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**This is my product**

**These are the people I want to sell!**

**This is my budget**

**I use WOR**

**This happens!**

**The people buying!**
The magic word that opens the door to the greatest advertising medium of our times is television.

And in Richmond, first market of Virginia, television means only WTVR.

WTVR is the only television station in Richmond . . . has been for two years.

Virginians remember that in 1944 Havens & Martin, owners of WMBG, prophesied the coming greatness of television with the first full-page newspaper advertisement ever placed by a radio station. Since 1926 they recall many other pioneering steps taken by WMBG, WCOD, and WTVR, backed by a firm faith in the American system of broadcast advertising.

Wherever you are (Richmond, New York, or Chicago) Havens & Martin stations are your "First Stations of Virginia."

Open Sesame

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
Pace your sales **locally**
with YANKEE Home-town Stations

You can't beat a friendly, locally popular Yankee home-town station for setting up and maintaining steady and profitable sales volume. These locally accepted Yankee home-town stations are spread all over New England — 28 of them in six states, carrying Yankee Network and Mutual programs to a vast audience — serving national advertisers and home-town merchants. They form the largest New England regional network — combining more local coverage to reach more people more effectively than is possible through any other group of stations. Set the pace anywhere and everywhere in New England with Yankee.

**Acceptance is THE YANKEE NETWORK'S Foundation**

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

UNUSUAL interest being manifested in network circles over action of Life in announcing 4% increase in advertising rates with same guaranteed circulation of 5,200,000. It’s pointed out this is the first time any major medium has raised rates to overhead since Life says flatly new rate is based on inflationary cost trend. Heretofore publications have used circulation exclusively as rate yardstick.

SOON to make big news will be announcement that R. J. Reynolds Tobacco Co. (Camels) has signed with ABC for Fat Man, Friday, 8:30 p.m., beginning Oct. 6. Client, through Wm. Esty, also acquired TV rights but plans not yet completed.

WITH Fat Man shifting to Reynolds sponsorship, Norwich Pharmacal Co., which relinquished program, has purchased Modern Romances on ABC twice weekly (Tuesday and Thursday, 11:15-11:30 a.m.). Benton & Bowles handles account.

VISIT of Gen. David Sarnoff, RCA chairman, to CBS as luncheon guest of Chairman William S. Paley is only half of story. Mr. Paley returned courtesy by visiting Gen. Sarnoff at RCA headquarters last Tuesday. It’s easy guess that programs, policies and TV were discussed. It is also good bet that Columbia Recording Corp. will begin producing those 45’s.

ALTHOUGH FCC had no formal comment following NAB board’s action sharply criticizing Federal Communications Commission’s responsibilities in Richards’ stations renewal proceedings, FCC Chairman Wayne Coy is expected to lash back in his next public utterance, as yet unscheduled.

THERE’S something brewing again in RCA Research Labs pertaining to color TV. While inquiries were fruitless, fact that RCA’s two top TV researchers, Dr. E. W. Enstrom and Dr. G. H. Brown, left for Europe June 28 was construed as indicating mission accomplished on dot sequential system.

WITHOUT fanfare, Defense Dept. last week absolved Charles Dillon, radio-TV director at Pentagon, of any breach because of incident provoked by Drew Pearson charge that conference between Mr. Dillon and Frank McCall, NBC program executive secretary, had been recorded. Mr. Dillon was notified matter had been investigated and his record cleared. Mr. Pearson had charged in his column June 7 that Mr. Dillon had tape-recorded interview to embarrassment of Mr. McCall and department.

CRYSTAL-BALL gazers peering into future of Broadcast Advertising Bureau see signs of agency-advertising participation through associate memberships, once BAB is separated from parent NAB. Fears of legal complications in mandatory NAB membership re-

(Continued on page 78)

Business Briefly

S&W CONTRACT • S&W Fine Foods Inc., San Francisco, Aug. 7 starts three-week Second Cup of Coffee Time with Harry Babbit on 12 Columbia Pacific stations, 7-6:30 a.m. (PDT), 52 weeks. Agency, Fonte, Cone & Belding, San Francisco.

KROGER ON TV • Kroger Co. (food stores) will sponsor Alan Young Show, Thurs., 9-9:30 p.m., on 18 CBS-TV midwest and southern stations beginning Sept. 15. Agency, Ralph H. Jones Co., Cincinnati. Show sponsored on CBS-TV eastern network by Esso Standard Oil Co.

TOBACCO PROMOTION • National Assn. of Tobacco Distributors and cigar manufacturers planning industrywide cigar promotion campaign, using radio and TV spots, starting in August. Agency, Wesley Assoc., New York.


PREPARE SPOTS • Lamont, Corliss & Co., New York (Nescafe), through Cecil & Presbrey, New York, to produce spot campaign in New York, Chicago and Philadelphia.

GULF CHANGE • Gulf Oil Corp. may drop sponsorship of We The People on radio but retain program on TV. Young & Rubican, agency, looking for radio replacement.

NEW BAB STRIP FILM PROMOTES NATIONAL SPOT • BAB’s new strip film on spot broadcasting, “How to Pick a Winner,” previewed in New York, will be accompanied by commentary text when distributed to BAB subscribers, at $15 per package.

Spot broadcasting, in definition of new film, is “any use of the nation’s radio stations by a national advertiser on a selective market basis.” Film is intended to be shown principally to distributors, food brokers, manufacturers’ representatives—in the words of Maurice E. Mitchell, BAB’s director—“the people who sell to retailers nationally advertised products.”

CHARLES HAMMOND, NBC VICE PRESIDENT, FOUND DEAD • CHARLES HAMMOND, 41, vice president of NBC in charge of advertising and promotion, Friday afternoon was found dead in his car near his home in Chappaqua, N. Y. With NBC since 1943, Mr. Hammond served as director of advertising and promotion and in 1947 was elected a vice president and assistant to Niles Trammell, then president of the network and now board chairman.

Born in New York in 1909, Mr. Hammond also was with the New York World, New York Post and Literary Digest in editorial capacities. His wife is Rosemary Sistrum, the former Rosemary Sistrum, and two daughters, Mary Louise, 8, and Deborah, 5.

Upcoming

July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach.

July 7: Government-industry preparatory conference North Carolina, D. & R.

July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif. (Other Upcomings on page 49)

Bulletins

SECOND Mutual move to strengthen late afternoon “kid shows” announced Friday with acquisition of Derby Foods’ Sky King, on ABC since 1946. Combination western and flying show will be aired on 400 Mutual stations Tues., Thurs., 5:30-6 p.m. starting Sept. 12. Mutual previously announced Quaker Oats’ Challenge of the Yukon would move from ABC Sept. 11 to same time slot Mon., Wed., Fri., 5:30 and National Biscuit’s Straight Arrows, same time, Tues., Thurs., give Mutual solid hour of children’s entertainment. Sky King will promote Derby’s Peter Pan peanut butter. Agency, Needham, Louis & Brobrzy.

BLOCK DRUG Co., New York, plans full sponsorship of twice-weekly daytime radio program, Quick as a Flash, on ABC and Mystery Playhouse, Tuesday, 10-10:30 p.m. on CBS-TV. Agency, Cecil & Presbrey, New York.

BASEBALL RE-CREATION INVESTIGATION FORESEEN • POSSIBILITY of FCC examination of practices employed in “reconstructed” baseball play-by-play broadcasts seen Friday on heels of complaint filed by KTHT Houston against Liberty Broadcasting System, its President Gordon B. McLendon, and its affiliates.

In a statement President Roy Hofheinz, KTHT charged that in Liberty’s reconstruction of major league games “a conscious and deliberate effort is made . . . to give the impression that they are contemporaneous play-by-play accounts.” These broadcasts, he claimed, “are not merely harmless fantasies, but are misleading and deceptive to the public upon the whole, and are contrary to the interests thereof.” He asked FCC to investigate and “take appropriate action.”

Mr. McLendon issued following statement through Cohn & Marks, Washington counsel: Gordon B. McLendon, president of Liberty Broadcasting System, in reading the protest complained bitterly that his name had been misspelled. McLendon went on to say that his name is spelled McLeod-E-N-D-O-N and has only one c before the L.

Complaint had spelled it “McClendon.” FCC authorities indicated that, following usual practice, they would call upon Liberty for statement of its position. It was reported similar questions have been raised informally in past.

Mr. Hofheinz claimed Liberty’s reconstructed broadcasts “create the impression that they are eye-witness accounts of baseball games in the American and National Leagues.”

(Continued on page 78)
IN DETROIT...

MORE DAYTIME POWER

for... WKMH
MICHIGAN'S MOST POWERFUL INDEPENDENT

5000 WATTS

WKMH 1310 KC

5000 WATTS - DAY
1000 WATTS - NIGHT

More power in Detroit means more power where the three-and-one-half million live.
More power in Detroit means more buying power for your advertising dollar.

Fred A. Knorr
President & Gen. Mgr.

Weed
and company

National Representatives

MUSIC • NEWS • SPORTS

BROADCASTING • Telecasting

July 3, 1950 • Page 5
Man builds pipeline between buyers and sellers

Here's a man who can build you a pipe line between sellers and buyers. This versatile "plumber" accomplishes results with his carefully followed commentary on the national scene.

As Mr. Maurice A. Hill of the Warren County Hardware Co. wrote to Station WLBJ, both of Bowling Green, Kentucky:

"Mr. Lewis' news broadcast continues, as it has in past years, to do a very gratifying sales job for us.

"The program is of great value to the firm as a direct sales medium and for the good will and added prestige it gives us. In our opinion, Mr. Lewis' straightforward and informal manner makes his program the best newscast on the air."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Any time Dan'l got hungry, he just up and shot the nearest wild critter that had meat on it—usually a b’ar or a deer. Dan'l had a reliable storehouse of meat, on the hoof, right there in the forest. And he stayed close to it.

Nowadays, if everybody wanted to stay close to the source of his meat supply many would have to move west of the Mississippi. That's where about three-fifths of the meat is grown.

But fortunately for people who like their meat regularly—and nearly everybody does—the U. S. has a meat supply service that fits the country’s size and population pattern.

For growing the meat, there are the cattle ranches of the West, and the "feeder farms" and hog-raising farms of the corn belt. For processing the meat and getting it to retailers in small towns and big cities alike, there are 4,000 meat packing companies—each constantly competing for a share of business by improving products and by selling at competitive prices.

This is a supply service that assures a continuous flow of wholesome meat from farm to table at a lower service cost than almost any other food.

\textit{AMERICAN MEAT INSTITUTE}

\textit{Headquarters, Chicago} • \textit{Members throughout the U. S.}
feature of the week

A PEEK through the Iron Curtain for a view of the Russian press is being afforded radio listeners in the Pacific Northwest by the XL stations—the Pacific Northwest Broadcasters. Program becomes even more timely with the Korean crisis arising last week.

Each week, the XL stations present a 15-minute verbatim report of Russian newspaper articles and comments about the United States and its government. The report is contained in a program aptly titled, As the Russians See Us, originated at KXLY Spokane Sunday 9:15 a.m. (PST) and aired at other convenient times during the week.

These revealing disclosures of "Fascist and imperialist intrigue" are based on the semi-monthly release, Soviet Press Translations, published by the Far Eastern and Russian Institute of the U. of Washington, Seattle. The program, which began last January, became so popular it was extended shortly afterward to the entire XL group. The series, though not in format, parallels an international radio series on Japan called This Is Your Enemy.

Two KXXL staff announcers conduct the feature—one reading verbatim translations from various Russian publications, the other interjecting disclaimers, explaining that the program is merely a verbatim report. "We make no attempt to color the Soviet stories, nor to comment on them," E. B. Craney, KXXL general manager and head of PNB, has stated. "We broadcast these reports just as they are published in the Soviet press and translated by the U. of Washington. We believe the American people should know how the Russian press belittles the United States in the eyes of the Russian people."

The feature is presented as a public service by the stations. And no attempt is made to label the broadcasts—USSR propaganda for home consumption vs. that for international use.

strictly business

SALE of $1 million worth of merchandise in his fourth year as NBC spot salesman was a morale booster for Rudi N. Neu-}

bauer, but it wasn’t his most enjoyable effort. That came in 1947, when Rudi sold Dizzy Dean, hero of his favorite sport, to Johnson Wax for 13 weeks in the summer, a time when the client was usually off the air.

A baseball devotee from away back, Rudi’s first professional ambition was to be a big league ball star. After he renounced this goal for radio sales and NBC Chicago, he still kept his mitt in by playing on a network team with Jim Neale of Dancer—Fitzgerald—Sample, George Bolas of Tatham-Laird and Curly Bradley.

"When the bases began getting too long," he started coaching some of the neighborhood kids in the sport three nights a week and Sunday afternoon. These sessions have dwindled, however, because of his account executive work for Eversharp, International Harvester, Johnson Wax, Pabst and Campana.

Rudi counted 21 stars in his NBC service flag last month. A Chicagoan most of his life, he met and was hired by Niles Trammell at the end of a three-year period during which Rudi organized public and trade radio shows in Chicago. "I was tired of being one of four beagles who did all the running around," he says, so he joined the office staff at NBC. However, the multitude of detail, because personnel was barely perceptible back in 1929, he even swept out conference rooms and clipped press notices.

Appointed division cashier, he (Continued on page 19)
The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the ANA, the NAB—all parties who, like us, are looking for the truth about audience ratings.

We mean business; we don't intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let's get back to one umpire behind the plate so we can get on with the ball game.

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
SAN FRANCISCO, CALIF.
THE CAROLINAS

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate

gilbert m. hutchison general manager

Represented by Hollingerby

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

HIDING behind the formidable label of S. Seward Spencer is the jovial director of radio and television on the West Coast for Foote, Cone & Belding in Hollywood, who answers to the name of Bud.

The latter appellation he adopted out of self-defense during his early years at a YMCA camp where to maintain his given name would have been to court danger. He's been Bud ever since. The first "S" he claims is merely for effect, although it's usually had the effect of giving him a nautical significance.

Whatever the name, however, one thing is certain: With the Hollywood office of FCB the center of all the agency's radio and television activity for the West Coast, Mr. Spencer is a busy man.

Among accounts for which he is currently directing both media are Acme Tobacco, Union Oil Co., radio for California Fruit Growers Exchange (Sunkist), Safeway Stores (Canterbury Tea), Gulf Brewing Co., and television for Cook's Early American Wine. Arden Farms Co. (Diced Cream), Security First National Bank. Plans are now underway for use of both media for Southern Pacific Railway.

Bud contends there's room for both radio and television. Radio, he feels, will continue to maintain its level as an advertising medium, while television will become a direct selling medium.

He first got into radio by letting other people into radio. His first job in the field was as a page with NBC Hollywood in 1937. From that post he went on to traffic department, later became night traffic manager, and in 1943 was made night program manager.

The following year he left to join Foote, Cone & Belding as assistant to the late Arnold Maguire, as director and producer of RKO Hollywood Startime show. During the next few years, Bud worked on several TV and regional shows as supervisor or director, including Jack Carson Show, Man Called X, Count of Monte Cristo, Tony Martin Show, and American Tobacco Co. shows.

In 1946 he was made assistant to C. Burt Oliver, then general manager of the agency's Houston office. Three years later he was appointed assistant to Mr. Maguire, then director of radio and television. In March of this year Bud was named director, following the death of Mr. Maguire.

An only child, Bud was born Dec. 12, 1909, in Williamsport, Pa. His early schooling was gained in St. Paul where the Spencers moved when he was two. For eight summers, while gathering knowledge in secondary schools and the U. of Minnesota, he worked at Yellow- stone National Park, holding down the front desk at Yellowstone Park Hotel Co.

After leaving college he took a series of jobs, selling for an

(Continued on page 48)

BROADCASTING  Telecasting
to Langhammer & Assoc., Omaha, to supervise creative and copy work. Also will assist president.

LAWRENCE WEINER, Pioneer Adv. Corp., organizes Lawrence Weiner & Assoc., 230 W. 41st St., N. Y.

HERBERT O. NELSON, manager Ruthrauff & Ryan, S. F., elected vice president.


AL ANDERSON, director public relations, Amfro Industries Inc., N. Y., to McLaren, Parkin, Kahn Inc., N. Y., as head radio-TV activities.

ROBERT EVANS, copywriter, Benton & Bowles, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in similar capacity.

R. CONRAD JONES named media director MacFarland-Aveyard, Chicago, after year as assistant to Hays MacFarland. RUSSELL KEEGAN from assistant research director to head of department.

TAYLOR S. CASTELL, Kenyon & Eckhardt, N. Y., to Cecil & Presbrey, N. Y., as account executive for Nescafe and others.


JOEL L. MARTIN, vice president-research director Marion Harper Assoc., N. Y., to Emil Mogul Co., N. Y., as director research and media.

STEPHENV. BELL, McCann-Erickson, N. Y., account executive, rejoins Ruthrauff & Ryan, N. Y., as account executive. Was with R&R before 1944 when he went to M-E.

GARY SHEFFIELD, head of agency same name, to McLaran, Parkin & Kahn, N. Y., as account executive.

RICHARD E. HOGAN, BBDO, S. F., to sales staff Gillman, Nicoll & Ruthman, S. F.

LOIS JACOBY, freelance writer and play reader, to Kenyon & Eckhardt, N. Y., as script editor of The Ford Theatre.

LEONARD MATTHEWS named assistant timebuyer to Al Eisenmenger at Leo Burnett, Chicago, replacing MacLean Chandler, named assistant to William L. Weddell, radio manager.

JACK BUKER, Long Advertising Service, S. F., to Botsford, Constantine & Gardner, S. F., as account executive. EVERETT DOTEN, Long Advertising, San Jose, succeeds in S. F.

SYKES SCHERMAN promoted to assistant secretary American Assn. of Advertising Agencies, N. Y. With AAAA since 1946.

VIRGINIA BORER to John H. Riordan Co., L. A., as office manager.

PRICE, ROBINSON & FRANK, Chicago, to 10th floor Merchandise Mart from Board of Trade Bldg.

TWO TOP CBS STATIONS

TWO BIG SOUTHWEST MARKETS

ONE LOW COMBINATION RATE

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

JOHN BLAIR & CO.
new business

TILO ROOFING Co. names Moore & Beckman, New Haven, Conn. To use 26 stations in New York, New Jersey and Phila. in 13-week spot campaign beginning July 10.

DODGE DEALERS of Chicagoland July 2 sponsor variety show starring Willie Shore, Sun., 9:30-10 p.m. CDT on WENR-TV Chicago. Agency: Ruthrauff & Ryan, same city. May expand to regional network in fall.

AMALGAMATED CLOTHING WORKERS OF AMERICA extends sponsorship of America's Town Meeting to KECA Los Angeles and WXYZ Detroit, both for 13 weeks, effective July 4. Agency: Ben Sackheim Inc., N. Y.

AUREX CORP., Chicago, for its hearing aid, planning national radio and TV schedule in fall. Agency: Paul Grant, same city.

STOKELY-VAN CAMP INC., Indianapolis, appoints Kelso, Norman, S. F., for all Van Camp products in Calif., Ore., Wash. and Ariz. Both radio and TV expected to be used.

SAM SMITH SHOE CORP., Newmarket, N. H., names Dancer-Fitzgerald-Sample, N. Y., to direct advertising of "Little Yankee Shoe," National TV planned.

Network Accounts . . .

EMERSON DRUG Co. July 17 renews Hollywood Star Playhouse, Mon. 8-8:30 p.m., CBS, for 13 weeks. Agency: BBDO, N. Y.

FORD DEALERS OF AMERICA replaces Kay Kyser on NBC-TV 9-10 p.m. Thurs., with Jack Haley as m.c. of musical revue for 13 weeks. Agency: J. Walter Thompson, N. Y.

MINUTE MAID Corp., N. Y. (frozen fruit), buys Fri. 5:45-6 p.m. segment Howdy Doody, NBC-TV for eight weeks from July 7. Agency: Ted Bates & Co., N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), adds 24 stations to ABC lineup, bringing total to 228, for the Original Amateur Hour, Thurs., 9-9:45 p.m. Agency: Lennon & Mitchell, N. Y.


Strictly Business

(Continued from page 8)

stayed on the job 10 years and then switched to spot sales in 1940. Accounts he brought into the house included The Fair Store, McLaughlin Manor House Coffee and Borden. In his fourth year, he sold $1 million in business, including 15 quarter-hour newscasts per week for Grove Labs. That $250,000 in orders was signed in one day.

In 1945 Rudi transferred to network sales. Until NBC's AM and TV departments were split recently, he handled accounts using both media. He has also serviced the U. S. Steel account.

Rudi, a sports-loving bachelor, delights in his latest sale—a network show from Arlington race track, which he intends to supervise personally this summer for all 13 weeks.

FARM SAFETY

ABC, NBC Plan Programs

CONTRIBUTING to National Farm Safety Week, July 22-29, both ABC and NBC will point up the observance on their respective farm programs.

ABC's The American Farmer, heard over approximately 160 stations, is sponsoring a farm safety letter-writing contest and a series of pick-ups from various luncheons throughout the country. First prize in the contest, a 1950 Ford tractor, will be awarded for the best letter completing in 50 words or less the statement: "I believe farm people should learn and obey farm safety rules because—"

On The National Farm and Home Hour July 22, NBC will launch a farm accident survey of the farms in Miami County, Ohio. Paul Visser, NBC agricultural director, said arrangements for the survey are being made in cooperation with the Miami County Farm Safety Committee, Ohio College of Agriculture and National Safety Council.
Mr. Time Buyer:
Before you run off on your vacation,
check your Fall Schedules against this!

BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!
1-MINUTE SPOTS ON
50,000 WATTS
WNOE-NEW ORLEANS
ONLY $13.00 EACH
(360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!... Spots on or between long-established Local Shows!... News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE
MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

Nat'l. Reps.
RA—TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.
Vol. 39, No. 1  WASHINGTON, D. C., JULY 3, 1950  $7.00 A YEAR—25c A COPY

RADIO GETS READY

By JOHN OSBON

RADIO last week was girding itself psychologically—and in some instances, physically—for the growing international crisis.

In the wake of closer scrutiny of military and civilian defense preparations spurred by the outbreak of Korean hostilities, broadcasters were mulling the ramifications of possible emergency war power "free" legislation.

Whether the broadcast industry would be subject, if war comes, to far more drastic restrictions than those imposed during World War II was a matter of speculation at week's end.

But there were indications that it would not. The consensus of some government communications planning officials was that, if the U. S. goes to war, broadcasters probably would operate on a voluntary basis much as they did in the war years from 1941 to 1945—with the benefit of newer and additional operational innovations and with a minimum of censorship.

"Radio Silence"

There also was evidence that military-government communications planning officials that, if the U. S. goes to war, broadcasters probably would operate on a voluntary basis similar to that used during World War II.

Preparation of war power legislation which would detail participation of the broadcast industry on a "voluntary" basis similar to that used during World War II.

Acceleration of civil defense plans on city and state levels, particularly in the nation's capital, with broadcasters assaying their role in the event of emergency.

Active consideration by NSRB officials of an emergency key AM-FM-TV network plan as a working base for communications operations.

Disclosure that National Security Resources Board will have a national defense plan ready "this fall."

Mr. Trammell keynoted the industry stand, stating that, as the "most powerful media of public expression," broadcast services "mobilize our moral forces" and in bringing this message to the people, television is adding the gift of vision to radio's voice.

But radio's responsibilities are "grave and its task is difficult," Mr. Trammell cautioned, referring to civil liberties and public issues.

He continued:

Cites Communist Aim

"We know, for example, that several years ago, Communists in the United States were directed to infiltrate . . . press, broadcasting and the movies . . . with the aim of making them . . . and the propaganda purposes of the international Communist movement; and they were especially interested in broadcasting because of its great influence in the way we lived last year. I assure you that we do not intend to let them succeed in this treacherous work. We are alert to the danger. . . ."

Mr. Trammell made his observations in a speech prepared for delivery before the FBI National Academy in Washington last Friday. "Recalling the last war he asserted:

Radio in the United States shored up arms and, together with the American people and American industry, geared itself for total war. Throughout the long years until victory was won, it carried the responsibility of broadcasting for the United States government. The story of its contribution is too large ever to be recorded in its entirety. Every wartime effort found its support in radio. . . . In every area of the war effort . . . American radio proved itself a mighty weapon in the nation's service. . . ."

"In these critical times, the security of our nation lies in its economic strength and in its moral strength," Mr. Trammell declared, "The broadcast services are helping to build both."

Renewed analysis of defense preparations was sounded last Monday by W. Stuart Symington, NSRB chairman, in a speech before the annual convention of the American Red Cross in Detroit.

Hopley Report Quoted

The NSRB chief quoted extensively from the famous report submitted by the late Russell Hopley, who contended that civilian defense was the "missing link" of our military security. Mr. Symington felt there is another—"adequate long range industrial mobilization planning."

Among the plans advanced in the Hopley report was one providing for a primary emergency network of key AM-FM-TV stations throughout the country, as well as a secondary hookup. Other stations also could join in with key stations after proper codified instructions from local civil defense officials [BROADCASTING, Nov. 21, 1949].

Although NSRB officials stressed at one time that NSRB had neither approved nor disproved any or all of the Hopley recommendations, it was conceded last week the network plan is under active consideration as a "kickoff" print for all proposals dealing with use of commercial broadcast stations. The plan is still on paper, however, it was emphasized.

The question of "radio silence" remains a knotty one, but it appears to some military observers that silence would be imposed on stations only at certain times when it might aid enemy aircraft navigational advantages from radio emissions. The use of subaudible frequencies could serve however, to nullify an element of surprise, they contend, if stations were to remain on the air.

The Hopley report, which is being used as a guide by NSRB communications officials, singled out the advantages to be gleaned from the use of AM, FM, TV and facsimile, and noted that the needs of civil (Continued on page 16).
Radio Gets Ready
(Continued from page 15)
defense would be effectively served if stations "remain on the air preceding an air attack, during air raids and in the post raid periods."
Radio and television stations could assist in a number of ways in the event of any emergency, the report said [BROADCASTING, Nov. 15, 1948].

Another plan under study is that detailed by Edward M. Kirby, former NAB public relations director and now a consultant, and Jack W. Harris, KPIC Houston general manager. Both served as officers in World War II.

They urge provision for transmission of network broadcasts by means other than telephone lines which, conceivably, might be bombed out in warfare; interconnection on an emergency basis of broadcast stations, and revival of "some central government information clearing house like the old OWI" under Byrnes. The OWI must be "mobile," they emphasize.

Other plans, described as "classified" at this stage, are under consideration by military and civilian authorities, among them one proposed by the broadcasting industry, it was learned.

Responsibility for the nation's mobilization program, including supervision of communication and other facilities, has been given to Mr. Symington to a larger degree than heretofore, under a plan submitted to Congress last May by President Truman.

NSRB Plan
The plan would transfer present functions now vested with the board to Chairmen Pancoast and Paka and provide for appointment of a vice chairman. NSRB members would serve in an advisory capacity, with full power and discretion lodged in Mr. Symington. He would direct activities of NSRB, Munitions Board, Office of Mobilization, and a host of participating agencies, including FCC [BROADCASTING, May 15]. NSRB is the coordinating agency for civil defense planning.

Authorities said last week that the Senate Executive Expenditures Committee, to which the plan was referred, will favorably report the plan, which becomes July 8 (Saturday) unless vetoed by either house of Congress.

First mobilization step for the electronics industry was taken in 1948 by Radio-Television Mfrs. Ass'n, which submitted recommendations to the Munitions Board and National Security Resources Board, top parallel military policy agencies.

The two boards set up the Electronic Equipment Industry Advisory Committee, with Fred R. Lack, Western Electric Co., as assistant chairman for industry. The committee has held several meetings and will meet again in mid-September.

An industry mobilization plan has been tentatively approved. Dr. W. B. Baker, vice president of General Electric Co., was named to study Army and Navy specification problems as well as problems of the quartz crystal industry.

The Munitions Board recently set up its own Electronics Division, with Marvin Hobbs as acting chief.

Government orders of radio transmitting and communications equipment, including radar, rose substantially in the first quarter of 1950, totaling $41,305,990 as compared to $37,242,826 a year ago, according to RTMA. Radar apparatus constituted a heavy share of the orders during the first quarter, amounting to $24,860,904. This included search, navigational and fire control items.

The Munitions Board's Joint Electronics Committee and NSRB, represented by Leighton Piblees, its communications division chief, also said:

Page 35—Networks Cover War News

Page 39—Voice Reports Korean Outbreak

Page 40—Harvard Study Analyzes Soviet Radio

work with the manufacturers' Industry Advisory Committee on equipment specifications and stocking of materials. The munitions group is charged with compiling requirements for the military—Army, Air Force and Navy.

Supervision, monitoring and guiding the creation of civil defense's role in support of the Air Force program is being handled in the Defense Dept. by Col. A. B. Pitts, communications officer, and Lt. Col. Barnet Beers, assistant civil defense liaison. The department already has pressed into effect a Communications Aircraft Observer Corps in parts of 10 eastern states, with plans to extend it to 25 states.

Plan makes use of existing telephone facilities, as well as various mobile facilities, including transit radio and taxicabs.

Use of commercial broadcast facilities also is being studied by the Air Force, Col. Pitts said, adding that NAB had offered full cooperation the past two years.

On transit facilities, Richard Crelier of Transit Radio Inc. has submitted lists of cities where transit radio operates, and department officials have conferred with Ben Strouse, general manager of WWDC Washington, capital franchise-holder of the service.

Creation of the observers' corps was effected following a number of tests utilizing coded frequencies involving participation of such stations as WNBC New York and WBZ Boston, Col. Pitts said. Use of sub-audible frequencies would make it possible to warn cooperating broadcasting and local civil defense officials of imminent air attack without "tipping off" radio listeners. The method was found to be "practicable and feasible," he added.

Civil Defense Discussed
Meanwhile, federal officials and state and city representatives have discussed civil defense planning the past month in a series of conferences looking into communications and other phases. Discussions have been initiated by Paul J. Larsen, director of NSRB's Civilian Mobilization Office. Mr. Larsen has urged state governors to press for legislation creating civil defense planning bodies in their areas.

Three major cities—Washington, Chicago and Seattle—are in the process of conducting studies for preparation of an interim civil defense plan. Results of the studies can be used as a guide for other cities.

A broadcasters' committee, comprising representatives, mostly engineers, of the capital's radio-TV stations, has met periodically with Herbert Friede, District superintendent of communications, NSRB officials and the FCC. Amateur radio and communications officials and municipal representatives also have sat in on discussions led by Mr. Friede.

Broadcasters on the committee, led by Ross Beville, WWDC Washington engineer, already has furnished statistical data on location of transmitters, working hours manned by personnel, power sources, receivers, and ability to communicate with other stations.

Broadcasters in Attendance
Broadcasters who have attended meetings include, in addition to Mr. Beville, Clyde Hunt of WTOP, Harold Reed of WOD, Ken Berkeley, vice president and general manager, and Frank Harvey, of WMAL, all Washington, among others.

