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Page 19

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for d-Com's Success
Page 22

C&B's Davis Sees
Changes in '51
Page 24

TELECasting
Begin on Page 7

COMING ATTRACTION!

50,000 watts for KCBS
San Francisco

... giving KCBS ten times more power
... offering advertisers far greater
coverage, far greater intensity and
clarity for their sales messages
... making "Columbia's Key to the Golden
Gate" the sales key to virtually
all of Northern California! Soon!

KCBS
Now 5,000 watts - Columbia Owned
Represented by Radio Sales
3 WHAS-TV
Afternoon Programs
especially for
Participating Sponsors

"THE BUD ABBOTT SHOW" is a television disc jockey program ... casual and unorthodox in format ... built around the "personality" of Bud Abbott. As top platter spinner in this area (Radio Best, 1949), Abbott was a well-known "character" even before his television show ... one reason his show was a hit with Louisville viewers from the start.

"GOOD LIVING" features the popular husband and wife team of Marian and Sam Gifford in their living room and in the completely modern WHAS-TV kitchen. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dogwood into the stew, fumbling awkwardly with the piping hot sauce pans.

"T-BAR-V RANCH", the most popular small fry show on the Louisville video range, guarantees to keep the youngsters out of mischief for 55 minutes (a welcome "relaxation" for Mother). Singing cowboy Randy Atcher and "Cactus", his ranch cook, provide singing, adventure and fun with the children. A rip-roaring serial is included in the period.

Her time for relaxing
is
Your time for selling!

The Afternoon Lineup

GARRY MOORE (CBS)
ROBERT Q. LEWIS (CBS)
SHOWCASE
FASHION MAGIC (CBS)
VANITY FAIR (CBS)
HOMEMAKER'S EXCHANGE (CBS)
GOOD LIVING
BUD ABBOTT SHOW
T-BAR-V RANCH

Serving a market of more than 65,000 television homes

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. * ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WHIM
Providence, R. I.
1000 watts - 1110 kc
Independent

Announces
The Appointment Of

HEADLEY-REED COMPANY
as
National Representatives

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

Effective
Immediately

IF AND WHEN Television Broadcasters Assn. decides to toss its lot into proposed new NAB-TV, it's certainly TBA high command will insist upon retention of Will Bartlett, secretary-treasurer, as staff executive in new NAB structure.

YEAR'S output of TV sets will pass 7 million mark, well ahead of most optimistic forecasts, despite material shortages at year-end. And bellhivers of broadcasting's appeal may be surprised when 1960 output of radios reaches 13,700,000, about 25% above 1949.


BUICK CARS through Kudner Agency, New York, planning large intensified spot announcement campaign for four days to promote new 1951 cars. In addition company planning one-time, hour-long television show if talent and station time can be cleared.

NEITHER CBS nor ABC plans to join in new NAB, from which they resigned early this year, but both will support Broadcast Advertising Bureau.

NOTRE DAME athletic officials reportedly looking with favor on proposal of WBHK (FM) Chicago, owned by Balaban & Katz and affiliated with WBKB (TV), to broadcast 1951 football schedule for sale and pickup by other FM stations throughout country. Talks are continuing.

PLANS of FCC Chairman Wayne Coy to take month's leave on doctor's orders, because of fatigue, were postponed last week. He had contemplated going to Arizona, but personal considerations caused him to defer his plans—probably until Christmas holiday season.

HOLLYWOOD CANDY Co., Centralla, Ill., trying to talk CBS-TV into breaking its hour-long Saturday morning package, The Big Top, into 30-minute segments, with Hollywood picking up first half. Network previously considered selling show as single unit only. Agency, Ruthrauff & Ryan, St. Louis.

RECURRING rumor that plan has been developed to "freeze" or "solidify" ionosphere for ultra-high signals only draws scoffing denials in high sources, with reminder some preliminary research had been done along this line early in 40's.

POND'S EXTRACT Co., New York (Angel Face foundation cosmetics), planning to sponsor Lili Palmer in interview type program (Continued on page 102)

...at deadline

Business Briefly

DISC CAMPAIGN ● Re-Clean Co., Detroit, buying Ziv transcribed Guy Lombardo Show in about 70 markets on spot basis, direct. Most schedules are for 26 weeks.

WELCH SEGMENT ● Welch Grape Juice Co., Westfield, N. Y., sponsoring 5:30-5:45 p.m. Friday segment of Howdy Doody Show on NBC-TV. Agency, Doherty, Clifford & Shenfield, New York.


TBA-NAB TO CONFER ON MERGER PROSPECTS

SPECIAL board committee of Television Broadcasters Assn. expected to confer with NAB representatives in near future on proposal to merge TBA into projected NAB-TV. Studes, Baltimore, President, B. F. Palmer, New York, Jan. 6. TBA president for seventh term Friday (early story page 72), said TBA directors are anxious to assure TV trade association autonomy for best interests of industry (see NAB-TV story page 104).

TBA re-elected three retiring directors at Friday session for three-year terms. They were Dr. Allen B. DuMont, Allen B. DuMont Labs; Joseph A. McDonald, ABC; Richard A. Borel, WBNS-TV Columbus, Ohio. TBA board also elected as officers for coming year Ernest Love- man, WPTZ (TV) Philadelphia, vice president; Will Baltin, secretary-treasurer, for eighth term; B. F. Palmer, Paramount Television Productions, assistant secretary-treasurer.

WSAI-AM-FM CINCINNATI SOLD TO FORT INDUSTRY

Sale of WSAI-AM-FM Cincinnati to Fort Industry Co. by Marshall Field Enterprises for $225,000, plus net quick assets, was announced Friday, subject to customary FCC approval.

Sale of Cincinnati outlet, 5-kw ABC affiliate on 1590 kc, would reduce Marshall Field AM radio interests to three stations: WJJD Chicago, KOIN Portland, KJJE Seattle. Ft. Industry now has seven AMs.

WSAI was acquired by Field Enterprises in 1944 from Crosley Corp. for $500,000, sale resulting from FCC's "duopoly" ban, which required Crosley to divest itself of WSAI or WLW Cincinnati. WSAI-AM was launched in 1946. WSAI operates on Channel 274 (102.7 mc). Ft. Industry, headed by George B. Storer, contemplates no changes in WSAI personnel, spokesmen said. Robert M. Sampson is general manager. Sale was announced jointly by Ft. Industry and Field Enterprises. Applications for FCC approval being prepared by Washington firm of Dow, Lohnes & Albertson.

Upcoming


Dec. 21: Educators' Television Clinic, WBAL-TV Studios, Baltimore.

Jan. 19: NAB-TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 77)

BROADCASTING • Telecasting

Bulletins

RKO RADIO PICTURES through its agency, Foote, Cone & Belding, New York, currently planning two-week spot announcement campaign for its latest film "Vendetta" in 25 cities for last two weeks in December.

SEASONAL REACHES HIGH FIGURE

ALL-INDUSTRY production of radio sets for 1951 of 1,413,563 receivers, according to preliminary estimate by Radio-Television Mfrs. Assn. November production of radios totaled 1,304,094 sets, drop from the 1,413,563 sets produced in October.

RTMA's 11-month breakdown for the entire industry follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Televisions</th>
<th>House Radios</th>
<th>Auto Radios</th>
<th>Portable Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov.</td>
<td>424,000</td>
<td>581,000</td>
<td>229,000</td>
<td>69,000</td>
</tr>
<tr>
<td>Dec.</td>
<td>430,000</td>
<td>585,000</td>
<td>229,000</td>
<td>70,000</td>
</tr>
<tr>
<td>Jan.</td>
<td>426,000</td>
<td>583,000</td>
<td>231,000</td>
<td>70,000</td>
</tr>
<tr>
<td>Feb.</td>
<td>424,000</td>
<td>581,000</td>
<td>229,000</td>
<td>69,000</td>
</tr>
<tr>
<td>Mar.</td>
<td>424,000</td>
<td>581,000</td>
<td>229,000</td>
<td>69,000</td>
</tr>
<tr>
<td>Apr.</td>
<td>432,000</td>
<td>586,000</td>
<td>232,000</td>
<td>71,000</td>
</tr>
<tr>
<td>May</td>
<td>437,000</td>
<td>586,000</td>
<td>232,000</td>
<td>71,000</td>
</tr>
<tr>
<td>June</td>
<td>430,000</td>
<td>580,000</td>
<td>230,000</td>
<td>70,000</td>
</tr>
<tr>
<td>July</td>
<td>427,000</td>
<td>576,000</td>
<td>228,000</td>
<td>70,000</td>
</tr>
<tr>
<td>Aug.</td>
<td>423,000</td>
<td>572,000</td>
<td>226,000</td>
<td>69,000</td>
</tr>
<tr>
<td>Sept. (5 weeks)</td>
<td>417,000</td>
<td>571,000</td>
<td>226,000</td>
<td>69,000</td>
</tr>
<tr>
<td>Oct.</td>
<td>432,000</td>
<td>584,000</td>
<td>230,000</td>
<td>70,000</td>
</tr>
<tr>
<td>Nov.</td>
<td>432,000</td>
<td>585,000</td>
<td>231,000</td>
<td>71,000</td>
</tr>
</tbody>
</table>

11 Mos. Total: 5,629,615 7,440,119 3,785,297 1,540,501

FORD SPONSORS GAME

FORD DEALERS of Georgia sponsored Georgia-Texas A&M football game in Washington, D. C., on 34-station hookup of Georgia Sports Network, largest hookup for any single event in state. Agency was J. Walter Thompson Co., Atlanta. George Theuringer, WBEL, Columbus, Ga., handled play-by-play. Game backed by American Legion for charitable cause.

PRESIDENT NAMES SHORT


REEDER PROMOTED

JOHN F. REEDER, vice president, has been appointed chairman of planning board of William H. Martharb & Co., New York. Robert A. Purdon, copy chief, named vice president in charge of copy.

AGENCY NAMES BUNGUS

JULES BUNGUS, former director of radio and TV for Palomar, Cheley & Clifford, New York, appointed supervisor of radio and TV programs for Sherman & Marquette, New York.
**KRLD-TV Pays off FOR DALLAS RETAILERS HOME FOLKS KNOW Best**

Here's a Roster of Dallas Retailers and Local Advertisers using KRLD-TV Regularly and PROFITABLY!

<table>
<thead>
<tr>
<th>MAJOR DEPARTMENT STORES</th>
<th>AUTOMOBILE</th>
<th>FOOD STORES AND CAFES</th>
<th>FOOD STORES AND CAFES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanger Bros.: 30 minutes daily. W. A. Green Co.: 30 minutes.</td>
<td>Bansten-Hall (Ford)</td>
<td>Cabels</td>
<td>Cabell's</td>
</tr>
<tr>
<td>2 programs weekly</td>
<td>Sevell Motors (Lincoln and Mercury)</td>
<td>7-11 Food Stores</td>
<td>7-11 Food Stores</td>
</tr>
<tr>
<td>Tiltco-Gosliner: football games and 3 15-minute shows per week.</td>
<td>Johnson Bros., Chevrolet</td>
<td>Wyatt Food Stores</td>
<td>Wyatt Food Stores</td>
</tr>
<tr>
<td></td>
<td>Davis Nash Co.</td>
<td>Mexico City Cafe</td>
<td>Mexico City Cafe</td>
</tr>
<tr>
<td></td>
<td>Lone Star Olds-Cadillac</td>
<td>Youngwood's</td>
<td>Youngwood's</td>
</tr>
<tr>
<td></td>
<td>Van Winkle (Olds-Pontiac)</td>
<td>Luna's Tortillas Factory</td>
<td>Luna's Tortillas Factory</td>
</tr>
<tr>
<td></td>
<td>Hoefekotter-Verner (Dodge-Plymouth)</td>
<td>El Calle Hes. &amp; Foods</td>
<td>El Calle Hes. &amp; Foods</td>
</tr>
<tr>
<td></td>
<td>Grand Balck Co.</td>
<td>Hurston Honey</td>
<td>Hurston Honey</td>
</tr>
<tr>
<td>WOMEN'S STORES</td>
<td>FINANCIAL</td>
<td>FROZEN-NITE Foods</td>
<td>FROZEN-NITE Foods</td>
</tr>
<tr>
<td></td>
<td>Republic National Bank</td>
<td>Party Funic</td>
<td>Party Funic</td>
</tr>
<tr>
<td></td>
<td>Farm &amp; Home Hdg. Loan</td>
<td>Pi-Do</td>
<td>Pi-Do</td>
</tr>
<tr>
<td>MEN'S STORES</td>
<td>RADIO AND TELEVISION</td>
<td>HOUSEHOLD FURN.-BLDG.</td>
<td>HOUSEHOLD FURN.-BLDG.</td>
</tr>
<tr>
<td>Bell Clothing</td>
<td>Porter Burgess Co.</td>
<td>Contemporary House</td>
<td>Contemporary House</td>
</tr>
<tr>
<td>Kinahan Men's Wear</td>
<td></td>
<td>Texas Lawn Sprinkler</td>
<td>Texas Lawn Sprinkler</td>
</tr>
<tr>
<td>land Dobard</td>
<td></td>
<td>Contour Chairs</td>
<td>Contour Chairs</td>
</tr>
<tr>
<td>AUTOMOBILE</td>
<td>BEVERAGES</td>
<td>BEVERAGES</td>
<td>BEVERAGES</td>
</tr>
<tr>
<td>Bansten-Hall (Ford)</td>
<td>Dr. Pepper Company</td>
<td>Dr. Pepper Company</td>
<td>Dr. Pepper Company</td>
</tr>
<tr>
<td>Sevell Motors (Lincoln and Mercury)</td>
<td>Grand Prize Beer</td>
<td>Grand Prize Beer</td>
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<tr>
<td>Johnson Bros., Chevrolet</td>
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<td></td>
<td>Contour Chairs</td>
<td>Contour Chairs</td>
</tr>
</tbody>
</table>

**The CBS Station for DALLAS and FT. WORTH 85,000 Plus, More TV Receiving Sets Than Any Other Market In United States of Comparable Size.**

Owners and Operators of

**KRLD 50,000 WATTS FULL TIME**

This is Why

**KRLD-TV Channel 4**

Also Has 78 of the Nation's Largest National Advertisers

The TIMES HERALD Station

The BRANHAM COMPANY—Exclusive Representatives

John W. Runyan, President

Clyde W. Rembert, Man. Dir.
**KIEM Reports**

**RATING**

produced by

**"THE CISCO KID" FOR MASTER BREAD!**

*(CONLON, APRIL, 1949)*

"Since 1946, Cisco Kid has proved to be one of America’s greatest salesmen..." says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusiastic dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

**FRIDERIC W. ZIV COMPANY**

Radio Productions

1525 Madison Ave. — Cincinnati 8, Ohio

**TELECASTING TELECASTING**

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Officers:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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CIRCULATION AND READERS’ SERVICE: JOHN P. CONGROVE, Manager; Janie Gillis, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU

488 Madison Ave., Zone 52
Plaza 5-8085; EDITORIAL: Edwin H. James, New York Editor; Olive Small, Advertisement Manager; Pete Dickerson, Assistant to New York Editor; Gretchen Graft, MAURICE KOPPEL

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

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

HOLLYWOOD BUREAU

Turf Building, Hollywood and Vine, C. O. P. 73, Telephone 313; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, KB cin 6712; James Montagna.

PULSE CONFIRMS

WHLI Has More Listeners in
Long Island's Major Market
Daytime Than 3 New York City
Network Stations...More Than
All 5 Leading New York City
Independent Stations Put Together.

Local Programming Establishes Domination!

Data Source:
PULSE, November 1950
Monday Through Friday,
7 A.M. to 4:30 P.M.
Hempstead Town

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Represented by RAMBEAU
LIBERTY SCORES AGAIN
THIS TIME IT'S BASKETBALL...

with GORDON McLENDON & JERRY DOGGETT

Look on the opposite page for the most exciting basketball schedules you have ever seen.

Brought to you by LBS, the same network that brings you:

- RAYMOND SWING — well-known commentator
- TED HUSING — Football
- ELOISE McELHONE — New York Woman's program
- OMAR GARRISON — Hollywood Gossip program
- ARTHUR McARTHUR — Washington Newscaster
- UPTON CLOSE — Well-known commentator and authority on Far Eastern affairs
- BOB KELLY — Sportscaster of the LBS West Coast Game of the week
- JIMMIE JEFFERIES — MC of Liberty Minstrels
— and many other well-known radio personalities
# BASKETBALL SCHEDULE FOR LBS

All Times are Eastern Standard Time

| Dec 11 | 9:00 PM | Minnesota vs. Oklahoma at Norman, Okla. | Jan 25 | 9:00 PM | Oklahoma A&M vs. Bradley at Peoria, Ill. |
| Dec 12 | 8:00 PM | Kentucky vs. Xavier at Cincinnati, Ohio | Jan 26 | 9:00 PM | Kentucky vs. Vanderbilt at Nashville, Tenn. |
| Dec 13 | 9:00 PM | Bradley vs. Purdue at Peoria, Illinois | Jan 27 | 2:30 PM | Navy vs. American U. at Annapolis, Maryland |
| Dec 14 | 9:00 PM | Florida vs. Kentucky at Lexington, Ky. | Jan 29 | 9:00 PM | Kentucky vs. Tulane at New Orleans, La. |
| Dec 15 | 9:00 PM | Tulane vs. Ole Miss at Oxford, Mississippi | Jan 30 | 9:00 PM | Notre Dame vs. Butler, Indianapolis, Ind. |
| Dec 16 | 9:00 PM | Kentucky vs. Kansas at Lexington, Ky. | Jan 31 | 9:00 PM | Kentucky vs. LSU at Baton Rouge, La. |
| Dec 18 | 9:00 PM | Notre Dame vs. Iowa, Iowa City, Iowa | Feb 1 | 9:00 PM | Baltimore at Philadelphia (Professional) |
| Dec 19 | 9:25 PM | Bradley vs. UCLA at Peoria, Illinois | Feb 2 | 9:00 PM | Kentucky vs. Mississippi State at Starkville, Miss. |
| Dec 20 | 9:10 PM | Northwestern vs. Rice at Houston, Texas | Feb 3 | 9:00 PM | Kentucky vs. Mississippi at Memphis, Tenn. |
| Dec 21 | 9:25 PM | Bradley vs. Centenary at Peoria, Illinois | Feb 5 | 9:00 PM | Navy vs. Pittsburgh, Annapolis, Maryland |
| Dec 22 | 8:30 PM | SMU vs. Alabama at San Antonio, Texas | Feb 6 | 9:00 PM | Oklahoma A&M vs. Kansas, Lawrence, Kansas |
| Dec 23 | 10:00 PM | LSU vs. Texas at San Antonio, Texas | Feb 7 | 8:45 PM | Houston vs. Bradley at Houston, Texas |
| Dec 26 | 9:00 PM | Syracuse at Boston (Professional) | Feb 8 | 9:00 PM | Oklahoma A&M vs. Oklahoma at Stillwater |
| Dec 27 | 9:25 PM | Bradley vs. Indiana at Peoria, Illinois | Feb 9 | 9:00 PM | Kentucky vs. Georgia Tech at Lexington, Ky. |
| Dec 28 | 9:00 PM | SMU vs. North Texas at Dallas, Texas | Feb 10 | 9:00 PM | Bradley vs. St. Louis at St. Louis, Missouri |
| Dec 29 | 9:00 PM | SMU vs. Texas Tech at Dallas, Texas | Feb 12 | 9:00 PM | Bradley vs. Wichita at Peoria, Illinois |
| Dec 30 | 9:00 PM | Notre Dame vs. Northwestern at Evanston, Illinois | Feb 13 | 9:00 PM | Notre Dame vs. St. Louis, South Bend, Ind. |
| Jan 2 | 9:00 PM | Rice vs. Georgia Tech at Houston, Texas | Feb 15 | 9:00 PM | Boston at Syracuse (Professional) |
| Jan 3 | 9:00 PM | St. Louis vs. Notre Dame at St. Louis, Mo. | Feb 16 | 9:00 PM | Notre Dame vs. DePaul, South Bend, Ind. |
| Jan 4 | 9:00 PM | Bradley vs. Detroit at Detroit, Michigan | Feb 17 | 9:00 PM | Kentucky vs. Tennessee, at Lexington, Ky. |
| Jan 5 | 9:00 PM | Kentucky vs. Auburn, Lexington, Kentucky | Feb 19 | 9:00 PM | 'Notre Dame vs. Michigan State at South Bend, Ind. |
| Jan 6 | 9:00 PM | SMU vs. Baylor at Waco, Texas | Feb 20 | 9:00 PM | Bradley vs. St. Louis, Peoria, Illinois |
| Jan 8 | 9:00 PM | Kentucky vs. DePaul at Lexington, Ky. | Feb 21 | 9:00 PM | Oklahoma A&M vs. Houston at Houston, Texas |
| Jan 9 | 9:00 PM | Loyola vs. Notre Dame, South Bend, Ind. | Feb 22 | 9:00 PM | Washington at Philadelphia (Professional) |
| Jan 10 | 9:15 PM | Rochester at Baltimore (Professional) | Feb 23 | 9:00 PM | TCU vs. SMU at Dallas, Texas |
| Jan 11 | 9:00 PM | Oklahoma A&M vs. Tulsa, at Tulsa, Okla. | Feb 24 | 9:00 PM | Kentucky vs. Vanderbilt at Lexington, Ky. |
| Jan 12 | 9:00 PM | SMU vs. Texas at Austin, Texas | Feb 26 | 9:00 PM | Oklahoma A&M vs. Bradley at Stillwater |
| Jan 13 | 9:00 PM | Alabama vs. Kentucky at Lexington, Ky. | Feb 27 | 8:30 PM | Notre Dame vs. Pennsylvania at Philadelphia |
| Jan 15 | 9:00 PM | Kentucky vs. Notre Dame, Lexington, Ky. | Feb 28 | 8:45 PM | Syracuse at Washington (Professional) |
| Jan 16 | 9:00 PM | SMU vs. Texas A&M at Dallas, Texas | Mar 1 | 8:30 PM | Southeastern Conference Tournament at Louisville, Ky. |
| Jan 17 | 9:00 PM | Oklahoma A&M vs. St. Louis at Stillwater | Mar 2 | 8:30 PM | Southeastern Conference Tournament at Louisville, Ky. |
| Jan 18 | 9:00 PM | Tri Cities at Boston, Mass. (Professional) | Mar 3 | 8:30 PM | Southeastern Conference Tournament at Louisville, Ky. |
| Jan 19 | 2:30 PM | Navy vs. Catholic University | Mar 5 | 8:00 PM | Army vs. Navy, Annapolis, Maryland |
| Jan 20 | 8:00 PM | Kentucky vs. Tennessee at Knoxville, Tenn. | Mar 6 | 9:00 PM | Oklahoma A&M vs. Detroit at Detroit, Mich. |
| Jan 22 | 8:00 PM | Kentucky vs. Georgia Tech, Athens, Ga. | Mar 7 | 9:00 PM | New York at Philadelphia (Professional) |
| Jan 23 | 9:00 PM | Kentucky vs. Oklahoma City University at Oklahoma City, Oklahoma | Mar 8 | 9:00 PM | Oklahoma A&M vs. Houston, Stillwater, Okla. |
| Jan 24 | 9:00 PM | Notre Dame vs. Michigan State at Lansing, Michigan | Mar 10 | 9:00 PM | Rochester at Syracuse (Professional) |
For spots...or for entire programs...WDSU-TV's creative staff can capture the rich New Orleans market of over 150,000 TV viewers.

WDSU-TV is very much "in the swim" when it comes to television...in fact we're way out front. Underwater telecasts (the first in the nation) take place regularly from our custom-built studio pool.

*Designed and built by Fitzgerald Advertising Agency.*

**First in the Nation!**

**UNDERWATER TELEVISION**

**NEW ORLEANS**

* Write, wire or swim to your
JOHN BLAIR Man! 

---

**new business**


**HUNT FOODS Inc.**, Fullerton Calif., will sponsor 15-minute segment across board of hour-long Kate Smith Show starting Jan. 1 on approximately 49 NBC-TV stations. Total includes about 30 interconnected stations and 10 non-interconnected outlets. Hunt will sponsor 4:45-5 p.m. (PST) portion of show which runs 4:15-5:15 p.m. (PST). Contract to run for 32 weeks. Agency: Young & Rubicam, Hollywood.

**THE 27th National Flower & Garden Show, Baltimore (March 31-April 7),** appoints Kai, Ehrlich & Merrick, Washington, to direct advertising. Radio and TV will be used.

**MISSISSIPPI Valley Grain & Feed Co., Muscatine, Iowa (Kent Feeds),** appoints W. D. Lyon Co., Cedar Rapids, to direct advertising. Spot radio will be used in midwest. Robert H. Schubert account executive.

**BUSCH'S KREDIT JEWELERS, N. Y. and Chicago, using extensive TV spot campaign in those cities. Agency: Wasser, Kay & Phillips, Pittsburgh.**

**ALL AMERICAN AIRWAYS Inc.,** scheduled feeder airline, names Buchanan & Co., N. Y., to handle its advertising and promotion effective Jan. 1. Spot radio will be used.

**CHEMICALS Inc., Oakland (Van products), through Sidney Garfield & Assocs., S. F., extends advertising to Pacific Northwest and Southern California. Radio and TV will be used.**

**BEAUTY INDUSTRIES Ltd., Hamilton (children's wear), starts spot announcements and five-minute programs from three to five times weekly on nine Canadian stations. Agency: Metropolitan Broadcast Sales, Toronto.**

**Network Accounts...**

**LeBLANC CORP., Lafayette, La. (Hadacol), will sponsor Hollywood Extravaganza Jan. 12, 9-9:30 EST on full Mutual network. Agency: Majestic Adv., Houston.**

**TONI Co., Chicago, Dec. 25 begins 10 a.m. (EST) segment of Arthur Godfrey Show, Mon.-Fri., on CBS. Company also will sponsor half-hour of Arthur Godfrey & His Friends, 6 p.m. (EST) CBS-TV, on alternate Wednesdays.**

**NORGE, Div. of Borg Warner Corp., signs as third sponsor of Four Star Revue, NBC-TV, Wed. 9-10 p.m. CST. Norge takes every third show from Dec. 27 through July 11. Agency: J. Walter Thompson, Chicago. Other advertisers are Motorola and Pet Milk.**

**MENNEN Co., Newark (shaving, baby care products), Jan. 1 renews for 52 weeks Mon., Wed., Fri., Frank Goss News on full Columbia Pacific Network, 7:30-7:45 a.m. PST. Agency: Duane Jones Co., N. Y.**

**GOODYEAR TIRE & RUBBER Co. renews Paul Whiteman Revue over ABC-TV, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.**

**GOSPEL BROADCASTING Assn., L. A., currently sponsoring Old Fashioned Revival Hour on coast-to-coast ABC network and approximately 275 spot stations throughout country, extends program to three**

(Continued on page 97)
It's impossible...

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

Never underestimate the size of the Beeline. It takes in all of inland California plus the Reno corner of Nevada. It has more people than Los Angeles... more buying power than Detroit... higher total retail sales than Philadelphia.*

And never overestimate the selling power of outside radio. Beeliners, remember, are independent inlanders. They seldom listen to outside stations because they naturally prefer their own, on-the-spot stations.

Those are the five BEELINE stations—each located right in a major Beeline city. Together, they blanket the entire market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about KMJ Fresno

Reaches 327,600 radio families in its 16-county 1½-billion-dollar orbit. BMB home-county total weekly audience is 93% daytime, 95% at night— with home-city Hooper twice as high as next closest station for Mon. thru Fri. 12 Noon-6 PM period. (And Fresno, according to Sales Management's new test market survey, ranks 1st in the West, 2nd in the entire country among cities of the 75,000 to 150,000 population group!)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 560 kc.

*Sales Management's 1950 Copyrighted Survey
Why, it's "Skip Skipper with Miss Sally and all the Boys!" And they've got a noon-day noose pulled tight around the Mid-South listening audience.

As part of the High Noon Roundup—biggest live talent studio show in the Memphis area—Skip Skipper and company have, in a few short months, won the hearts of their listeners with their toe-tapping hillbilly rhythm, laugh-getting comedy and good old-fashioned hymns.

So popular are "The Skippers" that Stokely's Finest Foods sponsor a full fifteen minutes of this outstanding variety show.

FOR PARTICIPATION DETAILS
Contact
RADIO REPRESENTATIVES, INC.
WMPS
68 ON YOUR RADIO
Memphis, Tennessee
AMERICAN BROADCASTING COMPANY

J. O. N. FOX, media buyer McCann-Erickson Inc., S. F., appointed supervisor radio and TV buying. BURTON GRANIICHER will retain supervision of radio and TV production. He will be assisted by ALDEN N. RICHARD TYLER continues as radio and TV timebuyer.

DOROTHY L. HILL elected vice president of New York division of Al Paul Lefton Co., Phila.


JAMES LOVICK & Co., Toronto, moves to British American Oil Bldgs., College and Bay Sts.

KENNETH MOORE, assistant media director Erwin, Wasey & Co., L. A., appointed assistant account executive on Carnation Evaporated Milk account. FRANK MCMAHON, who held latter position, takes over as assistant media director.

BOB SINGER to account staff Olian Adv., Chicago, after working as writer for Esquire magazine, same city.

H E LEARNED to swim in the "ole swimmin' hole" immortalized by Indiana's famous James Whitcomb Riley. He carried papers for the Delphi (Indiana) Citizen, once published by FCC Chairman Wayne Coy. But Thomas H. Lathrop, president of Lathrop Advertising & Sales Promotion Co., Sioux City, in recent years has transferred his allegiance from the Hoosier to the Tall Corn state.

Not that Tom Lathrop couldn't find work in his native Indiana. Leaving Wabash College in 1927, he worked for a newspaper survey company, sold art and plates for an engraver, was production manager of an advertising agency, ran a dealer help and promotional sales outfit, and claims to have produced the first high school annual with planograph printing. But not until he joined Cowles Broadcasting as regional account executive of WNAX in Sioux City did Tom really click. That's why—after nearly a decade of selling the "Big Aggie" station to Siouxland advertisers—Tom set up his own shop there and made Sioux City his permanent home, as of Aug. 1, 1949.

"Selling radio time convinced me you have to be a walking agency to do any business anyway, so my transition hasn't been too great a change of pace," he says. Tom Lathrop was born in Delphi, Ind., 44 years ago. Both his mother's and father's families were prominent in that section of the Hoosier state.

"My grandad on my mother's side has his name on the cornerstone of the Presbyterian church and the Carroll County jail there," he recalls. "My grandad on my father's side had played in Queen Victoria's band, and after he passed on over here George Ade had a story in Cosmopolitan mentioning that "a parade in Indianapolis doesn't seem the same any more without Captain Johnny Lathrop and his Cornet Band."

Tom's mother, who was widowed when he was less than a year old, was a musician and art director in the Indiana public schools. She takes pride in having taught music to WLS Chicago's famous "Hoosier Hotshots" when they were growing up in Noblesville, Ind.

Tom went through the grade schools of Delphi, but attended Winchester, Ind., high school, where he published the school

(Continued on page 32)
WALTER HOLLAND appointed public relations director Lewis Edwin Ryan Adv., Washington. Was with Kiplinger newsletter. He replaces WILLIAM J. GREEN, who will devote fulltime to duties as radio and TV director.

KAUFMAN & Assoc., Chicago, opens new office in N. Y. at 229 West 42d St. OLIVER A. UNGER and HAROLD GOLDMAN will be in charge.

EDWARD McGIBBON, J. J. Gibbons Ltd., Montreal, to E. W. Reynolds Ltd., Montreal, radio production staff.

JAMES R. FOX, Nelson Chesman Co., Chattanooga, to Charles Tombras & Assoc., Knoxville, as account executive. He will continue to serve accounts in Chattanooga.

CAROL HUTTER, merchandising editor Drug Topics, to William D. Murdock Adv., Washington, as copy chief.

CHARLES L. DEATON to copy department Kal, Ehrlich & Merrick Adv., Washington. He is founder of The Prism, literary magazine.

HOELKE-MARTINE Advertising Agency Inc., St. Louis, changes name to HOELKE-MARTINE-FLAUGHER. GILBERT E. FLAUGHER has been associated with agency since 1940 and is vice president.

CARSON MAGILL, Harrington-Richards, S. F., to McCann-Erickson Inc., S. F., as account executive.

N. RAY KELLY appointed business manager radio and TV department William H. Weintraub, N. Y.

DICK SLADE to copywriting and contact work on Standard Oil of Indiana account, radio division, McCann-Erickson, Chicago. Formerly worked on radio for International Harvester and Swift & Co. at same agency.

JAMES K. MALONEY, Young & Rubicam, N. Y., to Lennen & Mitchell, N. Y., as art director succeeding the late SANFORD E. GERARD.

ROBERT YOUNG BROWN, vice president in charge of copy Ward Wheelock Co., N. Y., to Kenyon & Eckhardt, N. Y., in copy supervisory capacity.

ED IRWIN, publicity and public relations director The Fishery Council, to Brooke, Smith, French & Dorrance, N. Y., as specialist in public relations for agency's seafood accounts.

A. P. WARD, market research specialist, to James Lovick Co. Ltd., Toronto.

LAWSON PAYNTER, McCann-Erickson, N. Y., to TV department Erwin, Wasey Co., N. Y., in creative capacity.

Personal... Charles E. Murphy Jr. appointed chairman, and CLAUDE G. BRODHECKER co-chairman of Advertising Essay Contest Committee. Contest being held in secondary schools in New York as part of national contest of Advertising Federation of America.

Broadcasting • Televasting

ON THE WASHINGTON SCENE

Participating Shows That Sell On WMAL!

Jim Gibbons

The Town Clock, Now broadcast from Jim's Christmas "Country Store" which collected over 42,000 items for needy families last Christmas! MONDAY THRU SATURDAY—6 to 9 A.M.

Ruth Crane

The Modern Woman Favorite of Washington women for seven years—in a program that moves merchandise because she has earned the complete confidence of her large and loyal audience. MONDAY THRU FRIDAY—11:30 A.M.

Rudy Valle

In a short period of time, this has become one of Washington's most popular afternoon shows. MONDAY THRU FRIDAY—1:15 to 1:45 P.M.

Mr. Music

Frank Harden encombs this fifteen minutes of popular music... music with a man who Knows music! MONDAY THRU FRIDAY—1:45 P.M.

Zeb & Joby

"Country boy meets city girl in song" when famous singer and composer of Western ballads Zeb Turner combines talents with 'pop' singer Joby Reynolds. MONDAY THRU FRIDAY—4 to 4:30 P.M.

Gloria Swanson

A new feature on WMAL—glamorous Gloria Swanson gives listeners a glimpse of her fascinating daily life. Guest stars and singer Johnny Thompson also appear. MONDAY THRU FRIDAY—5 to 5:30 P.M.

Cisco Kid

This classic western is a real sales and audience winner. It is scheduled on WMAL five times weekly! MONDAY THRU FRIDAY—6:30 to 7 P.M.

For Availability

CALL OR WIRE ABC SPOT SALES

WMAL-TV WMAL WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.
Requests Reprints
EDITOR:
This is a request to reprint and distribute to our customers the article entitiled "Set Manufacturer's Replies to FCC Proposal for Production of 'Bracket Sets'" published in... Broadcasting • Telecasting. We feel that it will help our customers to better understand the confused "color" picture as it stands today.

Louis Olander
Cincinnati, Ohio

Knight Praises
EDITOR:
You are producing a wonderful magazine and I am reading it with renewed interest...

John S. Knight
Editor and Publisher
Chicago Daily News
Chicago

Defends Radio-TV
EDITOR:
As national secretary of the National Exchange Club, which with the 1,200 local Exchange Clubs of the United States sponsors National Crime Prevention Week each year, I want to side with J. Edgar Hoover and others who refute the charges that radio and television programs contribute to juvenile crime [Broadcasting • Telecasting, Nov. 27]. It is my opinion that, by and large, the shows dealing with crime help in the effort to prevent lawlessness.

Too many people look for simple solutions to the crime problem... In the final analysis, it is the public, aroused to the menace of crime, which must demand needed reforms and progress in all phases of life, thereby eradicating the manifold causes of crime.

It was for the purpose of alerting the American people to the need for year-round efforts to eliminate lawlessness that National Crime Prevention Week was initiated by the National Exchange Club. I am happy to acknowledge the contributions which radio and television shows dealing with crime are making along this line by keeping the problem of crime constantly before the public.

Herald M. Harter
National Secretary
The National Exchange Club
Toledo, Ohio.

Class Use Cited
EDITOR:
... "How the Buyers' Market Can Mean Business for Broadcasting"... will be put... to very good use in our radio advertising classes...

Leo Martin
Department of Radio
U. of Alabama
University, Ala.

European Outlets
EDITOR:
I read with great interest the article by Harry C. Wilder in your Nov. 27 issue...

However, one might get the erroneous impression that there is but one commercial broadcasting station in Europe...

Besides Radio Luxembourg, which commands all the respect that Mr. Wilder pays it, there is also Radio Monte-Carlo, located in Monaco, which transmits with 150,000 w power on standard wave and simultaneously broadcasts programs over two 25,000 w shortwave transmitters.

Radio Andorra, located in the Pyrenees, is a third commercial outlet transmitting only on shortwaves.

Italy has two commercial networks, the Red and the Blue, each of which consists of a goodly number of stations in the most important cities of the country...

Portugal is another country that now has commercial broadcasting. Its neighbor, Spain, has more commercial radio stations than you could shake a stick at.

Just across the bay is Radio International of Tangier, rightfully not in Europe, but which nevertheless throws a very strong signal into the southern portions of Europe.

Austria has three networks which permit commercial broadcasting, and Germany is slated to follow suit shortly over certain of its stations on a limited basis.

Even behind the Iron Curtain there is commercialism, notably in Hungary where we were authorized at one time to obtain business for the government outlets...

In most cases we act as the U.S. office or representative for the various outlets mentioned above...

Eugene Bernald
vice President
Pan American Broadcasting Co.
New York

Impressive' Series
EDITOR:
... Your "Business of Broadcasting" radio success stories as presented (Continued on page 62)

WNAX SELLS MORE
BECAUSE IT TELLS MORE

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 MBM-county area known as Big Aggie Land. It's a major market with an after-taxes buying income of $3.9-billion—greater than San Francisco, Philadelphia or Washington, D. C.

