Before this month is out, WLEE will be broadcasting at 5000 watts. That means thousands and thousands more listeners for our advertisers. That means more value for every advertising dollar you spend on WLEE. Rates will soon go up. Buy WLEE now, at our present rates—now a bigger bargain than ever. Get the whole story from your Forjoe man.
"WHAS-TV News"

WHAS-TV offers the top news show in Louisville, featuring the city's first and only TV newsreel. Each day WHAS-TV cameramen cover the top news stories in the Louisville area, and the films they take are processed for showing the same night. The result is lively and timely local coverage...

"Today's News Today."

In addition to local film highlights and guest appearances, a complete local, national and international round-up is presented by WHAS News Director Dick Oberlin and Pete French, Kentuckiana's two best known newscasters.

The show is the work of the same outstanding news staff (now expanded) that in 1949 was voted the best newsroom in broadcasting by the National Association of Radio News Directors.

"Flying Saucer" makes its first TV appearance on WHAS-TV News

On his way to cover a routine assignment, an alert WHAS-TV cameraman saw—and captured on film—this unique movie shot of the so-called "flying saucer". WHAS-TV viewers saw the movie as part of their WHAS-TV NEWS, "Today's News Today".

A Basic CBS Affiliate...

and the Cable is coming in October.

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
takes pleasure in announcing
the appointment of

WEED and company

as NATIONAL ADVERTISING REPRESENTATIVES
effective
JULY 1, 1950

PATROON BROADCASTING COMPANY, INC.

Hotel Ten Eyck
Albany, N. Y.
REPORTS, still unverified, are that RCA will shortly uncork new simplex adapter to convert black-and-white receivers to color reception in addition to doubling number of dots in dot-sequential tube with quadrupling of brilliance and improved fidelity.

APPLICATION will be filed this week with FCC for transfer of KFWB Hollywood from Warner Bros. to new company controlled by Harry Maitzah, for past 14 years station's general manager. Minority stockholder will be Schine motion picture and hotel interests which now own WPTR Albany, N. Y.

FUNCTIONAL realignment of FCC, which got 8 man, Peck magazines Charm, marketing profits. Currently, roughly ink, FROM ganda wall when international ington as is. and Broadcast passed FUNCTIONAL realignment Harry APPLICATION sequential tube with addition shortly uncork LETTING

LETTING down of hair in re baseball telecasts slated Tuesday when National and American (Continued on page 78)

Closed Circuit

Upcoming


Bulletins

WIGIG Brunswick, Ga., will become an ABC affiliate, effective Aug. 1. Robert C. Moran is general manager of 1 kw station on 1440 kc.

TRUMAN TO SUBMIT PLAN FOR EXPANDED 'VOICE'

PRESIDENT TRUMAN will submit plan for expanded Voice of America and request for $100 million for its development. Plans submitted to Congress this week, Edward Barrett, Assistant Secretary for public affairs, revealed Friday to Senate Foreign Relations subcommittee during hearings on Benton proposal (see story page 15). Plan, now before Budget Bureau, would triple current allotment for international information program. Also appearing in support of Benton resolution (S Res. 245) were Lt. gen. Walter Bedell Smith, former Ambassador to Russia; Bernard Baruch; George Stoddard, U. of Illinois. Worldwide radio network, Mr. Baruch testified, would convince Russian satellite countries their fate is "either death or liberation."

POPP TO U.S. TOBACCO

PETER E. POPP, former assistant account executive at Compton Adv., New York, has joined United States Tobacco Co., New York, as assistant to advertising director.

IMMEDIATE DRAFT EFFECT NOT BELIEVED SERIOUS

POSSIBILITY of manpower shortages arose immediately after President Truman's order last Friday to invoke draft law to expand armed services because of threat precipitated by Korean conflict. It was doubted at first whether radio personnel would be affected at this early stage. If an all-out war develops (see editorial, page 34), freezes, manpower and equipment shortages are foreseen. It was recalled that during World War II radio broadcasting was declared essential service along with newspapers and other spot communications, and that personnel in those fields were given preferential deferments in specified pursuits.

No general mobilization is involved, it was pointed out, with only added strength of 300,000 men specified. Peak strength of forces during last war was 12,000,000. Present law covers registration of all men between 19 and 26.

Business Briefly

CIGARETTE SPOTS • Philip Morris & Co. has placed campaign of 155 weekly spot announcements over ABC & O&O stations WJZ New York, WXYZ Detroit, WNAV Chicago, and WINS San Francisco. Agency, Blow Co., New York.

KEN-L-RATION SPOTS • Ken-L-Ration Div. of Quaker Oats Co., Chicago, starts one-minute spots on four Washington, D. C., TV stations and will expand in August to five more markets. Agency, Ruthrauff & Ryan, Chicago.

ADM. BUCK ELECTED RCA VICE PRESIDENT

REAR ADM. WALTER A. BUCK elected vice president and general manager of RCA Victor Division by RCA board Friday. Adm. Buck moves up to chief executive post after vice service and operating vice president (Glozo Circuit, June 12). Top job in RCA Victor has been open since death of John G. Wilson, executive vice president in charge of division, two months ago.