Mr. Friede pointed out that FCC is considering recommendation that the 1760-1800 kc band be allocated for "disaster communications service," which he believes sufficient to serve the demands of civil defense in event of an emergency [BROADCASTING, June 12]. NSRB neither approved nor disapproved pending release of its overall plan.

Mr. Friede told BROADCASTING that "television will play a part in dissemination of information to the public"; that station locations have been plotted; and that charts and blueprints will be laid before broadcasters in subsequent early meetings. All plans, however, will be subject to approval by NSRB, which plans to formulate civil defense plan by September.

Two plans are being studied involving communications' role before attack ("alerting" phase) and actual operational procedure during an emergency.

KRSC SALE
Negotiations Completed
NEGOTIATIONS have been completed for the purchase of KRSC by J. Elroy McCaw, West Coast station operator, from P. K. Leberman and associates for $115,000 plus net quick assets, subject to the customary FCC approval.

Mr. McCaw is the owner of KELA Centralia- Chehalis, Wash., and, with John Keating, West Coast station representative, is stockholder of KYA San Francisco, KPOA Honolulu and KLZ Denver. He also has interests in KYYX Yakima, Wash., and KALE Richland, Wash.

Earlier arrangements for the sale of KRSC to Sheldon Sackett, West Coast broadcaster and publisher, did not materialize [BROADCASTING, Nov. 26, 1948].

Sale of KRSC by Mr. Leberman and his associates, John Ryan and Robert Priebe, follows their disposition of KRSC-TV and KRSC-FM to KAX for $375,000 about a year ago [BROADCASTING, May 15].

KRSC is on 1550 kc with 1 kw. The transaction was handled by Blackburn-Hamilton Co.

Page 16 • July 3, 1950

BROADCASTING • Telecasting
EDITOR, BROADCASTING:

... Of course, you know without my telling you that I am in complete agreement with your thesis that the major issue faced by the mass media is "government vs. private operation."

Whether your suggestion for a fusion of AM, FM, TV, manufacturers and other collateral broadcasting arts is a feasible one is much more difficult to answer. If the problem within the NAB stems from differences among its classes of membership because of differences in size, scope and interests, perhaps the problem would only be increased if we brought in other groups as well.

On the other hand, perhaps the bringing together of all such groups might be just what is needed to emphasize the one over-riding issue and permit organization to achieve effective action with respect to it; leaving to each of the subordinate groups the working out of what you call the residual or collateral problems peculiar to each. I would be glad to have a chance to talk the matter over with you.

Justin Miller
President
NAB

EDITOR, BROADCASTING:

It seems to me that an organization which includes both the manufacturers of equipment as well as the owners of stations could accomplish much in solving the day-by-day problems, both national and international, that arise in this rapidly advancing field of telecommunications.

George E. Sterling
Commissioner
FCC

EDITOR, BROADCASTING:

... Your proposal has a great deal of merit and while I realize that our interests are closely associated with the broadcasters I believe that the problems of the manufacturers are generally of a different nature.

While this could probably be handled in a collective organization with your divisional setup, I do not believe that the RTMA would adopt your proposal at the present time.

Leslie F. Muter
President
The Muter Co., Chicago
Member Board of Directors and Treasurer, Radio-Television Mfrs. Assn.

EDITOR, BROADCASTING:

Congratulations for having gotten all these together in the past and taking a look at the forest. Your proposal will evoke serious discussion in all quarters, and your initiative in stimulating this discussion is "operation in the public interest."

Joseph H. Ream
Executive Vice President
CBS

EDITOR, BROADCASTING:

... First, I believe your thinking is very constructive.

Second, I doubt if such an organization as you outlined would be feasible from a practical operating standpoint.

Third, I believe a yearly conference of broadcasters, telecasters and manufacturers would be a very worthwhile project. I visualize this as a meeting of the officers and boards of directors of the various American system could work more closely together on the many things upon which they all agree.

Here's hoping your editorial produces some thinking about this subject which will produce a worthwhile result.

Neville Miller
President
Federal Communications Bar Assn.
Former President (1938-44)
NAB

EDITOR, BROADCASTING:

I particularly like the advantages of broadcaster and set distributor-dealer cooperation which could accrue from one all-encom-
'The Big Story'

Proves To Be a Radio-Television Success Story for PALL MALL

By FLORENCE SMALL
LEADER in the extra-length cigarette field and among the top five brands in the country in sales, Pall Mall has consistently enlisted radio—and now television—for the king-size portion of its spectacular sales job.

Of a total annual advertising budget of $3 million, the American Cigarette & Cigar Co., maker of Pall Mall, devotes more than $2 million to radio and television, with the latter medium receiving approximately $600,000 of the appropriation.

In a statement to Broadcasting, Paul Hahn, president of the American Tobacco Co. (parent company), explicitly conceded that radio—and latterly, television—has been "a major factor" in the impressive sales record of Pall Mall.

Currently the firm sponsors The Big Story on NBC radio and television besides its vigorous spot campaign on radio and video stations throughout the country.

Agencey for Pall Mall is Sullivan, Stauffer, Colwell & Bayles, New York.

Once a leader in the Turkish cigarette field, Pall Mall was an industrial casualty of World War I when hostilities cut off its life-giving supply of Turkish leaf. Allowed to languish in the shadow of Lucky Strike until the last year of the '30s, Pall Mall then experienced the personal invigoration of the late fabulous George Washington Hill.

Mr. Hill's first act in the epochal campaign was to lengthen the cigarette and to call dramatic attention to the term "king-size," now a standard word in the cigarette industry.

Types of Promotion

His advertising was equally provocative and effective. In 1939 Pall Mall "Made You Look Smart-er"; in 1940, the cigarette advertising stressed the "Long" and "Short" comparison; in 1941 the company instituted a tremendous spot announcement campaign on practically every station in the country with the famous "On Land, Sea and Air" transcriptions.

The extent and success of the latter has become almost a radio legend.

American Cigarette & Cigar Co. launched Pall Mall's network career in April 1937 when it bought a 15-minute commentary show, through the Compton agency, featuring Ford Bond. In the succeeding years under Young & Rubicam, and after 1942, with Ruthrauff & Ryan, the Pall Mall shows featured in order, Dorothy Thompson, Eddie Duchin, Gracie Fields, and Robert Ripley. In 1946 Pall Mall bought the Frank Morgan show (The Fabulous Dr. Tweedy) which had been a summer replacement for Jack Benny and Lucky Strike. The Jack Benny show, incidentally, was originally envisioned for Pall Mall in 1943, but the American Tobacco Co. believed it too large a venture and re-assigned it to Luckies.

Replaces Morgan Series

In April 1948 the Frank Morgan show was replaced by The Big Story, the same year that the Pall Mall account was taken over by SSC&B. Two years later sponsorship of the program was extended to television also.

The Big Story, which chronicles the exploits of reporters, was conceived and originated in the minds of two men, Bernard J. Proctor, radio producer and owner of the package, and Clement Wylie, who as writer and keeper of the archives for the late Warden Lewis E. Lawes became the collector of an immense store of crime news stories.

To sustain the documentary format set for the show Mr. Proctor and Mr. Wylie interview hundreds of reporters for news stories worthy of re-enactment. Narratives are selected for adaptation only when the reporter actually has been a participant in the making of the news. The journalist whose authentic experience is used receives a $500 award.

The documentary format of the show also is stressed in the television version. Camera crews actually go on location to film the locales of the narratives. Special mobile equipment, such as a station wagon with a camera ramp, have kept the shooting junkets moving quickly throughout the country. To date the tours have covered some 30,000 miles.

As an example, a recent film schedule covered Memphis, Chattanooga, and culminated inside the walls of Huntsville Prison in Texas for the background of a headline account of four convicts who escaped by forgining the governor's name to pardons.

Additional realism is gained in the telecasts by enlisting members of the community where the sequences take place for bit parts. Some amazingly good acting as well as unusual incidents have resulted from this.

High Rating

During a recent Nielsen rating, The Big Story was number four on homes reached and number 10 on percentage rating of all U.S. TV shows.

Pall Mall's phenomenal increase in sales in the past 10 years—12 times as high in 1950 as in 1939—is largely attributable to Mr. Hahn, who had been president of American Cigarette & Cigar Co. for
ULLMAN SERIES
Beatrice Kay Sets Pact

CONTRACTS for 156 quarter-hour transcribed shows have been signed by Beatrice Kay and the Richard H. Ullman Inc., Buffalo, according to Richard H. Ullman, president of the firm. Mr. Ullman said the new series, known as The Beatrice Kay Show, is designed for use by local, regional and national advertisers.

Miss Kay, known as the Gay Nineties girl of screen, stage, radio, TV and Columbia records, is venturing into a transcribed feature for the first time, Mr. Ullman said.

In addition to its star, The Beatrice Kay Show will feature Artie Malvin, vocalist; Claude Thornhill and Glenn Miller orchestra; Kay Jannies band and a male chorus. Scripter for the series is Jay Jones, the director, Bobby Nicholson.

Mr. Ullman stated that his firm will back the new series with an expanded sales force and a heavy promotional sales campaign. The Ullman company is producer of Tune-O, Jingle Library, Dollar Derby, Barbershop Harmonies and Joe McCarthy Speaks.

Carolina Meet Set

FALL meeting of the North Carolina Assn. of Broadcasters will be held Oct. 23-24 at the Mid-Pines Club, Southern Pines. The session site was voted at the recent NCAB convention at Chapel Hill. It will be announced when reservations are open, officials said.

NAB DISTRICT MEETS

NAB's summer-autumn series of district meetings will be marked by a "let's get acquainted with NAB" theme in which members and non-members alike will be told the facts of industry and trade association life.

Plans for the annual broadcaster gatherings are being drawn up at NAB Washington headquarters, following the recent board meeting [BROADCASTING, June 26]. The idea of conducting a sell-NAB clinic has board approval and a headquarters crew will make the nationwide circuit, starting with the Aug. 14-15 meeting in Seattle.

Following the board meeting, in which NAB is thought by many members to have successfully survived a threatened crisis, the headquarters staff has focused its attention on carrying out board mandates involving membership, Broadcast Advertising Bureau and other operations.

Topping last week's activities were the BAB and district meeting projects, which interlock in many phases. Maurice B. Mitchell, BAB director, will join Washington headquarters officers in the plan to acquire members with many of the little-publicized services.

The NAB delegation around the nationwide circuit will be led by President Justin Miller. With Mr. Mitchell and Richard P. Doeherty, employee-employer relations director, Judge Miller will have at his side other headquarters officers depending on the special agenda of each meeting.

To Stress Teamwork

Members will be given an overall NAB picture plus detailed description of departmental work, but the teamwork motif will be stressed rather than special operations.

William B. Ryan, NAB general manager, was completing his re-vamping job at headquarters following board approval of his reduced budget and his general plans for the association. Still on his desk is the job of distributing a plan to redistribute the nation into fewer areas and to realign the districts-at-large setup. This lineup is to be submitted to the board next November.

It was emphasized at NAB that BAB's $168,000 budget for the year permits continuation of the sales operation at the present level with no projects cancelled. The original $200,000 BAB budget contained a number of proposed items which were not deemed feasible at this time.

A special BAB board advisory committee is scheduled to meet July 27-28 in Washington to review preliminary plans for separation of BAB from the association itself. Mr. Ryan endorsed the separation idea to the board, which adopted a resolution calling for such separation by next April. Many board members accepted his contention that the separation should not be a severance from NAB but merely far enough to give BAB the freedom it needs to carry on an aggressive industry sales campaign.

Heading the board advisory committee (Continued on page 49)

Miss Kay inked transcription contract with approval of Mr. Ullman.

STANDART NAMED
WBBD Plans Aug. Start

APPOINTMENT of Robert W. Standart as general manager of WBBD Fort Lauderdale, Fla., has been announced by L. C. Judd, Fort Lauderdale realtor and president of the newly formed Broward Broadcasting Co., and operator of the daytime outlet on 1580 kc with 250 w. Station has set August as the tentative starting date.

Mr. Standart has been in radio since 1936, starting his career at WJBK Detroit after graduation from Wayne U. During the past six months, he has been associated with WTVJ (TV) Miami, and prior to that was general manager of WPTL and WGOR (FM) Fort Lauderdale. Before moving to Fort Lauderdale, Mr. Standart was general manager of WBAY Coral Gables.

Plans Being Drawn

Mr. HAHN

BROADCASTING • Telecasting

July 3, 1950 • Page 19
SWITCH TO SPOT

INCREASING TREND toward use of spot radio by national advertisers whichシリコンからも明らかにした．全国的なネットワーク番組が別のラジオとテレヴィジョンのスケジュールを別々に設定する傾向が増しています。

While format of the new campaign is not complete, reports are that the company will transcribe the Checkerboard Jamboree and place it on a selective station list. At the same time the budget formerly spent on the Tom Mix network show will be used to purchase spot radio for the fall.

Carter Products, through SSSCB, New York, which dropped its Jimmy Fiddler show on ABC, currently is using a heavy national schedule and is looking for a television program.

The Borden Co., through Kenyon & Eckhardt, New York, deleted its long time County Fair show on CBS and is using various spot radio campaigns for its product.

Among station representatives it is felt that some advertisers who have formerly used network radio are finding it difficult at this stage to formulate full plans for network purchases, owing to problems of predicting radio audience trends in markets of heavy TV concentration.

As a result some are buying spot campaigns as a bridge. Whether they will return to network radio in the future is, of course, questionable.

Other advertisers who have elected to spend heavily in television are obliged to bolster TV coverage, which as yet is limited, with radio spot schedules in markets where television is either weak or nonexistent.

T. F. Planagan, managing director of the National Assn. of Radio Station Representatives, said last week that members of the association had reported increasing interest on the part of advertising agencies in obtaining guarantees for spot time regular schedules from stations.

The agencies are requesting stations to guarantee regular time periods for both spot announcement and spot programs, Mr. Planagan said, and station representatives have been suggesting that stations adopt such policies.

It is the belief of NARS that establishment of a system guaranteeing placement of spots, both announcements and programs, in regular schedules will lead to increased use of spot radio by advertisers.

Mr. Planagan also pointed out that many network affiliates will find themselves with open night periods on their hands this fall because of decreased use of nighttime network radio by sponsors. This will offer the stations an opportunity to fill such periods with spot programs in choice time that was formerly occupied by network commercials.

By turning to spot broadcasting it is felt, these advertisers believe they can concentrate their messages in specific markets, suffer less from television-radio competition for audience.

Another network sponsor, Mail Pouch Tobacco Co., dropped its network show Sports For All On.

PETRY IS HOST

Open House at New Offices

EDWARD PETRY & Co. last week was host to several hundred leaders and representatives of agencies, advertisers and broadcasters at open house parties in the new New York offices of the station representative firm. The recently completed Petry offices occupy the entire 23rd floor of 488 Madison Ave.

In addition to executive and clerical offices, the Petry establishment includes an audition room equipped with both audio and visual devices for presentation of television and radio programs and commercials.

The television equipment includes a 16mm sound movie projector, a slide projector and a Balopticon projector, each of which is used for rear projection upon a television screen in the audition room. All of the projectors operate on a complicated optical system using angled mirrors and permitting the mixing of movie films, ordinary slides and Balopticon slides at will on the single screen.

All types of television film may be shown. Complete audio equipment for record, transcription, and voice has also been installed.

INCREASING TREND toward use of spot radio by national advertisers whichシリコンからも明らかなようにした．全国的なネットワーク番組が別のラジオとテレビのスケジュールを別々に設定する傾向が増しています。

ラジオとテレビのスケジュールを別々に設定する傾向が増しています。
BROADCASTING is described as an Automotive, Food, and Soaps business. In April, according to the Automobile Industry Information Bureau, the top five Automotive products ranked based on total gross time sales of $15,918,672.

General Foods ranked second in network time purchases in April, up from fourth place in March. Campbell Soup Co. entered the list of the top 10 network time users in April, ranking seventh for the month. Table below lists first 10 network clients, ranked in accordance with their time purchases for April.

Food Products Lead

Breakdown of network time sales by product in upper table shows Foods Products the largest group, user of network time in April, with Toilet Goods ranking second, Smoking Materials third, Drugs fourth and Soaps & Cleaners fifth.

The same five groups compose the top five for the January-April 1950 period, but for this time the rank order is slightly changed. Foods still rank first and Toiletries second, but Drugs rank third and Smoking Materials fourth, with Soaps fifth.

Compared with April and January-April 1949, the 1950 network...

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### GROSS NETWORK TIME SALES FOR APRIL AND FIRST QUARTER 1950 COMPARED TO 1949, BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
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<tr>
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<td>Apparel &amp; Footwear</td>
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| SOURCE: Publications Information Bureau |

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### TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN APRIL 1950

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**FAMILY COUNT**

Increase Reported by Census

NUMBER of U. S. families has risen from 35,000,000 in 1940 to an estimated 44,000,000-plus in 1950, judging by Census Bureau returns to date. All but 1,500 of the 229,000 census districts have been tabulated but the process of totaling them is still in the early stage.

Increase in number of families is described as an outstanding factor in stimulating demand for products from the home in latent form. Among such products are autos, homes, household equipment, radio receivers, appliances, furnishings and related items. BROADCASTING • Telecasting

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### POPULATION SHIFTS

THE NATION'S radio advertisers will find their listeners moving off the farm and out of central city areas into the fringe regions around larger cities, judging by first nationwide returns from the 1950 Census.

Already it is apparent from Census Bureau figures revealed to Broadcasting that not more than one or two changes will occur in the order of the 10 most populous cities. Available at this time are provisional 1950 population figures for all but a score of the cities with more than 100,000 population. These figures, the Census Bureau emphasizes, cover only the incorporated city areas and do not cover the metropolitan or trading areas.

Later on this year when the metropolitan area population data are available, broadcasters will have an accurate picture of the city populations they serve. Population of the nation as a whole is expected to pass 151,000,000, compared to 131,669,000 in 1940.

New York Still Leads

The largest city still is New York, both in terms of incorporated area and metropolitan area, judging by available data. New York, Philadelphia, Baltimore, Pittsburgh and Washington are running behind in submitting provisional population figures to the Census Bureau.

New York's incorporated area will have a 1950 population of about 7,800,000, it is believed on the basis of present data. This compares to 7,454,996 in 1940. The New York metropolitan area, however, is expected to exceed 14,000,000.

Several suburban areas of New York have shown phenomenal growth in the past decade. Nassau County, Long Island, is up 83% to over 650,000. Suffolk County, also on the island, has grown to about 380,000 and Fairfield County, in South Connecticut, has passed the 502,000 mark. Population of the borough of Queens also has grown rapidly.

Population of incorporated Chica- go rose from 3,366,686 in 1940 to 3,631,836 in 1950, not including the fast-growing suburban regions. The city retains its second place among the first 10.

Though figures for the incorporated area of Philadelphia have not been completed, the city is expected to exceed 4,000,000.

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**To Fringe Reions**

July 3, 1950 • Page 21
FIFTY-TWO week contract for five half hours weekly on KNBC San Francisco, claimed by the station to be the largest in the history of the Bay Area, is set by H. E. Picard (seated 1), vice president and general manager, San Francisco Brewing Corp. (Burgmeister brew). Seated at right is John W. Elwood, KNBC general manager. Standing are (1 to r) Emil Reinhardt, president, Emil Reinhardt Advertising Agency, Oakland; William Andrews, KNBC sales representative, and W. L. Rinehart, assistant general manager of the San Francisco Brewing Corp.

On the dotted line...

FRANK SINATRA is slated to sign a radio and television contract with CBS, at a price understood to be about $250,000, a contract to start in October in the Saturday being offered to sponsors.

This marks a return to home grounds for Mr. Sinatra. In 1942 he first started with the network on a sustaining show. Three years later (1945) he was the star of Lucky Strike Hit Parade on CBS for a two-year term. Recently he was on a one-week radio show on NBC sponsored by Lucky Strikes.

Talent battle continued last week with CBS also signing Hal Peary, but NBC signed Gabe Ringholt, to a long-term exclusive contract for radio and television.

Although the figure was not revealed, he will get a flat sum on a "play or not play" basis, with a wage increase when sponsored. Kraft Foods Co. owns the Great Gildersleeve package and resumes the program in the fall on NBC with replacement for Mr. Peary. CBS will build its own show around Mr. Peary.

C-P-P Sign With NBC-TV

Colgate-Palmolive-Peet last week signed to sponsor a lavish NBC-TV program starring, on a rotating basis, Fred Allen, Eddie Cantor and two others as yet unselected entertainers, to begin next fall.

The program will be telecast Sunday, 8-9 p.m. and will thus compete with CBS's Saturday night variety production Toast of the Town, a highly rated program.

Messrs. Allen and Cantor and the other two stars will each be seen every fourth week. A production budget of more than $40,000 a week was said to be committed to the show. The sponsor placed the business direct.

NBC also announced last week singing of contract with Al Levy, representative of the Burr Tillstrom, for fall telecasting of Land of Oz, a second network TV feature created by Mr. Tillstrom. His first, Kukla, Fran & Ollie, went of its five-week run, 6 to 6:30 p.m. (CDT) schedule Friday until Aug. 28.

Mr. Levy, who headquarters in New York, is handling commercial aspects of the new fall show. He owns exclusive rights to 14 of the original L. Frank Baum Oz Books. A kinescope of this production has been seen by Mr. Tillstrom and his production staff in Chicago since it was completed more than a month ago.

Mr. Tillstrom acts as artistic director, but will not perform. He will train four or five puppeters for the series, expected to be aired on the network in an afternoon time slot.

In its protective policy, ABC has signed Bob Garred, Hollywood newscaster, to a seven-year exclusive radio-video contract. With ABC since March on a move-over from CBS, Mr. Garred is the first West Coast newscaster to be signed to such a deal.

NEGOTIATED by Frank Samuels, ABC Western Division vice president, the contract calls for 18 programs per week on a Monday through Saturday basis, with release to 45 Western stations of the network. First 52 weeks is non-cancelable, with a 20 week pickup thereafter for the seven years. The deal involves between $20,000 and $40,000 yearly, depending upon the number of sponsors. Mr. Garred has a minimum guarantee of $20,000 per year.

PET MILK SIGNS

'McGee & Molly' on NBC

PET MILK Sales Corp., St. Louis, last week picked up sponsorship of Fibber McGee & Molly, 9:30-10 p.m. on NBC, after the program was dropped by its long-time sponsors, Edwin Johnson & Son.

The program, now is summer hiatus, will return to NBC next fall.

Simultaneously with the announcement that Pet Milk had bought McGee & Molly, it became known that the same advertiser had dropped the Bob Crosby Show on NBC Sunday, 10-11 p.m. Agency for Pet Milk is Gardner Advertising, St. Louis.

SUMMER DRIVE

WCCO Promotes Resort Area

BEAMING its Friday and Saturday night local shows from any amusement park, WCCO Minneapolis has launched the audience promotion phase of its third annual summer sales drive.

Opening shot in WCCO's summer audience campaign was moving origination of the shows to the picnic pavilion at Excelsior Amusement Park on the shores of Lake Minnetonka. General Manager Gene Willey said the success of WCCO's 1949 Saturday Night Radio Party from the lakeshore was a factor in the additional Friday night block of three half-hours this year.

Exploiting its location in the Minnesota-Wisconsin resort area, WCCO has negotiated tie-ins with 200 resorts in the area for display space. In return, the station airs current news regarding fishing, boating facilities and other information for summer tourists and sports periods. A quarter-hour Sunday morning show, Having Wonderful Time, is devoted entirely to resort information, Mr. Willey said.

AGREEMENT to sponsor the Old Salt on WCOP-AM-FM Boston for fourth year is set by Rudolph Bruce (seated), adv. dir., New England Coke Co. Observing are (1 to r) Wallace L. Shepadron, acct. exec.; James Thomas Chirurg Co.; Edmund J. Shea, radio-TV dir.; Chirurg; Tom Dunn, WCOP acct. exec.

FIFTEEN-minute segment of the Here's Norman Ross Show on WMAQ Chicago is bought by National Ice Cream Co. L to r: (seated) E. C. Cunningham, sales mgr., and George Sourapas; Norman Ross, m. e.; Jack Schneider, WMAQ account exec.; Frank Nahser, Nahser Agency.

SETTING Packers Supermarkets, Detroit, sponsorship of Ziv Co.'s Cosby Kid on WXYZ Detroit and WHRY Ann Arbor, Mich., are (1 to r): (seated) John Reuter, Packers pres.; James Riddle, pres., WXYZ; Charles Grosing, Packers exec.; (standing) Walter Miller, Ziv; Julian Graco, Donner Adv.
DELVING into the political expressions of G. A. (Dick) Richards, FCC General Counsel Benedict P. Cottone charged last week that Mr. Richards, in attempting to deceive the Commission in a report on political broadcasts, made charges that Mr. Richards ordered staff members to slant news, was denied by counsel for the station.

Mr. Cottone made his charge, after his questioning of KMPC Vice President and General Manager Robert O. Reynolds indicated that a list prepared by the station omitted 38 campaign talks by Gov. Thomas E. Dewey and then Gov. John W. Bricker during the 1944 Presidential campaign. The omissions were indicated by a comparison with KMPC's program logs.

Mr. Cottone later asserted that 122 political broadcasts were made over KMPC by Presidential candidates or in their behalf during the 1944 campaign. None of these, it was claimed, was in the station's list of political broadcasts for that period.

Joseph W. Burns, associate counsel for Mr. Richards, denied Mr. Cottone's claim, asserting that all three of Mr. Richards' stations — KMPC, WGR, Cleveland, and WJR Detroit — had compiled voluminous material within a short time upon FCC's request, and that inaccuracies and incompleteness were likely to occur in such a "rush job."

Commission Counsel Hill

"Not one word of testimony on the specific issue, nor a single witness on the subject, has been presented," Mr. Burns declared. He claimed "the Commission counsel is seeking to make a case as he goes along, realizing that he has not made one to date."

He accused Mr. Cottone of "digging in the bottom of the barrel" in seeking technical errors the stations may have committed in the distant past. Mr. Cottone, he asserted, has not read into evidence any newscast scripts to support charges of "slanting."

The list of political broadcasts was supposed to cover all carried by KMPC from April 1944 to April 1945, when FCC started its investigation. It was filed with the Commission in August 1948.

Mr. Reynolds testified it was prepared by John Baird, now KMPC program director, and that he himself had nothing to do with it. "I couldn't have written a single word out or hold back anything deliberately," Mr. Reynolds declared.

Mr. Cottone also introduced a list of 28 KMPC broadcasts between Sept. 8 and Nov. 7, 1944, which he said were never billed to their political sponsors. The hearing was angrily denounced by Mr. Burns on Thursday as "a grand jury investigation being held under the guise of an FCC hearing."

He charged that "the Commission counsel has finally admitted that he . . . is so anxious to get something on Mr. Richards that he is going outside the field of FCC regulations."

That charge came while Mr. Cottone was questioning Mr. Reynolds about payments to Rupert Hughes for some 31 anti-New Deal broadcasts between Sept. 1 and Nov. 7, 1944.

KMPC's contract book showed these broadcasts sponsored by Republicans of Southern California with Mr. Hughes paid $80 per program.

"Isn't it a fact," Mr. Cottone demanded, "that Rupert Hughes was paid $150 a broadcast and that the difference . . . was paid by KMPC?"

When Mr. Burns objected to the question, Mr. Cottone asserted "this is a very important matter because it could show that not only were regulations of the Commission violated, but also other laws of the U. S.—namely, the Corrupt Practices Act."

It was at that point that Mr. Burns charged the FCC law chief with going outside FCC regulations and described the hearing as a "grand jury investigation."

Mr. Burns also denounced Mr. Cottone for having a U. S. marshal attempt to subpoena Mr. Richards for some personal files the day before. He said he had told Mr. Cottone he would accept service of the subpoena on behalf of his client and that sending a marshal to Mr. Richards' home was "contemptible" and part of a "deliberate attempt to harass Mr. Richards."

Mr. Cottone emphatically denied the charges.

Dr. Roy E. Thomas, Mr. Richards' physician, was to appear Friday for further testimony on the station owner's physical condition. He has made clear he will oppose any move to have Mr. Richards testify on grounds that he suffers from a heart ailment and that the strain of testifying might prove fatal.

Meanwhile, more than 100 letters, notes and memoranda which purportedly passed between Mr. Richards and station executives pertaining to the 1944 political campaign and many of them in Mr. Richards' handwriting — were submitted by Mr. Cottone.

 Examiner James D. Cunningham ruled that unless FCC counsel prove the correspondence written by Mr. Richards was instructions rather than expressions of his personal beliefs, then all testimony in connection with them would be stricken from the record. Mr. Reynolds and counsel for Mr. Richards have argued persistently that the station owner gave his views, not instructions.

Oppose Introduction of Material

Mr. Burns and Hugh Fulton, chief trial counsel for Mr. Richards, vigorously opposed introduction of the correspondence.

"There is no reference to actual broadcasts by KMPC in these documents," Mr. Burns protested. "The only ground the Commission has for presenting them is that it apparently takes the position that the personal beliefs and thoughts of a stockholder in a radio station may be inquired into every three years."

"It is obvious," he continued, "that, inasmuch as the Commission counsel has not introduced a single one of the 7,000 news scripts from KMPC which have been turned over to them, this investigation has no other purpose than to attack Mr. Richards for his personal views."

Mr. Cottone retorted that Mr. Richards' letters tend to show instructions regarding operation of the three stations.

As he continued to present correspondence, Mr. Fulton broke in: "If this is allowed to continue, anything that bears Mr. Richards' handwriting can be spread publicly by this person who is paid by the Commission of the U. S.—Mr. Cottone."

It was after this exchange that Examiner Cunningham made his ruling that evidence will be stricken unless FCC counsel can show the correspondence represented instructions.

Although many of the letters and telegrams showed partisanship on the part of Mr. Richards, there were instances in which he reminded his executives to observe FCC's rules.

"I want to urge you and Fitz," said one message to John Patt, vice president and general manager of WGR, "to do everything within the FCC rules and regulations to help inform the people what's going on in our country and how close we are to national legislation." The message, "Fitz", was a reference to Leo Fitzpatrick, then vice president and general manager of WJR, to whom many of the messages were addressed.

In another letter to Mr. Fitzpatrick was a suggestion that the 1944 vice presidential candidates, Sen. Harry S. Truman and Gov. Bricker, be invited on the same program. There was this note: "Put Truman on first and then let Bricker cut him down."

Quote Letters

After expressing outrage at war-time strikes, Mr. Richards in a letter dated Dec. 26, 1943, voiced hope that WJR was "getting out news that will help shame the unions to go back and stay on the job," but added: "Note the President and others on loss of life and then give the strike news."

