Soft Drinks were tied for third place in the network category with 17 accounts each.

Locally, Household Furnishings, Equipment & Supplies were the most active users of the medium with 614 accounts. There were 516 firms which promoted Food & Food Products through TV on the local level.

**American Research**

Gives November Report

Milton Berle's Texaco Star Theatre was seen in an estimated 5.5 million homes during the first week in November, according to the latest report from the American Research Bureau released last week. The program attained a rating of 63.5. Top 10 programs by rating and rank were reported in the ARB TV-Nationals for the week Nov. 1-7 as follows:

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<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>PERCENT RATING</th>
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<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
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<td>2</td>
<td>Fireside Theatre</td>
<td>60.3</td>
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<td>3</td>
<td>Philco TV Playhouse</td>
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<td>4</td>
<td>Godfrey's Talent Scouts</td>
<td>55.4</td>
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<td>5</td>
<td>Your Show of Shows</td>
<td>54.1</td>
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<td>6</td>
<td>Toast of the Town</td>
<td>53.4</td>
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<td>7</td>
<td>Comedy Hour (Continu.)</td>
<td>51.6</td>
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<td>8</td>
<td>Toast of the Town</td>
<td>50.8</td>
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<tr>
<td>9</td>
<td>Fireside Theatre</td>
<td>48.6</td>
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<tr>
<td>10</td>
<td>Your Show of Shows</td>
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**RANKING BY POPULARITY RATING**

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<td>Fireside Theatre</td>
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<td>Your Show of Shows</td>
<td>48.0</td>
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**RANKING BY HOMES REACHED**

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<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>5,500</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>3,240</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Talent Scouts</td>
<td>3,145</td>
</tr>
<tr>
<td>4</td>
<td>Toast of the Town</td>
<td>2,100</td>
</tr>
<tr>
<td>5</td>
<td>Fireside Theatre</td>
<td>2,960</td>
</tr>
<tr>
<td>6</td>
<td>Comedy Hour (Continu.)</td>
<td>2,800</td>
</tr>
<tr>
<td>7</td>
<td>Toast of the Town</td>
<td>2,792</td>
</tr>
<tr>
<td>8</td>
<td>Firestone Reuse (Durante)</td>
<td>2,780</td>
</tr>
</tbody>
</table>

**TV News Covered By Two Colleges**

STATUS of television news has been reported in current publica-

| TUBES INCLUDING 5" CRT. | 17 TUBES |
| DEFLATION PLATES AVAILABLE ON TERMINAL BOARD | 12 MEGACYCLE BANDWIDTH |
| CONTINUOUSLY VARIABLE CALIBRATOR | SWEEP MAGNIFICATION 5 TIMES SCREEN SIZE |
| GOOD TRANSIENT RESPONSE | Tried and Proven Circuits |
| CRT CALIBRATION GRID | COMPLETE WITH LOW CAPACITY PROBE |

**TELEVISION EQUIPMENT CORP.**

238 WILLIAM ST., NEW YORK 7, N.Y.
IN CANADA THE AREHAN & SOPE CORP., LTTA, OTTAWA

Page 90 • December 4, 1950
JWT Tops Billings
(Continued from page 58)

with none of the wild disproportions that characterized some of the earlier years in television. However, the new TVA agreements and impending music negotiations tend to invalidate this year's trend as any sure guide to the future.

Of its $10 million, J. Walter Thompson spent approximately $5 million on production costs for the following shows: Ballantine's International Boxing Club, Believe It or Not, War of the Worlds, Frank & Ollie, Kay Kyser's College of Musical Knowledge, Actor's Studio, Front Page, Super Circus, Auction-Aire, Kraft Television Theatres, Tonight Night Review and Lux Video Theatre.

Y & R spent $4.5 million out of its $8 million total for production on: Aldrich Family, Bert Parks Show, Fred Waring Show, The Goldberg's, Holiday Hotel, Hopalong Cassidy, Talent Scouts, We, the People, Paul Whiteman Goodyear Review, Silver Theatre, Pulitzer Prize Playhouse.

Maxon Inc. paid out approximately $4.5 million for production out of its overall figure of $7 million. The agency's network shows include: Hank McConnell Show, Show of Shows, Gillette's sporting events including boxing, World Series and the baseball games, Homemakers Exchange and DuMont Star Time.

Kudner Allocations

Kudner Agency allotted $3.5 million of its $6.5 million for production costs on the following shows: Martin Kane, Texaco Star Theatre, Stop the Music and Lights Out.

Lennen & Mitchell spent approximately $2 million for production of its overall $5 million for the following shows: Stop the Music, Cavalcade of Bands, Old Time Amateurs Hour, and Colgate Theatre.

Foote, Cone & Belding outlaid approximately $3.5 million of its $5 million for production costs for the following shows: The Clock, Look Your Best, The Bob Hope Show, Comedy Hour (in part), Hopalong Cassidy, Arthur Godfrey & His Friends (part), Stars Over Hollywood, Toni Time.

BBDO production costs during 1950 were estimated at about $2.3 million of its $4 million billing for the following shows: Robert Montgomery Show, The Hit Parade, This Is Show Business, Sam Levinson Show, Groucho Marx, You Bet Your Life, Betty Crockers Show, Celebrity Time, Circle Theatre, Jack Benny Program, Roller Derby (part), Homemakers Exchange, Saturday Night Revue (part), John Daily News, Show of Shows (in part).

William Esty designated an estimated $1.8 million for production costs of its $4 million for the following shows: Game Show Caravan, Man Against Crime, Ed Wynn Show, Super Circus (in part), The Colgate Theatre, Vaughn Monroe Show.

McCann-Erickson expended an estimated $2 million of its $4 million line in production for the following: Garroway at Large, The Show Goes On, Studio One, T-Men in Action, Homemakers Exchange, The Wayne King Show, football games for Standard Oil Co. of New Jersey.

Production Cost

Cunningham & Walsh spent approximately $1.7 million on production of its $3.5 million for the following: Chesterfield Supper Club, Arthur Godfrey & His Friends.

Brow Co. allotted $1.7 million of its $3.5 million on production for the following shows: Faye Emerson Show, Horace Halde, Truth or Consequences, Candid Camera, Herb Shriner, Sports Interview, Saturday Night Review.

Rothrauff & Ryan devoted $1.9 million for production costs of its $3 million for the following shows: Roller Derby, World Series, Showtime U.S.A, Zoo Parade, Big Town, College Bowl, Four Star Revue, Gene Autry, Party Time.

Benton & Bowles spent approximately $1.5 million in production of its $3 million for the following shows: Life Begins at 80, I Remember Mama, Penthouse Party, Robert Q. Lewis Show, Faye Emerson Show, This Is Show Business, Show of Shows.

Kenyon & Eckhardt laid out an estimated $1.2 million for production out of its $2.5 million billings for the following shows: Ford Theatre, Earl Sullivan's Toast of the Town, Peter and Mary Show, and Magnavox Theatre.

Weintraub Budget

William Weintraup spent an estimated $1 million of its $2 million budget in production for the following shows: Broadway Open House, Ellery Queen, and I Cover Times Square.

Sherman & Marquette similarly spent approximately $1 million of its $2 million budget for its Gabby Hayes Show, Colgate Comedy Hour and Howdy Doody.

CANADA CLINIC

U.S. Officials on Agenda

AMERICAN TV and radio personalities will take part in the first Canadian television clinic, to be held at the Royal York Hotel, Toronto, Dec. 7-8.

Among those slated to speak or lead discussions are:

Maurice B. Mitchell, Associated Program Services; Charles Halden and Murray Grabhorn, ABC; James L. Caddigan, DuMont TV Network; Herbert J. Taylor, DuMont Labs; Ernest Walling, NBC TV Network; C. E. Hooper, C. E. Hooper Inc; Paul Rainbourn, Paramount Television Produc-

tions; Gilbert Selles; Lynn Poole, John Hopkins U; Rudy Berts, CBS TV; Calvin Kukl, J. Walter Thompson Co; Thomas A. Wright Jr., BBDO; Wells Barnett, Blair Television; George Gill, Kilegl Bros. Latest in TV production equipment and receivers will also be on view.

SPUN glass one-inch sheet acoustical panelient to line walls of studio installed by WDTV (TV) Pittsburgh.

The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DOLLS OR FADE-OUT
with NO KEYSTONING

The Gray TELOP projects from
FOUR optical openings: photos, art work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials!

News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct television or accompanying sound and commentary. Packs interest and profit into every minute of your TV schedule!

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually in a single TV camera or individually. PROJECTS AGAINST CAMERA CHAIN FAILURE BY OUTPUT THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: $956 and $850

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY - Originators of the Gray Telephone Pay Station and the Gray Audograph

December 4, 1950 • Page 91
MARION RIDDICK PRODUCTION, 706 Elgin Ave., Houston, Tex., has released for television 15-minute film in black-and-white or color titled "Little Girl Who Did Not Believe in Santa Claus." Film was produced with The Modelettes, a group of teenagers and children trained under Modelette Visualized System.

Imperial World Films, Chicago, has released series of five-minute open-end films featuring Raymond Massey. Series of 65 3 1/2-minute films show Mr. Massey reading from Bible and commenting on how excerpts effect his philosophy of life. Russ Davis, Chicago TV announcer and commentator, is president of Imperial and handled production and direction. Nationally known freelance writer, Morton Wisnengrad, scripted series.

Harry Zimmerman, musical director for several Don Lee network shows, named musical director


Jack Gibney, freelance television producer and consultant, is in Chicago working on continuing series for Canadian Ace Brewing Co. and Rival Dog Food. He has made more than dozen animated spots for Rival in past year, through Charles A. Silver agency. Mr. Gibney is also producer-director of International Wrestling Films, series of hour-long, open-end shows featuring wrestling from Chicago's International Amphitheatre. His offices are at 104 S. Michigan Ave.

Frank McDonald named to direct "The Joyful Hour" hour-long Christmas program being produced by Jerry Fairbanks Productions, Hollywood, for Family Theatre. Film scheduled for showing Christmas Day on major TV networks and independents. Rev. Patrick Peyton, CSC founder of MBS Family Theatre program, will produce film. Same group produced Easter film, "The Triumphant Hour."

Sterling Television Co. Inc., New York, acquires exclusive rights to TV distribution of 36 top adventure and sports films, all in both color and black-and-white, from Hawley-Lord Inc. Deal adds to library of color film being built by Sterling to meet market for commercial color TV. Firm presently has more than 100 titles in color.

Dawson & Jackson, Chicago package program producer, filming "television previews" of its video shows. Initial presentation films began last week with dramatic sequences from "Shock," half-hour mystery starring James Dennisson. Presentation films are 10-minutes long.

INS-Telenews is offering half-hour year-end film review to its TV stations and advertisers on an exclusive basis in each market. Price is based on sets in use in each TV city, and program already has been purchased in Los Angeles, San Francisco, Detroit, Omaha, and San Antonio.

PUPILS AND TV
Educators Ask 'Wise' Use

LOUISVILLE educators apparently differ as to any "bad" effects television may have on school pupils, but many feel intelligent use offers a challenge to harassed parents, according to comments compiled a fortight ago by the Louisville Courier-Journal (WHAS-TV).

The issue was taken up at a recent Parent-Teacher meeting which heard complaints that pupils (1) fall asleep at their desks, (2) have rings under their eyes, and (3) get low marks. Some principals pointed out that bedtime for many students has been moved up to about midnight, and that responsibility rests wholly with parents.

Typical reactions from principals and teachers:

Television is an excellent thing in the home, but it has to be used right... We went through the same thing when radio was new... It was a long time before children's programs were scheduled earlier in the day... The children glean a lot of information from television... I have seen no bad results so far.

Television is one of the things that would enrich a child's life... It's a great challenge to parents to plan wise use.

I haven't heard a serious complaint about television... A number of parents think that television keeps the children still and quiet.

My students are not suffering from lack of sleep, or red eyes, or hair on end---certainly some of the programs are that kind.

No teachers have complained... but I have heard them working on my thesis... I find television taking more of my time than it should.

AUTOMATIC line-voltage regulator for steadier TV pictures offered by Clarostat Mfg. Co., Dover, N. H. Two models available: TV-A, 300w, TV-B, 375w.

Floating Action! for all TV Cameras

'BALANCED' TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. SCHIER
CAMERA EQUIPMENT CO.
1600 BROADWAY, NEW YORK CITY

Page 92 • December 4, 1950
OCT. GROSS

THREE TV networks in October grossed $6,374,548, well over three times the gross for the same four TV networks for the same month in 1949, according to totals compiled by Publishers Information Bureau from individual program sales.

1950 compared with $8,320,608 last year.

Individual network figures for the month and year to date for 1949 and 1950 are:

<table>
<thead>
<tr>
<th>Network</th>
<th>Oct. 50</th>
<th>Oct. 49</th>
<th>10 Mos. 50</th>
<th>10 Mos. 49</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,196,409</td>
<td>$217,199</td>
<td>$4,076,223</td>
<td>$957,994</td>
</tr>
<tr>
<td>CBS</td>
<td>2,186,748</td>
<td>396,026</td>
<td>3,535,470</td>
<td>2,206,344</td>
</tr>
<tr>
<td>DuMont</td>
<td>88,143</td>
<td></td>
<td>724,340</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>2,997,391</td>
<td>937,294</td>
<td>14,830,545</td>
<td>4,437,830</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,374,548</td>
<td>1,254,549</td>
<td>27,362,238</td>
<td>8,320,608</td>
</tr>
</tbody>
</table>

* Not available

'50 Network Sales Triple Same Month in '49

Mr. TAYLOR

TAYLOR TO NBC

Davidson Taylor, former CBS vice president and most recently special consultant to the State Dept., will join NBC Jan. 1 as general production executive for the TV network.

Supervision of NBC-TV public affairs presentations will be among Mr. Taylor's immediate duties, with Francis C. McCell, director of TV news and special events, reporting to Mr. Taylor.

At the present time, Mr. Taylor is finishing a three-months State Dept. assignment as coordinator of new projects in international communications. His previous radio experience extends from 1929 when he started as an announcer for WHAS Louisville. Going to New York in 1933, he worked in news and handled the Philharmonic broadcasts under Toscanini.

During World War II, he was chief of radio for the Psychological Warfare Division, SHAPE, and later chief of film, theater and music control for the U.S. occupied zone of Germany. From 1945-47, Mr. Taylor was vice president and director of programs at CBS, and was vice president and director of public affairs in charge of fact and opinion presentation for both TV and radio until his resignation last Jan. 1.

This year, Mr. Taylor spent five months in Italy serving as counselor to the American delegation at the UNESCO general conference in Florence. He is a member of the U. S. National Commission for UNESCO.

COVER MAN

'Time' Features Stanton

CURRENT issue of Time (Dec. 4) devotes its cover to Radio & Television section to Frank Stanton, CBS president, and the color television battle. To review the history of Dr. Stanton and color TV the section was expanded to 11 columns and includes several pictures and a diagram of CBS' color system.

Pointing out that in the 30's RCA could have had Dr. Stanton and Dr. Peter Goldmark, CBS color engineer, "for a total investment of $100 a week," the article states that Dr. Stanton last month turned down an offer from RCA in which he could "name his own price."

Time says "CBS color is good— in some ways better than Technicolor," but quickly points out that "a poor TV show, of course—tasteless comedy, tired drama or stale vaudeville—cannot be freshened by all the hues in the spectrum."

In addition to his praise of Dr. Stanton and CBS color, Time lauds Dr. Goldmark and his work in the research field. Just when color TV will come is not predicted, except by Dr. Stanton who admits his vision is clouded by the many "ifs" of the current situation, "but color of some sort is certainly on its way."

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable services. Picture quality meets the requirements of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example.

A special version of the TM-2B using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. 19LA, RCA Engineering Products, Camden, N. J.
Roadblocks
(Continued from page 53)

Chronology of the Freeze...

May 6, 1948: Broadcast and non-broadcast sharing of TV channels abolished; Channel 1 deleted; new allocation plan (VHF) proposed.
June-July 1948: Hearing on new allocation plan, raising FCC's objections to intermodulation.
Aug. 27, 1948: Because of these questions, FCC schedules FCC-industry conference to consider desirability of revising engineering standards.

July 11, 1950: FCC begins deliberations on color case, the participants having submitted final summations July 10; also on July 11 the so-called Cendom Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.
Sept. 1, 1950: FCC issues its “First Report” on color, favoring CBS system but advancing plan for manufacture of “bracelet sets” as means of delaying final decision to permit further studies.
Sept. 28, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracelet sets.

From May 6, 1948
To Nov. 27, 1950

L. A. CONTRACTS
Three Await NLRB Decision

TWO more Los Angeles television stations, KFI-TV and RTTV, last week joined KLAC-TV in balding at contracts covering local performers until the union is certified as the bargaining agent.