Retail sales in this richest of all agricultural areas run to $2.9-billion—greater than Los Angeles, Detroit or St. Louis.

A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied.

This is more than ten times the number of 'wins' granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours... 84% of all evening quarter-hours.

You gotta tell 'em to sell 'em... and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm.

Most likely there is one for your type of product of service. Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.

WNAX-570
YANKTON-SIOUX CITY
570 Kc. • 5,000 Watts
REPRESENTED BY KATZ
AFFILIATED WITH A.B.C.
The Capitol Custom Library service makes it possible for us to hoard transcriptions.

Makes it possible for you to save program dollars by paying only for the library portion you need—we keep the rest.

Makes it possible for you to save space by eliminating unused transcriptions and cabinets.

Makes it possible for you to save transportation costs on library transcriptions you don’t want.

Yet you receive:

A generous, selected transcribed music library that expands and rotates.

You know your requirements better than anybody. Since you select your original Capitol Custom Library—and all additions and exchanges, it meets your requirements as well or better than a library of double the quantity.

Write or wire...

CAPITOL RECORDS, Inc.
BROADCAST DIVISION
Sunset and Vine
Hollywood 28, Calif.

and you pay...

Only $75 per month the first year and just $50 per month thereafter—regardless of station or market

Get the details on the Capitol Custom Library service. You’ll agree it’s the library you want at the price you want to pay.
**Point of Sale...**

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager M. Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availability is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC results are a telling reason in these years of hard selling.

**IN THE NATION'S CAPITAL**

**YOUR BEST BUY IS**

---

**feature of the week**

**RESHAPING** of established news programming three years ago, under the supervision of News Director Dick Oberlin, has paid handsome dividends for the radio-TV operations of the Louisville Courier Journal and Louisville Times.

While complete coverage of news had been a tradition of WHAS aural programming for a number of years (the 80 kw outlet is now in its 22nd year of broadcasting), Victor Sholis, WHAS' news-conscious station director, laid the groundwork for news programming that enabled the station to win the National Assn. of Radio News Directors' award for radio news coverage in 1949 and, just recently, the TV accolade for 1950.

Mr. Sholis turned the newsroom over to Mr. Oberlin, a veteran of 12 years newspaper and four years radio experience, on the theory that a thoroughly trained newswoman should handle the station's programming.

The choice of Mr. Oberlin was a fortuitous one and it wasn't long before there was tangible evidence of the vital job being done by WHAS Newsmen Pete French, Paul Clark, Pete Hackes and Mr. Oberlin himself.

The Louisville Radio Council soon recommended the station's news shows in its "Guide to Good Listening." Last year NARND noted the WHAS newsroom the best in broadcasting with a citation for service to the community. At its recent convention NARND cited WHAS-TV with an award for outstanding programming in the TV news field.

The transition that took place (Continued on page 55)

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**strictly business**

**THE INFANCY** of Sterling B. Beeson, vice president in charge of AM radio for Headley-Reed Co., New York, coincided roughly with that of modern advertising. He was born in Toledo Sept. 9, 1908, the same year his father entered advertising, and he was reared in a copy-and-layout home atmosphere.

His earliest advertising recollection is a campaign to elect one Ralph Oakes president of the eighth grade, a task accomplished with the aid of oak trees outside the school-house and the slogan, "The Biggest Oak Is Right Here in Class!"

Finishing the Toledo public schools, he attended Miami Military Institute, Germantown, Ohio; the Georgia Military Academy, College Park, Ga., and Columbia U., New York.

All the way through with hardly an exception, he gravitated into business managing of the school newspaper. Once, at College Park, Ga., he sold a two-page spread to the Central of Georgia Railroad, by first filling two of its cars with cadet reservations.

At the end of his second year in Columbia, a job opened in his father's firm, the Beeson, Fuller, Reichert Agency of Detroit. As an office boy earning $12.50 a week to begin with, he used his spare time to prepare copy and layouts for the elder Mr. Beeson's inspection and criticism.

When the depression moved in, Young Beeson was an account executive for two small trade paper automotive accounts. In the deepening economic gloom, he decided to get some selling experience and became a door-to-door vacuum (Continued on page 50)
Revolutionary Advance in Tape Recording Efficiency

- At 7 1/2 inches per second Model 400 plays music essentially flat to 15,000 cps.
- Half-track record, erase, playback at 15 and 7 1/2 i.p.s. Plays back full-track recorded tape.
- Has built-in record and playback amplifiers as well as a 4-inch "VU" meter.
- Fast forward and rewind require but 90 seconds for a full 2400-foot reel!
- Tape cost savings of 4 to 1 over any 15 i.p.s. single-track recorder of comparable fidelity!

FOR THE FIRST TIME IN TAPE RECORDING HISTORY...
7 1/2 i.p.s. HALF-TRACK PERFORMANCE THAT EQUALS OR EXCEEDS ORDINARY 15 i.p.s. FULL-TRACK RECORDING A FULL 132 MINUTES OF PLAYING TIME ON A SINGLE 2400-FOOT REEL!

Complete specifications and other details of Model 400 Ampex Portable Magnetic Tape Recorder are available on request! WRITE TODAY!

AMPEX ELECTRIC CORPORATION
SAN CARLOS, CALIFORNIA
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 must alert itself to the critical role the medium will occupy in the nation’s defense—a role that may make it the No. 1 means of preventing panic and saving civilian lives.

This warning was given by Charles Heslep, chief of the Radio-Television Branch, Public Information, Atomic Energy Commission, at the Dec. 6 meeting of the Tennessee Broadcasters Assn. at Nashville (see separate story page 24). Mr. Heslep was chief radio censor during World War II under Byron Price, director, and J. Harold Ryan, assistant director, Office of Censorship.

While they are preparing to meet this responsibility, he added, broadcasters should diligently:

1—Insist with all possible force on voluntary, civilian censorship as perhaps their most vital defense role.

2—Demand their share if government or private industry decide to use paid advertising in connection with defense matters.

Radio must respond instantly in preventing panic, or allaying panic if it comes, Mr. Heslep said. He spoke as a radio newsman and executive rather than as a member of the AEC staff.

Suggested Measures

One of the best ways of meeting the problem is to give the public reassuring words from a familiar voice, according to Mr. Heslep. He suggested such defense measures as maintaining a financially strong broadcast station; checking plant equipment; providing standby power; building strong staff of trained newsmen; protecting plants from possible sabotage; solidifying radio organizations.

The address provided a roundup of facts from government and private agencies on the part broadcasting and television will take as the international horizon darkens. Subject was “Radio’s Role in Defense.”

One of the most effective ways of preventing panic “is to hear reassuring words from a familiar voice,” Mr. Heslep said. “The response is as primitive as that of a baby or frightened child whose fears are banished by the comforting voice of its mother.

“Here is a suggestion that you can evaluate perhaps better than its author. Use the ‘personalities’ on your station to fight panic. Use the people—the popular newscaster, the disc jockey, the women who give daily with the recipes and the participating commercials, your position—all the voices that are familiar to large segments of your listeners.

“Be Prepared”

“Have all these familiar voices on your station read carefully the civil defense and Red Cross literature and each one build a standby program around it. Seek advice from your local civil defense people in planning the shows. Record these programs, have the entire station personnel hear them privately, and be sure and keep the platters where anyone can get at them.

“When the emergency comes, don’t use the platters if you can. They may make the platters where anyone can get at them.

“The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, perhaps we just talk over a few fundamental things we learned in our civil defense training.

News Burden

“A tremendous burden rests on your newsroom and the announcers who read the news. I asked the National Security Resources Board what message I should bring to you. James A. Aswell, special assistant to the AEC Director, said that the public’s attitude is a vital factor in defense. He said that the public’s confidence in the nation’s leadership is vital to the success of defense planning.

The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, perhaps we just talk over a few fundamental things we learned in our civil defense training.

Tan Crisis Rules for Broadcasters

1. Keep your station strong—Flow profits into defense

2. Keep on the air—Plan for physical emergencies

3. Plan to fight panic—Lives can be saved if bombs fall

4. Build a strong newsroom—Your greatest duty is to inform

5. Be security conscious—Don’t be duped by a foe B-U-T

6. Preserve your freedoms—Keep censorship sensible

7. Protect your plant—Radio is a saboteur’s target

8. Face manpower shortages—The armed forces have first call

9. Enlist for civil defense—Plan for mutual aid

10. Work harder, plan harder, and keep calm.

AUTO SPONSORS

By FLORENCE SMALL

THE “bullet campaign” is emerging as the newest trend in radio network selling, with CBS offering its sustaining shows to automotive clients for their seasonal advertising.

Three automobile companies are understood to have contracted for this target approach to selling. Chrysler, Pontiac and Plymouth have each negotiated to sponsor four half-hour network shows on CBS over a two-week period to coincide with the introduction of their 1951 models.

Automotive executives hail this new approach by radio as offering the most economical concentrated use for their advertising dollar. Estimated cost of the two-week bullet campaign is $180,000 for each advertiser.

Plymouth Div. of Chrysler Motors is expected to be the first to utilize the new technique, starting some time in December with its two week schedule through its agency, N. W. Ayer & Son, New York. The programs that Plymouth is expected to sponsor are Dollar A Minute, Tuesday, 10-10:30 p.m.; Harold Perry Show, Wednesday, 9-9:30 p.m.; The Line Up, Thursday, 10-10:30 p.m., and part of Songs For Sale, 8-9 p.m. Friday.

Pontiac Plans

Early in January, Pontiac Motor Div. of General Motors is scheduled to sponsor a somewhat similar list of radio network shows. Specific programs are currently being decided upon. Agency is Mac Manus, John & Adams, Detroit. Chrysler, through McCann-Erickson, New York, early in February is slated to sponsor the same four programs that Plymouth will underwrite in December.

From the network point of view, the short term policy promises to give new vitality to its sustaining schedule, instantly reducing the financial burden of these “investment” programs, and promising ideally to make each of them “self sustaining” rather than sustaining.

Precedent for the new principle was established two years ago by Ford and General Mills, though on a somewhat less concentrated basis.

Last January the Ford Motor Co. bought eight CBS sustaining programs and 12 of Mutual’s sustaining programs for the month of January. This marked the first time, with the exception of the use of special events, that an auto firm had bought regularly scheduled network shows without tying itself up to a long contract. The Ford schedule was said to cost the company $500,000. The Ford plan originated with (Continued on page 96)
CCBS ACTION
Takes Steps to Defeat NARBA
CLEAR CHANNEL Broadcasting Service in a meeting in Chicago last Monday went formally on record authorizing its representatives to "take all proper steps" to defeat ratification of the new NARBA treaty [CLOSED CIRCUIT, Dec. 4].

The action came as FCC and State Dept. authorities were nearing completion of preparations to submit the new North American AM treaty to the Senate for approval. It is slated for submission shortly, but officials thought it unlikely to get action in the new Congress in January.

CCBS, which opened its attack on the agreement several weeks ago when its terms were reached [BROADCASTING * TELECASTING, Nov. 20, 13], charged in its resolution that the treaty:

- threatens interference to important rural populations and areas in the U.S. and blocks improvement of radio service to those areas, as well as threatens deterioration of service elsewhere in this country, and—
- due to unjustifiable and unreasonable concessions made to other countries, constitutes a deplorable surrender of a vital national resource, namely, avenues of communications to the general public.

Under customary procedure, the Senate will refer the treaty to the Foreign Relations Committee for a report before bringing it up for a vote.

Hough Presides

In the absence of CBBS Chairman Edwin Craig of WSM Nashville, Harold Hough of WBAP Fort Worth, treasurer, presided over the Chicago meeting. The following representatives attended in addition to Mr. Hough:


Because of conflicting company meetings at home WSB Atlanta, KFI Los Angeles, and WFAA Dallas were unable to send representatives.

Cararnation Renewal Set

CARNATION Co., Los Angeles, has renewed sponsorship of Contended Hour for 52 weeks over CBS. Sunday, 10:10-10:30 p.m., effective Jan. 7. Agency is Erwin, Wasey & Co., Los Angeles.

ANDERSON & CAIRNS
New Agency Forms

ANDERSON, DAVIS & PLATTE Inc. and John A. Cairns & Co., both of New York, will merge Jan. 1 and will be known as Anderson & Cairns. Firm will be located at 488 Madison Ave.


Officers of the new agency will be Mr. Anderson, chairman of the board; Mr. Cairns, president; Joseph Smith, executive vice president; Mr. Cumming, Mr. Jackson, Mr. Kipke, Mr. Thurlby and Mr. Van Akin, corporate vice presidents; Mr. Fisher, treasurer, and George De Sola, secretary.

Canadian Head

In addition to heading the creative department of the new agency, Harvey Smith also will serve as partner of Anderson, Cairns & Smith Ltd., Canadian subsidiary.

Victor Seydel will be director of television and radio.

Among the radio and television clients that the new firm will handle are C. H. Masland & Sons, Root Motors, Rollin Ransom, Alderney Dairy, J. Middleton Tobacco, Friendly Shoes and National Furniture Show.

WESTINGHOUSE Junket

Nearly 100 Broadcasters Flown to Bermuda

WESTINGHOUSE Radio Stations Inc. flew nearly 100 broadcasters and agency executives to Bermuda for week-end in commemoration of the 30th anniversary of KDKA Pittsburgh's beginning commercial broadcasting. KDKA was the first commercially licensed station. Walter Evans, president of Westinghouse Radio Stations; Walter B. Berkeley, vice president, and Edwin R. Bessmer, general sales manager, headed the party that left New York aboard two airliners last Saturday morning and was scheduled to return Sunday night (Dec. 10).

Wayne Coy, FCC chairman, was to make principal address during Bermuda celebration. Members of party were:

Francis C. Barto, Federal Advertising, New York; Joseph E. Baudino, KDKA; Lewis F. Bonham, Kenna Co., Newark; Philip G. Bowman, Young & Rubicam, Chicago; Francis X. Brady, McCann-Erickson, Chicago; Vera E. slope, one of Washington's new clients; John W. Swallow, well known in West Coast radio-TV and agency circles, was appointed general manager of the branch.

Vallee Named

Enders V.P. in Hollywood

RUDY VALLEE, veteran showman, has been named vice president in charge of the Hollywood office of Robert J. Enders Advertising Inc., President Robert J. Enders announced last week. John W. Swallow, well known in West Coast radio TV and agency circles, was appointed general manager of the branch.

The Enders Hollywood office is located at 6611 Santa Monica Blvd. The agency announced that Mr. Vallee will be in charge of the development of radio and TV campaigns for agency clients. The agency also has offices in Boston, Philadelphia, Nashville, Oklahoma City, Pittsburgh and Washington, D.C., and plans to open three more offices within the month in "key markets."
ACTING in one of its older and more incendiary cases, FCC proposed by a 4-2 vote last week to renew WBAL Baltimore's license and deny the application of Commissioner Alton B. Hennock and Robert S. Allen seeking WBAL's 50-kw, 1-B clear-channel facilities.

The Commission thus broke a 3-3 stalemate which for months had tied up action on the four-year-old case [CLOSED CIRCUIT, Feb. 6]. The seventh Commissioner, Robert F. Jones, whose FCC nomination was fought by Mr. Pearson, did not participate in the decision.

If made final the decision, unless successfully appealed, would write "finis" to one of FCC's original "Blue Book" cases. The Commission's 1946 statement of "Public Service Responsibility of Broadcast Licensees," commonly known as the Pearson-Allen application, leaving voting at a stalemate.

American Broadcasting Companies, Inc., has argued that the record before it submitted the Pearson-Allen application, furnishing McNair & Webster with substantial evidence in support of its position and a bona fide intention to improve upon such service by the use of trained personnel and by altering of machinery established by it to encourage and develop balanced programming in the station's service area. The further development and improvement of such programming as proposed by the applicant would appear to be in the public interest.

Although we find that the proposed programming of both applicants is meritorious and would be satisfactory, we must prefer WBAL in this connection on the basis of its actual performance during 1947, and the probability of the continuation and improvement of its program structure.

Chairman Coy in his dissent cited prior FCC decisions to support his claim that "the operation of an existing station does not automatically weigh the balance in favor of the existing station," but instead "may, and frequently does, have exactly the opposite result."

Program Proposal

He noted that the majority declared WBAL's program proposal as having "merit and desirability." Against this, he said, "even the majority concedes WBAL's program record was not at all well-balanced or satisfactory until after the application for renewal of this license was designated for hearing."

He continued:

To me . . . the conclusion from this record is unequivocal that this improvement of WBAL's program was not generated out of the licensee's awareness of its responsibility as a broadcast licensee but was the result of the issuance in April 1945 of the Commission's Report "Public Service Responsibility of Broadcast Licensees" and the filing of this application in September 1945.

Hence I do not see how the majority is able to place the reliance it does in its findings and order to carry out its program proposals when it is remembered that the decision granting the application of WBAL, below—removes—by denying the application of Public Service Radio Corp.—one of the most cherished incentives to WBAL's recent improvements.

He also cited WBAL's affiliation with other stations and newspapers through its ownership by Hearst Doubt.

"The Commission is committed to the principle that unless there are over-riding considerations, preference should be given to a non-news-paper, non-majority owner applicant as against an applicant which publishes a newspaper or has other broadcast stations, in order to encourage greater diversification of the control of the mass media," he said.

None of these 'over-riding considerations' existed in the WBAL case, he declared.

Chairman Coy said he was "not (Continued on page 99)"

### NETWORK BILLINGS

*Many Accounts Increase*

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<tr>
<th>Product Group</th>
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### TABLE I

| Gross AM Network Time Sales for Sept. and Jan.-Sept. 1949 Compared to 1949 |

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### PROPOSED IN 4-2 VOTE

December 11, 1950 • Page 21
They Built a Better Mousetrap

... And Used Radio to Sell It

IN THREE MONTHS, a Chicago manufacturer of rodent eliminator has accomplished what others in his field have tried to do for 30 years.

And there is no mystery behind the success of 31-year-old Lee Ratner, who has glaromized and created a nationwide demand for the new rodent control compound—d-CON (for decontaminate). It is the old story of one man's faith in radio.

Last Sept. 5, shortly after he had been authorized by the U. of Wisconsin Alumni Research Foundation to market an anti-rodent preparation produced from the foundation's exclusive "warfarin" formula, Mr. Ratner invested $1,000 in a one-week mail order test campaign over WIBW Topeka and WLW Cincinnati. A quarter-hour was purchased daily across-the-board.

Daily Strips Bought On Additional Stations

So spontaneous was the demand for d-CON from listeners in surrounding farm areas that, following the week's test, Mr. Ratner purchased three strips daily on WIBW and WLW. Within a fortnight, record-breaking mail orders justified the addition of such stations as WLS Chicago, WRVA Richmond, WWVA Wheeling and WCKY Cincinnati.

Last week, 425 stations from coast-to-coast were carrying d-CON shows at a cost to the sponsor of more than $30,000 weekly. This is well over 75% of d-CON's overall advertising appropriation.

Mr. Ratner's horizon is not limited to a mail order operation, however. Recently McKesson & Robbins became a distributor and other equally large companies are interested.

"We followed the pattern of other successful exploitations by using mail order at the outset," he told Broadcasting. "Our ultimate goal is to have d-CON available in grain and feed, drug, seed, lumber, hardware and grocery stores throughout the country. Cooperative advertising will be a logical development. But we will always be enthusiastic about mail order advertising because we are convinced that, in addition to launching our product on a national scale, it will also build retail sales across the country."

Although a young man, Mr. Ratner has had a long experience with mail order radio. Such products as stainless steel tabletop sets, pocket adding machines and glow-in-the-dark gardenias, manufactured by his United Enterprises Inc., parent organization of d-CON Co. Inc., have attracted millions of orders from radio listeners. Mr. Ratner founded United Enterprises in 1940.

d-CON Experiment Held In Middleton, Wis.

Aiding d-CON's rapid advance was a 15-day experiment conducted last month in Middleton, Wis., where rats and mice had been out of control for several years. At Mr. Ratner's expense, bait stations were set out Nov. 4 throughout Middleton township. Members of the city's rodent control committee, the local boy scout troop and other civic organizations cooperated. By Nov. 19 there were no longer any signs of rats in the entire area and there has been no indication of a return of the menace. However, the d-CON company has recommended to Middleton residents, as well as to all of its customers, that they set out fresh bait periodically to insure against rodent infestation.

Less than $3 buys a 4-ounce can of de-CON, a light green powder, which, when mixed with grain or ground meat makes six pounds of bait—enough to clear an average size farm, home or business places of rodents. The mixture acts as a blood anti-coagulant on rodents that take cumulative dosages. It is relatively safe for farm and domestic animals because the chances of their taking cumulative dosages is slight, particularly when the bait used is not appetizing to such animals.

Advertising Not Confined To Farm Shows Alone

In addition to broadcasting the fact that d-CON is made from a formula developed at one of the nation's leading universities, Mr. Ratner has dozens of recommendations from such agencies as the U. S. Public Health Service and the U. S. Fish and Wildlife Service, as well as county agents in the 48 states. Letters from hundreds of customers, who for years spent upwards of $20 monthly for rodent control, also come in handy. While radio farm shows logically give the product its biggest boost (Mr. Ratner tendered a reception to NARFD members during their recent Chicago convention), other programs, many in the evening, are sponsored
by d-CON. Examples are WBGM Chicago's hour-long Saturday Night Party; half-hour periods of the WLS Chicago National Barn Dance and the KMOX St. Louis Saturday Night Party; quarter-hour periods of WSM Nashville's Grand Old Opry, WBT Wopaska's Saturday Night Party, and the Old Dominion Barn Dance at WRVA Richmond and WBT Charlotte.

The d-CON agency is Marfree Advertising Corp., New York, headed by Harry A. Friedenberg, who has been active in radio representation for 11 years. However, Marfree's Chicago vice president, 29-year-old Alvin Eicoff, is account executive and works closely with Mr. Ratner. A former commercial manager of KKLO Lewistown, Mont., Mr. Eicoff later was associated with Mr. Friedenberg's station representative firm in New York. He started on the d-CON account with one assistant and now has 10.

Garland Heads Sales Organization

Heading d-CON's sales organization is Vice President Jerome S. Garland, formerly president of the Symphonette Corp., Chicago. He is setting up a permanent retail sales organization and export division. Mr. Garland reports that one of the most interesting orders brought to his attention since his recent association with the company was a $5,000 requisition for d-CON from an Indian reservation, Joe I. Abrams, previously director of public relations of the quarter-master Food & Container Institute, Chicago, is in charge of public relations for d-CON.

The rise of Lee Leonard Ratner in Chicago is one of the city's most amazing industrial success stories. As a school boy, he worked part-time at his father's produce business on Chicago's West Side, and also distributed merchandise chance cards to stores, civic organizations and churches. After graduating from industrial high school in 1937, he entered Northwestern U's School of Commerce where he studied accounting. He organized United Enterprises while still in college.

Last summer, Mr. Ratner hired four men to help him get the d-CON project started. The company now has 50 employees. It claims to sell more rodent killer in one week than any other manufacturer in the field sells in one year.

News Show Debuts

FULL-HOUR news documentary with narration by Edward R. Murrow, A Report To the Nation, will be the first major assignment for CBS Friday, Dec. 15, 9-10 p.m. Produced by Mr. Murrow and Fred Friendly, CBS public affairs writer and producer, the program's format consists of an over-all summary and commentary covering important news of the week.

BASEBALL

A COURSE to "regulate" major league baseball network broadcasts, with the aim of curtailing "saturation" of smaller league circuit areas, was charted by major league officials meeting last week for their annual convention in St. Petersburg, Fla.

The National Association, representing some 57 minor leagues, promised to lay baseball's radio-TV problem before major league officials, scheduled to convene this week.

In so doing, George Trautman, minor league president, asserted that the "matter must be settled by the major league clubs individually," not the league as a whole, and without recourse to the Justice Dept. [Broadcasting * Telecasting, Dec. 4].

"The Dept. of Justice will not interfere as long as there is no collusion," Mr. Trautman stated at the meetings. He revealed that he had conferred fortnight ago with Attorney General J. Howard McGrath and "was cordially received." He declined to disclose any more details.

Three-Point Program

The National Association president last Thursday outlined a three-point program for presentation to the combined American and National League meeting this week. NAB also will be officially represented by General Manager William Ryan, it was revealed. Robert K. Richards, NAB public affairs director, sat in as an observer last week.

The proposal calls on the major leagues to (1) individually curtail broadcasts of their games by networks which fan out into minor league territory; (2) limit their television broadcast to "home" territory; and (3) better "supervise" the conduct of stations carrying baseball broadcasts.

Stations may be asked to vitalize promotion of their major league home teams, with a view to encouraging fans to attend the contests rather than listen to ballcasts, as a token gesture for being permitted to air them.

An amendment to ban outright all baseball broadcasts and telecasts, save World Series and All Star games, was offered by Frank Lawrence, head of the Portsmouth Club of the Piedmont League, but was beaten down in floor discussion as too "draconic" a step.

Few TV Protests

Opposition to telecasts was almost negligible during last week's meeting, it was understood, aside from a scattering of protests.

Mr. Trautman said he had threshed out the subject in discussions with Baseball Commissioner A. B. (Happy) Chandler and the major-minor league committees. Consensus of the group, he said, is that "fundamentally the solution rests with individual major league clubs." Mr. Trautman added there is evidence of a sympathetic attitude by the big league representatives.

The NA proxy pointed out that, last season, all major league clubs but the St. Louis Browns had their own "networks," and noted that the Browns have completed negotiations for 1951 coverage of their games by the Liberty Broadcasting System.

Alluding to complaints that network broadcasts have adversely affected minor league—and to a lesser degree, major circuit—attendance, Mr. Trautman said the minor leagues do not object vigorously to MBS's Game of the Day broadcasts from different major league parks since they do not saturate minor territory like other network broadcasts. The minorities claimed a 19% attendance dip in 1950.

Both MBS and LBS have stoutedly contended that nationwide network coverage is better than hinderers minor league games [Broadcasting * Telecasting, Nov. 6, 27]. "The major clubs' networks, for the most part, are in our own territory," Mr. Trautman said. "Some of our towns are exposed to them 11 hours a day. That is not necessarily true of the Game of the Day.

In his annual report to the National Association, Mr. Trautman warned that "both the majors and the minors are at the crossroads." Acknowledging that other factors—poor weather conditions, fewest recreational dollars and the international situation—were involved in the decline of box office receipts, he added:

"Unrestricted broadcast and telecast of major league games from stations located in minor league territory has contributed much more to the decline of attendance by the public than all other factors combined. More than 2,000 stations located from coast to coast engaged in 1950 in broadcasting major league games."

Meanwhile, Sporting News reported that many radio-TV commitments for 1951 contain clauses permitting modification of the contracts dependent on the course finally taken by the major league clubs and any action which conceivably may be taken by the Justice Dept.

DECEMBER 11, 1950 - PAGE 25

SPEECH ASSN.

Radio Speakers Slam

Many members of the radio and TV industries will be featured speakers at the Mid-Century Conference of the Speech Assn. of America, which will be held at the Hotels Commodore and Roosevelt, New York, Dec. 27-30.

EXCESS TAX SPEEDUP

War Spurs Action

THE HAVE NOTS (at right)
Thirty-three million families do not own TV sets and 23 million families in the United States are outside the present range of TV broadcasting.

THE HAVES (at left)
Ten million families own TV sets and 20 million families, or 46% of all families in the United States, are within range of TV broadcasting.

Millitary reverses abroad and an accompanying speedup in the defense program last week signaled a quickening Congress on excess profits. Stirred into action, the outgoing 81st Congress swiftly:

- Passed an excess profits tax bill in the House.
- Concluded hearings in the Senate Friday after a week's session by the Finance Committee, which scheduled closed meetings over the weekend.
- Rejected in the House a GOP "substitute" tax bill.

Radio-TV spokesmen, while supporting the need of increased revenue for defense, stuck by their guns in attacks on certain provisions of the House bill (HR 9827). By Monday, they claimed were inadequate to assure a continued and healthy industry growth.

Broadcasters' arguments, along with briefs of industry manufacturers, again were presented to Congress during the week [BROADCASTING • TELECASTING, Nov. 27, 28]. There, again, were addressed to the House Ways & Means Committee a fortnight ago. NAB, which also had appeared before the House group, filed a statement with the Senate finance unit.

Bill to Be Passed

Briefly the bill would (1) credit a firm with 85% of its three best years of the 1946-49 period, (2) limit it to a base of $2,500 plus the normal corporate income levy total to 67%, (3) make the tax retroactive to July 1, 1950, and (4) exempt corporate earnings less than $5,000. Also included are provisions designed to aid growth companies [BROADCASTING • TELECASTING, Dec. 4].

Reaction to the sudden turn of events in Korea threw new spark in the administration's tax drive. Treasury Secretary John Snyder, addressing the Senate members Monday, warned of more and higher taxes to come. He pointed out the deficit estimate of $2 million for the fiscal year, which was made last November, "may prove too low" and said prospects for fiscal 1951 and the years following were even more serious.

Lawmakers in Washington reflected this mood. The prevailing response to renewed effort on the defense line, permeated Congressional chambers and was partly responsible for the swelled ranks of "yeas" which pushed through the bill in the House after only a two-day debate. Earlier the Representatives lined up against a Republican move to send the bill to committee for softening amendments. The Republicans had proposed a moderate profits tax on corporations' earnings above a pre-determined normal average with an increase from 45 to 60% on regular corporate income and surtaxes.

Key members of the Senate committee, however, predicted that while an excess profits tax is certain to be reported to the upper chamber for debate, the bill would undergo a number of amendments.

A tentative timetable as seen by Capitol Hill observers sets future action on the tax as: (1) Reporting of a bill by the Senate committee probably sometime this week, (2) Senate debate which may slow procedure temporarily, (3) joint House-Senate conference on the two versions submitted by each chamber, and (4) a completed bill sent to both houses by Dec. 29-30.

On Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs and chairman of the National Conference of Growth Companies, and William Balderston, president of Philco Corp., testified before the Senate Committee.

Dr. DuMont reiterated his contentions which he had presented on the House side. Calling the growth companies the "dynamic segment" —those companies "whose growing and expanding productivity are adding to the strength of our nation," Dr. DuMont presented recommendations for amendments to the bill.

They included (1) consideration of new capital in computing the credit (which, Dr. DuMont told the committee, is pretty well handled in the House bill), (2) 100% credit in base period net income, (3) broadening of relief to prohibit pioneering, developing or research expenditures from reducing the base, (4) revision of administrative procedure in granting special relief to hardship cases, and (5) liberalization of the growth formula.

Dr. DuMont said the conference of companies urged an emergency profits tax (flat rate levy on corporate income) or amendment of the House bill in order to retain incentives to growth and expansion "so that we may keep America strong."

Growth Problem

"The worst single feature of the bill as applied to growth companies is that which attempts to distinguish between normal and excess profits," Dr. DuMont told the committee. "In doing so, it assumes that no growth company would have continued to grow in 1950 except for the tax.

He pointed out to the committee that DuMont had been earmarking about 10% of its product to the armed forces prior to last July and that about the same amount was prevailing now. A heavy increase is expected in defense work by DuMont in January or February. Dr. DuMont told the Senators.

Mr. Balderston launched into his committee appearance by immediately putting Philco on record as not "believing" in the profits proposal. But, he said, if such legislation is deemed necessary then he wished to suggest means for its imposition.

Sen. Tom Connally (D-Tex.) asked the Philco head whether he wanted a "profits tax" derogated. Mr. Balderston said it was his position "with-out too much discrimination against (Continued on page 96)

THE YEAR 1951 will be a turning point for broadcasters, a year in which they will find the lush days disappearing in favor of lower-cost programs and facilities which will pay off for advertisers, according to J. H. Davis, vice president of Poole's Tennessee Broadcast Advertising Bureau, in Nashville, Tennesse.

Addressing the Tennessee Assn. of Broadcasters meeting in Nashville last Wednesday Mr. Davis warned that while 1951 "will be a fine year for radio," it will be "the year when the dollars will start swinging more and more to television."

"Sure, television may be Mr. Big," Mr. Davis concluded, "but profitable radio can be here to stay. I do not think radio is going to die —maybe it will shrivel a little, but not die."

Celebrating its second birthday, the TAB met at the Andrew Jackson Hotel, in Nashville, with President F. C. Sowell, WLAC Nashville, presiding. Mr. Sowell reviewed the year's activities, including the successful effort to bring deletion of a rule forbidding liquor advertising in newspapers as an infringement of free speech. He said harmonious relations had been worked out with newspapers.

John H. Devitt, general manager of WSM and WSM-TV Nashville, spoke on trials of a new video station, saying costs were to 10 to 1 over radio. It cost $5,000 just to paint a TV tower, he said. He recommended all TV personnel be trained via dry runs long before the station goes on the air. Income is better than expected, he said. Nashville TV sales have been hurt by the FCC color decision, he explained.

Hoyt B. Wooten, WREC Memph, spoke on the Voice of America, criticizing some operations.

Hugh M. Higgins, acting director of Broadcast Advertising Bureau, presented the BAB slide film, "How to Pick a Winner." He offered figures which contested some of Mr. Davis' statements about radio's ability to maintain ratings.

Charter Halsey, chief of the Radio-TV Branch, A t o m i c Energy Commission, discussed radio's responsibility in the national defense (see story page 18).

Frank S. Proctor, WJSF, was (Continued on page 98)
ALARMS over shortages of cobalt, copper and other basic electronics materials, and confusion over how much the government should curtail commercial use of strategic metals were evident on Capitol Hill last week as Congress considered the President's new $17 billion-plus defense supplemental request.

There was also evidence that billions of dollars in new military contracts would be delayed soon by such factors as electronics communications, and other manufacturers, thus speeding up the tempo of current defense production and allaying some industry concern over possible industry disruption.

President Truman asked for $16.8 billion in additional funds for the Defense Dept. this current fiscal year. He specified that about $5 billion would be used for major military procurement, and to expand defense facilities.

On the basis of allotments set aside in previous defense outlays, electronics appeared earmarked for between $900 million and $1 billion—or roughly 10 percent—according to military authorities.

Emphasizing that his request, submitted Dec. 1 to Congress, is "not a wish list," the Chief Executive said the appropriations "will permit us to go ahead at once to increase rapidly the rate of production of planes, tanks, and other military equipment." But, he added: "...if the situation improves, we can level off...the rate of production of military goods as may be appropriate. In any case, we must be prepared to endure a long period of tension."

President's Plea

The President told Congress that "the gravity of the world situation requires that these funds be made available with the utmost speed."

A Senate Armed Services Stockpiling subcommittee heard testimony, in closed session, from W. Stuart Symington, chairman, National Resources Board, and others, on the government's program on the stockpiling of metals used in electronics output. A House Armed Services subcommittee held similar hearings.

Earlier, Mr. Symington predicted that the impact of civilian controls would be felt by consumers around April 1, 1951. He told Congress he felt that full-scale price controls are not necessary now and said present curbs should be given more time to do the job.

But at the same time, the Senate Banking & Currency Committee approved the nomination of Michael V. Di Salle, former mayor of Toledo, Ohio, to the post of price stabilization under Alan Valentine, Economic Stabilization Administrator. Both were confirmed.

The appointments were regarded by many authorities as indicative of imminent controls, probably by early 1951. In any event, a new flush of defense orders for electronics equipment would serve to allay industry fears that the lag in military orders and sag in civilian business (because of metal shortages) would cause general unemployment in communications and electronics pursuits.

With advent of price controls, prices for civilian materials would probably be frozen to retard inflation in defense production costs, some authorities felt.

While the Senate Armed Services subcommittee was weighing the stockpiling issue, a House Appropriations subcommittee held closed executive sessions with defense authorities on the new supplemental request.

In the face of growing international tension, there was speculation that cutbacks in civilian production had only begun. Sen. Lester C. Hunt (D-Wyo.), chairman of the stockpiling group, warned industry leaders:

"Business as usual is out the window and it doesn't make a damn bit of difference whose business it is. Our necks are all in the same noose."

Sen. Hunt said his group is "alarmed" at the spare supply of copper, cobalt, rubber and magnesium. He added the situation would prevail until the military decision definitely on its needs.

The National Production Authority, responsible for allocation of metals as between defense and non-defense uses on the basis of Munitions Board recommendations for the military, has been proceeding on the premise that stringent curtailments must be made now (see table).

Latest metals to be trimmed for civilian use are nickel and zinc [Broadcasting, Telecasting, Dec. 4, Nov. 27].

Steel also commanded the NPA spotlight in a meeting Tuesday between members of the Steel Products Advisory Committee and government officials.

Steel Cutbacks

Steel towers and other equipment uses for electronics would be seriously curtailed under tentative arrangements concluded last week. NPA officials cited the increasing defense requirements in emphasizing the need for expanded steel production, conservation measures and use of less steel for non-defense purposes.

Officials, at Radio-Television Mfrs. Assn. pointed out, however, that manufacturers do not use as much steel in electronics equipment and components as other strategic materials. Steel is used chiefly in towers and transmitters.

With the current freeze on television stations, they felt, any substantial curtailments would not greatly affect production of television transmitters.

RTMA said, however, it has received complaints of shortages from suppliers of stainless steel, which is used in the manufacture of cathode ray tubes for television. They stressed that, until the government actually evolved a set of percentages for different steel products, it would be difficult to appraise the effects of steel cuts.

Officials estimated the curtailment of any metal, would weigh possibility of "adjustments or exceptions." A united front by electronics manufacturers in meetings with NPA Administrator William H. Harrison was credited largely with laying the groundwork for easing of cutback in cobalt.

Meanwhile, John D. Small, chairman of the Munitions Board, has asked the Army, Navy and Air Force to watch for "any abuses" of the equipment allocation system which would cause "unwarranted disruption in the flow of materials to essential uses."

Large Defense Orders Seen

METAL CUTBACKS ORDERED BY NPA
(As of Dec. 11, 1950)

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<td>5% - 15%</td>
<td>5% - 15%</td>
<td>5% - 15%</td>
<td>5% - 15%</td>
<td></td>
</tr>
<tr>
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<td>None</td>
<td>None</td>
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<td>20%</td>
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</tbody>
</table>

*—Cutbacks apply to average use during base period January through June 1950.
T—Tentatively.
T—Tentatively.