Mr. Fitzpatrick suggested in a letter to Mr. Richards in 1944, in regard to WJR's Victory F.o.B. program: "Perhaps the Democrats on the program to offset any criticism that might come to us from any number of sources."

After devoting nearly two typewritten pages to outlining activities of himself and WJR in behalf of Republican candidates, Mr. Fitzpatrick purportedly wrote the station owner on Oct. 27, 1944:

The Democrats haven't bothered us any too much about time (on WJR) except from a network standpoint, although they are asking for spot announcements for the state offices starting next week. Of course, we have very few of these that we can offer because practically all of our spot announcement periods have been taken.

Following the 1944 national elections Mr. Fitzpatrick purportedly wrote to Mr. Richards:

While the disappointment is keen, it is gratifying to know that you left no stone unturned in trying to ac-

(Continued on page 48)
‘BUSINESS KEY’

KBA Told of Radio Role

RADIO is one of the "keys" in a program to revitalize business, and its help is needed if radio, public relations and business itself are to be prevented from falling into inimical hands, according to R. P. Vinsel, executive director of the Louisville Chamber of Commerce. Speaking June 23 at the concluding day's sessions of Kentucky Broadcasters Assn. in Louisville (BROADCASTING, June 26), Mr. Vinsel declared that businessmen are depending upon radio as one medium of communication to get industry's story—the story of business—before the public.

He pointed out that "the opposition" is using radio and using it well. "They are getting their story across to the consumer by using known medium of communication and radio is playing a big part in their program," he said.

Mr. Vinsel pointed to radio's role in the program of Associated Industries of Kentucky which uses Bill Slater's Americas, Speak Up. This 15-minute public service show is prepared by America's Future Inc., non-profit organization dedicated to telling the story of business and preserving the American way of life. Implementing this program, Mr. Vinsel said, is a 15-minute show on which Kentucky businessmen express their views.

SET SALE BOOM

Predicted by McMann

THE BIGGEST selling season in radio and television history lies ahead, according to R. H. McMann, eastern district manager of the Westinghouse Television-Radio Division.

Speaking at a meeting of New York distributors, Mr. McMann said: "The industry is planning to produce in the neighborhood of six million television receivers this year, and our own factory is planning to produce twice as many receivers in 1950 as we produced in 1949." The increased production "will be backed up with the greatest promotional effort ever put behind Westinghouse radio and television," he said.

No Shorties at KSTP

IT'S long been said that they "build their men big" in Minnesota. The same applies to the announcers at KSTP Minneapolis-St. Paul who average six feet, one inch in height and weigh an average of 190 pounds, station reports. Emcees Don Hawkins and Jimmy Valentine bring down the "average," measuring just slightly, of six feet. When asked how they feel about it, they answered: "Who wants to be average?"

DISCUSSION group during the KBA meet brings together (1 to r): Robert Burton, BMI; Victor A. Skolias, WHAS Louisville; Harry McGigue, WINN Louisville; Ken D. Given, WLBJ Bowling Green; J. Porter Smith, WGRC Louisville, president of KBA.

INDEPENDENTS

Form St. Louis Network

FORMATION of Greater St. Louis Broadcasting System Inc., a network comprising four independent metropolitan stations, has been announced by William E. Ware, president of KSTL St. Louis and newly-elected network head.

The network has been established to afford advertisers the opportunity to blanket this metropolitan area at a savings," Mr. Ware said. "Instead of picking away at the St. Louis market with programs at different hours, advertisers can now cover the area completely at the desired time. Time can be bought at the same period across the board or be staggered any way the advertiser chooses during the day on all stations."

Four member stations are WTMV KSTL KXLW WPFW—one 250 w (WTMV) and three 1 kw outlets. Network's rate card may be obtained from Mr. Ware at KSTL or from general managers of other stations of the network. Information contacts are Mr. Ware and Frank Prendergast, WTMV East St. Louis, Ill.

WADDELL NAMED

O'Brien & Dorrance V.P.

EUGENE WADDELL, for the past 20 years active in package advertising and associated with a number of stations, has been appointed vice president of O'Brien & Dorrance, it was announced last Monday by Richard Dorrance, agency president. He also becomes a director and part owner of the agency.

Mr. Wadde11 recently has served as consultant to The Dunlop Corp. and J. D. Tarcher Inc. Previously he was copy chief and plans writer for Dancer-Fitzgerald-Sample, The Joseph Katz Co., Federal Advertising Agency, Abbott Kimball Co. and Geyer, Cornell & Newell. Appointment was described as another step in expansion of the agency, which started four years ago as a sales promotion service.

POWDERLY NAMED

To NRDA Sales Promotion

ROBERT J. POWDERLY, sales promotion director of Kresge-Newton, Newton, N. J., department store, has been elected chairman of the sales promotion division of the National Retail Dry Goods Assn. This position automatically places him on NRDA's board of directors.

Willard H. Campbell, vice president of Schumaner's Inc., St. Paul, Minn., former board chairman and active in the management of NRDA's sales promotion division, has been elected chairman of the sales promotion division's executive committee. Howard F. Abrahams, manager of the sales promotion division, continues in this post.

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BROADCASTING • Telecasting
NEWSPAPERS must meet radio's new challenge—Broadcasters Adjoining to Bureau— and strike while BAB is in the organization stage and not conditioned to shock, according to the "momentum of one representative to a group of publishers who also have radio interests.

BAB's strip film and motion picture "are the first guns of Fort Sumter, and it means war, according to the memo. In the motion picture, "Lightning That Talks," radio is described as "playing for big stakes. It won't be junked, it can't be brushed off, and is certain to impress the uninstructed and the inexperienced, if not the veteran."

Despite all its success, radio is vulnerable at many points, with programs its strength as well as its greatest weakness, the memo states. This weakness is said to lie in the inability of local or regional advertisers to meet the standards of broadcasts by general advertisers.

"If, in the beginning, this factor in the radio equation is emphasized, it will prove to be your best argument," the memo said.

“If you will keep uppermost in the minds of advertisers two things about radio, i.e., programs and the element of risk, you will ruin radio's newest sales story, 'Lightning That Talks'.

Draws Concern
Radio's drive for retail advertising draws an expression of concern from the newspaper representative, who contends broadcasters will find themselves "in desperate straits" without new income from this source.

"Every radio station with a network affiliation has had income, and marvelous programs, from big business — the national manufacturer, according to the memo. "Such programs bought radio to its present popularity. These excellent programs gathered large audiences and provided radio stations with salable 'spot time' between programs, from which they derived considerable revenue.

"As large general advertisers begin to cancel network radio, and turn to TV, the local stations begin to lose the one thing that has kept them in business — expensive, popular, and audience-building programs. Also, they lose income from spot time sales. So they now turn to local business, with an all-out drive that is sink-or-swim. One thing is dead certain. No advertiser can benefit from radio without an audience-building program. Such things cost money, and more important, require talent, experience, and ability to design them. The element of risk is great for the retail advertiser who turns to local radio."

Only news programs remain constant in public choice and continue to have top rating, the memo continues, adding that the newspaper, unlike radio "with its good, bad, or indifferent programs," is all top-rating material.

Newspapers are reminded that "the all-important factor" in radio advertising is the program. "When advertisers use newspapers," it is declared, "they compete, ad for ad. When they use radio, they compete program for program."

Cite Ad Competition
Declaring radio "is no more an advertising medium than a roll of newspapers," the memo asserts the advertiser buying radio is buying a program, which determines the extent of his audience. The buyer of radio is described as competing four ways—with programs broadcast at the same time, with programs used by competitors, with commercials used by competitors and with all commercials. The newspaper buyer, on the other hand, is described as competing only two ways—with advertisements of his competitors and with all advertisements.

Expensive programming doesn't assure a large audience, says the memo, since time and money spent in search of an audience-building program "is not an investment in advertising or 'goodwill' but a long and costly experiment. And there is always the danger a good program may find itself opposite a better program. An advertisement in a newspaper, even if not immediately profitable, is never a total loss. Circulation is too big, too diversified, too constant."

In an attempt to show the "risk" in buying radio advertising, the memo cites this hypothetical situation:

Suppose a newspaper advertising solicitor said to a retail advertiser, "you don't expect to get, but we will not guarantee, 3% of our total circulation for the first three months of your advertising schedule. The next three months we estimate a 6% share of our circulation."

"During the following three months the percentage may increase to 10% but from there on the best you can hope for is 8½—the maximum anyone ever gets. The rate you pay will be our card rate for the usage used. You will have no cause for complaint if other advertisers, including your competitors, receive a higher percentage of our total circulation than you. If you think this is unfair, let me assure you that it is something wholly beyond our control."

Rather fantastic, isn't it? Yet it illustrates the elements of risk when radio is used for advertising purposes as opposed to the use of newspapers.

Concede Radio's Audience
Radio has a large audience, the memo agrees, adding it "doesn't count the expect to get, but we will count, exclusively, to a particular sponsor. No advertiser knows the size of the audience for his program until he has spent his money. Top-rated programs and advertising influence are not relative. Programs having the best ratings continually shift from one sponsor to another. The reason is obvious. Program popularity constantly changes."

Publishers are reminded radio programs "must be aggressively advertised in local newspapers to gain listeners. The radio time-tables, published "as a reader service," are described as dispensable to radio and, because of reader demand, an obligation of the newspaper to print. Further evidence of the diversity of taste in the selection of radio programs."

Explaining that Maurice B. Mitchell, BAB director, was schooled in advertising on newspapers, the memo concludes, "We have new competition that calls for action."

Chateau Names Rex
CHATEAU WINES Corp., Royal Oak, Mich., has named Rex Advertising Co., Detroit, to agency. Chateau also announced purchase of the Barry Wood Show, Frederic W. Ziv radio production, to be used in six Michigan markets three times weekly to merchandise the firm's Molly Pitcher wine. Televisión, billboards, direct mail and point-of-sale are contemplated, according to William L. Rutledge, Chateau president.

Names Richards Agency
REDI-SERVE Inc., Chicago, ice cream manufacturer has appointed Fletcher D. Richards, New York, as its advertising agency.

NARBA PLANS
Government-Industry Meet Called for July 7
A MEETING of government and industry representatives to lay plans for the forthcoming resumption of the NARBA conference was called cooperation with the State Dept.

The meeting, FCC said, "will review the developments to date in the negotiations for a Third North American Regional Broadcasting Agreement and consider further preparations for the second session of the Conference, which is scheduled to resume in Washington on Sept. 6th." (BROADCASTING, May 15).

The announcement invited the participation of "any licensee or other person associated with or interested in standard band broadcasting and its international regulations."

FCC Comr. Rosel H. Hyde, head of the U. S. NARBA delegation, has repeatedly emphasized his desire to get constructive suggestions from all broadcasters who have any offer to make.

Outcome of the full NARBA negotiations will hinge to a great extent on the success or failure of efforts to attain U.S.-Cuban accord on channel rights for those two nations.

Two previous attempts to reach an agreement with Cuba have failed—one at the NARBA sessions in Montreal last fall and winter, and the second in bilateral discussions in Havana early this year.

The preparatory meeting will be held in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, starting at 10 a.m. July 7. The last NARBA expired in March 1949.
LICENSE LEVIES

By BEVERLEY H. RANDOLPH JR.
OF THE RICHMOND BAR

THE General Assembly of Virginia, at its 1950 session, enacted legislation prohibiting all local governments—county, city and town—of Virginia from imposing license or privilege tax upon the business of radio-television broadcasting. The establishment of this eminently sound state-wide policy was in en tire accord with the convictions of the Virginia Bar Association, which had urged the legislature not to enact such a law. The Virginia Bar Association is a member of the Richmond law firm of Peyton, Beverley, Scott & Randolph, Esqs., and general counsel for the Virginia Assn. of Broadcasters Inc. He actively participated in formulating and effectuating the VAB program. Steps taken to defeat tax-hungry proposals in Virginia should be of interest to all in radio.

AN INCLINATION to levy license taxes on radio and TV broadcasting stations in some states has become not only a "discernible trend" but also has posed a matter of serious concern to broadcast industry authorities. Where does protection for freedom of the press and encouragement of local authority begin? The Virginia legislature, meeting the problem head-on, solved the problem by formulating "sound state policy." This action is described in the accompanying article, written by Beverley H. Randolph Jr., at the request of the VAB. Randolph is a member of the Richmond law firm of Peyton, Beverley, Scott & Randolph, Esqs., and general counsel for the Virginia Assn. of Broadcasters Inc. He actively participated in formulating and effectuating the VAB program. Steps taken to defeat tax-hungry proposals in Virginia should be of interest to all in radio.

FOREIGN-LANGUAGE

THE USE of foreign-language programs in areas where a need for them is demonstrated was given FCC's blessing last week in a decision overruling a hearing examiner's general determination that such programs are not helpful to those who speak them as their native tongue.

The Commission will consider in a later ruling the application of a Virginia company to broadcast reports of Pittsburgh's Pilgrim television station. In the opinion of the regulatory agency, the program proposed to be carried by the WORL station in Newark, N. J., will help breaking down the "language barrier".

In the present case, the Examiner's ruling was based on the ground that the Pilgrim program would not be helpful "because of the social, cultural, religious and economic differences between the two people of the United States and Italy.

The Commission on the other hand, relied on the following reasoning:

"The decision of the Supreme Court in the Pennsylvania case, which sustained the constitutionality of a state law requiring all radio stations to have at least 30 minutes of "national" programming a day, including 20 minutes of "supplemental programming," is "authoritative and persuasive.""

FCC OKAYS SHOWS

WORL & WNEW

Mr. Beas, vice president of WNEW, said that his station was not interested in the new applications for a foreign-language program, adding that WORL was a "natural outlet for the program.

The New York, N. Y., station had applied for a waiver of the FCC's 30-minute daily requirement for "national" programming, a provision of the current Foreign Language Radio Act. WORL has a metropolitan audience of 3,000,000, as contrasted with WNEW's 3,000,000.

Mr. Beas said that neither his station nor WNEW were interested in applying for the WORL waiver, since a legal requirement of some kind would be necessary to get the program on the air.

ROCKWOOD & CO.

Mr. Beas said that his station was interested in having a foreign-language program, preferably a Spanish one.

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Mr. Beas said that his station was interested in having a foreign-language program, preferably a Spanish one.
"What I need is a long vacation"

YOU don't need a change of scenery, pal—what you need is a change of strategy!

The switch that's going to give you results is to WITH!

In Baltimore, your best bet is WITH—the station that gives you a whole lot of radio for just a little money. That delivers more listeners-per-dollar than any other station in town.

Want the complete story? Then call in your Headley-Reed man today.
KOB DISC SHOW

Dick Bills Program Rated Early Success

FOR a period of less than six weeks—since May 15—KOB Albuquerque, N. M., has been presenting its new Western disc jockey Dick Bills Show, and the results thus far have been exceptional, according to Manager Phil Hoffman.

Star of the show, Dick Bills, has been in the show, movie, radio and television business for 11 years and for the past several years has been heard on KOB with his Western entertaining unit.

Indicative of the show’s pull, in spite of its newness, stated Mr. Hoffman, is a local department store’s sponsorship of one full hour each week, a theatre chain’s two half-hours, an automobile dealer’s two quarters-hours and a boot and saddle manufacturer’s two quarter-hours. Additional time is sold for minute announcements.

Heard 10:30-11:30 a.m. each weekday morning, the Dick Bills Show also has come in for several promotion breaks. During the first two weeks of his program the KOB personality conducted a contest to find two winners for a trip to Hollywood to appear on the Walter O’Keefe Double or Nothing program for Campbell Soups. The playback of the Coast show, recorded on June 10, was broadcast June 14 on the entire NBC network.

In addition, Mr. Hoffman said, KOB set an arrangement whereby Mr. Bills appeared as a guest disc jockey in New York July 19 on the Albuquerque Retail Merchants Bureau, Mr. Bills’ (!) presents an Indian head-dress to Mr. O’Keefe on the latter’s Double or Nothing show.

CBS’ ABCs of Music program with Robert Q. Lewis for Chesterfield cigarettes.

On the opening broadcast, Eddy Arnold, recording artist and star of the Checkerboard Jamboree, made a personal appearance and 32 other Western name stars sent transcribed and Western Union messages—used on the show.

Other factors contributing to the program’s success, Mr. Hoffman points out, included specially built promotion announcements broadcast on KOB-AM-TV and use of considerable space in Albuquerque newspapers.

FM SATELLITES

RRN Gets Experimental Grant

POSSIBILITY FCC may consider authorizing remote control satellite operation of FM stations on a regular basis was seen last week in its experimental grant to Rural Radio Network for such operation.

The Commission granted on a test basis to Dec. 1 the RRN request to operate WVBT (FM) Bristol Center, N. Y., by remote control from WVCN (FM) DeRuyter, N. Y., with a licensed operator in attendance only at WVBN. The proposed system would employ subcarriers in the 20-25 kc range, one at WVBN for controlling WVBT and the other at WVBN to transmit monitoring information to the control point. RRN must first prove operation of WVBN is satisfactory, FCC said.

The Commission waived its rules requiring a licensed operator at the “satellite” WVBT and declared the WVBN operator would be responsible for maintaining the station log and other duties. FCC said the waiver did not excuse either station “from full compliance with the equipment performance requirements” of the Commission’s rules and engineering standards.

Station Facilities

WVBT is a Class B outlet on Channel 270 (101.9 mc) with ERP of 1.3 kw. WVBN is Class B on Channel 286 (105.1 mc) with 1.3 kw.

RRN was directed to report on the test operation by Nov. 1 in view of the inaccessibility of the WVBT transmitter during the winter and spring. FCC said that "while the WVBT transmitter may be rendered inoperative by remote control in case of control circuit or equipment failures, a question exists as to how and in what length of time minor or major repairs can be made.” On the basis of the report, FCC said, it would decide whether or not to allow continuance of the remote operation beyond Dec. 1.

"Should the experimental operation prove to be satisfactory,” FCC said, “a petition for a rule-making proceeding to amend the Commission’s Rules and Regulations to provide for remotely controlled operations on a regular basis would be entertained.”

There’s Far Too Much Talk about the “Decline of Radio”

1. KTUL today has a GREATER SHARE of Audience than EVER BEFORE!

2. KTUL Sales are FAR AHEAD of ANY January thru May period in our 16 year history!

3. We THINK that is true of ANY ALERT, Audience ACTION station. We KNOW it is TRUE with KTUL!

KTUL...CBS...Plus "Know How" on the Local Level...in Tulsa

AVERT-KNOWEL, INC.
National Representative

JOHN EASUL
Vice-President - General Manager

Page 28 • July 3, 1950

BROADCASTING • Telecasting
The most important person in America

He has helped make this country the best fed, best clothed, best housed, best educated nation in the world... He has helped raise our standard of living to twice what it was in your father's time.

He has helped provide more and better machines, through the loan of his savings to business...making it possible for men to turn out more products per hour worked.

Who is this person who is doing so much for America? He is you, the saver.

These savers are the 80 million people in America who own life insurance, and the millions who have savings accounts or own bonds or other securities.

The drive towards better living—the nation's moving force—depends upon the saver.

3 ways to protect the buying power of your savings

1. Do your share to help lessen the pressures on Government for more spending. When we keep asking Government for more services, more benefits, we must expect to pay for them... Remember, it's your Government.

2. Back up all efforts to balance the budget. When Government lives beyond its income, prices tend to rise, reducing the buying power of your savings. Remember, you're the saver!

3. Support economy—elimination of waste. Whatever Government spends, you pay either directly in taxes or indirectly in prices. Remember, it's your money.

Protecting the buying power of savings—encouraging savings—is like freedom, EVERYBODY'S job. In this belief, the life insurance companies and their agents bring you this message. They know that when Americans have the facts they make the right decisions.

Remember...it is Your money!
VOICE of America last week pressed into action its force of 36 transmitters, 24 language desks and various relay bases on a worldwide comprehensive basis to report the outbreak of war and its impact on the "cold war."

Throughout the week the State Dept.'s International Broadcasting Division beamed straight news stories based on official announcements, American government treatises and U. S. Congressional action, to far-flung points in Europe, the Far East, Near East and the Pacific.

Highlights included the UN "cease-fire" order, piped to Korea from the Voice's West Coast transmitters, and text of the President's statement on aid to U. S. military might. Transmitters in New England, on the West Coast and in Ohio were pressed into service, as were facilities at such relay points as Miami, Havana, Santiago, Salonika and Munich.

As Congressional reaction varied on the outbreak of hostilities, the Senate Appropriations Committee one night turned to consideration of the single-package funds bill for the fiscal year which began July 1 (Saturday).

State Dept. Budget Request

The State Dept. had asked the Budget Bureau for $11,204,694 for radio broadcasting activities covering program operations, evaluation services, worldwide radio facilities, supervision and direction and establishment of new relay bases. It was allowed $9,640,967 by the bureau.

The House passed $2,645,000 from the overall information program with the understanding the cut could be gone as Voice grew.

Earlier, Edward W. Barrett, Assistant Secretary of State for public affairs, who is charged with supervision of the Voice and other information activities, asked a Senate Appropriations subcommittee that he had been "pressed" with results from Voice broadcasts as evidenced by reactions from the Russian area.

He appeared along with officials of the International Broadcasting Division.

Roy D. Kohler, JID chief and former counselor in the U. S. embassy in Moscow, said there are roughly four million radio sets in the Soviet Union and that Russia's five-year plan calls for production of 1.3 million more by December. About one out of every 10 houses has a private radio, he added.

"The Voice's audience in the Soviet probably exceeds the original estimate of 10 million listeners," Mr. Kohler felt, basing his guess on repeated attacks on the Voice by Soviet radio and the printed and written media. Moreover, he testified, intensified jamming operation by the Russians has been taken as another indication of the Voice's "effectiveness."

Government monitoring facilities last week picked up fresh attacks on the Voice and American radio in broadcast from Sofia, Bulgaria.

In the program, this is America—Voice of America, is the faithful servant of Wall Street banks, oil, lumber and television companies and is in the pocket of the United States. There are 1,000 transmitters in the United States and subsidiaries of four major American radio networks are in operation in the Soviet Union, entirely in the power of big finance and business. Officials of many of the major radio companies use their radars and communication equipment to jam Soviet people in the struggle against Soviet society and against democracy.

In this dismal struggle the American radio stations are spies.

Slanders, lies, and insinuations are consistent, continuous and effective. The Voice's users are unaware that they are creating, effective sentimental centers, and a happy ending. Stations broadcast 24 hours a day in 41 different languages and continue this for months until their programs are banned from the air.

These programs are called soap operas of the air. Their purpose is to create an aura of hope and the impression that no danger exists for the time on the order of a week, or a month, or for 8 years.

At the beginning, in the middle, and at the end of the program listeners are incessantly reminded that every station is a gift of the request of Smith & Co. which offers genuine American music, and a gift of the American radio stations depend on the interest of the people. The broadcasting companies are derived from science and it is the people of the free world who have constructed the Voice's force.

The ideological preparation of American imperialism for a new war is not confined to the American population, in every possible place they create an extension network of 24 broadcasting stations. The Voice of America carries broadcasts of programs designed to influence listeners in a number of countries under American dictatorship.

The United States is a country that is directing the world for war.

The Voice of America is the tool in the hands of the government for the national interest.

The Voice of America is the tool in the hands of the government for the national interest.

Soviet Jamming Outlined

Mr. Kohler told the Senate group that it takes from three to eight Soviet jamming transmitters to jam one American transmitter and that Russia is operating as many as 250 transmitters compared to a maximum of 75 by the U. S.

Effectiveness of the Voice has been reduced to 20% to 30%, he added.

A supplemental appropriation vote in the House last year enabled the State Dept. to proceed with steps designed to curb USSR jamming maneuvers by strengthening its signals through the purchase and installation of new relay bases. But "we are deferring final action pending receipt of more intelligence on Soviet jamming," Mr. Kohler said.

Establishment of curtain-type antennas also has been started at Bethany, Ohio, and will be pursued in Boston, New York and other areas. Licenses for transmitters are operated under contract by NBC, CBS, General Electric, Westinghouse Electric and others, he pointed out.

The Voice broadcasts about 28 program hours daily, including 24 continuous hours to Russia and 45 minutes in Korean. In Russia the former is 48% straight news, 54% commentary and features.

Mr. Kohler and other officials felt keenly that the Voice needed $250,000 sought for foreign language editions of its program schedules—amount which the House had reduced to a minimum.

Further testimony was given by Walter L. Lawson, president of the World Wide Broadcasting Corp., licensee of the international station, WRUL Boston. Programs aired on WRUL are prepared by World Wide Broadcasting Foundation of Boston, which privately develops international programs and supplements government data.

He said he understood the Russians vote expenditures "far greater than the whole expenditure of the Voice of America," and closed "with the evidence of the Voice's effectiveness.

Figures released by the U. S. Advisory Commission in its semi-annual report to Congress in March 1949 placed the total number of radio sets in the United States at 37,534,000; shortwave receivers at 8,263,000; and estimated potential audience at 46,400,000.

It is estimated for Korea about 874,000 radio receivers and only 650 shortwave sets, with an average number of four listeners per receiver.

SOVIET RADIO

PUBLIC OPINION IN SOVIET RUSSIA

Radio in the Soviet Union does not have an appreciable influence in the United States and America, which are given "technical deficiencies" which have nothing to do with the Voice.

The Soviet system of "mass persuasion" depends as much on the force of local "agitators" as on networks of radio relays and newspapers operated by the Communist Party.

These conclusions are drawn by Alex Inkeles, research associate in the Russian Research Center, Harvard, in a study of mass communications, Public Opinion in Soviet Russia, published by the Harvard U. Press.

The overall system comprises a radio network of 10 million receivers reaching an audience of 40 million people, a party-controlled movie industry, night training schools, and hundreds of thousands of about 50 million part-time agitators, according to Mr. Inkeles.

Russian Radio Fare

Moscow's broadcasting apparatus in 1947, he said, divided its airtime roughly as follows: Music, 60%; political broadcasts, 19.4%; literary programs, 8.6%; children's programs, 7.9%, and others, 4.1%.

These programs are not received directly by the average listener on his home radio, for home receivers are scarce, Mr. Inkeles points out. Instead, they are picked up by local stations and put out on telephone-wire systems hooked up to individual loudspeakers.

"Since most of these diffusion changes can only carry one program at a time," he adds, "the Russian listener has only two choices. either to listen to the program broadcast, or turn the loudspeaker off. In some places, radio auditories have been established where large numbers of people can come together to listen to the same radio..."

The study concludes: "With approximately 10 million sets

Page 30 • July 3, 1950 • Broadcasting • Teletack
who said that?
"The Broadcasting Marketbook is the most valuable tool for buying radio and television time that has appeared in recent years."

That's what both buyers and sellers say about the BROADCASTING Marketbook and Spot Rate Finder. They endorse the Marketbook because it places within the covers of one book the basic, up-to-date market data in easy-to-use form. The Marketbook and Spot Rate Finder has been compiled with the aid and counsel of top radio buyers. It is their book. It contains the information they want. Just check the major features, and you'll see why the buyers rely on the Marketbook every day.

Spot Rate Finder...

This copyrighted feature enables the buyer to compute in a matter of minutes a preliminary estimate of a spot campaign. The tables have been carefully prepared to save time. The day and night one-time rates of every station in the U. S.—AM, FM, and TV are listed in six basic time segments. A special table for computing frequency discounts is included. The Spot Rate Finder also lists audience studies available, the home county of each station, percentage of radio families, and number of radio families. No wonder time buyers say the Spot Rate Finder is what the Statistical Doctor ordered!

1950 Census Data...

The Marketbook will include the latest 1950 Census figures right off the tabulating machines in the U. S. Bureau of Census. Latest up-to-the-minute 1950 population figures, retail data, employment, payroll figures, and other Census computations never before combined in a single reference volume.

Maps...

New state and regional maps will graphically show locations of AM, FM, and TV stations by city and county. Plus the new 1950 Broadcasting map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the Marketbook. It was formerly published with the Yearbook.
The nation’s 3,000 counties are broken down into nine categories including 1950 population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

STATE STATISTICS

Factual data for each state is published in 19 categories. From these figures, the Marketbook gives the economic picture of each state at a glance. Also comparisons with previous years shows the economic progress of each state as a whole.

MAINE RADIO MARKET DATA BY COUNTIES

<table>
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<tr>
<th>County</th>
<th>Population 1940</th>
<th>1950 Total Families</th>
<th>Per Cent Radio</th>
<th>Radio Families</th>
<th>1949 Retail Sales (Sales $1 in 1900)</th>
<th>1948 Retail Sales (Sales $1 in 1900)</th>
<th>Employment 1948</th>
<th>Taxable Payroll 1948</th>
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<td>Aroostook</td>
<td>64,700</td>
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MARKET INDICATORS FOR CALIFORNIA

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<th>CLASSIFICATIONS</th>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
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<td>Population</td>
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<td>Increase over 1940</td>
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<td>% of U.S.</td>
<td>6.87%</td>
<td>5.23%</td>
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<td>BMB Families</td>
<td>3,222,600</td>
<td>2,784,000</td>
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<tr>
<td>Percent Radio</td>
<td>98.2%</td>
<td>99.6%</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,164,500</td>
<td>2,673,000</td>
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<td>Business Concerns</td>
<td>191,962</td>
<td>133,024</td>
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<tr>
<td>Manufacturing Establishments</td>
<td>17,645</td>
<td>11,558</td>
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<tr>
<td>Non-Agricultural Employment</td>
<td>2,340,333</td>
<td>1,769,000</td>
</tr>
<tr>
<td>Manufacturing Employment</td>
<td>530,000</td>
<td>272,000</td>
</tr>
<tr>
<td>Income</td>
<td>$16,121,000</td>
<td>$5,066,000</td>
</tr>
</tbody>
</table>

WHAT YOU SHOULD DO ABOUT THE MARKETBOOK!

Your ad in the Marketbook will carry your sales message through thousands of impressions in the most complete market data volume in the annals of radio. Circulation is 16,500. Closing date is July 24. Publication date is early August. County-by-county sections will carry 4 column, quarter half, and full pages. Other sections, 1/16th pages and up. Regular rates apply.

NETWORK RATE FINDER

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for a buyer to readily estimate any network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER

This section is designed to give timebuyers ready rate information on regional and state networks, Transit Radio and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS IN MAJOR U. S. CITIES

The Foreign Language Section lists stations by states, indicates languages broadcast by each station, and foreign language population in each market. This information has been compiled from a detailed nationwide survey by Broadcasting. The foreign language data will be the most complete ever published.

Send in your reservation today for selected positions.
they said that...

N. W. AYER
Thomas McDermott
"Your 1950 Marketbook should surpass your excellent 1949 Marketbook, which I am still using."

FREE & PETERS
H. Preston Peters
"The BROADCASTING Marketbook is a must."

THE KATZ AGENCY
Gene Katz
"BROADCASTING Marketbook is comprehensive, constructive and extremely useful."