Stations have advised TVA that they have no objection to the union representing their employees but in order to avoid future jurisdictional disputes at their stations by having more than one union representative they will wait until NLRB certifies the official bargaining agent. This plan, which began last month are scheduled to resume today (Monday) in Los Angeles. Don Fedderson, manager of KLAC-TV, has notified TVA the week previously of his stand.

Meantime, TVA continued negotiations with the four other local TV stations KTLA, sole independent in the group, and three network outlets, KNBH (NBC), KEOA-TV (ABC), and KTSL (Don Lee). No decisions had been reached at press time.

Special Section
IN A special Sunday TV section yesterday (Sunday) Baltimore Sun-Baltimore, owner of WMAV-TV that city, featured special articles on color from FCC Chairman Wayne Coy and the networks. In a statistical study carried out in the special section, it was reported that Baltimore has two television sets for every three telephones, one of the highest averages in the nation.

TRANSMITTER used by WPTZ (TV) in Rutland, from 1941-46 given by Philco Corp. to Cornell U.'s school of electrical engineering.

Stokes to American TV

HAROLD STOKES, formerly program director of the ABC Central Division, has been named general manager and executive director of American Television Productions Inc., subsidiary of American Television Inc., Chicago. Mr. Stokes is now handling two production series, American Television Production and has been set up as a “service organization for all TV problems,” Mr. Stokes said.

Mr. Stokes

Page 94 • December 4, 1950
TV NETWORK CONTRACTS Are Ratified

SAG-TVA

Settlement Again Fades

REKINDLED hopes for an early settlement of the Screen Actors Guild-Television Authority jurisdictional dispute over actors in television films of limited life last week when the SAG board of directors rejected another TVA proposal for settlement of the dispute. TVA representatives met Wednesday with the SAG board as the request of TVA which sought to discuss settlement of the problem.

Another important development in the dispute occurred Tuesday when TVA announced it had completed testimony in NLRB hearings which were to resume today (Dec. 4) after a week’s recess, to enable George Heller, TVA national executive secretary, to appear on behalf of that union. Unexpected decision followed the TVA request made the week before to Daniel Harrington, NLRB hearing examiner, for an extension to allow presentation of important witnesses, principally Mr. Heller. Postponement had been granted until today.

SAG Position

Spokesman for SAG said the latest TVA motion—"amazed" the guild board because rather than attempting to find a reasonable basis for settlement of the dispute, it reportedly retrogressed from previous "peaceful" proposals by both TVA and SAG. These visioned either a clear cut division of jurisdiction between live TV shows and television motion pictures, or a limited partnership in a small portion of the TV film field known as fringe or "grey" area.

The TVA proposal was said by the guild to be almost identical with the proposal rejected by SAG over a year ago but with broader demands asked that, in addition to TVA retaining 50% control over all TV actors, SAG would relinquish to TVA 50% control over all motion pictures.

TVA Representatives

Representing TVA at the meeting were Mr. Heller, in Hollywood for conferences last week, Ken Carpenter, chairman of TVA Western Section, Knox Manning and I. B. Kornblum, TVA attorney.

GUILD says it has asked NLRB to speed up as much as possible the calling of NLRB election in order that motion picture actors themselves may once again register their desire for the guild to continue as their representative. The guild further states its desire to cooperate with TVA but insists the new union must "stop trying to invade the motion picture field."

Approximately 15 witnesses had appeared on behalf of SAG and about 10 for TVA during two weeks of NLRB hearings. With close of the hearings both unions have approximately two weeks to file a brief with the board for submission to NLRB in Washington.

TELEVISION Authority membership in New York, Chicago, and Los Angeles last week ratified the contract for wages and working conditions of live and kindred performers hired by networks and agencies agreed upon Nov. 19 [BROADCASTING • TELECASTING, Nov. 27], including slight changes subsequently negotiated. The contract will become effective Dec. 8, rather than Dec. 1 as previously planned.

Postponement was necessitated to allow for agency letters of compliance to be received. The contract, which is described as an interim contract until some 58 points relating mostly to working conditions are negotiated, represents everything agreed upon to date. Later a final contract, embodying all points, will be issued.

The New York membership ratified by a vote of 4 to 1, after a four-hour meeting in which all local and choral group members are understood to have expressed dissatisfaction with scales and rehearsal hours. Some of the criticism reportedly subsided, with announcement of the following changes in the Nov. 19 agreement: Chorus singers, whether "on camera" or off, are to receive $45, $60 and $75 for 15, 30 and 60 minutes with 4, 6, and 10 rehearsal hours, respectively.

Chorus dancers are to be paid according to the following scale:

<table>
<thead>
<tr>
<th>Time</th>
<th>Rehearsal Hours</th>
<th>Fee Per Performer</th>
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<tr>
<td>12 min</td>
<td>5</td>
<td>$60</td>
</tr>
<tr>
<td>10 min</td>
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<td>$50</td>
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<tr>
<td>7 min</td>
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<td>4 min</td>
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<td>$30</td>
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<tr>
<td>3 min</td>
<td>2</td>
<td>$20</td>
</tr>
<tr>
<td>2 min</td>
<td>2</td>
<td>$10</td>
</tr>
</tbody>
</table>

Extra rehearsals: $3.50 per hour. Included rehearsal hours must be within the following number of consecutive days, one day of which is the day of broadcast: 15-minute program within three days; 30-minute program within five days; 60-minute program within six days.

Omitted from BROADCASTING • TELECASTING’s report in the Nov. 27 issue was the following:

Dramatized commercials performers and announcers with five lines or less are to receive $80, $62.50, and $75 for 15, 30, and 60 minutes with 4, 6, and 9 hours rehearsal included.

Chicago Demands

CHICAGO members of Television Authority submitted their wage demands to management of the city’s four network stations on Thursday afternoon. An estimated 2,500 TVA members in Chicago, representing all local unions, submitted the demands through Ray Jones, executive secretary for TVA’s Central Division, and Jack Irving, assistant secretary. The demands amount to about 80% of the network demands, which were negotiated a fortnight ago [BROADCASTING • TELECASTING, Nov. 27].

The Monday meeting with management of WGN-TV (Chicago Tribune), WNBQ (NBC) WENR-TV (ABC) and WBKB (Balaban & Katz) was concerned only with fees for freelance performers.

A lengthy list of working conditions was proposed Thursday afternoon, with job security elements remaining to be negotiated in the future.

Tentative wage proposals are the same for commercial and sustaining programs. TVA membership in Chicago includes about 500 members of the American Federation of Radio Artists, 1,000 in American Guild of Variety Artists and 500 in Actors Equity.

Wednesday Session

Management told TVA Monday it would call a meeting of agency and package firm personnel to outline the union’s wage demands. An estimated 200 persons gathered in WGN-TV’s Studio 1 Wednesday to hear Manager Frank Schreiber and Attorney Dave Parsons outline specifics of the demands. Inasmuch as it has been practiced for agency persons to sit in on TVA network negotiations as observers, the group appointed a seven-man committee, representing AAAA agencies, network and independent package firms, to appear at all subsequent TVA-management negotiation meetings.

Committee members: Jack Scott, president of Schwimmer & Scott Agency; Walter Schwimmer, president of the production firm bearing his name; Art Holland, owner of Malcolm-Howard Agency; J. Hugh E. Davis, executive vice president of Fotec, Cone & Belding; Walter Rubens, president of the agency of that name; Norman Heyne, television

CHICAGO Spokesman, Russell Ryan, and Larry Kurtz, head of Service Unlimited, package firm.

If local negotiations break down, network TVA contracts are canceled within 10 days. The holding ejection hit among the Chicago stations if this local scale is adopted as final would be WGN-TV and WBKB.

Partial demands follow:

Performs speaking more than five lines will receive $55 for 15 minutes or less, $100 for 15 to 30 minutes, and $150 for 30 to 60 minutes, with 5, 12 and 22 hours of rehearsal.

Actors and performers on dramatized commercials, speaking voice over more than 10 lines, would get $40 for 15 minutes or less, $72 for 15 to 30 minutes, and $100 for 30 to 60 minutes. Respective rates for 10 lines or less are $40, $50 and $60.

Chorus dancers (solosists get performers scale), with fees listed per performer if two or more are used, are $80 each for 15 minutes or less, $80, 16 to 30 minutes and $100, 31 to 60 minutes, with 12, 24 and 40 hours of rehearsal, in that order. Extra rehearsal is $2.20 an hour.

A quartet, singing on camera, gets $50.40 each for 15 minutes or less, $57.60, 16 to 30 minutes and $76.80, 31 to 60 minutes.

The specialty act clause provides for $160 for one performer, $240 for two and $300 for three and $380 for four, with $80 for each additional performer. Rates include six hours of rehearsal, pay of performers.

A Class A sportscaster on football, baseball or a major boxing event play-by-play would get $160 per event or $440 per week of seven events of the same sport. His assistant announcer gets $100 per event or $280 per week of seven events of the same sport. The weekly fee is for one sport only, and an event is defined as what a daily ticketer of admission buys.

Walk-ons and extras would earn $16 for 15 minutes or less, $25 for 15 to 31 minutes and $36 for 31 to 60 minutes.

No kneelapse recordings are permitted under terms of the proposals.

For Sale; Reasonable

Attention TV Stations:

Here’s your chance to buy an ACF-Brill bus, completely equipped for use as a mobile TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, 600-lb. capacity bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobi units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.
Educators Take Up Torch
(Continued from page 85)

no participant is making any promise. This is the last phase of the Commission's exhaustive general allocation proceeding (see TV chronology page 94 and summary page 55).

Most of the witnesses emphasized they held no complaint for the way in which commercial radio has cooperated in the presentation of educational programs and many held high praise for commercial station cooperation in specific instances.

The consensus appeared to be that commercial broadcasters cannot be held responsible for doing education's role since they are in business to make money; education needs its own fulltime facilities to reach all audiences at all hours because education is a continuous process and must be "regular"; educational radio cannot compete with commercial radio on the basis of popularity polls and should not be compelled to; channels for educational purposes must be "set aside" or set aside in the same manner our forefathers set aside land for schools knowing full well such land might not be used effectively for generations but recognizing the basic "public necessity" for such action.

Education's Flight
Many explained education itself was equally to blame for its plight, but pointed out educators are very slow to adopt new innovations since they depend on public funds and have to work long and hard to secure appropriate legislation and financial support.

Throughout the hearing the high value of TV as an ideal education medium was acclaimed. TV was seen putting the blackboard right in the home, extending the walls of school and university to include hundreds of thousands of those of all ages who could not afford in money or time—and who through physical handicap are prevented, from attending formal classes.

Com. Hennoch viewed TV as the greatest educational innovation since the invention of the printing press.

JGET presented detailed exhibits on TV channel allocations and assignment in the major cities and educational centers. Gen. Taylor explained that of the 168 standard metropolitan areas there are 51 in which no VHF channels are allocated and 19 others in which only one channel each is allocated. This leaves only 88 areas where educators can practically seek reservations, it was pointed out. Besides the metropolitan areas there exist 46 smaller communities regarded as major educational centers where channels also should be reserved, FCC was told.

Testifying at Monday's session were: Comr. Earl J. McGrath, U. S. Office of Education, Washington; Dr. Louis P. Hoyer, superintendent, Philadelphia public schools; Harriet Hester, radio coordinator, Bureau of Health Education, American Medical Assn.

Comr. McGrath said he appeared "to encourage safeguarding of the access of education to broadcasting opportunities in the television field." He cited historical precedent for channel reservation and outlined in detailed TV's unique role for education.

Further historical precedent was detailed by Mr. Farley who also urged no deadline be fixed to any reservation.

Dr. Hoyer cited excellent cooperation of Philadelphia TV stations WPTZ, WFTL-TV and WCAU-TV but indicated education will need its own exclusive facilities as commercial needs mount.

Miss Hester outlined A.M.A.'s work in the field, citing $200,000 worth of free radio time is given annually for the organization's health programs.

On Tuesday, Richard B. Hull, chairman of the Televison Advisory Committee for N.A.E.B and manager of WOI-TV Ames, Iowa the only educational TV outlet now operating and owned by Iowa State College, related details of N.A.E.B.'s five-hour weekly tape network of 36 educational stations and other matters.

In pressing for good educational facilities he explained it's "axiomatic in radio broadcasting—and by inference in television—that audiences listen" for three reasons in this order: (1) Strength of signal, loudness, ability to get a station; (2) frequency of program (as cigarette advertisers prove); (3) finally the program itself.

Wallen Suggestion
William J. Wallen, chancellor of U. of New York State, suggested a state educational TV authority be set up to allocate and administer TV channels for education. Concerned with adult education and TV's potentials in this field, he said he is recommending legislative action on setting up a state network. He engaged in considerable discussion with Chairman Coy on policy regarding handling of controversy on the stations, the witness indicating he would prefer all facts be presented fairly.

Seymour N. Siegel, director of radio communications for New York City and its Municipal Broadcasting System, including WNYC-AM-FM, appeared at direction of Mayort Vincent R. Impellitteri to emphasize the city's need for educational TV facilities.

Clarence Graham, president of the American Library Assn., and director of the Louisville (Ky.) Free Public Library in detailed background of WFPL (FM) Louisville, operated by the library. All culture groups there cooperate on WFPL, he said.

Herbert B. Gooden, assistant professor of social studies and chairman of the Montclair State Teachers College committee on television in education, Montclair, N. J.,
reviewed TV's impact on teacher training.

Harold A. Voas, chief psychologist of the Navy Special Devices branch of the Office of Naval Research at Port Washington, Long Island, appearing in his own behalf related several instances with TV as teaching aid. He said a survey showed 38% of time TV was found superior to formal in-class instruction. Sometimes, he said, there was no apparent difference and 12% of the time TV was found inferior. He showed several kinescope films of training programs used on Navy ships.

Most of Wednesday was devoted to testimony by Harold B. McCarty, in educational radio for 21 years, who normally accepted November 1930 as the starting of broadcasting.

1919 Programming

Mr. McCarty related the regularly scheduled programs in early 1919 began with market reports, weather forecasts and bulletins on road conditions.

Mr. McCarty outlined in detail the full Wisconsin radio educational history and current status, which includes a state-wide network of six powerful FM stations. Two more stations are in planning stage to go on in March. He went on to northwest and southwest, he said.

Citing broadcast ownership throughout the state, Mr. McCarty said "Communications FM was expressed by listeners when the state's most powerful commercial FM station ceased operations.

Mr. McCarty related his 1930-51 budget for the WHA operations approximated $170,000 with operation of all stations FM stations for the year, or a total package cost of $355,560. He also said $750,000 has been earmarked for FM expansion. This includes in addition $154,000 for building the two new FM stations.

Per capita operating of the full network, providing 3,000 hours of educational programming annually will be 40¢ to taxpayers, Mr. McCarty said, less than the tax on liquor.

He testified observers are coming from 14,000 schools since 1931, director of Wisconsin's educational outreach WHA Madison, the State Radio Council and the Wisconsin School of the Air.

He said the U of Wisconsin's scheduled program service dates from early 1919, saying "That comes as a surprise to many people who normally accept November 1930 as the starting of broadcasting.

While the witness was reading from the report Comr. Hennoch suddenly interjected the sharp comment, "Don't hang your head, Mr. Flektin."

FCC's counsel replied, "I am not in the Commission at the time, Madam Commissioner, I am not hanging my head."

"I know, but you are our present counsel," she said.

Asks About Interest 'Tag'

After the witness finished reading the report, Acting Chairman Hyde asked if interest in the subsequently established Federal Radio Education Committee had not "lagged particularly on the part of the Commission."

Mr. McCarty replied, "In making that statement, but the Commission's participation in the deliberations of the Federal Radio Education Committee has not been mere nominal and frequently we had meetings without representation from the Commission."

And do recall that different members of the Commission, particularly [Ex-Comr. Clifford J.] Durr took a very active interest in it, and I may say I have not been aware of any deaden pure interest by educators in the committee during the time I have been a member of the Commission," Comr. Hyde continued.

"No, I think it is true because it was recognized early that the committee was probably one of those devices so neatly set up for the purpose of doing good and provides a nice opportunity for pleasant consideration around the table," the witness stated.

And Mr. McCarty, instead of getting radio frequencies for standard and broadcasting alloted to you by the FCC when you wanted them and the Congress wanted you to have them, you got a committee set up, is that correct?" Comr. Hennoch asked.

"Yes," the witness replied, "and the committee has existed at the sufferece of the NAB, which has financed the activity of the committee for the last few years. It is a very untenable arrangement."