Admiral Buck became operating vice president of RCA Victor Jan. 7, 1949, after serving as president of Radiomarine Corp. following retirement from U. S. Navy March 15, 1948. His 30 years of Navy service included duty as Paymaster General and Chief of Bureau of Supplies & Accounts.

Adm. Buck is native of Osvaldoa, Kan. He was graduated in 1913 from Kansas State College of Agriculture & Applied Science with B. S. degree in electrical engineering and received M. S. degree from same college in 1915.

BALTIMORE RANKS SIXTH AMONG U. S. CITIES

BALTIMORE rose from seventh to sixth place in population of U. S. cities (incorporated limits only), according to Census Bureau data made available Friday. Figures disclosed for 15 cities over 100,000, supplementing data in July 3 Broadcasting.

Total city-limit population of Baltimore jumped from 959,655 in 1940 to 939,865 in 1950. City-limit population of other large cities (several still to come) follow for 1940 and 1950 respectively: Washington, 665,091 to 792,234; Buffalo, 575,901 to 576,506; Newark, 425,760 to 437,583; Denver, 322,412 to 326,583; Atlanta, 302,288 to 326,962; Jersey City, 301,175 to 300,477; Omaha, 223,844 to 247,970; Jacksonville, 198,880 to 198,380; Youngers, 145,588 to 152,383; Fall River, 115,428 to 112,091; Gary, 111,719 to 126,650; Knoxville, 115,850 to 124,117; Sacramento, 106,580 to 134,318; Peoria, 105,087 to 111,475.

GRAY AT CABINET MEETING

CABINET officials Friday held closed meeting with National Security Resources Board and Chairman W. Stuart Symington. Those reported present: Thurman C. Gray, WINS Winston-Salem, N. C., Presidential consultant; State Secretary Dean Acheson, and W. Averell Harriman, assistant to President.

Page 4 • July 10, 1950
PLAY BALL!

PHILLIES and ATHLETICS Games on

WDEL-TV Wilmington, Del. WDGAL-TV Lancaster, Penn.

Play Ball means that all Saturday home games of both Phillies and Athletics are telecast over WGAL-TV and WDEL-TV. This splendid baseball feature is important on two counts. First, because it has definite appeal in these two markets. Second, because it is only one of a great many special features which are the result of effective, long-range programming. These two stations are increasing their number of viewers constantly. They're keeping these growing audiences loyal and responsive through programs which are worthwhile and diversified. They offer TV advertisers an unusually fine opportunity for profitable business. Investigate.

WDEL-TV—Wilmington, Delaware
Only television station in Delaware—fifth market in per capita income in the nation. Brings viewers a clear picture, all NBC network shows. Excellent TV Test Market.

WGAL-TV—Lancaster, Pennsylvania
Only TV station in this large, prosperous area of Pennsylvania. Presents the top shows of four networks: NBC, CBS, ABC and DuMont. Excellent TV Test Market.

Steinman Stations—Clair R. McCollough, General Manager

Represented by
ROBERT MEEKER Associates • CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES
To a radio advertiser who can't afford Godfrey

In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an ookelele, but who eats ookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more, WMT has more sponsors than Godfrey! WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at $27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes. Please ask the Katz man for additional data.

600 KC  
5000 WATTS  
DAY & NIGHT  
BASIC COLUMBIA NETWORK
NEW CONVERSION KITS
- MI-11882 for fine-groove cutting.
- MI-11860 and MI-11861 for 45 RPM operation.

For economical recordings...
...nothing beats a high-fidelity 73-B

IN PRICE . . . lowest in RCA history* . . . the 73-B compares with any recorder of similar quality!

IN CUTTING COSTS per hour (where the records are permanently retained), the 73-B saves up to 92 per cent—compared with all other recording mediums!

IN RECORD STORAGE space, the 73-B saves up to 83 per cent—compared with all other recording mediums!

New Fine-Groove and 45 RPM Kits
Kit MI-11882 makes it easy to convert your 73-B recorder to cut fine-groove recordings—and reduce your recording costs one half!

New motor drive pulleys make it practicable to operate your 73-B at 45 RPM—and utilize this speed, plus either 33½ or 78 RPM. (MI-11860 for 45 and 33½ RPM, and MI-11861 for 45 and 78 RPM.)

Easy to operate, this professional recorder offers technical and economical advantages matched by no other recorder in its class. For details ask your RCA Broadcast Sales Engineer. Or write Dept. 19 GB RCA Engineering Products, Camden, N. J.

*Ask your RCA Broadcast Sales Engineer for the special package price!

Look at these low operating costs!

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<th>Specifications</th>
<th>Normal Groove 16&quot;</th>
<th>Fine-Groove 12&quot;</th>
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<tr>
<td>Cu. in. storage space needed per hour of recorded material</td>
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<td>18</td>
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</tbody>
</table>

In Canada: RCA VICTOR Company Limited, Montreal
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
WHY IS YOUR KITCHEN LIKE A CANOE?

...OR YOUR LIVING ROOM LIKE A LAKE SHORE?