MORSE INTERNATIONAL
Chet Slaybaugh
"The Marketbook is indispensable in my end of the business."

B A B
Maurice Mitchell
"The BROADCASTING Marketbook is depended on as the regular reference for latest figures on the nation's markets."

COMPTON ADVERTISING
Frank Kemp
"A most valuable tool. Convenient and time saving."

avery-knodeL
Lewis H. Avery
"The Spot Rate Finder provides basic data that makes it invaluable for both buyer and seller."

foote, cone & belDing
Lillian Selb
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

D-F-S
Stanley Pulver
"A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to 'get this out fast.'"

S S C & B
Frank Mineham
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.
Mary Dunlavey
"The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D & O.
Frank Silvernail
"It's the timebuyer's Encyclopedia. Has all the market answers from Andalusia to Zanesville."

WARWICK & LEGLER
Lester Malitz
"It is useful because the information is all compiled within its covers."

BIOW COMPANY
Terrence Clyne
"We found the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES
Mary McKenna
"It's a very useful tool and has a convenient assembly of data."

THE TAYLOR CO.
Lloyd Vernard
"We look forward to the 1950 edition of the Marketbook because we find it useful every day."

McCANN-ERICKSON
Bob Reuschle
"BROADCASTING and its Marketbook is still my Bible."

JOSEPH KATZ CO.
Elizabeth Black
"For rapid estimating jobs, I find the Marketbook of invaluable assistance."

J. WALTER THOMPSON
James Luce
"Delighted that the BROADCASTING map will be distributed with the Marketbook. The BROADCASTING maps are extremely useful to us."

YOUNG & RUBICAM
Frank Coulter
"A genuine service. Widely used and constantly referred to."

DUANE JONES
Vera Brennan
"The Marketbook is one of the finest books on the market. Indispensable in our work."

WILLIAM ESTY
Richard Grahl
"Highly useful and a great time saver for arriving at estimated rates."

KUDNER AGENCY
Carlos Franco
"The Marketbook is a friend at your elbow... and harder to stump than Kieran."
THE KOREAN war and U. S. intervention last week set network newsrooms to work as they had not worked since World War II.

Like the grim news of Dec. 7, 1941, the story of the invasion of South Korea was a radio exclusive. It broke on Sunday, a day after noontime newspapers are published.

All networks broke into regular radio and television programming to broadcast special bulletins announcing the Korean war. All carried increasingly heavy news schedules as the President announced his commitment of U. S. forces and America entered active combat for the first time since V-J Day.

ABC's Drew Pearson broke the news of the President's decision at 11 a.m. Tuesday, an hour and six minutes before it was officially released. Mr. Pearson's report was read by Gordon Fraser. At 12:06 p.m., the official announcement was carried by ABC with Bachkage and Elmer Davis reporting. All ABC news programs carried heavy coverage of the Korean situation, and numerous special bulletins were used.

ABC, like all other networks except NBC, was caught without a fulltime staff correspondent on or near the scene of action. All, however, took reports from stringers in Tokyo or Korea. John Rich was representing ABC in Tokyo.

CBS, whose Bill Costello, was returned several weeks ago from Tokyo—an assignment he had been on for years—at the week's end sent him back. The network said other CBS newsmen would also be assigned to the Far East.

Robert P. Martin, stringing for CBS in Tokyo, was picked up soon after the first news of the North Korean attack and he broadcast on numerous CBS programs throughout the week. CBS used several groups of correspondents, reporting on reactions to the Korean war and to the U. S. participation.

MBS From Seoul

MBS scored a beat on Monday when it arranged a broadcast direct from Seoul by U. S. Ambassador John J. Muccio. The same evening Mutual carried a special half-hour program with pickups from eight U. S. cities for reaction to the Korean news. On its Mutual Network, the network picked up reports from Tokyo, Manila, London and other points. On Wednesday the network broadcast a statement by President Quirino of the Philippines direct from Manila.

NBC immediately reactivated its wartime "listening post" to monitor broadcasts from the Pacific, Russia and other Iron Curtain countries, arranged for continuous broadcasting from the UN Security Council, requested accreditation for Leon Pearson and W. W. Chaplin as war correspondents and transferred Elmer Peterson from Hollywood to San Francisco, chief relay point for programs from the Orient.

Circuits were opened to Tokyo to handle reports from George Thomas Folster, NBC correspondent there, and the network's main source of news from the Korean front. 

Teletex Service. From the Pentagon, which the North Korean invaders have reported as their objective, has been set up to provide a fast and flash basis for news bulletins, with the cameras at the UN assembly room being kept "hot" for immediate pickups of news developments there.

They say...

"THE RADIO listener, using the same radio set he has had for the past 10 years, has no idea of what he has been missing until he listens to modulation—FM. This method of broadcasting adds color to music that would not have been thought possible. . . ."

"Radio stations . . . should not confine their FM broadcasts to only a portion of the day. . . . Such limited use of FM facilities is a common practice among radio stations, probably to reduce expenses. If that is the reason, it is pennywise economy, for the surest way to build an appreciation of radio at its best is to let the public hear nothing but FM broadcasting."

From an editorial in the Springfield (Mass.) Sunday Republican

LISTENERS SWITCH TO KCBQ

San Diego Audience Chooses CBS Station

An overwhelming number of San Diego radio listeners are switching to KCBQ—CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station to show an increase in over-all "share-of-audience" during 1949 with all competing network affiliates taking a nose-dive.

San Diego Now 26th Market

As astute time-buyers are taking particular notice of this fact because of the tremendous importance of the swiftly-growing San Diego market, and the strong KCBQ sales story. They point out that San Diego is now the country's 26th market with a diversified, stable economy and the second highest retail sales index (452) in the U.S. today. This figure is also backed up by the 1950 edition of Consumer Markets, published by Standard Rate & Data.

Hollenberg Is Rep.

Inquiries may be made by contacting the KCBQ Sales Department or through the offices of the Geo. P. Hollenberg Co., station representatives.

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Road Toward Fusion

WE ARE pleased over the response to our editorial suggestion proposing "Radio-TV Fusion Now" through the development of an all-inclusive trade association, headed by one man, and with tributary divisions catering to specialized pursuits.

Reactions are reported elsewhere in this issue. There are those who feel an all-purpose organization, embracing manufacturers and suppliers, producers and creative people, as well as broadcasters and telecasters, fervently support the point of view. Others, however, as an idealistic will-o'-the-wisp.

Our purpose was to stimulate thought along a line that to us seems inevitable—ultimately the seemingly divergent and irreconcilable forces can be brought together. All seem to agree, however, that the project is important.

It was not our purpose to put the proposed organization together. It was not our notion that it would or could be done overnight. The mills of the trade association gods grind ever so slowly—until a crisis is upon them.

The NAB is proposing something sacrosanct about trade organizations, particularly in the burgeoning radio-TV field. It may be the instict to protect that which exists—to retain the status quo.

Our suggestion was not motivated by the current deliberations in NAB and RTMA regarding reorganization, although, admittedly, the timing couldn't be better. Rather it stems from what we see as the sheer logic of fusing radio's forces toward the goal of protection of the medium, better service to the public, and of saving time, money and effort.

The NAB is showing signs of renewed vigor under its new general manager, William B. Ryan. He received a justified vote of confidence from the NAB board a fortnight ago. A membership drive is under way, and a renewed effort is being made toward streamlining. We sincerely hope the NAB pulls itself out of the morass of conflict. A stronger NAB would make the task of an all-inclusive congress easier of theKind.

The same goes for RTMA, now in search of a paid president. The Television Broadcasters Assn. has found itself stymied because of the TV freeze, which has all but frozen its opportunity for expansion.

It looks like fusion will be a lively topic in the weeks or months ahead. The several radio-TV trade groups cannot be expected to pick up the torch toward a unified "Congress." Action will come through the leadership of ownership.

Age of Responsibility

ONE OF the most challenging but cheering interpretations that can be made of Cunningham & Walsh's latest Videotown study, which appears in these pages this week, is that television has put itself beyond the new developmental stage.

Television is a big boy now among the communications arts. Having grown out of diapers, it no longer can monopolize attention in the family living room by saying, "This is TV ..."

It must expand the advertiser and the agency that the radio audience is a real and valuable purchase—that from it comes the biggest result for the advertising dollar.

Here is a challenge that should be met head on.

The outcome will be of considerable interest to everyone.

Our respects to:

JAMES EDWARD HANNA

WHEN James Edward Hanna was elected to a vice presidency of N. W. Ayer & Son Inc., after some 20 years of service with the agency, his devoted but uncowed radio-television staff gave him a party that is remembered not only for its vigor but also for its theme.

They called it "the 'It's About Time' party. Not every New York advertising agency staff could honor a new vice president so informally without risking dire retribution—withdrawal of expense accounts, for example, or banishment to some primitive branch office west of Sixth Ave.

The workings of James Hanna, however, feared no consequences more severe than those that inevitably follow cheerful celebrations. Indeed Mr. Hanna, whose rational perspectives survived his elevation to high office, joined unreservedly in the party, even contributing to its gaiety with powerful attacks of boogie-woogie on a piano which a custodian had thoughtlessly left unlocked.

Mr. Hanna could be pardoned for almost any degree of exuberant commemoration of (Continued on page 50)

Static & Snow

By AWFREY QUINCY

NOW they're signing talent for 20 years. To us, it seems that there's a touch of insecurity about such short-term arrangements. Who'll be first with a 99-year contract?

According to CLOSED CIRCUIT, a former high-ranking RAF general may be the next "Head Man" of British radio. We suppose that's better than an ex-cavalry general or a former quarterdeck admiral, but our idea of the required type is a composite of such characters as Ed Kobak, John Royal, L. B. Wilson and Walter Damm, none of whom would ever stay in formation, and we shudder to think of how they'd look in a uniform.

"What makes the Boss Man rave and rail?," said Flies to Telephone

"Our HOOPERDINK has slipped a point," the Messenger Boy said

"What makes the Agency Man quail,", said Flies to Dictaphone

"Our PRATING is defating," the Secretary said.

"So they're firing the Comedian, the Producer gets the ax..."

And our new star's a tragedian who will do his show on wax

For the NIelsenPOO is drooping, down from Ten to Nine point Two. So they're hanging everybody in the morning.

BROADCASTING  Telecasting
More advertisers are using WTOP than ever before...

because more people are listening to WTOP than to any other radio or television station in Washington*

wtop

THE WASHINGTON POST – CBS STATION

Represented by Radio Sales
HAROLD R. KRELESTEIN, vice-president-general manager WMPM Memphis, elected vice president Plough Inc., of which WMPS is wholly-owned subsidiary. Joined station in 1939 as salesman; made commercial manager in 1940; acting manager in 1942. Appointed to present position in 1943.

TOM LEWIS SHUMATE, program director KSO Des Moines, to KAYL Storm Lake, Iowa, as manager. O. L. TAYLOR Co. appointed representative WHBL-AM-FM Sheboygan, Wis., in national spot sales field.

HARRY WATERSTONE, with KEGM Boise, Idaho, since its inception, appointed assistant manager. AL BIORGE, sales manager KEGM, to KSL Salt Lake.

MILO PETERSON succeeds him at KEGM.

BOK REITZEL, KSMO San Mateo, Calif., to KCBS San Francisco as account executive.

WILLIAM J. JORY, promotion manager and assistant to manager WJLB-AM-FM Detroit since August 1949, appointed general manager. Former manager WJJK Detroit, WKBN Youngstown, Ohio, and WRGB Ronoke, Va.

THOMAS E. MARTIN, executive capacity WEEU Reading, Pa., named general manager. Was with WRUN Utica, N. Y., and WNNY Watertown, N. Y.

RANDY BEAN, manager WCHV Charlottesville, Va., resigns effective in September to open music store. Charles Barham Jr., owner, will be active director.

TRANSPORT RADIO Inc., Cincinnati, Ohio, appointed national representative by WLYN-FM Lynn, and WHAV-FM Haverhill, Mass.

BOB ALLEN, program director WDGY Minneapolis, appointed assistant manager. With station for past four years. Previously with WEAU Eau Claire, Wis.

C. D. (Chuck) MILLER, program director KRTN Des Moines, to director of radio operations WTCA Minneapolis. Formerly with KMA Shenandoah, WHO Des Moines, others. SHERMAN K. HEADLEY, senior TV program director, appointed director of TV operations WTCA-TV.

LEE GORDON RASMUSSEN, manager KAYL Storm Lake, Iowa, to KFJJ Webster City, Iowa, as manager.

ROBERT E. GIBSON, baseball broadcaster WSAM Saginaw, Mich., appointed sales and account representative.

WBAC CLEVELAND, TENN., publishes new rate card, 1-A, revised effective Aug. 1.

BARRY MAHool, chairman Television Broadcasters Assoc. Inc.'s public service programming committee, N. Y., to staff of Radio Free Europe, N. Y.

AYER-KNODEL Inc., N. Y., radio-TV station representative, moves to 608 Fifth Ave., N. Y.

C. E. STILES, supervisor purchasing and stores at CBC engineering headquarters, Montreal, to assistant director personnel and administrative services, CBC Ottawa. Started with predecessor of CBC in 1933. Succeeded as purchasing agent by M. D. PETERKIN, assistant supervisor purchasing. G. G. YULL, chief storekeeper CBC Montreal, to supervisor of stores. P. V. TREMBLAY to assistant purchasing agent.


JOHN M. ELLIS, local sales manager CHAT Medicine Hat, formerly on sales staff CKCK Regina, named sales manager CKY Winnipeg.

PAUL SCHEINER, KLX Oakland, to KGO San Francisco as radio sales representative.

EDWARD BISHOFF to ABC Chicago sales service staff after working at Price, Robinson & Frank Agency and A. C. Nielsen Co., both Chicago.

WEST COAST Radio Sales established in S. F. by BENTON PASCHALL as Northern California representative of his Western Radio Sales, Holly.
The Crow and the Pitcher

NEW ENGLAND VERSION

You’ve heard the fable of the Thirsty Crow who found a pitcher with water in the bottom of it... and then proceeded to raise the level of the water by dropping in stones, one by one.

That’s how Aesop tells it, anyway. Here in New England, we have a quicker method of raising levels... sales levels, particularly. Instead of tackling all the various New England areas one by one, smart advertisers reach the great majority of the entire market with just one medium: WBZ!

With 50,000-watt power and consistently high ratings, WBZ really gets your message to an eager audience in all six New England states. And that’s no fable! For details, check WBZ or Free & Peters.
his election as vice president and director of radio-television and a member of the Ayer board of directors. His present station is a commendable improvement over his first assignment at Ayer, which he joined in 1927 as an apprentice.

The top radio-television executive of N. W. Ayer was born in Wheaton, Ill., Aug. 3, 1908. At the age of 6 he was taken by his family to Philadelphia where he grew up, attended public schools and was graduated from the U. of Pennsylvania.

At college he studied journalism and economics, harbored intentions of becoming a writer. In his senior year and after graduation he worked as a reporter for the now defunct Philadelphia North American.

After a year's service with the newspaper, he abandoned the peonage of journalism, which in those days rewarded its practitioners with salaries too small to be seen by the naked eye. He took a job as art director and salesman with a Philadelphia manufacturer of display signs and showcases.

A year later Mr. Hanna's venture into the display equipment business only ended when the company failed. The regrettable experience so dished his interest in the world of commerce that he signed aboard a Europe-bound freighter, jumped ship on the Mediterranean, wandered through France, England, Italy, Germany and Switzerland for a year.

Jaina Ayer

At the end of his European sojourn his personal finances were so depleted that his interest in commercial activity was revived. He returned to Philadelphia and joined the Ayer agency. His first job was in the detail department, to which new employees were assigned to learn the fundamentals of the agency business. Chilling in the south of the detail department, Mr. Hanna began composing advertising copy on his own time. A series he wrote for Camel cigarettes, then a client of Ayer, won him a permanent place as copywriter less than a year after he joined the agency.

In the next eight years Mr. Hanna wrote copy for almost every client of the firm, "from Camels to Old Town canoes," as he puts it now. In 1936 he was appointed copy chief of the agency's Detroit office.

The principal reason for the existence of Ayer's Detroit office at that time was the Ford account, for which the agency prepared not only consumer advertising but also all kinds of dealer aids, institutional promotion and even some intra-company publications.

Mr. Hanna and four copy writers were kept busy in Detroit until 1940 when the Ford account was shifted to another agency. At that time Mr. Hanna was transferred to New York as radio copy chief. He has been in radio and television for the agency ever since then.

Television is not a new experience for Mr. Hanna or for N. W. Ayer. In 1941, he recalls, the agency experimented with all kinds of commercial for its long time client, Mr. Hanna's words, "the revolutionary idea of having an announcer appear live to say that Atlantic was a good product.

It constitutes at least a minor historical note to observe that Atlantic only last season sponsored U. of Pennsylvania football games over WPTZ (TV) Philadelphia. Ayer tried numerous types of commercials in those pioneering days-clippings, films, even commercials over the same WPTZ, still using various kinds of commercials. One noticeable difference between last season and 1941 was in the size of the audience. In 1941 there were fewer than 75 receivers in the Philadelphia area.

Top Clients

Two Ayer clients with distinguished histories of their use of radio are Atlantic, which sponsors a heavy sports schedule, and Bell Telephone Co., whose Telephone Hour has recently passed its 10th anniversary.

Atlantic's lineup of stations is commonly considered a spot radio campaign, although the agency actually sets up its own networks to carry games that the client sponsors. Ayer buys radio and television for such other clients as Atlantic Refinery Co., Charlier Air Conditioning, Personal Products Div. of Johnson & Johnson, Gordon Baking Co., the Electric Cos., Lever Bros. (Surg., United Airlines.

In the first quarter of 1950, Ayer had three clients using television. In the first quarter this year it had 20. Its AM billings this year also increased over last year. Total billings of the agency are not revealed.

Mr. Hanna foresees a healthy future for both television and radio, particularly daytime radio.

"The future of daytime radio extends indefinitely," he said last week. "As for television, the scramble for good time in TV will result in the better proportions before the freeze is lifted and new stations get into operation."

Like Golding

When he is not grappling with the intricacies of running the radio-television activities of one of the nation's biggest agencies, Mr. Hanna is apt to be relaxing at golf, a game in which he confesses he is more enthusiastic than skillful.

His other pastimes include piano playing, bridge and gin rummy, in all of which he is more competent than in golf, he says.

He and his wife, the former Jody Hofstetter of Philadelphia, and their daughter, Jean, 11, live in Scarsdale, N. Y. He is a member of the Westchester Country Club.
Here's an ambitious boy, John Stroud, who stood among the top tenth in his high school graduating class. Just a few weeks ago he went to work for a steel company.

He's working as spot grinder in the plate mill. John likes the work and he wants to make steel his career.

John Stroud may not know it, but a few years ago it cost a steel company an average of $8,000 to provide one job. At today's prices for construction and equipment the cost of providing one job in a new plant has climbed to more than $24,000.

Investors put up quite a lot of the money that goes into making the jobs in steel. Their savings, invested in the hope of a fair return, make possible better jobs, better steel and better living all around. This is private enterprise continuously at work for your benefit.

Steel works for EVERYONE

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N.Y.
Richards' Politics

(Continued from page 28)

whether the station power contribute time, commentary series to Mr. Reynolds.

“we Mr. Reynolds also asked to identify a note which said in part: “Clete, let’s know all our Congressmen, especially the ones on America’s side. Let’s skip the Gahagans.”

Note to Roberts

Mr. Reynolds said the writing appeared to be Mr. Richards’ but that he didn’t know who “the Gahagans” were. Mr. Richards, he said, had never referred to Congresswoman Helen Gahagan Douglas (D-Calif.) as “Gahagan.” The note was addressed to Clete Roberts, former KMPC public affairs director.

Most of Tuesday’s session was devoted to introduction of scripts of the weekly Victory F.O.B., which WJR fed to some 110 CBS stations and which Mr. Cottone claimed was used in 1944 to promote the Republican cause.

Mr. Richards’ counsel refused to concede the authenticity of a memo which Mr. Richards assuredly sent to Mr. Roberts in 1947 during telephone and coal strikes. “Until these two strikes are over,” the memo said, “climb all over the administration and unions for allowing this to happen. Criticize both vigorously until the strikes have been settled.”

Mr. Burns claimed the memo “was taken from the station by the Commissioner’s star witness—Clete Roberts.”

Examiner Cunningham asked at one point whether KMPC “wilfully excluded the strikers’ side of the story in these controversies.” Mr. Reynolds replied that he saw nothing wrong in a station owner or manager conveying his ideas to his news staff so long as the “end product”—the news broadcast—was objective and fair.

Lucky Number

WMAW Forced to Cancel

SYNDICATED Lucky Social Security Numbers program was taken off the air by WMAW Milwaukee Wednesday after the city’s district attorney threatened to issue an arrest warrant for Station Manager Jack Bundy if the show remained. District Attorney William McCauley has said the giveaway show is a lottery, and violates Wisconsin’s anti-gambling laws [BROADCASTING, June 26].

A request by WMAW attorneys that same day for a review of the case by Attorney General Thomas Fairchild was denied by Mr. McCauley’s office. An open meeting was scheduled by Attorney General Fairchild to take place in his office at Madison Friday afternoon. Several radio stations were expected to send representatives to sit in on clarification of the status of several other giveaways also.

Format of Lucky Social Security Numbers was changed last Monday to include a quiz angle, injecting an element of skill in compliance with state law. Despite this, the district attorney issued an removal order.

Status Reported

H. Ellis Saxton Agency, Milwaukee, which bought one-minute adjacencies to the show 10 times daily for Roth appliance distributors, cancelled the giveaway mentions in the spots immediately, substituting last-minute reports on the show’s legal status.

Mr. Saxton, who reported “thousands” of people have called the 40 stores in the area serviced by Roth, called the show “the biggest response producer we have ever seen.” He said the program, with the revised format, is similar to other quiz giveaways aired in Milwaukee.

Action of the district attorney followed refusal of the Milwaukee Journal, which owns WTMJ-AM-TV Milwaukee, to print paid advertising program promotion. The Sentinel also rejected such advertising after originally accepting it. WMAW Manager Bundy said: “Every effort will be made to get the show back on the air in a form acceptable to legal authorities.”

WJAS Pittsburgh has been presented with citation by Horace Holden Youth program (NBC 9:30-10 Sunday) for manifesting faith in “the future of Greater America” by progressive planning and effective action.

Ability to tell a tall one earns James P. Walker, KTUL Tulsa account executive, the Lions Club Liers Championship in his home city. This cup is the third won by Mr. Walker, who walked away with honors in 1944 and again in 1945. His winning fabrications were presented in the form of a mock newscast.

Hooper Report

FIRST issue of the Hooper monthly City-By-City Broadcast Audience Report, giving city-by-city, program-by-program, radio-with-radio, TV-with-TV, and radio-with-TV comparisons, will be published July 20. C. E. Hooper Inc. announced last week.

‘Roundtable’ Uses New Transcript Device

NEWLY-DEVELOPED technique in transcribing will be used by U. of Chicago Roundtable for special series of five programs with a peace theme. The program is heard on NBC Sunday, 1:30-2 p.m. (EDT). The university will place twice-edited transcripts of programs on Washington press association desks and large newspaper bureaus at 4:30 p.m.

Ward & Paul, reporting firm, will make the transcripts. Speed and economy have been achieved after a long period of experimentation through use of the new Dictaphone Timemaster. This device engraves on a plastic belt 3½ inches wide and 12 inches in circumference, with voice fidelity rated at 300 to 3500 cycles flat. Transcripts will be delivered by air mail to 150 editors early Monday morning. Spirit duplication process is used by Ward & Paul.

The peace series starts July 9 under the title “Proposals for Peace,” with world-famed authorities taking part. The university decided to provide transcripts because of heavy demand for text of remarks during the informal discussions.

EXCELLENT OPPORTUNITY

for

EXPERIENCED SALES MANAGER

New York City-Jersey experience preferred

Send full particulars to

WPAT

Paterson, N. J.

Richard Drukker, President

Page 42 • July 3, 1950

BROADCASTING • Telecating
MARKET: Retail sales nearly 3 billion...$500 per family OVER national average. Farm income 2½ billion...$3,000 per farm OVER national average.

COVERAGE: 485,000 families...100,000 MORE every day and by night than second station.

MANAGEMENT: "One of most successful operations in U.S."—VARIETY, in 1950 Showmanager Award to John J. Gillin, Jr.

COST As low as 62c per thousand families (81c for second station) and in some instances, 9 percent lower than two years ago!

AVAILABILITIES: Scarce, but a few good ones NOW.

"...The Richest Part of God's Great Big Green World...!"
### Population Shifts

(Continued from page 41)

to remain in third place despite the phenomenal increase in the population of Los Angeles. Apparently incorporated Philadelphia will pass the 2,000,000 mark compared to 1,931,334 in 1940. This does not include the mushrooming suburbs.

For example, half the counties of the state of New Jersey have been counted, indicating a gain of 800,000 to 1,000,000 for the state and bringing it above 5,000,000.

Detroit's incorporated population rose from 1,925,452 in 1940 to 1,837,615 in 1950, whereas its gain threatens Detroit's fourth place among the first 10 cities. The population of incorporated Los Angeles rose from 1,504,277 in 1940 to 1,954,036 in 1950 but it is estimated the Los Angeles metropolitan area now includes over 4,000,000 persons. The city of Cleveland rose from 875,000 to 965,546.

Baltimore, which had a population of 589,100 in 1940, is expected to pass 900,000 when 1950 tabulations have been completed. Incorporated St. Louis rose from 106,049 in 1940 to 185,523 in 1950. In Boston the population of the city itself rose from 770,816 to 788,552 in the decade.

### Houston Higher

A number of other sharp increases are apparent as the figures reach the Census Bureau in Washington. Houston, which had 384,514 in 1940, will be much higher. Seattle and Portland in the Northwest are well above 1940, along with many other areas, including Corpus Christi, Austin, El Paso, Dallas, Fort Worth and other Texas cities.

Thirteen cities joined the 100,000 group in the decade, based on incorporated area. They are Mobile, Ala.; Phoenix; Berkeley and Pasadena in California; Waterbury, Conn.; Allentown, Pa.; Austin, Corpus Christi and El Paso in Texas; Little Rock, Ark.; Baton Rouge, Savannah, Ga., and Montgomery, Ala.

In preliminary scanning of the 1950 census, Census Bureau officials noted a "tremendous colonization from cities to outlying areas" and a "considerable decrease in farm population." A century or more ago 95% of the population lived on farms. By 1940 it had dropped to 21% and it now ranges between 17% and 18%.

Much of the farm decline occurred in States where large-scale operations prevail due to suitability for use of mechanized implements and the farm subsidy program. These areas include Montana, Wyoming, North and South Dakota, Colorado, South Minnesota, Iowa, Illinois, Indiana, Kansas, Oklahoma, Kentucky and some other southern areas.

In Oklahoma, for example, rapid expansion of the population in Tulsa and Oklahoma City was offset by movement of the farms.

Among states that will show outstanding population gains are Florida, Texas, New Mexico, Arizona, California, Utah, New Jersey, New York, Louisiana, Washington and Oregon, judging by bureau projections.

Most state capitals have done well, traced to expansion of governmental functions. Big university cities also have expanded, with student and faculty families.

Provisional estimates of the population of large cities (incorporated area only) for 1950, rated by total population in 1940, follow:

#### CITIES OF 100,000 AND MORE POPULATION: 1940—1950

<table>
<thead>
<tr>
<th>City</th>
<th>1940 Population</th>
<th>1950 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7,454,995</td>
<td>9,060,357</td>
</tr>
<tr>
<td>Chicago</td>
<td>3,596,808</td>
<td>4,361,835</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,623,452</td>
<td>1,931,334</td>
</tr>
<tr>
<td>Detroit</td>
<td>1,954,277</td>
<td>2,265,546</td>
</tr>
<tr>
<td>Cleveland</td>
<td>875,000</td>
<td>1,004,277</td>
</tr>
<tr>
<td>St. Louis</td>
<td>814,048</td>
<td>852,557</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>671,659</td>
<td>687,557</td>
</tr>
<tr>
<td>San Francisco</td>
<td>634,336</td>
<td>760,439</td>
</tr>
<tr>
<td>Dallas</td>
<td>575,931</td>
<td>666,407</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>492,570</td>
<td>517,410</td>
</tr>
<tr>
<td>Boston</td>
<td>479,760</td>
<td>518,264</td>
</tr>
<tr>
<td>St. Paul</td>
<td>386,424</td>
<td>437,264</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>301,999</td>
<td>336,542</td>
</tr>
<tr>
<td>Nashville</td>
<td>296,147</td>
<td>324,933</td>
</tr>
<tr>
<td>Portland</td>
<td>368,302</td>
<td>391,981</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>322,412</td>
<td>371,909</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>305,095</td>
<td>371,009</td>
</tr>
<tr>
<td>Oakland, Calif.</td>
<td>293,737</td>
<td>372,338</td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>249,514</td>
<td>306,087</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>245,873</td>
<td>318,796</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>179,383</td>
<td>236,413</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>179,243</td>
<td>248,972</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>164,953</td>
<td>207,982</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>156,720</td>
<td>183,581</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>149,593</td>
<td>182,962</td>
</tr>
<tr>
<td>Bridgeport, Conn.</td>
<td>144,333</td>
<td>187,327</td>
</tr>
</tbody>
</table>

#### CHECK ARTIST

WFCB Aids Police in Capture

A broadcast by WFCB Dun- kirk, N.Y., led to the capture of an alleged bad-check artist who had been sought by police of 15 cities in Western New York.

Patrolman John Reilly, of the Dunkirk force, received a tip recently that the check passer was in the town. He asked WFCB to disclose the fact and Chief An- nouncer William Jacobs went on the air with a description.

A nearby merchant heard the broadcast while talking to a customer who seemed to answer the description and the police and a long series of crimes was solved.

#### CBC MONEY NEED

Parliament Votes $650,000

NEED FOR MORE money by the Canadian Broadcasting Corp. was emphasized in the Parliamentary Radio Committee tabled at Ottawa on June 26, and Parliament voted the CBC an advance of $650,000 for the current fiscal year.

The Parliamentary Radio Committee did not recommend how the CBC should be granted extra revenue, leaving this to the Royal Commission on National Development in the Arts, Letters and Sciences, which is to make its report this fall.

Similarly, the Committee did not make recommendations on television, but referred to CBC plans to start its TV operations in September 1951 at Toronto and Montreal.

The Committee did urge that revenue for television in some way be tied to the CBC to cover its present programs and allow for expansion in areas of Canada now not adequately served by the CBC. It also urged extension of the CBC International Service, which CBC operates for the Canadian government. The Dept. of Transport was requested to look into a cheaper way of collecting the annual $2.50 listener license fees.