In issuing the order Dec. 2, NPA stressed the importance of achieving "maximum conservation of nickel." The directive also provides that inventories of primary nickel (electrolytic, ingots, pig, rolled and cast anodes, etc.) in the hands of users are limited to a 30-day supply, "or a prorated amount of inventories, whichever is less."

At the same time, NPA also relaxed its limitations on commercial use of aluminum which it had tabbed at a 25% cutback. The 35% figure will be effective next Jan. 1. In an amended order, the production authority specified 20% and 25% drops for January and February, and the full 35% for the next four months of 1951. Originally it had ordered 35% decreases over the entire six months [Broadcasting Telecasting, Nov. 20].

Metal Restrictions

In previous directives NPA cut back copper consumption to 85% for January and February, and 90% for March, and eased limitations on use of primary copper of 25%Var, which now call for a supply of 30% for November and of 50% for December [Broadcasting Telecasting, Nov. 20].

NPA has also trimmed non-defense production and use of zinc, also vital in electronics equipment, to 95% of the base period, with a Jan. 1 effective date.

NPA has stressed throughout that in any case where it may be deemed that a hardship is worked on essential uses, the particular curtailment of any metal, it would weigh possibility of "adjustments or exceptions." A united front by electronics manufacturers in meetings with NPA Administrator William H. Harrison was credited largely with laying the groundwork for easing of cutback in cobalt.

Meanwhile, John D. Small, chairman of the Munitions Board, has asked the Army, Navy and Air Force to watch for "any abuses" of the equipment allocation system which would cause "unwarranted disruption in the flow of materials to essential uses."

BROADCASTING • Telecasting

Serving as host at a cocktail party given by Westinghouse, dedicating its new Washington offices, are Walter Evans (l), president of Westinghouse Radio Stations Inc., and Mrs. Evans, who chat with FCC Chairman Wayne Coy. Reception was held at the Carlton Hotel in Washington Dec. 1.

December 11, 1950 • Page 23
NEW outbreak of blizzards and winds as bitter cold struck the Midwest and other areas late last week, broadening the scope of radio's role as an emergency means of communication and aid to public welfare.

Additional incidents of outstanding reliance by broadcasters during the Thanksgiving weekend storm [BROADCASTING • TELECASTING, Dec. 4] continued to come in as stations returned to normal operations. The record snowfall and heavy winds gave the nation a preview of what radio can do when other communications systems fail.

Perhaps a half-million TV anten- nas in the Philadelphia area were damaged by the storm, according to Paul Forte, executive secretary of the Television Contractors Assn. He said cost of repairs would run many thousands of dollars.

After the storm, which had down in New England WITC Hartford carried a program titled Windstorm and Your Insurance Ploy. Listeners were advised what steps to take in making claims for storm damage.

WVO New York was one of the stations in that city which suffered from the Thanksgiving weekend storm. When the wind blew 65 feet off the main tower, Chief Engineer Emile Hill got the station back on the air in an hour-and-a-half. Service was possible because there was no 'homing' WVO off the air until Monday morning.

WIBX Utica, N. Y., fell back on its new emergency power plant and continued to serve through the emergency as other local outlets were inoperative due to a power breakdown. WMGW Mendville, Pa., carried over 1,000 public service announcements. Melvin A. Blair, managing secretary of the Meadville Chamber of Commerce, wrote WMGW Manager Robert Tilton that "his one instance of the highly valuable service that intelligent management of radio can perform to the public, and brings out in bold relief the value of such a station to the community."

WCNU (FM) Cleveland returned to the air Nov. 26 at 2 p.m. after technicians had walked as far as 15 miles through drifts. Public service programming was aired 35 hours without a break. Manager R. M. Wallace wrecked his back while shoveling snow away from his car.

READY to go by SWB Youngstown, Ohio, threw out its commercial schedule and was on the air 75 consecutive hours.

Earmark $32 Million

Tuesday before the House Armed Services Committee, holding hearings on bills (HR 9841 HR 9788) sponsored by Reps. Melvin Price (D-Ill.) and Carl T. Durham (D.-N. C.); and on Wednesday before the Senate Services Committee, considering legislation (S 4219 S 4217) introduced by Sens. Estes Kefauver (D-Tenn.) and Brian M. F. Smith (R-Conn.).

Four Proposals

The four proposals, almost identical in content, are designed to authorize a civil defense program and agency, with an administrator to be salaried at $17,500 annually [BROADCASTING • TELECASTING, Dec. 4]. Mr. Caldwell was sworn in Wednesday but still must be confirmed by the Senate.

The master civil defense plan calls on the federal government to finance about 54%—or $1,670,000,000—of the estimated $3.1 billion. Outlining the plan to legislators, Mr. Wadsworth stressed the importance of an air-raid warning program now being operated as an interim measure by the Defense Dept. through the Continental Air Command.

The Continental Air Command has been cooperating with FCC, through the Defense Dept., on tests involving "electronic emissions" (radio silence) and the use of the communications system. Certain techniques, touching on use of coded or sub-audible frequencies, are under study by both agencies in pursuit of a method which would null the "homing" effect of radio signals.

Mr. Wadsworth singled out the President as a "proponent of United States Civil Defense," which recognized communications as the "nerve system" of defense, as one result of the "intensive planning" by American military leaders.

Controversy arose during the (Continued on page 80)

AGAINST THE STORM

Radio Praised Further
THE REAL RADIO AUDIENCE
IS GREATER THAN YOU THINK!

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

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

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

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

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

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

WHO
+for Iowa PLUS+
Des Moines... 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Anybody with good eyes can give you all the standard market statistics you want, and more, for all the markets listed at the right. But Old Colonel F&P has a lot of vital information that doesn’t appear in the data books—facts about the area’s listening habits, buying habits, merchandising opportunities. Even though much of this material is not “statistical”, it is highly valuable and useful. If you want it, say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1912

ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO

NEW YORK   CHICAGO
### EAST, SOUTHEAST

<table>
<thead>
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<td>WGR</td>
<td>Buffalo</td>
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<td>Pittsburgh</td>
<td>NBC</td>
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<tr>
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<tr>
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<td>Raleigh</td>
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<tr>
<td>WDBJ</td>
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### MIDWEST, SOUTHWEST

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<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
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<td>Houston</td>
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<tr>
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<td>San Antonio</td>
<td>CBS</td>
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### MOUNTAIN AND WEST

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<td>CBS</td>
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<td>Denver</td>
<td>ABC</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<td>Portland, Ore.</td>
<td>ABC</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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SECOND PHASE of FCC's hearings on the news policies of G. A. (Dick) Richards—testimony relating to his WJR Detroit—opened last week in Detroit, while FCC in Washington was handling a strengthening series of petitions and counter-petitions from both sides.

The basic pending motion was a Nov. 20 request by counsel for Mr. Richards seeking, in the hearing's last phase, dealing with Mr. Richards' KMPC Los Angeles—before proceeding with the Detroit session and a later one scheduled for Cleveland, where Mr. Richards owns WGR [BROADCASTING • TELECASTING, Nov. 27].

A series of related petitions are now on file, including an FCC Law Bureau request for more time in which to reply to the Nov. 20 motion; a reply by Richards' counsel in which they contend that if the Law Bureau is granted additional time, then the FCC's request should be receded until the Nov. 20 motion is passed upon; and, finally, last Tuesday, a Law Bureau appeal to the full commission on reversible motion commissioner's denial of its plea for additional time.

Another appeal to the full Commission was filed Monday—by attorney for Mr. Richards seeking reversal of Hearing Examiner James D. Cunningham's denial of their oral motion for a recess of the pending hearing action of their Nov. 20 primary request.

First witnesses in the WJR phase of the proceeding, which opened Tuesday, were employees of the station.

Support Claim

News casters Joseph Taflnine and John Denman supported the station's claim that its newscasts have been fair and impartial. Both claimed their original statements to the FCC were distorted. Mr. Denman said he was "indignant because I think the [FCC] investigators put words into my mouth."

FCC counsel introduced a memo attributed to Mr. Richards which said: "Not going to tolerate any New Dealers especially anyone like Moore who has acquired a public reputation," was said, was to Dun can Moore, former WJR announcer P. M. Thomas, former WJR officer, said that "often Mr. Richards and I would disagree and when I would show him the FCC regulations concerning the disagreement he would meekly consent."

Guy Nunn, former WJR newsman now appearing on WDEN-FM and CKLW Windsor-Detroit, testified he was discharged from WJR following a series of clashes with George W. Cushing, now vice president in charge of advertising and public affairs, over items included in or omitted from his scripts.

Ted Grace, former WJR news- caster, said he resigned following a protest by Mr. Richards that he was using too many items on the "in essence of President Truman's mother's birthday.

He said the only instruction he received on news treatment came from Mr. Cushing and that this suggested he compare John L. Lewis with "Hitler, Stalin and Mussolini." Mr. Grace said he first thought it was a joke, but rep lied: "Joking or not, I am unable to do it. Call Richards and tell him so."

Mr. Grace identified a 1946 staff notice asserting that "it is the policy of the WJR newscasts to present the news, not personal opinions," and pointing out that in news on political candidates every effort should be made to cover both sides.

No Recollection

Mr. Cushing, on the stand Thursday, said he had no recollection of incidents to which Messrs. Nunn and Grace referred. He said Mr. Nunn's discharge was attributable to his slanting of news—that he did not follow wire news copy despite orders to do so. Mr. Cushing said he received no orders to present Mr. Richards' personal views on the air.

Robert Rowley, former news- caster, denied he had ever been ordered to slant newscasts.

In passing upon a series of motions made by defense counsel, Exam iner Cunningham on Monday ruled granting a request that all testimony already taken with respect to KMPC newscasts from 1942-47 be stricken from the record.

This motion had been renewed by counsel for Mr. Richards on the basis of their charges that better evidence had been available—transcripts and checking notes made by Radio Reports—but was "unpressed" by FCC counsel. Examiner Cunningham said he would rule on the motion in deciding the entire KMPC case.

The examiner also denied a motion to strike from the record certain memos and letters sent by Mr. Richards to Leo Fitzpatrick, former WJR general manager, now board chairman of WGR Buffalo, but granted another defense motion to strike the testimony of Robert T. Anderson, former KMPC newsman who testified in which he substituted for another newsman. A defense motion for a subpoena to compel General Counsel Benedict to produce additional documents relating to Radio Reports was denied with the observation that "if FCC counsel will state he has no more records, that is sufficient."

STUDIO LOCATIONS

FCC Announces New Rules

FINAL RULES on main studio locations of AM and FM stations—somewhat relaxed from earlier proposals were announced by FCC last week to become effective Jan. 18. In substance the new rules:

• Require non-network stations to originate the majority of program time from studios in the city or area in which they are licensed.

• Require network stations to originate two of their network programs or a majority of all their programs, whichever is smaller, from their main studio.

• Permit under certain conditions the location of the main studio at the transmitter site even though it may be outside the city which the station is licensed to serve.

• Permit stations to locate main studios in more than one city provided proper showing is made of need and that all such cities meet the requirements of FCC's rules and standards as to coverage etc.

The Commission also stated it would entertain petitions for temporary exemption from the requirements of the new rules where such petitions show that by reason of long continued operation compliance with the rules by Jan. 18 would be impossible or impose undue hardship. In any event, however, FCC said it would not grant exemptions for more than one year from Jan. 18.

The proposed rules were announced in late February 1948 and oral argument was held before the Commission in October of that year [BROADCASTING • TELECASTING, March 1, Oct. 21, 1948]. At the argument, WHOM Jersey City, which for years has successfully sought switch to New York, explained its unique situation. The foreign language outlet contended it had been acquired and granted permission on promises of service to the entire metropolitan New York area and the rules would preclude living up to such representations unless waiver were granted.

FCC's final decision explained two objections had been made to the proposed rules on ground they would put stations in the position of selecting the point of program origination. It was argued, FCC said, that such limitations are contrary to the principles that a station is expected to provide service to all of the people within its service area and not simply to a portion of those persons, and in violation of Section 392 of the Communications Act . . . since to "regulate a licensee as to where it must originate programs would have the same practical effect as to regulate the program content in advance of its actual broadcast."

The remaining comments, FCC related, had no objection to basic principle. They were made but fell attention to certain hardships and inequities which might result.

The decision explained that under the terms of Sec. 307 (b) of the Act relating to equitable distributions of facilities by licensees of the U. S. have "reception service" which is reasonably satisfactory but there are many communities, "some of considerable size which still do not have adequate outlets for local self-expression, or rather, have inadequate "transmission service."

"It is the location of the studio rather than the transmitter which (Continued on page 97)
THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds value beyond price to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% less filament power than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of every RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.
“Our congratulations to PBS. We are pleased with our affiliation and your methods of operation. We’re betting that PBS enjoys a long and prosperous life.”

—WILLIAM A. LEE, Pres.
WCFL, CHICAGO, ILL.

“We are looking for a happy and prosperous year with the Progressive Broadcasting System. Yours truly has no doubts that it will be just that.”

—ROGER M. WAITE
WFCB, DUNKIRK, NEW YORK

“In the past 28 years of broadcasting I have participated in a number of “firsts” in various things in radio; among them, the opening of the Pacific Coast network of the National Broadcasting Company, the opening of the National network of the National Broadcasting Company, the opening of the old Gold network, and the inaugural programs of the Blue network and of the American Broadcasting Company. Also, the dedication of the various newly installed transmitters all the way from 50 watts to 50,000 watts.

“Yesterday I again participated in the first of the dedicatory program of Progressive Broadcasting System.

“I should like to add my congratulations to the many others that you must be receiving on the accomplishment of the Progressive Broadcasting System.

“Please accept my congratulations and good wishes and I again repeat that I am looking forward to a long and profitable association with PBS.”

—LOUIS WASMER
KSPO, SPOKANE, WASHINGTON

“We are all very happy over the way PBS started out and we are working for big things.”

—GEORGE BLUMENSTOCK
WSKB, McCOMB, MISS.

“Thank God and congratulations to PBS.”

—R. H SMITH
WCYB, BRISTOL, VIRGINIA

“Entire staff here at KVSM most enthusiastic and all feel that PBS and all stations affiliated with PBS are due for a very great success story.”

—HUGH H. SMITH
KVSM, SAN MATEO, CALIF.

“Proud to be part of PBS family. The quality of programs more than backed up our overall promotion campaign. We are off to a glorious future.”

—FRED CHITTY, Gen. Mgr.
KVAN, PORTLAND, VANCOUVER

“Congratulations, grand opening. Everything is wonderful.”

—F. A. HIGGINS, Gen’l Mgr.
WITX, HUNTINGBURG, INDIANA

“Congratulations on PBS, salute to Progressive tops. Looking forward to all PBS shows.”

—JAMES C. BAILEY
LYLE B. LANDIS
WKAI, McCOMB, ILLINOIS

NEW YORK: OFFICE SUITE 565, PARK SHERATON HOTEL • CHICAGO: 666 LAKE
"We're going with them!!"

HARRY GOODWIN, MGR., WNJR, NEWARK

"We made one pitch and sold 'This Is Mine' without much effort."

—WILLIS SEARFOSS
WSAL, LOGANSPORT, INDIANA

"Your Cleveland affiliate, WJMO, is proud to be a part of this great enterprise.

"Congratulations to you and your staff on the climax of many weeks of fruitful labor.

"May the words, 'PBS, the Progressive Broadcasting System' be the trademark for the best in programming and listener service, and a standard for excellence in our industry."

—DAVE BAYLOR
Vice Pres. & Gen'l Mgr.
WJMO, CLEVELAND, OHIO

"I assure you that if all of your affiliates are as confident, as we are, that 'Easy Street' is not too far in the future for you and PBS."

—ROBERT M. HETHERINGTON, V. P.
WIL, ST. LOUIS, MO.

"Let me tell you how pleased we are in South Carolina with the wonderful programming that comes down our PBS line each day. Listener reaction has been much greater than ever anticipated. I think most of us who have been in the broadcasting business have forgotten just how much our listeners appreciate fine programming.

"In the few days that WESC has carried PBS programs, our Commercial Department has been able to capitalize on the good adjacencies and programs.

"Again, let me congratulate you and your staff on the stupendous job of establishing the fifth major network."

—GLENN P. WARNOCK, V. P.
WESC, ANDERSON, SO. CAROLINA

"I can only say thank you, Larry Finley, for such a fine contribution to radio. Your talent and shows speak for PBS. I am proud to be a part of this progressive field of entertainment, sincere wishes."

—FRANK BOLEN
WJEL, SPRINGFIELD, OHIO

"We are proud to be the Los Angeles key outlet for PBS. With PBS we are now offering our listeners the greatest network programming in Los Angeles and we know we will make great progress with Progressive."

—THELMA KIRCHNER, Gen. Mgr.
KGFJ, LOS ANGELES, CALIF.

"KTUR Turlock audiences more than happy with PBS programs. We are as proud as peacocks to be carrying them."

—H. A. McMILLEN, Mgr.
KTUR, TURLOCK, CALIF.

"There is no doubt in our minds regarding the success of PBS."

—MILDRED C. CARROLL
WDOV, DOVER, DELAWARE

"Programs are great—glad we're a part of the PBS family."

—J. LEONARD TAYLOR
Wlio
E. LIVERPOOL, OHIO
PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

1 for $7.00
2 for $13.00
3 for $19.00
4 for $25.00
5 for $30.00
6 for $35.00
7 for $40.00
8 for $45.00

Name ..............................................
Firm ................................................
Address .........................................
City ................................................
Zone ..............................................
State ..............................................

Sign gift card: □ V IF RENEWAL

IMPORTANT—Mail today to:
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D.C.

$ __________ enclosed □ Bill me later

give to anyone in radio-tv

Merry Christmas
52 WEEKS A YEAR

with BROADCASTING • TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and keen sharp 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 3½ 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.

20 YEARS OF SERVICE TO RADIO-TV

★ BROADCASTING • TELECASTING ★
The husky Tom would have much preferred to play football and basketball, but a broken leg during his freshman year ended his athletic career.

After three years at Wabash, where Tom was a member of Phi Gamma Delta and was "involved in campus politics," he went to work for the Emerson B. Knight Co., Indianapolis, making surveys for newspapers. Later he was a salesman for the Stafford Engraving Co., same city, and production manager for Lynch & Wilson Agency, Kokomo. Excursions into the dealer help and planograph printing fields preceded his invasion of broadcasting as manager of KGM, Albuquerque in 1939. During the '30s he was sales manager of WJDX Jackson, Miss., and the Minnesota Radio Network, Minneapolis, before gaining the "distinction" of being the only radio direc-

For Montgomery Ward ever had. He "wrote, produced, transcribed, and shipped" Ward's Neighbor Jim program, which was carried on 85 stations across the country.

Tom's 10-year stretch with WNAX in Sioux City began Jan. 1, 1940. Before he resigned to start his own agency, he "didn't sleep well for three months worrying about opening my shop—then missed a lot of sleep for three more months after I got started, worrying over whether our work would be good enough to keep our clients—but we haven't lost any clients yet, so now I am beginning to sleep well," he says.

A '32-Weeks' Philosophy

Tom Lathrop believes in "by the year—five weeks."

"Thirteen is an unlucky number and 26 is the name of a dice game," he says. "The station with a high turnover of clients has the situation reversed—it should build for clients a fast turnover of merchandise.

He has never sold "spot announcements" as such. He sees them as "adjacencies.

Tom says his great success with mail order radio at WNAX—a great station, made great by Cowles procedure and methods—actually put him in the agency business.

He likes to tell about his wedding day, to the former Patricia Dalton, who was a John Powers model in New York when he pursued her.

"Patricia had breakfast in Chicago the morning of Oct. 22, 1938, we were married in Jackson, Miss., at 4 p.m., arrested in Hattiesburg at 6 p.m. on fictitious charges by a client (Chicago & Southern) because I wouldn't pay $64 overweight baggage charges not incurred by my bride on her way here, and we got sick on the way and flounder in Biloxi at 9 p.m.—it was quite a day."

Tommy, Larry & Mike

The Lathrops have three sons, Tommy, 11; Larry, 8; and Mike, 4, the two youngest of whom "were named Elizabeth before they were born." Mrs. Lathrop is a Cub Scout den mother and feels that every time she has the Cubs at her home, on Country Club Boulevard in Sioux City, it is a "supreme test for the structural qualities of the house."

Tom is a 32d degree Mason, belongs to the Shriner, the Sioux City Club, and the Sioux City Country Club.
FOLKSY FOOTNOTE

SHOWING the hand of a New England culturist, "a proud mother" from Cambridge, Mass., has taken to task the WCOP Boston "management," the station reports. The irate writer disparages the use of the term "folks" by radio announcers to describe the radio audience. She's again it because (1) the dictionary shows only "folk" — and even that indicates "people," stamping the word as a colloquialism; (2) during World War II "communistically inclined men" used the word to apply to "boys from the countryside to create a camaraderie." Craig Lawrence, WCOP general manager, wonders "how Yankton, Shenandoah and Clay Center would answer this one."

RADIO VEHICLES

DEFENSE VALUE STRESS

IMPORTANCE of radio-equipped vehicles in the civil defense effort was outlined last week in a special meeting attended by officials of KCMO-FM Kansas City, Mo., Transit Radio outlet, and the Kansas City Public Service Co. Station and company have a working arrangement.

Civil defense authorities, who would broadcast over KCMO's FM facilities, were shown how radio-equipped busses could be dispatched to any part of the city for vital transportation work. Approximately 300 vehicles of the Public Service Co. have been equipped with FM receivers and additional units are being installed each week, according to KCMO, which estimates that as many as 35,000 people could be reached with bulletins during any peak hour in the event of an emergency.

1897 John Wilson New 1950

FUNERAL services were held last Tuesday for John Wilson New, 53, general sales manager for WTOP-TV Norfolk, Va., who died Dec. 3 following a two-months illness. Death was attributed to complications resulting from a heart condition.

Mr. New had served on the WTOP staff for 17 years and had lived in Norfolk for 32 years. He was past president of the Virginia Assn. of Broadcasters and was active in Norfolk in many civic efforts, including the Community Chest and American Red Cross.

JULSON MEDAL

TRUMAN AWARDS TO WIDOW

PRESIDENT TRUMAN has awarded the Medal of Merit to the late Al Jolson, famed radio-motion picture-stage entertainer, for services performed in Korea. The presentation was made last Wednesday at the Pentagon in Washington, D. C., by Defense Secretary George C. Marshall, to Mr. Jolson's adopted son, Asian Jolson.

The Defense Dept. noted that Mr. Jolson "gave of his talent unthinkingly and unceasingly for two strenuous weeks to entertain troops in Korea and Japan" shortly before his death. The trip, the department said, was made at the entertainer's personal expense as was the case in similar journeys during World War I and II.

In Congress, Rep. Louis B. Heller (D-N.Y.) has introduced a bill (HR 9766) which would permit the President to award posthumously the Congressional Medal of Honor to the "Jazz Singer." The singer died Oct. 25 in San Francisco from a heart attack upon return from his battleground tour.

LEVER SWITCH

LEVER Bros. will switch product sponsorship of the Arthur Godfrey Show, 10:15 a.m. on CBS, from Spry to Rinso. Effective Dec. 25 the time of Lever segment of the show will be changed when 11 new stations will be added. The new time will be the 10:15-30 a.m. portion of the 1½-hour show over a total of 175 CBS stations. Ruthrauff & Ryan, New York, is the agency.
Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.
YODER TO KNBC

ANNOUNCEMENT of Lloyd E. Yoder's transfer from general manager of KOA, Denver, to be general manager of KNBC in San Francisco [CLOSED CIRCUIT, Dec. 4] was made.

Mr. Yoder, who has served NBC where he started with the network, was hired by NBC as manager of the Western Division press department in San Francisco in 1927, later was general manager of KFO and KGO San Francisco, when the network still owned the Red and Blue networks.

Mr. Yoder succeeds John W. Elwood, another NBC veteran, who retired as KNBC general manager effective last Oct. 15. His appointment is effective Jan. 1.

Mr. Yoder became general manager of KOA in 1939 after managing the two San Francisco properties for two years. He served in the Navy during World War II with the rank of lieutenant commander.

Follows Kopf Transfer

The shift of Mr. Yoder to San Francisco is the second replacement for management of an NBC owned-and-operated station within a fortnight. Harry C. Kopf, a week before, was transferred from vice president in charge of NBC network sales to be vice president in charge of the Central Division, a position including management of WMAQ Chicago, to succeed I. R. (Chic) Showerman [BROADCASTING • TELECASTING, Dec. 4]. Mr. Showerman left the network to join Free & Peters as chief of television.

A third station management appointment, created by Mr. Yoder's leaving KOA, now must be made. At week's end no KOA manager had been selected.

GRANGE ATTACK

Calls NARBA 'Injustice'

FIRST mention in Congress of the new NARBA pact signed in November was a blistering attack on the agreement by the National Grange. The resolution adopted unanimously by the Grange at its annual meeting Nov. 17 in Minneapolis [BROADCASTING • TELECASTING, Nov. 20], was entered in the Dec. 1 Congressional Record by Sen. Irving Ives (R-N.Y.).

Labeling the treaty a "gross injustice to the rural families of the U.S.," the Grange resolution charged the treaty's clear-channel concessions to other countries would cause interference to U. S. clear-channel service to farm listeners. The resolution, which instructs the Grange's Washington office to oppose Senate ratification of the treaty, pointed out that it would "preclude at least on a number of clear channels the only means of improving rural radio coverage, namely through use of adequate power on clear-channel stations... ." The new favoriter North American Regional Broadcasting Agreement must be ratified by the Senate before it can become part of the U. S. policy.

‘AMOS ‘N’ ANDY’

Negotiations for sponsorship were completed last Monday for the ‘Reall Drug Show’ of Amos ‘n’ Andy contract calling for sponsorship of the CBS comedy show by the drug company starting Jan. 7 for 23 weeks [BROADCASTING • TELECASTING, Nov. 15, 16]. Program will continue to be heard at present time, Sunday, 7:30-8 p.m. (EST). Last broadcast under the current sponsor, Lever Bros., is Dec. 31.

According to terms of the contract, Reall has been given first refusal rights on the show for the fall season. No provisions are included for television in connection with the radio show. NBC's second series wound up its sponsorship of NBC Richard Diamond, Private Detective Dec. 6. As yet it has no plans for a summer show to follow the last Amos ‘n’ Andy broadcast June 10.

TAPE RECORDING EXPANDS

Survey Finds 95% of Stations Covered Have Equipment

Tape Recording equipment is now owned by 95% of the stations responding to a BBDO questionnaire, and sound recording tape may eventually be used for commercial and bond shows and transcription libraries. These facts were found in a survey of 1,125 station engineers, 56% of those contacted, and supported by Minnesota Mining & Mfg. Co.

Stations with tape equipment average 27 units per outlet. Of those which do not have tape equipment, 95% reportedly plan to acquire such equipment. Open-end shows on tape reportedly could be handled by 90% of the stations using two playback units and leader and timing tape. Commercial could be handled on the same equipment at 80% of the stations and 78% said they could use a music library on the same basis.

Recommended Speed

Speed of 7 1/2 inches-per-second for a tape library service was recommended by 79% of the station engineers reporting. Direct tape-to-air broadcasts were the practice at 54% of the stations while 44% said they sometimes put tape recorded material on a disc before broadcasting.

Among the various uses reported for tape-recording equipment were the following: Delayed broadcasts, 97%; remote pickup, 95%; show building, 85%; sound effects, 28%; auditions, 28%. Economics of tape recording were voiced by 88% of the engineers who replied.

Commenting on the increased use of tape recording equipment in the radio industry, R. J. Gavin, sales manager for Scotch brand sound recording tape at Minnesota Mining & Mfg. Co., said, "This doesn't mean that tomorrow the radio stations will all switch to tape for their commercials and open-end shows and transcription libraries. But it does indicate that more than three-fourths of the stations already have the equipment to do it, and that most of the rest of them plan to get the equipment. That in itself is significant, we believe."

ELECT CONDON

Heads Okla. AP Radiomen

GLEN CONDON, KRGM Tulsa news editor, was elected president of the Oklahoma AP Broadcasters at the organization’s November meeting at Oklahoma City's Biltmore Hotel, it has been announced.

Principal speaker at the meeting, Oliver Graning, assistant general manager of the AP, discussed "History of AP Radio to Date." Stuart Harrell, head of Oklahoma U.'s school of journalism, announced the university is publishing a pronunciation glossary of Oklahoma state place-names at the suggestion of Mr. Condon. M. H. Bonebrake, KOCY Oklahoma City manager, presided.

YODER

Mr. YODER

Critics Awards

SECOND annual Author Meets the Critics Awards for the work of outstanding American writers, of the best work of fiction of the year and the best work on non-fiction, will be announced on Author Meet the Critics, Jan. 28 on ABC, Martin and Leo producers has revealed. The awards consist of two national literary prizes to the authors. Approximately 125 critics throughout the country participated in the selection of the winning authors.

WAPI

WAPI "The Voice of Alabama" CBS in Birmingham Represented by Radio Sales

Tops in Birmingham among all women's programs on all stations! That's what Hooper and Pulse* both reveal about "Moments with Mimi," WAPI's sparkling daily women's show starring Mimi Dennis.

That's a double-barreled reason — highest women's-program rating plus bustling market — why "Moments with Mimi" is Birmingham's most effective buy for advertisers who want to reach housewives.

"Mimi"

"Mimi"—Birmingham's authority for news of fashions, beauty care, cooking and homemaking — is available on a participating basis. For details and choice one-minute availability, just call us or Radio Sales.

*Hooper: May-Sept. 1950
Pulse: Sept.-Oct. 1950

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BROADCASTING • Telecasting
Listeners demanded this show. Al Ross does such a splendid job on his morning show ... that he's become a "must" on every time-buyers list. He has a unique way of selling with dubbed-in voices of famous radio personalities ... that really "wows em". We get request after request for more and more of Al. ... So we planned the Al Ross Supper Club. Put Al to work for you ... he'll do a great sales job.
Something Every Sales Manager Should Know —

A Station Is Known by the Audience It KEEPS!

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

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

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

KRNT LEADS IN EVERY TIME PERIOD!

And... That's Something Every Sales Manager Should Know!

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KAIL Lights Way

QUICK action by KAIL Sil-Ver City, M., was credited with averting an airplane crash there last week. Pilot Wesley Hammond of Claypool, Ariz., had to turn over his lights while flying over Silver City and found them out or order. He buzzed the city and surrounding territory to bring attention to the fact. Jim Duncan, program director at KAIL, noticed the plane flying dangerously close to the KAIL tower and phoned the sheriff for information. The sheriff requested KAIL to send out appeals for private cars to position the nearest airport at Hurley, M., more than 15 miles away, to provide emergency lighting for the landing. KAIL interrupted its CBS program three times with the appeal, and approximately 1,500 autos responded.
HONEST ANSWERS

to Akron’s “fouled-up” listening survey:

In less than a year, WCUE—Akron’s only independent station—has made the network outlets in the Rubber City sit up and take notice. Such notice, in fact, that even audience surveys have, apparently, to be “Hypoed” to keep the facts of radio listenership from being known.

With all due respect to audience surveys, we believe you are entitled to honest answers to the following questions before you can evaluate the current Akron Survey.

ARE ALL STATIONS IN AKRON SUBSCRIBING TO THE SURVEY?

No. WCUE has withdrawn its support because we do not believe the survey, under present conditions, can accurately measure the listening preferences of Akron area residents.

WHY DOESN’T THE SURVEY ACCURATELY MEASURE LISTENERSHIP?

We believe high pressure telephone promotions now being conducted by two of the network outlets in Akron, awarding prizes up to $1000.00, will make accurate measurement impossible. Especially since winning a prize is dependent on the listener referring to the station’s call letters when called.

How did this survey get started?

Not long ago, WCUE and other Akron stations asked an audience survey firm to make an October-through-April survey in the area. As soon as arrangements were completed, these 2 network outlets started their high pressure telephone promotions. WCUE spotted the joker and immediately withdrew its support. But the network affiliates had the survey continued.

When will accurate audience survey figures be available?

WCUE hopes they will be available soon. After the hypodermic effect of the promotions wears off, WCUE will be happy to join in an area-wide survey, which, we believe, will accurately measure listenership.

Why are some stations afraid of an unbiased survey?

We don’t know. But the fact that they apparently are, is pretty good evidence that WCUE has become a major factor in the Akron market. . . . a factor they wish you didn’t know . . . but a factor which everybody in Akron knows gets the most results for the most advertisers.

Akron Ohio’s only Independent Station

WCUE

See your forjoe man for details
SERVICE ROLE
Stressed by Mickelson

A STRONG commercial television industry will be able to provide invaluable service in the troublesome days ahead just as radio developed commercially, Sig Mickelson, CBS public affairs director, told the Washington Ad Club Dec. 5. Industry, agencies and TV must cooperate in bringing information and interpretation to the nation, he said.

Commercialism is no index of TV's contribution to the public, he said, pointing to flaws in arguments of those who criticize advertising support. TV is a popular target, especially for people who don't own sets, he said.

Cites Costs, Restrictions

Costs are fantastic, Mr. Mickelson declared, with income to networks restricted by the number of one-station markets and programs really can't reach large hookups because of the lack of stations. No private industry ever had so heavy a burden of government regulation, he contended.

CBS will bring out a new public service show Jan. 7, titled The Facts We Face, he said. The program will interpret specific facts in the whole national crisis, informing the public on the need for sacrifice. Government leaders will explain what they are trying to do. Mr. Mickelson prefaced his talk with a gloomy look at the nation's present state, quoting a Washington official who was said to have predicted the chances are 50-50 that within a few years America's youth will be enslaved. He is an executive of National Assn. of Radio News Directors.

PHILCO SALES
Defense Gets Bigger Part

PHILCO Corp. has $60 million in defense orders, and sales of all products for 1950 will reach $355 million "and might go to $365 million."

These predictions have been made by William Balderston, Philco president, who sees 1951 shaping up something like this: The first quarter will be "pretty satisfactory" for the company, the second quarter will be devoted mostly to conversion while the third and fourth quarters will receive the benefits of an increased rate of government billings.

Philco has declared a quarterly dividend of 80¢ per share on common stock and stockholders have approved a 2-1 split of company stock. Also, an ownership plan providing options and reservation of shares for key personnel [Broadcasting * Telecasting, Dec. 4].

Contented Cows

CONTENTED cows apparently are more than just an empty phrase in Cologne, Minn., and one reason may be the farm program aired by WCCO Minneapolis-St. Paul. Larry Haeg, WCCO farm director, received a letter from Clifford Johnson who complained his cows were restless and "reluctant" at milking time. He wrote: ... I didn't know half of the milk just dropped out. So as a farm program I think yours is tops."

CONGRATULATING the hostess of the Ann Sterling Show for her 4,000th consecutive broadcast on KJR Seattle are these station executives (l to r): Standing, Roland Bradley, program director; Maitland Jordan, national sales manager; J. Archie Morton, station manager; seated, Charles Herring, announcer; Miss Sterling, and Carl Person, writer of the show. Guests on the program recounted background of the show and outlined the manner in which it is put together.

TAPE DEBATE

WITH the help of long distance telephone service and two tape recorders, NBC broadcast a debate Saturday, Nov. 25, between Bob Considine, syndicated newspaper columnist, and Frank Scully, author of a controversial book on flying saucers.

Mr. Considine was in Chicago attending the convention of National Assn. of Radio News Direc tors, and Mr. Scully was at his home in Hollywood at the time the recordings were made. The debate was particularly timely because Mr. Considine had recently written a series of articles based on interviews with high Air Force officials who reportedly refuted the Scully views on flying saucers.

The two men held their debate by telephone while tape recorder microphones at each end picked up the conversation. The tape recorders were not hooked up to the telephone circuit. After the debate, both tapes were flown to New York and dubbed together. NBC News and Special Events Manager Joe Meyers said the scheme provided higher quality reproduction than the usual method of "telephone beeper recording." The idea of using the tape recorders at both ends and dubbing the tapes together for the broadcast was suggested by John Cooper, INS radio director, after the original plan of having Mr. Scully fly to Chicago for a face-to-face debate was vetoed by his doctors.

WLEX LABOR CASE

Examiner Sustains Union

COMPLAINT by IBEW (AFL) Local 1224 that Central Kentucky Broadcasting Co., Inc., licensee of WLEX Lexington, Ky., had engaged in certain "unfair labor practices" was sustained in an intermediate report released by a National Labor Relations Board examiner Dec. 2.

Lloyd Buchanan, NLRB trial examiner, recommended that the station "cease and desist from interrogating employees" with respect to their union activities, and reinstate four technician-engineering staffmen who, he said, were dismissed without good cause.

WLEX denied the allegations as to "unfair labor practices," and asserted the men were discharged because they were incapable of performing the prescribed duties. Complaint was filed Aug. 28 and hearing was held in Lexington Oct. 17-20. Station has 30 working days from date of order to reply to the recommended order.

WNYS New York and Seymour N. Siegel, director of station, have been cited by New York Tuberculosis and Health Assn. and New York Academy of Medicine, for 15 years of continuous broadcasting of health information to citizens of New York, through program, Good Health To You, Wed., 10:30 a.m.
IN IOWA

You get far more with the CBS Four

And it'll cost you less.

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS hometown stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station.

Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average "inside" share of audience of 46.2—250% greater than that of any other single station.

There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own hometown stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the CBS Four throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives.

You'll find you get more with the CBS Four . . .

All sources on request
Sound Radio Alert
(Continued from page 19)

...sent to Chairman Stuart Symington, picked out the newsmen. Here is his message.

Enormous responsibility falls upon the radio newsman in such a crisis as now confronts the United States. He is the main link between the government and the people. The degree of success of the government's efforts to make this nation secure depends upon the awareness of the people. Whether that support is forthcoming depends upon how well the public understands what is being done on its behalf.

The radio newsman should be especially esteemed in time of national danger. The awareness and understanding engendered in his listeners will enable them to take steps to ward off danger that threatens.