Comr. Webster asked, "Then you don't think the then Commission in 1935 deliberately made an error, or was it that the Senate the report "not as good it should if you want it."

"I think I would say it politely this way: That the Commission as a result of this period and not take the courageous stand which the testimony indicated was necessary for solving the problem," Mr. McCarty answered.

Fees Responsibility

He added: "May I say in behalf of the Commission that it is probable that the purpose, the appearances were not impressive; that the educators, the non-profit representatives were not helplessness, and a number of the states was an overwhelming weight. But you know, of course, and don't have to be reminded, that your job as citizens of the public and beyond the job of evaluating and weighing the present testimony."

You mean that there was no testimony made by the educators it ought to be our duty as public servants to preserve these airways that belong to the people in the public interest regardless of whether one educator appeared here in these hearings?" Comr. Hennoch asked.

"Yes," the witness replied. "I think you have responsibility as custodians to understand the long-range statesman-like attitude in the allocation of a public trust and not impose upon us in education the restrictions and restraints which you might feel tempted to do." Comr. Hennoch proceeded to read into the record and comment upon portions of the 1935 report of the Commission. She noted the letter of E. O. Sykes, then Commission chairman, transmitting to the president of the Congress they wanted the concern the proposal that Congress, by statute, allocate fixed percentages of radio broadcasting facilities to the "First Five Times of nonprofit radio programs."

"This has gone pretty far evidently in standard broadcasting," she observed. "It was pretty repulsive to the Congress they wanted a definite law passed. Now let's see what we said about that. This is our report back to the Congress with regard to their wanting this new law on the air."

Under existing law the FCC is charged with the responsibility of licensing stations as the public interest, convenience and necessity will serve. There are certain effective allocations of facilities to the zones and a fixed percentage of broadcast facilities to the states according to population. In an address the president of the Broadcast Division, by direction of the Commission, held public hearings from October 1-20 and from November 7-12, 1934. Notices of the hearings, 1,359 in all, were mailed directly to all parties of record at the Commission, to 21 administrations, de- partments, commissions, and offices of the government and wide newspaper publicity was given the matter so that every one interested might be informed of the hearings.

One hundred thirty-five witnesses testified at the hearings and approximately 300 pieces of testimony were presented for the Commission's consideration in addition to thousands of written comments and memoranda. The broadcasting industry, including the licensees of broadcast stations and the manufacturers of radio equipment opposed expression of support to the proposal. Much of the testimony presented to the Commission by the industry was directed to the purpose of showing the service rendered by broadcasters to particular persons or types of non-profit activities. Statements of testimony was presented from 269 stations representing 75 of the so-called commercial radio stations. The total investment of these stations as reported in 1935 was $225,641,267. The total cost of operating the stations for the period from Jan. 1, 1934, to June 30, 1934, was $227,332,397. It is clearly established by the Commission's study of the problem that no allocation of facilities for special services could be effected by the authorizing of new stations to make up the proportion of facilities proposed to be allocated to special services.

And so on, and then I come down to the recommendation of this Commission with regard to passing a law," Comr. Hennoch said.

[FCC] respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or times of non-profit activities or to persons identified with particular types or times of non-profit activities.

Comr. Hennoch then cited the reasons given by the report: That the new law is not the change in the existing law to accomplish the helpful purposes of the proposal.

This is represented: "In (Continued on page 98)"
other words, here it is. We have the section in the law. We don't need any more from you. I understand. She cited another reason in the report.

Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interest of the public as a whole.

She continued, "And this is another reason that we didn't do this for education. I understand." These reasons appear here daily in this very auditorium!"

There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcasting services consistent with a fair and equitable distribution of services and facilities throughout the country.

No feasible plan for a definite allocation of broadcast facilities to non-profit organizations has been presented. "Again the educators are getting the blame," she concluded.

Comr. Hyde observed the report in no way had cut off education's opportunity to apply for AM facilities in any way. He noted the number of stations on the air has doubled since that time and stated FCC does determine any proceeding on the basis of pressure but rather on the basis of the hearing record as done in the recent color TV case supported by the Communications and Administrative Procedure Acts. He said, FCC makes careful finding of fact in its ruling.

Comr. Hyde further observed that radio frequencies are not exactly like other natural resources such as oil and gas, that frequencies do not exhaust them. Since stations are licensed for only three years the opportunity is always open to education, he said.

Mr. Plotkin stated he was not debating the issue but merely wanted to complete the record.

"Must Not Compete"

Mr. McCarty emphasized, however, that education never will win popularity polls and "must not be made to compete with commercial interests on this basis.

Comr. Hennoch's principal concern over the educator's plight occurred when Mr. Plotkin cross-examined Mr. McCarty to gain views considered necessary to help FCC make its decision.

Mr. Plotkin asked the witness what should be done if there were only one VHF station in a community. Mr. McCarty indicated the commercial interest should be required to share the facility with the educators.

Where there were only two VHF stations, Mr. Plotkin asked, "Do you think it would be appropriate for the broadcasting on both of those or should one be assigned exclusively for educational and the other assigned exclusively for commercial?"

Looking at the witness, Mr. Plotkin continued: "You recognize in response to the first question, the way you said there where is only one station, that there is a legitimate commercial need as well as a legitimate educational need, both of which should be accommodated; and I was trying to find out whether you in your own mind could state at what point each interest should be regulated, and I gather at the one station level you are satisfied, but I don't think your thinking isn't clarified."

"Mr. Plotkin, are you putting words in this witness' mouth?" Comr. Hennoch interrupted. "Are you testing? Or is that a question? I don't want you to answer that, Mr. McCarty. I just want a ruling on that. Is that your ruling?"

That is a need for commercial and that there is a need for educational? Is that a question?"

"Kindly put it in your question." Mr. Plotkin said he had asked a question and Comr. Hennoch asked the reporter to read back the question, commenting to the witness: the commission will be or not this question. We should like to leave it up to the Commission to determine what educational interest or needs there is. Perhaps we should look into this whole thing and make out our survey and see whether these stations for educational purposes shouldn't come before these commercial interests.

"Perhaps that is our job and not yours, as a witness, who steps in here for a few hours to testify. You are not expert at this point on where these television channels should be placed in an engineering and an educational point, without having those studies made by this very Commission."

Question Re-read

The question was re-read and Comr. Hyde observed it would seem a question existed "on which the Commission might ask for the viewpoint of the other educational witness."

Comr. Hennoch stated further: "I don't know what you mean by accommodation of commercial interests and having those studies made in general way to support all educational interests and a national television service from each one of those viewpoint, and I think an all-inclusive question of this kind, inferring a preference and accommodation for either one, or whether it be on a parity, by this witness, who has taken the trouble as the educator for a community in a general way to support all educational and the public getting education for 150 million people - I think it is inimical to the interest of every other educational witness."

She continued: "Mr. Plotkin asked that engineering study made, have you, Mr. McCarty, and you don't have it at your disposal do you? You don't know whether any given community should have one commercial and one educational or on a shared-time basis a commercial part time and educational part time, in any community and if you do, you are in the position of making these answers by yourself."

You haven't had the evidence in this record to justify that kind of testimony."

There was an engineering survey made by this Commission but this proposed allocation plan was made from a commercial and an educational viewpoint. That proposed allocation in this instance has been all fixed on a commercial basis and I charged the FCC to bring it in executive session and I am bringing it to the open record in order to show how any engineer or any commission member would put it in the position of making these answers by yourselves."

You have not the evidence in this record to justify that kind of testimony."

"We have a question here which we can consult each other on before we proceed," Comr. Hyde said, repressing the proceeding for a brief period while the Commission members went into conference.

Upon resumption, Comr. Hyde said the Commission counsel should examine the witnesses as usual for the purpose of developing a satisfactory record. By a satisfactory record I mean one that is full of information, whether it favors or whether it tends to oppose the petition that is before the Commission. The Commission will expect Commission counsel to perform his usual function along these lines."

Mr. Plotkin asked if he should restate his query.

"I would like to register my dis- consent," Comr. Hennoch said. I would like to state that a satisfactory record should be made, and it is the duty of counsel to bring out evidence according to the rules of evidence. These questions are to be asked without any assumptions of evidence in the record, which has never been produced, without evidence that has been established with regard to necessity."

Asking Mr. Plotkin to specifically in his questions, she continued: "Furthermore, we of the Commission are not in an engineering study made for the benefit of these educators on a personal basis. But we have not thought of this allocation plan in terms of the interests of the public and commercial and it is the duty of each of us to get up an allocation plan for these educators and their needs as it is to show what the commercial interests are of this country and work on their plan while and work out a year and a half and two years, and not five minutes of this work has been done for these educators by our engineering staff and by our legal staff, and I want that on the record."

Instructed by Chairman Hyde to proceed, Mr. Plotkin said, "Mr. Chairman, I don't think it is appropriate for me to challenge the statement of any Commissioner."

"I think it is," Comr. Hennoch retorted. "You can challenge my statement, and I want it right out in the open right here. I have said..."
Acting Chairman Hyde said:

I believe that I should make this statement: All these allocation plans as have been made have their purpose to satisfy engineering principles with the objective of providing educational television which in television, and all these other stations which could answer that question, and unless you are satisfied with the general guidelines we see a specific basis and you will not answer right that you have been asked right that you have been asked right.

Mr. Plotkin, I believe Miss Hennock did not hear my question.

Mr. Plotkin stated.

I am being extremely unfair.

Mr. Plotkin said, "..."...

... I am repeating what you said.

..."

Mr. Plotkin asked Mr. McArdle if he agreed with the view of the Commission, that it was important.

"I believe our experience would offer a guide," he replied.

"We would be required if we didn't ask about the benefit of our experience, wouldn't we?" Mr. Plotkin continued.

"I believe we have an experience... the information on which should be made available to the public."

"Now another recommendation of your Joint Committee is that only stations in each community be assigned exclusively for educational purposes. What do you understand?" Mr. Plotkin asked the witness.

Comr. Hennock said:

I object to the idea that until an engineering survey has been made to show whether or not a community might have a station.

I am not impressed with the view of the engineers, and the educational institutions, and the condition of education in that visibility, with a view toward literacy, the necessity of education by the population in that area, the amount of the educational television which is available, and the necessity for the use of the educational television which is available, and the necessity for the use of television, and the necessity for the use of television, and all the conditions which determine the answer to that question, and unless you are satisfied that these conditions were not based on any evidence we can accept as a Commission on your part.

"..."

Mr. Plotkin, I believe Miss Hennock did not hear my question.

Mr. Plotkin stated.

"..."

Mr. Plotkin, I believe Miss Hennock did not hear my question.

"It is about time you said...," Comr. Hennock remarked.

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"It is about time you were...," Comr. Hennock continued.

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49 Revenues
(Continued from page 28)
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ment of $230,587,035 in tangible broadcast property. Depreciated cost was shown as $150,074,292. In television, original investment in tangible broadcast property was reported at $85,875,583, with depre-
ciated cost placed at $44,941,469.

Loewi Appointed
COMR. MORTIMER W. LOEWI,
director of the DuMont TV Net-
work, has been appointed chairman
of the National Television Commissi-
one for the first time to this year. He will
serve all personnel in the Brotherhood
drive.

CHURCH SERIES
WTMJ-TV Outlines Plans

SERIES of public service religious telecasts from different churches in the area is being prepared by
WTMJ-TV Milwaukee. Station technicians are testing church facili-
ties as TV origination points for the programs, slated to get
underway Dec. 24 with a special midnight mass from St. Roberts
Roman Catholic Church.

Full details as to format of each program will be discussed with offi-
cials of individual churches, according to Bruce Wallace, manager of
public service broadcasts and promo-
tion for WTMJ-TV. Each pro-
gram will consist of a typical church service and run an hour or
more beginning generally at 9:30
and continuing through Feb. 11, according to present plans.
Order of appearance throughout
the series was determined by num-
ber of members of each denomina-
tion in the area, beginning with the Missouri Synod, Jewish, Luther-
ian, Methodist, Evangelical, Presby-
terian and Episcopal.

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the series was determined by num-
ber of members of each denomina-
tion in the area, beginning with the Missouri Synod, Jewish, Luther-
ian, Methodist, Evangelical, Presby-
terian and Episcopal.

'r49 Revenues
(Continued from page 28)
their keys, and 2,005 other AM stations have an original invest-
ment of $230,587,035 in tangible broadcast property. Depreciated cost was shown as $150,074,292. In television, original investment in tangible broadcast property was reported at $85,875,583, with depre-
ciated cost placed at $44,941,469.

Loewi Appointed
COMR. MORTIMER W. LOEWI,
director of the DuMont TV Net-
work, has been appointed chairman
of the National Television Commissi-
one for the first time to this year. He will
serve all personnel in the Brotherhood
drive.

CHURCH SERIES
WTMJ-TV Outlines Plans

SERIES of public service religious telecasts from different churches in the area is being prepared by
WTMJ-TV Milwaukee. Station technicians are testing church facili-
ties as TV origination points for the programs, slated to get
underway Dec. 24 with a special midnight mass from St. Roberts
Roman Catholic Church.

Full details as to format of each program will be discussed with offi-
cials of individual churches, according to Bruce Wallace, manager of
public service broadcasts and promo-
tion for WTMJ-TV. Each pro-
gram will consist of a typical church service and run an hour or
more beginning generally at 9:30
and continuing through Feb. 11, according to present plans.
Order of appearance throughout
the series was determined by num-
ber of members of each denomina-
tion in the area, beginning with the Missouri Synod, Jewish, Luther-
ian, Methodist, Evangelical, Presby-
terian and Episcopal.
Carlson Sworn In

REPUBLICAN Frank Carlson, former Kansas Governor, was formally sworn in as a U. S. Senator last Wednesday. Elected last November to a Senate term which expires next year, the Kansan has been mentioned as a possible GOP addition to the Senate Interstate & Foreign Commerce Committee in the 82d Congress [Broadcasting • Telecasting, Nov. 13].

Parade Rating

SPECIAL C. E. Hooper rating reported that half of New York City's TV homes and 90% of the TV sets tuned in from 10-11:35 a.m. were tuned to WJZ-TV for Macy's Thanksgiving Day parade telecast, Thursday, Nov. 23 (10-11:55 a.m.). Hour-and-half show received an overall rating of 38.7% but the last half hour averaged 46.4% rating, indicating that 850,000 TV homes were viewing the telecast.

KUDNER

CANCELS TWO SHOWS FOR LACK OF CLASS A TIME

The increasing scarcity of good Class A television time has resulted in a cancellation of plans by Kudner Agency in behalf of two of its national advertisers, suggesting a dilemma that may soon be faced by a wide segment of the industry.

The agency had arranged to put Cecil B. DeMille in an hour-long, alternate week, television extravaganza for Goodyear Rubber Co., but was unable to clear station time through any of the networks it sought. Thus the entire deal has fallen through. Goodyear meanwhile will continue sponsorship of its Paul Whiteman Revue on ABC.

SOUTHERN CALIF.'S SPONSOR ADVANTAGES

Cited by Hilly Sanders of Dan B. Miner Co.

If you're going into television in Southern California you are better off commercial-wise than in other sections regardless of whether you plan to assume the mantle of sponsor, agency representative or plain novice. That's what Hilly Sanders, vice president of radio and television for Dan B. Miner Co., Los Angeles, declared at a recent gathering of members of the Southern California alumni chapter of Alpha Delta Sigma, national professional advertising fraternity. Also on hand were leading industrialists and undergraduate advertising students.

Miss Sanders referred to the mass appeal of television which offers a great opportunity to manufacturers by lowering their cost per sale more than any other medium today.

Speaking of television commercials, she declared that the more action there was, the better, and the closer the commercial is integrated with the program, the better.

Other portions of Miss Sanders' address included a prediction that profitless days of video would soon be over; the assertion that, unlike radio where the agent or producer must start with an idea, in video he must begin with a budget; the claim that motion picture knowledge in Los Angeles aided the Los Angeles advertiser better camera work on his show.

In conclusion, Miss Sanders declared that the best way to control a television show outside your own market is to put everything on film. "If the film is to be cut into a program, cut it yourself. Leave nothing to be done at the station except project the film, whenever possible."

Stark-Layton Plans

WILBUR STARK-Jerry Layton Inc., New York radio and TV packager, has announced the principals have started individual business activities in the same field, while continuing their joint enterprise, Mr. Stark will be located at 510 Madison Ave. and Mr. Layton at 551 Fifth Ave.

DEALER POLL

Godfrey Takes 3 Firsts

CBS' ARTHUR GODFREY won three first-place awards in the 21st annual radio poll conducted by the Cleveland Plain Dealer, it was announced last week. Out of 13 categories for which readers cast votes, Mr. Godfrey won in the "favorite program," "favorite entertainer," and "best variety show" classes.