#### CITIES OF LESS THAN 100,000 POPULATION IN 1940

<table>
<thead>
<tr>
<th>City</th>
<th>1940 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile, Ala.</td>
<td>76,730</td>
</tr>
<tr>
<td>Phoenix, Ariz.</td>
<td>65,416</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>112,125</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>103,054</td>
</tr>
<tr>
<td>Wichita, Kans.</td>
<td>81,864</td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>104,200</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>96,904</td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>137,570</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>108,051</td>
</tr>
<tr>
<td>El Paso, Tex.</td>
<td>149,623</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>101,387</td>
</tr>
<tr>
<td>Savannah, Ga.</td>
<td>112,673</td>
</tr>
<tr>
<td>Baton Rouge, La.</td>
<td>124,954</td>
</tr>
<tr>
<td>Montgomery, Ala.</td>
<td>108,051</td>
</tr>
</tbody>
</table>

**Table Note:** The figure for Mobile, Ala., includes only San Francisco, rising from 834,536 in 1940 to 760,439 in 1950.
On All Accounts
(Continued from page 10)

athletic equipment firm, working with his father as a jobber for plumbing, heating and building materials, and a year in sales with the Minnesota Mining & Mfg. Co., working out of the Chicago area.

His summer vacation in 1936 proved to be a minor turning point in his life. For during that time he made his first trip to California visiting his parents in Pasadena, where they had moved in the interim. Upon his return to Chicago he was greeted with 105 degree temperature. Two weeks later he had given up his job and was packed for California. The following year he joined NBC.

Ad Club Director

Bud is a member of the board of directors of the Hollywood Advertising Club, a member of the Los Angeles Chamber of Commerce Television Committee, and a 32d degree Mason, and on June 17 was made a Shriner.

The Speculators—she is the former Ruth Van Cleve whom he married in 1945—make their home in San Gabriel, Calif. Star boarders are Susan Briley, 28 months, and recent arrival William Jeffrey, three months.

In his spare time Bud is a gardener, with emphasis on flowers. He confesses, however, that the hired gardener does most of the work and he (Bud) gets most of the credit.

Let KFYR and its 5000 watts on 550 kilocycles "bail you out".

For the seventh consecutive year North Dakota produced more than one billion dollars in agricultural wealth. Tap this reservoir of buying power through KFYR and its quarter century of listener loyalty. Ask any John Blair man for the facts.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.
EDITORS, BROADCASTING:
The “Fusion Now” editorial is extremely timely. It is debatable whether station operators and manufacturers could best protect their interests in a single trade organization since they rarely are confronted with common problems. But certainly all phases of the industry—radio, television, manufacturing, telecommunications—sorely need a strong top-level council on a permanent basis with authority to act vigorously in matters of broad general interest.

Tom A. Brooks gemac Inc.
V. P. & Gen. Mgr.
Hearst Radio Inc.
New York

EDITORS, BROADCASTING:
The need for the type of organization suggested in your editorial cannot be questioned although it will be a tremendous task to bring together in one group all the diverse interests which must be represented. Possibly the increasing pressure from without will force the creation of a group for the best interest of all. However, we can take encouragement from the experience of the publishing business many years ago when such heterogeneous interests as the newspapers, magazines, agricultural papers, advertisers, agencies, etc., found a common ground to create such a trustworthy organization as the Audit Bureau of Circulations. You have my full endorsement for the suggestion in your editorial.

George M. Burbach
General Manager
St. Louis Post-Dispatch
Stations (KSD, KSD-TV)

EDITORS, BROADCASTING:
Nearly everyone will heartily agree with the major objective expressed in your editorial... that all branches and segments of the industry should unite in fostering FREEDOM OF RADIO—THE AMERICAN WAY. I further think that we all realize that danger to the American way of broadcasting does not lie in a frontal attack. Rather, it lies in the whittling away of the foundations of our freedom by the indirect misguidance of the leadership of the industry, its various branches, their trade and professional associations, and last but not least in the trade publications of the industry...

If more can be done through a consolidated effort, so to speak, under a single leadership, I am for it.

John F. Clagett, Esq.
Clagett & Schlife Law Offices
Washington

EDITORS, BROADCASTING:
Your editorial... stand is very well taken. The files of the NAB contain an outline which I wrote several years ago suggesting this very thing.

I don't see much hope for such a plan if it is left to the initiative of the NAB board, irrespective of the amount of pressure you or any other trade paper may promote. I have an idea that if you really go out on a campaign to put the idea across you could succeed. It wouldn't be an easy job and I am sure that one of the things you would have to do would be to invite a representative group from the various factions involved to sit down and talk the whole thing over.

I just do not believe that any group individually will do it. Those now serving as officers and directors are jealous of their prestige and, naturally, the staffs of the various organizations will oppose the idea for fear that they will lose the position of being the only one of which some of them ought to be).

Walter J. Damm
V. P. & Gen. Mgr. of Radio
The Milwaukee Journal
(Former President (1930-31)
NAB

EDITORS, BROADCASTING:
I think you have an idea there that certainly merits serious consideration by all groups concerned. It has lots of angles that will need thorough investigation, of course. But I agree with you that the industry as a whole should be vitally concerned with getting something done for radio in general rather than having so much scrambling among ourselves.

It would have to be very carefully worked out because broadcasting certainly couldn't get itself into the position of being run by the manufacturers...

Harold Essex
Vice President
WSJS Winston-Salem, N. C.
Member Board of Directors
NAB

EDITORS, BROADCASTING:
"Whoopla!" is right! You really did it with your "Radio-TV Fusion Now" editorial. My only negative reaction is that you may possibly have waved the flag a little bit too soon in the first half of the piece. On the other hand, perhaps I don't get the connection between fusion and government ownership. Is the proposed action in the planning stage at this time? I sincerely hope there is.

Michael R. Hanna
General Manager
WHCU Ithaca, N. Y.

EDITORS, BROADCASTING:
It is a splendid editorial, and the idea expressed is one which I would personally wholeheartedly support, and I know it will gain...
strong favor in the industry. More power to you and your associates in crusading for this worthwhile cause.

Frank M. Headley
H-R Representatives Inc.
New York

EDITOR, BROADCASTING:
I read with a lot of interest your editorial. . . .
Your idea of an organization made up of broadcasters, manufacturers, etc., with a top personality holding it up might be the answer.
I believe that the average broadcaster believes that the District NAB meetings are useful and I'm inclined to agree with this thought. I believe that the large meetings which we've been holding here in Chicago are of little value, except as a place for pop to bring mama and have a vacation.
In the past two years I think all broadcasters have sobered up a little bit and are trying to make an honest dollar, and a lot of them are having a hell of a time doing it.

George P. Hollingbery
George P. Hollingbery Co.
Chicago

EDITOR, BROADCASTING:
I have read your editorial and there is no question but what your idea is correct because after all, the most important thing is the relationship of the entire industry to government. Of course you do not explain what the object is that is immeasurable, but the foundation or principle is there and you can lay it on and say I TOLD YOU SO.
Everyone in this game is so interested in their own particular problems that they find it difficult to sacrifice the time or money to attempt to do anything about the one problem which will in the long run, be the final decision. I guess they figure their kids can worry about that. It's nice to know, however, that there is someone like yourself who will take time out to try and think these things through and present them in such a sane and sensible manner.
As long as we continue to ostrich the situation we can continue to expect to have "burned butts."

Harold Hough
Director
WBAP-AM-FM-TV
Fort Worth, Tex.

EDITOR, BROADCASTING:
If it means what I think it means I don't like, but it's too confused for me to be sure.

Gene Katz
The Katz Agency
New York

EDITOR, BROADCASTING:
Broadcasting's editorial proposal today for an over-all umbrella Congress to house and serve all elements in the electronic field is the most immediately practical as well as the most forward-looking that has come out of the con-fused babel of voices in recent months.
It will do for the electronic arts what unification has done for the Armed Forces wherein the healthy rivalry of the Army, Navy and Air Forces has been maintained intact, coordinated for the nation's overall defense in the Dept. of Defense. Each, individually, seems to be doing pretty good; but the resources of all are available for the attack, should it come.
Your excellent formula comes out of a knowledge of where we have been, where we are now, and where we are headed. Congratulations.

Ed Kirby
Public Relations Consultant
Former NAB Public Relations Dir.

EDITOR, BROADCASTING:
Your editorial is downright inspiring. I have always said we are an association broad enough to include all the industry.

Paul H. Raymer
Paul H. Raymer Co. Inc.
New York

EDITOR, BROADCASTING:
Your editorial is dominated by an interesting editorial in this week's Broadcasting—the advance proofs reached us last Friday while President Sprague was in town and before Bond (Goeddes) had gone on his vacation. After some discussion we all agreed that it would be unadvisable for any of us to make any official comment on the proposal in view of the delicacy of our own reorganization plans and procedure.

James D. Secret
Secretary and General Manager

EDITOR, BROADCASTING:
Your editorial . . . is certainly food for thought. Even if it is sure a long range proposal.

Ben Strouse
General Manager
WWDC Washington
FM Member NAB Board

EDITOR, BROADCASTING:
Thanks for your note and the galley proof of your fine editorial. I think you have something. Good luck!

J. J. Weed
Weed & Co.
New York

EDITOR, BROADCASTING:
Your editorial is too long. This is partly due to your continued reference to disension within associations; and in the case of the NAB I disagree with you as to discord, windmills and confusion. You may have said so accurately if you had used past tense.
If the fusion of the three branches, AM, TV and RMA is so essential, the positive reasons should be clearly expressed, and I failed to read anything except the negative in your article.
You mention government ownership as if it were a Juggernaut now bearing down on us. If it is, then this broadcaster is not aware of it. That is one negative reason. The other is the "discord in the association caused by size, scope and interest." The adding of discord upon discord upon discord is totally repugnant to the American business man. I say, let's get these three houses in order before attempting fusion.

H. Wheelahan
Manager
WSMB New Orleans
Member Board of Directors
NAB

HILL RECORDING
Group Named To Study Bill
CONFERENCES were named by Congress last Monday to resolve disagreement over differences in the Senate and House versions of a bill designed to set operational procedure for the Joint Recording Facility on Capitol Hill [Broadcasting, June 26].

The measure (H J Res 332) was referred to a group composed of Sens. William Benton (D-Conn.); Karl Mundt (R-S. D.) and Guy Gillette (D-Iowa) and Reps. Mary T. Norton (D-N. J.), Thomas Stanley (D-Va.) and C. W. Bishop (R-III.). Rep. Norton is chairman of the

House Administration Committee.

Differences in the two bills concern Administrator Robert Coar's jurisdiction over arrangements "for time for radio broadcasts" of recordings involving professional members; transfer of supervision from the House Clerk and Senate Secretary to a joint congressional committee; and minor modifications relating to the public address system.

The bill, which drew protests of NAB and radio correspondents alike, passed the Senate early last month and the House last August.

WOC (AM) 5,000 W. • WOC-FM 47 Kw.

in the QUAD CITIES

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

WOC-AM 1420 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers ... with 70 to 100 BMM penetration in the 20-county Quad City area ... 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-inter-connected), local and film programs reach over 11,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic N & B Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

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

July 3, 1950 • Page 47
next year with another NBC coast-to-coast "Contented Hour" emanating from Chicago. The first program was discontinued after the contract expiration, when it was superseded by the eastern-originating show.

Since it began the use of radio, in addition to continuing the "Contented Hour," currently on CBS, the firm has been the accentuating sponsor of Arthur Godfrey (quarter-hour 1939 to 1942) from Washington, D. C., and a variety show "Carnation Bouquet," both sponsorships which were discontinued because of the war; various local foreign language programs; and the newest program, half-hour "Coronet Family Dinner" which started in September 1949 on the Columbia Pacific Network and July 1 of this year extended to a CBS limited coast-to-coast network.

Proof of Power

Introducing in conclusion five charts that classified and showed relation of various media used to one another, Mr. Willis pointed out that no other medium attained the dominance in total advertising expenditure that radio subsequently did. Another chart showed almost uninterrupted rise in advertising output from 1911 to 1949. A case sales chart indicated the highest rate of sales when the radio budget was dominant.

Sharpest rate of sales increase, he pointed out, was achieved in the ten years when there was a more balanced media pattern, with radio ahead by a good margin (1940 radio figure 61%, next highest medium expenditure 50%).

At the same time, the sales boost radio gave Donald Duck Orange Juice, first introduced in the San Francisco Bay area market in April 1940 was reported by Alvin Langfield of Frozen Food Distributors Inc., Oakland. He stated that the use of spot radio on different stations in the San Francisco Bay area gave the idea that the product was being advertised everywhere. A combination use of this and other media brought sales of the 13th month to 12 times that in its first month, Mr. Langfield said, with the product enjoying 57% of the total concentrated orange juice sales in the area, according to an independent January survey.

Airway's Spots

A sell out in Pan American Airway's tourist service from New York to San Juan, P. R., was the result of radio spots on New York stations, according to H. W. Peterson of Pan American Airways, San Francisco, another speaker at the case history session. Subsequent surveys also have proved, he added, that as a result of the campaign PAA placed first with those interested in visiting the island.

Television also has a success story for the airways, he pointed out. As a result of a current campaign of 32 spots weekly on five New York TV stations, advertising a special $156 package deal involving round-trip air travel, hotels, meals and sightseeing, there are approximately 45 inquiries per day.

Klaus Landsberg, vice president of Paramount Television Productions and general manager, KTLA Los Angeles, told the meeting that television will build up other sports events while being barred from several of the major ones at the present. Mr. Landsberg added that TV televisionaries representing each of Los Angeles' TV stations at the question and answer panel entitled "When, Where, and How" at the Tuesday session.

Other speakers included Charles Glett, vice president in charge of Don Lee television; Richard A. Moore, assistant general manager of Warner Brothers television operations, ABC Western Division; Haan J. Tyler, manager, KFTV; Don Fedderson, general manager, KLA-A FM-TV; Thomas McPadden, general manager, KBNB (TV); Harrison Dunham, general manager KTV (TV). Martha Gaston Bigelow, account executive, KBAY Long Beach, was also present.

Confident that television helps rather than hinders gate receipts in any sports event, Mr. Landsberg pointed out that the medium would be tremendous promotion for so far unheard of sports and new ones that originate from day to day.

Jordan Survey Cited

Mr. Glett supported Mr. Landsberg's confidence in sports television, with survey figures obtained from Jerry Jordan who conducted a two-year national research for N. W. Ayer & Son on the question. The survey showed that TV sports coverage over 12 months or less, 24% attended at least one game; for four to 11 months, 41% attended; one to two years, 48%. Survey further revealed that among small colleges where sports telecasting was not banned, 58% showed increased attendance at the box office.

In the same question, Mr. Fedderson felt that any sport not telecast would eventually suffer from that lack.

Outlook Good

Optimism also was expressed by Mr. Landsberg on the subject of when TV stations would "get out of the red." He said, "television is a profitable medium," and it shouldn't be long before most stations get over the hump. KTLA, he revealed, has been in that happy state of solvency for many months.

Speaking on comparison between daytime radio and television, Mr. Fedderson noted that with daytime radio audiences and ad rate of 1% to 4% each month (according to several surveys) in the area, it would take over daytime radio within a few months. Survey revealed, he stated, that it had increased from 2 to 25% in the last six months.

Mr. Tyler suggested that listening was still a matter of choice; that radio was still the preference in some respects.

Television audience will be given in small towns and rural areas where there is ultra-high frequency and more channels allocated by

No More Curls

WHEN Phil Hirsch, manager of WREL Lexington, Va., answered the telephone one night about two weeks ago, a woman's voice said a lost child—a girl—was at her home and would Mr. Hirsch bring the child around. Mr. Hirsch said he would, but before doing so he suddenly remembered that his boy Bobby was the missing child's description. Bobby, with long curls, frequently was mistaken for a girl. Checking his home, Mr. Hirsch discovered that it was missing and was the lost "girl." Bobby got his hair cut the next day.

FCC, was opinion of Mr. Dunham. Such areas, he felt, might find it more economical to use film rather than live programs locally.

Discussing Hollywood's position in the television picture, Mr. Moore stated that with the studio production and to a great extent writing talent centered there, it is "inevitable" that it become the major TV center within a short time. Technical difficulties have hampered that situation until now, he said.

LOW POWER FM

FCC Calls for Oral Argument

FCC last week called for oral argument in the proceeding of Southern Baptists asking FCC to amend its rules to make tax-exempt nonprofit organizations expressly eligible as licensees of a separate category of 10-w noncommercial FM stations, similar to the class of low-power noncommercial FM educational outlets.

Principal issues for the argument were designed as determinations of (1) whether a "substantial demand" for such a category has been shown, (2) whether the necessary qualifications have been shown to justify the grant of the sub-allocation preference sought; (3) whether public interest would be served by a grant of the request.

The action was on a long-pending petition initiated by the Radio Conventions of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas. The petition said several hundred small churches had indicated interest in establishing 10-w FM stations if FCC's rules were changed to permit it.

Date for the oral argument has not been set. Any interested party may participate if notice is filed by July 31.

PROFESSIONAL comedy writers seeking collaboration are invited to join such local session of the Institute to devote itself to developing "winter replacement" show ideas for both TV and radio at National Laugh Foundation, Times Square office, 62 W. 46th St., N. Y.
NAB District Meets
(Continued from page 19)

committee on BAB is Robert D. Sweezy, WDSU-TV New Orleans.

Some talk has been heard of a special board meeting in August prior to the district meetings. This talk appeared to have subsided last week, but it might be revived if the BAB committee feels a meeting is necessary. Some advocates of BAB separation contend the job should be done prior to the district meetings. They claim such a splitup would give BAB a good sales argument in the drive to bring in new members. Others contend the splitup would cripple the membership drive.

Each NAB district director is to decide whether he will have TV and FM clinics during his meeting. Headquarters officers believe interest in TV will run high in view of the large attendance at the television meeting in Chicago during the April convention. Charles A. Batson, who has just left BAB to become NAB TV director succeeding G. Emerson Markham, resigned, will attend district meetings when TV clinics are requested.

No Decision on FM

Decision has not been reached on direction of FM clinics, but either an FM officer or director of a FM station will conduct the clinics.

Lee Hart, on leave as assistant director of BAB, is returning to the BAB New York office, serving with Mr. Mitchell and Meg Zahr, also an assistant director. Mr. Mitchell, who has full freedom in personnel selection to fill at least one vacancy, that of Robert M. McGregory, who resigned to join WCAU Philadelphia.

NAB headquarters last week was making progress on selection of the three basic committees that will replace the present technical committees. The new groups will deal with AM, FM and TV operations.

PREDICTION that consumer demand for FM sets will provide a steady market for manufacturers was made by H. C. Bonfig, vice president of Zenith Radio Corp., at the semi-annual furniture convention which closed in Chicago last week [BROADCASTING June 26]. Mr. Bonfig, asserting that “long-suffering FM has at last come into its own,” pointed out that the medium is reviving “despite the pessimistic stories that followed closing of a few FM stations earlier this year.”

On the subject of television, he termed it “by all odds the fastest-growing industry in American history, eclipsing anything we have ever seen before.” In reference to receiver production over the past few years, he said the 1950 prospect “is probably even more devastating” and estimated production of six million TV sets this year.

Regarding price structures, Mr. Bonfig doesn’t foresee much change “except for reduction in certain strategic models.” He explained that although new methods and efficiency in manufacturing are cutting down unit costs, higher component prices and wages make operating costs rise.
TWO INITIAL decisions were set aside by FCC last week and the cases remained to the respective hearing examiners for further proceeding.

The Commission reopened the case involving bids of Mid-Island Radio Inc. and Patchogue Broadcasting Co., each for 250 w daytime on 1580 kc at Patchogue, N. Y., and similarly the case involving bids of Kansas City Broadcasting Co., Kansas City, and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo., each seeking 5 kw daytime on 1580 kc.

Hearing Examiner Hugh B. Hutchison had recommended grant of the Mid-Island application and denial of the Kansas City bid in response to a protest [BROADCASTING, March 27] while Examiner J. D. Bond had recommended denial of both the Kansas City and Independence bids [BROADCASTING, Dec. 12, 1949; Jan. 2].

FCC directed that Patchogue Broadcasting should be afforded an opportunity to establish of record the qualifications of M. Leonard Savage, part owner, as requested in a petition by the applicant. Lack of such qualification was basis for the examiner's denial of the bid, FCC said. The Commission also directed that further details should be obtained of the qualifications of Julia Schlickman, Manasche E. Michaels, Abraham Michaels and Frances T. Michaels, together 80% owners of Mid-Island.

The Commission indicated there were no "dispositive conclusions" in denying without prejudice the Reorganized Church application simply because of FCC's pending overall policy proceeding regarding religious groups and low-power FM outlets (see story page 48). FCC said there were also "other material omissions" in the findings with respect to the Reorganized Church's legal qualifications which could have been disposed of in the case.

The Commission took no issue.

SALES staff of WCBS New York, key station of CBS, goes bucolic to point up the fact it has signed new contracts with The Borden Co. for participation on WCBS Jack Sterling programs. L to r: (rear) Thomas Hawley, John Callow, (front) Kent Peterson and Chet Young. Borden's famous Elsie peers in at the right.

with the examiner's finding that the principals in Kansas City Broadcasting lacked sufficient business ability to be a station licensee.

Material omissions, FCC said, relate to questions such as whether or not the Reorganized Church is a person or entity within the meaning of the Communications Act and is legally qualified to be a licensee. FCC noted "there is an absence of articles of association or other organic acts identifying the unincorporated membership association, showing how the affairs of the organization are conducted, and vesting authority and specified duties and responsibilities in governing boards and various offices.

FCC also indicated other questions relate to citizenship of the church members and the fact that one of the members of the church's governing board is an alien.

TAX REVISION

President Truman's 1950 revenue bill, encompassing widespread increases in corporate taxes and closing loopholes for profitable "side enterprises" in certain organizations, including radio stations, last Thursday won approval by the House, and was sent to the Senate.

Earlier, the House Ways & Means Committee issued its report on the single-package revenue measure, which drew some sharp distinctions governing "unrelated activities" of educational, religious and charitable institutions, on which Congress proposes to levy taxes.

Exemptions Specified

The committee specified that exemptions for religious organizations apply only to churches but not organizations under their auspices. The same holds true for charitable and educational groups organized under church auspices. Labor, agricultural, research and other organizations also are taxable.

Thus, radio stations owned and operated by religious educational colleges and universities, competing commercially in the broadcast field, were presumed to fall in the taxable category calling for a 38% levy.

Among those stations licensed to religious and/or educational institutions are WWL New Orleans (Loyola U.), KGA Spokane ( Gonzaga U.), WES St. Louis (St. Louis U.), KWWB Corpus Christi (Baylor U.), WGSA Atlanta (Georgia Institute of Technology).

WCCO Minneapolis-St. Paul received 1949 Public Interest Award for outstanding public service in accident prevention at meeting of Greater Minneapolis Safety Council June 11, presented made by Gerald Adams' Nontime News broadcast from luncheon held at Minneapolis' Radisson Hotel.

VOICE' PROGRAM FOR U.S.

Proposal Is Up to Networks, Says Barrett

PROPOSAL that a Voice of America program be aired domestically in the United States has "considerable merit" but initiative and responsibility would lie with commercial radio networks, Edward W. Barrett, Assistant Secretary of State for public affairs, has informed a member of Congress.

Secretary Barrett's comments were in reply to a suggestion by Rep. Edith Nourse Rogers (R-Mass.) that a domestic Voice series be launched under supervision of the State Dept.'s International Broadcasting Division.

State Dept.'s role in such a project "would be limited to one of cooperation only," Mr. Barrett said, pointing out that there are legislative restrictions on the use of funds for the Voice.

He added, however, that any network interested in presenting a "documentary program" could obtain from the department official reports on U. S. views expressed on current broadcasts, or transcripts of foreign views on the U. S. which are available from the Foreign Broadcast Information Service.

"You will be interested to learn that the American Broadcasting Co. already has communicated with the department's International Broadcasting Division with a view to producing a program on the Voice of America," Secretary Barrett told Rep. Rogers. He felt the step was a "strong indication" the proposal would develop into a program "on some domestic network."

EFFECTIVE June 17 KNEW Spokane, Mutual-Don Lee affiliate, began operations on new frequency of 790 kc with 5000 w, day and night. Station is owned by Cesar d'Alene Broadcasting. C. E. Rodell is general manager.

President Truman Bill Receives House Approval.

Truman and WHCU Ithaca, N. Y. (Cornell U.)

The labor field is represented by WCFL Chicago, owned and operated by the Chicago Federation of Labor.

On the other hand, groups like Farm Bureau and the Fire Insurers' Automobile Insurance Co., which owns Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington, presumably may be exempt on corporate income derived from its radio enterprises.

The committee lumped mutual-type insurance companies, farm cooperatives and "corporations which are substantially owned by farm cooperatives" in the non-taxable group, subject only to levies on dividends.

Co-ops which own stations in some cities, would be subject to a 10% tax on their dividends.

Non-Commercials Not Affected

Non-commercial stations, many of them operated by universities and colleges, are not affected.

The committee, in its report issued by Chairman Robert Doughton (D-N. C.), explained that the problem is primarily that of "unfair competition," but that tax-free status enables many groups "to expand operations, while their competitors can expand only with the profits remaining after taxes." There have been some examples, the report said, where organizations have used tax exemption to buy "an ordinary business with no investment on their part."

As passed by the House, a tax on unrelated activities is expected to yield about $100 million annually, including certain restrictions on public utility charitable trusts; revision of the corporate tax structure, as much as $453,000 a year; and tax on co-op dividends of $120,000 annually. These sums, along with other revenue sources, would more than compensate for the loss from excise tax reductions of manufacturers, set at $195 million.

MANUFACTURERS of TV sets and accessories have been invited to take part in the 24th annual Automotive Accessories Mfrs. of America Exposition to be held at Grand Central Palace, Philadelphia, Feb. 5-8, 1951.

114 Local Accounts, 26 Regional and National Accounts, Faces of the Jersey Shore, News - Access Local, Music - Sports - Special Events.

WTTN & WCN 75th Anniversary Celebration.

Page 50 July 3, 1950
Dubious About Distribution Costs?

Dollars get more dialers on Du Mont!

Because Du Mont—first in TV, only in TV—covers 99% of America's telesets at time and talent prices that are downright parsimonious.® Spots or programs, we have the proof they more than pay their way in direct sales. Put your money where your market is. Get on Du Mont.

® Very thrifty

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A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y. • Phone: Murray Hill 8-2600
In San Francisco Bay Area Television...

KRON-TV's PROGRAM PARADE HOLDS AUDIENCES ALERT FOR SPOTS

EVERY WEEK
...all these top-notch local and NBC network shows on KRON-TV...presented with the selling impact of "Clear Sweep" Television:

6 shows especially for children
3 with audience participation
4 that present fashions
6 featuring interviews
9 dramatic presentations
5 with music and songs
2 shows about sports
5 variety shows
10 miscellaneous
News, telenews, regularly

The San Francisco television station that does most to help your "spots" produce is ............

Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
COLOR FINDINGS AIRED

FCC Hopes for Decision by Sept.

SMOKING MATERIALS, composed of cigarettes, pipe tobaccos and lighters, made up the largest class of TV network advertisers in April, according to data compiled by Publishers Information Bureau on advertising on the ABC, CBS and NBC networks. DuMont figures are not available. This smokers advertising class accounted for video network time purchases of $424,038, at gross rates, in April, on the three networks.

Automotive advertising in April ranked second among TV network product groups, Foods were third, Radios and TV sets fourth and Household Equipment fifth. Rank order was the same for the January-April period except that Toilet Goods advertising, which ranked sixth in April, was in fifth place for the four-month period, with Household Equipment ranking sixth. Table I shows the gross time purchases for each advertising class on the three TV networks reporting both for April and for the four months.

Ford Motor Co. was the top TV network client for April, followed by R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co., National Dairy Products Corp. and American Tobacco Co., in that order, the ranking again based on the three video networks whose gross billings were available.

In view of the leadership of Smoking Materials in TV network advertising for the month, it is noteworthy that three of the top five advertisers for April are tobacco companies. Table II lists the top 10 advertisers.

Gross time sales of the three TV networks in April totaled $2,397,788, more than three times as much as the gross of all four video networks for the same month of last year [TELECASTING, May 23]. The same ratio held for the four-month period of 1960, for which the combined gross TV time sales of ABC, CBS and NBC totaled $3,202,285.

TABLE I

| Gross TV Network Billings* by Product Groups for April and Jan.-April, 1950 |
|-------------------------------|------------------------------|---------------------|-------------------|----------------|------------------|-----------------|
| Product Group                  | April                        | Jan.-April 1950      | April 1950         | Jan.-April 1950  | April 1950       | Jan.-April 1950  |
| Apparel, Footwear & Access.    | $99,406                      | $208,670             | $179,719           | $473,999         | $179,719         | $473,999         |
| Automotive, Automotive Supplies & Equip. | 375,119 | 1,399,618            | 375,119            | 1,399,618        | 375,119          | 1,399,618        |
| Beer, Wine & Liquor           | 115,910                      | 473,999              | 473,999            | 473,999          | 473,999          | 473,999          |
| Confectionery & Soft Drinks   | 97,736                       | 202,491              | 202,491            | 202,491          | 202,491          | 202,491          |
| Consumer Service              | 10,560                       | 59,253               | 59,253             | 59,253           | 59,253           | 59,253           |
| Drugs & Remedies              | 21,550                       | 75,810               | 75,810             | 75,810           | 75,810           | 75,810           |
| Food & Food Products          | 333,220                      | 1,161,503            | 1,161,503          | 1,161,503        | 1,161,503        | 1,161,503        |
| Gasoline, Oil & Other Fuels   | 95,780                       | 404,675              | 404,675            | 404,675          | 404,675          | 404,675          |
| Horticulture                  | 120                          | 500                  | 500                | 500              | 500              | 500              |
| Household Equip               | 177,355                      | 570,470              | 570,470            | 570,470          | 570,470          | 570,470          |
| Housewares & Linenings        | 188,400                      | 856,412              | 856,412            | 856,412          | 856,412          | 856,412          |
| Jewelry, Optical Goods & Cameras | 18,840     | 29,810                | 29,810             | 29,810           | 29,810           | 29,810           |
| Furniture & Media            | 32,920                       | 151,960              | 151,960            | 151,960          | 151,960          | 151,960          |
| Retail Stores & Direct Mail  | 424,058                      | 1,685,408            | 1,685,408          | 1,685,408        | 1,685,408        | 1,685,408        |
| Snaps, Cleansers & Polishes   | 19,690                       | 68,390               | 68,390             | 68,390           | 68,390           | 68,390           |
| Miscellaneous                | $2,397,788                    | 18,202,268           | 18,202,268         | 18,202,268       | 18,202,268       | 18,202,268       |

* ABC, CBS and NBC TV Networks. DuMont figures not available.

Smothers Class Tops April

American Tobacco Co., in that order, the ranking again based on the three video networks whose gross billings were available.