How and what the governments—and this includes federal, state, county and municipal—are doing in this direction is the business of the people who are governed. Newsmen can fulfill no more important function than to convey to the public the truth about the need for action and about the progress of this gigantic effort.

Description of Network

Mr. Heslep described in some detail the operation of the New York-New Jersey emergency network actually three networks linked as a unit to disseminate information. Stations will maintain monitors for specified transmitters, the assumption being that telephone lines will be out of commission. Test transmissions are planned.

Careful planning and programming of public service campaigns will be necessary, according to Mr. Heslep, who proposed some could be set up to invite institutional sponsors. He predicted acute shortages will bring drives to conserve scarce materials, recruit labor and otherwise aid the defense effort.

Then he warned: “If either the government or private industry decides that paid advertising is needed to put across a particular program, be sure radio gets its just allotment of funds.” He said the Advertising Council has not yet had many government requests for help, but anticipates they may come in deluges.

Uses Example

As an example of a sponsored campaign he recalled a statement made to the Alabama Broadcasters' Assn. by Stanley Field, chief, Radio Production Section, of the Radio-Television Branch, Dept. of Defense. Mr. Field had told the Alabama group:

Recognizing that radio is a major advertising medium especially adapted for recruiting service needs because of its flexibility, the Recruiting Service has used it for public education and material—engaged in paid time activities.

Between May 16 and Aug. 15 of this year, the Recruiting Service spent $300,000 with over 1,000 radio stations across the country in three different campaigns. This fall, the Recruiting Service again purchased the Saturday football broadcasts over ABC for the U. S. Air Force Procurement program.

Recently, when some discussion arose over allocation of Recruiting Service funds between the various media, the NAB and the Broadcast Advertising Bureau expressed official satisfaction with the radio advertising policies and said that radio was receiving its fair share.

The radio industry can be assured of getting a fair share of recruiting money. The majority of the funds expended in radio will be for the purchase of time. The six local Army headquarters have been advised to devote 50% of their funds for purchase of radio time.

As to censorship, Mr. Heslep said: “If war comes, some kind of censorship will be needed. With pardonable pride and prejudice perhaps, I urge broadcasters to insist on voluntary censorship of domestic broadcasting, supervised by a civilian agency reporting directly to the President and staffed with top men drawn right from the editorial rooms and wire services of the nation’s press and from the network and station newsrooms of American radio and television.”

Cites Book

He cited the book Weapon of Silence by Ted Koop, CBS Washington news and public affairs director and ex-Office of Censorship official, as one which finds crypticism and cynicism in some circles over the “magnificent job of voluntary censorship turned in by press and radio in the last war.”

Suggesting the armed services didn’t have manpower to set up a workable field censorship in the Korean war, Mr. Heslep contended that “on the broader plane the protection of freedom of expression is perhaps your most vital role in the defense effort.”

The whole defense problem can be broken down into two broad categories, he declared—preparedness and participation. Under preparedness he listed station resources, physical plant, newsroom, manpower shortages, plant protection, security obligations and mutual aid through good organizations. The salesman is one of the keys “to how good a job your station is going to do in the service of your country,” he said, advocating “hard, aggressive selling to increase the gross revenue.”

Urges Checking

Nobody will make a lot of money running a TV or radio station in this emergency, he reminded in noting that the tax bill now before Congress “is only the first.” Thus, he added, “the time seller is on the front line in the defense effort.” Mr. Heslep referred to the recent storms as dramatizing the urgency of checking up on towers, tube supply, secondary and auxiliary sources of power. “The storm emergency was a good preview of things that might come,” he said.

Provision likely will be made by National Production Authority for production and distribution of maintenance parts, Mr. Heslep said.

(Continued on page 46)
**KGW**
The only station which gives the advertiser comprehensive coverage

**The Tour Test proves**

**KGW**
The only station which gives the advertiser comprehensive coverage

**in the Oregon Market**

**Broadcast Measurement Bureau Surveys Prove KGW’s Leadership**

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

**TOTAL BMB Families**
(From 1949 BMB Survey)

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<td>Station D</td>
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**Portland, Oregon**
On the efficient 620 frequency

Represented nationally by Edward Petry & Co.
for
SENSATIONAL RESULTS
"MARTHA’S CUPBOARD"

(featuring Martha Bohlsen)
with the
Hard-Selling, 4-Way
WOW
FEATURE FOODS
Merchandising Plan
Now Available To Advertisers Of
Acceptable, Non-Competing
Products Sold In

FOOD STORES
- Minimum Contract . . . 2 Participations Per Week For 13 weeks.
- Rate Per Participation: $46.75 (5% off for 4 or 5, 10% off for 6 Participations per week.)

DON’T DELAY
Get Full Information Now

WOW
SALES
Insurance Bldg., Omaha
Telephone WEst 3400
Frank P. Fogarty, Gen’l. Mgr.

or

ANY JOHN BLAIR OFFICE

Page 46 • December 11, 1950


THE THREE A’s of good business, as fashioned by WAZL Hazleton, Pa.— anything, anytime and any-where—were served to its adver-tisers, the proven and the potential, in between a round-robin of feast and festivities.

WAZL’s message of what na-tional advertisers do on radio to help the local sponsor was pointed up during a series of breakfasts and luncheons this fall. Particular emphasis was placed on the local effects of national shows. As an affiliate of both NBC and MBS, WAZL cited shows broadcast na-tionally by those networks.

In a tie-in, guests were given an insight into the radio public rela-tions job successfully aired by na-tional firms. Programs given at-tention included the United States Steel Hour, the Bell Telephone Hour and the Railroad Hour, all carried by WAZL.

Poster Display
Poster displays “on location” carried the theme along by thumb-nailing all current national and local advertisers represented on the station’s program schedule. Old sponsors, such as Bright’s Depart-ment Store of Lansford, Pa., and Jere Woodring Hardware of Hazle-ton, were given extra space.

The two-day project got off to a start with a breakfast for Hazleton merchants at Genetti’s Ballroom. Ham and eggs were followed by an “on the scene” broadcast of a local program, distribution of gifts to every guest, and showing of the indus-try’s documentary film, “Light-ning That Sells.” Vic Diehm, WAZL general manager, rounded up radio’s story and introduced visiting dignitaries.

Those attending included: Robert Evans, assistant director of public relations, U. S. Steel; Clyde Clem, NBC promotion; James Luce, J. Walter Thompson; Phil O’Neill and Bill Kelly, Crotty Advertising;


Cocktails and luncheon were served to advertising merchants of WLTR Bloomsburg, Pa., at the city’s Magee Museum. Mr. Diehm has been acting as consulting ad-viser to the station, which was served with the WAZL triple A venture. WAZL executives report “Lightning” struck thrice there to spark new accounts for WLTR that afternoon.

Luncheon
At noon the next day, the WAZL traveling promotion group gathered at the Old Company’s Club in Lans-ford for a luncheon for benefit of WAZL’s Lansford, Coaldale, Ta-mahqua, Mauch Chunk and Lehighton advertisers. The documentary film was shown once again, followed by a tour of Bright’s store. WAZL reports the food good, the film friends, old and new, were refreshing and the results satisfying in its two-day goodwill promo-

Truman-Attole
RECOGNIZING the great role of electronics and other production in mobilization, President Truman and Prime Minister Clement Attlee of Great Britain in a joint state-ment last Wednesday both called attention to the prob-lem of raw material shortages in discussions on defense efforts. The two high officials agreed that “vigorous efforts should be made to increase production and to assure the most effective use of the lim-ited supplies available.” They referred to raw materials and finished goods for defense.

SOUND RADIO ALERT
(Continued from page 44) on basis of a statement by James D. Secrest, general manager of Radio-Television Mfrs. Assn.

Importance of capable staffing in the newsroom was emphasized by Mr. Heslep. He said a labor shortage may show up in the tech-nical end of broadcasting, propos-ing use of “womanpower.” He quoted Chairman Wayne Coy, of the FCC, as saying:

During World War II, when the shortage of qualified operators became acute, the Commission temporarily, and as an emergency measure, relaxed its requirements concerning classes of operators for broadcasting stations. This relaxation was terminated about the middle of 1946.

In the present situation, the Com-mission is keeping itself informed with regard to the availability of qualified operators and will work in close co-operation with other Federal agencies and defense authorities.

The FCC will, of course, take any steps that seem advisable to maintain American broadcasting as an efficient instrument in the preparedness pro-

Robert K. Richards, NAB public affairs director, suggested to Mr. Heslep that management schedule a series of “know your station” clinics.

Minutons Board ideas on plant protection were recited by Mr. Heslep, who stressed the need for “security consciousness.” He quoted an editorial from Broadcasting • Telecasting calling for vigilance, wisdom and caution on the part of radio and TV.

Such agencies as NAB, Television Broadcasters Assn., National Assn. of Radio News Editors, Assn. of Radio News Analysts and other professional groups, including state associations, should strengthen for mutual aid and protection, he said. He reminded that the Broadcasters Advisory Council, under NAB President Justin Miller, is ready for service and that Advertising Council is serving as a “peace time OWI” in screening for agencies and network all requests for media assistance.

MONROE Elected
Heads Mo. AP Radiomen

JIM MONROE, news director of KCNO Kansas City, was elected chairman of the Missouri Assn. of Associated Press Broadcasters at the annual meeting in Jefferson City, Mo., Nov. 26. He succeeds Bruce Barrington, KXOK St. Louis. Sam Burkh, director of KIRK Kirs-

ville, was elected vice chairman.

Speakers at the meeting in-cluded Oliver Gramling, assistant general manager of Associated Press; J. R. Lloyd, head of Kansas City District office of Weather Bureau; and Merrill Chil-
ce, managing editor of the St. Joseph News-Press and chairman of the Missouri Associated Press.

Commissions of the association presented reports on general news service, regional news report, sports, markets and weather to the representatives of 14 AP member stations attending the meeting.
WJW is pleased to announce the appointment of H-R Representatives, Inc. as National Representatives

Effective January 1, 1951

BILLO'NEIL
PRESIDENT

CLEVELAND'S Chief STATION

WJW

5000 W. WJW BUILDING
BASIC ABC
CLEVELAND 15, OHIO
LAST WEEK RCA demonstrated the improvements it has made in its compatible, all-electronic color television system during the past six months. They were, we think, significant.

Absent from the demonstrations was FCC, at the center of the whole current color controversy. RCA, understandably, did not formally invite the Commission because of the pendency of its litigation against adoption of the incompatible CBS system, but said it would do so when the litigation is over.

Without attempting to compare the merits of the RCA system as it now stands and the CBS system as approved by FCC, we would like to suggest, respectfully, that the Commission should see the advances which RCA has made. It should see them as soon as possible. Whether seeing them would in any way affect the decision which has already been made, we do not know.

The fact remains that a part of FCC’s duty is to keep itself abreast of the arts it regulates. No technicality, in our mind, should deter the performance of that duty. We think the Commission itself will agree that any time it spends in looking at RCA’s developments will be time spent constructively.

Fantasy in Wartime

If, by some magic, Marconi or Conrad should return to this mortal, bewildered world and behold what is transpiring in the arts they created, they might well wonder whether it was worthwhile.

On Capitol Hill, they would see a lame duck Congress, perhaps embittered because he lost his seat, plumping for a ban on newspaper ownership of stations—that is, future ownership. And they would find that this issue, settled nearly a decade ago by the Supreme Court, still retains support among many in public life, who apparently have forgotten the precepts and teachings of the Founding Fathers.

And at the FCC, they would find a lady Commissioner battling with Amazonian fury for the reservation of scarce TV facilities for a hastily organized group of educators who evidently wouldn’t know what they would do with them if allocated.

These happen to be just a pair of the issues that long ago were settled by Congress and by the courts. On the one hand, Ohio Congressman Huber wants to make of newspaper owners second-class citizens by denying any new authorizations to anyone connected with the medium. On the other hand, the equivalent of saying that no men with blond hair heenfoorth shall be permitted to enter law or medicine, or drive an automobile.

And on the other hand, Comr. Hennock reaches emotional heights in protesting any one who will even question the right of the schools to preemt at least one VHF channel in each metropolitan area, one in each educational center (whatever that is) and 28% of the unallocated UHF spectrum. Instead of following established procedures whereby all comers compete on equal footing, she would make of all savors second-class citizens. She would hold facilities for perhaps 30 years to accommodate the anticipated desires of the pedagogical men who aren’t there.

It was just 30 years ago that radio was born. Madam Commissioner, who has demonstrated in her two years on the FCC that she is an able lawyer, seems to us to have gone off the deep end in her zeal to do a job for the educators. It is her cause celebre. A reading of the record, and of her colleagues with FCC Counsel Harry M. Plotkin, displays unrestrained emotions reminiscent of the days when James Lawrence Fly ran the FCC. For the first time in the 11 years that Mr. Plotkin has been an FCC lawyer, we find ourselves (perhaps reluctantly) in agreement with him. He simply sought the right to interrogate witnesses for the organized educators. Miss Hennock repeatedly stopped him short, charging that questions were “loaded.”

A war is on. It involves an all-encompassing battle of ideologies. Doesn’t it seem futile to indulge in such nonsense as a ban on newspaper ownership, or “reservation” of channels 30 years hence—years that may see a revolution in our world economy and perhaps several in our mass radio communications?

AFRA Sings High

ANYONE who pays the bills for transcribed library services or for transcribed programs and announcements is entitled to holler “ouch” when he hears the terms of the new AFRA-transcription contract negotiated a fortnight ago.

The contract boosts talent fees for AFRA singers on library records by about 100%. It raises the fees for AFRA performers on transcribed programs and commercial spots by about the same amount. But the period over which any such program or commercial can be used, without additional talent fees, is reduced from the former 26 weeks to 13. For every 13-weeks period beyond the original 13 weeks that such a program or commercial is used, the talent must be paid an amount equal to the original fee.

Suppose a sponsor wants to run a particular commercial for 26 weeks. He pays an original talent fee 100% bigger than he used to pay. At the end of the first 13 weeks he pays the fee again. Such a case represents a 400% increase over the former AFRA contract.

Plainly, the long-time use of any one transcribed commercial will virtually disappear. The new contract will force other economies. One will be a reduction in the number of performers per transcription. Another, which is all too possible, could be a reduction in the number of stations bought by a spot advertiser.

The new contract did not impose any limitation on the period in which library service productions can be used. But the 100% fee increase, by itself, may be enough to unsettle further what has been a somewhat unstable business recently.

Many library services have operated on thin profit margins. Any increase in their basic costs such as the AFRA pay raise is bound to complicate an already difficult situation.

Because AFRA had not had an increase in minimum transcription fees for more than four years, before the agreement of two weeks ago, it was inevitable that some raise would come about. An increase of 100%, however, is out of line with comparable rises in other labor prices in that period.

AUSTIN ALLEN HARRISON

AUSTIN ALLEN HARRISON’S castles in the air are no longer the nebulous dreams he once had, but have taken substance in the antenna and transmitter tower of KSWM Joplin, Mo. Now in his 31st year, he has been president for five years of his own company, Air Time Inc.

Mr. Harrison got his start in radio as a transmitter technician in 1938-39. He worked as an engineer in a number of stations including KORN Fremont, KGNP North Platte, and KFAB-KFOR Lincoln, Neb., and WMBD Peoria, Ill., and for NBC in Chicago. His ambition was to own his own radio station.

To realize his ambition, Austin Harrison saw that he needed a specialized education and more groundwork in his chosen field. He married a man with children and holding a fulltime job, he nevertheless crammed every hour he could with further study. He studied at home,

(Continued on page 58)

Static & Snow

By AWFREY QUINCY

NOW THE Voice of America says that the Russians are using Siberian wolf calls for jamming. Could it be that the Iron Curtain is penetrated by Faye Emerson on TV?

When Johnny Gillin was alive, he would send his many friends fine Nebraska corn-fed turkeys for Christmas. With the Navy influence now prevailing at WOW, we’re speculating this year as to whether it’s a sea-gull or an albatross, or is there such a thing as an amphibious turkey?

The Bridgeport report indicates that UHF speld backwards is merely a phonetic beginning of PHOOIE.

We get a chuckle out of the Canadian bureaucrat who regards our broadcasting as being so obnoxious. The planned economy lads show no remorse over a television-less Dominion which has so much appetite for television that all along its southern fringes thousands of American receivers are getting what service they can from American stations, sometimes hundreds of miles away.
"I said, the Dallas-Fort Worth market shows a tremendous growth since 1940. To be exact, a 50.1% percent gain."

"In only ten years?"

"That's right. And your buying power is astounding. In relation to America's 19 major markets ranging from 500,000 to 1,000,000 in population, the Dallas-Fort Worth area is FIRST in retail sales, $1,464* per capita!"

"Thank you!...Well, there it is. We have the facilities, the mass-media for reaching our booming market. You have the product. Put the two together and the result is SALES!"

*Standard Rate & Data—1950-51 Consumer Markets

wfaa-820 wfaa-570 wfaa-tv

NBC, TQN—50,000 watts ABC, TQN—5,000 watts CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, General Manager

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc. National Representatives
Strictly Business

(Continued from page 16)

A cleaner salesman. Subsequently he
held several retail sales managerial
jobs, including management of a
Firestone Rubber Co. store in
Toledo.

In 1935 the Allen Chemical Co.
of Toledo decided upon a statewide
campaign in Michigan over WXYZ
Detroit and the Michigan network
on behalf of its drug products. It
employed Mr. Beeson to work with
station officials on it. Following the
campaign, WXYZ offered him a
place in its merchandising de-
partment, where he set up whole-
sale and retail distribution for
drugs, groceries, and hardware
throughout the state.

He was restless, however, and
anxious for wider experience in
radio. So when WTOL Toledo went
on the air early in 1937, he per-
suaded the manager, Mike Kent, to
permit him to create, write and
sell programs on a freelance basis.
In 1938 Mr. Kent resigned and
Mr. Beeson was appointed to suc-
cede him. Although the station
continued to progress under Mr.
Beeson's management, his restless-
ness returned. Finally in 1939 he
moved to New York and the offices
of Joseph Hershey McGillvra, a
pioneer radio station representa-
tive operating in Chicago and New
York. In 1941 Mr. Beeson joined
Headley-Reed as a senior salesman.

Came the war, and from 1943 to
1945, he served with the infantry
and combat military police in En-
land and on the continent, return-
ing to Headley-Reed in November
1945. Last February when the
firm expanded, its owner, Frank
Miller, appointed him vice presi-
dent to head up the AM division.

Mrs. Beeson is the former Jac-
quelyn Wake of Toledo. They
were married in June 1945, and
have a two-year-old daughter,
Lydia Anne.

Although one of the original
members of the Radio Executives
Club of New York, Mr. Beeson
doesn't find much time for club
life. His hobbies are golf and
photography, the latter including
operation of a completely equipped
dark room in his home at Artsde,
Westchester County, New York.

Radio Faith

Looking ahead, he is convinced
that television never will replace
radio—not, he says, as long as
people continue to enjoy exer-
cising imagination. However, as TV
grows up, the emphasis in radio
will shift more to good music and
news, he believes.

Except for a brief stint of semi-
pro football in Toledo, and his
Army experience, Mr. Beeson has
lived advertising almost from the
day he was born. It's in his blood,
he feels. "Radio and sales haven't
supplanted it," he says. "They've
just diverted it." With his father in
advertising, he wanted to prove
to himself that he could make it on
his own—and he did!

The stars of
today and
Yours for more Sales
...with the new era in
Thesaurus

Whale, and Sway with
Sammy Kaye

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

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

front office

W. J. BENJAMIN, Eastern sales manager: Crosley Broadcast-
ing Corp., N. Y., to Radio Spot Sales Div., ABC, as account execu-
tive. BERNARD MUSNICK succeeds him in Crosley post.

ERVIN F. LYKE elected president and general manager
WVET Rochester, N. Y. He has been serving as general
manager for past six months.

PARKMAN R. FEEZOR appointed station director and
commercial manager: KWHN Fort Smith, Ark. Was with WCAV Norfolk.

WILLIAM J. BLACK appointed national sales service

HOMER GRIFFITH, Western Division station relations manager,
Progressive Broadcasting System, with headquarters in Hollywood, named
manager Spot Sales Western Division in addition to other position. Prior to joining new network he was
commercial manager KAFY Bakersfield, Calif., and for
several years before that head of own radio repre-
sentative firm.

MIKE WATSON, KLAC Hollywood sales staff, resigns
to join State Department Information Division, Athens,
Greece.

ROBERT L. BROCKMAN to local sales staff ABC Chicago after working
as salesman for William G. Rambeau, representative, same city. Was
sales manager and station director: WJTL St. Louis.

O. R. (Jim) BELLAMY to sales staff WKRC-TV Cincinnati. Was general
manager WWSO Springfield, Ohio, and WPGH Pittsburgh, and also
account executive for Frederic W. Ziv Co.

JACK JENNINGS, ABC Hollywood audience promotion
staff, to Don Lee Hollywood as account executive.

ALFRED N. GREENBERG, faculty member: City College
of New York, appointed director of sales promotion
WSGN Birmingham, Ala.

Personal...

CRAYE LAWRENCE, executive vice president: Cowles Broadcasting
Corp. and general manager WOCO Boston, reappointed director for
March of Dimes campaign this year...BILL EBERLE, sales represen-
tive WHIZ Zanesville, Ohio, father of girl...CLIFF WINGROVE,
manager: CKYD St. Catharines, to president Advertising and Sales Club of
St. Catharines.

WALLY JORGENSEN, local sales manager: WBT-AM-FM and WBTV
(TV) Charlotte, N. C., father of boy, Peter James...SENIOR W.
RUPERT DAVIES, president: CKWS Kingston, Ont., and publisher
Kingston Whig-Standard, and Margaret McDaid, his private secretary,
were married Nov. 30...FRED C. MALTZ, account executive: KFTI
Twin Falls, Ida., father of girl...JUDITH WALLER, director of public
affairs and education: NBC, Chicago, attended White House Conference

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BROADCASTING • Telecasting
WHAT'S THE BRAWL ABOUT?

NOT A BRAWL, MY DEAR — AN OCCASION! IT'S THIS NEW ERA'S FIRST BIRTHDAY AND WE'RE HAVING SOMETHING OF A WHOOP-DE-DOO!

Champagne or not, whooping it up with THESAURUS is everyday common sense for saleswise broadcasters, because THESAURUS productions put sponsors in the big time at affordable cost. Not only put 'em there, but hold 'em there — with the showmanship and big names that pile up the listening.

One year ago, THESAURUS promised something new and different in ready-to-air programs. Subscribers tell us the results are even better than promised!

The "new era" in Thesaurus ... A PROGRAMMING PLEDGE FULFILLED!
A broadcaster's best friend...
THIS YEAR'S EXCITING "NEW ERA" IN THESAURUS HAS BROUGHT US BUSINESS WITH A CAPITAL "B"!

Look

at THESAURUS' record! 10 great new shows... 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with you and your sponsors in mind... written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

- SPONSOR-SELLING BROCHURES AND MERCHANDISING PLANS
- AUDIENCE-BUILDING PROMOTION KITS
- SALES-CLINCHING AUDITION DISCS

Plus...

- hit tunes before they're hits
- inspiring mood music
- special holiday programs
- time & weather jingles
- commercial jingles
- many production "extras"

Thesaurus' "new era" is one year old!
Spread one of these on a prospect’s desk ... and you've got another sponsor!

A broadcaster’s best friend... Thesaurus
MANPOWER ISSUE
Senate Hearings This Week

BLUEPRINT for mobilization of the nation's manpower, with special emphasis on its relation to electronics and other key industries, last week was being studied by government authorities preparatory to an inquiry set by a Senate subcommittee.

Defense agencies have been asked to submit recommendations based on their various needs in the light of the worsening international situation. A Senate Armed Services mobilization subcommittee has slated hearings to start this week, with the goal of making best possible use of manpower for the armed services and to provide for "essential needs" of civilians.

NAB through its district meetings already has voiced concern over threatened manpower restrictions, claiming that the emergency has begun to take its toll of executive and staff personnel. [Broadcasting • Telecasting, Sept. 25]

Radio - Television M's. Ass'n, speaking for the manufacturing phase, has advised the National Production Authority that the current lag in issuance of defense orders, coupled with civilian cutbacks of goods, may seriously disrupt employment of technical personnel unless the slack is taken up soon.

Study of All Phases

The subcommittee, headed by Sen. Lyndon Johnson (D-Tex.), is expected to cover all facets of the manpower problem, including use of women in industry jobs. This possibility was mentioned by Charles Helesp, radio TV director, Atomic Energy Commission, in a speech last week before the Tennessee Broadcasters Ass'n (see separate story page 22).

Sen. Johnson has asked for recommendations from the Dept. of Defense, Federal Security Agency, Selective Service and Labor Dept, along with a tentative program "materially revised in the light of events the past 10 days."

Sen. Johnson asserted: "We are at war and we must mobilize militarily and economically as rapidly and efficiently as we can."

The Senate subcommittee, he added, also wants to probe the extent to which the Defense Dept. has progressed in converting funds into actual orders for electronics and other equipment (see separate story). Speedup of the procurement program is indicated, he added.

While the draft would be revised upward to strengthen the numerical force of the armed services was not indicated, though President Truman has urged its expansion.

At the same time, Labor Secretary Maurice Tobin last week met with various industry officials to discuss a possible defense-worker training program which would assure enough trained workers for defense production.


CHATTING before CBS broadcast on topic "Will There Be Enough Food?" are (l to r) Donald Laurie, pres., Quaker Oats Co.; Helen Sioussat, CBS dir. of talks, and Paul Willis, pres., Grocery M'rs. of America.

WORKING on sales approach for The Reddy Rogers Show at WIP Philadelphia are (1 to r) Lee Neal, Ben Gimbel Jr., WIP pres. and gen. mgr.; Clyde Spitzer, Buddy Rogers, Gordon Gray, WIP v.p. and dir. of sales; Nat Radick of Gainsborough Assoc., producer of show; Perry Bascon, Dave Yanow and Jack Dash.

AT Dallas Advertising League luncheon promoting world premier of Warner Bros.' "Dallas" were (1 to r) Francis Barr, Interstate Theatres; George Utley, WFAA Dallas; George Bannon, Warner Bros.; Miss Gerry Hill, Interstate; Ira DeJarnett, head own Dallas agency; Col. E. L. Priestock, British vice consul; Tom McHale, Ad League pres.; Marshall Cloyd, Ad League second v. p.; Ernest Lavan, Tray-Locke Co. and Ad League dir.; Harry Owens, Gandy-Owens Agency, Dallas.
Here’s Maximum VERSATILITY!

This 212A speech input console is an operator's dream. Facilities are provided for auditioning or rehearsing or cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines.

Two program amplifiers are included, making it possible to feed two independent programs at once or, by operating the line reversal switch, providing an emergency amplifier for normal use.

Write, wire or telephone your nearest Collins representative for complete information about the 212A or any other type of speech equipment in the broad Collins line.

Collins Radio Company
Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18
SURF
1230 N. Industrial Blvd.
DALLAS 2
2706 W. Olive Ave.
KNOXVILLE
3417 Roslyn Ave.
DAYTONA BEACH

HILL BÜRCH, producer, CBS Gene Autry Show father of boy, Charles William.

News...

JIM McGEWERN, news writer WDGY Minneapolis, appointed news chief.

TUBBY WALTHALL, sports director WSVS-AM-FM Creve, Va., returns to duties after two-week illness following operation.

NAT ASCH, WJUG New York sports staff, father of boy, Mathias Bark.

BRIAN SWARBRICK and GORDON McCLEAN, news editors CBL Toronto, to Canadian Army United Nations Forces, Mr. Swarbrick and Mr. McClean as captain signal master in Army communication center at Toronto. Both are former Canadian Press members.

FRENCH MUSIC
Tariff Request Withdrawn

The Federation of Authors in Canada, representing the French music society, SACEM, has withdrawn its request for a separate tariff on its music played in Canadian Broadcasting, Telecasting, Nov. 27.

The federation had filed a tariff with the Canadian Copyright Appeal Board, Ottawa, for a separate tariff from that of the Composers, Authors and Publishers Assn. of Canada (CAPAC), the equivalent in Canada of ASCAP, with whom the French society was affiliated. The separate tariff asked for 40% of the CAPAC tariff, which requested $304,284 for its music broadcast rights in 1951.

Withdrawal of the request of the French group was by letter to the Canadian Copyright Appeal Board. While no official reasons are given, various industry officials felt it was in part due to the fact that Canadian broadcasters, and especially the French-language broadcasters, had intimated they might try to do without the French catalog if a separate fee were charged. It is felt in the Canadian broadcasting industry that attempts by other national music societies may be made in the future.

Pooie Sells KSMA
PRICED at $27,500, KSMA Santa Maria, Calif., has been sold by John H. Poole to James Hagerman, managing editor, Santa Maria Times, and John I. Groome, assistant station manager. Sale is subject to FCC approval. KSMA, operating at 1090 ke, is a Liberty Broadcasting System affiliate. Mr. Poole also owns KALI Pasadena and operates KM2XAZ Long Beach, experimental TV station on ultra high frequency.

WOMEN'S ADVERTISING Club of Canada recently conducted survey in Canada's Atlantic coast provinces to ask housewives what they disliked most about radio. Over 1,000 women were questioned, and singing commercials were listed as most disliked item of radio program fare.

Collins Telecasting

Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18
BURBANK
1230 N. Industrial Blvd.
DALLAS 2
2706 W. Olive Ave.
KNOXVILLE
3417 Roslyn Ave.
DAYTONA BEACH

Page 56 * December 11, 1950
RAILROADS
AND THE DEFENSE
OF THE NATION

THE FORWARD EDGE of American Defense is the combat force on land and sea, and in the air.

Back of that force are the organized military services which provide arms, munitions and supplies to the fighting men.

Back of these services stands the productive power of the most richly productive economy the world has ever seen.

Basic in that economy is the American railroad, standing ready to move anything, in any quantity, for anybody, in any season of the year, in any part of the continent — and to do it with unequalled economy in manpower, fuel and materials, and money.

ASSOCIATION OF AMERICAN RAILROADS
Washington, D. C.
Sure You Haven’t A “Blind Spot”?  

As I was driving down Main Street last Saturday afternoon, another car pulled out right in front of me. It turned out to be Buck Blake. He wasn’t going fast. It was just that he had something or someone else on his mind at that particular moment.

Buck’s really one of the nicest fellows I’ve ever known. But, sometimes he gets to day-dreaming on the road. He sort of gets a “blind spot” to what’s going on about him!

Now, lots of normally considerate folks have their “blind spots.” It could be anything from day-dreaming while driving a car to humming out loud at the movies.

From where I sit, it’s mighty important to be on guard against your own “blind spots.” The other fellow has a right to his “share of the road,” too—whether it’s having a taste for a temperate glass of sparkling beer or a desire to listen to some classical music if he wants to.

Joe Marsh

From where I sit by Joe Marsh

Respects

(Continued from page 18)

taking extension courses from various universities, later enrolling in the U. of Nebraska while working at radio stations in Lincoln.

Young Harrison did not obtain a degree, but he did earn recognition as a competent engineer. During the early part of World War II he taught as an instructor at the Illinois Institute of Technology and later he assisted in specialized radar work for the armed services at the Radiation Lab of Massachusetts Institute of Technology.

With the cessation of hostilities and the lifting of the FCC freeze on applications, Austin Harrison and his wife liquidated everything they had, car, house equity, furniture—everything but the clothes on their backs and their dreams—and in October of 1945 filed their application for a new station at Joplin, Mo.

In February 1946 a construction permit was granted and building began immediately on the station. In July of 1946 KSWM took the air bringing competitive radio to the Joplin district for the first time. “I thought,” said Mr. Harrison, “that I had experienced some pretty tough times; the next couple of years were really the toughest.”

Cites Support

In spite of mistakes the station has flourished and “with the help of the great people of Joplin,” Mr. Harrison says, “I have been able to provide a better and better service. We will never forget the wonderful few who encouraged us by placing advertising with us right from the start and stayed with us.”

And most particularly, he cites a Joplin baker who is always the first to jump to the support of a new endeavor and do many times his share.

One of the station’s most successful campaigns was conducted a few month’s ago, according to Mr. Harrison, when a local clothing manufacturer, who had built up quite a large national distribution for his product but was lacking in prestige in his own district, decided to advertise. An analysis of the problem brought forth the idea of selling the town first on what the manufacturer contributed to the welfare of his own community in number of people employed, etc.

The entire story was made up in small parts and then worked into several special production announcements, with sound effects of a very effective nature. The whole campaign was then worked out on a blanket spot announcement basis. In a few weeks everyone in the area was talking about the manufacturer, knew all about the product and was asking for it in the local stores. The job was a complete success and KSWM expects the firm to be a year-round advertiser, Mr. Harrison said.

Too much the idealist and not commercially minded enough at first, Austin Harrison says: “I have learned beyond a shadow of a doubt that as a radio station operator you can be appreciated and respected for doing community service, etc., but you still must prove in dollars and cents that you can really help sell merchandise and be effective as a selling instrument in order to have the genuine respect and admiration of your fellow townsmans.”

The station which promotes and stimulates the sale of goods and services is contributing to the healthy life and well-being of the community, Mr. Harrison averas. When a station is able to do this and also provide entertainment, news and education, that is the “end result of my interest in radio,” he says.

A Civic Leader

Mr. Harrison has taken a leading role in the civic affairs of Joplin. He is president of the Joplin Lions Club, president of the Salvation Army Advisory Board and has been elected member of the six-member Board of Education. He is also member of the board of trustees of the Freeman Hospital. He is interested in public affairs and special service broadcasts and covers public events all over Missouri and often in various other parts of the United States.

Austin Allen Harrison was born in Carthage, Mo., Aug. 14, 1919, and was reared and educated in that town, which no doubt accounts for establishing his business in that state. The Harrisons have six children, ranging in age from 2 to 11. Home movies (he has plenty of subject material), swimming and reading historical literature constitute Mr. Harrison’s hobbies.

KCWCK AIDS FUND

Some 125 Orphans Benefit

COMMERCIAL radio’s selling power was called upon by the Naval radio station at Moncton, N. B., to put over a fund raising campaign for benefit of local orphans. Lt. M. O. Jones, RCN, commanding officer of the station, reports.

When KCWCK Moncton was approached with a plea for publicity to help sell at least 1,000 apple pies at 40¢ each to raise funds to provide a Christmas party for local orphaned children, Lt. Jones says the result was overwhelming.

"For two days preceding the sale the air was filled with ‘plugs’ and announcements regarding the sale... when the great day came few people in Moncton were not aware of the occasion which the radio and ‘dubbed’ Pie Day,” Lt. Jones reports. As a result of the promotion, two hours after the pies were on sale, every one baked — a total of 1,104—was sold with the demand unrelenting during the rest of the day. Result was the enriching of the fund by $400—for 125 orphans to know a happier Christmas, the Canadian officer notes.

Page 58 * December 11, 1950
This is our twentieth anniversary.

This cake, symbolizing our twenty years of progress and service, results from a careful adherence to a time-tested recipe. In a like manner, our success as a radio station is the result of combining the proper ingredients in our operating philosophy.

We have always believed that in this democratic world, free speech is a most cherished right. We have always kept our mike a free-speech mike.

We believe that our programming must be in the public interest. And this has won for us many coveted awards. The significance of these awards reflects not only the merit of our programs, but our constant long-range planning in your interest.

We believe that the years ahead are filled with opportunity. If we did not believe this, we would not believe in America... because, in America, there is no limit to accomplishment.

So...we're starting our twenty-first year...eager and confident...a part of America's greatest advertising medium...and still "In Service of Home and Nation".

Cleveland's Friendly Station  W.G.A.R.
Stars Shine So Brightly...

IN WFBL's PROMOTION DRIVE FOR THE SPONSORS' PRODUCTS

Their favorite radio stars' pictures can be seen in 55 leading supermarkets in the city.

First person to name the picture shown in any one of the five stores announced is awarded an assortment of WFBL advertised products. The best display, with a prize going to the store owner or manager including the most appealing tie-ins. Advance notice is given the local sales representative of the product in order that he may help out with the merchandising.

According to WFBL, the advertisers' sales forces have hopped enthusiastically into the project. Comments range from "something new and different" to "one of the most tangible pieces of advertising cooperation and "outstanding and unusual merchandising." WFBL feels it has hit upon something in its star-studded promotion.

Dovetailing into this successful merchandising is another promotion and public service project developed by WFBL. Again the keynote is the radio star. It is used to help organizations raise funds for... (Continued on page 66)

FORTUNE spinner is this WFBL-CBS "Wheel of Stars." While promoting products advertised on the station, the booth also is responsible for collection of funds for needy organizations in the community.

ONE of WFBL's merchandising exhibits is explained by Vice President Robert Soule (pointing). Robert Sullivan, Richard Grahl, John Murphy, Richard Mueller Co., Thomas W. McDermott, N.W. Ayer & Son, and Jones Scovorn, Free Peters, station representative. WFBL displayed its exhibits for advertisers and agencies during a two-day showing last month at the Park Lane Hotel, New York.
Another Masterpiece of Truscon Engineering Skill

TRUSCON

UNIFORM CROSS-SECTION
GUYED RADIO TOWER

Here again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

UNIFORM IN CROSS SECTION—because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or coaxial transmission lines having 3½" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.

FREE CATALOG
Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.
Open Mike

(Continued from page 14)

sent in each week's issue of Broadcasting • Telecasting... help us to sell new accounts. We find these stories, when used on a "Radio Is Ready to Build for You, Too" pitch, very impressive.

Lloyd D. Loers
Local Sales Manager
WTAD-AM-FM
Quincy, Ill.

* * *

‘An Old Friend’

EDITOR:

A bouquet of roses to you for... sending me a duplicate copy of the Broadcasting • Telecasting Yearbook.

To have been without one, even for a matter of days, was much like having been deprived of my arms and legs. The Broadcasting • Telecasting Yearbook is much like an old friend whose true value is unappreciated until one is shorn of his presence. Again with appreciation.

Frank Wilbur
Station Manager
KAFY Bakersfield, Calif.

* * *

More on ‘Shortage’

EDITOR:

In regard to statement in Open Mike of Nov. 6, concerning the shortage of operators with class tickets—May I say “no wonder.”