Kitchens, canoes, living rooms, lake shores—just about any spot you can name—all have this in common: RADIO is there. Wherever people go, radio's pervasive, persuasive influence follows.

Where radio goes, your sales message can also go. And with SPOT radio, your message travels at lower cost...with greater efficiency...with more precise matching of market and marketing problems than any other medium can provide.

If you have used SPOT, you know how it has sold for you in the past. It can sell even better today. If you've never before tried spot, think first of this roster of stations where so many advertisers start their spot thinking...

WSB Atlanta NBC
WBAL Baltimore NBC
WNAC Boston MBS
WICC Bridgeport MBS
WBEN Buffalo NBC
WGAR Cleveland CBS
WFAA Dallas NBC
WJR Detroit CBS
KARM Fresno ABC
KPRC Houston NBC
WDAF Kansas City NBC
KFOR Lincoln ABC
KARK Little Rock NBC
KFI Los Angeles NBC
WHAS Louisville CBS
WTMJ Milwaukee NBC
KSTP Mpls.-St. Paul NBC
WSM Nashville NBC
WSMB New Orleans NBC
WTAR Norfolk NBC
KOIL Omaha ABC
WIP Philadelphia MBS
KGW Portland, Ore. NBC
WEAN Providence MBS
WRNL Richmond ABC
WOAI San Antonio NBC
KOMO Seattle NBC
KTBS Shreveport NBC
KGA Spokane ABC
WMAS Springfield CBS
WAGE Syracuse ABC
KVOC Tulsa NBC
WWVA Wheeling CBS
KPH Wichita CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA
I CAME here to retire,” says John Loudon Vollbrecht, “but I had to do a little work and now I’m short of help.” Twenty-eight years old, a native of Manistee, Mich., and a veteran of 10 years in New York City, John is radio director for Bacon, Hartman & Vollbrecht Inc., St. Augustine, Fla.

Radio for John Vollbrecht began while he was a freshman at CCNY, New York, when he obtained a B.S. degree in comparative literature. He started at NBC as a script checker, later moving to broadcast properties. His jobs with big broadcasters were lacking in glamour, but he looked over every script with the eye of an editor and moved pianos with the air of a vice president getting his exercise.

Not rich but well-educated in the ways of radio, young Vollbrecht in 1943 left NBC to become a Navy public relations officer and later director of an Armed Forces Radio station of the Pacific Network. There he wrote, produced and directed 24 live shows a week. The station pulled 10,000 letters a month. John says the best part of the job was learning announcing from Gordon Phillips of KJL Hollywood.

The agency of Bacon, Hartman & Vollbrecht Inc. came into being four years ago. John was in Florida as public relations officer with the Atlantic Reserve Fleet when he met former NBC reporter turned ad man, Milton E. Bacon Jr. Together with John W. Hartman, another Navy man of the same public relations office, they surprised southern circles by setting up in business 40 miles from the agency’s nearest big account.

John is a publicity as well as an advertising man and produces radio material for clients from Vero Beach to Charleston. His total radio work is better measured in broadcast time secured, than in dollars spent. On the dollar score he does weekly travel shows for Daytona Beach and Ellinor Village resorts, Florida spot coverage for Barnett National Banks, national spot for Kingsland Saws and a dozen other clients, all radio.

John’s greatest joy this year was that of having Florida’s Fountain of Youth promoted for six weeks (Continued on page 68)
LERN, media director, becomes production head and vice president.

WARD V. EVANS Jr., Bauer & Black, Chicago, to C. J. La Roche & Co., N. Y., as member merchandising department.

G. N. BEECHER Jr. and GEORGE HUMBERT, account executives Kenyon & Eckhardt, N. Y., elected vice presidents. Mr. Beecher with agency since June, 1949; Mr. Humbert since November, 1943.

MARX S. KAUFMAN and SAMUEL S. STROUSE form Kaufman-Strouse Adv., Court Square Bldg., Balto.

Mr. Beecher & Mr. Humbert

HUMBERTO M. SHERIDAN, manager Mexico City branch J. Walter Thompson, elected vice president Mexican Assn. of Advertising Agencies.

THEODORE FREMD, merchandising manager G. M. Basford Co., to Ralph H. Jones Co., Cincinnati, as account executive Edison Electric Institute and others.

LESTER A. SWENSON, assistant to president Williams & Saylor Inc., N. Y., to Kenyon & Eckhardt, same city, in account management capacity.

FRANCES VOLLMER, Earle A. Buckley Organization, Phila., to copy department, Lamb & Keen Inc., same city.

WILLIAM J. WATT, chain store sales manager A. D. McKelvey Co., and WILLIAM M. NAGLER Jr., Audience Research Inc. and Procter & Gamble Distributing Co., to plans-merchandising staff N. W. Ayer & Son, N. Y.


ANTHONY R. CANGEMI named assistant production manager John Mather Lupton Co., N. Y.

CHARLES W. TISDALL to public relations staff Tandy Adv. Agency Ltd., Toronto.