In other categories, Lowell Thomas, CBS, was chosen "best network news program" while WTAM Cleveland's Bill Tomkins was selected for the "best local news program." Snapcena, on CBS, was chosen "best mystery show," while Firestone Hour, NBC, was selected "best musical program."

Lux Radio Theatre, CBS was judged "best dramatic program." Guy Lombardo, MBS, was chosen "best orchestra."

The Story on WTAM was picked as "favorite Cleveland program" and Bill Handle of WEWE Cleveland won the title of "best disc jockey." Jimmy Dudley, also WERE, was judged "best sports announcer." Fairy Tale Theatre, a local children's show on WQAR, was chosen "best juvenile program" over several network contenders.

The Plain Dealer stated that Mr. Godfrey won by substantial margins in 3 of the 13 categories. Jack Benny, CBS, trailed him in the "favorite program" category, followed by Bing Crosby, CBS, and Lux Radio Theatre, later tied for third. In the "favorite entertainer" category, Mr. Godfrey was followed by Bob Hope, NBC, second, and Jack Benny, third. Mr. Benny followed Mr. Godfrey in the "variety show" balloting, while Bing Crosby was third in that category.

LONG-CBS SUIT

Hearing Set for Dec. 15

W. E. LONG advertising agency and CBS Chicago's counter-suits will be reviewed by Master in Chancery Gerard Conner in an all-day hearing in Chicago Dec. 15. CBS originally sued the agency for $1 million, charging W. E. Long Co. used talent under exclusive contract to the network and its Chicago station, WBBM.

Long, in a counter-suit, seeks $2 million from CBS, $1 million in actual damages and $1 million as punitive damages because of alleged "libelous statements" made by CBS in court. The hearing slated for Nov. 13 was postponed. Last court session was Nov. 6.
Richards

(Continued from page 27)
diary citizen's, and that neither does the Commission nor any members of the Commission.

FCC General Counsel Benedict P. Scollay objected to Mr. Fullon's statement, labeling it "arrogant" and "presumptuous and insulting." Examiner Cunningham sustained the objection.

Mr. Fulton then—"for the benefit of a court which should have to view it"—inquired as to the experience, if any, with which you approached the position of saying that you do not feel that you need the assistance of any expert.

Mr. Cottone again objected, and Mr. Cunningham again sustained the objection. Mr. Fulton continued:

Well, I have here a request for subpoena news, slanders—of the FCC for the purpose of establishing, if the subpoenas are granted, that they have no unusual experience that would enable them to be in any field, so that it may be clear in any subsequent proceedings that we are dealing with experts in the field. The Commission can claim no unusual experience in the field of news.

Request Denied

Examiner Cunningham, denying the request, said that FCC "itself is the body set up by Congress to determine this proceeding ultimately. . . . They shall make the final determination of this request of this kind, that they appear and testify as to their qualifications, is somewhat irregular and, I think, improper." In his review of the issues of the case, Examiner Cunningham said the "important" points include—aside from whether Mr. Richards ordered a subpoena—what are the qualifications of whether his stations "performed a disservice rather than a service to the public" even if it did not fit his employee to "handle the news in such a manner as to promote his private political, social and economic views and his own personal interests."

In a later point Examiner Cunningham said:

The Commission is not concerned in this proceeding in any other proceeding that I know of as to whether the newscasts over any particular station are fair and objective. That, of course, rests with the broadcaster himself.

Mr. Fulton continued that there was "no necessity" for the hearing.

Much of last week's hearing was occupied by FCC cross-examination of representatives of Radio Reports Inc., which maintains records and notes on KMPC newscasts over a period of years. Counsel for Mr. Richards have charged that these records were "suppressed" by FCC, but Examiner Cunningham stressed the charges from the record and denied a motion—recently renewed—which was based on them [BROADCASTING • Telecasting, Oct. 23, 30].

Under questioning by Mr. Cottone last week, Mrs. Emily Timmons, Joe Amato and George of Radio Reports, testified that Mr. Richards' legal counsel knew of the existence of her firm's KMPC records before the hearing started, that the transcripts were furnished to FCC, and that those which were not wanted were re-surfaced as a matter of normal company policy.

Civil Defense

(Continued from page 80)

vention of so-called "radio silence" and homing devices.

The President's blueprint for a Civil Defense Agency was referred to the House Armed Services Committee, which planned to start hearings today (Monday). Two similar bills to implement civil defense—one (S 4162) sponsored by Senator McManus (D-Conn.), chairman of the Atomic Energy Committee, and the other (H 9689), introduced by Rep. Durham—were referred to the Senate Armed Services Committee last September but no action was taken.

Under Mr. Truman's plan, the administrator would be responsible only to the President and would exercise authority for civil defense planning over all other agencies or departments, including the Dept. of Defense and Atomic Energy Commission, and have power to allocate all federal expenditures if necessity demands.

Communications Plan

The administrator, who would be salaried at $17,500 per year, would have the responsibility of assuring an adequate communications network and warning systems in the civil defense master plan, of which communications has been termed the "nerve system" [BROADCASTING • Telecasting, Sept. 25].

Additionally, the civil defense measure would authorize (1) any state to negotiate mutual aid pacts with Mexico, Canada, Cuba or European possessions with the approval of the civil defense administrator and the Secretary of State; (2) a joint Secretaries of Defense into defense agreements with any other country; (3) the administrator to allocate funds to state groups for defense activities, with states putting up 50% of the costs.

State and civic leaders have complained that the government had not moved quickly in response to resolving questions of how much it would bear in civil defense planning. Under the President's plan, the funds would be doled out on the basis of the number of critical targets (now listed by NSRB at 140) and people within any one state.

The administrator would be required to see that state groups meet certain specifications on civil defense activities, thus giving him complete authority of each state program.

The agency would coordinate communications activities of FCC, Dept. of Defense, and radio-TV and other communications networks. Also suggested is the creation and direction of "secondary" channels of communication between federal, state, regional or local civil defense centers, as well as establishment of communications centers.

While there was no immediate estimate as to how much the agency project would cost, it is believed the amount would run to the hundreds of millions of dollars. The Budget Bureau reportedly has approved the sum requested by the President to set up the new agency.

There is speculation that Mr. Truman will wait until January before appointing an administrator, who would be subject to Senate confirmation. Most of the personnel now working in the NSRB civil defense office, including Robert Burton, who heads communications, would shift to the new agency. Another person has been designated too, to put it on a fully operative basis.

Mr. Burton has been preparing a technical manual as a followup to the security board's suggestions on use of communications, and said it is almost complete, lacking only necessary details to be specified after the "new-line" agency is set up.

The manual will be similar to that issued during World War II, delving into the cost of equipment, number of personnel and other factors.

Mr. Burton also has been conferring with military authorities on the use of frequencies civil defense operation will require. Emphasized in the discussion are frequencies currently being used by amateur operators. Mr. Burton has been asked to furnish the exact frequency needs for civil defense [BROADCASTING • Telecasting, Oct. 30]. Other talks involve a portion of FCC's proposed 1750-1800 kc disaster network band for civil defense use.

No details were available as to timing and place of the proposed communications "dress rehearsal" test, which was described by some government officials as "highly classified."

FCC and the Continental Air Warning centers are seeking to determine if certain stations can remain on the air without lending themselves as "homing devices" for enemy aircraft.

FCC has put licensees on notice that national-defense authorizations will be made periodically which may affect them but which cannot be divulged for security reasons. The Commission said stations directly affected would be notified "as fully as possible consistent with security regulations."

Mr. Wilson

WCKY UNIT

EXPRESSIONING his faith in the future of radio broadcasting, L. B. Wilson, president and general manager of WCKY Cincinnati, last week dedicated a new 50 kw transmitter for the station. The old transmitter also will be retained so the station can maintain its 24-hour-a-day schedule at full power with a minimum of interruption.

At the dedication ceremony Nov. 27, Mr. Wilson said: "This new transmitter is an expression of WCKY's continued confidence in radio broadcasting in America, and the station's extended effort to bring its listeners the best in entertainment and programming."

WCKY's independent operation has and remains under the same management and operation for more than two decades. This new GE unit is the sixth transmitter to be used by the station, according to Charles H. Topmiller, station manager and chief engineer. When the outlet started in 1929 it had 5 kw. Power increased to 1936 and 50 kw in 1939. Two years ago a 10 kw transmitter was installed as emergency and auxiliary equipment.

IRE CONFERENCE

Southwestern Meet April 20-21

DALLAS-FORT WORTH Section of the Institute of Radio Engineers has announced the next Southwestern IRE Conference will be held April 20-21, 1951, at Southern Methodist U., Dallas.

The conference is to be sponsored jointly by the present branch of IRE at SMU and the Dallas-Fort Worth section. Highlights of the conference are to be a keynote address by a well-known authority; papers presented by men of prominence in the industry; an Industrial Exposition, displaying the latest in electronic and radio components and equipment; a "Trend-style" banquet; and other special events.

Richard McLaughlin

FUNERAL services were conducted Friday in Chicago for Richard McLaughlin, 24, sportscaster and writer at WFRP Savannah, Ga. He was found dead in his room Nov. 25 beside a burning gas heater, and is believed to have died as a result of a diabetic coma complicated by a loss of oxygen absorbed by the heater. He previously was with WEAW(FM) Evanston, Ill., and was a writer on the news staff at ABC Chicago.
MAURICE UNGER, president of Charles Marsh Co., Cincinnati, appointed manager West Coast operations, Frederic W. Ziv Co., N. Y. and Cincinnati. Will take over under one manager and manage entire firm and its associated companies, Ziv Tele- vision Programs, World Broadcasting System and Cisco pictures, on West Coast.

JAMES BERG, composer "Statue In the Bay," signed to write syndicated and custom jingles by Richard Street Productions Inc., Hollywood.


CLIFFORD E. GODDEN, sales manager broadcast division Capitol Records Inc., Hollywood, appointed general manager.

SCOTT RADIO Labs., Chicago, distributing new monthly publication for dealers' sales personnel, Scott Notes. It contains articles and illustrations on selling methods, product features, effective sales approaches and other material.

DR. HANS W. G. SALINGER, research physicist Capehart-Parnsworth Corp., Port Washington, N. Y., awarded degree of fellow in Institute of Radio Engineers. Presentation to be made at banquet during annual IRE convention in New York March 19. Degree, awarded "for his original contributions in the theoretical approach to electron optics and to filter theory."

Technical . . .

ELMER S. HALL, field and studio supervisor, appointed assistant chief engineer WMAL-AM-FM-TV Washington. WILLIAM FOWLER, engineering staff, will replace him.

JACK E. STRUTHERS, operator-an- nouncer and record librarian WDVE Wilkins, Pa., will join Air Force in civilian capacity for overseas assignment.

Equipment . . .

WILLIAM E. RUDER appointed manager metallurgy and ceramics division General Electric Research Laboratory. Dr. JOHN HERBERT HOL- LOMON appointed assistant manager.


MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces standard line magnetic amplifiers, saturable reactors, special transformers and other related devices for applications in servomechanism, computers, regulators and recorders. Also staff will render services on designs of special custom built units. Further information may be obtained by writing company's engineering department at 11-84 44th Drive, Long Island City, N. Y.

INTERVIEWS with employees of a large paper mill are being aired four times weekly on CKFS Cornwall as part of public relations campaign of Howard Smith Paper Mills, Cornwall. Program is entitled CKFS Good Call-

Getting closeup look at Stokely's foods are (I to r) Mrs. S. L. Brown of Order of Eastern Star; Don Valentine, show's m.c.; Paul Colwell, national sales manager, Stokely-Van Camp Inc.; Ralph W. Nimmons, national sales manager, WFAA-AM-TV.

WFAA LENDS HAND

Aids Charity While Promoting Sponsor

PROMOTING public service as well as a program's advertiser is a good way to win friends and keep them. With this in mind, WFAA Dallas successfully launched and climax a pre-Thanksgiving Day campaign in the Texas metropolis.

Some 30 women's organizations were special guests on the 12:30 p.m. Monday-Friday half-hour studio participation show, Laugh with the Ladies, Nov. 1-21. The Thanksgiving note was added by daily giving two clubs a free case of Stokely's Finest Foods. Stokely sponsors the program. The canned foods were used by the women for charity and other public service purposes. An extra case went to the club with the best turnout.

Station reports the idea was fruitful, as seen by a resulting 50% increase in audience attendance at WFAA's Santa Fe Penthouse studios. Additionally, six women's clubs sought to be scheduled but had to be turned down because of limited time, Harry Koeningberg, WFAA publicity director, reported.

Average club member attendance per show ranged from 50 to 100, WFAA says, with a diversified turnout including such groups as Girl Scouts, the Hadasah chapter, Dallas Sunshine Club, Pythian Sis-

Ad Council Drive

ADVERTISING COUNCIL started radio-TV campaign Nov. 27 to explain new social security regulations for domestics to U. S. housewives at request of Social Security Administration.
Role of RFD
(Continued from page 18)
directed represent only products ‘ace high from both a quality and functional standpoint’ and to deal with the farmer as a purchasing agent rather than as ‘an ordinary customer,’ Mr. Cashman said. ‘And we want to be sure the farm editor understands our distributive setup. He should know how the product is made, what makes it good, how it can be best used and how it gets to the ultimate buyer.’

Reminding his audience that ‘you are not working for the BBC,’ Mr. Cashman said; ‘you will be on the air only so long as it pays off for the sponsor unless station management wants to put you back in that cloistered-non-commercial atmosphere. But no one wants to be a holy cow. All of us want to be big milkers.’

‘Intelligent Handling’
‘No sponsor, regardless of how big, can spend a buck on radio unless he gets a buck ten back. We must weight the mail by getting the facts, and we can be sure the sponsor’s mail is full of repeat business through careful, intelligent, smart handling of his product and his program,’ he concluded.

Sunday’s agenda also included a panel on ‘Farm Radio Works Because It Serves and Sells.’ Mr. Haeg of WCCO Minneapolis, moderator, talked with four farm directors: Mr. Evans, KMBC; Dix Harper, WIOU Kokomo; Bill MacDonald, KFAB Omaha, and Dallas McGinnis, KFV, Waterloo, Iowa.

Station promotion as practiced at WOW Omaha was outlined by Bill Wiseman, promotion manager.

‘Unlimited’ Haeg panel program,” handling sor’s pail fac mus less a the and functional standpoint” and to “ace high from both a dire tor e among others, Katz Drug Company, Land-Sharp ed, callcomedy Rhymaline Time, more morning broadcasts. Heard Station promotion “No sponsor, deals other than farm programs, and a d v i s i n g o n commercial copy; (3) assisting the sales department in strategy meetings before sales campaign starts, and talking with clients.

Business Session
In addition, the RFD has a publicity relations outside the station, developing consumer acceptance of the station’s products, its shows, he said. The RFD has a ‘responsibility for his personal conduct and public behavior, to his station and the audience.’

Extracurricular activities are also on the agenda of any capable farm broadcaster, and radio farm directors have to be ‘in farming up to your eyebrows,’ Mr. Cashman said.

Saturday morning was given over to reports of committees and a general NARFD business session, after which the Sears, Roebuck Foundation entertained at luncheon. E. J. Condon, director of the foundation, commended the group as ‘the most influential in the country.’ He stated that agriculture’s progress over the past 25 years has been equal to that of the previous 500 years, and credited farm radio with much of the achievement. Chief speaker at the luncheon was John L. Strohm, associate editor of Country Gentleman, who answered the question ‘How Far Will Russia Go?’ with colored motion pictures showing the ‘primitive’ state of Soviet agricultural equipment.

‘Russia is not prepared for a full scale war. Its farm implements, for example, are almost primitive as compared with those of 20th Century America,’ he stated. Mr. Strohm sees Japan as a ‘bright spot in our picture, whether we be at war or at peace.’ He urged a ‘firm American policy to deter Russian aggression.’

Delivers News
At the Saturday afternoon session, W. Judd Wyatt, director of advertising for the Missouri Farmer’s Assn. Mutual Insurance Co., described the RFD as “the central newspaper editor of the air, who each day delivers over the farm radio the kind of material the farmer likes to find in his mailbox when he gets his rural paper.”

“The wise sponsor of a farm program looks upon the RFD much the same as he looks upon the editor of a rural newspaper,” he said. “The editor carries the sponsorship along with ads for his competitor. He can’t expect the editor to show him favors that can’t be shown other advertisers. The editor of the rural paper must make his paper interesting or people won’t advertise. His paper must reflect himself. It must be full of stories about people. News is just the same old things happening to different people.”

Mr. Wyatt warned the RFDs against selling out to one sponsor, noting “that in case you will lose much of your value to your listeners — becoming a radio house organ.” He said the smart advertiser wants the RFD to know more than he himself does about the people in the area covered, as well as the types of farming and problems peculiar to the area. He asked that the RFD call attention of the sponsor to ‘anything out of line with respect to his locality or its people.”