In classified ads of Nov. 13, all one prospective employer wants is a chief engineer who will take an announcing shift, and who must necessarily have a car. All this and if you break it down to a 40-hour week (which someone’s told me, is recognized as the standard work week in the U.S.A.) it amounts to $1.15 per hour. Remarkable!!

D. W. Siegel
Stomington, Conn.

P.S. Yes, I have a first class ticket and as they used to tell me in the Army, it’s no crime to gripe.

WIBG Elections

ELECTIONS to determine the bargaining representatives for certain employees at WIBG-AM-FM Philadelphia have been ordered by the National Labor Relations Board. Due to a typographical error appearing in the original order released by NLRB Broadcasting • Telecasting Dec. 4 incorrectly identified the station as WIBG-AM-FM, which is located in Greensboro, N. C. Latter station, not connected with the Philadelphia operation, reports no labor disputes, noting a reference in the same story to WFM1-FM-TV Greensboro, N. C., which also was directed to hold elections.

Page 62 • December 11, 1950

Broadcasting • Telecasting
Not actually, of course... but the gains in official population registered by the 1950 Census in the BMB areas of Westinghouse stations exceed the present population of the city of Los Angeles!

Healthy increases were noted in all Westinghouse territories... in New England, in the Middle Atlantic, in the Pittsburgh market-area, in the Midwest, and in the Pacific Northwest. Here’s the score, station by station and territory by territory.

But it isn’t numbers alone that make these stations such a good buy. It’s listener-loyalty, nurtured by good local programming and augmented by popular network shows. If you’re looking for consistent, dependable sales support in the areas listed here, put Westinghouse stations at the top of your list. Free & Peters has details.

<table>
<thead>
<tr>
<th></th>
<th>Population in BMB Counties</th>
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<tbody>
<tr>
<td></td>
<td>1940</td>
</tr>
<tr>
<td>WBZ Boston</td>
<td>5,717,110</td>
</tr>
<tr>
<td>(with WBZA Springfield)</td>
<td></td>
</tr>
<tr>
<td>KYW Philadelphia</td>
<td>5,776,572</td>
</tr>
<tr>
<td>KDKA Pittsburgh</td>
<td>7,145,584</td>
</tr>
<tr>
<td>WOWO Fort Wayne</td>
<td>1,723,055</td>
</tr>
<tr>
<td>KEX Portland</td>
<td>1,215,895</td>
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<tr>
<td>TOTAL</td>
<td>21,578,216</td>
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</tbody>
</table>

W E S T I N G H O U S E  R A D I O  S T A T I O N S  I n c
KDKA - KYW - KEX - WBZ - WBZA - WOWO - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
MILESTONES

A DECADE in radio was observed last Friday by Anne D. Minahan, "Lady of Fantasy" for WLAW Lawrence, Mass. Surrounded by 13 boys and girls, she conducts Story Telling Time, produced in cooperation with the Lawrence public library and originating in that institution each Saturday morning.

▶ Ralph Mathewson, engineer; Frances McLaughlin, secretary, and E. B. Rideout, announcer, recently celebrated their 25th year with WEEI Boston. Mr. Mathewson threw the switch that put WEEI on the air in 1924.
▶ WSAS Huntingdon, W. Va., celebrated its 27th anniversary of broadcasting recently.
▶ Mary Lee Taylor, NBC personality, celebrated her 17th anniversary on the air Nov. 4.
▶ CKVL Verdun, Que., marked its fourth year of broadcasting Nov. 10.
▶ Bishop Duane G. Hunt has begun his 24th year on KSL Salt Lake City, on The Catholic Point of View, a new series.
▶ Don Watterick, WXYZ Detroit, sports director, presented a new car by Chevrolet dealers of Detroit commemorating his second year of covering sports events for them.
▶ Lyn Murray, musical director CBS Hallmark Playhouse, celebrated his 25th year in radio.
▶ WSVG - AM-FM Steubenville, Ohio, celebrated 10th year of broadcasting Nov. 4.
▶ Weekly audience participation show Coffee Call on WHAS Louisville celebrated its second anniversary Nov. 3.
▶ Tom Chase, announcer, WREX Omaha, starting his 21st year of broadcasting for the station.
▶ Powers Course, WCAU Philadelphia Old Night Owl, celebrated 20th year with the station.
▶ Barbara Steiner, WBDU Trenton, N. J., celebrated her 20th year in radio.
▶ Tom O'Clock News, weekly news show sponsored by Meyer's Bakery, Little Rock, Ark., and heard over KARK, is starting its 11th year under the same sponsor.
▶ Marion Sheppard, head of music clearance at CBS-WBBM Chicago, begins her 19th year with the station. She is the senior woman employee.
▶ Jerry Ellis, manager of Chicago office of Columbia Transcriptions, began his 24th year in radio Nov. 11.
▶ KLAC-TV Hollywood's Chief Stone's Home Town Jamboree this month celebrates its first year on the air. Gold's Department Store, Los Angeles, sponsors the program.
▶ John Yarbrough, director of the ABC-TV Beulah series, last month celebrated 24 years in show business.

PHILADELPHIA Club of Advertising Women will sponsor free introductory course for young women considering careers in field of advertising, in 17-week lecture course to begin Jan. 8. Will be open to high school graduates.

NAME HULLINGER
To New ABC West Coast Post

NED HULLINGER, director of publicity, ABC Western Division, last week was named manager of station relations for the network's Western Division, effective immediately. He replaces Francis Conrad, who was recently named director of ABC Western Division and manager of the network's Los Angeles affiliate, KECA.

With ABC for the past five years, Mr. Hullinger started as publicity writer from where he advanced successively to assistant promotion manager, and publicity and audience promotion manager before reaching his most recent post.

IRVIN WAGNER
Advertising Consultant Dies

FUNERAL services were conducted Thursday in Chicago for Irvin J. Wagner, 51, advertising consultant and former vice president of Olan Advertising Co., same city. Mr. Wagner died Dec. 3 as the result of a heart attack suffered in Los Angeles while on a business trip. He had been ill several years. For the past year, Mr. Wagner operated his own business as an advertising consultant in Chicago specializing in radio and television. From 1944 until 1949 he was an Olan vice president, working mainly in radio although he had general executive duties. He also established himself as a successful commercial copywriter, authoring many jingles. His most recent jingle was for Pabst Blue Ribbon beer, one of the main accounts on which he worked as consultant. Prior to the industry he was sending checks to the Chicago Radio Management Club, in care of President Arthur Harre, manager of WJJD Chicago, for the establishment of a memorial fund. Surviving are his widow, Belle, and a son, Kurt.

The $$$$ points to
5th in Nation in Corn Acreage — 12th in Nation in Cattle
"KITCHEN KATE" speaks the language of Central Nebraska's housewives. Her solid market can be yours from 9:00 A.M.—9:30 A.M.—Monday through Saturday. KITCHEN KATE listeners are from the fabulous Farm and Ranch area, served only by 250 Watts—KCNIBroken Bow, Nebraska--1490 Kilocycles.

Keeping Central Nebraska Informed

Broadcasting • Telecasting
NEWS AND VIEWS OF COAL
A MONTHLY REPORT TO EDITORS

PUBLIC UTILITIES TAKING MORE COAL.
The latest official figures from Government sources reveal a marked increase in recent months in the consumption of bituminous coal by the electric power companies. This upward curve in coal is not matched by either natural gas or oil. It is clear that coal is getting a bigger share of the utilities' total fuel purchases. In September, 1950, the last month for which figures are available, the utilities' use of coal was 7,456,000 tons. This was a 17.6% increase over September, 1949.

UTILIZING COAL'S ENERGY—WITHOUT MINING.
A United States Bureau of Mines official has announced that the ability to put unmined coal to work has been effectively demonstrated. In Gorgas, Alabama, coal has been gasified by controlled burning underground. The gases produced were piped to the surface at 1200° F., with enough power to operate an electricity-producing gas turbine. Someday, coal that's impractical to mine may become an important source of power.

ANOTHER HISTORY-MAKING SAFETY RECORD!
The latest figures from the Bureau of Mines reveal further marked progress in the drive of the bituminous coal industry to reduce accidents. Fatal accidents are down 13%, and the over-all safety record for the first nine months of the year tops last year's record by 3%, a record which was the best in history.

COMPETITION—KEY TO PROGRESS!
The Keystone Coal Mine Directory shows that approximately 8,000 independent producers mine the coal used in this country. Thousands of these are small producers, and competition within the industry has never been keener. Free competition has helped to make the coal industry ready and able to meet any demands of either peace or war.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.
For some interesting information on radio in Iowa, please see page 27 of this issue.
Continental Electronics Manufacturing Company of Dallas, Texas, well-known manufacturer of high-power and high-frequency broadcast transmitters for foreign and overseas service, now offers the domestic broadcasting field an outstanding new 5/10 kw transmitter. Distributed by Graybar Electric Company, this new equipment incorporates many features never before available in AM transmitters.

NEW! ... Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! ... Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! ... "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.
ACTION ON CLEARS

FAB Petitions FCC

PROMPT ACTION by the FCC in the clear channel case, before the Senate ratifies the NARBA Act, was urged by the Florida Ass'n of Broadcasters in a resolution adopted at its convention in Jacksonville, Dec. 1-2. The resolution called for in broadcasting service to the people of Florida will not be "unnecessarily delayed."

The association, meeting at the Mayflower Hotel, heard a report by Dorney Owings of Broadcast Music Inc., concerning the successful operation of clinics for program directors and managers which enabled them "to improve their programming and render better listening service." A resolution was passed expressing the association's desire to sponsor similar clinics in Florida with the help of training film and supplementary speakers from BMI. Universities in Florida will be asked to join with FAB in supplying facilities for such clinics with the understanding that students of their radio classes will be invited to participate.

Gramling Speaks

Olive Gramling, head of the AP radio division in New York and at one time a resident of Tallahassee, spoke to the FAB on the freedom of radio and press, stressing the great difference between Russian and American ideals of such freedom.

"The right to broadcast is the fulfillment of the right to speak," he said. "The right to print is the fulfillment of the right to have a free press. The two freedoms are interdependent. Our two freedoms should remain secure so long as radio and press unite in their efforts to keep the people fully and accurately informed."

Dr. John Hills, president of the U. of Florida, described Florida as "the great American home," because "so many people move here from other parts of the country." Radio had been important in speeding the state's progress, Dr. Miller said. "Radio plays a large part in building up the state—an important and tremendously responsible part—in shaping the fast-developing, youthful economy and culture of Florida." He continued: "The university has excellent clinical facilities for training people important to the radio field and we need you to tell us what you need."

Maj. Garland Powell, president of WRUF Gainesville, called on the industry to "rid itself of any pink-tinted person connected with it." He asked FAB to take the lead in outing Communists or fellow travelers "wherever they may be found." Major Powell added that he knew of no station in Florida which "harbors any Communist or anyone of pinkish tendencies."

State Dept. Thanks

The association also adopted a resolution expressing its gratitude to the State Dept. for sending Captain John C. Cross of that department to the meeting for a discussion of the pending NARBA treaty. Another resolution requested FAB to modify its requirement that a thermocouple type ammeter be installed in the antenna circuit as per its Section 1902, Section 13 B (3). Frequent electrical storms have often destroyed the ammeters, causing unnecessary expense to the stations involved, the resolution said. The change in the modification suggested would be to permit the stations to use a "portable or plug-in thermocouple antenna ammeter which would result in no irreparable injury and would be in the public interest, convenience and necessity."

In adjourning, the meeting expressed its thanks to the city of Jacksonville and the radio stations of Jacksonville and Jacksonville Beach which acted as hosts to the convention.

WIP Philadelphia has arranged to supply Weather Bureau in Philadelphia area with regular morning temperature readings from station's transmitter located in Bellmawr, New Jersey. Readings will be taken between 7:15 and 7:30 a.m. Monday-Saturday, and will be incorporated in weather analysis broadcast directly from Weather Bureau on WIP's Daylight Service.

GROUNDWORK for a proposed Canadian branch of the National Ass'n of Radio Station Representatives was laid at a recent meeting in Toronto, attended by arrangements, and FAB representatives.

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MORE and more fisher clubs and homes are being provided with radio sets that enable the fishermen to listen regularly to daily fisher communications and inform them in what place successful fishing took place in the last hours, what kind of fishes were fished, from which approach fish banks. Fishers must not look for fish banks but are able to swim directly to places foreknown in advance because of radio in Sxecznin which operates independently of meteorological news.

And that isn't all—

Five years ago took place the first broadcast of chamber music second violin quartet of Borodin, Russian composer, executed by the ensemble of Polskie Radio.

What's more—

The State Enterprise of Radio-phonity of the country is organizing new radio junction stations, repair workshops, installs local receiving and sending equipment, experiments with netophones during solemnities. And great changes are foreseen in operation of networks that are to give the listeners a clear receive.

And then, too—

On 22 July the broadcasting station in Cracow was solemnly put on the air, built according to the projects of Polish specialists based on the newest experiences of the Soviet radiotechnics. On 23 July—day of Poland's liberation—the new shortwave station in Warsaw was solemnly put on air and as the aim of the new transmitter of great power is to serve foreign listeners in foreign languages the news station has been called "Broadcasting Station of Peace."

In great attainment of Polskie Radio, according to monthly bulletin of Publication Office of Polskie Radio, in field of countrieside broadcasts and radiophication of the country.

DAI

MOBILIZE MEDIA

Golden Urges Propaganda Unit

A PLEA for mobilization of radio, television and all other information media into a "propaganda agency of power and effectiveness never before seen in this world" was made on Capitol Hill last Wednesday by Rep. James S. Golden (R-Ky.).

Asserting that the U.S. should devote its "entire national economy" for all-out preparation for total war, Rep. Golden said in a statement inserted in the Dec. 6 Congressional Record that "we should enlist the best talent in America from all walks of life and from both major parties" to spread truth throughout the world. He also mentioned the Voice of America as an instrument of propaganda.

SALES of Scott Radio Labs, Chicago, were 14 times greater in October than during same month last year, President John S. Mack has announced. Net profit of $44,050.11 this October compared with $15,026.01 in October 1949.

NANCY McIVER

TRAVEL THE WORLD

(Formerly Nancy Greer) on WYMI-AM (620 AM)

She entertains—sang and dance—Participations Available.

MARRIAGE PRODUCTIONS INCORPORATED

40th Floor Bankers Bldg., Chicago 3

BROADCASTING • Telecasting
Did you ever hear a fussy gent in a restaurant tell the waiter what brands of gin and vermouth to use, their exact proportions to a cubic centimeter, the number of revolutions per minute on the stirring process and the Fahrenheit temperature of the glass to serve the masterpiece in? What does he get?
"One martini, Joe."

The same thing goes for radio ratings - How silly can you get? Hooper, Pulse, Nielsen, Condon, Trendex, Videodex - who's right?

If baseball were run by radio people, you'd never get a winner. Some would claim victory because they got more runs, some because they made more hits, some because they had more runners on base, more strikeouts or more something else.

Don't think we're not confused. Each week some agency or advertiser asks for each one of the known radio surveys. We can't buy them all so we have been using Nielsen. Why? Because Nielsen is an area study and does not overweight the competition of TV as a strictly city study will do. Is that a good reason? Who knows?

But there's one thing you can't kiss off. WGN has for years carried more spot advertising than any other major Chicago station. We still do. And we've had some mighty fine customers for a long time; people like Colgate, P & G, Lever Brothers, General Foods, Standard Brands, Ward Baking, Borden, Sinclair, and a long list of other companies whose annual profit and loss statement doesn't look like they've been throwing that green stuff out the window.

Then, too, we've got a bunch of retailers with us -- cold-blooded guys who keep one eye on the old cash register. They keep coming back for more so I guess WGN pays off.

After all, WGN has been in business for 26 years - that's longer than any rating service. And all through those 26 years we've been selling the same thing -- effective radio advertising.

It's a funny thing. As advertisers or agencies, you are selling brand name merchandise. So are we - a brand name radio station in business a long time and still doing OK by advertisers and listeners alike.

But what's our rating?

"Another martini, waiter, and this time not so much vermouth."

Sincerely,

WGN, Inc.
A DEFICIT of $243,747 was reported in 14th annual report of Canadian Broadcasting Corp., for fiscal year ending March 31, 1950, in report released at Ottawa Dec. 2. This includes an allowance for obsolescence and depreciation of $211,149. CBC reported increased revenues in the fiscal year, but increased costs due to higher wage levels, addition of Newfoundland to the system and preliminary television expenses were given as reasons for the largest deficit in its history.

Income from annual listener license fees and from transmitter license fees of privately-owned broadcasting stations amounted to $5,481,488, from commercial broadcasting $2,386,400, and from miscellaneous sources $149,729 for a total of $7,917,616. Major expenditures were for programs $4,261,552, for engineering $1,678,660, for wire lines $1,054,540, for administration $415,000, for press and information $227,734, for the commercial department $200,241, for television programming work $55,071, and interest charges $94,802 for a total of $8,030,214.

The report, contained in a 64-page booklet, dealt in detail with CBC programs, with all commercial sponsored programs marked. Of all network programs carried, 81.4% were non-commercial, 18.6% were commercial. Of all network shows 82.9% were shown as being originated by CBC, 15% from U. S. and 3%, 1.1% from privately-owned stations. CBC network programs were about evenly divided between musical and spoken programs.

The report states there was an increase of about 7% in commercial revenue in the year, due to addition of Newfoundland stations to CBC system. Also 21% of commercial network programs originated in Canada, the remainder were piped in from the United States.

In the foreword to the report, A. D. Dunton, chairman of CBC, said: "This is the story of the little 13-year-old Hyattsville, Md., girl who decided to drop President Truman from the board suggesting that radio stations take time each day to offer up a prayer for the boys in Korea.

It sounds like a fairy tale right out of Grimm, but it really happened.

Linda Keller made the suggestion early last September and had almost forgotten about it. She was board of governors, pointed to the investigation of broadcasting by the Royal Commission on National Development in the Arts, Letters and Sciences, headed by Hon. Vincent Massey. As a result of this study, the CBC "has not embarked on many badly needed improvements and extensions of its services," Mr. Dunton states. "On the other hand, it has not thought, pending decision on its future revenue position, it should reduce staff and services which would be difficult and costly to bring back later. It has thought, in the public interest it should maintain existing services and standards and carry out commitments made." More than half the report is devoted to a detailed account of the programming in the year. In connection with technical developments, the report states that CBC VHF stations, which have an 10 kw power this year, that CBC Montreal will increase power to 50 kw (station is on air with this increased power), that CBE Windsor will be ready this year with 10 kw (now operating). Some technical development details regarding CBC shortwave international services for the Canadian government's Dept. of External Affairs was also reported, as were details on the various language programs now being broadcast from the Sackville, N. B., transmitters daily.

Regarding television, the report dealt with plans of the Toronto and Montreal stations and studios and development of staff and programs for operation in fall of 1951.

It is surprising, however, with a letter from Rear Admiral S. W. Salasbury, chief of staff, U. S. Navy, informing her the Chief Executive had approved the idea and suggested it be circulated among radio stations.

Ernie Tannen, enterprising program director of WGA Silver Spring, Md., arranged to have little Linda appear on his Recht of Communications (radio) Program (Nov. 18). At his suggestion Linda penned a short prayer, which the station recorded. Mr. Tannen then passed the story on to the Washington Post and Evening Star, who gave it the Sunday feature treatment.

Story Spreads

AP picked up the piece Nov. 20 and fed it to newspapers throughout the country, and the New York Daily Mirror also gave it a good play.

Shortly afterward, Linda was asked to appear on a program We, the People (radio) in Boston (Friday). The Armed Forces Radio Network contacted Mr. Tannen for the 20-second recordings for use on Radio Tokyo and Radio Pusan. And other organizations, including National Prayers for Peace, also called Mr. Tannen.

Putting the plan into action, WBC and WWJ, both supported to Broadcasting Telecasting that a period at 12 noon each day has been set aside for the prayer.

Voice of America also asked for the recorded interview, hoping to reap a propaganda harvest. They felt that Linda's suggestion and subsequent chain of events illustrate, possibly better than anything else would, the meaning of democracy in action in the United States.

WEOK SALE

Boots Cassill's Control

SALE of Harold W. (Dutch) Cassill's controlling interest in WEOK Poughkeepsie, N. Y., to Vice President Arthur J. Barry Jr. for $40,000 has been announced, subject to the customary FCC approval.

The transfer involves approximately 51% stock interest, which will increase Mr. Barry's total holdings to about 60%. Mr. Cassill retains less than 1% and will remain on the board of directors.

Mr. Barry, a former vice president of Free & Peters, joined WEOK (1390 kc, 1 kw, day) last June 15 as vice president and station manager. Upon FCC approval of the transfer, he will become president and general manager. He said no changes in program policies or personnel are planned. WEOK was founded by Mr. Cassill and associates in 1949.

PACIFIC REGIONAL Network is airing the week warming three times nightly, seven days a week.

Little Linda lends hope and solace to American fighting men overseas on Mr. Tannen's program over WGA Silver Spring, Md.

AMA CAMPAIGN

Report 35,362 Support Spots

SUPPORTING spot announcements in the recent American Medical Association's 35,362,000,000, million campaign totaled 35,362,000, Washington, general manager of the national education campaign of the AMA, announced at a joint session of the AMA House of Delegates and the third annual conference of the campaign in Cleveland Thursday. This total, she added, represents about 1,400 of 1,600 stations participating, with 200 still to report.

Of the total advertising budget of $1,110,000 for the campaign, $500,000 was spent on radio, $750,000 on television, $200,000 on billboards, direct mail, posters and billboards, spent $487,024, Miss Baxter said. She and C. E. Whitaker, comprising the Chicago firm of Whitaker & Baxter, handled the campaign and directed its publicity.

PROFITS TAX

Dr. DuMont on NBC Forum

Dr. ALLEN B. DuMONT, president of Allen B. DuMont Labs, and Sen. Joseph C. O'Mahoney (D-Wyo.), were scheduled to discuss the issue of excess profits taxes on Theodore Granik's radio TV American Forum of the Air yesterday on NBC (also see excess profits hearing this issue).

Program was scheduled for telecast 2:30 p.m. and rebroadcast over radio at 10:30 p.m. Sen. O'Mahoney is chairman of the Congressional Joint Economic Committee and a sponsor of the excess profits tax proposal in the Senate. Dr. DuMont has appeared before both House and Senate committees as chairman of the National Conference of Growth Companies, which opposes the profits measure.

IN SPOKANE, Wash., by order of Superintendent of Schools John Shaw, radios are to be kept on constantly in school principals' offices, so that officials may be warned immediately in case of enemy attack. Plan is for police to notify radio stations in event of attack.
The Johns Hopkins Science Review

"A thoroughly worthwhile and encouraging example of educational television, about which so much has been heard and so little done... In thirty minutes it bridges with a great deal of effectiveness the gap that separates the layman from the researchers and scientists in the laboratory... 'Science in Review' last night had the most needed attraction of good education: It was interesting."

—JACK GOULD, New York Times

"I have found myself engrossed by a program over Dumont, on Tuesdays from eight-thirty to nine, called 'The Johns Hopkins Science Review.' Each week, one or more eminent scientists from the faculty of Johns Hopkins demonstrate some phase of scientific inquiry and, in doing so, impart a whole of a lot of information and prove that, in the right hands, television is a tremendously impressive educational medium."

—PHILIP HAMBURGER
The New Yorker

"The Johns Hopkins show isn't new—this is, in fact, its fourth season on the air—but it is new as a Dumont network feature... every Tuesday night at 8:30... DuMont has something here which makes television look good.

"The program was conceived by Lynn Poole, public relations director of Johns Hopkins University... He saw the potentialities of television early, however, and nothing stopped him until he made a reality of his program designed to give laymen an understandable view of all phases of modern science. Among the things he has shown his audiences are, taken at random, the sight of a human heart beating, seen through a fluoroscope; a view of the earth as it looks from 70 miles in the air, and a microscopic look at the organisms living in impure water.

"These and the other things about life today which Mr. Poole and the Baltimore scientists have demonstrated have made this program something in which Johns Hopkins, and now Dumont, can take a great deal of pride."

—HARRY MACARTHUR
The Sunday Star,
Washington, D. C.

"Poole and Hopkins scientists are tailoring their show strictly for people who don't mind missing mugging Mittie. 'There is a strong feeling among our faculty,' says Poole, 'that scientific advances have been so rapid in the past 20 years that people are confused. They don't know how these advances apply to them, or what they mean.' To show what they mean, Poole uses a bag of tricks and props, from jars of Puffed Wheat (to demonstrate how electrons act), to a line of cocked mousetraps (to demonstrate a chain reaction)... By last week, they were receiving fan letters at the rate of 875 a week... enough to suggest that there is a TV audience for something besides comics."

—TIME MAGAZINE

Another example of outstanding public service programming from...
TELEVISION'S most pressing problems, from sales to color, education, research, ASCAP, films and excess profits tax were analyzed, discussed and debated Friday before an audience of several hundred telecasters gathered in the Starlight Ballroom of New York's Waldorf Astoria during the annual Television Clinic of Television Broadcasters Ass'n.

With Eugene S. Thomas, manager of TV operations, WOR-TV New York, as presiding as clinic chairman, the morning session covered programming and research. Sales, education, ASCAP negotiations, the excess profits tax, films and color made up the afternoon agenda.

At the intervening luncheon, with TBA President J. R. Poppele as toastmaster, Ed Wynn reported on television as viewed by the performer, with old timers recalling that he had also addressed the TBA luncheon session six years ago.

Mr. Poppele, vice president, WLWT(TV) Cincinnati, and chairman of the TV Per-Program Licenses Committee, recalled that a meeting of all telecasters held in Washington in September 1949 approved the terms of the proposed ASCAP blanket fee but rejected the per-program proposal and appointed the per-program committee to continue discussions with ASCAP. He reported that despite earnest efforts on both sides "we have been unable as yet to reach a satisfactory formula for an agreement."

Explains ASCAP Rates
Rates of payment for ASCAP music, Mr. Martin explained, are computed as a percentage of some basic formulas, the gross revenue derived from local time sales, after certain deductions, derived from programs on which ASCAP music is used. Main stumbling block in the TV negotiations, he stated, has been ASCAP's insistence that spot announcements be placed in common carrier services on interconnection of TV relays by private companies, a stand upheld by the FCC; TBA opposition to the FCC rule prohibiting accompanying test patterns with music; its opposition to the 10% excise tax on receivers; the formation of a public service program committee; ASCAP opposition to bills introduced in the Massachusetts Legislature to bar the use of women in beverage commercials and to penalize dealers if TV sets failed to function satisfactorily (neither bill passed).

Also, TBA cooperation with the Better Business Bureau to end servicing abuses; recommendations of the TBA Engineering Committee on proposed FCC rules for the construction, marking and lighting of antennas, TBA's leadership in appearances before the Commission at the VHF-UHF allocation hearings; its formation of a committee on excess profits taxes which appeared before the House committee to make a plea for special consideration of TV broadcasters;

Called for by Poppele

and such other activities as TBA's close cooperation with UN on TV matters, its preparation of a sample rate card for TV stations, and the like.

Mr. Poppele reviewed TV's growth during his tenure as president, from some 8,500 sets and a handful of stations, to today's close to 10 million receivers (for which the public has spent some $8 billion), 107 stations in 83 markets (representing an investment of nearly $7 million), and network cables and relays of more than 2,000 miles. Mr. Poppele emphasized that this growth has all occurred in only six years.

Amazing Growth
"Probably the most amazing feature of this amazing growth," he said, "is the fact that TV has grown and begun to prosper in spite of various pitfalls, roadblocks and obstacles that have stood in the way of its full maturity." Commenting that the worst of these obstacles, the freeze on new station construction, may end this year, Mr. Poppele noted that "we have now moved from one serious situation to another—I refer to the present turmoil that has engulfed the world."

"We can be thankful that television is now a national service," he concluded, "since this great means of communication can do much to assist the government in its mobilization of manpower to meet any crisis that might arise."
COLOR FIREWORKS

A RUNNING BATTLE broke out as an aftermath to RCA's color TV demonstration last week (story this page), with FCC Chairman David Sarnoff firing from one side and RCA and the Washington Daily News from the other.

The Daily News—whose ownership (Scripps-Howard) like RCA is identified with multiple-station FCC licensees—touched off the fireworks Wednesday with an editorial titled "Gorgeous Telecolor." The editorial said in part: "It is clear in the Commission's position on incompatible CBS color "either dishonest or silly," and charged that FCC refused an RCA invitation to look at its improvements "several months ago."

Chairman Coy came back with a statement the same day claiming the Daily News sought to "imply dishonesty on the part of the Commission," and asserting that "if they had any evidence to support such a charge or inference, it is up to them to come forth with it or to forever hold their own dishonest tongues in making such inference." He said RCA never requested FCC to reopen the color TV hearing record to consider improvements in the RCA system, and also cited an Aug. 2 letter from Brig. Gen. David Sarnoff, RCA board chairman, asserting that RCA and NBC "have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television."

Coy's Comment

"It is perfectly clear that they [RCA] want a decision on the record of the case which closed on May 26, 1950, if they wish to have the decision," Chairman Coy said. "But when they saw that they did not win the decision, they suddenly reversed themselves and set up a public clamor that the Commission had refused to look at the improvements in their system which they reported on July 31, 1950."

He said "the efforts of the RCA to make the public believe that the Commission refused to consider improvements in its system before reaching a decision in the color television case is an untruth—an untruth which is known to the officers of the RCA as is evidenced by the progress report of July 31, 1950 and Gen. Sarnoff's letter of Aug. 2, 1950."

"I make this statement," he said, "because this lie about the Commission refusing to look at improvements in the RCA system is about to become big enough to be believed."

He said the Commission "cannot and will not close its eyes to any new developments in the radio field," and cited procedures set up in FCC's Oct. 10 report adopting the CBS system, under which the Commission said it would consider new developments and improvements. "You may be sure that the Commission will follow the procedures outlined there in connection with the improvements in the RCA system or in any other system or in any new color television system which is developed," he said.

Gen. Sarnoff on Wednesday night issued a statement declaring that in submitting its July 31 progress report RCA had told the Commission: If members of the Commission or its staff are interested in obtaining further information on the work referred to in this Progress Report I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers."

Gen. Sarnoff said he thought "this quotation suffices to show that the Commission was requested in advance of its first report of Sept. 1st to view the progress which had been made by RCA and which was reported to the Commission on July 31." RCA received no reply from the July 31 letter, he noted.

He said that "Mr. Coy cannot fairly use my letter [of Aug. 2] as an excuse for the Commission's failure to comply with the request contained in our letter of July 31, 1950, to the Commission enclosing copies of our progress report."

THE NEW and the old of RCA color television sets are shown in this picture. The latest model receiver is shown at left; an early model, of the type demonstrated to FCC in October 1949, is pictured at right. The new model, demonstrated publicly last week, employs the new RCA tri-color picture tube with some 600,000 phosphor dots on its picture screen. Where the old color set used more than 100 tubes and three kinescopes, the latest version uses 43 including the tri-color kinescope.

In Latest Showing

NOTABLE improvement in performance of the RCA color television system was acclaimed by most observers witnessing the latest demonstrations of the compatible, dot-sequential technique, which opened in Washington last week.

Brig. Gen. David Sarnoff, RCA board chairman, pointed out at a kickoff showing for newsmen on Tuesday that the performance factors with which FCC's color decision found fault—flicker, color fidelity, picture quality, misregistration, adjustment—had been corrected.

"We're still hoping that reason and justice will triumph," Gen. Sarnoff declared, asserting that FCC will be invited to a demonstration when RCA's current court test of FCC approval of the CBS system is completed.

He said the Commission would be invited to one of the current demonstrations, which may last about two weeks, if the Chicago federal court considering the color suit should hand down its decision in the meantime—regardless of the nature of the decision. While the suit is pending, he explained, RCA had not thought it proper to invite the Commission formally but would welcome its attendance.

'No Personal Feud' Gen. Sarnoff emphasized that there is "no personal feud" between RCA and FCC.

Regardless of the outcome of the court case, he said, RCA hopes FCC after seeing the latest developments will at least approve the RCA system along with Columbia's so that the public may decide which it prefers. He felt the RCA system's advantages of compatibility and unlimited picture size justify this course even if FCC does not feel the RCA system is superior in performance—and he refused to concede RCA's is not better.

And whether it would be feasible to have two systems, he answered affirmatively, noting that there are two aural systems—AM and FM.

To further observation that the world situation and civilian materials shortages make the color question seem "academic," Gen. Sarnoff replied that many things seem academic but it is necessary to go on in our daily jobs. Outbacks in black-and-white production, he said, seem "inevitable."

The demonstration equipment picture (Continued on page 76)
DAYTIME TV

Enter Now, BBDO Urges Advertisers

"TO ALL intents and purposes, the opportunity to purchase good nighttime periods on TV is almost a thing of the past and the advent of early morning television, now or who has products of interest to the woman and housewife audience, had better start looking at Daytime TV while it is still here to look at.

That statement is quoted from Daytime Television, A BBDO TV Report as of Fall 1950, 8-page booklet published by the agency which embroidered the factual analysis of daytime television with numerous charts, graphs and tables.

Starting with a definition that limits daytime TV to the hours before 5 p.m. when the "children's hour" begins, BBDO reports that from spring to fall the number of stations doing some daytime telecasting increased from 75 to 89. Thirty BBDO stations provide service in the morning, compared to 17 that had morning programs on the air in the spring. There are 60 TV stations which begin their operating day in the afternoon, compared to 58 as of spring. In May, 9 a.m. was the earliest time any station began telecasting; in October, BBDO found one station on the air before 7 a.m.

Progress Report

Total station hours of daytime video programming, the agency reports, rose from 2,269 in the spring to 4,114 this fall, an increase of 37.2%. Network TV daytime programming is also on the up-grade, with three video networks expanding daytime operations and only ABC remaining out of this field.

As daytime TV programming increases, so does the TV share of total U.S. daytime broadcast audience, BBDO states, citing afternoon audience figures compiled by A. C. Nielsen Co. which show the TV share of total broadcast audience between 2 and 6 p.m. rising from 6.4% in January to 11.1% in July.

Women comprise the larger part (64%) of the Monday-Friday afternoon TV audience (noon-6 p.m.) when programs are designed predominantly for them, according to an analysis of the New York daytime TV audience made in August by American Research Bureau and quoted by BBDO. Saturday afternoon baseball telecasts brought men into the majority position among viewers (52% to women's 27%). Children take over in the 5-8 p.m. period on weekdays (72%) and on Sunday morning (50%) when programming is aimed at them, but will predominate again during the Sunday afternoon ball-game time (56%) and in the late Sunday afternoon (6-8:30 p.m.) the audience is divided just about even (32% men, 29% women and 39% children).

Economically, TV homes are becoming increasingly representative of the general population as TV becomes more and more of a mass medium. Studies made by Psychological Corp. in May 1949 and again in May 1950 show the following distribution:

<table>
<thead>
<tr>
<th>Type</th>
<th>May 1949</th>
<th>May 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (top 15% of urban households)</td>
<td>21.5%</td>
<td>11.5%</td>
</tr>
<tr>
<td>B (next 35%)</td>
<td>32.7%</td>
<td>28.4%</td>
</tr>
<tr>
<td>C (next 45%)</td>
<td>34.5%</td>
<td>32.0%</td>
</tr>
<tr>
<td>D (lowest 20%)</td>
<td>10.3%</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

As to viewing habits of daytime TV watchers, BBDO cites a survey made last June in the New Jersey area by Advertisers Research, showing that of the daytime viewers 43.3% first turned their sets on before 10 a.m., 14.9% between 10 a.m. and noon, 31.9% between noon and 3 p.m. and 49.8% after 3 p.m. This study also showed that 85.1% of the sets were turned on for specific programs and only 14.9% to view whatever might be available and that 87.2% of the viewers had not rearranged their household schedules for TV, while 12.8% had realigned their chores to accommodate daytime viewing.

Women's Shows

Women's service shows occupy the largest segment of daytime telecasting, BBDO found by breaking down the New York telecasts for the first week of August (93% hours). In these results:

<table>
<thead>
<tr>
<th>Type</th>
<th>% of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's Service</td>
<td>28.4%</td>
</tr>
<tr>
<td>Public Service</td>
<td>10.4%</td>
</tr>
<tr>
<td>Film</td>
<td>15.3%</td>
</tr>
<tr>
<td>Variety</td>
<td>10.0%</td>
</tr>
<tr>
<td>Sports</td>
<td>7.2%</td>
</tr>
<tr>
<td>News</td>
<td>5.4%</td>
</tr>
<tr>
<td>Quiz</td>
<td>3.4%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

* UN Security Council Telecasts

Commercial can be handled more flexibly in the daytime than at night on TV, BBDO points out, noting that the advertiser is allowed twice as much time for commercials for the same length program as he is at night. There are more opportunities for live commercials and more chance to integral news into the program's content, often with the show's personality delivering the commercials as part of the program.

EDUCATION'S BID

FCC’s educational television hearing settled down last week to what was considered a quiet passing parade of spokesmen from many fields, all of whom endorsed the bid of the Joint Committee on Educational Television for reservation of both VHF and UHF channels.

JCET's request had been introduced a fortnight ago at initial sessions considered not so quiet as Comr. Frieda B. Hennock expressed intense concern over education's plight and admittedly "flew off the handle" [BROADCASTING • TELECASTING, Dec. 4].

The majority of the educational phase of the Commission's general allocation proceeding was expected to be completed last Friday. FCC has designated Jan. 15 for commencement of "two or three" additional days in which JCET is to complete its elaborate presentation with further direct evidence showing how education plans to make effective use of TV channels if they are reserved as well as how such stations would be financed. Several details remaining from other phases of the general allocation proceeding also would be concluded at that time.

JCET Report

JCET specifically has asked for reservation of one VHF channel in each metropolitan area and in each major educational center; sharing facilities, in those areas where VHF channels already are assigned or only one VHF channel has been allocated, and reservation of about 20% of all UHF channels to be allocated.