ROBERT A. CANYOCK, copy chief E. J. Lush Inc., to head of copy department Remsen Adv. Inc., both New Haven, Conn.

MURIEL KAUFMAN, chief copywriter Russeks, N. Y., to Pedlar & Ryan, N. Y., as copywriter in fashion group.

PAUL SCHLESINGER, timebuyer Tatham-Laird, Chicago, and LORRAINE STOLZER, secretary to art director J. Walter Thompson, also Chicago, were married June 30.

MYRON GOLDEN, Grant Adv.; ELEANOR GOODRICH, Rotherrau & Ryan; HERB FITTEN, free-lance author of daytime serials, and CODY SATTLEY, Leo Burnett, all Chicago, will address enrollees in Dramatic Continuity course at NBC-Northwestern U. Summer Radio Institute, Chicago.

...In Indianapolis,
from the standpoint of

"Listeners per dollar"

THERE'S ONLY ONE LOGICAL CHOICE

Look at it any way you like ... number
of listeners, cost per program or spot, type of
audience, extra promotion to "back up your
program" ... and it adds up to ONE STATION
in Indianapolis—WISH.

Yes—if Indianapolis is in your sales area, watch
Willie Wish ... and keep in touch with your
Free & Peters Colonel.

* New Studios—1440 N. Meridian St.

Wish
ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, Manager
FREE & PETERS, National Representatives

---

**new business**

ROBERT L. BERNER Co., Chicago (Holiday Hop corn), expands
spot schedule in three markets to Kansas City, Detroit and Cin-
cinnati, starting in August, and to other national markets later,
to introduce new product. One minute TV spots to start soon in six mar-
ets. Agency: George H. Hartman, Chicago; Thomas Rivan account
executive.

KEMCAL Inc., S. F. (household products), names Roy S. Durstine Inc.,
N. Y. Spot TV planned for West Coast beginning week of July 23.

BRITISH AMERICAN OIL, Canada, planning American TV spot cam-
paign for first time. Markets will include Boston, Rochester, N. Y.,
Buffalo, Phila., Cleveland, Detroit. Agency: James Lavick, Toronto.
Norman Sharp will service.

SIMON LEVI Co. Ltd., L. A. (Bluhill foods), appoints Glasser-Gailey

PANWAFF Inc. Minneapolis (packaged pancake and waffle batter),
names Fadell Co., same city, to direct advertising. Radio, TV will be used.

JEFFERSON ISLAND SALT Co., Louisville, and JARMAN SHOE Co.,
Nashville, appoint Noble-Dury & Assoc., Nashville, to direct advertising.
Radio, TV are used.

F. W. FITCH Co., Toronto (hair preparations), names James Lovich
Co., Toronto, to direct advertising. Expanded radio advertising planned.

CALIPTUS Co., subsidiary of Strykers Soap, S. F., appoints Guild,
Bascom & Bonfigli, S. F., for radio-TV campaign for Caliptus Shampoo.
Participations started on KFRC KPIX (TV) KRQN-TV KGO, all S. F.

Network Accounts...

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Camel cigare-
ettes) buys The Fat Man, Friday, 8-8:30 p.m., ABC beginning Oct. 6
[Closing Circuit July 5]. Agency: William Eatty Co., N. Y.

LUSTRE-CREME HAIR DRESSING, N. Y., starts participation spon-
sorship Cavalcade of Bands and Cavalcade of Stars on DuMont network.
Agency: Lennen & Mitchell, N. Y.

PEPSI COLA Co., N. Y., to sponsor Page Emerson, three times weekly,
quarter hour, CBS-TV, starting early fall. Specific time not yet deter-
bbed. Agency: Blowy Co., N. Y.

BEST FOODS Inc., N. Y. (Shinola shoe polish and Rit dyes), sponsors
The Betty Furness Show, Fri. 10-10:30 p.m., beginning Sept. 15, on ABC-

SWIFT & Co. Chicago (table-ready meat division), to sponsor U. of
Minn. football games for 1950 on Northwest Network. Agency: J. Wal-
ter Thompson, Chicago.

GREEN GIANT Co., LeSueur, Minn. (canned food products), to spon-
sor Friday 6:30-7 p.m. (CST) TV show starring Art Linkletter on ABC
from Oct. 6 for 52 weeks. Title and format to be set later. Agency: Leo
Burnett, Chicago.

Adpeople...

CHARLES V. LIPPS, eastern division sales manager Carnation Co.,
N. Y., to general sales manager Simonis Co., Chicago.

STERLING WHEELER, Young & Rubicam, Mexico City, to Pepsi Cola
Co., N. Y., as assistant to Albert J. Goetz, vice president in charge of
advertising.

HAROLD J. COLTON joins merchandising and planning division Pabst
Sales Co., Chicago, as manager of sales promotion.
In San Francisco

He doubles in sales

Everything about Lewis Martin goes double. It's double time for this master showman-salesman:
1:30 to 2:00 p.m., The Housewives' Protective League, and 10:30 to 11:30 p.m., Starlight Salute.