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TABLE II

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<th>Leading TV Network Advertisers in April*</th>
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<tbody>
<tr>
<td>Gross Time Sales</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
</tr>
<tr>
<td>Liggett &amp; Myers</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
</tr>
<tr>
<td>RCA</td>
</tr>
<tr>
<td>General Foods</td>
</tr>
<tr>
<td>General Electric</td>
</tr>
<tr>
<td>Reynolds Tobacco Co.</td>
</tr>
</tbody>
</table>

* Or ABC, CBS and NBC; DuMont not reporting.

NETW ORK CLIENTS

A Service of Broadcasting Newsweekly

JULY 3, 1950

BROADCASTING, Telecasting 27th annual, 25th weekly

** Disputants in FCC's nine-month-old color television battle rounded up their arguments and laid them before the Commission last week in the form of the "findings of fact and conclusions" they would like to see in FCC's final decision.

The Commission is slated to begin active work toward its decision on July 11—the day after the deadline for the parties to file their replies to the proposals and arguments advanced last week. FCC authorities hope the case will be decided by September.

Proposed findings were submitted by five participants—RCA, CBS, and Color Television Inc., each of which is advocating a different technical solution for black-and-white, and (3) compatibility. The CTI, which took the position that "it is capable of the highest color fidelity"; can attain picture brightness nine times as great as that of CBS before threshold flicker is reached; has no color break-up or fringeing and is not limited to a picture size; is "for all practical purposes" free of flicker; is not limited by requirements for registry; is at least equal to black-and-white in resolution, and can be used in networking via either coaxial cable or radio relay.

** The CTI, RCA, and CBS presentations were recapitulations of the arguments they advanced throughout the hearing.

** RCA's Proposals

The RCA proposals reiterated the recommendation of Brig. Gen. David Sarnoff, board chairman, that the basic requirements for a color system be (1) a 6-mc bandwidth; (2) picture quality and definition at least equal to present black-and-white; and (3) compatibility.

The brief asked FCC to rule, as Gen. Sarnoff maintained, that RCA's dot-sequential technique is "the only practical system which meets all of these three basic requirements" and that "it is in the public interest that standards on the basis of the RCA color television system be adopted immediately."

"The most important single fac-
TELEVISION population of Video- town, a secret and typical American city, will double in 1950 though set purchases have reached the leveling-off stage, according to the third annual "census" of this mythical community within 40 miles of New York City.

The continuing study was started in April 1948 by Newell-Emmett, now Cunningham & Walsh, New York agency [BROADCASTING, July 4, 1949].

Future increases in TV sales will depend more and more heavily on buying by the lower income groups, according to John P. Cunningham, executive vice president of the agency. He added:

"A definite warning to agencies, telecasters and the entire TV industry becomes visible as the decreasing buying rate among upper income groups, noticeable since 1948, and in the steadily increasing resistance to television among the non-owners who stated that they would not be in the market for TV sets. These warning signals emphasize our responsibility for the production of constantly better programs."

Facts for the conclusions were obtained by interviewing all of the 5,007 Videotown families owning TV sets, plus a broad sampling of non-TV families. Gerald Tasker, agency research director, and William Bunn, research manager, took a staff of 16 trained researchers into the city, spending a month. Videotown is described as economically independent, with about 40,000 people, well within the range of good TV reception from major New York stations.

By the end of 1950, 40% to 45% of all Videotown families will have TV sets, according to Mr. Tasker, though the growth is substantially less than the 160% increase in 1949 and 500% in 1948.

Consumers show a preference for larger screen sizes and brand competition is becoming keener with 62 brands on the market compared to 30 a year ago. Two leading brands account for 30% of purchases, nine for 50% of sales, and 41 brands divide the remaining 20%.

Actual number of sets sold in 1950 will reach a new high, the survey shows.

Have Fewer Guests

Fewer than 20% of TV families entertain guests on a week-day nights, and only half of those watch their sets while guests are present. TV families attend fewer movies and go out less in the evening, according to the survey. Most consistent viewers are children and teen-agers.

Actual TV ownership in the test city has risen from 208 in April 1948 to 1,241 last year and 3,007 (72.4% of families) in April 1950. Sales increase this year over 1949 is estimated at 50%, based on expressed intentions, compared to an estimated 80% based on first-quarter sales and a seasonal trend similar to 1949.

Viewers in Videotown are becoming more selective in their personal choices of programs, it is stated. The evening audience changes, with 78% of young children and teen-agers watching programs an average night whereas 62% of grown women and daughters and 30% of parents in TV families do not watch programs.

Though there is some leveling off in viewing by individual members of the family, the average Videotown set is in use about four hours during the evening and individual viewers in TV families spend about three hours before the set. The TV guest problem is disappearing.

The survey shows 16% of members of TV families are away from home at night, compared to 25% of non-owners. Ninety-seven percent of non-owners are away from home viewing TV elsewhere. Movie attendance is less among TV families at a ratio of about 1 to 2. A large percentage of adults in both TV and non-TV households are attending some sports event in the evening.

Replacement market is expected to take up some of the slack in set buying.

SET SALES

ACTUAL sales of TV receivers by the entire manufacturing industry totaled 389,000 units in April, according to the first of a series of monthly reports issued by Radio-Television Mfrs. Assn. Factory production of TV by RTMA members, about 80% of industry total, amounted to 420,000 sets for the month, sales normally lagging behind production.

Receiver shipments for the first four months of 1950 totaled 1,925,000 units, according to RTMA.

RTMA’s sales figures show estimated shipments to dealers, by county, in 37 states and the District of Columbia. First quarter shipments were issued in June by the RTMA Industry Statistics Committee [TELECASTING, June 6].

The April and January-April four month shipments to states and counties follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Sets Shipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>558</td>
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<tr>
<td>Arizona</td>
<td>141</td>
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<tr>
<td>California</td>
<td>1,876</td>
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<td>Colorado</td>
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<td>Louisiana</td>
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<td>Maine</td>
<td>707</td>
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<td>Maryland</td>
<td>121</td>
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<td>Massachusetts</td>
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<td>3,233</td>
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<td>Missouri</td>
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<td>Ohio</td>
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<td>South Carolina</td>
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<td>Texas</td>
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<td>West Virginia</td>
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<td>1,767</td>
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<td>Wyoming</td>
<td>69</td>
</tr>
</tbody>
</table>

(Continued on Telecasting p. 18)
WHBF-TV BEGINS ON LIMITED SCALE

REGULAR schedule of telecasts—first downstate Illinois TV programming outside of Chicago—began Saturday (July 1) as WHBF-TV Rock Island begins the air on Channel 4 (58-72 mc). Leslie C. Johnson, WHBF-AM-FM-TV general manager and vice president of Rock Island Broadcasting Co., licensee, announced that WHBF-TV will operate on a Wednesday-through-Sunday schedule, remaining silent the first two days of the week. It will operate entirely with film and kinescopes, "probably through the summer," he added.

"We have made plans to buy the best films available for the program schedule during the summer," he said.

ABC, running "The Best Films Available for the Entire Summer," will be used to perfection a smooth running, efficient operation on film." Station is affiliated with ABC, CBS and DuMont television networks.

WHBF-TV started regular telecasting at 6:30 p.m. Saturday without fanfare, announcing booth AM and FM control rooms as well as TV transmitter and control rooms already installed.

Second floor will house business and sales offices, music library and news room. A penthouse on the roof contains air-conditioning equipment. The Bond Drug Co. occupies the first floor.

Station's TV equipment comprises two cameras and two projectors of the latest type. Present schedule calls for 8:30 p.m. sign-off Wednesday, Friday and Sunday; 9 p.m. Thursday, and 9:30 p.m. Saturday. Among the programs scheduled are "Stop the Music, Famous Jury Trials and The Lone Ranger."

WHBF-TV's 482-ft. tower adjoins the Telco Bldg. on the east, situated at 18th St. and 3rd Ave. Station launched test patterns June 2 without attendant publicity, though it reported receiving a flood of mail, wires and phone calls after the tests.

Good reception was reported.

HALPERN NAMED
Is Re-elected ATS President

DAVID HALE HALPERN, radio and TV director of Owen & Chapell, New York, has been re-elected president of the American Television Society for a second consecutive year, it was announced last week.

Also elected were Warren Carlo, Theatre Guild, vice president; Barbara Jones, Greater Chicago Committee; Arch U. Braundorf, CPA, treasurer; Frank Mauch, New York; Mr. Halpert; Robert H. Rawls, ABC; Henry White, CBS.

ON HAND for the "magic" station identification that flashes the beginning of regular television programming at WHBF-TV Rock Island (see separate story) are key-operators, gathered in the station's transmitter supervisory control room. L to r: Charles M. Harrison, production manager; Leslie C. Johnson, general manager, WHBF-AM-FM-TV and vice president of Rock Island Broadcasting Co., licensee; Robert J. Sinnett (seated), chief engineer; Forrest Cooke, program director; Maurice Corken, general sales manager.

NBC'S UHF TESTS

Open House at Bridgeport

By BRUCE ROBERTSON

ABOUT the first of the year NBC began rebroadcasting the programs of WBNT (TV) New York over an experimental UHF video station, KC2XAK, located on a hilltop about three miles out of Bridgeport, Conn.

Last Wednesday, KC2XAK celebrated six months of operation, amounting to some 2,000 hours of actual broadcasts, by holding open house for a delegation of about 30 Washington radio attorneys and consulting engineers. Raymond F. Guy, manager of radio and allocations engineering for NBC, headed the party, which also included a score of RCA broadcast equipment engineers and salesmen.

Facilities Outlined

Signals beamed from the Empire State Bldg. in New York to KC2XAK are broadcast on the 529-535 MC band with a 1 kw UHF transmitter built around a standard RCA commercial VHF TV transmitter. A 40-foot omni-directional polarized antenna with a power gain of 17.3, giving an effective output of about 14 kw, is mounted on a 200-foot tower atop the 200-foot hill, sending out its signal to a point 600 feet above sea level (and above Bridgeport).

The UHF pictures are received on converted TV sets installed by RCA Service Co. technicians in homes throughout the area. A truck-station wagon "UHF caravan" with a 46-foot ladder truck receiving antenna mast travels the highways making field intensity tests of the UHF transmissions.

Purpose of the Bridgeport tests, which will continue at least through the remainder of this year, is to continue the collection of data begun in early tests in New York and Washington about propagation characteristics of the UHF frequencies. A second objective is to test the operation of RCA's UHF transmitting and receiving equipment, which the company expects to have ready as soon as possible after the FCC has made its allocations and set standards for video broadcasting in the UHF region.

The visiting group spent a morning crowding into the neat, efficient looking transmitter house, where a map showing the quality of reception at various receiver points was the center of attraction, or outside gathered around the UHF caravan and gazing up at the transmitter asking a myriad of more or less technical questions. It then adjourned to Bridgeport for a lecture-and-lunch session.

An afternoon visit to a country club, where four receivers permitted a comparison of the UHF broadcast of a WBNT test pattern with VHF broadcasts from New York, completed the day's agenda.

Information and impressions amassed by this reporter during the day included:

Quality Satisfactory

Quality of the UHF signal seemed satisfactory and about as good as the VHF pickups.

The effective range of UHF is something less than 20 miles and the UHF signals are affected by shadows to a much greater degree than VHF transmissions, with sets located behind a hill or other large obstructions unable to receive a usable signal.

Mr. Guy pointed out that UHF coverage has to be considered somewhat differently from VHF, for where VHF may provide adequate service to 95 percent of the locations within its overall service area, the UHF figure may be 75 percent or less, with terrain characteristics a very important factor.

Seasonal changes must also be considered in UHF, he added, noting that foliage in summer may interfere with reception at a location which got satisfactory service when the trees were bare.

Howard Leslie of RCA Service Co. in Bridgeport, who handled the installations, said that a fan antenna is usually effective within a five-mile radius of the UHF transmitter and a stacked vee antenna works well in most locations and has the added advantage of being inexpensive and easy to install. Rhombic antennas have proved effective in cutting out reflections, he said, adding that parabola and helical antennas had been tried out and were effective although bulky and expensive.

Antenna Problem

If the receiving point is located in the station's radiated field the antenna location is not critical, Mr. Leslie said, noting that the nearer the home is to the lower fringe of the radiated field the more critical the antenna location becomes, sometimes changing when the antenna is moved a few feet, or even a few inches. If the set-owner is dependent on a reflected signal, he's in a tough spot for UHF reception. Indoor antennas will work at homes within five miles of the transmitter, he said, but outside antennas work better.

RCA already has three or four contracts for UHF package transmitter installations similar to that at Bridgeport, provided the FCC approves the applications of the buyers, Buck Lewis of the RCA Victor sales division said. Price is now $135,000 for the complete package, including everything but the building and tower, he said, noting that this is an appreciable (Continued on Telecasting p. 11)
COAST-TO-COAST RELAY

AT&T Details

FIRST details of the $20 million radio relay circuit to be built by Jan. 1, 1952, making coast-to-coast TV program service available by the end of 1952, were released to TELECASTING at its request by AT&T.

Approval of the construction of 55,000 miles of two-way telephone and telegraph facilities between Omaha and Chicago, given June 23 by the FCC, will provide two TV channels, one for Denver and another for West to East, the other for West to East programming in addition to two channels for telephone use.

Describes System

Bell System's description of its construction plans for these new facilities follows:

"The radio relay route from Omaha westward will pass through Denver and Salt Lake City en route to Salt Lake Desert and entering Utah north of Salt Lake City. The microwave beams will shoot over the southern tip of Great Salt Lake, Salt Lake Desert and enter Nevada at Wendover. After crossing the Nevada-California border at Reno, the route enters a few miles south of west of Reno, the radio beam will cross California by way of Sacramento.

"West of Omaha the route parallels the Platte River to Denver.

This route was picked because high bluffs along the river valley provided elevations which would permit long relay hops. The route generally follows existing telephone lines to Denver, slightly avoiding the Rocky, the Sierra-Nevadas and the California coastal ranges. The highest ranges are avoided to permit power line construction and servicing. It is for this reason that the route avoids the rugged country directly west of Denver and turns with the cable lines of Western Union.

"Besides keeping the sites accessible, an attempt is also made to locate them as near as practicable to power lines. Power line construction in varying amounts will, however, be required at a number of points, but present indications are that in a few instances concrete of power lines and economical power will have to be generated at the radio relay station . . ."
MR. L. MAGINATION
one of television's
most praised shows, a
CBS Package Program
now bought for fall
sponsorship by
Nestlé’s Chocolate.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Station</th>
<th>Network</th>
<th>Local Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td><strong>Super Circus</strong> L (E-M)</td>
<td>Kellogg Co.</td>
<td>Central Telecastes L (E-M)</td>
<td>6:00</td>
</tr>
<tr>
<td>7:30</td>
<td><strong>Thin Fast</strong> L (E-M)</td>
<td>Callan Brothers</td>
<td>Columbia Pictures Show L (E-M)</td>
<td>7:30</td>
</tr>
<tr>
<td>8:30</td>
<td><strong>In the Morgan Manner</strong> F (E-M)</td>
<td><strong>LE</strong></td>
<td>CBS-TV News</td>
<td>8:30</td>
</tr>
<tr>
<td>9:30</td>
<td><strong>Mr. Magie</strong> L (E)</td>
<td>KLLB</td>
<td>ABC</td>
<td>9:30</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>Co-op Sugar</strong> L (E-M)</td>
<td>Ransom Sherman Show L (E-M)</td>
<td>ABC</td>
<td>10:00</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>The Texan</strong> L (E-M)</td>
<td>Cowboy Theatre</td>
<td>ABC</td>
<td>11:00</td>
</tr>
<tr>
<td>12:00</td>
<td><strong>Mr. Magie</strong> L (E)</td>
<td>KLLB</td>
<td>ABC</td>
<td>12:00</td>
</tr>
<tr>
<td>1:00</td>
<td><strong>Co-op Sugar</strong> L (E-M)</td>
<td>Ransom Sherman Show L (E-M)</td>
<td>ABC</td>
<td>1:00</td>
</tr>
<tr>
<td>2:00</td>
<td><strong>The Texan</strong> L (E-M)</td>
<td>Cowboy Theatre</td>
<td>ABC</td>
<td>2:00</td>
</tr>
<tr>
<td>3:00</td>
<td><strong>Co-op Sugar</strong> L (E-M)</td>
<td>Ransom Sherman Show L (E-M)</td>
<td>ABC</td>
<td>3:00</td>
</tr>
<tr>
<td>4:00</td>
<td><strong>The Texan</strong> L (E-M)</td>
<td>Cowboy Theatre</td>
<td>ABC</td>
<td>4:00</td>
</tr>
</tbody>
</table>

**Notes:**
- **Super Circus** L (E-M) is sponsored by Kellogg Co.
- **Thin Fast** L (E-M) is a Columbia Pictures Show.
- **In the Morgan Manner** F (E-M) is hosted by Morgan Manner.
- **Mr. Magie** L (E) is a series produced by ABC.
- **Co-op Sugar** L (E-M) is a sponsored program.
- **The Texan** L (E-M) is a series produced by ABC.
- **The Show Goes On** is a CBS-TV News show.
- **Mr. Magie** L (E) is a series produced by ABC.
- **The Big Tap** is a sponsored program.
- **American Forum of the Air** is a sponsored program.
- **Hollywood Screen Test** L (E-M) is hosted by ABC.
- **Paul Whiteman** TV Film Club L (E-M) is a sponsored program.
- **Hunt's Daytime Schedule** is a sponsored program.
- **Johnny Olson's Room** is a sponsored program.

**Station Information:**
- **KLLB** is located in Dallas, Texas.
- **ABC** is the network broadcasting the programs.
- **CBS-TV News** is a news program.
- **NBC** is a network broadcasting the programs.
- **Kinescope Recording Company** is producing the programs.
- **Howard Smith** is the producer of the programs.
- **Arthur Godfrey** is the host of the programs.
- **Captain Video** L (E-M) is a sponsored program.
- **Garry Moore** Show L (E-M) is a sponsored program.
- **CBS-TV News** is a news program.
- **News Company** is producing the programs.
- **Edwards, Newspaper Company** is producing the programs.

**Schedule:**
- **Monday:** 6:00 p.m. to 7:00 p.m.
- **Tuesday:** 6:00 p.m. to 7:00 p.m.
- **Wednesday:** 6:00 p.m. to 7:00 p.m.
- **Thursday:** 6:00 p.m. to 7:00 p.m.
- **Friday:** 6:00 p.m. to 7:00 p.m.
- **Saturday:** 6:00 p.m. to 7:00 p.m.
- **Sunday:** 6:00 p.m. to 7:00 p.m.

**Program Information:**
- **Super Circus** L (E-M) is sponsored by Kellogg Co.
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- **Mr. Magie** L (E) is a series produced by ABC.
- **The Big Tap** is a sponsored program.
- **American Forum of the Air** is a sponsored program.
**WHAT ARE YOUR RADIO AND TV PLANS?**

THE PULSE, INC. IS HAPPY TO ANNOUNCE THAT THE ST. LOUIS TV AND RICHMOND RADIO REPORTS WILL BE AVAILABLE AT THE END OF JUNE.

PULSE radio reports are issued bimonthly, except in the case of New York, which is monthly. TV reports are available monthly and employ the same interviewing technique as the radio reports.

Pulse markets include . . .

- Boston
- Cincinnati
- New York
- Cleveland
- Philadelphia
- Dayton
- Washington, D.C.
- St. Louis
- Richmond
- Los Angeles
- Chicago
- San Francisco

For Information About Any of These Markets

ASK THE PULSE

**THE PULSE INCORPORATED**

15 West 46th Street
New York 19, N.Y.
LIFE WITH SNARKY PARKER is a very funny CBS Package Program perfectly designed both to entertain and to sell.

Bil and Cora Baird's actors, true-to-life marionettes, in a series of slap-happy adventures about the perils and pleasures of the Wild West.
DuMONT SALES

$80 Million Total Seen

TOTAL SALES of $80 million this year for the Allen B. DuMont Labs were announced last week by Dr. Allen B. DuMont, president.

At the annual stockholders' meeting and election of officers June 28, Dr. DuMont revealed that the firm's operations for the first 24 weeks of its fiscal year were approximately $44 million, compared with $18 million for the same period in 1949. Earnings for the first 24 weeks of this year will approximate $2.37 million, as compared with $1.37 million for the same period last year.

' magistrate-

Is New CBS TV Recorder

A NEW SYSTEM of television recording, employing magnetic tape for sound and 35mm negative film for the picture, has been announced by William B. Lodge, CBS vice president in charge of general engineering.

Placed in service June 6, the new system, known as "mag-neg-tic," allows for record programs originating in Hollywood for re-television over the interconnected CBS television network.

The film and magnetic tape, with the new system, are kept on two separate paths that are reproduced separately on a film projector and a magnetic playback. A complex servo-system, developed by the Lear Radio Equipment Corp., synchronizes the starting and stopping of the two machines.
TELEVISION is not hard on the eyes and it can be a powerful instrument of public education, if properly used, Dr. Carl P. Shepard, Chicago ophthalmologist, told the 52nd annual congress of the American Optometric Assn. meeting last week in Minneapolis.

"Television does not harm the eyes," Dr. Shepard said, "but quite often it brings out the fact that a visual problem exists" which might otherwise not be discovered until later. He pointed out that while television has driven many people to the optometrist, "it has not caused the difficulty of which they complained. It has merely brought problems of which they already knew existed.

He said that the best distance for viewing television is dependent on the individual, and that each viewer should find the distance which is most comfortable for himself.

"When filters are used they should be placed before the eyes and not the set," Dr. Shepard said. "The very substances that produce the light that makes the picture are filters, and each manufacturer has carefully determined the light emission that has been selected by his advisers as the best. . . . Screens differ because opinions differ, but all are very good and none are harmful,"

Dr. Shepard's talk was telecast by WTCN-TV Minneapolis and included a demonstration of how a professional examiner examines and corrects the vision of a patient. He praised television as a powerful instrument for dissemi- nating useful information to the public and said scientists and educators should take advantage of its potentials.

**Ross Reviews N. Y. Programming for May**

SIX New York TV stations at the end of May were broadcasting 238 programs totaling 1,358 quarter-hours a week, according to an analysis in the June issue of Ross Reports on TV Programming. Of the total, 141 programs accounted for 381 quarter-hours of air time were screened.

Compared with a year ago, when approximately 90 programs, 500 quarter-hours of TV programming were offered by the six New York TV stations, the current figures indicate an increase of 40 programs and 516 quarter-hours. Ross said that the past year has seen "a huge rise" in daytime programming.

**Weekly Television Summary**

*Note: New stations not included.*

**Television Stations**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>WBOB-TV</td>
<td>3,350</td>
<td>Louisville</td>
<td>WAVY- TV, WHAS- TV</td>
<td>34,192</td>
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<tr>
<td>Atlanta</td>
<td>WGAL-TV, WSB-TV, WSB-N</td>
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<td>Miami</td>
<td>WTVJ</td>
<td>72,000</td>
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<td>Baltimore</td>
<td>WINST-N, WNAB- TV, WAB- TV</td>
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<td>Minneapolis</td>
<td>WCCO-TV, KSTP-TV, WCCO- TV</td>
<td>114,660</td>
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<td>Birmingham</td>
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<td>Mon.-St. Paul</td>
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<td>Weekly Survey</td>
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**Optometric Assn. Studies TV**

(Report 118)

Two Video Outlets Announce New Rates

NEW RATE CARDS have been announced by WFMF-TV Greensboro, N. C., and WOAI-TV San Antonio, Tex.

On July 1 the basic hourly rate at WFMF-TV increased from $150 to $200, with Rate Card No. 2.

At WOAI-TV rates will increase 25% in all time classes on July 15. The new hourly rate for class A time becomes $250. Class B rate advances to $187.50 and Class C to $125 per hour on Rate Card No. 3.

**New York Nielsen Rating Released**

LEADING, once-a-week, evening television program in the New York area during the four weeks ending June 10 was Texaco Star Theatre, according to the latest report from the A. C. Nielsen Co. Nielsen ratings for programs telecast two or more times during the period in the New York area:

<table>
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<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>(Number of Telecasts)</th>
<th>% Homes</th>
<th>% Homes</th>
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<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>(4)</td>
<td>64.3</td>
<td>824</td>
</tr>
<tr>
<td>2</td>
<td>Talent Scouts</td>
<td>(4)</td>
<td>48.2</td>
<td>637</td>
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<td>3</td>
<td>Toast of the Town</td>
<td>(4)</td>
<td>44.8</td>
<td>593</td>
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<td>4</td>
<td>Ford Theatre</td>
<td>(2)</td>
<td>41.4</td>
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<td>5</td>
<td>Fibber McGee</td>
<td>(2)</td>
<td>34.6</td>
<td>577</td>
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<td>6</td>
<td>Philco TV Playhouse</td>
<td>(3)</td>
<td>35.1</td>
<td>466</td>
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<td>6</td>
<td>High Noon</td>
<td>(4)</td>
<td>34.2</td>
<td>453</td>
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<td>6</td>
<td>The Goldbergs</td>
<td>(3)</td>
<td>31.0</td>
<td>434</td>
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<td>8</td>
<td>Studio One</td>
<td>(1)</td>
<td>31.2</td>
<td>412</td>
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</table>

Copyright 1950 by A. C. NIELENS CO.
PULSE PROVES
WHIO-TV IS DAYTON'S FIRST TELEVISION STATION

PULSE for May reports SEVEN of top ten television shows telecast once a week in Dayton are on WHIO-TV.
PULSE reports FOUR of top ten television shows broadcast more than once a week in Dayton are on WHIO-TV.
PULSE shows that, on the average, more Dayton televueers watch WHIO-TV between 2:00 P.M. and 4:15 P.M. and between 6:30 P.M. and 11:30 P.M. than any other television station.
PULSE proves that WHIO-TV delivers the lion's share of the TV audience in this area—now more than 88,000 sets. You can sell more people at a lower cost per viewer with WHIO-TV.

GET THE FACTS TODAY.

News • Sports • CBS, ABC, DuMont Best Shows

Channel 13
whio-tv
DAYTON, OHIO

Represented nationally by the Katz Agency, Inc.

Affiliated with The Dayton Daily News and Journal-Herald.
Color Findings  
(Continued from Telecasting p. 8)  
 edge in favor of the RCA color set.

RCA's earlier estimates of selling prices for its own color sets were reviewed—25 to 50% more than a comparable monochrome receiver. The statement also reiterated that with early adoption of the RCA system RCA would be in a better position to produce color sets by June 1951.

Additional station equipment needed for RCA colorcasts would cost an estimated $54,440, including the cost of one color camera. Additional color cameras would cost approximately $26,760 each. It was noted that the estimates "do not reflect the potential savings from the use of single tubes in either the cameras or monitors and from further circuit simplifications."

Cite Receiver Progress

RCA cited the progress made in receiver simplification since the first demonstration last October—a reduction from more than 100 tubes then to as few as 37 in late April's showings—as indicative of "the progress in that direction which may be expected in the future."

The RCA proposals were filed by John T. Cahill, J. V. Heffernan and Glen McDaniel as RCA attorneys, with John W. Nielson, Ray B. Houston, and Robert G. Zeller also participating.

CBS Arguments

In its 100,000-word, 368-page brief, CBS contended:

"From industry day one, the CBS color system has clearly been conceived as the standard color receiver. CBS has long maintained that the CBS color system is superior in every significant aspect to either the RCA or CTI color systems."

This overwhelming superiority obtains in each of the four areas in which one might reasonably evaluate television systems to be compared: (1) the area of performance, (2) the area of cost, (3) the area of reliability and availability, and (4) the area of ability to co-exist in harmony with the present standard monochrome system.

As to performance, CBS contended, said CBS, "The fact is that its clarity of detail is almost universally approved and is generally agreed to be superior to that of other systems."

"In sharp contrast," CBS said, "the present color performance of the RCA and CTI systems is in many respects grossly degraded. Their overall picture quality is low. Their brightness and contrast are inadequate. RCA and CTI also were accused of inability to transmit "satisfactory" color or monochrome over existing coaxial cable networks, "although such ability is obviously prerequisites to the prompt establishment of a color service."

CBS argued that since its system "is excellent now and can be even better in the future," it is "not dependent on the future embodiment of a single direct-view tri-color tube or horizontal interlace."

"On the other hand, RCA has no system at all," CBS contended, "without the single direct view tri-color tube or without its dot interlace—an application of interlace which is far more complex than Columbia's horizontal interlace."

In the area of cost CBS claimed "clear superiority" over RCA and CTI.

"Nor can there be any serious question of the relative readiness of the three systems," the brief asserted. "It held CBS and "apparatus can become rapidly available so that a nationwide color television service can become a fact within a short space of time."

CBS on the issue of compatibility contended its performance is "markedly superior." Columbia "is plainly convertible" while neither RCA nor CTI has shown "apparatus can be readily made available for adoption with Windows nationwide color television service...

CBS urged FCC to adopt standards which would give the best color service, "irrespective of patent considerations."

CBS further contended FCC should not set minimum hours of color broadcasting but after 30 days they could stipulate that stations would be required to have at least three tubes for color—"one of which CTI would expect to be available within the next two months or so."

"CTI is ready to go," CBS pointed out, "and apparatus-wise, its system can be improved."

"The fact of the matter is, however, that from this aspect none of the systems has been proposed in any more ready," the proposal continued. "CTI believes that, apparatus-wise, all presently demonstrated color systems are ready operable, even including the RCA direct-view tricolor tube receiver."

CTI opposed multiple standards as a "delusion and snare" which would "provide the 'kiss of death' for the CTI and CBS systems."

"In any event, the firm said, 'should multiple standards be adopted, there should be a basic position on the 'scalers' to prevent such a result."

Conversion of existing sets to receive color transmissions was opposed entirely. CTI felt "few black-and-white set owners would convert"...
even if conversion costs were minimized by development of the direct-view tube.

CTI attacked the CBS field-sequential system for its lack of compatibility, and held that "no direct-view tricolor tube, whatever else it might be, could act as the inescapable infirmities of any field-sequential color television system."

CTI felt the RCA dot-sequential system might be the "most elegant" answer to the color question, but ruled it "commercially impractical" for reasons of "probable cost, necessary companion electronic, commercial infeasibility, and the need for continuously critical apparatus adjustments."

Of its own system, CTI said: "The appearance of something has occurred during the course of these hearings to alter CTI's belief in the fundamental superiority of line-sequential operation over any other yet proposed and demonstrated method of attaining color television."

"Proposed system is completely compatible with existing black-and-white operations. The use of a direct-view tricolor tube will eliminate many, if not most, of CTI's past reception problems. Electronic means are provided for maintaining continuous registration at the camera are being developed."

"The system is free from the very high costs and complications that are inherent in any dot-sequential system. Viewed, therefore, from the standpoint of its fundamental advantages, and recalling that its past and present apparatus limitations are all by way of being remedied by the rapid development of the art, CTI therefore believes that its proposed system may soon be standardized and that such standardization would be in the public interest."