In general the sessions last week, held Tuesday through Friday before Admissions, Women Paul A. Walker and Comrs. Hennock, Rosel H. Hyde, E. M. Webster and George E. Sterling, heard contentions that:

- "Commissioners in certain areas could use a fulltime facility effectivity now and could finance it. Others would soon follow suit."
- Once channels are staked out "definitely 'goal' established...it will be easy to get financial support, especially of an endowment nature from large fortune sources."
- Certain vital educational functions in TV, which require long-term fixed programming in all time periods, cannot be handled by commercial stations because of natural conflict with commercial interests as proven in AM history.
- Educators, however, acknowledge and consider legitimate such commercial claims in some spokesmen criticizing "excesses."
- Even though full time educational TV stations should be authorized, commercial stations would continue to have the same obligations as now to present balanced programming "in the public interest."
- TV can and must be the "strong right arm" of education in a democracy, a global trial of democratic philosophy—a test of ideologies in which "human fission" becomes of greater importance to the survival of our culture than atomic fission.

The educational TV cause rested

(Continued on page 100)

AMERICAN Television Productions Inc., Chicago, opened new offices and television studios at a cocktail party for agency radio and television personnel. Among those attending (I to r): Phil Stewart, radio and television director, Roche, Williams & Cleary; Harold Stokes, executive director, ATP; Chicago television executive, Leo Barnett; U. S. Sanabria, president of American Television Inc., and Owen Smith, account executive, Leo Barnett. Mr. Sanabria is autographing a recent Dick Jurgens' recording of two Sanabria songs.

FCC Hears Endorsements

Overall audience changes in daytime televiewing are charted for six cities.
New RCA Theatre Television System projects 15x20 foot pictures of television programs.

Giant size Television—
"shot from a Barrel!"

- You've seen television. Now you'll see it in its finest form—giant projection of special events, transmitted only to theatres on private wires or radio beams to make movie-going better than ever!

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is small—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15x20 feet by a "Schmidt-type" lens system like those used in the finest astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television—shot from a barrel.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, New York.

Radio Corporation of America
WORLD LEADER IN RADIO-FIRST IN TELEVISION
RCA Improves Color
(Continued from page 78)
cluded color sets, a converter, and a "slave set" powered by a regular black-and-white receiver. To show the system's compatibility, color and monochrome receivers were set up side by side.
Utilizing the improved RCA tricolor tube, which now employs 600,000 phosphor dots as compared to 351,000 in last April's demonstration, the tests revealed none of the "changing" of colors which was apparent at the earlier showing.
Flesh tones were greatly improved, though sometimes observed a reddish cast. Particularly bright colored objects—especially reds—sometimes had a tendency to "blow," reflecting their color on the contiguous edges of less brightly hued objects.
Baskets of fruits and vegetables, on the other hand, seemed to most observers to appear in natural color without these effects, which generally were more apparent in distance shots than in closeups.
Merchandise Displays
Soap boxes, coffee cans, and other displays of merchandise also showed up particularly well, in the opinion of most observers.
RCA officials said the reddish cast (sometimes greenish) which was seen occasionally could be solved by work on "tube balance," and pointed out that the "blowing"
effect also occurs in nature. Halo effects which at times were discerned around images were attributed to faulty camera registration.
Brightness was measured by an independent engineer at the opening showing as 10 to 15 footlamberts on the point of a performer's white collar. Brightness in the range of 20 to 25 footlamberts was reported at a later showing.
As at the April demonstrations, observers were also impressed by the quality of the black-and-white picture which the colorcasts produced on standard black-and-white sets.
New Phosphors Used
Improvements in color quality were attributed in large measure to the development and use of new red and blue phosphors and the elimination of an optical filter which was employed before the new red phosphor was developed.
Officials said RCA also has made use of developments of the Hazel- tine Corp., of which RCA is a licensee.
Manufacturers attending a Tuesday afternoon showing—the demonstra-
tions are largely for RCA licensees—appeared highly enthusiastic about what they had seen.
"You can see that," one declared. "That's the way to do it."
Others praised the "commercial" quality of performance.
Gen. Sarnoff refused to be drawn out, however, by an observer who wanted to know, "What do we manufacturers do?"
The board chairman made clear that RCA intends to continue work on its systems, and to produce competitively with any other system.
By comparison with the more than 100-tube, three-kinoscope model which RCA demonstrated in October 1949, the present color set contains 43 tubes including the single three-color picture tube. The picture tube was 15 1/8" inches and officials pointed out that larger sizes are even easier to produce. They said the total number of tubes may also be reduced.
Washington Facilities
All the programs originated at RCA-NBC's Washington studios 2 1/2 miles away from the demonstration scene in the WRC-NBC studios. The morning program was opened by RCA's experimental KGXDE on WNWW's Channel 4, while the afternoo showing was sent to the WRC control room by cable and broadcast experimentally on Channel 3.
"We do not pretend that RCA color is perfect, any more than black-and-white television has attained perfection," said Dr. C. B. Jolliffe, even RCA vice president in charge of RCA Labs. "But scientists have continued to make progress in both color transmission and reception."
"The great virtue of this all-electronic system is that it offers opportunity for continuing improvements without having to rely on developments inherent in incompatible systems."
Asked by newsmen whether the RCA system is ready for commercial use, Dr. Jolliffe said he didn't think any system is—but that RCA's is more ready than the CBS system.
Gen. Sarnoff amplified the statement by pointing out that it would take one to two years to get into a production for any system—even assuming optimum production conditions—so that no system is ready in the sense that complete broadcasts will be available tomorrow or next week.
From the standpoint of establishing commercial standards, he emphasized, the RCA system is ready.
Pictures received on the color converter and "slave set" were generally considered somewhat inferior to those produced by the regular color sets, though the difference was not regarded as substantial.

Converter Problem
Both Gen. Sarnoff and Dr. Jolliffe observed that in the present state of the art no converter's performance can be expected to exceed 75% of the quality of a receiver especially built for color and that this degree can be attained only in a complete system. Dr. Jolliffe said he felt RCA's converter was "at least" that good.
Dr. Jolliffe declined to estimate the future cost of "anything" in the present world conditions, but said he thought the RCA set in quantity production could be made to sell as cheaply as a CBS type receiver.

Eight improvements in the RCA system were noted: Improved color fidelity, improved picture texture, simplified circuitry, a receiver, increased picture brightness, increased color dots on tricolor tube from 351,000 to 600,000, higher definition of color pictures, new red and blue phosphors, and improved color operations in the studio arising out of refined circuitry.
Dr. Jolliffe said he was confident that further improvements would be made, with better as well as larger pictures resulting.
Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, opened the demonstration—impressing on the colorcast as master of ceremonies—by emphasizing that the showing was designed primarily to demonstrate the capabilities of the system, rather than to entertain.

Termed 'Evolution'
Gen. Sarnoff noted that the demonstration was not a "revolution" but an "evolution" in fulfillment of RCA's promises and statements.
One newsmen said he felt the court considering the color case "ought to see this." The RCA board chairman, obviously pleased, observed: "You think so? Well, you might tell the court."

Another newsmen asked whether RCA intended to use the demonstration in any way in connection with the court case. Gen. Sarnoff said there were no plans to do so in a shape, manner, or form. NBC officials on hand to witness the opening demonstrations included Board Chairman Niles Trammell, President Joseph H. McConnell, and Executive Vice President Charles R. Denny.
EducatioN Plan
Weaver Describes Project
A PLAN to preempt an hour of evening time per week from adver-
sisers for presentation of educa-
tional and public service programs
was described last week by Sy-
vester L. (Pat) Weaver, NBC vice
president in charge of television.
Mr. Weaver, who hopes to have
his ambitious educational-cultural
project going full steam by the fall
of 1951, spoke at a session of the
Public Relations Society of America
Dec. 3 at NBC's Center The-
ter.
As currently conceived, the plan
would entail presentation of such
programs as operas sung in Eng-
lish, the NBC symphony and other
serious music, classical dramas
and specially produced reports and
commentaries.
Mr. Weaver hopes that adver-
sisers whose periods are preempted
for the educational-cultural pur-
poses will sponsor the public serv-
ices substitutes for their commer-
cial shows, but if such cooperation
is not forthcoming, the network
will try to get other organiza-
tions to underwrite the time costs
with NBC-TV paying program costs.
"We want to present the issues of
our times ... with enough
showmanship so that most of
the people will watch the shows," Mr.
Weaver said. "We in advertising
know how to get visibility for
ideas and acceptance for ideas.
We can and will get acceptance
of the idea that important issues
and people of our time should be
watched on television."
Mr. Weaver has named his proj-
et "Operation Frontal Lobes."
Other NBC executives who ad-
dressed the Dec. 3 session of the
public relations group were:
Edward D. Madden, vice president
in charge of television sales and oper-
ations; William F. Brooks, vice presi-
dent in charge of public relations;
Francis C. McCall, director of tele-
vision news and special events; Ernest
Walker, program manager for televi-
sion; Richard Smith, makeup super-
visor.

Wage Boost
TV Stagehands Get 8 1/2% 
AN 8 1/2 percent wage boost for reg-
ular weekly stagehands at ABC-
TV, CBS-TV, NBC-TV, DuMont
Television Network, WOR-TV New
York and WPIX-TV (TV) New
York, along with other wage and
working condition adjustments were
agreed upon by representatives of
the companies and the Theatrical
Protective Union, Local 1, of the
International Alliance of Theatrical
Stage Employees in New York last
week.
Other provisions of the two-year
contract, retroactive to last Sept. 1,
included the creation of a new wage
category of shop "head" to receive
$5 per week in addition to the gen-
eral increase, and provision for a
3% increase for extra daily stage-
hands.

TourIsT Ads
Canada May Place in U.S.
AMERICAN TV station operators
can look to the Canadian govern-
ment for a slice of the Canadian
tourist advertising in 1951, accord-
ing to Leo Dolan, director of the
Canadian Government Travel Bu-
reau.
At an Ottawa three-day annual
meeting in late November of fed-
eral and provincial tourist bureau
officials, Mr. Dolan stated he was
considering use of paid advertising
on U. S. TV stations to attract
American tourists to Canada. Ad-
vertising would be largely in the
nature of films, a number of which
are now carried free by TV sta-
tions.
Mr. Dolan urged provincial
governments to also look into using
TV in the U. S. to attract tourists,
following the successful use of the
medium by the State of New York
for that purpose. In 1950 Cana-
dian tourist bureaus and Trans-
Canada Airlines spent $8.1 million
in advertising for tourist business,
mostly in publications in the U. S.

MovIe Losses
Skouras Blames Video
TELEVISION is to blame for the
loss of 10 to 15% of the movie
attendance in television areas,
Charles Skouras, president, Na-
tional Theatre chain, told members
of the Hollywood Foreign Corre-
spondents Assn. at a meeting early
this month.
Expressing surprising frankness
on a subject most theatre owners
are loath to discuss, Mr. Skouras,
whose chain represents 500 the-
atres, stated "our business has been
hurt badly in areas of television
reception. Our New York business
has been very bad; our Chicago
business has been very bad, and
our business in Southern California
has been very bad." In these and other
TV areas business has been off 10
to 15%, he said, whereas in non-
TV areas it is off only 2 to 4%.
Hence "we know where to put the
blame," he concluded.
"Television is here to stay," Mr.
Skouras declared. "We may as
well realize it." On this note he
said that he and motion picture
producers would "wake up to the
fact" that television could be used
to publicize pictures in the same
way that radio, also at first feared
by motion picture producers as
competition, helped sell stars and
films.

upcoming
Jan. 16: NAB TV Convention, Hotel
Stevens, Chicago.
Jan. 30: Academy of Television
Arts and Sciences annual dinner. Ambas-
sador Hotel, Los Angeles.
April 11: Brand Names Day 1951, Hotel
Commodore, New York.
April 12-19: NAB Convention, Hotel
Stevens, Chicago.
April 20-21: Southwestern BNE Con-
ference, Southern Methodist U.,
Dallas.
240,000 on the BANDWAGON

OVER 235 hours a week are being devoted regularly to daytime television in the New York City area, according to an analysis of New York program logs by the television department of Weed & Co., New York, national radio and TV representative firm.

The report excludes special events such as football games and UN telecasts, and points out that the format of the shows are in the majority, simple and require a small amount of rehearsal.

The analysis shows that the half-hour period is the most popular with 265 programs of the 455 regularly scheduled shows in that time period. The quarter-hour segment is next, followed by the full-hour period with 59, five-minute news shows with 29, 75-minute shows with 12, 45-minute shows with 11, and 3-hour shows on six days a week.

Film offerings lead all other programs with 95 featured throughout the week; children's programs are presented 60 times weekly. News programs total 58; disc jockey programs, 30; cooking shows, 33; quiz and audience participation, 31; variety, 5; shopping programs, 28; interviews and forums, 26; home-making shows, 24; educational programs, 12; sports, 4; religious, 6; and fashion and beauty hints, 4 times weekly.

More than 75% of the programs are scheduled Monday through Thursday, weekly.

telestatus

240,000 on the BANDWAGON

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 240,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 240,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

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Weekly Television Summary—December 11, 1950, TELECASTING SURVEY
**Telecasting**

(Continued from page 78)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tbody>
<tr>
<td>1</td>
<td>WWJ</td>
<td>68.4</td>
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<tr>
<td>2</td>
<td>WOR</td>
<td>67.3</td>
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<tr>
<td>3</td>
<td>WCBS</td>
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<td>4</td>
<td>WABC</td>
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<td>5</td>
<td>WJZ</td>
<td>66.1</td>
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<td>6</td>
<td>WABC-FM</td>
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<td>7</td>
<td>WINS</td>
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<tr>
<td>10</td>
<td>WINS</td>
<td>63.9</td>
</tr>
</tbody>
</table>

"refused" to look at RCA improvements, the newspaper cited RCA's July 31 letter and Progress Report and quoted from RCA's Sept. 28 petition, which said refusal to consider the findings of the Condon Committee and the Progress Report "was to turn its back on evidence when the Commission had an obligation to look."

Answering Mr. Coy's reference to "this lie about the Commission refusing to look at improvements in the RCA system," the Daily News said:

We can't pull all of our readers about Mr. Coy's three-lettered word, but we are sure to agree with him that in view of the unrepresented documents we have just quoted from, statements that FCC doesn't want to look at improvements in the RCA system are likely to be believed.

Finally, the whole world, including Mr. Coy, knows that dishonesty does not mean specifically getting gold out of a little black bag or in a little green house on K St., in Harding Administration style.

There is intellectual honesty, and intellectual dishonesty, too.

Washington 'Helpers'

Washington is full of well-to-do boys who know legally how to help a friend. There are lads who, as Government officials, accept compromises and later turn up in law firms of outfits which got the settlement. There are lads who, as officials, approve Government loans and then turn up as well-paid executives of the enterprises which get the money. There are graying New Dealers now in private practice, selling their entry to bureaucracy's private office. There is the official interpretation which, ethical as all hell, hides behind the letter of the law to help a friend.

Whether or not Mr. Coy, and the editor of this newspaper indulge in a baying "you're another" campaign will not add anything to the ever-increasing speculation if FCC refuses to consider this latest television development on its merits, and indeed persists in holding to a decision which, except for the war crisis that keeps color sets from being produced in mass quantity, would cost television owners and dealers literally hundreds of millions of dollars.

Anyway, as Fred Othman said in his column yesterday, "Commissioners, I'd suggest you pull your hats down over your eyes and sneak in for a look."

Chairman Coy came back promptly with a letter to Daily News Editor John T. O'Rourke.

On the suggestion of "smearing in for a look," Mr. Coy replied that "it is not necessary for us to do that. On Oct. 10, as I have stated before, the Commission prescribed the way in which we would take a look at any improvements or any new color television system. It will be done openly and above board and pursuant to the requirements of law."

He denied again that RCA had requested a reopening of the color record before the issuance of FCC's first Report. Referring to the July 31 letter accompanying the RCA Progress Report, he said: "the point has not been emphasized that the Commission and its staff could not take a look at the improvements and in any way consider what they saw in connection with the color television decision because what they would see when they looked would not be a part of the proceedings which had been closed on May 26, 1950. The requirement of the law are that evidence to be considered must be submitted on the record and those testifying are subject to cross-examination."

"In the instance we are discussing (the RCA letter of July 31, 1950) there was no request for the reopening of the record and it is clear that unless the record was reopened for the purpose of influencing a decision with evidence outside the record. And more than that, to repeat, we were not there to influence, Saranoff's argument is contrived, there is no delay in reaching a decision in the case."

"The Commission had to decide the case on the basis of the record, and in making its decision on the record evidence before it. It provided a proper procedure for taking a "look" at the improvements in any system, including RCA's, and any improvements in any other color television systems or any newly proposed color television systems...

Meanwhile Mr. Coy released a copy of another letter—this one to W. F. Kennedy, president of the Otz-Heinkel Co. of Wheeling, W. Va., who had inquired whether it was true FCC asked RCA to turn over models of its tri-color tube to CBS. If true, Mr. Kennedy wrote, the procedure is "unthinkable" and "very unfair, not to say unethical."

In reply Mr. Coy cited RCA witnesses testifying that the tri-color tube could be used on the CBS system, and quoted Gen. Saranoff as testifying that, if the CBS system were adopted, RCA "would make and sell tubes, including our tri-color kinescopes, and parts, to any one," and that FCC "is fully entitled to whatever information we have on this tube, to whatever conclusions we can make, and that we are only happy to do so."

The letter also pointed out that RCA, with its Progress Report of July 31, said "it is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work."

Mr. Coy said he felt that "in light of these representations proffered by RCA's top officials, the Commission had a sound basis for its desire to view a demonstration of the tri-color tube on the CBS system, and for its expectation that RCA was prepared to cooperate in effecting such a test."

"In fact," he said, "on Oct. 13, 1949, Dr. Charles W. Geer, holder of a patent on a tri-color tube, testified that he had received a letter from Dr. Jolliffe [C. B. Jolliffe, executive vice president of RCA Labs] asking if Dr. Geer had available a tri-color tube which could be used in connection with the RCA color systems."

The FCC request to RCA to turn over to CBS models of its tri-color tube has been refused by RCA "until we have completed our research work." [Broadcasting • Telecasting, Nov. 6, 13.]

JOHNSON

Looks at Freeze, Color TV

VIEWS on the freeze and color TV were given by Sen. Ed C. Johnson (D-Ind.), chairman of the Senate Interstate & Foreign Commerce Committee, in a radio interview with Hugh B. Terry, general manager of KLZ Denver, Dec. 8.

On KLZ's Let's Talk It Over program, Sen. Johnson said he had hopes that the FCC freeze on TV applications would end by April 1, 1961 "or no later than 1962." He estimated that the end of March 1962 was the earliest Denver could be expected to have television.

In regard to color television, Sen. Johnson told the radio audience that "CBS has a system which is farther advanced than any other system." He praised color for "dimension, depth and shading," and praised KLZ for amending its TV application to include color plans [Broadcasting • Telecasting, Oct. 30]. Asked whether the color issue could be prolonged indefinitely in the courts, Sen. Johnson replied in the negative, "I don't think the courts would block the development of science and deny the best television to the people on any kind of injunction."

The only TV station that can sell its products to this prosperous TV audience

the only TV station located in this large thriving Pennsylvania market — Lancaster, York, Lebanon, Reading, Harrisburg and adjacent areas. In addition to its ability to do a profitable selling job for you, WGL-TV is ideal for market tests ... the area is compact, its industry diversified, economy stabilized, rates are reasonable. With top shows from four networks; NBC, ABC, CBS and DuMont and good local programming, WGL-TV assures you a consistently high and growing audience. It's important to investigate.

Represented by

ROBERT MEEKER

Associates

Chicago
San Francisco
New York
Los Angeles

December 11, 1950 • Page 79
CD Communications

Authority.

Equal government officials in the United States would have equal status with others of the three major armed services.

The civil defense administrator could become "an absolute dictator" with great conspiratorial power, under the measure as it now stands, Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, declared last Thursday. Sen. Eugene Millikin (R-Col.) termed the legislation as "too controversial."

Mr. Wadsworth, upon questioning by the House subcommittee, agreed that the bill could be clarified by attaching strings to certain of the administrator's powers of authority.

Current legislation on Capitol Hill authorized the administrator to:

1. Prepare comprehensive national plans and programs for civil defense, including plant protection not provided by other agencies.
2. Request reports on state plans and operations.
3. Review civil defense activities of other government departments and agencies, including the Dept. of Defense.
4. Make appropriate provision for "necessary" civil defense communications and warning systems.
5. Use facilities, personnel, and equipment designed to develop equipment or facilities to meet or prepare for enemy attacks.
6. Disseminate civil defense information by all means and exchange such data with other countries.
7. Assist and encourage the states to negotiate interstate civil defense pacts.
8. Arrange for training programs for instruction of local defense officials.
9. Procure, maintain, construct or lease in "real and personal property," including communications facilities, buildings, or other equipment for use as auxiliary to—procurement and construction of equipment and facilities.

Other provisions:

1. Congress would give its consent to interstate plans for providing equipment and facilities for interchange of equipment.
2. The Secretary of State, after consultation with the administrator, could enter into agreements with foreign countries.
3. States would organize defense corps from volunteers.

Most of the provisions of the Atomic Age Civil Defense bills also were contained in the President's executive order removing civil defense from NSRB and operating it as an agency while Congress debates the bills. Heading communications is Robert Burton, formerly of the State Dept. He plans to add additional personnel to his staff in the months ahead.

MUSIC 'LEAK'

Union Bills N. Y. Outlets

ALLEGING "leakage of music" over WABD(TV) New York and as proof of recent telescasts of a rodeo and horse show in Madison Square Garden at which a live band played, Local 802 of the American Federation of Musicians last week informed the stations for $20,000 in musicians' fees.

Neither of the stations would comment on the matter. But they are understood to have put $20,000 in civil fidelity insurance, on which they are permitted to pay, as required by Congress.

The AFM has given the stations an appeal to the AFM executive board.

GATE GUARANTEE

Admiral to Pay Rams $180,000

ADMIRAL Corp. and Southern California distribution Herbert H. Horn Inc. Los Angeles, will pay $180,000 on its guaranteed gate attendance to telescast eight Los Angeles Rams football games over KNBH (TV) Hollywood this past season.

NBC loss will be about $60,000 being written off as station exploitation and promotion. If charges were made for time, pick-ups and production crews, NBC loss would have been $125,000.

NKC-KNBH (TV) was given first refusal on possible playoff game for title in Los Angeles Coliseum Dec. 17, but wasn't interested in paying $5,700 flat fee or $180,000 gate guarantee.

Ziv Sales

ZIV TELEVISION Programs has announced five additional sales for its Cinema Kid film production to Mission Macroni, over KING-TV Seattle; Huber Baking Co., over Wabington, Del.; Stroehman Brothers Baking Co., over WNBTF-TV Binghamton, N. Y.; General Ice Cream Co., and Marion Long, over WHEN (TV) Syracuse, N. Y., and WBNS-TV Columbus, Ohio.

TV 'ADVERSE' EFFECT

LIVE or simultaneous telescasting of college football games has an "adverse" effect on attendance, the television committee of the Big Ten conference reported Thursday in Chicago. The television subcommittee was careful, however, to qualify it, adding that the conclusion was based on "evidence" submitted to them and that the effect was "adverse in varying degrees."

The lengthy report was presented to athletic directors of Western Conference Universities, was not made public, second of a five-day meeting at the LaSalle Hotel. The TV committee includes Douglas R. Mills, H. O. Crisler and Ted Payseur, athletic directors of the U. of Illinois, U. of Michigan and Northwestern U., respectively.

Their report, described as "voluminous," was slated for discussion at a joint meeting of athletic directors and faculty representatives Friday. It was divided into four classifications:

1. A review of the Big Ten's existing TV policy (permitting only delayed telescasts) and the reasons for its adoption, (2) a review of the effects of live or simultaneous TV on sports attendance, with "particular" reference to football in recent months, (3) consideration of the present TV policy relative to the second point, and (4) consideration of possible TV policy for 1951, with emphasis again on football.

Conference attendance in 1950 dropped about 3% from the all-time high of 1949, the report shows. The decline was attributed primarily to the loss when a Big Ten team played against a school outside the conference area which permitted live telescasts. Secondary reason was the telescasting of non-Big Ten games in Big Ten areas, when "undesirable" end-zone seats remained unsold.

As one committee pointed out, for example, that the Iowa-Southern California game at California drew a crowd of 45,167. The "only comparable figure" to contrast was the 90,000 paid admissions to the Iowa-UCLA game in 1947, which was not telescast, the committee said. Data which it considered was reported by other conferences, independent schools, professional football and baseball associations and other sports enterprises. Although the Big Ten group or committee will make no specific recommendations, it is expected they will also get the thinking of the college presidents.

Follow NCAA Policy

In any event, a Big Ten spokes- man said the group will abide by any TV policy set by the National Collegiate Athletic Assn. when it meets in Dallas in January.

Problems still confronting the conference on TV centered Friday on whether the ban against live television should be continued and, if so, what effects live telescasting of other conference games would have in the Big Ten area; the results if an OK to theatre television and a negation of live were given;

what would be done to "make up the slack," financially if live TV is okayed and attendance drops. Regarding the last point, possible answers could be a levy of expensive sports rights charges for sponsors to pay, subsidy by the state legislature or a readjustment of the school budget.

The problem was described as "one of total effect on the NCAA convention." The Big Ten would probably call a special January meeting after decisions on TV are set.

The full report of the television committee was not and is not expected to be released.

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, reported to the group on the progress of Big Ten football telescasts in three movie theatres this fall, the Tivoli and State Lake in Chicago and the Michigan in Detroit.

In Chicago, where admission was $1.20 at both theatres, the State Lake attracted 11,708 paid admissions on the six Saturdays games were telescast. The total attendance for the same Saturdays last year was 7,272. The Tivoli sold seats to 7,952 this year, while a year ago the total was only 1,700. In Detroit, U. of Michigan games brought 7,359 persons into the the-atre. There were only 3,694 last year.

Mr. O'Brien described the experiment with the Big Ten as an "outstanding success," and said results "fulfilled every expectation."

Cited by Big Ten
AD COUNCIL PROJECT

Allocation Set Dec. 17

THE ADVERTISING Council's new television allocation plan, which goes into effect Dec. 17, already has been accepted by 23 advertisers and participating radio networks, Lee H. Bristol, president, Bristol-Myers Co., and vice chairman of the council's board, said Monday. He expects the total of participating advertisers to reach at least 75 in the next few weeks as the plan gets underway.

The TV plan is modeled on the radio allocation plan which has operated so successfully for more than eight years through the "steerfirst support and cooperation of most of the nation's national radio advertisers, the radio networks and a number of regional advertisers," Mr. Bristol explained.

The plan is extremely broad in scope, he noted, pointing out that during this year alone radio advertisers, agencies and networks have shared more than 60 private and government agencies, scheduled radio support to 18 top-priority public service campaigns and gave additional help to 34 other causes.

Scheduling Procedure

Mechanics of the plan are simple. A schedule of programs participating in the plan is kept at the council and sponsors are notified three or four weeks in advance that a certain date a message for a particular campaign should be included in the program's telecast. No "canned" messages are used; instead the council sends fact sheets regarding the campaign to the advertiser as a basis for his message, but the writing and the decision as to whether a program is included or excluded from the plan is in the hands of the participating networks.


Networks Agree on Plan

Networks Approve

Niles Trammell, board chairman of NBC, and Mark Woods, vice chairman of the ABC board, members of the council board's radio and TV committee, attended the council meeting at which the TV allocation plan was announced and added their endorsement of the plan to that of Mr. Bristol, president of the council.

Mr. Bristol read messages from Frank Stanton, CBS president, and Chris Witting, manager of the DuMont TV Network, assuring the council of complete cooperation from these networks as well.


Networks Approve

A campaign to reduce holiday traffic accidents by urging drivers to be particularly careful is the first council TV project, Mr. Bristol said. The $500,000 radio- TV peace time project was scheduled before the Chinese Reds invaded Korea. However, he added, telecast started Jan. 1 as a flexible medium of mass communication and the cooperating advertisers and networks stand ready to take on any emergency campaign which our national leaders determine necessary for defense.

In other words, this schedule is subject to change on short notice. This new weapon is now ready and we will respond quickly and spiritually to marching orders.

CUBAN TV PLANS
New Station at Santa Clara

UNION Radio Television S. A. Havana, operator of Cuba's only TV station, CMUR-TV Havana, which made its debut Oct. 24, is planning a second TV station at Santa Clara, to be programmed from Havana via a radio relay circuit spanning the 200 miles between the two Cuban cities, Irving Later, New York representative of the company, told Broadcasting • Telecasting last week. His organization hopes to have its video station in operation early in 1951 and now is negotiating with RCA, which built CMUR-TV, to erect the relay connections as well as the new station.

CMUR-TV, Mr. Later reported, has just signed Procter & Gamble Co. to sponsor Musical Cinema, 6:30 p.m., Mon., and Croley Dau of Avco to sponsor a half-hour morning domestic science video program, also across-the-board.

Both contracts were placed through the Havana branches of the company, he said.

Union Radio S. A., affiliate of Union Radio Television, operator of a 14-station Cuban network, will increase its scope to 16 stations in January by erecting new 250 w stations at Matanzas and Pinas Del Rio, Mr. Later said. Three other stations of the network have been granted power increases: Santa Clara from 1 kw to 5 kw, Sagua La Grande from 3 kw to 10 kw, and Guaniguanico from 250 w to 1 kw.

AT&T HEARING DELAYED
Set for Dec. 18

START of FCC's investigation of the AT&T allocation of TV coaxial cable and radio relay service among the networks was postponed Thursday until Dec. 18, to permit further network-telephone company conferences looking to a possible settlement [Close FCC, Dec. 4].

The week's delay in the hearing, which had been slated to start today (Dec. 11), was authorized through the efforts of a group with the backing of the council and filed by the chief of FCC's Common Carrier Bureau on behalf of the TV networks — NBC, CBS, ABC, and DuMont—and the AT&T.

If the networks reach a satisfactory voluntary agreement on the allocation of usage of the intercity TV facilities, the hearing would be called off. If not, it would open next Monday as scheduled. A partial agreement would limit the scope of the investigation by that much and might also delay the start of the hearing.

Want Quiet Settlement

Commission authorities obviously prefer to have the question settled amicably by the networks themselves. The investigation was ordered after the networks' failure to agree on a time allocation for the current quarter forced AT&T to make an arbitrary apportionment, whose terms brought protests from both DuMont and ABC.

Sandy Spillman, KPIX program director and special events chief, headed the camera crew in bringing viewers on-the-spot coverage of Northern California's recent flood areas.

In a KPIX News, Spillman and his men covered the flood disasters from the air and ground, wading through rising waters in search of flood victims.

KPIX's flood coverage marked another exclusive for the pioneer station, which earlier this year brought viewers close-up scenes of the war front, when Spillman covered the Korean combat area for KPIX viewers.

SPORTS AIRINGS

Basketball season is now underway in the San Francisco Bay Area, with KSFO airing twenty-five of the inter-collegiate games for Tidehows Associated OJL. Sportscaster Jack Shaw handles the mike.

Also on the sports line-up for KSFO airing, are the S.F. Seals' Baseball Games sponsored by Regal Amber Brewing Co., for the third consecutive year. Don Klein will bring the play-by-play account to base- ball fans throughout the 1951 Pacific Coast League season.

SCREENINGS: Via micro relay from Los Angeles, KPIX will transmit the Rose Bowl Game—gridiron classic of the West—on New Year's Day...the game will follow a colorful three hour telecast of the Tournament of Roses Parade....a new series on Channel 5 is Saturday's "Kidder's Matinee," which includes two hours of programming especially designed for the "little people"...a special film presentation, highlighting top news events of the year, will also be featured on KPIX, Jan. 1.

December 11, 1950 • Page 81
Video's Growing Pains
(Continued from page 78)

revamping the studios and offices of WSFD-AM, he said, reporting that the elimination of burdensome overhead charges has materially contributed to our financial health.

"Keep the staff of your station low in numbers but high in quality," was Mr. Wailes' rule number two. He noted that executives, announcers and many other station employees can effectively combine TV with AM duties and reported that his company has found it "very advantageous to handle both AM and TV with one sales staff." A number of advertisers, he said, have gone into TV while retaining their AM schedules, which "would not have been true in many cases had we used separate sales staffs."

"Constantly study the costs of your programming and make substitutions where savings can be made without sacrificing quality," he urged. He said his company, by using staff talent almost exclusively and by wise film buying, has made its local programming products direct instead of leased.

His fourth rule-"pursue a fair but aggressive policy with respect to your rate card," he explained by noting that competition to radio stations, TV stations are costly to buy and to operate, and that television as an advertising medium "is effective to a degree never before even approached." "These two facts make an aggressive rate policy not only imperious but thoroughly justifiable," he stated.

Finally, Mr. Wailes warned TV station operators to "avoid impunity or ill-considered expansion of your daily hours of operation. Expand only as you are able to afford it."

Film Problems
Telecasters were asked point blank whether they want films made specially for TV and if so what basis for fee calculations. Mr. Green, manager of Screen Gems Television Dept. of Columbia Pictures Corp. Early this year, Mr. Cohn reported, his company made some sample TV films and showed them to 25 stations from Boston to San Diego, getting from 22 stations an enthusiastic response both as to film content and price. But when Columbia tried to get written commitments, the TV broadcasters all shied away, he said.

"We asked the film producers in their video thinking, Mr. Cohn asked the TV broadcasters for answers to five specific questions: "First, do you want film programs produced especially for TV? Second, if you do, will you commit yourself to buy a program you like on the basis of a sample? Third, will you sign a conditional contract, knowing that a producer must have a certain minimum number of bookings before he can cancel a programming offer? Fourth, should we ignore you completely and go directly to the local advertiser or his agency? Fifth, when we sign you for advertising, in the value of the time and its desirability, can we depend on what you tell us?"

"If you want this solved so that you won't be dependent on the network's programming, where you sell time at a fraction of your card rate, or on the necessarily low-cost locally-produced live show, then help us to help you," Mr. Cohn urged. "If you don't, then we must follow one of two courses—either make films for national advertisers where we have one sale to a customer to please, or abandon the field altogether."

Need Decision
"Possibly I am premature in assuming that the time is ripe for producing TV films by the networks directly at the local level," he concluded. "Possibly we need to wait until the freeze is lifted and this becomes a country with 400 TV stations and 15 million sets. If so, then tell us this and we'll wait. Just don't be apathetic and uncommunicative. We can't take this for granted."

Discussing the role of film in TV network programming, George T. Shupert, vice president, Paramount Television Productions, reported that some 6,500 hours of programming will be film-recorded by the four TV networks this year, mostly off the tube—550 hours for DuMont, 5,500 for CBS, 1,900 for ABC and 2,900 for NBC. A large percentage of these recorded programs are not produced solely for non-interconnected stations. For example, reporting approximately 75% of its film goes to cable-connected stations unable to clear time to carry the shows live.

In addition to these kinescope recordings, the networks carry "a fair number of programs filmed expressly for television," Mr. Shupert said, noting that General Mills spends $13,000 per film for the Betty Crocker Show, $15,000 for The Irwins and another $15,000 for the Lone Ranger: Procter & Gamble's Firestone series; that company that company spends $4,500 per film, and other films range from $3,000 for Party Time in Club Roma to $2,500 for Carousel Theatre.

As a result of these film expenditures, Mr. Shupert said, "As a result of these film expenditures, Mr. Shupert said, "Ask a year ago by some TV stations for film transcriptions of top-rated programs on the Paramount station, KTLA (TV) Los Angeles, Paramount is now supplying filmed programs to 42 stations in 40 markets on a network basis, Mr. Shupert said.

"See no reason why television must follow the network pattern established by radio," Mr. Shupert concluded. "Certainly radio and television have much in common, but just as certainly all factors are different. Parallel television and programming troubles."

Speaking on the topic "Steps Toward Reducing Expenses," G. Bennett Larson, vice president and general manager, WPIX (TV) New York, pointed out that as an independent station in the highly competitive New York market, WPIX has from the outset had to "learn to cut corners in every possible area so that the most modest-budget advertiser can afford to get into television advertising." Describing some of WPIX's most successful efforts, he said: "Our independent station can use the counterside board--the board that runs for an extended period of time. This technique has eliminated expensive production charges of large casts and hands and money that we can't afford to spend for a lot of miscellaneous talent. We take what we have and we make a job as well as we can."

"We can't afford to put on extravaganza like the 20-hour Show of Shows but we are very much in favor of 'block' programming, filling large periods of time and holding the audience.

Economies Necessary
"We never provide more than two cameras for a show unless the client is willing to absorb the extra cost. We select, for example, Labor Day parade as a first-run movie. We simply tell the client that if a person hasn't seen the picture it's still an entertainment. There are a lot of people who haven't seen many first-run movies from the 1930s and 1940s and with a couple of million sets in the metropolitan area, we still have a large potential audience."

Noting that TV stations are "jaded" unless they operate with minimum expenses, Mr. Larson declared: "We've got to think about buying wholesale films, talent and so forth, and that requires the same time and money as buying small local spots or honoring commitments to our employees and our investors.

In the past we've been in long-term planning; there have been too many 'todays' and not enough 'yesterdays' and 'tomorrows.' The extra cameras and extra personnel are all items that bulge the budget. And here's a tip you need if you insist that you have somebody on Monday, don't hire him until Monday—until you certainly need him!"

"In a one-station market, any move you make you're damned if you do and damned if you don't." Mr. Dominick A. Stewart, general manager, WTV (TV) Pittsburgh, told the TBA clinic "Three thousand people blasted WDTV for carrying the opening of the Metropolitan Opera; only loved it. Thousands pleyed with us to carry Studio One on Monday nights; yet newspapers, telephone, letters, a 750-odd crowd showed up with us to cut in on 32 column wrestling. We try to please the most of the people most of the time and what more can you do?"

Although WDTV is owned by Allegheny County in order to confine its network programs to those of the DuMont TV Network, Mr. Stewart said, but maintain an almost perfect division of 25% of total network time to each TV network. The same policy of giving everyone an equal break is localized, which means "wasting the tight rope" in a city like Pittsburgh, where business is good and competition high, he said.