...With a double take. Ratings! (The HPL is San Francisco's top participating show. And Starlight Salute is the leading program in its time period.)* And results! (Of 20,000 letters Martin received last year, 18,000 were orders for merchandise! This year, he drew 5,678 orders for a single dollar item in three months!)

His sponsors are seeing double... and love it! Tru-Value Food Products: "Our sales have increased 100% in the past 30 days."
Herb Jones: "Outstanding results... surpass greatest expectations."

For double sales impact in the Bay Area, let Lewis Martin sell for you - day or night. Ask us or Radio Sales for details today.

*Pulse of San Francisco, March-April 1950
IT'S EASY, WHEN YOU KNOW HOW!

GETTING a BMB Daytime Weekly Audience of over 300,000 families is not exceptional for a 50,000-watt station. But getting almost two-thirds of these weekly families as daily listeners is proof of outstanding Know-How!

BMB Study No. 2 reveals that 303,230 families tune to KWKH at least once a week in the daytime. 64% of them listen “6 or 7 days weekly,” and over 75% are “average daily listeners”.

Shreveport Hoopers give further proof of KWKH’s ability to attract and hold listeners. Throughout 1949 KWKH got far and away the largest Share of Audience — Morning, Afternoon and Evening — and this holds true for 1950 Hoopers, too!

Get all the facts about KWKH and the job it can do for you in our three-state area. Write direct, or ask The Branham Company!

*Weighted in BMB-approved manner.

KWKH

KWKH DAYTIME BMB COUNTIES
Study No. 2
Spring, 1949

50,000 Watts  •  CBS

The Branham Company
Representatives
Henry Clay, General Manager

Arkansas
Louisiana
Texas
$200 MILLION WORLD NETWORK

By JOHN OSHON

UNANIMOUS demands for a sweeping “Marshall Plan of Ideas” — encompassing vast radio networks and use of television abroad — caught “fire” on Capitol Hill last week as Congress alerted itself to the impact of Soviet propaganda in the Korean campaign and on other international fronts.

Without exception, America’s top military leaders joined legislators and a key official of the radio industry — Brig. Gen. David Sarnoff, chairman of the board of RCA — in pressing for immediate expansion of the international overseas program, including increase in facilities and programming of the Voice of America and utilization of radio on a global scale.

Simultaneously, it was revealed that President Truman is currently studying an expansion program along the course charted by Sen. William Benton (D-Conn.), on whose resolution (S Res 248) a Senate Foreign Relations subcommittee held hearings last week [BROADCASTING, June 19, 12].

Sarnoff’s Proposals

Gen. Sarnoff testified before the subcommittee Thursday, proposed:

- Expansion of the U. S. international radio broadcast service — programming and facilities — “as quickly as it is physically and technically possible.” He estimated the cost at $200 million with an annual overhead at $50 million.
- Procurement of “strategic sites on American and other free territory” upon which stations can be installed and operated.
- Construction of stations equipped with “several high power, shortwave and mediumwave transmitters” designed to “ring Iron Curtain countries.”
- Extension of arrangements between State Dept. and the British government “on a much wider basis” to help increase range and scope of the Voice of America.
- Coordination of data on international broadcasting and television “in preparation of an overall comprehensive and definitive plan” and looking toward a fused “Voice and Vision of America.”
- Establishment of a commission to prepare such a plan, including costs estimates, and to transmit its findings to the President and Congress.

Other highlights of the three-day hearings, conducted before a subcommittee under Sen. Elbert D. Thomas (D-Utah), evolved around discussion exploring:

1) Possibility of a general headquarters group for all international services in the United States.

2) Proposal that Voice of America program operation be removed from the State Dept. but remain subject to its policy jurisdiction.

3) Indication that State Dept. is prepared to request additional funds to expand its overall information program.

4) Oral evidence that Russia’s radio and press reports have distorted the American peace objectives in the Korean situation.

Also testifying in support of the extensive Benton resolution were Gen. George Marshall and Dwight Eisenhower; John Foster Dulles, Republican advisor in the State Dept.; Secretary of State Acheson; and several legislators, including Sens. Karl Mundt (R-S.D.), Herbert H. Lehman (D-N.Y.), Ralph E. Flinders (R-Vt.), and Robert C. Hendrickson (R-N.J.).

Benton, Mundt Give Support

Sen. Benton, former Assistant Secretary of State and avid advocate of shortwave broadcasting, and Sen. Mundt, original co-sponsor of legislation authorizing the Voice and proponent of a similar measure utilizing international television, headed the Congressional contingent supporting the resolution.

Sen. Thomas said Thursday his subcommittee did not plan to report immediately to the full committee on the proposal but pointed out that most of its provisions already are authorized under Public

(Continued on page 40)

SUMMER SALES STEADY

By BRUCE ROBERTSON

1) As certain melancholy prophets have freely predicted, commercial radio is going rapidly downhill, losing sponsors and listeners alike to its new rival, television, the summer schedules of the four nationwide networks fail to show it.