CTI said its "present intent . . . is to operate as a research, development and licensing organization," not as a manufacturer. The CTI findings and conclusions were submitted by Attorneys Carl I. Wheat of Wheeling, May & Shamrock, and Benjamin S. Smith of Lipincott & Smith.

Paramount's Plan

Paramount Television Productions Inc. and Chromatic Television Labs. Inc. asserted the record and demonstrations "clearly establish that good color television is attainable in a 6 mc channel," and that color interference conditions have been shown to be identical "for all practical purposes" with monochrome.

The immediate availability of low price sets, however, was denied by Paramount.

"The dot sequential system (RCA's), which is particularly challenging from the standpoint of possibilities of developments," the brief continued, "is currently burdened with cost problems due to special tolerances."

Paramount told FCC it believed "there is in the process of development an opportunity for committing and receiving apparatus which within a period of a few years might resolve what may now be costly impediments with respect to the proposed systems."

On this basis, the brief contended, "the Commission should give consideration to encouragement of new discoveries and techniques and hold in abeyance for a period of one year the promulgation of final standards."

However, Paramount asked FCC to consider the adoption of its "new and different plan" and asked the Commission decide that "the dynamic growth of monochrome television would have the effect of excluding the proper development of color-as a service to the public."

These basic standards were proposed: (1) Adoption of the field sequential (CBS-type) system. (2) Requirements of the 80 frequencies of the 400-line standard of transmission in 6 mc channel, including horizontal dot interface (3) Use of only unused 4 to 6 mc portion of the present bandwidth to increase geometric resolution.

In addition to these basic standards, Paramount proposed that FCC require all UHF stations to transmit in color and that each present VHF licensee be assigned a UHF channel with the requirement he telecast simultaneously in color.

Paramount explained that thus existing receivers would continue to receive service from the VHF outlets and "there would be no problems relating to compatibility or convertibility."

The brief advocated a particular system at this time since Chromatic Television Labs. Inc. is associated primarily with the development and production of a direct view tricolor tube which can be used with the three existing systems proposed. Plans to intensify this research were indicated.

Paramount stated that as owner of KTLA it "will make full use of any opportunity for color television broadcasting which might be provided under any system on which the Commission may standardize."

The findings were filed by Paul A. Smith, former FCC chairman, of the Washington law firm of Arnold, Fortas & Porter.

**KTS L (TV) BID**

**Requests FCC Action**

DON LEE Broadcasting System petitioned FCC last week for a grant of its Los Angeles television application modification, held up hereforeby Don Lee's recently acquired bids for station rentals.

The network is operating an experimental TV station commercially (KTS L) on Channel 2 under special temporary authority granted in May 1948. With its AM and FM renewal applications now before it, the FCC decided that the station's license should be granted immediately as a matter of "simplicity." The petition asserted:

This is emphasized by the fact that two of such competitors, NBC and ABC, which compete with Don Lee in the network field and in the field of AM and FM operation in Los Angeles as well as in the television field, were known by the Commission at the time of the hearing on Los Angeles television applications [in 1948] to be subject to the same decree Don Lee of violation of network regulations (the subject matter of the renewal proceedings).

The petition argued at length that the fact that Don Lee's application for construction on Mt. Wilson without a construction permit should not be a bar to issuance of the CP. KTS L and the other Don Lee properties are currently up for sale but Ben H. Brown, special administrator of the Thomas S. Lee estate, has indicated that action on Don Lee's petition may be delayed for several weeks. [BROADCASTING, June 26].

**Set Sales**

(Continued from Telecasting p. 4)

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<tr>
<td>York</td>
<td>2,508</td>
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**F I L M & P A C K E T S**

- **Barbara STANWYCK**
- **Robert YOUNG**
- **D U R A N I T**
- **Claudette COLBERT**
- **Jack BENNY**
- **Pauline GODDARD**
- **Jimmy STEWART**
- **M aria DEBROE**
- **M alva C H A R L ES**
- **R aymond MASSEY**

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**52 FEATURE PROGRAMS**

- **B u d D y "H e l l o" D ay**
- **J ack La R e e**
- **L e e M an**
- **P ank**
- **B a r b ert C rabb**

---

**5 MUSICAL VARIETIES**

- **15 MIN. each @ 50 CENTS**

---

**52 A S P E C T S**

- **F O R M A L S**

---

**15 CHARLIE FLORENTINE BROADCASTS**

- **15 MIN. each@ 15 CENTS**

---

**15 SOUN D C R A N T S**

- **FOR FURTHER INFORMATION AND COMPLETE LIST WRITE TO**

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**T E L E C A S T I N G**

- **July 3, 1950**

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**Page 65**
June 23 Applications

**ACCREDITED FOR FILING**

**New Construction**

- Saunders Bros., Co., Flagstaff, Ariz. - Built Equipment

**AM**

- 1250 kHz 500 W to 1450 kHz 250 W, in temporary operation.
- 1450 kHz 250 W to 1250 kHz 500 W, in temporary operation.
- WLBJ Bowling Green, Ky. - Mod. CP: 1250 kHz 500 W day, 1450 kHz 250 W day, and 1250 kHz 500 W night. License for CP

**FM**

- WEJY Gallipolis, Ohio - License for CP
- License to cover new FM station.

**License Renewal**


**June 26 Decisions**

**By COMMISSION IN BANC**

- SSA Denied

**KFRM**

- Kansas City, Mo. - Denied petition for SSA to operate KFRM until June 30, 1952.

**Extension Granted**

- WSBK Knoxville, Tenn. - Granted extension of license to Sept. 30, 1952.

**Request Granted**

- WMCP Baltimore, Md. - Granted request for waiver of Sec. 3.301 of Rules.

**Applications of Interest**

- By Commissioner Hennock
- By Commissioner Kinnick
- By Commissioner Wooten
- By Commissioner Bobo
- By Commissioner Reilly

**Regulations**

- By Commissioner Hennessy

**WPST**

- Starkville, Miss. - Granted petition for amendment to WPST.

**WABY**

- Savannah, Ga. - Granted license to WABY AM.

**WFRL**

- Lansing, Mich. - Granted petition for license to WFRL AM.

**WBSW**

- Pittsburgh, Pa. - Granted petition for license to WBSW AM.

**WBYD**

- Danville, Va. - Granted license to WBYD AM.

**WBCB**

- Fort Wayne, Ind. - Granted license to WBCB AM.

**WBUA**

- Baton Rouge, La. - Granted license to WBUA AM.

**June 27 Applications**

**By COMMISSION IN BANC**

- Renewal Granted

**WBLJ Bowling Green, Ky.** - Granted renewal of license for extension of license for period ending June 1, 1952.

**APPLICATION DISMISSED**

- KXJX Los Angeles, Calif. - Application dismissed June 26, 1952, for new station on 1430 kHz.

**June 28 Applications**

**Accepted for Filing**

- KAFY Bakersfield, Calif. - Mod. CP: 1000 kHz 100 W day, 1250 kHz 100 W day, 1450 kHz 50 W day. License for CP

**June 29 Applications**

**Accepted for Filing**

- WSJS Jerseyville, Ill.
- WGCT Caseyville, Ill.

**License for CP**

- KGLO Cape Girardeau, Mo. - License for CP

**License Renewal**

- WKNY Paducah, Ky.

**AGENCY OF THE SECRETARY**

- The WGBA Co., Cleveland - Granted license for new remote TV station.

**July 3, 1950**

**Page 67**
WBNY-WFCB CASE
Directional Array Use Okayed

SETTLEMENT of the complaint by WBNY Buffalo against alleged daytime interference from WFCB Dunkirk, N. Y., has been effected by FCC ungrudgingly granting WBNY permission to use a daytime directional array. The Commission indicated this action also met requirements of the U. S. Court of Appeals which had rendered the WBNY complaint for further consideration [Broadcasting, May 29].

Although denying WFCB’s request for a special service authorization to use a daytime directional array, FCC considered the bid as a modification of the station’s original construction permit. The CP had been granted in December 1948 for 800-watt full-time on 14 kc, directional nights would be this non-hearing grant which was appealed successfully by WBNY on grounds of alleged daytime interference. WBNY operates full-time on 1400 kc with 250 w.

Comrs. Rosel H. Hyde and George E. Sterling dissented from the majority ruling of the Commission and voted to grant the SSA as requested. FCC also extended for 30 days from June 22 the program test authority previously issued WFCB. The Commission indicated necessary equipment changes could be made in this time to comply with the modified grant.

CANADA RADIOS
BBM Issues Home Analysis

NEW SUMMARY of radio homes in Canada, estimated as of Jan. 1, 1949, and including 3,501,600 radio homes out of a total of 3,424,900 households, Canada’s population, according to this estimate, was 13,596,470. The estimate, released by the Bureau of Broadcast Measurement, gives first detailed BBM analysis of radio homes for Newfoundland, as of October 1949, with a total of 54,000 radio homes out of 73,000 households and population of 352,000.

This latest BBM Canadian radio homes estimates gives Ontario a total of 1,182,900 radio homes, or 95.2% of all households in the province. Next is the Quebec province with 792,700 radio homes, or 94.9% of all households in Province. Third largest number of radio homes is in British Columbia, 330,700 or 93.9%, followed in order by Alberta (229,400), Saskatchewan (228,000), Manitoba (188,100), Nova Scotia (139,800), New Brunswick (133,600), Newfoundland (64,000), and Prince Edward Island (18,100).

PAB MEETING
Board Acts on Proposals

BOARD of directors of the Pennsylvania Asso. of Broadcasters, meeting for the first time since it held election of officers earlier this month, held a further action on resolutions calling for a state radio coverage study and apointment of a committee to look into mounting charges for athletic broadcasts [Broadcasting, June 2].

The board met at the Harrisburg Hotel in Harrisburg, Pa., June 22, with President Vic Diehm, WAZL, Harrisburg, in the chair. The directors voted to set the next annual meeting in the eastern part of Pennsylvania the first weekend of June in 1951, and to hold four sectional meetings shortly on current resolutions.

At the recent meeting a special board committee was named to confer with executives of the Pennsylvania Interscholastic Athletic Assn. for the purpose of discussing what PAB feels are “excessive fees” charged for broadcast of “schoolboy sports” and to sound out by the special committee on proposals.

J. S. Booth will meet with Southeast stations at York, Frank Smith with Western stations at Pittsburgh, Tom Metzger will preside at Lewiston, and Mr. Diehm will preside in the Northeast.

The board also ratified the president’s committee appointments and instructed Mr. Diehm to contact state universities on the proposed radio survey plan in cooperation with Penn State College.

Caroline Ellis, talented 15-year veteran radio personality, directs the KCMC-FM “Happy Home” women’s commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman’s program in the Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities:

*Available Tuesday and Thursday.

Page 68 • July 3, 1950
COMMUNITY NEWS

WGNJ-AM-FM Charleston, W. Va., is Your Town, public service series, daily, 6:15 p.m. On-the-scene broadcasts from machine shops, offices, schools, churches and mines trace growth of cultural, industrial and business development in city. Series copyrighted, and station plans to run it for five years.

BENNY IN SCRANTON

WGBI Scranton, Pa., managed to work in program including Jack Benny during his recent tour of city. Mr. Benny launched Life campaign to raise $2 million for industrial rehabilitation (Lackawanna Industrial Fund Enterprise); spoke before Chamber of Commerce luncheon; attended party in his honor, and performed before crowd of 7,500 at Catholic Youth Center.

SAFETY CONTEST


FOOTBALL TIE-IN

WXGI Richmond, Va., prints special football schedule booklets for bus and rail stations in city. Also miniature WXGI football distributed. Tie-ins with exclusive broadcast rights of all U. of Richmond home and away football games in fall.

WORLD IN MUSIC


CHILD SAFETY

WWDC Washington running spot announcements through summer, recorded by members of school safety patrols. Spots warning motorists to “Watch out! School’s out!” Aired three times daily under auspices of Board of Education and American Automobile Assn.

POLLS RESULTS

WGRG Cleveland sends clipsheet from Cleveland Press showing results of recent Press radio poll. Station, 12 of 14 categories, receiving 46 out of possible 84 points. Clipsheet shows pictures of station’s winning talent, headed, Top performers make IMPRESSive showing!”

NO SUMMER HIATUS

KEEPING its name before public during summer months, Carlson Woolen Mills, Rochester, Minn., has come up with novel advertising. WMT, Worcester, Mass., morning show, Julie ’n’ Johnny. Rather than attempt to sell woolen yarn goods during hot weather, company profiles one of its employees—giving his interests, hobbies, service to company and contributions to making of fine woolens—each day. WTAG says campaign humanizes business, strengthens employee-employer relations and keeps name of Carlson in fore year round. Employee, notified when name is to come up, have radios available at plant to hear program. Firm has never had labor trouble, WTAG adds.

DEAF PARTICIPATION

WPBM-TV Indianapolis, Ind., Test the Press, weekly. Quiz show regularly features panel of deaf paper men and women. June 22 group from Indiana School for the Deaf participated, translating questions and answers into sign language for benefit of fellow students watching on TV set recently installed in school.

FROM HORSE’S MOUTH

KMOX St. Louis sends trade green folder with pictures of smug jockey on cover headed, “It’s no news to us.” Inside is picture of astonished newsmen watching horse say, “KMOX is the six-to-one winner!” Commentary furnishes data from Pulse surveys indicating station’s listener leadership.

NEWS LOG

WSYU Steubenville, Ohio, special news show, June 19. Details of kidnapping of three Penn. people by man from Mingo Junction, Ohio, aired by station almost coincident with happening. Story broke at 5:15 p.m., and first news was on WVT at 6 p.m. Kidnapper was slain and his victims recovered by 7 p.m. with interviews with vic-
DICK COVEY, manager KJFJ Webster City, Iowa, to KNRT Des Moines as program director.

MAX KARL retained on freelance basis as special consultant in public affairs programs for WTCN-AM-TV Minneapolis.

OSCAR HUFF Jr., WLAP Lexington, Ky., to WSAM Saginaw, Mich., as production director.

HENRY S. BASAYNE, KSJO San Jose, Calif., to KCBS San Francisco as promotion writer.

JOEL CHASEMAN, public relations director WAAM (TV) Baltimore, also named assistant program manager.

CAROL CHASE, named traffic manager, JENSON NEWS joins program department.

FRED PEDERSON, staff announcer WDKN Camden, N.J., appointed program director. HARRY SMITH, staff announcer, named assistant program director.

BART GOLDS, WICU (TV) Erie, Pa. two years ago, to WTVN (TV) Columbus, Ohio, and WICU as producer-consultant.

NORMAN TULIN, announcer WDEV Waterbury, Vt., to morning summer substitute. Late announcer WEEI Boston.

GENE VAILLANCOURT, KXWM-AM WLLH Lowell, Mass., also to WEEI summer relief.

TOM LEWIS to summer staff WAKK Kansas City, Ill.

JIM McNAMARA returns to WALA Mobile, Ala., as m.c. of McNamara's Banda, after 15 months in office equip-director.

MICHAEL DANIELLO, staff announcer WWGH Horne Island, N.Y., to post WWMG Meadville, Pa., when he will attend college.

TOM WILLIAM, singer, to KNBC San Francisco's Western Correneum, Sun., 3:30 p.m. PDT.

EMERSON SMITH named to handle man-on-the-street show KDYL-TV Salt Lake City, 3:30-5:30 p.m., Tues., Thurs.

EDWARD BARRET, musical director WHAS Louisville, takes leave of absence to join faculty of Berkshire Music Center, Tanglewood, Mass., July 3-Aug. 17.

JOE GUIDI appointed production manager WFXG Richmond, Va.

WILLIAM G. COBLE, radio student U. of N. C., to WPMK Paysonville, N.C., for summer relief work.

TOM ROBINSON, announcer CKWK Vancouver, to CBR Vancouver announcing staff.

GOMER B. LESCH, production director WICU (TV) Erie, Pa., to WFMF-TV Greensboro, N.C., as production director succeeding TED AUSTIN, resigns.

NICK CAMPOFREDA, announcer WAMC Albany, N.Y., to WJMC Madison-Aberdeen, SD, as announcement writer.

JOHN B. McCARTHY, announcer WSYR Syracuse, to WRIC Richmond.

WALTERS, Announcer, Wilkes Barre, Pa.

Ernie T. WALTERS, Chairman of the Board.

BEN JACOBS, Manager, National Publicity Department.

BUD ZINDEL, Manager, Production Department.

JOHN B. McCARTHY, General Manager.

MAXINE ERNST, Personnel Manager.

News

JOHN B. McCARTHY rejoin ABC as five-weekly, 10:45 a.m., commentator. Continues to assist network in covering news events.

NICK CAMPOFREDA, announcer WAMC Albany, N.Y., to WJMC Madison-Aberdeen, SD, as announcement writer.

RAY RAMSEY, Pasadena Radio Institute graduate, to KREM Spokane, Wash., as news editor-staff announcer.

BRAVEY Dyer, sports writer, starts weekly quarter-hour (TV) sports show, Surf Topics, on KTTV (TV) Los Angeles.

ALLEN SANFORD, staff member North Haven News, to New Haven, Conn., to reporting staff WAVZ same city.

NANCY PORTER, student U. of Neb., summer relief in sales, traffic and continuity departments KBON Omaha, on "In Service Scholarship."

JIM ALDRICH, news writer NBC Chicago, to Europe for three-month tour. Fred Whiting, former North Western U. and former NBC news staffer, replaces.

ED GLACKEN, news and sports director WKBX Cortland, N.Y., in summer relief.

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NBC, through facilities of WSM Nashville, currently airing eight programs from Cumberland Forest Festival at U. of the South, Swannee, Tenn.

MURRAY WAGNER, CBS Hollywood announcer-actor, father of girl, June 23.

VOCALAIRES, chorus on WLAW Lawrence, Mass., awarded grand prize as outstanding chorus at North Shore Music Festival, Lynn, Mass.


ART HELLYER, announcer WCFL Chicago, father of boy, June 13.

FLORENCE FOLSOM, continuity editor WMGO Pittsburgh, and Arthur Woeckner married June 17.

BURLON JAY, head KECA Los Angeles scenic department, father of girl, Pamela Ann, June 9.

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WESTERN VETERANS TRANSFER
FCC Orders Hearing

HEARING has been ordered by FCC on the application of WVET Rochester, N. Y., for consent to transfer control of the station to the Security Trust Co. there. FCC indicated it wished full data on a Nov. 1, 1949, loan and stock hypothecation agreement and to determine whether "rights and responsibilities" had been delegated without Commission approval.

Scheduled Aug. 14 at Rochester, the FCC hearing involves the request to transfer control from 20 of WVET's 38 war veteran-owners to Security Trust which has loaned the station $111,000 [Broadcasting, March 27]. WVET is assigned 3 kw on 1250 kc and is a Mutual outlet.

The transfer application stemmed from the station's inability to comply with all terms of the loan, it was stated. Upon payment of the loan another transfer application would be filed for return of control to the licensee, Veterans Broadcasting Co.

FCC stated it also wished to determine the amount of overlap between WVET and any other station which might be associated with the banking firm. Two directors of Security Trust are also directors of Stromberg-Carlson Co., owner of WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

LINNOD NAMED
Heads Michigan AP Group

LESTER W. LINNOD, general manager of WFDP Flint, has been elected president of the Michigan Associated Press Broadcasters Assn. He succeeds F. G. Granger-Weil, executive vice president of WTWH Port Huron.

Other new officers elected are: First vice president, Arthur M. Holton, news editor, WBBF Battle Creek; second vice president, Robert W. Phillips, general manager, WSGW Saginaw; third vice president, Landon Young, news editor, WILS Lansing.

1930—1950
20th Anniversary Year

46.0
"HOOPER"*

*(average 5 periods winter, 1950)
proves the best buy
in DANVILLE, VA.
is VBTM

Rep: HOLLINGBERY
5kw (d) A B C 1kw (n)

BROADCASTING • Telecasting
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only.** Situation Wanted 10c per word—$1 minimum; Help Wanted 20c per word—$2 minimum. All other classifications 25c per word. Minimum two words. Box 606F, 440 W. 44 St. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

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**Help Wanted (Cont'd)**

**Managerial**

Opportunity for sales management organization. WNFY type operation, independent. Position vacates. Must have 1000 watt fulltime up-state New York station going into FM. Salary $7500, plus expenses. Box 518F, BROADCASTING.

Manager for—Midwest MBS affiliated station. AM and FM. Only station in town of 25,000. Newspaper affiliated. Must be thoroughly experienced all phases stations. Write complete information including application and recent photo. Right man can acquire interest. Write Box 609F, BROADCASTING.

**Salesmen**

Wanted salesman for 1,000 watt station in large city. Unlimited opportunities, 64 hour account and commission. Box 599F, BROADCASTING.

Wanted, two radio time salesmen, experienced, to open new position, salary plus commission commensurate with ability. Box 600F, BROADCASTING.

Wanted Sales Executive: A genuine opportunity to operate one of the nation’s most successful regional networks. You must have minimum of five years’ high pressure sales experience and ability to handle a major account for a multi-million dollar operation. Established for ten years and we cover five states. Experience must be in fulltime selling of station. Excellent salary plus incentive arrangement. Please give complete information in your reply. Box 601F, BROADCASTING.

Wanted: Time salesman with car. Excellent opportunity immediately. Send details to phone, WCNB, Connersville, Ind.


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**Announcers**

Disc Jockey for major market—Want men with good voice, $30.00 weekly. No commercials. Comes and gimmick men not desired. Must have at least one year guarantee—from there, you’re your own boss. Write Box 602F, BROADCASTING.

Announcer-engineer: 1st class ticket experience desirable. Must be capable of all phases of WXO. NTV A, Norfolk. Must be ready to start. Network station in West Virginia. Box 603F, BROADCASTING.

First class engineer who can do first class announcing job wanted by Min- nesota station. Must be able to do good job of directing an orchestra. Prefer interested engineer. Low salary. Write Box 604F, BROADCASTING.

Announcer, experienced for 50 kw network station. No specialist, but all top talent, including game shows, etc. Box 605F, BROADCASTING.

Newman, top-flight editor, reporter, commercial writer, experienced, capable of gathering and writing experience essential. 5000 watt medium market. Salary plus commission. Include full details and station experience. Box 606F, BROADCASTING.

Experienced announcer, a man who has had at least 10 years experience, solid on- air experience, willing to start over. Good salary and commission. Send full details. Box 607F, BROADCASTING.

**Technical**

Southern station desiring combination engineer announcer. Send full details, salary expected, etc. State salary desired. Eddie Collins. Box 608F, BROADCASTING.

**Production-Programming, others**

Top-notch farm director-announcer. Must have experience in weather, news, style. Be interested in farming. $90.00 plus expenses. Wisconsin Farm News. Fox 15, Kewaunee.

Continuity director, female, experienced. Some studio experience. Send complete photo sample. Larry Fikkins, KSCB, Liberal, Kansas.

**Situations Wanted**

**Managerial**

Salesman with brilliant record of accomplishment. Experiences commensurate with equitable returns for maximum billing all around. Box 609F, BROADCASTING.

Manager, commercial manager. 14 years experience in advertising and television. Two stations manager-4 years dis- tribution and 10 years in East Coast.Highest references include top networks. Also in control of all sales for WABC. In 1961 established in East, Midwest and South- west territories. University graduate, age 26. Box 610F, Des Moines. Employed in executive capacity. Interest in Midwest Florida or West Coast. Write Box 611F, BROADCASTING.

All-round station man, strong on ideas and sales. Now managing four stations. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Sixteen years radio experience. Desires permanent job in Southeast. Four jobs previous, three networks. Wife and daughter. Am now employed. 317 Revel Drive, Florence, S. C.

**Salesmen**

My daytime earnings have exceeded over half-million net in six years. Let me do it for you. Sales, programming, management, $500+.

Salesmen: Adult, family experience, "know how." Destinies opportunity to make real money in politics, teaching Sunday School, or manage your own station. Box 612F, BROADCASTING.

**Announcers**

Announcer, former staff 5000 watt NBC affiliate. Two years college. Pro- gram executive. Additional experience shown in Chicago radio. Graduate old school. Chicago instructors taught all phases of broadcasting, but sold all offers. Box 613F, BROADCASTING.

Announcer—Sports. Occupies control position. 11 years experience at all offices. Box 614F, BROADCASTING.

Sports announcer—Experience and versatility. Continuity writer. Complete details. Send Box 615F, BROADCASTING.

Announcer—Family man desires immediate opportunity. Audition disc, resume. Box 616F, BROADCASTING.

Announcer, three years college, NBC type program director. Salary on request. Box 535F, BROADCASTING.

Sports-announcer—College grad, background, play-by-play, commentator, program director. Box 529F, BROADCASTING.

Sports-announcer—Available football season. Experienced. Man can handle round sports deal larger station, market, network control. Box 530F, BROADCASTING.

Cable sales personnel. Proven ability, able announcer, BA, wants opportunity. Box 531F, BROADCASTING.

Still looking for that first break as announcer, disc jockey. Single, ambition in music, management, $100+.

Showman sells shows, sings, announces, network type entertainment. Experienced, wants work. Box 578F, BROADCASTING.

Cable sales personnel. Proven ability, able announcer, BA, wants opportunity. Box 531F, BROADCASTING.

**Help Wanted (Cont'd)**

News. Experienced newsreel reporter, writer, and editor. Authoritative, well trained, 12 years experience in daily and magazine work. Excellent references and background. Box 568F, BROADCASTING.

Sports announcer and DJ. 3 years experience, fulltime. National org. You'll like my work. Box 569F, BROADCASTING.

If you're interested in sports ann. and DJ who will make your listeners and advertisers love you, write into this! Box 580F, BROADCASTING.

After 3 years as sports ann. and DJ, looking for a better market. Wrecked in Miami. More could you ask! Box 581F, BROADCASTING.

Sports-announcer—Morning news editor 5 kw midwest net affiliate, retrained out of job. Single, 22, college graduate. Box 582F, BROADCASTING.

Sports-announcer, specializing play-by-play. Fast moving sports round-up. Network station experience all phases of announcing. Familiarize- able family man, no drifter. Box 583F, BROADCASTING.

Attention midwest, southwest stations. Versatile announcer, 24 years experience, 200 watt degree. Acting, directing, other prime time opportunities. Send for more details and request. Box 591F, BROADCASTING.

Radio-television personality, Original, versatile, Results proven. Permanent job. Box 592F, BROADCASTING.

Got Hoopdroop! Perhaps I can help type shows thrive in the Midwest, and looking for the right one. Write me Box 593F, BROADCASTING.


**Situations Wanted**

Announcer, nine years experience, offers all types work. Send sample. Box 579F, BROADCASTING.

Manager, executive type Announcer, ample experience. Will work anywhere. Budd Duval, WTBY, Chicago.

**Announcers**

Announcer, college graduate, 1 year staff N. Y. FM station. Money no object but security a must. Box 594F, Lincoln Place, Brook 13, N. Y., or call PR 9-4671.

Versatile announcer, ready to travel. Experienced in all phases of staff advertising, Thomas Clark, 800 N. Crawford Ave., Skokie, Illinois.

**Ability available**

We have well-trained personnel who have had actual experience in metropolitan stations as an experienced disc jockey, producers and script writer, and we will send resumes, photos and references to you. Radio Institute, 8th and Chestnut Sts., Phila- delphia, Pa.

Announcer, 25, single, capable versatile College graduate, 2½ years experience,寻求 to travel. Want permanent position. J. A. E. Box 595F, Superior Ave., Cleveland 6, Ohio.

**Announcers**

Announcer, 24, single, ambitious, speaks five languages. Professionals and top flight radio people. Box 596F, BROADCASTING.

Sell more with Martin. Very strong news and commercial sell; good married, 30, 6500 S. Talman Ave., Chicago 32, Report.

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**Southeastern station desires combination engineer announcer.** Some technical writers experience. Also desires Audition disc, photo, sample. Brenett, 902 S. C.

**Engineer—Employed. Must have Joliet experience.** Have car. Bring references. Box 599F, BROADCASTING.

**Engineer—30 months experience.** In technical and sales positions. Excellent references. Box 513F, BROADCASTING.

**Chie engineers—long and extensive experience.** Will handle FM and AM broadcast engineering including dial, layout, and wiring. Will give 5000-watt educational station a complete overhauling. Will supervise work of all phases of journalism. Ambitious, reliable WO or both. Box 597F, Solon, Iowa.

**First phone license. Experienced, mer- chandising, car. Want to work in New York area.** Box 598F, BROADCASTING.

**Announcers**

**Engineer—Currently employed.** 2½ years experience in FM and AM. BCA Institutes, N. Y., interested in changing fields, seeks opportunity, better experience. Good announ- cers wanted to announce all phases of entertainment. Box 612F, BROADCASTING.

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**Personality DJ and quality announcer with 5 years experience.** Will work anywhere. Bring references. 4 years experience in FM and AM. Box 620F, BROADCASTING.

Announcer-writer-experienced, news, column writing. College degree, sales, merchandising. Two years experience com- bined. Excellent references and sample. Send upon request. Box 622F, BROADCASTING.

Announcer, 21, journalism major, New England native, conallong young man with quick wit, quality voice. Box 623F, NYC or write Box 624F, BROADCASTING.
Situations Wanted (Cont'd)

Engineer - three years broadcasting experience, maintenance, operation, and construction. No bad habits, no drifter, desires good job position. Box 613F, BROADCASTING.

Chief engineer, ten years experience, desires position in AM/TV station on southern local station. Please give details. Box 690F, BROADCASTING.

Technician, 1st class telephone, young, ambitious, good at leading engineering school. Box 632F, BROADCASTING.

Technician, telephone 1st class. Scientific, stable, sober, graduate DeLamar Institute. Box 826F, BROADCASTING.

Engineer, first phone, seeking radio or television position. Single, will travel. Box 826F, BROADCASTING.

Engineer, 1st phone, single, car. Will cover entire area. Box 547F, BROADCASTING.

Engineer, 1st phone, single, car. Will cover entire area. Box 547F, BROADCASTING.

Engineer, offer covering radio or television position. Eight months kilowatt experience. Graduate SRT-TV, single, car. will travel. Box 827F, BROADCASTING.

Fully qualified engineer seeking staff position with large station or chief engineer with smaller station. Experience: staff engineer with fifty kilowatt FM (556 kilowatt ERP), five kilowatt AM, five kilowatt TV. Chief two fifty watt AM and 1,000 watt FM. Graduate CREI Resident School course, Specialized Broadcast Engineering. Experienced announcer, news program, haywire south. Car Twenty-five. Married. Expecting Lee Bryan, 1005 9th Ave., Birmingham, Alabama.

1st phone, 32 excellent technical background, 6 years communication experience. Will give all detail. Box 617F, BROADCASTING.