WDTV Experience
In less than two years of operation, WDTV has, in addition to its network programs, had 574 different advertisers on the station with over 90 script programs, Mr. Stewart said, adding that another record was set when the WDTV staff, working an average of 32 hours of live studio programming under contract. He recalled that the big joke of the last TBA clinic was that the Pittsburgh station would have a camera and pictured that it now has five, "paid for in what we think may be a sale on TV in which everyone has boisterous of big losses—out of proportion to the money.
which we think is sensible and
might even come under the head-
ing of good business."

Alexander G. Ruthven, president
of Michigan State University's
weekly hour on WWJ-TV
Detroit, launched this fall as a co-
operative venture of school and sta-
tion, and reported that "registra-
tion in the two courses was the pro-
gram passed 600 in the first month,
with many thousands viewing and
listening to the programs who do
not register.

"To professional people in televi-
sion and radio, 600 may not seem a
large number, but to those
if us in education it is gratifying," he
said, noting that half of the nation's
colleges and universities have fewer
than 300 students; that the TV program
is only getting started and, "per-
mance more significant still, that
we pay a few dollars and keep a
touch weekly with the univer-
sity."

"We anticipate that the number will grow rapidly," Mr. Ruthven
said. "Our television inaugu-
ration, to be started in January,
ready has an advance registration
in excess of 100—a measure of
things to come." Noting that the
universities have much more
radio television, he urged the commercial
TV station operators to "be just as
alert to seek programs in our col-
eges and universities as on Broad-
way or on Hollywood."

Warning on Research
Warning telecasters not to sell
heroes themselves short in research, as
radio broadcasters have, E. L.
Deckinger, research director, Blow
Inc., and president, Radio-Tele-
vision Research Council, declared
that the lesson history teaches
about radio measurements is that
they did not go far enough to
serve radio fully and thus to save
radio, now that radio needs all in-
clusive measurements most.

By taking the family as the
listening unit, radio unwisely
scored out-of-home listening, lis-
tening on secondary sets, and he
likes, he said, noting that such
listening might well take up "quite
a part of the gap which TV is
worrying through advertising
audience. Wouldn't that be a
powerful weapon for your radio
salesman to have in his hand while
she's competing with your TV sales-
man (or someone else's TV sales-
man)?" he asked.

In TV research, "let's get the
whole audience," Mr. Deckinger
agreed. "Commercial radio
searchers, to develop a best way to
measure individual listening with
which researchers in general will
satisfy. Don't let anybody tell you
it's impossible. Tell them you've learned a lesson from the
experience of radio. You demand
that the TV audience measurement
people set out to find the ways that will give you a better picture.

C. E. Hooper, president, C. E.
Hooper Inc., final speaker at the
warning session, described his new
"Hooper Brand Ratings" service, an effectiveness of advertising
measurement which not only tells
the advertiser where he stands in
each market in relation to each
competitor but also reports sepa-
ately on the use of merchandise in
tv homes versus non-home.

This continuous survey was
launched experimentally in May,
Mr. Hooper said, and results are
now being reported quarterly
for nine cities which possess varying
characteristics of TV and radio
service. The service can be ex-
tended to the 100 largest U. S.
cities and applied to each of
20 to 25 categories of merchandise
which currently account for most
national and sectional advertising, he
said.

He stressed the speed of report-
ing, with full records, for example,
collected in October and November,
and reported to subscribers be-
fore the end of the year.

Programming Speakers
Mr. Ruthven, vice president,
WCP-O-TV Cincinnati, spoke on
daytime programming; Sylvester
L. (Pat) Weaver, NBC vice presi-
dent, discussed network program
planning; Dean Thorsen, president,
WCATU-TV Philadelphia, spoke
on programming in multi-
station cities, and John M. Butler
Jr., general manager, WSB-TV
Atlanta, reported on catering to
the local audience, during the
program session.

Russell Glidden Partridge of
United Fruit Co. told how and why
his company got into television.
Irving R. Rosenhaus, president,
WATV (TV) Newark, reported on
his station's use of films as pro-
gram devices; John A. Kott, WSAZ-TV Huntington W. Va.,
chairman of the Television Tax
Committee, reported on the ex-
plorations of the committee into the
probable effects of the proposed
excess profits tax on TV broad-
casters and what the committee has
done about them.

The one-day clinic concluded
with a panel discussion on the impact
of color TV—on the broadcasters,
represented by E. K. Jett, vice
president, WMAR-TV Baltimore;
on producers, represented by
Jack Barry; on the entertainers, represented by Faye
Emerson, and on the public,
represented by Jimmy Jenall, inquir-
ing reporter of the New York
News.

GUNZENDORFER
Named by Film Producer
WILTON GUNZENDORFER, for
the past year commercial manager
of KYA San Francisco, has been
appointed to head the television
production division of General
Service Studios, Hollywood, inde-
pendent film producer.

Before he joined KYA, Mr. Gun-
zendorfer managed KROW Oakland
for five years. He also has been
manager of KSF0 San Francisco
and general manager of KSFO
Santa Rosa, Calif. Before entering
the station field, he was an execu-
tive in the Thomas S. Lee Artists
San Francisco and Holly-
wood.

TELEVISION trailer packages
for five new films ready for release
promotion by Paramount Pictures. Each package includes
four commercials, two one-minute
and two 20-20-second spots. Spots dif-
ferentiate feature trailers in feel
they combine "proved elements" of
radio spot announcements with vis-
ual presentation. Pictures being pre-
pared complete with Proclamation
Station; "Tripoli," "Let's Dance."
"The Goldbergs," and "Mr. Music."

Sarra Inc., Chicago, completing
series of six one-minute spots for
Wilson Spies Co., to be used on telecast of National Pro-
fessional League championship grid
season. Series show such
stars as Babe Didricken and
Johnny Lujack in major sports

EDUCATIONAL TV
Galvin Urges Channels
MOTOROLA President Paul V. Gal-
vin spoke out in favor of FCC as-
signment of video channels for ed-
cational use last week. Noting that
TV has been "successfully" in
Philadelphia, Baltimore and at Iowa
State College, Mr. Galvin said "te-
levision is the greatest teacher of
all time and effective in every
educational field."

The issue now is to establish the
principle of the right of education
to a place in the future expansion
of television as the country's prime
medium of communication.

The radio-television spectrum provides
the greatest potential for its own
advancement. For the sake of the national welfare and
for future generations, an equitable
share of this spectrum should go
to educational use."

President Galvin described TV as
necessary to education. "Our
schools are overcrowded, our
method of teaching is fashioned, and, for
both children and adults, TV may
prove to be the cheapest and most
effective way to educate the
people."

Because full-scale use of video in
education is "many years away,"
the Motorola president emphasized
that this should be the stage of
planning and establishing the
principles. Inasmuch as $7 billion
yearly in public and private funds is
being spent on education, "it is
conceivable that a portion of this
money goes toward teaching by tele-
vision," Mr. Galvin said.

"Since the public interest is so
deeply involved in the educational
use of TV, I urge the FCC to be
confident that ways and means can be
worked out to serve the educa-
tional needs of our country on both
HF and potential UHF channels
without unduly limiting the com-
cmercial broadcasters," he concluded.

Events: Agency: Ewell & Thurer,
Chicago. Harry W. Lange, produc-
tion manager of Sarra, has been
reappointed to executive committee
of Woods Products Section of Na-
tional Safety Council. Mr. Lange
has just completed Sarra's 70th film
for National Safety Council.

... Series of 13 quarter-hour signoff
programs, Victoria, completed by
Wilkinson-Goodwin Productions, Holly-
wood. Programs feature Victoria
Faust, singer and own accompanist.

... Williams Productions, Los An-
egles, set up for national distribu-
tion of films for television. Prin-
cipals are Rene Williams, motion
picture producer, president, and
Walter A. Klinger, national sales
distribution manager. Officials are
at 9169 Sunset Blvd. Phone
Crystal-view 1-5165. Firm has on hand 26
feature length English films ob-
tained from various British pro-
ducers.

... KTTV (TV) Los Angeles has
purchased exclusive rights to nine
 feature motion pictures and has
an option on four additional ones in
recent deal with Atlantic Television
Corp., New York.

MOBIL TV UNIT

For Sale; Reasonable
Attention TV Stations: Here's your chance to buy an ACF-Brill bus,
completely equipped for use as a mobil TV unit, at a reasonable price.
Unit adapted from 1946 32-passenger, air-conditioned, cross-country
bus. Roof platform reached by trap door.
Excellent tires and me-
chanical condition.
Driven less than 25,000
miles since completed in
April, 1948, by WLW-
Television. Have two
other mobil units so this
one is no longer needed.
No technical equipment
included. Call or write
J. R. McDonald, WLW,
Cincinnati, Ohio. Phone
Gerry 1922.

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Telefile:

VIEWERS in WOAI-TV San Antonio's coverage area are getting cake with their television today (Monday). A lone candle adorning the cake, which is superimposed on the facade of the Alamo—the background picture used with the station's identifying call letters—tells the story of WOAI-TV's first anniversary on the air.

That story burns brightly in the land where the Alamo lingers as the symbol of the individual in his fight for freedom.

Exactly one year ago, the citizens of San Antonio and the larger area served by the station, greeted the new medium with typical enthusiasm. It was reflected in set sales, which up to then had totaled 1,539. Periodic surveys made by WOAI-TV with local dealers show sales have jumped an average of 647 per week. It's estimated that today the number of sets sold approximates 35,000.

Growth in the 12-month period that the station has been bringing the outside world into the viewer's living room can be traced in the changing rate card. WOAI-TV's first rate card was based on a $300 hourly charge. By July 15, 1950, rates were increased 25%. By Rate Card No. 4, effective Jan. 1, 1951, rates will be upped 50% over the initial time charge, the hourly rate for Class A becoming $300, Class B $225 and Class C $150. WOAI-TV looks to operation in the black beginning with this change in rates.

Halfff Plots Service For 730,694-Person Market

With a total population in the station's service area of 730,694, the launching of the new TV center was plotted carefully by Hugh A. L. Halff, president and general manager, and his key personnel. Introduction of TV in the area was set off by a concerted drive to educate the public on the subject and to assist distributors and dealers in meeting public demands.

A pre-debut meeting was held June 21, 1949, with Mr. Halff presenting the plans to the distributors and dealers. Emphasis was placed on the dual responsibility of the station and set salesmen in successfully introducing the medium.

At the same time, J. R. Duncan, the station's program director who has a wide TV background, started a series of weekly broadcasts over the AM sister, WOAI. Named Television and You, the series got underway Sept. 11 and continued until 7-day. Later, the show transferred to television and was retitled Report on Television. An informal feature which discussed ways and means of getting best set performance and which gave TV program producers the show proved its interest among viewers. A flurry of mail protested its discontinuance when it temporarily went off the air to make way for a concerted schedule.

That schedule has been continually stepped up. During the first week of regularly scheduled programming, WOAI-TV was on the air about 18 hours, Monday-Friday. The following week Sunday programming was added, raising the whose pledge was expressed in

these words delivered to viewers by Hugh Halff when the station opened:

"...We assure you that we will do our best to make it prove to you people who have already purchased your receiver, but to make it a must for thousands and thousands of others."

The "must" is what every staff member from top level down has been called upon to deliver. In brief, the pledge has come to mean insistence on a high quality of programming whether it is live or kinescope.

Experienced Staff Guides Operations

In addition to Messrs. Halff, Pangborn and Duncan, the aggressive directors of WOAI-TV operations are: Technical Director Charles L. Jeffers; Commercial Manager Jack Reasler; Dick Perry, head of production; Dallas Wyant, promotion manager, and Hull Youngwood, film manager.

An essential part of its opera-

Mr. HALFF  Mr. PANGBORN  Mr. KEASLER  Mr. DUNCAN  Mr. JEFFERS  Mr. WYANT

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tion is the station's desire to promote local talent and programming. Both Mr. Plavac and Mr. Perry work long hours interviewing and auditioning hometown aspirants. As early as the first week's schedule, studio shows were originated. Five of them have stayed on as popular favorites. They are The Tree House, for children and featuring a weekly puppet Dance Time, a musical show; Winter's Wonderland, starring a pianist; Telenews, headlining Newcaster Austin Williams; TV Dude Ranch, lending a Western twang to musical variety. The news program is sponsored by Joske's of Texas; the pianist show by Wolff & Marx Co. Other shows have had spots available for purchase.

Live programs added later and receiving audience plaudits are Fashions in Your Living Room, sponsored by Wolff & Marx; Hoffman Hayride, musical variety, Hoffman Radio Corp., the sponsor; Tip the Scutes, courtroom-set quiz show by Smith, Soglow & Corp. for Admiral; Armchair Holiday, travelogue with narration for Kewaskum Utenoll Co.; Vespera airing Sunday; Serenade, a vocalist team; The Question Mark; using a drawing board for quiz, and Trophy Room, sparked by Ed Hyman, WOAI-TV sports director.

**SHOWING BANK SERVICES**

**Barry Lauds TV**

**FILM CENSOR**

**Pa. Case Appealed to SCOTUS**

**QUESTION of state censorship of motion picture film used on television, twice ruled invalid in separate actions, has been appealed to the U. S. Supreme Court [Broadcasting • Telecasting, March 20].**

A suit of censure has been filed by the Pennsylvania State Board of Censors, which had its censorship order contested in the courts by a group of five TV stations-DuMont, WPTZ Phila., WFIL-TV Philadelphia, WCAU-TV Philadelphia, and WAGL-TV Lancaster.

The high court must now pass judgment on the case. If it grants the writ, oral argument will be scheduled. If it refuses to consider the question, the case will be stricken from the docket.

Involved is the right of the Pennsylvania board to regulate motion picture film used on TV. The Third U. S. Circuit Court of Appeals, Philadelphia, unanimously upheld the telecasters' assertion that the censorship regulations were unconstitutional because of Congress' power gained by enacting the Communications Act and establishing the FCC, and thus regulating interstate communication.

The appeals ruling had supported a Federal District Court decision by Judge William H. Kirkpatrick more than a year ago that the regulation of the Pennsylvania censorship board, requiring all TV stations in the state to submit films for clearance before airing, was invalid. In the appeals court, a panel of three judges placed television in the same category as radio, noting that Congress intended that the FCC have sole jurisdiction over the field.

BANK advertisers can "do something in television never before possible in any medium"—they can illustrate and demonstrate bank services and advantages—because of the "unique and revolutionary power of the medium and its depth of penetration."

And while "radio as we have known it will supplement television under certain conditions, in the majority of instances, television will supplant it."

These convictions were held by John J. Barry, vice president of the National Shawmut Bank of Boston, at the fall meeting of California Bankers Assn. in Los Angeles, which was slated to be held this week.

Mr. Barry urged bankers not to be misled as local advertisers by the thesis that radio is "not dying," and cited the case of the Shawmut Bank which has used radio heavy for 10 years and had to face up to the challenge of television in Boston. These convictions were based on Shawmut's standard radio sets as opposed to milion television sets in America in a potent argument to present to the network advertiser with nation-wide scope," Mr. Barry concluded.

"But when 600,000 of those television sets are in my backyard and the total number of radio families or homes in my neighborhood is 840,000, that ratio of roughly ten-to-one in favor of standard radio becomes a ratio of roughly four-to-one... Up to 70% of the radio audience...can be assumed to be viewing television every evening."

Contending that Shawmut "practically lost" its nighttime radio audience over 2½ years and that the Boston story will be repeated ultimately on a national scale, the bank executive cited the effects of the "revolution taking place in the parlors of America."

"He mentioned newspaper reading, automobile driving, riding, movies, dining out, books and other recreations.

**Shawmut in TV**

Pointing out that Shawmut envisioned its large investment in radio threatened with liquidation in lieu of the video challenge, Mr. Barry noted that the bank made its TV debut in Boston in June 1948 at a time when only 2,500 TV sets were in homes. Today, he observed, there are estimated to be 500,000 receivers in the Boston area.

Mr. Barry said he felt that because of the fascination of television he could get "more audience from $400,000 spent on radio in Boston" than a radio network could with a $600,000 talent budget.

"On the basis of present participation by banks in television, it is apparent that a great many banks are not going to wait as they did in radio. In nearly every market where television is in operation banks are either out on the air or planning to air." Mr. Barry observed, adding that those with radio experience are taking the lead.

The Shawmut executive said his bank has concluded that radio would suffer a program collapse when national sponsors reach the conclusion that TV circulation is large enough to warrant their major or total investment...that day has not come yet."

Referring to high budget radio shows only, Mr. Barry said less expensive programs will be developed, with emphasis on local origination and cooperatives and participating features. Meanwhile Shawmut, he added, has decided to cut back on radio "at some future date," now making use of standard radio time periods during the day-time hours "against the day listening habits radically changed."

Stressing radio's strength in certain time segments as in types of news and other programs, Mr. Barry advised bank advertisers to re-examine their schedules now as "a matter of self-preservation" and if they enter television, to obtain good time franchises now.

Mr. Barry noted that use of radio and television programs "are expected in an increase in use of Shawmut services since June 1948, and pointed out that the firm has not used a newspaper advertisement in 2½ years. A large volume of business—"running into millions of dollars" and stemming from financing of over 10% of TV sets bought on time in the Boston area—can be attributed in large part to use of television alone, he asserted.

**Norge Adds Revue**

NORGE division of Borg-Warner Corp., Chicago, will sponsor every third program of Four Star Revue Wednesdays, 9-10 p.m. over NBC-TV from Dec. 27 through July 11. Agency is J. Walter Thompson Co., Chicago. Pet Milk Sales Corp., and Motorola are the other sponsors.

**ATLAS FILM CORPORATION**
and now--

the magic link

for closed circuit tv

Camera Signal

The Dumitter

Standard TV Receiver

the dumitter

Actually a miniature closed-circuit television transmitter. Takes signal directly from any standard camera chain, modulates a carrier frequency of either Channel 2 or 3, and feeds via cable directly through the antenna posts of standard TV receivers. Receivers operate exactly as though tuned to a telecast on that Channel.

Performance superior to other forms of transmission. Audio and video reception absolutely free from outside interference. Truly, the MAGIC LINK for closed-circuit television.

Ideal for use in industrial television applications, for field demonstrations of TV receivers, for studio use, for sales meetings, and countless other uses. Does away with expensive, bulky equipment and circuitry modification of receivers.

- Feeds up to 125 standard TV receivers.
- Distributes signals on standard TV Channel 2 or 3 via cable through regular antenna posts of receivers. No modification of receivers necessary. Receivers may be switched to regular telecast reception at any time.
- Feeds receivers both video and audio through single coaxial cable up to several thousand feet.
- No terminal equalization necessary as attenuation is only at carrier frequency.
- Uses signal from any standard camera chain without interim equipment.
- Completely stable — requires no operator.
- Light, compact, completely stable.
- No license required.

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N.J.
November 29 Decisions ... 
BY COMMISSION EN BANC 
Rulings Announced

NEWSPAPER SPREAD

KOA Denver received large spread in Denver Post last month in conjunction with price of turkeys at Thanksgiving time. Piece started on first page, along with picture of Announcer Starr Yeiland dressed as pilgrim inspecting fowl at local turkey farm. Story and pictures were continued in picture section telling of WRC program that was broadcast Monday before holiday.

CRIME INVESTIGATION

WIOD Miami, Fla., newsman made special recordings when ex-deputy sheriff of Miami testified on alleged illicit operations of sheriff's office before Senate Crime Investigating Committee in Washington. Taped program was relayed on direct line by WRC Washington to WIOD, where Dade County listeners heard broadcast that night. News broadcasts and exclusive interview with witness were also made through WRC facilities.

VIOLET BOOKLET

KSD St. Louis sending brightly colored booklet to trade and advertisers. Cover is headed “KSD St. Louis Presents,” with lettering set in white spot against violet shaded background with pictures of people at banquet facing speakers table. Inside give facts and data on coverage, market, programs, news shows, advertisers and “firsts” claimed by station. Also has pictures, maps and charts.

PROMOTION FOLDER

WWL New Orleans sending to timebuyers eight-page, green-and-gray promotion folder illustrating with facts and figures that “Sales Don't Stop at the City Limits—and Neither Does WWL” and emphasizing amount of territory covered by station outside New Orleans. Booklet, prepared by Katz Agency, includes BMF maps and announcements for daytime and nighttime areas.

JUNIOR NEWS


WESTINGHOUSE MOVES

Westinghouse Radio Stations Inc. sending brochure to trade announcing new headquarters office in Washington, D. C. White piece has gold Westinghouse seal on cover. Inside is drawing of Washington Monument in center fold, with people in line long carrying objects moving into city at left. On right is announcement of new offices.

FOLDING PIECE

CBS Radio Sales sending folding mail piece to trade and advertisers. Piece is headed “Looking at it their way . . . with drawing of mother with her heads in television screen. Inside is done in blue, with men looking at TV set, saying, “What do they see in Tchaikovsky?” Copy tells about Tchaikovsky show available and how it sells from viewer viewpoint.

MORNING PROGRAM

WNBQ (TV) Chicago, film variety show Mon.-Fri., 11:30 a.m., started Dec. 4. Half-hour show with Norman Ross, m.c., who shows short musical comedy movies along with chatter and occasional guests celebrities.

SALES MEETING

WEEI Boston recently held sales meeting in its Studio A for Borden Co. following broadcast of Braintree Varities, 8:30-9:30 a.m., in which Borden Co. has participating spots. Those attending were served light breakfast between broadcast and meeting. Studio was decorated with several different displays of Borden material and various package products.

CIRCUS SHOW

J. H. SUTTNER Productions, Oconomowoc, Wis., That Circus Man, five-minute package film to be released first of year. Film features “tales of a trouncer, tall but true, told by that circus man, Al Priddy.” Billboard of circus animal or performer featured in a prime time movie as he tells story. Booklets of favorite Priddy stories will be available as premiums.

TV FIRE COVERAGE

WDTV Pittsburgh had on-the-spot coverage of fire in Bell Telephone Co. building across street from new studios. Station reports that this was first on-the-spot TV coverage of a fire in Pittsburgh. Station used open segments in programming and set up cameras in windows of second floor offices, shooting scene in street below. Top-ranking members of fire department and police force also were interviewed.

WEATHER REPORT

KSTP-TV Minneapolis, Hawf's Weather Report, Mon.-Fri., 10:15-10:30 p.m. Show uses cartoons illustrating weather predictions. P. J. (Hawf) Hoffstrom, m.c., uses weather map as basis for drawing comical picture to explain weather.

STARTS OWN SHOW

WSTV Steubenville, Ohio, The Song Service, Sun., 8:30-9:00 a.m. features Negro spirituals and other music requests along with church news and announcements. Mrs. Lillian Hampton started show last February, being sponsored herself, after requesting information on how to start program from Joseph M. Troscheck, assistant general manager of station. Popularity of show necessitated change of time from midnight to present time, station reports.

MAIL FROM KOREA

WCEN Mt. Pleasant, Mich., Korean Mail Bag, Sat., 10:15 a.m. Program using letters sent to relatives and friends from men fighting in Korea. Listeners are asked to send in excerpts or letters to station. Most interesting are screened and read on show.

WOMEN GRAPPLES

CROSLEY Broadcasting Corp. TV stations (WLWD Dayton, WLWC Columbus, WLWT Cincinnati), women's wrestling tournament started 10-30 p.m. The first time sports championship will be decided in TV studio, station reports. Tournament open to all women over 18 years old, with single elimination for prize of $2,000 to winner. Show originates in studios of WLWD and fed to WLWC and WLWT. Winner is to wrestle Mildred Burke, champion, for title.

BUS CARD PROMOTION

WGNR New Rochelle, N. Y., has started extensive bus card promotion campaign in 800 lower Westchester County busses. Cards prompt listeners to stay tuned to 1460, WGNR "The Voice of Westchester."

FULL PAGE AD

WPIX (TV) New York ran full page advertisement in New York Times Dec. 1. Page had two-line banner headline announcing station's plans for telecasting Winter program from Madison Square Garden. Pictures of events to be televised also along with personalities, stars and salesmen were featured. Copy gave details of program along with advertisers who are sponsoring shows.

HOUR GLASS

RCA THEAURUS has sent to clients lucite paperweight with miniature hour-glass built into it and carrying legend: “Thesaurus Sells Time.”

HORSEFEATHERS

KLX Oakland, Calif., sending advertisers form letter with white feather attached. Letter is headed:

(Continued on page 92)
Follow the lead of these Business Leaders...

they're all giving Schenley to wish friends the best!

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

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

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

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

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

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

It's "Good Business" to give

SCHENLEY

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y.
FCC Actions
(Continued from page 87)

Decisions Cont.:

To accept an application for a new FM station.

WGAN Best. Co., Cleveland, Ohio—Piedmont in pending file to await outcome of proceedings in Richard case. Approval for new Class B FM station.

Action Set Aside

KLIF Trinity Best. Corp., Oak Cliff, Texas—On petition Commission set aside a prior decision taking a pending power reduction from 1 kw to 5 kw on March 2, 1950; also the following condition: remote pickups on temporary basis to March 1, 1951, subject to condition that this action is without prejudice to any pending Commission action taken at this hearing on April 1st.

The Secretary

The Secretary of the FCC has granted request to reclassify as new FM stations:

WMR-AM, Grand Forks, N. Dakota—Granted license to reclassify as new FM station on the basis that this action is without prejudice to any pending Commission action taken at this hearing on April 1st.

To forward the following license to an FM station:

KFRU—FM, Columbia, Mo.—The Secretary has granted request to forward the license to an FM station.

Back in 1930 these gentlemen launched the BC Remedy Co. in radio. As a 50-year celebration they gathered at a special luncheon at the Casino Country Club in Raleigh, along with members of their staff. They were (left to right): Jack Massey, Harvey Massengale Co., Durham, N. C.; Crandon, president of the BC Remedy Co., and R. H. Mason, general manager of the WPFT FM station. Station presented a pair of stereo candelights to Mr. Council.

December 5 Applications

ACCEP TED FOR FILING

AM-1600

WKKK Muscle Shoals, Ala.—CP AM station to change from 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz to 1600 kHz for new noncommercial educational FM station.

To replace CP

WPUN Missoula, Mont.—CP to replace expired CP for new noncommercial educational FM station.

License Renewal

Request for license renewal AM station: KGKH Fayetteville, Ark. — KGWS

(Continued on page 96)

Baptism by Fire

NEW KGER Long Beach, Calif., studios underwent their own "baptism by fire" recently when a mailbag, cabled too close to an electric heater in one of the station's studios, burst in flames and caused a fire in the new building. Total extent of damage was approximately $1,000, with much of it being done by smoke and soot. There also was a matter of about 600 letters in the ill-fated mail bag. Station moved into its new studios Nov. 4 (BROADCASTING *TELECASTING, Nov. 20). Building housing studios was erected at a cost of about $50,000.

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C. 5
Sterling 3626

SERVIC E DIRECTORY

Page 90 - December 11, 1959

COMMERCIAL RADIO MONITORING COMPANY

PRESERVING communication with Precision

"A reliable service for over 18 years"
For immediate service phone
P. O. Box 7037 Kansas City, Mo.

uranum ANDREW CORPORATION

3 and 4, 75th St. Chicago 11, Ill.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers, 900 Natl. Press Bldg., 1407 Pacific Ave., Washington, D.C. Santa Cruz, Calif.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering, Munsey Bldg., Republic 2347, Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers, 1519 Connecticut Ave., N.W., Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 5479, Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers, Highland Park Village, Dallas, Texas</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foos, Inc., 927 15th St., N.W., Republic 3883, Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2181, Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave., S.E., 6646, Washington, D.C.</td>
<td>2-5655 Austin, Texas</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;, 820 13th St., N.W., EX. 8073, Washington, D.C.</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering, 1 Riverside Road - Riverside 7-2153, Riverside, Ill. (A Chicago suburb)</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>Television and Broadcast Facilities Design and Construction, 1 La Ferre Lane, New Rochelle, N.Y. New Rochelle 6-1620</td>
<td>Member AFCCE*</td>
</tr>
</tbody>
</table>

December 11, 1950 • Page 91
Help Wanted

Salesmen

Experienced time salesman for local NBC affiliate. Must have experience in the field. Will have chance at management after 3 years. Excellent salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.


Salesman: 1000 watt, Pennsylvania independent. Small market. Will pay $25 to start. Must havecomplete references to new man. No work brothers. Must have good radio man willing to work and interested in earning more. Box 117H, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive, well-referenced salesman at salary and commission. Writers to mail write box 119H, BROADCASTING.

Topnotch salesman. Must have experience in the field. Prefer location in West but will consider any geographic location. Must be aggressive. Will send salary. Salary will be top. Colorado ABC station. Box 12019, BROADCASTING.

Wanted: 1000 watt, West Coast station. Must have experience in the field. Must be willing to relocate. Will consider married. Must have complete references. Send complete bio and references. Colorado ABC station. Box 121H, BROADCASTING.

Wanted: Salesman with experience in the field. Prefer location in West but will consider any geographic location. Must have complete references. Send complete bio and references. Colorado ABC station. Box 122H, BROADCASTING.

Help Wanted (Cont'd)

WANTED: Truthful attractive female disc jockey. Local NBC affiliated station. Box 123H, BROADCASTING.

HELP WANTED: Salesman with experience in the field. Prefer location in West but will consider any geographic location. Must have complete references. Send complete bio and references. Colorado ABC station. Box 124H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Salesman, Topnotch salesman. WANTED: Good salesman with experience in the field. Prefer location in West but will consider any geographic location. Must have complete references. Send complete bio and references. Colorado ABC station. Box 125H, BROADCASTING.
Situation Wanted (Cont'd)

Experienced newscaster, available in January. Excellent background. Interested in locating in east. Box 185H, BROADCASTING.

Vet, above average background, current events, sports, classical music. Drama, logic, cheerleader, and track. Good voice, personality. Box 191H, BROADCASTING.

Announcer with board experience now employed on network station. Veteran, 23 years old. Wanted. Two years radio school. High starting salary. Unemployment possibly available! Box 172H, BROADCASTING.

Presently Announcer-newsman, 10 years experience. Box 181H, BROADCASTING.

Box, 209H, BROADCASTING. Dependable, sober, first class announcer experienced all phases of broadcasting. Direct, draft exempt disabled veteran. Must be employed in Northern or central California. Fifty-five. Phone or come to Box 173H, BROADCASTING.

Toddfit newscaster available. Best references in the industry. Network and 30 kw experience. The experienced new editor with dignified and respect-committing delivery. Seeking position with larger station in eastern market. Box 159H, BROADCASTING.

Combination woman (announcer-copy-writer) seeking progressive job opportunity. Six-year background. Box 188H, BROADCASTING.

Let me create some interest at your station. I am a colored female disc jockey. In Detroit I play music. I can sell as well as have proven ability to run controls. Full of ideas, can direct shows and save you money. I am just what you need. Can be available after April 1st. Box 161H, BROADCASTING.

Announcer, 4 years experience, also programming. Presently announcing position or program director. Box 186H, BROADCASTING.

Announcer-salesman. 2½ years experience announcing, string announcing, sales promotion. Single. Draft exempt. 2½ years college. Box 201H, BROADCASTING.

Major league baseball announcer seeking play-by-play positions in major or minor sports. Box 300H, BROADCASTING.

Announcer wants experience. Draft exempt college. On-air experience preferred. Box 204H, BROADCASTING.

Available immediately, announcer, 2 years experience. Chief announcer with 1 kw indie, past 1½ years. Young, versatile, deep mature voice, married, one child, vet. For taped audition write. Box 209H, BROADCASTING.

Announcer-newsman, 7 years all phases. Presently employed, draft exempt veteran, family man, single, hasReferences to anywhere. Box 297H, BROADCASTING.

Not a Godfrey, Murrow or Block, but a competent staff announcer heavy on commercials with a greater emphasis on on-air experience. Draft exempt. Box 299H, BROADCASTING.

2½ years announcing, 5 years present employment as program-production director and sales manager in the FM market. Keep your promises or don't sign. Box 185H, BROADCASTING.

Continuity writer-traffic manager, currently employed as program director, but prefer continuity and traffic. Offers reliability and dependability. Box 200H, BROADCASTING.

Announcer-director. 4 years experience, desires position with radio station. Box 176H, BROADCASTING.

Two vets, draft exempt, with a total of 10 years' experience, desires position with saleable station. Both have held executive positions and experienced in all phases of commercial radio. Also one very fine production directing and production. Box 178H, BROADCASTING.

Showmanship! If you need it, nine years background in theatre-radio work, voice talent but no FM talent. Excellent resume. Market. Keep your promises or don't sign. Box 192H, BROADCASTING.

Studio-director-announcer. Available. Box 195H, BROADCASTING.

Radio announcer. Two years experience. Box 200H, BROADCASTING.

Experienced all phases, commercial, station, education. Box 197H, BROADCASTING.


Situation Wanted (Cont'd)

Television

Production-Programming, others

Newman, Mature, experienced, fully qualified for TV. Box 959G, BROADCASTING.

Program director, extensive copy, sales, production, announcer, disks, fleet, etc. Box 113H, BROADCASTING.

Attention university town stations. Program director with some or similar experience. Box 180H, BROADCASTING.

Two vets, draft exempt, with a total of 10 years experience, desires position with saleable station. Box 176H, BROADCASTING.

Equipment. etc.

2 unused American Plate transformers, 230 volts. 6.785 kw AM modulator. Copy. Box 184H, BROADCASTING.

299 watt independent station in growing southwestern community. Box 181H, BROADCASTING.

Station, FM 1 or 3 kw transmitter. Price must be right. Also FM mod-boost monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 600 to 600 feet. Box 145H, BROADCASTING.

Want 1 kw AM transmitter and a complete or parts of Whitter tower type 101. Box 148H, BROADCASTING.

Obsolete 1 kilowatt broadcast or communications telephone transmitter. Particularly interested in WE in amplifier type TIA utilizing 59BA or similar tubes. Box 162H, BROADCASTING.

Equipment wanted. 1000 watt station. Must be harnessed. No hurry. Box 286H, BROADCASTING.

Will pay cash for WX2C RCA field meter. Get in touch with KSTT, Davenport, Iowa.

Wanted: Standard audio rack, state price and condition. Fred Chassey, WDKC television or allied business, Camden 4, N. J.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State condition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Help Wanted

Salesmen

PBS

America's newest and fastest growing network

requires the services of fifteen additional men thoroughly experienced in station relations and sales.

Phone: Indus 6-5229 for appointment. Write or wire Office Sales 345 Park Shor- don Hotel, New York City,

PROGRESSIVE BROADCASTING SYSTEM

Situation Wanted

Salesman

TENNESSEE REPRESENTATIVE

Have downtown metropolitan office with low overhead. Interested representing radio stations in western Tennessee. Experience in sales programs and management. Know entire trade territory thoroughly. Full or part time salary and/or commission. Box 180H, BROADCASTING.

Announcers

ANNOUNCER Staff or sports desired at longer operation. Remote work also sent. All work includes sales and programming. College. Married. Disc and references. Write now to

Box 206H, BROADCASTING.

Miscellaneous

WANTED TO BUY

Equipment, etc.

UFN TV transmitter, audio optional, fend out Linux specifications, price and delivery interval. Box 34H, BROADCASTING.

Desire good condition, used RTL, Coll. RCA or GE 3 kw transmitter. GE or Reception better. Box 34H, BROADCASTING.

Telephone

Production-Programming, others

Radio producer desires television experience. Background in music and Little Thea- tre. Available for BROADCASTING & TELECASTING.

Situated Wanted (Cont'd)

WANTED TO BUY (Cont'd)

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-boost monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 600 to 600 feet. Box 145H, BROADCASTING.

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Telephone

Production-Programming, others

Radio producer desires television experience. Background in music and Little Thea- tre. Available for BROADCASTING & TELECASTING.
“This is a Horsefeather...” Copy points out feather is for use when other stations send reader data on costs per 1,000 listeners. It goes on to point out that KLJ has lower and their drawing power stronger, supporting statement with Hooper ratings. End of letter asks reader to get in touch with station for more information.

Programs Promotion Premiums
(Continued from page 88)

CAPTIVE AUDIENCE

WIND Chicago has been asked to send its weekly program schedule to librarian at government penitentiary in Terre Haute, Ind. Librarian reported station is listened to regularly, and that schedule will be used in complying weekly program of radio broadcasts to be aired on prison’s central communications system.

NEW TV AD

BUTLER Floor Co., Butler, Pa., placing television set in lobby of local theater for advertising. Ads are projected in color on the upper portion of two-screen console, lower part being used for regular telecasting. These ads show new scenes every 15 seconds, total time for each advertiser being three minutes. Details for campaign were handled by Video Advertising, N.Y.

ROUNDABLE


CHRISTMAS PARADE

WBKB (TV) Chicago featured hour-long telecast of Santa Clause Parade along State St., Nov. 18, 9:30-10:30 a.m. Local florist who sponsored show distributed 1,600 flowers and plants to watching crowd. Camera on 11th floor of WBKB building and one on street covered event. Station used two commercial films of institutional type at beginning and end of telecast. Station reports that by noon sponsor received 1,000 calls from viewers, mostly congratulatory.

STRONG RADIO

WTAG Worcester, Mass., received credit from local merchants for helping city lead New England in retail sales gained. In story that appeared in Worcester Evening Gazette, merchants gave station local sponsorship of Talent Shop, weekly feature and tag identifications daily beamed to out-of-town listeners.

TEAR SHEET

KYW Philadelphia sending tear sheet to trade and advertisers of column by Ruth Welles, station’s women director, which runs 49 weekly newspapers. Sheet on front tells of her listening audience and why advertiser should participate on show. Attached also are letters from women she has interviewed on her program, expressing their thanks.

WELCH SPONSORS

WCFM (FM) Washington, Big Sister, Dec. 4 began broadcasting under a sponsorship of Welch Grape Juice Co., Sheila Goldstein, 16-year-old m.c. reads stories and poems and sends birthday greetings for young audience. Show has been on station for 18 months.

HERALD-AMERICAN SHOW

WCCU Hartford, Conn., German-American Hour, Sun. Show features choral groups and vocal solo recordings and is encased by John Brubaker. Station is in cooperation with Hartford Saengerbund Club in making eventful announcements concerning German-American social. Folk music of German and Austrian ages is featured.