Nor has the switch of several network advertisers to national spot [BROADCASTING, July 5] and

WHEN BRIG. GEN. David Sarnoff (r) completed his testimony Thursday before the Senate subcommittee considering the “Marshall Plan of Ideas,” Sens. William Benton (l), author of the resolution, and Brian McMahon, both Connecticut Democrats, rushed to the corridor to congratulate him on his testimony in all-out support of the project.

the general resurgence of spot business reduced the total of sponsored network time.

Analysis of BROADCASTING’s comparative network show sheets for July of this year and the same month of a year ago reveals that the total number of sponsored network hours is almost identical for the two months. In fact, July 1950 is ever so slightly in the lead.

with a weekly total of 169 hours, 20 minutes of commercial time, compared with 169 hours and no minutes for a July 1949 week.

Evening sponsored hours are down somewhat this summer from a year ago: 53 hours and 25 minutes a week in July 1950 against 59 hours and no minutes a week in July 1949. In the daytime the picture is reversed: 115 hours, 55 minutes of commercial time per week this July, opposed to 110 hours, no minutes, a year ago.

CBS and MBS both have more commercial time scheduled for this July than they had for last July, according to the show sheet, which is compiled each month by the networks themselves for BROADCASTING. According to this copyrighted

(Continued on page 50)

Networks Up

EVENING DAYTIME TOTAL


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BROADCASTING - Telecasting

Vol. 39, No. 2

WASHINGTON, D. C., JULY 10, 1950

$7.00 A YEAR—25c A COPY

July 20, 1950 - Page 15
KJBS Stirs Reaction

JOINS PETRY
Maillelfert Leaves WVET

WILLIAM B. MAILLEFFERT, president and general manager of WVET Rochester, N. Y., will join the New York office of Edward Petry & Co. as an account executive for radio, it was announced late last week.

Mr. Maillelfert started with the Compton Agency in New York in 1937, and in 1938 was made its head spot radio time-buyer. He served such clients as Socony Vacuum, Procter & Gamble, Nestle's, Goodyear, Allis Chalmers & Fall Mall. With the exception of two years in the South Pacific as captain with the Army Transport Service, he was with the Compton Agency for eight years.

Mr. Maillelfert had managed WVET since 1946. He has been associated with the American Assn. of Advertising Agencies Radio Committee and the War Advertising Council, and is a former vice president of the Radio Executives Club of New York.

TUBE SALES UP
May Radio Orders Double '49

REFLECTING continued demand for radio receivers and swift growth of TV, sales of radio receiving tubes in May doubled those of the same month in 1949, according to Radio-Television Mfrs. Assn.

May radio tube sales totaled 29,706,500 units, as compared to 15,488,121 in May 1949 and 27,587,689 in April 1950. Of the May sales, 23,429,417 tubes were sold for new sets, 5,645,010 for replacements, 795,070 for dealer or repair stock, and 527,993 for government agencies. Five-month tube sales this year totaled 137,695,553.

Sales of cathode ray tubes to TV receiver manufacturers increased 20% in May, with trend to large screens emphasized. More than 64% of all TV picture tubes were for large screens and over, with 12-13.9 inches, the previous dominant size, down to 35% of the total.

May TV picture tube sales totaled 599,567 units valued at $14,605,114 compared to 498,624 in April valued at $12,064,207. TV set makers' purchases of cathode ray tubes in the first five months of 1950 totaled 2,604,718 units valued at $64,042,781.

Sano To Use Radio

FLEMING-HALL Tobacco Co., through its agency, Raymond Spectr & Co., New York, will use radio in the fall for its Sano cigarette. The Agency has not decided yet whether it will be spot or network.

C. E. HOOPER, president of C. E. Hooper Inc., and Sydney Roslow, publisher of Broadcasting, were probably the last two subscribers to BROADCASTING to see the challenge addressed to them by Stanley G. Breyer, commercial manager, KJBS, San Francisco, in a full-page advertisement in last Monday's issue (July 3).

Reached by phone Monday at a California cottage where he and his wife are taking a vacation, Mr. Hooper dictated a qualified acceptance of the KJBS proposal that his company and Pulse jointly undertake a house-to-house coincidental survey to be made in the San Francisco-Oakland area concurrently with the regular August surveys of the Hooper and Pulse organizations there.

Dr. Roslow, vacationing in the South, was contacted Friday at Myrtle Beach, S. C., where he was a speaker at the South Carolina Broadcasters Assn. meeting. He said he had been away from his office and had not had a chance to read BROADCASTING. When he arrived back at his office July 10, Dr. Roslow said, he would study the proposal.

Heavy Response

Mr. Breyer told BROADCASTING he had received a large number of telephone calls, some of which that C. E. Hooper officials had been "on the phone all morning" as a result of the advertisement. He declared it was "remarkable how promptly and thoroughly your editorial (was) read."

Agency executives emphasize that although San Francisco is the locale of the controversy, the conflict is nationwide, according to Mr. Breyer.

Labelled "An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Affect in Conjunction About Ratings," the KJBS copy points out that two rating services either duplicate each other, with unnecessary expense resulting, or deliver different ratings, producing confusion. "It makes as much sense as having two umpires behind the plate as well as two sets of rules," the station declares.