First phone, inexperienced, graduate AM-FM-TV, single, desires position, will travel. Write Michael Menghi, 38-74 43 Street, Long Island City, N. Y.

Do you want a good, hard working, sober, licensed, radio man who has had thirteen years experience in all phases of radio broadcasting? $59 to 50,000 watt stations, creative, will give the best references and recommendations as to character and technical ability. Jack E. Volk, 1907-5th Ave., Rock Island, Illinois.

Production-Programming, others

Experienced promotion man, presently employed, wishes to devote full time to promotion of well established station. Box 4590F, BROADCASTING.

Program director - Six years experience, programming, production, sales, announcing, copy and traffic. References and request for interview. Box 506F, BROADCASTING.

News - thorough experience, distinctive voice, delivery, writing, 3 yrs. newspaper experience, college graduate. Dependable Permanent position, must- consequently TV or AM or AM-TV that can afford top newswoman. Two references. Box 569F, BROADCASTING.

Combination man with good voice, experience limited, but willing to learn. Will consider all offers. Box 580F, BROADCASTING.

News writer, continuity, University of Missouri, A.M. degree. Thorough training in news writing, newswriting. Prefer East or mid-west. Single, 27. Full details, write Box 590F, BROADCASTING.

Continuity director of regional indie with sales and publicity experience seeks position in AM or TV. Young College graduate. Family. Young. Top references. Box 610F, BROADCASTING.

Television

Technical

Here's your man. CREI graduate; first phone; 21 yrs. REI college; very electronic technician exp. Seeking TV opportunity. Write Box 588F, BROADCASTING, or TELECASTING.

Motion picture lab technician for TV station, have complete knowledge of film processing, development, automatic processor etc. 15 years experience. Can move equipment where will consider contract. Make offer. Write Box 600F, BROADCASTING, or TELECASTING.

SOUTHWEST NETWORK OPPORTUNITY

A long established network property located in one of the Southwest's rapidly growing and important markets. This profitable station has excellent fixed assets worth at least $100,000. Also some cash and accounts receivable included in purchase price of $125,000. Liberal financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

D. Radio Station and Newspaper Brokers

WASHINGTON, D. C. CHICAGO S. SAN FRANCISCO

James W. Blackburn Harold R. Marphy Ray V. Hamilton

Washington Street, Delmar Ave., 225 South Twelfth St., Sterling 4341-2 Randolph 4-4550

July 3, 1930 — Page 73
Henri Rene, associate musical director RCA Victor popular records, appointed West Coast manager company's artist and repertoire section, succeeding Walter Heebner, resigned.

Men's Fashion Guild of America, N. Y., offers fashion scripts and special recorded statements to stations on request without cost or obligation, beginning July 10. Address News Bureau of the Men's Wear Industry, 9 W. 57 St., N. Y.

Fred Dove forms Hourglass Productions. Tombstone, Ariz., script service for radio TV.

The Tanis Co., Phila., marketing management and sales development organization, moves to 1450 Walnut St.

Frank Spiegelman, direct sales specialist, to Richard H. Ullman, Buffalo radio production company.

Equipment

Ben Farmer appointed sales manager Rauland Corp., Chicago manufacturer TV picture tubes.


Kenneth L. Henderson, Stromberg-Carlson Co., Rochester, N. Y., since 1936, appointed chief mechanical engineer, general service division.

General Electric Co., Syracuse, N. Y., announces following appointments: R. W. Ferrell, assistant general sales manager; David Davis, sales manager TV receivers; D. S. Beldon Jr., sales manager radio receivers; E. J. Hendrickson and D. E. Weston Jr., assistant sales managers TV receivers, and G. O. Crossland, assistant sales manager radio receivers.

Richmart Co., L. A., produces portomatic television control, permitting viewer to tune set from anywhere in room. Instrument is wire connected and portable.

Technical

Melvin Feldman, chief engineer WEF St. Louis, to WMAY Springfield, Ill., as chief engineer. WMAT to take air Aug. 15.

Pat P. Rosano, general manager, WERD Atlanta, Ga., to vacation relief studio control engineer WMGM New York.

Hereman G. Gelbach, staff engineer KWSU Pullman, Wash., to KIRO Seattle transmitter engineering staff.

Ernest S. Gelman, chief engineer WAVZ New Haven, Conn., elected to board of governors New Haven Foreman's Club.

Richard Engstrom, NBC Chicago TV engineer, announces engagement to Carla Johnson of La Grange, Ill.

Thomas Smith, chief engineer WPKE Pikeville, Ky., is in Mt. Sterling, Ky., hospital following accident which en route to Kentucky Broadcasters Assn. meet.

Kenneth Grant, cameraman WPFA-TV Dallas, and Lou Yarborough married June 3.

KYA Wage Increase

New contract with KYA San Francisco, calling for a $5 weekly wage increase for staff announcers, increased vacation pay and other benefits, has been signed by AFRA. The $5 wage increase raises the KYA minimum to $90 weekly, which AFRA Counsel Harry Polland said was in line with stations of similar power and size in the area. Agreement on the new contract was reached just 20 minutes before an AFRA scheduled strike deadline.
Docket Actions...

FINAL DECISIONS

Payne County Beasts, and Cushings Beasts, Co., for new AM station on 1800 kc, 500 w day at Cushings and Cushings Beasts, Co. for same facilities. Grant subject to condition that winning bidder must file application for renewal of license within 60 days after grant.


KGO-AM-TV. Granted CP for new FM station in Berkeley, Calif., for new station on 107.9 mc, 5 kw for Berkeley, 0.5 kw for Richmond, and 0.5 kw for San Leandro.

KABC-TV. Granted mod. of CP for new FM station in Beverly Hills, Calif., for new station on 107.9 mc, 1 kw for Santa Monica and 0.5 kw for Los Angeles.

KMAC-AM. Granted CP for new FM station in Madison, Wis., for new station on 107.9 mc, 1 kw for Madison and 0.5 kw for Sun Prairie.

KXKJ-FM. Granted CP for new station in Kansas City, Mo., for new station on 107.9 mc, 1 kw for Kansas City and 0.5 kw for Overland Park.

AM 1490 kc.

County Radio Co., Steurgoon Bay, Wis., for new AM station at 1490 kc, 5 kw, unlimited on limited license.

License Renewal.

Request for license renewal station (nonlimited): KXQN Giendlwe, Mont.: WITC-SF, S盼望, N. Dak.

KCVN Stockton, Calif.—Request for license renewal for FM station.

Modification of CP.

Mod. CP new FM station for extension of license. Station is KAGG 1460 kc, located in Bakersfield, Calif., for new station on 107.9 mc, 1 kw for Bakersfield and 0.5 kw for Santa Maria.

APPLICATION DISMISSED.

KOEL Oteiwell, Ia.—Mod. CP, change trans. and change studio location. Application filed late. Denied to file except to alter in oral argument. Decision June 25.

Application for approval of trans. and studio locations.

June 27 Applications

ACCEPTED FOR FILING.

Modification of CP.

KFBU Columbia, Mo.—Mod. CP AM station at 1150 kc, 5 kw fulltime, 1 kw during winter for extension of license.

Mod. CP new FM station for extension of complete license. Station is KNOO Long Beach, Calif., for new station on 107.9 mc, 5 kw fulltime, 1 kw during winter and 1 kw during fall.

APPLICATION DISMISSED.

KAUS Anselm, Minn.—Dismissed June 27 for failure to file as required. Decision June 25.

June 29 Applications

ACCEPTED FOR FILING

Modification of CP.

WERS-LP, Fond du Lac, Wis.—CP new AM station at 1510 kc, 5 kw fulltime, 1 kw during winter for extension of license.

KOEL Oteiwell, Ia.—Mod. CP, change trans. and change studio location. Application filed late. Denied to file except to alter in oral argument. Decision Sept. 25.

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June 27 Applications

ACCEPTED FOR FILING.

Modification of CP.

KFBU Columbia, Mo.—Mod. CP AM station at 1150 kc, 5 kw fulltime, 1 kw during winter for extension of license.

Mod. CP new FM station for extension of complete license. Station is KNOO Long Beach, Calif., for new station on 107.9 mc, 5 kw fulltime, 1 kw during winter and 1 kw during fall.

APPLICATION DISMISSED.

KAUS Anselm, Minn.—Dismissed June 27 for failure to file as required. Decision June 25.

June 29 Applications

ACCEPTED FOR FILING

Modification of CP.

WERS-LP, Fond du Lac, Wis.—CP new AM station at 1510 kc, 5 kw fulltime, 1 kw during winter for extension of license.

KOEL Oteiwell, Ia.—Mod. CP, change trans. and change studio location. Application filed late. Denied to file except to alter in oral argument. Decision Sept. 25.

AM 1490 kc.

County Radio Co., Steurgoon Bay, Wis., for new AM station 1490 kc, 5 kw, unlimited on limited license.

Application for renewal of license.

Request for license renewal station (nonlimited): KXQN Giendlwe, Mont.: WITC-SF, S盼望, N. Dak.

KCVN Stockton, Calif.—Request for license renewal for FM station.

Modification of CP.

Mod. CP new FM station for extension of license. Station is KAGG 1460 kc, located in Bakersfield, Calif., for new station on 107.9 mc, 1 kw for Bakersfield and 0.5 kw for Santa Maria.

APPLICATION DISMISSED.

KOEL Oteiwell, Ia.—Mod. CP, change trans. and change studio location. Application filed late. Denied to file except to alter in oral argument. Decision June 25.

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FCC Roundup

(Continued from page 75)

radiation from proposed DA pattern in
directions of WDAY Fargo, N. D. and
KUNI Portland, on con. Den.
Application KCIT- Bellingham, skim, re-
consideration of grant on July 26, 1968
app'd for on July 26, 1968. N. D. N. W.
WDAY petition for reconsideration of
same grant dismissed. Order June 22.

KPMF Davenport, IA.-Adopted an or-
ter to revoke CP for station KFMF, effective June 27. Reversion will stand
suspended until conclusion of hearing if
written application is made prior to
mission on or before July 14. Order
June 22.

Non-Docket Actions . . . . .

AM GRANTS

Columbus, Ind.—Syndicate Theatres Inc.
granted new station 1010 kc, 250 w in
syndicates Theatres Inc. For
licensee FM station WCSI Columbus.
Granted June 27.

Marine City, Mich.—Radio St. Clair Inc.
granted new station 1390 kc, 1 kw full-
time, directional. Estimated construction
 cost $39,255. Principals include: Jerry W. Coughlin, sole owner
partner, Detroit, Mr. Smith, Everett W. Sawyer, employe WFLB
Detroit, Willis Grydale, employee of Franklin Dept. store, 25%. Granted
June 27.

Gadsden—Gadsden Radio Co.
granted new station 930 kc 1 kw full-
time, directional. Estimated construc-
tion cost $10,845. Principals include: J. Ball, Half interest Co.
, J. H. Ball, owner Half Implement Co., and J. H. Ball, president
41%. R. D. Hynes, doctor of optometry, vice president 33%. A. L. White, sales manager KDJS Ponceagoo, 15%. Granted June
27.

Allan, Tex.—Ark-La-Tex Best Co.
granted 1450 kc, 250 w in
syndicates Best Co., 90%. Principals include: R. P. Thompson, owner
and partner, was a daily

Walters & Thompson Drug Store (Walgreen group), president.
Mr. Smith, co-owner Scott & Smith Dept. store (Walgreen group), 33%; M. M. Ball, medical doctor, medical

treasure, 33%. Granted June 27.

Winston-Salem, N. C. — Community
Theatres Inc., granted new station 1580 kc, 1 kw full-
time day, 1 kw night, directional.
Estimated construction cost $17,580. Principals include: R. F. Boger
 Jr., president 49% inter-
clude owner and operator of tobacco and
the Mutual Insurance, and dealer
A. E. Reeder, radio announcer, WPTF Raleigh and
15% owner WVAR Wilson, N. C., vice
president 45%. Beatrice Leeper, house-
wife, secretary 1% and Rachel Page,

Page 76 - July 3, 1950

WNYT

AM/TV/FM

NBC Affiliate in Central New York

HEARLEY REED, National Representatives

Broadcasting - Telecasting

RADIO NEWS

WSYR

The Only COMPLETE
Broadcast Institution
in Central New York

AM/TV/FS/AF

GRAND RAPIDS, MICHIGAN

"The People's Station"

STOCKING SALE

Brings WSL Large Contract

WHEN a department store contracted with WSL Logansport, Ind., for a "huge" segment of time to advertise its wares, the agreement was climactic proof of the store's belief in radio's effectiveness as a selling medium.

The story began last October when WSL representatives visited the Olsen Department Store, hoping to find something that could be used as a "traffic item" idea. Olsen's 58-cent stock was selected. At the same time, a check with the stocking department's

buyer disclosed that Olsen's sales were averaging about 350 pairs per week on the 88-cent stockings.

WSL Manager Joe Jordan had several "production" (transcribed spots prepared and Olsen's Manager M. F. Jacobsen decided to give them a try, taking a two month contract, six spots daily. Sales on the hose jumped from 560 pair per week to 1000 pair weekly, according to Willis Searfoss, WSL's commercial manager. The department store now sponsors a on WSL Knox Manning's Monday- Friday Beside the Scenes, a daily transcribed five-minute show; Ann Ginn's Monday-Friday live program Listen Ladies; two weekly half-hour transcribed programs, in addition to 64 spots and 18 station breaks.

Ridson Inc., are either directors or officers in Northwestern Publications and because of increased responsibilities in newspaper, broadcast, they desire liquidate financial investment through transfer. Consideration $4,000. WSL is assigned 250 w full time on 1230 kc. Granted June 19.

H. We don't sell "time!" We USE time to increase your sales and profits.

WGDR

"The People's Station"

(Continued from page 75)

president 1%. Granted June 27.

WKEF Seguin, Tex.—Granted transfer of
six channels from 1193 kc to 1 kw day
on 1580 kc. Granted June 27.

WGET Greenville, N. C.—Granted a
channel in frequencies from 1450 kc 250 w
unlimited to 1350 kc, 1 kw, day,
N. C. Granted June 27.

KTBB Tyler, Tex.—Granted transfer in
frequencies from 600 kc, 50 kw day
600 kw 1 kw fulltime, N. A. Granted
June 22.

TRANSFER GRANTS

WKEF Fayetteville, Tenn.—Granted
assignment of license in Elv River Valley to.
Smith Smith Jr. to J. B. Crowder and
James Smith. N. C. for $75,500.
Mr. Crowder is 76% owner WKEF Marion, Ten., and Mr.
Clark is 26% owner. WKEF is assigned 250 w full-time June 2. Granted
June 27.

WYMA Thomas, Ga.—Granted a
transfer of control in Hickory Hill Radio,
Inc., licensee, from Walter J. Brown
to Edgar Kobak for $10,000. Mr.
Kobak was formerly president of MBS
constituent company as well as 45.6% owner WYMA. Granted
June 27.

WLSB Marion, Mich.—Granted
assignment of license from J. J. Kelch-
J. Kelch J. Edward and Howard
Wolfe by/2 as Lake Huron Best Co., Il-
former corporation in which original part-
ners retained interest. decidedly is assigned 1210 kc, 1 kw day.
Granted June 27.

WIBS and KCMM Monroe, La.—
Granted relinquishment of control in
Merger Melka Liner Gascon, through transfer
of license to J. C. Liner III for $10,000.
KMLB is assigned 1600 kc 5 kw day, 1 kw night June 2. Granted
June 27.

WIBS Sanurco, P. R.—Granted as-
assignment of license to the radio-Stations WIBS Ponce, a new company,
include Mr. Del Valle, president and
in the spherical sales secretary, 15%
tax, 5% attorney and 15% president.
Granted June 27.

OPERATIONS SUSPENDED

KFST Trinidad, Col.—Trinidad Best
Corp., granted suspension of license
because of the license silent for period of thirty days pending
renewing. Action taken June 27.

(Continued from page 88)

New Applications . . . . .

Aiken, S. C.—Interstate Best Co.
granted new station 990 kc in
Aiken. Principals include: Eugene
H. White, sales manager, 25%;
Samuel B. Haynes, attorney, 25%;
Dennis Fitchburg Inc. CP June 20.
WMAR-FM Baltimore, Md.—A. S.
A. A. Page, president, 50%;
energies to TV exclusively.
(Continued from page 75)

NFPA Atlanta, Ga.—Constitution
Pub. Co. CP June 20. Merger with
WINS-FM New York—Crosley Bestg.
be in CP June 20. Lack of interest in

1/2-

WFRM-FM Chicago, Ill.,—WEIM

WFRM-FM Baltimore, Md.—A. S.
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(Continued from page 75)

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WFRM-FM Chicago, Ill.,—WEIM

WFRM-FM Baltimore, Md.—A. S.
A. A. Page, president, 50%;
energies to TV exclusively.
(Continued from page 75)
'Cover to Cover'
EDITOR, BROADCASTING: . . . Broadcasting is one of the few trade papers I read from cover to cover every week. . . .
Harry Schroeter
Director of Media
National Biscuit Co.
New York

‘Vital’ in Work
EDITOR, BROADCASTING: All of us at Ambro find that broadcasting serves a very vital part in our daily work. We all look forward to each weekly edition.
Eileen Gould,
Media Director
Ambro Advertising Agency
Cedar Rapids, Iowa

‘Fair and Accurate’
EDITOR, BROADCASTING: I want to let you know how satisfied we have been with our relationship with your book. . . . I have found that you have been fair and accurate in the treatment accorded Pulse data and releases.
Sydney Roslow
Director
The Pulse Inc.
New York

Cites News Coverage
EDITOR, BROADCASTING: . . . The magazine is doing an excellent job of publishing all the matters of interest to broadcasters and telecasters. I have no complaints or suggestions and I seleze on it the minute it arrives to read it from cover to cover.
Mrs. A. Scott Bullitt
KING Seattle

Sent 3,500 Reprints
EDITOR, BROADCASTING: . . . The enclosed reprints show how we merchandised an article which appeared in your Feb. 27, 1950 issue . . .
We recently mailed 3,500 of these reprints (four page brochure) to the Allied-Island salesmen. People all over the United States—including every dealer and company salesman. We feel that this type of promotion direct to dealers and salesmen will enlist their continued support of radio advertising—particularly on the National Farm and Home Hour which is sponsored by the Tractor Division of the Allis-Chalmers Mfg. Co. on every NBC

--

open mike

station in the nation . . .

Needless to say, we were most appreciative of . . . efforts on behalf of the National Farm and Home Hour.
Gerald L. Seaman
Radio Executive
Bert S. Gittine Advertising
Milwaukee

‘Sweet Nostalgia’
EDITOR, BROADCASTING: It was a welcome relief to come across Charlie Warren’s article, “The Good Old Days” in . . . our mag [BROADCASTING, June 19]. I’ll bet you’ll get a lot of fine comments, not provided by Charlie in his reminiscent piece.
Dallas Wyant
Promotion Mgr.
WOAI San Antonio

EDITOR, BROADCASTING: Sweet nostalgia! What memories Charles Warren stirred with “The Good Old Days.” The oldtimers in this precise exacting industry are prone to forget the fun we had back in that jack-of-all-trades era of carbons and crystals. Radio was exhilarating in the Roaring ’20s. The seven members of the KOID Twenty Year Club salute Mr. Warren for a delightful flashback to “The Good Old Days.”
Arthur R. Kirkham
Vice President
KOIN Portland, Ore.

Explains Skiatron Unit
EDITOR, BROADCASTING: I have just seen . . . Broadcasting [June 19, 1950], page 52, article headed “Box Office TV-Skiatron Proposal Filed, Rivals Phonevision.”
It is apparent to us that Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., in his statement on the relative merits of Phonevision and Subscriber-Vision, was in error, if not in a lack of proper understanding of the Skiatron Subscriber-Vision system.
Although we do not want to indulge in premature exploitation of Subscriber-Vision and recognize the commercialization of the system hinges upon future approval by the FCC, do believe that the issue between Zenith’s Phonevision and our Subscriber-Vision will ultimately be resolved by the public itself, and that our unique type of subscriber television will take its place as the preferred system in the industry.
We would like to make the following points in reply to Comdr. McDonald’s observations:
1. Subscriber-Vision will be far less expensive precisely because of the elimination of costly phone wire facilities.
2. In addition, subscribers need not pay in advance. On the contrary, the key pattern for a subscriber card can be sold up to the last minute through chain retailers, such as stove, drug and department stores.
3. For regular subscribers, the well-known punch-card system of IBM could be used, enabling the viewer to exercise choice by designating on the card the features he desires to view and returning the card to the Subscriber-Vision office. He would therefore be billed only for the actual programs seen and would not, as Comdr. McDonald mistakenly contends, be subject to a blanket charge like that imposed on British TV set owners. In fact, he could enjoy his selections up to the last minute by supplementing his subscription by the purchase of selective patterns at his neighborhood store.
4. Marketing data derived from the punch cards would be a separate and separate method devised of ascertaining the preferences of the television audience in motion pictures and would provide the film companies and exhibitors with extremely valuable guides as to what type of entertainment would be most popular for future release . . .
Arthur Levey
President
Skiatron Corp.
New York

A ‘BLOOPERT’?
KRNT Conducts Novel Contest
SUCCESSFUL promotion of a contest built around a word created by Dick Jockey Don Bell has been reported by KRNT Des Moines.
Several months ago, Mr. Bell introduced listeners to the word “bloopert,” on his morning program, the Don Bell Show. He described the word as “something that could be anything or nothing.” Object of the contest was to produce the nearest “to be something,” to most accurately fit the bloopert.
Winner of a jackpot of prizes, including a two-weeks Minnesota vacation, was Mrs. Robert H. Moore of Des Moines. Her contribution, selected as the most nondescript, nearest nothing, was shaped from modeling clay to resemble a cartoon movie’s version of a medium’s ectoplasm. Promotion Manager Joe G. Hugden said the contest re-energized heavy promotion, including spot announcements, featuring of “Bloopert Specials” on restaurant and soda fountain menus, ads in the Mercury Register and Tribune, KRNT owner, and a downtown window display.

1090 KC CASE
FCC Denies Reconsideration
RECONSIDERATION of the 1090 kc Hot Springs-West Memphis, Ark., case was denied by the FCC majority last week on grounds it had fully considered all facts in its final decision.
Review had been requested by KTHS Hot Springs and Hot Springs Broadcasting Co., whose respective applications had been denied by the Commission on grounds they violated the spirit of the North American Regional Broadcasting Agreement, in effect at the time of hearing [BROADCASTING, April 17].
Radio Broadcasting Inc., KTHS licensee, sought to move KTHS to West Memphis, increase its power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night, and replace the Hot Springs service with a new outlet under the same ownership on 550 kc with 5 kw day, 1 kw night. Hot Springs Broadcasting sought a new station at Hot Springs on 1090 kc with 50 kw fulltime.
Radio Broadcasting petitioned for reconsideration of its two bids on the ground grants were proper in view of the advantages to be gained by the service which would be provided to the areas involved. Comrs. Wayne Coy and E. M. Webster disented from the majority and voted to grant this request and deny the Hot Springs Broadcasting petition. Com r s. Robert F. Jones and Frieda B. Hennock did not participate. The majority also denied Radio Broadcasting’s request that the KTHS bid be granted for 1090 kc on condition it promptly file an application specifying Little Rock as its site. FCC said this had previously been denied in 1947.

RESULTS?
THAT’S US
CHNS
HALIFAX NOVA SCOTIA
Maritime’s Busiest Station
5000 WATTS—NOW!
Interested Ask
JOS. WOOD & CO.
350 Madison Ave., New York

July 3, 1950 • Page 77
PRESENT BELL TV RELAYS ADEQUATE, SAYS HEDGES

BELL SYSTEM intercity TV relay facilities threatened "divisive" for NBC by WU needs of William S. Hedges, NBC vice president in charge of integrated services, at conclusion Friday morning of PCC's hearing on NBC's proposed $42 billion in 1950-1.

Other broadcast, however, he favored interconnection if advantages were sufficient (early story page 56).

Possible need for added facilities was cited in certain areas where channels are allocated, such as Columbus-Cincinnati, or where round-robin operation might be desirable, such as Syracuse-Rochester and Pittsburgh-Cleveland-Toledo-Cincinnati. Mr. Hedges said in 1948 there was big need for added channels which WU could have filled. Same needs might recur, he conceded.

KING QITS ASSOCIATION

KING Seattle resigned Friday from Washington State Assn., of Broadcasters in protest against action of WSAB board committing association to participate on behalf of Bruce Bartley, owner of KBBF Bremerton, in suit against Seattle School Board. Suit involves school board's right to grant to KING-AM-FM-TV Seattle exclusive rights to all Seattle high schools in 1950-51. Mr. Bartley, counsel WAB, filed action in own name. State Superior Court heard arguments Thursday. Judge Theodore Turner said he would announce decision in few days.

SAFETY, SERVICES BUREAU REORGANIZED BY FCC


Jack Werner, assistant chief of Common Carrier Bureau, first new bureau formed under Commission reorganization [BROADCASTING, March 13], Friday appointed chief to succeed Harold J. Cohen, resigned [BROADCASTING, June 12]. Curtis W. Bushnell, chief of Telephone Division, named assistant chief of bureau. Mr. White has been with FCC and former Federal Radio Commission since 1930.

PTA PICKS CHILD FARE

LIST of radio and television programs considered "suitable for children" released by National Congress of Parents & Teachers. Evaluations were made by a jury of 12 headed by Thomas D. Rishworth of Austin, Tex., NCPT radio-television director and director of U. of Texas Radio House. Selections published in current issue of National Parent-Teacher. List may be expanded later.

RETAIL SALES MOUNTING, CENSUS DATA INDICATE

SALES of retail stores increased from $319 to $893 per person from 1939 to 1948, according to summary of Census of Business made public July 2 by Roy V. Peel, Census Bureau director. This amounted to 210% increase from $42 billion in 1939 to $131 billion in 1948.

Nearly half (47%) of dollar volume in retail trade in 1948 accounted for by seven states—New York, California, Pennsylvania, Illinois, Ohio, Texas and Massachusetts. New York was first with 11.2% of all U. S. retail trade dollars.

BAR ROBERTS TESTIMONY, FCC AGAIN URGED


"The report was in response to FCC Chairman Wayne Coy's reply, divulged Friday, that Commission is "in no position" now to determine whether Roberts testimony should be accepted or repudiated." Chairman Coy assured Congressmen stations will have "adequate opportunity to argue credibility" of Mr. Roberts' testimony and that procedure is "consistent with requirements of the Administrative Procedure Act."

NBC TO BACK SHOW

NBC officially announced Friday it would back Broadway production of "Call Me Madam," musical starring Ethel Merman with music by Irving Berlin, book by Lindsay & Crouse, directed by George Abbott, in return for right to use radio, and recording of original cast. Although amount net disclosed, NBC understood to be providing $200,000 in first instance of network act as "angel" for Broadway show. "Call Me Madam" will open in mid-October.

TWO LEVER TELECASTS

LEVER BROTHERS will sponsor telecast of Big Town, Thurs., 9:30-10 p.m., and Lux Video Theatre, Mon., 8-8:30 p.m., on CBS-TV. Ruthrauff & Ryan will handle Big Town and latter program will be produced by J. Walter Thompson Co.

LUCKIES VIDEO TEST

AMERICAN TOBBACCO CO., New York, will test video version of its HJ Parade radio series for Lucky Strike cigarettes with four experimental broadcasts on NBC-TV network this summer, looking to regular TV series in fall. BBDO, New York, is agency.

KITO SOLD TO WALL GROUP

APPLICATION for sale of KITO San Bernardino, Calif., for $148,000 from group including Jack Donahue & Donald N. Maier, to group including H. G. Wall, former 75% owner WIBC Indianapolis and once holder of 37.5% of WDSU New Orleans, accepted for filing by FCC Friday. KITO is kw fulltime on 1390 kc, directional; ABC affiliate.

Closed Circuit

(Continued from page 4)

requirement for BAB benefits have been dispelled.

SOME ardent BAB adherents foresee $500,000 and upward budget and accept partial separation from NAB only as interim concession to bring about complete severance.

BLANEY HARRIS, supervisor of radio and TV programming for Doherty, Cliffond & Shenfield, New York, slated to join WON New York as program manager in direct charge of creative radio programming. Will report to Julius F. Seebach Jr., WON vice president and program director.

WTOB Winston-Salem, expected to affiliate with CBS prior to start of fall season. Station, operated by James W. Coan and John G. Johnson, general manager, has been on air since 1927 as omnimeter and is now installing fulltime 1 kw outlet on 1380 kc.

LEVER BROTHERS (Lifebuoy soap), through SSEC, New York, preparing eight-week spot announcement campaign, starting July 10 in 15 markets.


THIRTY NAB headquarters is only in first stage of setting up three committees to replace former 10-committee structure, it's known Ben Stone, WWDC-AM-FM-Transport Washington, will head FM Committee. He's NAB director-at-large for FM.

PUBLICATION by Counterattack of its report on Community's influence in radio and TV [BROADCASTING, June 28] has aroused more than cursory interest among networks and station operators who, in addition to Korean conflict, which coincided with Counterattack publication naming names, has placed network management on alert, it's understood.

WITH REPORTED half-dozen sponsors interested in buying Ransom Sherman on NBC-TV this summer in slot vacated by Kukla, Fran & Ollie (6 a-week, 6:45-7:30 p.m. on CBS), NBC planning to extend show to hour daily next fall. It will probably be afternoon feature.

NAB BOARD to "draft" Don Petty, who resigned as legal counsel, likely to result in compromise by which attorney will complete pending association projects and serve till end of year.

MORSE INTERNATIONAL, New York, has recommended radio for Vick Chemical. Definite decision expected late this week.

ABC PAYING fat fee to internationally known Chicago industrial designer for recommendations on design and location of new mid-west television station. Quartet in Civic-Bldg. are cramped. ABC also bases say from NBC in latter's Merchandise Mart headquarters. There is talk of leasing space in building to be built on North Michigan Ave.

PRENTICE NAMED BY GF

ROBERT PRENTICE appointed associate sales and advertising manager of General Foods Calumet Division.
WORCESTER
A Top-Flight Buying Market of the Nation

Month old U.S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

- Retail Sales $474,773,000
- Food Sales including Eating Establishments $175,409,000
- Home Furnishings Sales $24,449,000
- Automotive Sales $61,052,000
- Filling Station Sales $21,402,000
- Drug Sales $14,194,000

1950 Survey of Buying Power places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

WTAG
Commands
The Audience in This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,570 families, 113% greater than the closest second station.

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See Raymer for all details
In your search for radio results, take a long look at WSM, the station with power to cover its market and programming persuasiveness to turn coverage into listeners. And for convincing evidence of WSM's unique program and talent potential, focus on this fact — in addition to regular station business, WSM is currently originating sixteen network programs weekly. Do you know of another station anywhere with the quality and quantity of talent to do that kind of job? Want more facts? Ask Irving Waugh or any Petry man.