‘Reach More Farmers’
“Your specialized local farm service programs reach far more farm listeners than the elaborate campaigns that some advertisers and agencies contrive to sweep across the country,” he told the RFDs. “You give the listener a human voice with a personal recommendation—not a lot of announcements that are inscribed in some far-away place.”

Mr. Mitchell predicted that the initiative in radio will return to “those who had it in the first place —the local station men.” He observed that no national advertising campaign can survive if local dealers and regional field representatives are not the advertisers in local.”

Carl Boyer, head of the New York public relations firm by that name, was guest speaker at the Saturday supper sponsored by the Great Atlantic & Pacific Tea Co. He told the RFDs they “render a great service in a much too modest way.” He hailed their “unusual opportunity — greater than that of any other single group— to maintain the highest standard of living ever created,” and urged them to put profit and politics behind if they are to preserve the American system.

“You are a combined voice that can render a great service,” he said. “The time is past when you may ask what you can get from your government. You must ask what you can do to serve your country, which has only one chance in two of survival.”

Separate Radio-TV Panels
One of the most interesting features of the two-day convention was the assembling of separate radio and television panels, whose members were asked to talk about their local activities. A fine cross-section of the RFD’s AM operation was presented by these delegates:

Serving on the TV panel were Phil Alampi, WJZ New York; Layne Beatty, WABP Fort Worth; and C. R. Elder, WOI-TV Ames, Iowa. In addition, Jerry Seaman of the Bert Gittins Advertising Agency, Milwaukee, and Maynard Speece of the U. S. Dept. of Agriculture TV Division, spoke briefly. The latter told of the USDA research project on television which is underway and promised that findings will be published by next spring. Mr. Alampi recommended that RFDs contemplating TV programs take a look at Class A time. “Interest in farm video is as great among city viewers as in rural areas.”

Homer Martz, KDKA Pittsburgh, moderated the radio forum, and Mal Hansen, WOW Omaha, the television discussions.

Available!
Rhymanline Time, featuring emcees David Andrews, pianist Harry Jenks and KMBK-KFRA’s celebrated Tune Chasers, is one of the Heart of America’s favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline 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, Land-Sharp Motors, Jekels Store, and Continental Pharmaceutical Corp.

Available at any & Peters “Colonel” for availability!

WQXR New York has issued new rate sheet with these minor changes: Sun. 13 noon-6 p.m. classified as B time, now listed under Class C with C time including 8 a.m.-6 p.m. and after 11 p.m.; additional discount given on spot announcements totaling 300-600 or more a year; 20% discount on established symphonic and operatic show during Class C time.

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'LEST WE FORGET' ● ● ●
WTMJ Milwaukee, Lest We Forget, Sun., 1:13 p.m. started Dec. 3. First quarter hour of program is devoted to transcribed dramatizations of human rights problem. Second 15-minute period is discussion of problem from local viewpoint. New series is handled by WTMJ Democratic Education Advisory Board and broadcast as public service show. Eleven local organizations make up board.

GENE AUTRY SHOW ● ● ●
CBS RADIO SALES sending tear sheet to trade on new Gene Autry film series. It is headed "Back in the saddle again!" Alongside page, made to look like film strip, are reviews from newspapers, magazines and trade publications. Copy under picture of Gene Autry on his horse gives data on series.

BILLBOARDS ● ● ●
WWL New Orleans placed announcements of 48 shows on billboard in prominent section of city. Billboard promotion highlights station programs, by using call letters as leads—Wonderful, Wonderful, Listening! Signs give frequency, show to be heard and time.

BRIGHT RED PROMOTION ●
KNBC San Francisco sending bright red promotion piece to media directors and advertising managers. Front all red with white sheet of paper attached by paper clip and handwriting saying: "Here's the buy in S. P.!") Inside is letter giving facts on San Francisco market with main points underlined in red.

HIGH PRICED BREAD ● ● ●
KGVL Greenville, Tex., cooperating with Greenville Kiwanis Club, sold loaf of bread for $105.00. Bread was auctioned off on radio for charity work being done by Kiwanis Club.

COVERS INSPECTION ● ● ●
WJR Detroit covered annual inspection of Naval Air Station at Crosse Ile, Mich. Station's mobile unit taped interviews with officers in charge of Naval Air Reserve inspecting base. Dale McIntyre, of WJR's special events staff, handled interviews and coverage. Broadcast tied-in with radio-TV promotion relating to Naval and Marine Air Reserve program.

HOLEY BLANKET ● ● ● ● ●
WJW Cleveland sending clever mailing piece to advertisers, preceding calls by salesmen. Front of piece is made to resemble blanket with three cigarette burns in it, and is headed "The Blanket's Full of Holes ...." Inside points out that there is no more "blanket regional coverage" by large stations because of small stations in small towns catering to local audience. It goes on to say: "Today, for maximum impact and penetration, you have to buy your markets one at a time .... remember WJW." On back is memo sheet with name of prospective buyer, along with message.

NEW CANADIAN SHOW ● ● ● ● ●
CJBC Toronto, Press Conference, aired Mon., and keyed to CBC Dominion network. Half-hour news commentary show interviews leading Canadian radio and newspaper personalities in Great Britain and Canada each week. Foreign correspondents outside Canada will be interviewed at various times during winter.

SCHOOL NOTICES ● ● ● ● ●
WCCO Minneapolis will broadcast school closing notices for 17th consecutive year. Station will use five morning shows for broadcasts during winter months. In January last year station broadcast announcements for 163 schools in three hours during morning programs. Station also has mailed out notices to 275 schools announcing service along with requests for names of persons authorized to phone or telegraph information of school closings to WCCO.

KOREAN FIGHTING ● ● ● ● ●
WTVR (TV) Richmond, Matinee Newsreel, Nov. 8. Interviewed Army sergeant who had just returned from Korean fighting. Sgt. James M. Brink, who was second for Second Army, described his personal combat experiences during fighting. It was his first interview since reaching Richmond area.

CITIZENSHIP FEATURE ● ● ● ● ●
WFIL AM-TV Philadelphia, What America Means To Me, started Nov. 25, five-minute series broadcast on local station weekly. Program has distinguished men and women telling what America means to them. Recordings from radio and films from telecasts will be made and distributed to schools and colleges for use in teaching good citizenship.

BRIGHT PROMOTION ● ● ● ● ●
WTRF -AM - FM Belaire, Ohio, sending promotion piece to advertisers and trade. Cover of gold and green on white background headed: "... sure, FM has laid an egg! A Golden Egg!" Inside has facts and figures on coverage and selling by station. Also has small reproductions of letters from FM radio distributors and sponsors praising FM radio in area.

LEAVE CARDS ● ● ● ● ●
WWDC Washington distributing 1951 edition annual and sick leave record cards for government employees. Carl Berger, editor of Government News, designed card to help government workers keep track of their leave. He has asked those writing in for card to enclose donation for March of Dimes campaign. Card was first published in 1946 and reportedly has had requests from as far distant as Okinawa and Berlin. Back of cards has pictures of three station entertainers.

DIRECT HIT ● ● ● ● ●
KSPO Spokane sending promotion piece to advertisers. Black, yellow and white cover has picture of bomb being aimed through bomb sight at city and is headed: "Let's suppose YOU'RE a bombardier with just one bomb to score a direct hit in the heart of a BILLION DOLLAR MARKET ...." Inside gives facts on stations coverage and population increase along with statements from satisfied advertisers. On back is huge heart showing station coverage in yellow.

PRODUCTION AIDS
Smith Writes Three Books

BEGINNING RADIO PRODUCTION; RADIO SCRIPTS FOR PRACTICE AND BROADCAST, MICROPHONE TECHNIQUE FOR RADIO ACTORS, by Melvin R. White. Minneapolis: The Northwestern Press, 268 pp., 298pp. and 54 pp., respectively.

MR. SMITH'S three books are written primarily for those who will work before the microphone, as the radio actor and announcer. In Beginning Radio Production, he gives a general introduction to radio broadcasting before going into a detailed discussion of the different types of announcing and the duties of each. He also discusses the problems of the radio actor as related to the production of radio plays. Chapters on sound effects and production integration are included.

Radio Scripts for Practice and Broadcast is described as a workbook to accompany the first book. It includes 16 radio plays and readings which the student of radio acting or production may use for practice in mastering the basic techniques of the form. As its title implies, Microphone Technique for Radio Actors is an examination of the various techniques a radio actor should use to convey the correct impression or emotion.

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U.S. Civil Defense comprising communications and other facets [Broadcasting • Teletancing, Sept. 25].

Meanwhile, the American Municipal Assn., which meets in Washington this week, Dec. 3-6, to review defense efforts outlined in the Truman document, released a report on civil defense efforts of city governments. It said that most of the organizations were "still on paper" and criticized the government for failing to supply detailed information on the program.

Chief concern voiced by city group involved in civil defense was the financial support the federal government will tender. The President's plan calls for financial aid by government but urges states to map out individual budgets. The issue is not expected to be resolved until the Chief Executive and Congress take concrete action.

"DOLLAR-A-YEAR"

Truman Sets Appointments

PROVISION has been made by President Truman for the appointment of so-called "dollar-a-year" men to government jobs in connection with the defense production. He has called on the companies and government for "outsanding experience and ability."

The President felt, however, operations should be carried out as far as possible by full-time, salaried employees. Department heads would have to file with the federal register the non-salaried employee's name, government job, and his private employer.

The Chief Executive laid down these policies to guide officials:

(1) Appointments should be limited to those of an advisory or consultative capacity, with operations maintained by fulltime, salaried help when possible.

(2) Appointments to positions other than those may be made when the requirements are such as to require "special experience and ability not obtainable on a full-time, salaried basis.

(3) The department or agency shall take steps to avoid, to the greatest extent as possible, any conflict between the government duties and the private interests of such personnel.

Good Deed

Quick action by the State Dept. through its Voice of America may have helped to save the life of an eight-year-old Austrian girl suffering from leukemia. An appeal from a Vienna hospital through Austrian Radio for two newly-discovered drugs was transmitted by the Voice over its two-way radio repeater to Associated Press in Wash.

The American Red Cross, through its Voice in the United States, and the Voice of America, are co-ordinated to aid in the emergency broadcasting of public service warnings and similar announcements.

U.S. Civil Defense officials of the United States and Canada met in Washington, D.C., to discuss interchange of information and plans involving standardization of communications equipment and other topics, and proposed creation of a planning group to study the mutual problems of both countries.

Representing the U. S. were James J. Wadsworth, acting chairman of National Security Resources Board's Civil Defense Office, and Barnet Beers, assistant for civil defense liaison, Office of the Secretary of Defense, and officials of the State Dept., NSRB, and other groups.

Conferences urged a planning group to study coordination of mutual aid, organization of personnel and procedures and communications blueprints envisioned in President Truman's master plan for

GETS IMPACT

Publisher Cites Radio IMPACT

IMPACT of radio has been felt by Abbrignon-Cokesbury Press in a very effective promotion for its book, Poems With Power and unsolicited, promotion, at that, the firm reports.

It seems that Dudley McCaskill, m.c. of the early morning Merry-Go-Round on WSB Atlanta, Ga., was looking for a "snapper" two weeks ago—something with continuity and human interest to wind up his daily show of news and music. While mulling over the problem, he ran across Poems With Power, compiled by James Mudge, and the next day he used one of the verses to close his program.

Response was favorable and Mr. McCaskill continued reading one verse each day from the book until he had finished it. He is now about half way through the book for the second time around, and the publisher reports that sales of Poems With Power have maintained a high level in the Atlanta area since the feature began.
# Consulting Radio Engineers

- **Jansky & Bailey**
  - Member AFCCE

- **McNary & Wrathall**
  - Santa Cruz, Cal.
  - Member AFCCE

- **Paul Godley Co.**
  - Upper Montclair, N.J.
  - 3-3000

- **George C. Davis**
  - 501-514 Munsey Bldg.—Sterling 0111
  - Washington 4, D.C.
  - Member AFCCE

- **Commercial Radio Equip. Co.**
  - International Bldg. Dl. 1319
  - Washington, D.C.
  - P.O. Box 7037, Jackson 5302, Kansas City, Mo.

- **A. D. Ring & Co.**
  - 26 Years’ Experience in Radio Engineering
  - Munsy Bldg., Republic 2347
  - Washington 4, D.C.
  - Member AFCCE

- **Glenn D. Gillett and Associates**
  - 982 Natl. Press Bldg., Na. 3373
  - Washington, D.C.
  - Member AFCCE

- **Gautney & Ray**
  - Consulting Radio Engineers
  - 1052 Warner Bldg.
  - Washington 4, D.C.
  - National 7737

- **Craven, Lohnes & Culver**
  - Munsy Building District 9215
  - Washington 4, D.C.
  - Member AFCCE

- **McIntosh & Inglis**
  - 710 14th St., N.W.—Metropolitan 4477
  - Washington, D.C.
  - Member AFCCE

- **Russell P. May**
  - 1422 F St., N.W.
  - Kellogg Bldg.
  - Washington, D.C.
  - Republic 3984
  - Member AFCCE

- **Dixie B. McKey & Assoc.**
  - 1820 Jefferson Place, N.W.
  - Washington 6, D.C.
  - Republic 7236

- **Weldon & Carr**
  - Washington, D.C.
  - 1605 Connecticut Ave.
  - Dallas, Texas
  - Seattle, Wash.
  - 1728 Wood St., 4762 W. Ruffner
  - Member AFCCE

- **E. C. Page**
  - Consulting Radio Engineers
  - Bond Bldg., Executive 5670
  - Washington 5, D.C.
  - Member AFCCE

- **Chambers & Garrison**
  - 1519 Connecticut Avenue
  - WASHINGTON 6, D.C.
  - Michican 2261
  - Member AFCCE

- **Kear & Kennedy**
  - 1703 K St., N.W.
  - Sterling 7922
  - Washington, D.C.
  - Member AFCCE

- **A. Earl Cullum, Jr.**
  - Consulting Radio Engineers
  - Highland Park Village
  - Dallas 5, Texas
  - Justin 6106

- **William L. Foss, Inc.**
  - Formerly Colton & Foss, Inc.
  - 927 15th St., N.W.
  - Republic 3883
  - Washington, D.C.

- **John Creutz**
  - 319 Bond Bldg., Republic 2151
  - Washington, D.C.
  - Member AFCCE

- **Guy C. Hutcherson**
  - 1100 W. Abram St., AR 4-8721
  - Arlington, Texas

- **Af. R. Bitter**
  - Consulting Radio Engineer
  - 4125 Monroe Street
  - Toledo 13, Ohio
  - Telephone—Kingswood 7631

- **Silliman & Barclay**
  - 1011 New Hampshire Ave., RE. 6646
  - Washington, D.C.
  - 2915 Red River
  - Austin, Texas

- **Lynne C. Smeby**
  - "Registered Professional Engineer"
  - 820 13th St., N.W.
  - EX. 8073
  - Washington 5, D.C.

- **Philip Merryman & Associates**
  - 114 State Street
  - Bridgeport 3, Conn.
  - Bridgeport 5-4144

- **Walter F. Kean**
  - AM-TV Broadcast Allocation, FCC & Field Engineering
  - 1 Riverside Road—Riverside 7-2153
  - Riverside, Ill.
  - (A Chicago suburb)

- **Adler Engineering Co.**
  - Televising and Broadcast Facilities Design and Construction
  - 1 Le Fevre Lane, New Rochelle, N.Y.
  - New Rochelle 6-1620

- **George P. Adair**
  - Radio Engineering Consultant
  - Executive 3651
  - 1533 M Street, N.W.
  - Executive 1239
  - Washington 6, D.C.
Help Wanted
Salesmen

Representative firm offers established Chicago salesman or staff excellent opportunity, selling radio station, commission basis. Must consider long-range sales and production. Position later to qualified man or woman, happy with own territory. Write fully. Box 98H, BROADCASTING.

Experienced time salesman for local account. Want permanent man, who will change at commercial manager. Good salary, plus commission. Texas ABC station. Box 118H, BROADCASTING.

New England 1000 watt independent. Good market wants solid salesman. Salary, 10% commission. Write immediately. Box 127H, BROADCASTING.

Salesman needed to handle expanding business and assist in that of a good station. Must have some operation and prefer a man with four years experience. Salary well back of bargaining and commission. XMCN, Moberly, Missouri.

Salesmen—Experienced in constructively selling radio. Must be alert and quick, and have something to offer. No NBC affiliate, in competitive market. Box 479, BROADCASTING. All salaries, full vacation, references, good working hours, good income requirements. KSEI, Nokomis, Idaho.