KJBS states that in recent appearances before the San Francisco Advertising Club Mr. Hooper has defended the accuracy of his telephone-coincident method and Dr. Roslow the accuracy of his personal interview-aided recall system. As evidence supporting accuracy of the figures each has produced a house-to-house coincidental survey. Since "it is obvious that both Mr. Hooper and Dr. Roslow are confident in their house-to-house coincidental survey as a method approximately par for the course, although much too expensive to employ regularly," and since neither of the personal coincidental surveys was conducted in the San Francisco-Oakland area, KJBS proposed:

1. The reliable research company other than C. E. Hooper Inc. and The Pulse Inc. but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August 1950, using an accepted random or probability method of obtaining the sample.
2. That the cost of this survey be shared jointly by C. E. Hooper Inc. and The Pulse Inc. since each has a basic interest in the results.
3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper Inc. and The Pulse Inc. (first week of the month recommended).
4. That C. E. Hooper Inc. and The Pulse Inc. agree to furnish original field records, working material, interviewers' instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Pulse station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.
5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, then Hooper is right and Pulse is wrong. If it agrees with Pulse, then Pulse is right and Hooper is wrong. If it agrees with neither, then both Hooper and Pulse are wrong.

Mr. Hooper's acceptance wire:
C. E. Hooper Inc. accepts your invitation to participate in the simultaneous test of personal cross-section sample coincidental vs. telephone audience sampling. The coincidental vs. cross-section sample aided recall. We accept all conditions subject to approval of cost except that an adjustment be made to compensate for apparent differences in "available audience" as obtained by the personal coincidental as compared with the telephone coincidental. You see, house-to-house is more accurate than telephone doorbells causing telephone coincidental to be more accurate than personal coincidental regarding "available audience."

NAB DIST. 2
Will Meet Oct. 12-13

ANNUAL meeting of NAB Dist. 2 (N. Y., N. J.) has been definitely scheduled Oct. 12-13 by William A. Fay, WHAM Rochester, district director. Site will be the Ten Eyck Hotel, in Albany. The meeting has been tentatively scheduled Nov. 9-10 ([BROADCASTING, July 3] but the Oct. 12-13 date was finally selected.

Still not definite is site of the District 4 (D. C., Va., N. C., S. C., Md. in part) meeting Nov. 2-3, now scheduled at Williamsburg, Va. District 16 (So. Calif., Ariz., So. Nevada) and District 18 (N. Calif., No. Nev., Hawaii) may meet the jointly Aug. 21-22 at the San Carlos Hotel, Monterey, Calif.

WALLACE NAMED

Succeeds Hammond on NBC

GEORGE WALLACE was appointed manager of the NBC radio advertising and promotion department Friday, succeeding Charles Hammond who died June 30 ([BROADCASTING, July 3]).

George MacGovern, former rate specialist in the network's planning and research department, was appointed to Mr. Wallace's former job, manager of the radio sales planning and research department.

Mr. Wallace, who joined NBC in 1940 as a page, has served in advertising and promotion capacities.

"Oh, he's the network censor for plugging necklines!"
EMERGENCY BLUEPRINTS

BROADCASTERS, Government Meet

Far East Command follows:

Gen. MacArthur does not desire to invoke censorship. He prefers that the press establish a voluntary code that will insure the security of operations and the safety of personnel. This will prevent detrimental information being made available to hostile forces. A free democratic press, it is believed, will accept the challenge.

Reports naming specific units, sizes, titles, places of landings, locations and troop movements should not be disclosed. Subordinate headquarters, units come and go, and almost any group that is smaller than the Eighth Army, Fifth Air Force, Twentieth Air Force and Seventh Fleet in any field location are not mentioned. Your cooperation is requested.

On Capitol Hill the Senate Executive Expenditures Committee meanwhile withheld a completely favorable report on President Truman's plan to transfer most of NSRB's functions to its chairman, W. R. G. Baker. But the proposal went into effect last Saturday. It gives Mr. Symington complete control of the mobilization program, including communications, over and above board members - heads of State Dept., Treasury, Agriculture, Interior, Defense, Labor and Commerce.

The executive board set up a number of so-called "ghost orders" for communications and electronic equipment which it has not yet prescribed, principally for field installations, and from machine tools, most of them have remained "on paper." NSRB and Munitions Board have been collaborating on plans involving radio equipment - stockpiling of basic or critical materials. Additionally, steel, copper, aluminum and quartz crystal are among the items which would be deemed vitally in the event of any emergency. Thus far there has been only speculation of a possible "freeze" on such materials.

The Electronics Equipment Advisory group, comprising manufacturers, has been mulling specifications which may be required by the industry and certain problems relating to standardization of equipment nomenclature, as well as specifications, are being studied by Dr. W. R. G. Baker of General Electric Co., a member of the committee.

Tubes, Components Important

One of the key products on the NSRB-MB list is the cathode or transmitter tube and component parts, an NSRB spokesman said last week. A Morton Board study, under way for some time, has pinpointed about 400 companies which produce large communications items and some 200 more who produce component parts or small products, he added.