FOOTBALL COVERAGE

WTVR (TV) Richmond, Dec. 2, telecast exclusive coverage of local high school football game. Station claims it was “first” to telecast high school football in state of Virginia. Cameras were set atop press box for maximum coverage of contest.

Ski SHOW

WPTR Albany, N.Y., Ski Scoops, Fri., 5:45 p.m. show, starting third year features George Miller, station’s sports director. Program covers local athletic events, reports information and winter sports news and interviews.

BEAUTY SHOW

WTG (TV) Washington, Time Out For Beauty, 10:15 a.m. daily. Show devoted to beauty exercises and facts about beauty and health, with demonstrations. Aletha Agee, “Miss DuMont Television,” is program m.c. with two assistants doing demonstrations.

JEWISH SERIES

FORTY-FIVE U. S. and Canadian stations will carry a series of four quarter-hour Jewish educational programs during the holidays, starting Dec. 1. The series, produced for District 5 of Brith America’s oldest and largest Jewish service organization, is described as “an experiment in public service to Jewish radio stations and educational sustenance to Jews in small towns and to acquaint non-Jews with present-day interpretations of Biblical Holy Days.” Herbert Kraus, former public relations director of WMOR (FM) Chicago, handled production.

The holiday season includes A Hanukkah Holiday, Speak Up For Brotherhood, A Purim Prologue and Out of the House of Bondage. Stations which will broadcast the set are:


MICH. MEETING

Baugh Named MAB President

EDWARD F. BAUGH, vice president and general manager, WPAG Ann Arbor, Mich., was elected president of Michigan Association of Broadcasters during the group’s annual meeting in Lansing [BROADCASTING * TELECASTING, Nov 13]. He succeeds Stanley Pratt, WSOO Sault Ste. Marie, for a one-year term.

Named to the MAB board of directors were Lester Lindor, WFDP Flint; James Riddell, WXYZ Detroit; Leonard Versluis, WLAV Grand Rapids, and Don DeGroot, WJW Detroit. Mr. Lindor was elected vice president and Mr. Riddell secretary-treasurer.

Controlling Interest in Profitable Central California Network Regional

$65,000.00

Money-making network regional in single station market removed from metropolitan service area 27 today’s radio and tomorrow’s television in rich growing productive market. The service area is heavily populated with more than 200,000 residents according to the 1960 Census. This station has been on the air for a few years and got immediate acceptance from both the listeners and the time-buyers and has made money from the very first. RCA cooperated to a valuable real estate which the station owns. Between 66% and 70% of the station’s credit to this value and price more quickly.

We would suggest that you act immediately.

CONTACT THE NEAREST OFF ICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James R. Blackburn
W&N Broadcasting Co., Inc., 200 N. Wabash
Sterling 4341-2

SAN FRANCISCO
CHICAGO
Herald B. Murphy
Bay V. Hamilton
225 Montgomery St.
Chase 5-4950

Sterling 4-4950

BROADCASTING * TELECASTING

TO ALL STATION MANAGERS

CTS offers a new, urgently needed service. Proven network can transcribe spots either straight or programmed for local sponsors at minimum cost. CTS insures greater radio sales, fills and spreads. CTS information and rates upon request.

COMMERCIAL TRANS-SERVICE

143 W. 41st St.
N. Y. C.


Architect's drawing of new building to be occupied by Continental.

CONTINENTAL
To Move to New Building
J. O. WELDON, president of Continental Electronics Mfg. Co., Dallas, has announced the company will move into new quarters about Jan. 1. The new building is located at 4212-4220 Buckner Blvd., Dallas. Continental manufacturers broadcast transmitters and custom engineered electronic equipment.

The company also announced the recent appointment of W. M. Witty to the administrative staff of Continental Electronics as general manager. Mr. Witty was with RCA for 30 years.

Continental currently is handling of television and, worse than that for them, I think they have to work harder, he predicted, offering figures on loss in network time sales as evidence.

Broadcasters will have to get cooperation from talent, he said, though more talent will be used in TV than in radio. He felt the TVA demands "have hurt the broadens-
Page 96  December 11, 1950

Docket Actions

FINAL DECISION


WRAP Allenstown; WCRF Scranton, both Announced final decision to grant application of WRAP to change from 1530 kc, 1 kw day to 1329 kc 1 kw fulltime, directional night, and to grant application of WCRF Scranton to change from 1500 kc, 1 kw day to 1329 kc 1 kw day, 500 w night, directional night. Both grants subject to conditions. Decision Dec. 7.

NEW GRANTS, TRANSFERS, CHANGES

APPLICATION

FM Stations

AM stations

TV Stations

0 on the air.

FCC Actions

(Continued from page 90)

Applications Cont.: KMSX Marion Ind. Co., Cal.-Kans. 11:30 MC. AM station for extension of operation.

Mad. CP new FM station for extension of operation.

Midway. CP new FM station for extension of operation.

Applications for WJLB-FM Detroit; WKY-FM Kansas City, MO.; WJLP-FM Las Vegas, NV.; KQO-TF Prescott, AZ.; WAPA-FM Allentown, PA.; WPAK-FM Greenville, S. C.

License for CP

WJLB-FM Detroit—License for CP for new FM station.

License Renewal

Request for license renewal commercial TV station: WJHE-TV Detroit; WOAI-TV San Antonio, Tex.

APPLICATION RETURNED

WJLB-FM Detroit—RETURNED application for license renewal application.

OCCUPATION

PRODUCT:

PHOTOGRAPHIC NATIONAL GUARD

AGENCY:

Robert W. Orr

CAMPAIGN:

Announcements

BUYING NORFOLK?

ADD WLOW THRU A FOREMAN MAN!

NORFOLK VIRGINIA

SOLD

Auto Sponsor

(Continued from page 19)

the Detroit office of J. Walter Thompson Co. and CBS.

General Mills followed Ford's lead last summer when it took over sponsorship of 65 shows on NBC for $7.5 million. The total price that General Mills paid for the schedule, including time and production, was reported to be $700,000. All the programs used in the GM campaign were nighttime shows and were broadcast in periods that became available as other sponsors took summer holidays.

Radio-TV Deal

Coincidentally General Mills' last week figured in another network sales innovation when it participated with CBS in a special radio-television tie-in deal. The advertiser assumed a quarter-hour sponsorship of an off-hour radio network show, F.B.I. in Peace and War, along with a half-hour, alternate weeks, on CBS-TV Friday, for an as yet untitled TV show. The show which has been sponsored by P & G for the whole half hour will now be retained by the latter company for 15 minutes. Starting date on the television show still is undetermined.

TV APPLICATIONS

Casper, Wyo.—Bill M. Tomberlin, Ch. 5 (100 kw 137,700 w a.m. 4 kw w.a.u., antenna—21.5 ft. above average terrain. Estimated construction cost $131,477,700, first year operating cost $85,000, estimated revenue $90,000. Mr. Tomberlin is an oil investor. Filed Nov. 22.

Jacksonville, Fla.—The Metropolitan Communications Co. (ERP 28.6 kw v.a., antenna—13.8 kw, antenna 325 ft. above average terrain. Estimated construction cost $245,570, estimated operating cost $102,550, estimated revenue for first year $90,000. Applicant is licensed to operate AM-FM JACKSONVILLE. Filed Dec. 4.

Evansville, Ind.—South Central Bcast. Co., Ch. 4 (ERP 11.5 kw v.a., antenna 77 kw, antenna 437 ft. above average terrain. Estimated construction cost $137,100, first year operating cost $80,000, estimated revenue $50,000. Applicant is licensee WIKY-AM-FM EVANSVILLE. Filed Dec. 4.

the KOKOMO market is rich!

Distribution of Listening Homes among stations...

Latest Conlon Figures...

WIOU...67.0%
Broadcasting

(Continued from page 80)

is of particular significance in connection with transmission service," the decision stated. "A station often provides service to areas at a considerable distance from its transmitter but a station cannot serve as a medium for local self-expression unless it provides a reasonably accessible studio for the origin of local programs."

"It is apparent that Sec. 307(b) and the Commission's efforts to apply it may be largely frustrated if, after a station is licensed for the purpose of providing both reception and transmission service to a particular community, it removes its main studio to a distant point and originates all or substantially all of its programs in a city or town other than that which it was licensed to serve," the decision continued. "Such action on the part of the station may substantially cut away the basis of the Commission's decision authorizing the establishment of the station."

The decision continued: A requirement that a station maintain studios and originate a substantial proportion of its programs in the city in which it is licensed to serve could hardly be considered an unreasonable burden, since it would require the station to carry out the proposal which it made to the Commission at the time it was licensed for its license. Nor can we agree that the proposed rule would so severly limit a station's programming as to make it impossible for it to originate substantial number of programs and to serve the public interest and convenience in general. The origination of 40% of its programs at points distant from its location should ordinarily be more than adequate to permit it to perform this function properly. The proposed rule would not constitute censorship of radio programs in violation of Sec. 306 of the Communications Act. The rule would not require a radio station to broadcast or not to broadcast any particular programs but would simply assure that on an overall basis its programs would serve the public interest and convenience in substantially the area where the station originated to serve.

"However," the Commission stated. "certain modifications of the proposed rule do appear to be necessary in order to prevent discrimination and hardship in unusual cases." Thus FCC explained its revisions respecting network stations, transmitter site studios, multi-city studios and the expectancy of synchronous amplifiers 

New Business

(Continued from page 10)


BROWN SHOE Co., St. Louis, which sponsors Smitn' Ed McConnell And His Buster Brown Gang on NBC-TV alternate Saturdays 5:30-6 p.m. CST, buys same slot every other week for Say It With Action, starring Maggi McLenn and Bud Collier, starting Jan. 5 for Naturalizer Shoe. Order calls for 15 cable and 3 non-cable stations. Agency: Leo Burnett, Chicago.


LEVER BROS. Ltd., Toronto (Surf), on Nov. 27 replaced till Sept. 30, Let's Start An Argument with Arthur Godfrey on 51 Trans-Canada network stations, 4:30-4:45 p.m. Agency: Ruthrauff & Ryan, N.Y.


WHITEHALL PHARMACAL (Canada) Ltd., Toronto (Anacin), on Jan. 1 replaces to June 8, What's Your Beef with Front Page Farrell on 21 Trans-Canada network stations, Mon.-Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, Toronto.

PACKARD Motor Co., Detroit, renews Holiday Hotel, 9:30-10 p.m., Thurs., over ABC-TV. Agency: Young & Rubicam Inc., N.Y.

Adpeople... 

JOHN PALEY, assistant advertising director Eastern-Columbia Department Stores, Los Angeles, to Herbert R. Horn Inc., Southern California distributor for Admiral Corp. (radio, TV sets, refrigerators, ranges) as advertising manager.

ROLAND A. CASEY, with Arnold Bakers, N.Y., for past four years, appointed general sales manager of company and vice president of Arnold Bread Sales Corp. Position as head of sales for Arnold Bread Sales Corp. will be taken by LEROY A. RICE, former sales manager of Bock & Stevens, Connecticut bakers.

Crosster in Hospital

CHAIRMAN Robert Crosster (D-Ohio), of the House Interstate & Foreign Commerce Committee, had a cataract operation on his left eye last Wednesday at the Bethesda (Md.) Naval Hospital. His condition is said to be satisfactory. The Congressman is expected to be back at his desk in about two weeks.

Accountant

Three years experience in Radio or Television broadcasting operational accounting. Age 30 to 40 years. Salary to $5,250 per year.

Box 218H, BROADCASTING

Spots with pulling power!

That's why YOUR spots are on the air. To be sure of standing out, your agency can produce the best transcriptions, but if they're not aired to a large, responsive audience—your spots can't pull. KROD has the most listeners over the El Paso Southwest most of the time, night and day. That's why spots on KROD have pulling power.
Excess Tax Speedup
(Continued from page 24)
growth companies, such as Philco.
According to Philco's position, the House bill would discriminate against the TV industry as a whole unless some provision were included to take care of growth companies. Mr. Balderston said:
"As I understand the philosophy of the excess profits tax, it is to tax only those profits which have been generated as a result of the defense program. Actually, the television business has been hampered in the year 1960 by the defense program through serious shortages of material."
Pointed out by Mr. Balderston in his statement:
- On basis of estimated 1950 profits, all industries would pay an estimated excess profits tax on about 30% of estimated earnings as against an estimated 60% by the TV industry and an estimated 88% by Philco.
- Relief suggested by the House bill (permitting average of 1948-49 as earnings credit) would not afford relief to Philco because of adverse earnings during 1949.

The year 1950 is the first normal year of operations for the TV industry and the "only fair and equitable treatment" of the industry must take into account this year's earnings.

Mr. Balderston told the committee that Philco already plans an expansion program over the next 18 months "in excess of 12 million" because of gains in electronic production for defense. Additional investments will have to be made, he said, if other defense projects, now under consideration by Philco, are undertaken.

"If a large proportion of our earnings are siphoned off through a discriminatory excess profits tax, our growth and expansion program for the defense effort," he said.

The question of advertising expenditures by corporations came up in the hearings, which the Treasury Secretary Snyder on Monday.
Secretary Snyder said the Bureau of Internal Revenue should be able to compute "reasonable, deductible, reasonable deductions" more effectively in corporations' disallowance for tax purposes because of past experience in the war. He also suggested Congress write such a provision into law.

Sen. Robert A. Taft (R-Ohio) asked the Secretary: "What is reasonable and unreasonable advertising, who can tell?" Secretary Snyder said discretion would have to be used, depending for example whether a company "suddenly and unfairly" overestimates its space and type of advertising.

Secretary Snyder reminded the Senator that the government was not going to return for the "next day" how he could advertise since it was generally agreed that "advertising must be maintained." Sen. Eugene D. Millikin (R-Col.) added that if in the future, because of war production, etc. it was to be all "more reasonable to keep the company before the public."

C. Sprague, RTMA president, testified Wednesday. During his delivery, Sen. Taft warned against excess profits tax provisions which would limit production when a greater outside is needed to combat inflation. His statement came after Mr. Sprague called the special provisions inserted in the bill still unfair to growth industries.

Sen. Taft suggested the growth formula should be based on production rather than on earnings, and the provision which the growth formula shouldn't run into the future and not stop at 1950.

Mr. Sprague warned the committee the House bill, if made law, would impose an unfair burden on the radio-TV industry as compared to business generally and he said it would impose, on electronics equipment production.

The provision of the House bill "pursues not relieve growing businesses are grossly inadequate and unfair to our industry," Mr. Sprague said. An adjustment based on 90-40 or 50-40 or 60-40 in the months of 1950 should be included, he said, in computing a base period to bring up the average earnings of the radio-TV manufacturer. He also suggested the bill in light of the 85% credit of the best three years, as set forth by the House, a proviso be included specifying that credit not be less than 78% of a growth company's 1950 earnings. Chairman George asked RTMA to offer this recommendation in statutory form for study.

The RTMA president estimated that in the years 1939-49, the industry spent approximately 100 million out of capital for research and development of television.

Referring to defense production, Mr. Sprague said 6-1/2 of radio TV output was going to the armed forces. Prior to the increased defense preparation, the average was less than 5%, close to 3-4%, he added. The prices that Philco paid in its industry occurred in the first six months of 1950, and was in no way attributable to the Korean War," Mr. Sprague noted.

Hits 'Growth Formula'
The so-called "growth formula," the RTMA spokesman emphasized, was "a snare and delusion."
Where only 22% of 1950 earnings of all corporations would be subject to the tax, he said, the levy would hit 60% of industry members' 1950 earnings, i.e., those eligible under the growth formula. For those who couldn't qualify as growth, the tax would apply to "other industries, whether the owners qualified, Mr. Sprague went on, there would still be 59% of the industry's indicated earnings subject to the tax."

Later in the day, John A. Kennedy, owner of WSAZ-TV Huntington, W. Va., and chairman of the TBA tax committee, laid forth the expensive and unreasonable and how the committee this loss could not be included in any relief provisions contemplated because 88% of TV operations was intermixed with AM and FM operations.

The tax, he said, was 42.5% or $25.1 million of the aggregate investment. He said the committee this loss could not be included in any relief provisions contemplated because 88% of TV operations was intermixed with AM and FM operations.

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As of Dec. 31, 1949, Mr. Kennedy declared, a "staggering" proportion of capital invested by 97 stations was lost between 16 to 48 months of commercial operation. That loss, he said, was 42.5% or $25.1 million of the aggregate investment. The committee, inasmuch as 88% of TV stations, was intermixed with AM and FM operations. The tax, he said, was 42.5% or $25.1 million of the aggregate investment. He said the committee this loss could not be included in any relief provisions contemplated because 88% of TV operations was intermixed with AM and FM operations.

Mr. Kennedy then went on to the point where the law was "fair, practical, and equitable." Unless some tax relief is afforded the small TV station operator, Mr. Kennedy warned that the control of smaller stations "will eventually pull the people who are the most expensive and the presently most influential media of mass communications," such as large newspaper publishers or "wealthy industrialists."

The issue of discrimination against the television industry entered House debate when opened Dec. 27, by Rep. John W. Macleay (R-Mass.), referring to the testimony of Mr. Sprague before the House Ways & Means Committee last year. This RTMA benefit proposed up 1949-50 as the growth period of most TV manufacturers [Broadcasting • Telecasting, Nov. 27], asked his colleagues what protection was given TV in the bill.

New York's Congressman Walter A. Lynch, a Democratic member of the committee, outlined four provisions of the bill, which he said would not protect the TV industry "to the extent that they anticipate." These provisions, according to Rep. Lynch, are briefly:
(1) Alternative growth credit, permitting manufacturers who can be judged as growth firms, to use 1949 earnings or the average of 1948-49 earnings, whichever is higher, from their excess profits credit in place of the ordinary best three years.

Rep. Lynch said of this provision:
The value of the television sets sold in 1948 and 1947, in which more than one-half of the new equity capital and retained earnings put into the business in 1948 and for all of such investments in 1949. (The TV industry increased its capital during 1948 and 1949).
(3) Permission to increase excess profits credit at a rate of 12% of the new equity capital and retained earnings put into a business after 1949. Allowance is made for new borrowed capital at a rate equal to 130% of the interest payments on such capital, he explained.

Rep. Lynch noted that "the television industry has already increased its capital in 1950 and can be expected to increase its capital still further . . . (meaning) that (it) will receive larger and larger expenditures as the additional investments are made."
(4) Carry forward of losses from the base period to the excess profits tax years. "For those who have large losses such as television broadcasters," Rep. Lynch said, "this will prevent the imposition of any excess profits taxes until these losses have been offset."

LIBEL and SLANDER
Invasion of Privacy Plagiarism-Copyright-Piracy For the wise Broadcaster OUR UNIQUE POLICY provides adequate protection. Some are expensive. CARRIED NATIONWIDE For details & quotations

Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri BROADCASTING • Telecasting
Network Billings
(Continued from page 21)

Remedies category was Miles Labs who spent $663,301 during September 1950. Procter & Gamble reigned first in the Soaps & Cleansers product group, purchasing $1,051,078 worth of time, while Philip Morris topped the tobacco manufacturers with purchases of $735,145 (see Table III).

Although the gross radio network billings for the nine-month period January-September 1950 showed a 2.5% decline, many individual categories increased in total time purchases. Among the product groups which evidenced increases were the Automobile manufacturers, whose 1950 January-September billing topped last year's by $2,889,588 (Table 1); Drugs & Remedies, which added $2,708,779 to last year's January-September billing; Beer Wine & Liquor, which increased $1,121,116 and the Miscellaneous group, $1,793,245.

Robert M. Pierce

ROBERT M. PIERCE, 18, son of Mr. and Mrs. Charles M. Pierce, WDKO Cleveland, was killed in an automobile accident Dec. 3 near Montpelier, Ohio. Mr. Pierce was a student at Bowling Green State U. where he was majoring in preengineering. He was graduated last year from Lakewood High School, Cleveland.

WBAL Renewal
(Continued from page 21)

unmindful of the fact that the Commission should not lightly disturb extensive investments which are made in broadcast properties.

"On the other hand," he said, "licensees should not be permitted to utilize their investment in broadcast facilities as a reason for retaining their facilities when they have not utilized those facilities in rendering real public service to their community."

He said "this is the scheme of things provided for by Congress" and pointed to the fact that the factor who performs a real service to the community and furnishes the stimulus of competition to such licensees, is entitled only to that faithfulness which he faithfully discharges his obligation to operate in the public interest."

In the same vein, Comr. Webb held that granting licenses on the basis of improvements and promises which have been "wrested" from an existing station having an unsatisfactory service record is "tantamount to the granting of proprietary rights in radio frequencies in violation of the Act."

The only exception he made was in cases involving "the most unusual conditions which I do not believe exist here."  

Webster's Views

Comr. Webster also drew a distinction between a case involving only a renewal application and one in which both a renewal application and a competing application for the facilities are involved.

Where only a renewal is involved, he said, denial would result in loss of service to the public—a factor which he thought the Commission should weigh against the station's past operations and its promises of improvement. On the other hand, he continued, where there is a quality applicant seeking an unsatisfactory station's facilities, denial of the renewal would in no sense constitute "a sanction or penalty as such."

To arrive at a clear decision throughout its decision that comparison of competing applicants when one is an existing station must differ from comparisons when both are newcomers. In the former case, the decision said, consideration must include not only the factors which are normally studied, but also the service which is being rendered by the existing station.

On this basis, the majority felt that WBAL's record effectively counter-balanced its ownership's absence from day-to-day management of the station, the greater degree of local ownership employed in that ownership diversification reflected in the rival application, the greater extent to which Public Service stockholders have personally taken part in local civic activities, the larger number of armed service veterans among them, and the fact of WBAL's ownership identification with other media in the Baltimore-Washington area and Sunday America among other newspapers.

Misrepresentation Charges

To the competing applicants' charges and counter-charges accusing each of making misrepresentations to the Commission, a majority expressed belief that "such errors as did occur are due primarily to inadvertence, misunderstanding, or differences in definitions of technical terminology."

In any event, FCC said, "to the extent they did occur, both of the applicants are to be censured," with neither one to be either disqualified or preferred as a result.

WBAL operates on 1090 kc with 50 kw, directionalized at night.

Messrs. Pearson and Allen, seeking the ideal facility listed in the name of Public Service Radio Corp., a new company which they control with stock and subscription as 35% interest each. Mr. Allen is president and Mr. Pearson treasurer and a vice president.

Based on then-prevailing prices, their original construction cost estimate was placed at about $281,000 aside from miscellaneous fees, incidental construction costs, and organization expenses.

In addition to Messrs. Pearson and Allen, there are 13 stockholders including Joseph P. Healy, Baltimore banker and civic leader, who is chairman of the board of directors, and other related business and professional people in the Baltimore area.

1950 TOP RADIO NETWORK ADVERTISING FOR SEPTEMBER 1950 and 1949

<table>
<thead>
<tr>
<th>Rank Order</th>
<th>1950</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$1,064,046</td>
<td>$1,355,022</td>
</tr>
<tr>
<td>2. General Foods</td>
<td>$745,411</td>
<td>$745,024</td>
</tr>
<tr>
<td>3. Allen Labs</td>
<td>$462,108</td>
<td>$462,308</td>
</tr>
<tr>
<td>4. General Mills</td>
<td>$379,294</td>
<td>$504,332</td>
</tr>
<tr>
<td>5. Stearns</td>
<td>$556,842</td>
<td>$442,870</td>
</tr>
<tr>
<td>6. Campbell</td>
<td>$465,242</td>
<td>$459,209</td>
</tr>
<tr>
<td>7. Lever Bros.</td>
<td>$353,175</td>
<td>$504,799</td>
</tr>
<tr>
<td>8. American Home Products</td>
<td>$376,143</td>
<td>$362,463</td>
</tr>
<tr>
<td>9. Philip Morris</td>
<td>$356,051</td>
<td>$352,943</td>
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</table>

TABLE III

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<tr>
<th>TABLE III</th>
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<tr>
<td>TOP RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP IN SEPTEMBER 1950</td>
</tr>
<tr>
<td>Product Group</td>
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<tr>
<td>---------------</td>
</tr>
<tr>
<td>Adult Apparel &amp; Footwear</td>
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<tr>
<td>Auto Tires, etc.</td>
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<tr>
<td>Beverages, Tobacco</td>
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<tr>
<td>Confectionery, Soft Drinks</td>
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<tr>
<td>Condiments, Seasonings</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
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<tr>
<td>Food &amp; Food Products</td>
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<tr>
<td>Household Appliances</td>
</tr>
<tr>
<td>Other Foods</td>
</tr>
<tr>
<td>Household Equip., Supplies</td>
</tr>
<tr>
<td>Household Furnishings</td>
</tr>
</tbody>
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W V O W GIVEAWAY

Employs Vie for Trips

EMPLOYES at WOV New York are taking part in a giveaway program which will net the winner a four-week, expense-paid trip to Italy. Climax of the project will take place at the station's Christmas party when three winners will be named. Other two prizes are a two-week trip to South America and the West Indies and a seven-day trip to Nassau and Bermuda.

During the eight weeks before Christmas each employee draws a number from the "Lucky Pot." Running totals are kept and at the climax each employee will get to draw three additional numbers. Three people with the highest totals will get the prizes, valued at $4,000 by Ralph N. Wail, WOV general manager. In addition to the all-expense-paid trips, winners will get time off with pay to enjoy their prizes.

Bob Ragan, Poste, Cone, and Breding Chicago, Ill.

Dear Bob:

Hit's a plumb sight hop folks is ayeardin' money here in Western, West Virginia, 11 home towns with WCHS! That sheeple for good news folks like us what's got program on WCHS, 'cause only the station reaches more of the station reaches more or has the audience. Spending then often's a real used all the other folks were tellin' me anyway—thes' folks in town—ben they mean business for yer station. Yessir, Bob, WCHS is the best buy in one or the best turned markets you've never seen before. Remember that next time you go to the radio station—wahs you see yer friends and them fellows that a favor on yer radio.
Education’s Bid
(Continued from page 74)

received a firm boost on Wednesday fromSen. Leverett Saltonstall (R-Mass.), Sen. Clinton Anderson (D-Ark.), Rep. John M. Vorys (R-Ohio) and Sen.-elect Mike Monroney (D-Okla.) as well as from George Meany, secretary-treasurer of the American Federation of Labor. The latter was particularly critical of current commercial TV programming.

James Marshall, New York City commissioner of education, leading off Tuesday’s session related New York’s experience in educational radio and outlined plans and needs for the future, stating even one VHF channel might not be sufficient for the area’s millions.

New York Activities

His testimony was filled in by James F. Macandrew, Board of Education broadcasting director supervising WNYE (FM) who detailed the city’s 12-year history in the field and its present extensive work.

Mr. Macandrew said TV expansion plans were in “suspended animation” because talks with three networks to date have resulted in no programs. He noted commercial competition has forced educational TV shows off the air, citing 65 programs were aired between 1945 and 1947 but only five have been carried since then.

Similar story of conflict with commercial interests was repeated by Morris Shafer, supervisor of the Bureau of Adult Education, New York State Dept. of Education, Albany. He told of an adult educational project for the state in cooperation with NBC in which the bureau invested some $12,000. He said 2,000 adults originally enrolled in the program, currently titled Living 1950, which was the total number that could be handled by the bureau.

Mr. Shafer testified that in the 2½ years the hour-and-a-half weekly programs have been aired there have occurred seven different live time periods besides various delayed handling on certain New York state affiliates. He said the bureau dropped its association with the show in June of this year.

Mr. Shafer concluded education cannot build programs and audiences except on equal terms with commercial programs. He saw the remedy to the conflict by putting education on its own facilities.

Ira Jarrell, Atlanta, Ga., superintendent of schools, tested local educational experience has been that of getting the left-overs in time from commercial stations. She stated local funds already are available for TV and indicated educators there are ready to go in the new medium.

Others testifying Tuesday included: Dr. David Rue, director of the Medical Film Institute, New York, appearing for the Assn. of Medical Colleges in the U.S. and Canada; Arthur Mochiman, professor of history and philosophy of education, State U. of Iowa who outlined basic communication concepts and cited TV’s use to avert “human fusion”; Floyd Brooker, chief of visual aids section, U.S. Office of Education; Vaughn Seidel, Alameda County (Calif.) superintendent of schools; Christine Gibson, Harvard U.

Asks Reservations

On Wednesday, Sen. Saltonstall, former Massachusetts governor, related his interest in educational TV as well as that of his friend, Ralph Lowell, head of Lowell Institute. The Senator considered that good sense, good business and American tradition called for reservation.

Chairman Walker commented to Sen. Anderson that he was not concerned about the advisability of educational TV, but rather about the use of the channels by educators. He mentioned “tremendous pressures” face the Commission to put those channels into use should they go idle. Sen. Anderson did not believe the facilities would go unused by education and further saw adequate financial support once the reservation was made and a goal established.

AFL’s Mr. Moehlman told the Commission “radio and television have made some contribution to establishing a common basis of understanding” among people but the history of the past 25 years has shown that radio has not played the great role educationally that was expected of it.

He saw even greater expectations for TV and said AFL believes “this new and powerful medium should not be handed over entirely to the advertising industry for exploitation as a sales medium. This Government owes a greater obligation to the American people.”

Others appearing Wednesday included:

Poul Durria, director of adult education, Des Moines public school system; John M. Cory, executive secretary, American Library Assn.; John Hannah, president of Michigan State College, which has operated WKAR East Lansing since 1922 and which has pending bid for TV; William H. Sener, U. of Southern California, who outlined plans for fulltime educational TV in Los Angeles and indicated a channel could be employed now.

Park Livingston, Chicago attorney and U. of Illinois trustee, who outlined the university’s experiences in AM with WILL Urbana, operating since 1922, and FM with WIUC there, as well as active interest in TV; Carl H. Menzer, director of U. of Iowa stations WSIU and KSUI (FM) Iowa City, who related broadcast experience of the school since 1919 and outlined TV plans; James M. Leib, manager of Purdue U’s WBAA West Lafayette, Ind., who related specific TV proposals; James McPherson, director and executive secretary of division of audio-visual instruction, National Education Assn.

Novik’s Views

On Thursday, Morris S. Novik, public service radio consultant to AFL, International Ladies Garment Workers Union (AFL) and United Automobile Workers (CIO), urged maximum and prompt reservation for education. He suggested sponsorship of such stations should be by broadly representative committees or under joint auspices of several educational institutions, formation of suitable advisory boards, and encouragement of affirmative role in political education on broad basis. He also indicated he didn’t feel the JCET proposal went far enough and that a separation reservation might also be made for non-profit operations on quasimercial basis, such as by labor unions.

Richard B. Hall, manager of Iowa State College’s WOI-TV Ames, who appeared earlier for National Assn. of Educational Broadcasters, presented details of the WOI-TV operation, from educational TV station WOITV now programs about 60 hours weekly, he indicated, including selected commercial shows from the four networks. If not carried for the duration of the freeze, it was explained, as a service to the area.

Comr. Hennock Concerned

Comr. Hennock said she had difficulty understanding why WOI-TV wasn’t programming educational shows 10 hours or 8 hours a day instead of what she considered only 2½ hours weekly. Mr. Hull explained there were more than 2½ hours of educational features weekly since the station carried among other things certain network shows of high educational value. But Comr. Hennock observed any commercial station does the same.

She said she was concerned why FCC should allow education to run commercial stations even to begin with and wanted to find out how educators were superior or required special consideration. “It amazes me you’re not strictly educational.” Comr. Hennock told the witness.

Mr. Hull explained WOI-TV is different in that it carefully selects, and often rejects, commercial offerings in order to present the most rounded schedule.

Others appearing Thursday:

Robert L. Shayon, radio and

WEBW The Voice of Kansas
in TOPEKA

Corny?

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

ON HAND for dedication of the new 50 kw transmitter of WCKY Cincinnati in Crescent Springs, Ky., are (1 to r): Charles Beard, General Electric field engineer; John Wall, GE sales representative; Norman Ponte, WCKY transmitter engineer; George Hanna, transmitter engineer, and Charles Topmiller, WCKY manager and chief engineer. [Broadcasting • Telecasting, Dec. 4].
television critic for the Christian Science Monitor and Saturday Review of Literature, who appeared on his own behalf and who predicted wide participation by professional ranks. The March 16 deadline for applications of various channels is contained in the Commission's rules.

WPTZ, WRPV, and WPTZ, all of which are licensed in Albany, are assuming control of the station.

WPTZ, WRPV, and WPTZ, all of which are licensed in Albany, are assuming control of the station.

**Class 2 Clearings**

**FCC Clarifies Handling of Applications**

FCC MOVED last week to clarify its policy of withholding action, pending a decision in the daytime-skywave case, on "all pending applications which seek daytime or limited time operation of U. S. 1-A or 1-B frequencies."

The policy has been in effect since the May 1947 initiation of the daytime-skywave proceeding, which is linked to the long-pending clear-channel case.

FCC said the policy has not been applied to applications for new full-time Class 2 assignments, and made clear that it need not be applied to applications for changes in facilities by full-time stations already assigned to one of the clear channels.

The reason, FCC explained: Such full-time stations are required at night to give other stations "a higher degree of protection than may reasonably be expected to be required by the Commission's decision" in the pending daytime-skywave case. "Therefore such assignments may readily be conformed to such rules and regulations and standards as may be adopted [in the daytime-skywave proceeding] by modifying them to permit the use during some or all of the daytime hours of the antenna or power specified for use during nighttime hours," FCC said.

To incorporate its policy into its rules, FCC adopted the following footnote, effective immediately, to Rules Sec. 1.371 dealing with "acceptance of applications":

Pending conclusion of the proceeding in Docket No. 3333 [daytime-skywave] action will be withheld on all of the following types of applications:

(a) Applications whether by existing or new stations proposing new daytime or limited-time assignments on any of the frequencies specified in Sec. 3.25 (a) or (b) from the hearing or pre-hearing conference that, if no agreement is reached, AT&T will present its case, first at the hearing. Then, following presentation of FCC data, would come DuMont and ABC, followed by CBS and NBC. Individual TV licenses would come next, with final presentations by theatre TV interests, whose participation is limited to the question of classifying customers for network TV facilities. But if a network classification, one for stations, one for theatre TV, etc.

W. A. Roberts, Washington counsel for DuMont, noted that the investigation would not be completed by Jan. 1, when a new time allocation plan is due, and called for "emergency action" to block any "disastrous" result.

He said any action FCC might take to assure "peace" while the case is in progress would be appreciated, but FCC counsel made clear the Commission is not inclined to take any action even if it has authority to do so.

**Network Representatives**

Representatives of the networks at the Monday sessions included Mr. Roberts and Thad H. Brown for DuMont; Gustav B. Margraf, NBC vice president and general attorney; and Denmark, vice president and general executive, and Richard Salant, of counsel for CBS; and Joseph A. McDonald, vice president, secretary and general counsel of ABC. AT&T representatives included S. Whitney Landon, general attorney, Long Lines Dept., and Porter R. Chandler, of counsel.

Counsel for Crosley's WLWT Cincinnati, WLWC Columbus and WLWD Dayton said they planned to present testimony if the hearing is held, but other individual licensees and the theatre TV interests on hand for the pre-trial conference said they had no such plans unless developments warrant.

TV stations represented included WBTV Binghamton; KSD-TV St. Louis; the Crosby stations; WICU Erie; WTBT Charlotte; WMJ - TV Milwaukee; WMCT Memphis; WTVN Columbus; WHAM-TV Rochester; WBZ-TV Boston; WSM-TV Nashville; WLCA-TV Lancaster and WDE - TV Wilmington. Among theatre groups to testify were the Centex Fox Film Corp. and National Theatres Corp. were represented.
FORT INDUSTRY EMPLOYES ENTER LOYALTY PROGRAM

EMPLOYE loyalty and identification program for Fort Industry Co. stations and its newspaper, The Florida Sun, Miami Beach, started Dec. 7, Pearl Harbor Day, in ceremonies at each Fort Industry location.

Facilities, personnel, and physical description data were issued each employe.

George E. Storer, president, in transcribed message played at each meeting, cautioned against admitting to transmitter plants and other areas not designated for public use any one without proper identification. Describing the worsening international situation, Mr. Storer said, "It is time for all of us to stand up and be counted. Fort Industry has been given opportunity to sign voluntarily loyalty oath which, in essence, disallows any connection with an organization directly or indirectly affiliated with or controlled by Communist party.

Fort Industry stations include WSPD, WSPD-FM, WSPD-TV Toledo; WWVA, WWVA-FM Wheeling, W. Va.; WMNQ Fairmount, W. Va.; WLOK, WLOK-FM Lima; WAGA, WAGA-FM, WAGA-TV Atlanta; WGBS, WGBS-FM Miami; WBKJ, WBKJ-FM, WBKJ-TV Detroit.

NAB COMPLETES PLANS FOR TV CONVENTION

ALL TELEVISION stations of every category, whether NAB members or not, invited to organization meeting of new NAB-TV [BROADCASTING • TELECASTING, Dec. 4], to be held Jan. 18 at Stevens Hotel, Chicago. In letter to all video stations by Mr. Wilson, Mr. W. E. Fort Worth, chairman of special convention committee, said meeting is designed to get everybody's views in setting up organization dealing exclusively with TV and its growth.

NAB has done much for TV and will do more, he wrote. Interlocking arrangement with NAB to be considered, with associations serving entire broadcast and TV industry. NAB does not deal with professional service which would be available to NAB-TV on economical basis.

NAB-RTMA MEETING SOUGHT ON FM SET SHORTAGE

SUGGESTION that NAB and Radio-Television Mfrs. Assn. FM policy groups hold early ses- sion on problem of meeting public demand for FM sets was made Friday by Sen. Strouse, WWDC Washington, NAB FM director and chairman of NAB-RTMA Committee. RTMA named FM Policy Committee last month.

FM stations long plagued by lack of receivers, Mr. Strouse noted. He said NAB's FM member were "reassured" by RTMA's action on dealing with economic policy group and pointed to need of placing promotional steam behind FM set business.

WEBT, WINX JOIN PBS

WEBT Brockton, Mass., signed affiliation contract with Progressive Broadcasting System, according to joint statement issued last week. Station is owned and operated by Enterprise Publishing Co. WINX Washington is PBS affiliate in nation's capital.
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This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media...WLW reaches

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