Announcers

Wanted: Combination engineer—announcer, preferably with sales experience. Positions in some midwest station. Must be able to announce and handle sales, with full salary. Box 579, BROADCASTING.

Announcer, with first phone. Will use beginning to voice announce and references satisfactory. South-southwestern location. Box 45H, BROADCASTING.

Farm director—announcer, Immediately. Salary between $70 and $80 weekly, depending on man. Send disc samples and announce immediately. Box 94H, BROADCASTING.

Wanted, mature, experienced, forceful announcer, strong on sports, news, commercial. Must be able to give reasonable references and detailed salary. Box 98H, BROADCASTING.

Combination staff and sports announcer in New York State. 3% years experience in play-by-play baseball. Some basketball experience preferred. Must be able to do all work, announce. Salary $1500 with expense. Disc and eharge, plus tax and tips. Box 491H, BROADCASTING.

NBC affiliate in eastern market wants staff announcer for AM and FM. Also sports, news, commercial. Good prospects, details and salary required. Box 98H, BROADCASTING.

Announcer with ticket. One year experience in sales and business announing. Like to start right. Six months. J. B. McNutt, KXAB, Austin, Texas.

Announcer with ticket, 250 w deejay indie, Texas Panhandle, $60, divide time. Must be white. Experience immaterial. Want cheerful, honest fellow who can show credits of some impersonality with co-workers. Operate own station. Send disc, photo, Albert College graduate. Box 561, BROADCASTING.


Situations Wanted
Manager

Announcer


Staff announcer, 24 years old, 2 college degrees, extensive training all phases of broadcasting. Radio City, Pleaseing to write. Box 759H, BROADCASTING.


Sports, news, sales, Denver University radio graduate. 9% years newspaper and radio experience in sports, news and sales. Write or wire. Box 512H, BROADCASTING.

Help Wanted (Cont'd)
Production-Programming, others

Continuity writer with at least one year commercial radio experience wanted. Must be able to work in studio. 100,000 in midwest. Reply, giving experience, references, and copy samples, to Box 98L, BROADCASTING.

One experienced copywriter and one experienced announcer. Send disc, photo, resume letter. Box 1131H, BROADCASTING.

Help Wanted (Cont'd)

Manager

Manager over 18 years experience net and network stations. Box 96G, BROADCASTING.

Good programming, plus proper service for your sponsors will mean consistent listings of your station. Must be alert, quick-think- ing and responsible. Should have production and broadcasting experience. KXMC, Moberly, Missouri.

Announcer-Engineer needed at once. Young man with 1% years experience. Prefer a man with a large station. Excellent opportunity for the right man. Box 1122H, BROADCASTING.

Commercial manager, well experienced, seeks change. Box 110H, BROADCASTING.

Engineer, 10 years broadcasting, 2% years chief. Any make AM or FM to prosper. Send resume to Station Management, Box 1122H, Chicago, Illinois. Desiring good opportunity for the right man.

Manager. Thoroughly capable to take full responsibility of your station. Character and energy. Experience. Box 131H, BROADCASTING.

Announcer, experienced, desirable location and salary. Prefer night work. Box 129H, BROADCASTING.

Sportsman, sound salesman. Sales experience preferred. Box 107, BROADCASTING.

Situations Wanted (Cont'd)
Animators


Wanted: Job as sports announcer at medium to large college station. Prof., or high school. Send disc samples, samples of broadcasts, and references. Box 119, BROADCASTING.

Experienced woman commentator desires advancement. Prefer southwest. Good voice, sales experience, handle commercials; handle interviews, reads and sports news, on and off air. Hours, 3-7 p.m., 7-11 p.m., Saturday and Sunday, 10 p.m.-2 a.m., Sunday. Send resume to Bob Smith, KTV. BROADCASTING.

Announcer, colored, excellent voice, have promotional ideas, disc on request. Box 25L, BROADCASTING.

If you need information in your style, we trust this ad will gain a trial: Experienced announcer, 6 years experience, desires top paid opportunity. Send resume and references to Box 1031H, BROADCASTING.

News, sports and special commentator, 8 years experience, married. Presently employed large NBC station. College education. Experience play-by-play major college football, baseball, basketball, Press association, broadcast and newspaper. Desire to go into independent, local and regional and national sportscaster. Resume and references to Box 111H, BROADCASTING.

Announcer, foot phone ticket, vet. 20 years radio experience, straight, no radio experience. Mostly evening shift. Prefer productions and program responsibilities. Box 130, BROADCASTING.

Announcer-engineer. For the station which I own. Am seeking experienced man. Have lost, due to inefficient merchandising. Have no union, none desirable. The station should be in a non-union price either together or individually. References furnished by the man and myself. Box 109H, BROADCASTING.

Announcer-engineer: Due to the station which I own. Am seeking experienced man. Have lost, due to inefficient merchandising. Have no union, none desirable. The station should be in a non-union price either together or individually. References furnished by the man and myself. Box 109H, BROADCASTING.

Intelligent, experienced announcer currently in low key position. Desires opportunity as a program director, continuity writer, announcer. Desires work in top radio market. Send resume and references to Box 127G, BROADCASTING.

Situations Wanted (Cont'd)
Animators

Nobody likes me but the listeners. I present good music (records) on a down-to-earth level. A true sense of dignity and 1 increase audience and sales. Box 13,491, BROADCASTING.

January First on 3 or 4 weeks notice to present employer. Box 1351, BROADCASTING.

Competent, experienced, licensed, draft exempt, healthy; if possible, veteran, who, for the past 10 years, has been employed, primarily in the recording business, in pleasant community. Box 1450, BROADCASTING.

Answerer-engineer, 1st class experience, 7 years veteran, preferred experience, sports, Box 145H, BROADCASTING.

Answerer-engineer, experienced program director, in both independent and network stations, Box 153H, BROADCASTING.

Answerer-engineer, new, 10 years experience, 5 years veteran, DBL, sports, Box 1564, BROADCASTING.

Engineer, Allocated, drafting equipment, maintenance and installation. Box 1572, BROADCASTING.

Engineer, experienced studio, phasing and direction equipment, maintenance and installation. Box 1592, BROADCASTING.

Chief engineer desires position with progressive station. Long experience in all phases of the business, includes multi - element directional, antenna design and performance. Box 162, BROADCASTING.

ENGINEER - CALIFORNIA: Highest position, desired. Box 165, BROADCASTING.

TELEVISION: Experienced analyst, fully trained in all phases of television. Box 195G, BROADCASTING.

For sale, basic network affiliate in major market with new studios, equipment, technical staff, etc. Box 1AS.

WANTED TO BUY: NEW or USED scanners; or service for new or used. Please write, Box 202, BROADCASTING.

EQUIPMENT, etc., wanted. Box 203H, BROADCASTING.

TECHNICAL: Wanted, 20 kw transmitter, desirable. Box 204G, BROADCASTING.

TELEVISION: Experienced and interested in all phases of television. Box 211, BROADCASTING.

TELEVISION: Experienced, loves his work, desires position. Box 213, BROADCASTING.

TELEVISION: Excellent all types of television. Box 215, BROADCASTING.

TELEVISION: Experienced, desires position as television technician, or writer, or editor, Box 217, BROADCASTING.

TELEVISION: Experienced, desires position as television technician, writer or engineer. Box 219, BROADCASTING.

TELEVISION: Experienced, desires position as director or writer. Box 221, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, or writer, or editor, Box 223, BROADCASTING.

TELEVISION: Experienced, desires position as television technician, writer, etc. Box 225, BROADCASTING.

TELEVISION: Experienced, desires position as director or writer, etc. Box 227, BROADCASTING.

TELEVISION, and would like to do more. Available, sales or promotion. Are there any other positions? Box 231, BROADCASTING.

TELEVISION: Experienced in all phases of television, and particularly in sales. Box 233, BROADCASTING.

TELEVISION: Experienced, desires position as television technician, writer, etc. Box 235, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 237, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, writer, etc. Box 239, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 241, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 243, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 245, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 247, BROADCASTING.

TELEVISION: Experienced, desires position as television technician, writer, etc. Box 249, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 251, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 253, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 255, BROADCASTING.

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TELEVISION: Experienced, desires position as technical expert, etc. Box 281, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 283, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 285, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 287, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 289, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 291, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 293, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 295, BROADCASTING.

TELEVISION: Experienced, desires position as technical expert, etc. Box 297, BROADCASTING.
R. D. HEINL
Radio Letter Operator Dies
ROBERT D. HEINL, 70, for 26 years operator of the Heinl News Service, died unexpectedly Nov. 26. He was stricken with a coronary seizure while dining out with Mrs. Heinl.

In journalism for four decades, Mr. Heinl worked for the New York City News Assn. in 1905 after graduation from Rose Polytechnic Institute at his native Terre Haute, Ind. A year later he joined the New York Sun. After four years with the Sun he moved to Washington, D. C., as Leslie's Weekly correspondent.

Other journalism activities included an associate editorship of Nation's Business; service with the Emergency Fleet Corp. in World War I; two years with National Geographic magazine. In 1934 he started his radio news service and at the same time was radio editor of the Washington Post for 12 years.

Mr. Heinl was a member of the White House Correspondents Assn., National Press Club, Overseas Writers Club. Surviving are Mrs. Heinl and a son, Lt. Col. Robert D. Heinl Jr., USMC. Funerals services were held Wednesday with interment in Oak Hill Cemetery near Washington.

Radio-TV Handbook

A "NON-TECHNICAL" guide for the home owner of radio, TV sets or other electronic devices, this book is particularly instructive and authorized in the Popular Mechanics style by the magazine's F. L. Brittin, radio-TV and electronics editor, and a member of the Institute of Radio Engineers. Book gives detailed drawings, diagrams and action photographs. Also included are many secrets of commonly used radio parts, radio-TV terms, schematic symbols for circuit diagrams, color codes and other pertinent information for the electronics-minded amateur or for the professional at home.

MARS MEMBERS
Civilian Bids Now Accepted
CIVILIAN applications for membership in the Military Amateur Radio System (MARS), operated under joint Army-Air Force policy, are now being accepted, the Dept. of Defense announced Nov. 25. Members must be aged 21 and hold an FCC amateur radio station license.

Simultaneously, the Army Dept. announced plans for expansion of MARS to provide information and technical advice in fields of radio and electronics communications. MARS also hopes to (1) provide an instantly mobilized and flexible communication service for military-civilian use at community level; (2) organize and operate emergency activities relating to civil defense; (3) provide training facilities for individuals interested in communication and other electronic fields and inducements to affiliate themselves with MARS.

COMPARES PRICES
LOW PRICE of Canadian radio advertising, based on a competitive "circulation" basis. With 'Canadian newspapers, is understood to have been shown in charts prepared by Pat Freeman, sales director of Canadian Assn. of Broadcasters, at a closed meeting of the board of governors of the Canadian Broadcasting Corp. in Ottawa Nov. 21. CAB for some months has been making a detailed prototype study showing daily radio listening on a comparative basis with daily reading of Canadian newspapers. The study is expected to be enlarged to cover all Canada.

CBC ACTIONS
Set Facilities Changes
CJEM Edmundston, N. B., was recommended for an increase in power and change of frequency, from 250 w to 1 kw, and from 1280 kc to 1380 kc, at the November 21 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa. CKFI Fort Frances, Ont., also was recommended to change from 250 w on 1340 kc to 5 kw day and 500 w night on 800 kc., with omnidirectional antenna.

Other actions:
CKX Brandon was awarded approval for a 1 kw emergency transmitter license. CJRT-FM Toronto, an educational FM station, is moving from Channel 202, 88.7 mc., to Channel 216, 81.1 mc., to alleviate interference at Toronto on receipt of WiAM-TV Rochester, N. Y. A number of share transfers also were approved. CJAV Fort Albert was denied a share transfer which would have given control to COKY New Westminster. J. Reg. Beattie, formerly of CKOK Hamilton, was denied a license for a 250 w station at Cranbrook, B.C.
FCC Actions
(Continued from page 106)

Decisions Contd.: make changes in ground system and install new tower, 75 kw for tower D-17.

WEQL Wilmington, Del.—Granted license to change facilities from proposed site to 105 and 295 kw at 500 feet, new antenna in place of that installed.

WQCD—WQWE, New York City, N.Y.—Granted application to transfer lease from parochial school to private institution.

WQAT—WQAY, Knoxville, Tenn.—Extended deadline for filing 2nd data on proposed engineering change.

WQDD—WQDE, West Palm Beach, Fla.—Approved HD sound equipment change.

WQCA—WQCD, West Palm Beach, Fla.—Extended time for filing 2nd data on proposed engineering change.

WQAE—WQAM, Chicago, Ill.—Extended time for filing 2nd data on proposed engineering change.

WQAC—WQAD, Chicago, Ill.—Extended time for filing 2nd data on proposed engineering change.

WQAA—WQAD, Chicago, Ill.—Extended time for filing 2nd data on proposed engineering change.

WQAG—WQAM, Chicago, Ill.—Approved engineering change.

WQAB—WQAE, Chicago, Ill.—Approved engineering change.

WQAG—WQAE, Chicago, Ill.—Approved engineering change.

WQAMA—WQBD, Chicago, Ill.—Approved engineering change.

WQAG—WQGD, Chicago, Ill.—Approved engineering change.

WQKCI—WQKH, Dallas, Texas.—Extended time for filing 2nd data on proposed engineering change.

WQAG—WQHD, Chicago, Ill.—Approved engineering change.

WQAH—WQAH, Chicago, Ill.—Approved engineering change.

WQAF—WQAH, Chicago, Ill.—Approved engineering change.

WQAI—WQAI, Chicago, Ill.—Approved engineering change.

WQAG—WQAI, Chicago, Ill.—Approved engineering change.

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Baseball Curve (Continued from page 27)

to the forthcoming meeting without recommendation.

The suggestion, involving such cities as Philadelphia, Boston, New York, Chicago and St. Louis, would, if adopted, be an example of broadcasts of St. Louis Cards’ road games in St. Louis while the Browns are playing at home. Under present rules, the Networks have the authority to grant broadcasts or telecasts of home or road games by stations within the home clubs’ territory. It does forbid without exception, however, the broadcast of road games by stations outside home territory and within home area of another club while the other club is playing a home game.

For broadcasts of games, the

FCC Roundup

(Continued from page 111)

Decision Cont.: controll of Cleveland Beatle Co. Inc. to W. C. Lowry, Jr., President of W. W. Lowry Tims for $4,500, or 51% of Vek. WCLD is assigned $700, 250 w. full time. Granted Nov. 24.


New Applications

Montgomery, Ala. Montgomery, Ala. — Montgomery Beatle Co., Inc. Ch. 6 (89-8 Mc.) ERP 37.5 kw. vis. 161 kw. aur. is 77 ft. above average terrain. Estimated construction cost: $500,000. Estimated revenue: $100,000. Applicant is WEFB, 1500 kW. Granted Nov. 24.

FCC Roundup

(Continued from page 111)

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Boston Braves already have decided to cut night home game telecasts from 33 to 14.

Clark Griffith, president of the Washington Nationals, reports he will stop night spots rights from $100,000 to $200,000, next season on grounds telecasts keep fans away from the park. Mr. Griffith also decided to cut home games to hurting minor league attendance. Detroit has modified its video policy, too.

Television also has had an effect on minor league games. As an example, the Los Angeles Dodgers have announced that all 77 Indian home games will be telecast next year. He attributed an attendance decrease to inclement weather. The

Whili Crusade

Seeks L. I. Train Changes

Collision of two Island Railroad commuter trains at the height of the Thanksgiving Eve rush hour, which took 78 lives and injured more than 300 persons, launched Whili Hempstead, Long Island, N. Y., whoelayed last week to be a telling editorial campaign to have the bankrupt railroad reorganized.

Beginning the night of the accident, the station has kept up a series of daily editorials interspersed with spot announcements.

(1) Called upon listeners to telegraph Congressman Leonard W. Hall and urge legislation to require the railroad to install automatic safety devices.

(2) Called for the ouster of the two trustees of the bankrupt railroad, and subsequently both the Nassau County executive, J. Rusei, WhiliRepublican, and Congressman Ewen Dewey made similar demands.

(3) Urged creation of a long Island Railroad Authority by New York State. After the Port of New York Authority. Gov. Dewey appointed a three-man commission to consider what should be done.

The Redleg president felt that night telecasts reflected a more "adverse" effect on attendance than did daytime broadcasts. He indicated that the management may decide to prohibit telecasts of 24 or 25 night games in 1951, though no policy had been set.

Meanwhile, there were reports that Baseball Commissioner A. B. (Happy) Chandler has received a bid of 85 million for television rights to World Series games from 1951 through 1955. Mr. Chandler recently was tendered a new seven-year contract by club owners.

The Redleg president felt that night telecasts reflected a more "adverse" effect on attendance than did daytime broadcasts. He indicated that the management may decide to prohibit telecasts of 24 or 25 night games in 1951, though no policy had been set.

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Frequency Plan
(Continued from page 19)

extremely sore point for private industry, which feels the military in particular has been allowed to usurp far more spectrum space than it uses or requires.

The temporary board has concerned itself primarily with telecommunications problems, steering clear of broadcasting and teletasking questions. Observers felt, however, that any permanent high-level agency's assignment must inevitably deal with broad policy matters affecting allocations for these mass communications media.

Present thinking, it was understood, inclines toward a membership of three persons for the permanent agency.

Dr. Stewart's board, which met Monday through early Wednesday afternoon, in the meantime announced it has engaged the New York management engineering firm of Ford, Bacon & Davis to make a survey of the economics of the communications industry. The firm's report is due in January.

To assist in the drafting of the board's report on problems, its temporary chairman; two "writing specialists" have been engaged: Charles Schwarz, former information director of the National Security Resources Board, and Frederick Fassett, of Carnegie Institution.

Board Members

Appointed last February, the temporary board is composed of Dr. Stewart, chairman; Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co., and steering director of distribution for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also serves on the Condon Committee on color television; and Dr. James R. Kilian Jr., president of the Massachusetts Institute of Technology [BROADCASTING • TELETASKING, Feb. 27].

The board's assignments include preparation of recommendations on:

(a) Policies for the most effective use of radio frequencies by governmental and non-governmental users and alternative administrative arrangements in the federal government for the sound effectuation of such policies;

(b) Policies with respect to international radio and wire communications;

(c) The relationship of government communications to non-government communications, and

(d) Such related policy matters as the board may determine.

Next board meeting is scheduled for Dec. 14-15.

Authorities felt the appointment of an Assistant Secretary of State for Communications, as proposed by Sen. McFarland, would have a particularly beneficial effect in international radio and communications negotiations, since the recent NARBA conferences—by making available a top-ranking official whose entire energies would be devoted to this technical, highly specialized field.

'Fulltime Attention'

Sen. McFarland's letter to Dr. Stewart said in part:

"I feel sure that your studies and investigation of our communications problems must have convinced you that communications is big enough and important enough to have full-time attention of an experienced and thoroughly competent individual with authority enough to deal with his field at the very highest levels. In this regard we have the assistance of State Dept. leadership and control on all matters involving relations with other countries, we must strengthen the Department's leadership and control making possible for it to give communications the time, attention, and competence that communications deserves and at the same time see to it that the person who heads this division has both the authority and the expert knowledge to perform his job fully in the public interest and in the interest of this board."

In expressing this viewpoint I believe I am echoing the sentiments of many of my colleagues who are familiar with the problem as well as the viewpoint of other competent authorities.

Some time ago I had the opportunity to briefly mention this matter to our Secretary of State, and I am hopeful that it may well have his sympathetic support.

In sending Secretary Acheson a copy of the letter, Sen. McFarland emphasized:

"More than eight years of close experience with our domestic and international communications problems convinces me that one of the things that ought to be done and which can be done with relative ease is for the State Dept. to give to communications the attention it deserves by the appointment of an Assistant Secretary whose responsibility would be solely that of communications and whose competence and devotion to the public interest would be acknowledged."
Operation Emergency
(Continued from page 21)

WPRO Towers Down
WPRO Providence lost two 380-ft. towers the night of Nov. 25 but a rugged emergency antenna was operating five hours later. This tower had been erected after the 1944 hurricane and WPRO said it adequately covered its principal markets.

WTIC and WDRC Hartford, along with other stations, went into emergency service. WTIC was off the air momentarily several times as the result of power failure. WDRC's emergency lines to police headquarters were used by the chief of police. Due to noise and radiograms, an interior small room was converted into a studio and engineers doubled in mopping water blown into the control room.

Flooding water surrounded the building in which WTNB North Adams, Mass., is located but the station was able to perform emergency service without interruption. WJCC Bridgeport lost only a few minutes of air time before its emergency generator was put in operation. Floyd Jones, transmitter engineer, was maneuvered on an island when a bridge was washed out. Island residents were evacuated from homes and ordered to the transmitter house via radio. Power failures threw WNB and WLIZ off the air for a time.

WLIZ, a daytimer, secured FCC permission to operate overtime, and its General Manager Philip Meyman, Commercial Manager Manning Slater, and other executives as well as newsmen worked continuously for 19 hours without sleep or food. The station, itself off the air for a short time due to a feeder line failure, cancelled all commercial programs during the emergency in order to relay bulletins and other weather programs, including remotes.

WNAE's staff stayed until the transmitter became flooded Saturday afternoon, and were back on the air when repairs were completed and the Bridgeport station resumed broadcasting Sunday afternoon.

WELI New Haven handled public service programming during the emergency, with utilities providing data on fallen lines. The Red Cross was directed to 10 men stranded on a dock and rescued them. The station transmitted radio and television signals during a 24-hour period.

WANT. New Haven was kept on the air despite hurricane winds and flood-water seepage into the transmitter building. The daytime outlet stayed on the air Saturday to midnight, bringing many taped-record stories from flooded areas.

WOCO Waterbury, Conn., managed to stay on the air as WBRY and WATR were crippled temporarily. At one time the floor of the control room was covered with water driven through the walls by the wind.

Towers of WOSC Fulton, N. Y., withstood high-velocity winds and lost only two hours while a power line was being replaced. In Stamford, Conn., WSTC-AM-FM lost only 43 seconds air time during a switch to auxiliary power. WNLK New London went off air. Several contractors bought up all available space on WSTC-AM-FM.

WWNT-FM Watertown, N. Y., lost its pylon connection and went off the air Saturday morning.

WTTM Trenton, N. J., used a set of auto batteries and 40 gallons of gasoline to keep oil heaters operating with state and local police. Batteries were used to operate tape recorder, turntable and one light bulb. WTTM and WCTC New Brunswick fed each other direct reports via emergency lines. WTTM received reports from WJLK Asbury Park, on the Jersey coast. WTTM lost about 30 minutes air time during and after the emergency.

WCTC used a 3 kw generator, acquired recently as part of its civil defense program, to stay on the air. Flood waters were within 18 inches of the base of the transmitter shad but equipment was set on concrete stands 5 feet above the known high-water level and was not damaged.

WKDN Camden, N. J., remained on the air after dark Saturday when WCAM, city-owned station, went off the air, and ceased operation only when state police said the station had to shut down.

WPGF Atlantic City and other New Jersey outlets joined in the disaster service. WPGF abandoned all regular programs and Manager Fred Weber put the mayor and other officials on the air.

Philadelphia radio and TV stations took the emergency in stride. WJSA-L-AM-TV warned residents to call the fire bureau direct instead of using alarms since over half of the alarm boxes were out of order. Philadelphia stations ran into power failure and then its auxiliary antenna was ripped loose. WIP-FM remained in operation but several hours of AM time were lost.

Philadelphia Story
WCAU-TV Philadelphia interrupted programs with storm service and used files to show damage. WIBG used auxiliary transmitter and generator but the FM station was off the air. WIP-FM handled large volumes of emergency programming. WDEL-AM-TV Wilmington, Del., escaped with little damage other than a shorted line and resistor when a tower was twisted.

WTXU Wilmington, with 15 inches of water in the transmitter house, was off the air until Tuesday morning. A new transmitter was flown from Waltham, Mass., by Raytheon.

WP Western Pennsylvania the greatest damage came from a record blizzard that paralyzed Pittsburgh and surrounding areas. Daily papers were unable to circulate in Pittsburgh. They had just resumed publication following a 47-day strike. KVQ, KDKA, WCAE, WJAS and WSSW threw out regular programming. Loyal staff members managed the station without loss of transportation. A KVQ broadcast sent volunteer firemen to the rescue of 17 Boy Scouts stranded on camping trip.

WJAS staff members able to reach the station made the Hotel William Penn their home but some employees were stranded in the suburbs.

For KDKA it was the fifth major snowstorm in the pioneer station's

STAYING ON AIR overtime, WWCO Waterbury, Conn., presented bulletins during a special Stormy Weather Serenade. At 11 p.m. is announced Gene Valenzi, while Jim Logan (I) and Bob Greger compare retype copy.

30-year history. Joseph E. Baudino, general manager, supervised the emergency service.

Buffalo was not hit as hard as the area to the south, but Hamilton, Ont., had the worst storm on record. WMBO Buffalo broadcast a tribute to CHML Hamilton for its work during the crisis. CHML raised $12,000 in one night for relief purposes.

All eight Cleveland stations went on emergency basis starting the morning of Nov. 25. Even as late as Thursday the area was suffering from storm paralysis. Cleveland announcers could reach WJW Saturday morning so two engineers and Jerry Roberts, chief engineer, were on the air. When they could not pick their voices off the telephone. They relayed teletype news to the announcers. Finally Program Director Charles V. Hunter flew into the town on foot and was joined later by others.

Dick Hatton, announcer, and Wally Scholz, engineer, set up an amateur network in the Cleveland-Canton-Akron area.

Cleveland's three TV stations—WNBR, WXEL, WEWS — joined aural broadcasts in the public service work. WSRS personnel answered over 40,000 calls through Tuesday and many went sleepless for more than 24 hours at a time. WSRS was non-commercial for 48 hours. It received credit for sav-
ing a life besides giving the usual ambulance information and similar activities.

Low gas pressure created an emergency, with stations persuading the public to keep down consumption to a minimum. Cleveland stations received reports from many surrounding cities, and even a direct report from Miami. WORS alone said it carried 15,000 emergency messages in a 48-hour period.

WGAR Cleveland had 10 employees on hand Saturday, with another 10 making it to the station Sunday. George Price, entertainment, Abbey Albert and members of the Albert band helped man WGBR telephones. The Statler Hotel fed WGAR employees in its employe cafeteria. Newspapers could not publish Saturday and operated on a limited basis Sunday.

WXEL (TV) carried over 20 hours of public service programming, though expanded by location of studios and transmitter 10 miles from downtown Cleveland.

Radio and television won editorial plaudits from the Cleveland Plain Dealer (WTH-AM-FM Cleveland) for "a magnificent job in keeping the public informed on the details of the crisis and in maintaining a system of communications which greatly facilitated the brutal task of digging out of the blizzard. The people living in the areas paralyzed by this unprecedented storm will forever be grateful to the men and women of radio and television."

WCUE Receives Praise

WCUE Akron, daytimer, operated fulltime until the crisis was over. It received thousands of letters praising the service, including messages from other stations and a local newspaper.

WHBC Canton went on the air only six minutes late despite the snowbound streets and highways. Maternity cases and other emergency items were handled as public service took precedence. By Saturday evening nine persons were on duty at the station. Baker, assistant news editor, used snowshoes to get to work. Marilyn Surber, secretary, drove in on a tractor.

Nearby farmers supplied baskets of food to the marooned WHBC transmitter crew. The WHBC "Surf Party," as it was called, was still in the operation as late as Tuesday.

When 27 inches of snow blanketed Youngstown, the Ohio city had only radio to keep it informed as the only newspaper suspended publication for three days. Warren P. Williamson Jr., WKBN president, trudged out to the transmitter Saturday morning to put the station on the air. Bernard Wilkins, chief engineer, walked three miles through hip-high snow in downtown studios. Hugh Schaffer, western band fiddler, served as sole announcer and signed on the station. Engineer Ralph Shofer walked 11 miles in four hours, bringing along a bag of clothing and sandwiches. Manager Dutch Waddell reached a ride downtown in a funeral coach.

Reporters on WFJM

The Youngstown Vindicator, unable to circulate three days, put its reporters and correspondents on the affiliated WFJM with a radio newspaper, Bud Mandell, with managing editor, and George Kelly, his assistant, supervised the program.

WSTV Steubenville, Ohio, operated continuously through the crisis with a skeleton crew. Marshall, news editor, arranged 137 minutes of beep-recorded phone interviews, including one from Midway, Pa., where 21 persons were frozen in a coal mine. Engineer Warren Hallam was at the transmitter 28 hours without relief.

Cincinnati stations were on the job. They broadcast appeals to use gas sparingly. Arrival of Santa Claus at the airport, which WCPX-TV had planned to carry Sunday morning, was deferred because of the storm.

WCHS Charleston, W. Va., canceled commercial shows and participated in announcements when necessary, in keeping listeners informed. The station carried many special weather and emergency information programs on the first 11 hours of the snow and continued the same general procedure on Monday and Tuesday while Charleston was still digging out.

WSAZ-TV Huntington, W. Va., with a 120-mile relay from Cincinnati, fed the Penn-Cornell football game by using an emergency receiver 90 miles from the pickup point. Jackson Dougherty lost his car in a 10-foot drift and had to walk five miles against the storm. Gerald Frazier injured his leg walking through the snow Saturday night. Jack Jiruska, studio supervisor, started for Portsmouth in a Jeep and four-wheel chains. En route he rescued a marooned ambulance containing an expectant mother. He led the way to the hospital, eating the stork a scant two minutes. Then he managed to repeat the hilltop relay.

Monday a farmer's bulldozer opened 12 miles of road in eight hours so Mr. Jiruska and Gerald Cunningham could reach their patient. Mr. Jiruska's Jeep was converted into a relief vehicle for foodless families marooned in the snow. The staff performed heroically in guiding the TV station through its first emergency.

IMPROVISED Blizzard clothing was the order of the day at WBKN Youngstown. Arriving at work were (1 to r): Engineer Ralph Sherman; Ellomee Costee, women's editor; J. L. (Dutch) Bowden, station manager.

An alert engineer at WWDC Washington was credited with saving Bethesda, Md., residents vast sums in damage to electrical equipment. Jean McPherson, engineer, received a phone call from a friend who remarked that he had measured voltage and found it down to 30 volts. A blast at the Bethesda substation had caused the low voltage, with danger that appliances would be set on fire. Dennis Sarbaugh, news editor, urged Bethesda residents to turn off all motors. The announcements were repeated until voltage was restored. Announcements were also carried on transit by WWDC-FM.

TV service in the Carolinas was disrupted when a transformer froze at WBTV (TV) Charlotte, keeping the station off the air most of Sunday. Service was restored Monday.

WBZ on 45 Hours

In Lock Haven, Pa., WBZ turned its facilities to emergency service starting at 4 p.m. Nov. 28, in the face of flood waters which struck the Central Pennsylvania area. The station operated for 45 hours without a break and Thursday was still relaying emergency messages. Dispatches from the Red Cross, city and state police and rescue headquarters were carried. General Manager Harris Lpez estimated that over 10,000 messages were relayed through the station, virtually all of communications left in the town. Radio-equipped rescue boats, with sets tuned to WBZ, were dispatched to pick up numerous stranded citizens.

In the face of rising water, station operations were moved to the transmitter on the evening of Nov. 28. Power and telephone service later failed at the studios but were maintained throughout the emergency at the transmitter. Rescue operations were made more difficult when high winds later struck the area, but WBZ was able to remain on the air.

California Coverage

California stations were receiving praise for their service in flooded areas. KUBA Marysville covered the flood with an airplane piloted by C. V. Ullom, part owner of the station. Mr. Ullom related information back to the station. KUBA covered rescue of 5,000 evacuees from stricken areas. Appeals for clothing brought large quantities of help. Roger H. Hunt, manager, and Wynn Pope handled the broadcasts from the sheriff's office, aided by Mr. Ullom's plane messages.

The tower of WALD Walterboro, S. C., was felled when a tree hit a guy wire. The station was back on the air in 2½ hours with temporary rig. Reports of coverage were good. Work was started at once on a new tower.

To the Rescue

NAB's station relations director, Jack Hardesty, was a minor victim of the Western New York blizzard. Driving from Buffalo to Jamestown on a snow-covered road, his car wound up in a roadside snow drift. He phoned the nearest town and persuaded the police department to extricate his car. Then with Cleveland as a target, he decided police officials stationed at road blocks weren't interested in the immediate status of NAB's membership drive.
N. Y. Weathers Wind
(Continued from page 21)
of the building, it is reported.
WMCA vice president and pro-
gram director, Leon Goldstein, set
out Saturday afternoon to find his
son, who had gone camping with a
Scout Troop in the Alpine woods
above the Palisades in New Jersey.
That evening, as Mr. Goldstein
with a forest ranger was finding
and helping from the woods every-
one but his son, the boy turned up
safe at home. Whereupon the sta-
tion, frustrated by the rule against
direct communication, repeatedly
broadcast news of the return of the
scout in an unsuccessful attempt
to call its program director.

WWRL went off the air at 11:26 a.m. Saturday, when power failed
at the transmitter site, but it was
able to resume a half hour later,
at 11:56 a.m., from its old 260 w
transmitter located in Woodside,
N. J., after wiring for and receiv-
ing permission from the FCC.
Monday morning the station resumed
its normal 5 kw operation.

Shifts to Auxiliary
WHOM shifted to power from
auxiliary generators at 2:30 p.m.
Saturday, following public service power
default. The station was in full
operation Sunday at 11:30 a.m.

WBNN, transmitting from the
outsides of Paterson, N. J., re-
ported intermittent public service
power failure Saturday morning
suggesting that afternoo in
complete failure which left
the station off the air until 12:15 p.m.
Monday. Its towers, the shortest
in the vicinity, were undamaged.

Stations reporting as unaffected
by the storm included: WNYC, New
York's municipally-owned station;
WXDR, WABD (TV), WEVD (FM),
WFDK (FM) and WJGF (FM).

After leaving the air Saturday
morning, WPAT Paterson, N. J.,
resumed at 6 a.m. Sunday and
opened on a 24-hour basis.
A mobile diesel generator was set up
after the transmitter plant and
towers had been damaged. The
FM tower crashed. WPAT broad-
cast public service messages all
through the emergency, with full
power available.

WILL Hempstead, Long Island,
operated three days on its auxiliary
power, providing both AM and FM
service.

As the storm reached New York,
broadcasters throughout the area
made it bulletin news, along with
the warnings issued by public au-
thorities and the announcement
Saturday afternoon of the Mayor's
Civil Defense Alert, automatically
adding the local centers for
emergency communication. Mem-
bers of the Civil Defense Commis-
sion, under Chairman Arthur W.
Wallander, met in session at the
City Hall.

Both NBC-TV and CBS-TV sent
out camera crew to bring scenes of
the damage the storm was wreak-
ing in the metropolitan area to
their viewers. From the balcony of
the NBC offices at 20, 1st St. in
Manhattan, Bob Wilson supple-
mented the camera shots of the scene
to George Washington Bridge and
the Hudson River below, toget-
ther with films of the Essex fire
at Linden, N. J.

Ben Grauer, speaking to NBC
listeners from a taxicab going up
Broadway and around Columbus
Circle, described what the wind and
rain were doing to the city's plate
and glass pedestrians.

WCBC VIEW
Related to FCC

LETTER was sent FCC last week
by WBCB Anderson, Ind., explain-
ing it has been put at a "compe-
titive disadvantage" respecting fu-
ture television plans by local pub-
licity on the merger of the licenses
of WHBU Anderson with those of
WISH Indianapolis, WHOT South
Bend and WANE Ft. Wayne.

[Broadcasting  Telecasting, Nov. 27].
The letter stated:

We feel the Commission should be
advised of our position that the im-
plications regarding the television plans
of WHBU in the opinion that the im-
portance of the matter is not in the public
interest, since the station has been made
by any group for the local TV channel
allocated to Anderson.

This not only puts us at a competitive
disadvantage, but prejudices our posi-
tion in the public mind on any future
future television plans.

WDGY NEWSMEN
Hit Stride in Twin Cities

"WHAT NEXT?" is the question
being asked by residents of Min-
neapolis-St. Paul following the
planned newscast operations of WDGY
of the Twin Cities. It all started
when Herry Poll took over man-
agement of the station and turned
it over to John Leslie and Jim McGovern,
out on the town with tape recorders.

First break came when the rec-
ders were taken into an investi-
gation of the local transit system.
Testimony was edited, translation
narrative inserted and when the
programs went on the air, comment
from listeners was generally
gratifying. Messrs. Leslie and Mc-
Govern hit the jackpot again when
they taped an interview with a
former Ku Klux Klan official, re-
portedly wanted in Indiana. After
airing the program on WDGY, the
tape was dubbed off and sent to
Indiana stations.

McGovern is now director and Mr. McGovern
program director but they are both bending
every effort to cover all the Twin
Cities' news for WDGY listeners.

VOICE BLDG.
GSA To Buy N. Y. Structure

FOLLOWING on the heels of State
Dept. clearance, officials of the
General Services Administration
last Wednesday entered negotia-
tions for purchase of a 20-story
office building in New York City
to house Voice of America and
other information headquarters
personnel.

GSA is completing arrangements for
a $3 million building at 15-19
E. 26th St. in New York under
future purchase of an old office
blocks and clean up facilities.

The $3 million build-
lowing was set aside for purchase and
remodeling of new building facil-
ities and office, cleared the pro-
ject Nov. 22.

While negotiations were
underway for the new structure, the
Voice also hoped to expand over-
seas operation to reach every radio
receiver behind the Iron Curtain
within the next two years. Edward
W. Barrett, Assistant Secretary of
State for Public Affairs, held the
Export Managers Club in Wash-
ington last Wednesday that the
Voice hopes to mushroom into a
worldwide network far beyond op-
eration in the 33 transmitters now
functioning.

The Voice, operated by the
department's International Broad-
casting Division, also announced it
has made available for use by
West Coast transmitters to the
UN so its debates can be carried
in China and other Asiatic coun-
tries. Transmitting facilities in
Honolulu also are being used by
the UN.

CIVIL VIDEO Inc. (manufacturer coin-
operated TV sets) starts full produc-
tion of 14-inch set which had first
showing last spring.

VIKING NETWORK
New Oregon Hookup Starts

A NEW regional network, the
Viking Network, last week
announced it has begun operations
on a five-station hookup in Oregon.

Key station of the new network is
KPPM (FM) Portland. Stations
which are part of the network are
KCMJ McMinnville, KRCO
Prineville, KASH Eugene
and KRUI Corvallis. Several new af-
filiates will be announced later in
month, network officials report.

S. M. Goard, manager of KPPM,
is technical director of Viking,
in charge of expanding the chain's
text hook. Tom Hotchkiss is
manager of network operations
and Alvin C. Yantiss is program
director.

Stations within effective range of
KPPM are fed programs by FM
link. Those outside the FM range
are provided sustaining and com-
mercial programs by tape, with
plans for an extended FM relay
system.

Proceedings of the Oregon Farm
Bureau Federation were aired to
further the state's attendance in the
mid-century convention last month
by the Viking Network, which played
tape-recorded highlights. Co-spon-
ors of the hour-long program Nov.
19 were the First National Bank
of Portland and the OPFB. Program
was released at various times of
the day on different stations of the
Viking Network.

The bureau, which plans to
buy a similar program each year on
the network, said that the broadcasts
covered every area where it has
membership.

The Viking Network produced
and released the program and rec-
corded some 9,000 feet of tape from
which excerpts were selected.

In addition to Viking member
stations, supplemental coverage
was given by KHRD Hood River,
KKGO Oregon, KFDF Portland,
KFLL Anchorage, KBBK Baker,
KBLM Grande and KSRV Oregon.

SHORTWAVE broadcasts in Finnish
start over CBC shortwave transmitters
in Saarbrucken, Germany, in
December. Half-hour programs will
be beamed weekly in both Finnish
and Swedish.

THE OLD SEA-HORSE SAYS:

Have YOU checked the
WVMI—Area?
Only WVMI can offer "So
Much For So Little"—May we
tell you more?

WVMI BILOXI MISSISSIPPI
Serving the Entire Mississippi
Gulf Coast

1000 WATTS ✦ 570 KILOCYCLES

Page 116 • December 4, 1950

BROADCASTING ✦ Telecasting
New Business
(Continued from page 8)

HUDSON MOTOR CAR Co., Detroit, renews The Billy Rose Show over ABC-TV, 9-9:30 p.m. Tues. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.


PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to sponsor two telecasts of 10th annual All-Star Bowling Tournament, Chicago Coliseum, over ABC-TV Dec. 14, 11:30-12 p.m. Agency: Warwick & Legler, N. Y.

Adpeople...
WALTER S. SHELDON appointed advertising manager Cory Corp., Chicago. Was with Hotpoint merchandising staff, same city.

JEFF WILLIAMSON, sales supervisor Hunt Foods Inc., Fullerton, Calif., named assistant district sales manager of firm's Southern California sales division.

NBC Names Herbert
(Continued from page 2)
president and director of public relations, now NBC vice president in charge of the Western Division.

In anticipation of the reorganization and the separation of NBC into three operating divisions—radio, television and owned-and-operated stations—Sylvester L. (Pat) Weaver Jr. was hired last year from Young & Rubicam, where he had been vice president in charge of radio and television, to be NBC vice president in charge of TV.

There is still one top level NBC job that remains unfilled with a permanent occupant. The top operating executive position for the radio network is now occupied on an acting basis by Charles R. Dinger, who is also executive vice president.

Mr. Showman is the fourth NBC veteran executive to quit the network during the reorganization period. In addition to him and Mr. Elwood, Sidney N. Strotz resigned as vice president in charge of the Western Division, and Eastern C. Woolley resigned as director of radio station relations.

Mr. Herbert joined NBC last Sept. 5 after serving Hearst Magazines Inc. for 12 years, recently as vice president and general advertising manager. Before his Hearst service he was with Esquire magazine and before that was with Socony Vacuum Oil Corp. and was a cotton broker with the firm of Jones, Gardner & Beal.

Mr. Kopf joined NBC on the Chicago sales staff in 1931. Before that he served two years on the advertising staff of the Chicago Digest and previously was in advertising sales for the Hearst organization in Chicago.

ANTI-RED BILL
Congress Probe Proposed
A RESOLUTION calling for a probe of the administration, operation and enforcement of the ant subsidized law, requiring Communist action groups to identify sponsors of radio-TV broadcast and printed material was thrown into the Congressional hopper last Thursday by a bi-partisan group of six Senators.

The resolution, sponsored by three Republicans and three Democrats of the Senate Judiciary Committee, would empower that committee to launch an inquiry into the new Communist bill, as well as alleged subversive activities in and out of government departments. It also would examine laws relating to espionage, sabotage, security and "protection of internal security of the United States."

The proposal is subject to approval of the Senate Rules Committee and the full Senate membership. Heading the list of six Senatorial co-sponsors is Chairman Pat McCarran (D.-Nev.) of the Judiciary committee, co-author of the McCarran-Mundt-Ferguson control law which Congress passed over President Truman's veto before it recessed.

There also was sentiment for repeal of the anti-subversive bill, with Rep. Adolph Sabath (D.-Ill.) drafting legislation which he promised to introduce shortly.

Meanwhile the Subversive Activities Board, charged with the responsibility of determining whether any organization is a Communist front or action group, had announced its rules of procedure for hearings it plans to conduct on the Communist issue. The new law requires the Justice Dept. to ask the board to compel Communist organizations to register if they fail to comply with the law. Appointees have not been confirmed by the Senate, with Republicans threatening to press for thorough hearings. All are serving under recess appointments.

SOMETHING NEW IN CINCINNATI
See Pages 44 & 45 This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
S.B Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

December 4, 1950 • Page 117
LUBBOCK BROADCASTING Favored in FCC Action

LESSER concentration of control of mass media communication was born out of a decision by FCC Hearing Examiner Basil P. Cooper as reason for preferring grant of new AM station at Lubbock, Tex., on 790 kc with 5 kw day, 1 kw night directional, to Lubbock Country Co., Inc., and not deny bid of KFYO Lubbock to switch from 250 w on 1340 kc to 8 kw on 790 kc, directional night. KFYO proposal was also found to not conform to FCC's standards on amount of interference it would receive.

Lubbock County Broadcasting is owned 43% by G. C. Woodson, 50% owner KNEW Austin, Tex., and KGHE El Reno, Okla.; 43% by Wendell Hayes, 40% owner KNEW and 25% owner KBWD Brownwood, Tex.; 12.5% by G. H. Nelson, attorney. Mr. Woodson has extensive Texas newspaper interests but not at Lubbock. KFYO is identified with Lubbock publishing interests as well as publishing and radio interests elsewhere in Texas.

ABC NEW YORK STAFF Divides Spot Activity

ABC New York spot sales staff split into radio and television divisions Friday, with Ralph E. Dennis as manager of ABC television spot sales and Earl B. Salmon as manager of ABC radio spot sales.

Reporting to Mr. Dennis will be H. B. Day, Guy Capper, W. L. Lirby, C. E. Maxwell, T. H. Black and John Fenster. Under Mr. Salmon will be H. C. Watson, George Dietrich, T. H. Walworth Jr., John Donaldson Jr., Edward Page, Michael A. Benaut and Warren Jennings.

FRANK F. CROOK

FRANK F. CROOK, 48, majority owner WFCX Pawtucket, R. I., was reported fatally injured early Friday when his car crashed into an accident near North Attleboro, Mass. FCC records show he was secretary-treasurer, director and owner of 45 of total 70 shares in Pawtucket Broadcast Co., Wasting Consumer, and at one time was tentatively associated with Rhode Island group of broadcasters and businessmen which acquired WNEW New York early this year [ABC STAFF] TELECASTING, Feb. 6]. Mr. Crook also was business associate of Attorney General J. Howard McGrath.

CASPER, WYO., TV PETITION

NEW TV station at Casper, Wyo., on Channel 8 (180-186 mc) with ERP of 2.48 kw visual and 1.54 kw aural requested by Bill M. Tomberlin, oil investor, in bid filed Friday with FCC. Estimated construction cost was given as $135,000; first year operating cost $85,000; revenue $70,000.

ABERDEEN STATION SOLD

SALE OF KBKW Aberdeen, Wash., by Ben K. Weatherlow for $47,885 to Archie Jr. Townsend, assistant manager KOL Seattle and 49% owner KRKO Everett, reported in application filed Friday at FCC. KBKW assigned 250 w on 1460 kc.

DECLINE IN PRODUCTION OF RADIO, TV SETS NOTED

TOTAL INDUSTRY production of radio and TV sets fell off week of Nov. 17 compared to two previous weeks, according to Radio-Television Mfrs. Assn. industry estimate. Nov. 17 figure of 512,694 compares with 556,234 week of Nov. 10 and 584,129 week of Nov. 3.

TV set makers bought 624,391 TV picture tubes in first 10 months of 1950, according to RTMA. October sales totaled 684,387 picture tubes valued at $23,513,590 compared to 764,917 sales valued at $31,330,300 in September. Trend to large-type tubes continued, with tubes 16 inches and larger representing 92% of month's sales. Rectangular tubes comprised 58% of sales.

EMANUEL SACKS ELECTED STAFF V-P OF RCA

EMANUEL (Manie) SACKS, who joined RCA last February as director of artists relations for RCA Victor Division after working 10 years with Columbia Records Inc., latterly in charge of artists and repertoire, Friday elected staff vice president of RCA.

Other actions of RCA board at Friday meeting included election of Ernest B. Gorin, RCA treasurer, as director of RCA Communications Inc. and declaration by board of regular dividend of 50 cents per share and extra dividend of 20 cents per share on RCA common stock, payable Dec. 26 to stockholders of record at close of business Dec. 8.

Board also declared dividend of 87.5% cents per share on preferred stock for period Oct. 1-Dec. 31, payable Jan. 2 to stockholders of record at close of business Dec. 21.

LEGISLATORS SEE COLOR

DURING three-day New York visit, 12 members of House Interstate and Foreign Commerce Committee were shown NBC and CBS television operations, including CBS color television demonstration, by top executives of respective networks. Party included Reps. Lindley Beckworth (D-Tex.); Dwight L. Rogers (D-Wa.); Eugene L. Keough (D-N. Y.); Arthur G. Klein (D-N. Y.); John A. McGuire (D-Conn.); Neil J. Lineham (D-Ill.); Charles A. Wulforst (R-N. J.); Joseph P. O'Hara (R-Minn.); James J. Dolliver (R-Iowa); John W. Heselton (B-Mass.); Hugh D. Scott Jr. (R-Pa.); John B. Bennett (R-Mich.). and Elton J. Layton, clerk of the committee.

JOINS CECIL & PRESBREY

ROBERT MAYER, former account executive of McCann-Erickson, New York, named to executive staff of Cecil & Presbrey, New York.

O. A. SAUNDERS, former advertising manager of Nestle Co., appointed vice president and account executive for Hewitt, Ogilvy, Benson & Mather, New York.

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THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

Conlan's 1950 coincidental survey of 146,000 calls in the Kansas City Primary Trade Territory reveals the KMBC-KFRM Team in the lead by a wide margin over all other broadcasters.

In addition, the September-October Hooper report for Metropolitan Kansas City shows KMBC in first place in morning, afternoon and nighttime periods!

The KMBC-KFRM Team provides advertisers with complete, effective and economical coverage of Kansas City's Primary Trade area—without waste circulation. For full information on your best buy in the Heart of America, call KMBC-KFRM, or any Free & Peters "Colonel."

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV’s beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV’s position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiter tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.