Relocation of key electronic equipment companies which have opened new plants or expanded others also has been stressed from time to time by NSRB officials as of major importance. One such major company, Andrew Corp., expanded its facilities to strategic areas in 1948, and others have indicated similar action, NSRB has pointed out.

Dispersions of cities, however, "would be fantastic," Mr. Larsen has pointed out. "On the practical side, the board is and will continue to stress...dispersion as a planning factor in new construction and in our cities...on a voluntary basis," he added.

Government agencies also might fall under such a plan, although it already has been indicated that FCC would not be included, according to the committee's proposal, because of its "essential nature" as a communications regulatory body. It would likely remain near the seat of government and military, NSRB officials believe.

Meanwhile, on another front, it was revealed last week that the President's Communications Policy Board, set up early this year [BROADCASTING, Feb. 27, 1950], would open four-day meetings in Washington beginning today.

Defense Discussion Seen

It was believed that defense would be a vital subject of discussion during sessions dealing with the allocations of frequencies and international communications, a spokesman of the board indicated last week. This is one of the board's periodic meetings and was slated two months ago by Dr. Irvin Stewart, of the U. of West Va., head of the group and former FCC Commissioner. It plans to meet again in August. Previous sessions were held in March, April and May.

BROADCASTING • Telecasting

ECONOMY OF RADIO

VALUE OF RADIO advertising is unmatched by any other medium, Joseph H. McConnell, NBC president stated last week.

Speaking last Friday before the South Carolina Broadcasters Assn. at Myrtle Beach, S. C., McConnell said:

"During the past 10 years, while rates for other media were repeatedly raised to reflect increases in their circulation, network radio - which enjoyed the greatest increases (in circulation) of them all - kept its rates fixed. "It did so for good economic reasons. It is sellers of greater and greater values, it secured maximum volume - and in the broadcasting business a high volume of sales is especially important. "Radio, the unsold time, not only reduces revenues but increases expenses at the same time, resulting in high cost, inefficient operations. We did not establish the increased rates which would have been justified by the increasing value of our product, so that we would keep broadcasting far in the lead as the most economical medium, and with the same maximum sales volume and the most efficient level of operations." "As the size of radio grew -

Cited by McConnell

Mr. McConnell

July 10, 1950 • Page 17
When Joseph Levy, president of Walton Motors, Chicago, started taking in horses and wagons in trade for automobiles in 1915, he ran advertisements in the Chicago newspapers.

It was logical that he followed the example of his grandfather in this new venture. David Levy rebuilt his commercial horse business on the ashes of the Great Chicago Fire through newspaper promotion.

But by 1929 Joe Levy felt he needed a "more dynamic" medium to cope with competition in the dynamic automobile business. So he started buying time on independent Chicago stations. Bob Hawk, later a top network personality, clocked so well on WAAF that Mr. Levy boldly allocated radio 25% of his advertising budget for the year. By 1930, he had completely reversed a longstanding family policy favoring printed media and put 80% of his promotional dollars into broadcasting.

Strengthen Radio Budget

This ratio prevailed at Walton Motors—"Finest Chrysler-Plymouth Dealer in America"—until this year when Mr. Levy met the challenge of a prolonged Chrysler strike by upping his radio budget to 85% of the advertising appropriation.

For the past 10 years, the company's radio budget has never been below $75,000 annually. It amounts to about $25 per car sold.

Completely devoted to the "music and news" type of independent station, Joe Levy believes that automobile dealers who buy time on network outlets are "wasting their money." He thinks the working class has long preferred the station that guarantees either a popular tune or a timely bit of news any hour of the day.

"We get most of our business from the working people who switch on the radio while traveling to and from work or while relaxing at home," he says. "Over the years, we have kept our programming pretty well concentrated between 5 and 7 p.m., because we believe that is the time when the great mass of workers want to snap out of the day's routine. Our customers aren't the type who keep up with daytime serials!"

Walton Motors has used radio almost exclusively to merchandise used cars. (In 1941, a total of 5,100 was moved.) During this year's Chrysler strike when, for many weeks, no new cars were available, this policy paid big dividends. But the company has chalked up an imposing record in normal years with new car sales. A year ago last December, when the '49 models were beginning to come in, Mr. Levy was caught with 100 brand new '48 Chryslers.

"Even though many of these were designed for the carriage trade, we disposed of each and every one—thanks to radio," he recalls.

"House of Walton," as the company is known on Chicago's "automobile row," has had a succession of personable disc jockeys since Bob Hawk wise-cracked his way through its first 15-minute program on WAAF. Eddie Chase and his Make-Believe Ballroom, also on WAAF, was one of its biggest hits. Featuring the same orchestra throughout each 15-minute period, this disc program had a background of ballroom sound effects. Tom Moore, present star of Mutual's Ladies Fair, Linn Burton, and Fran Wiegell all have worked for Walton.

The company now has five 15-minute shows Monday through Saturday and eight 15-minute shows on Sunday. Each program has three commercials. The Sunday shows are spaced through the 10 a.m. to 4 p.m. period. Stations currently used are WATT and WAAF. The latter has been a favorite with Mr. Levy since his first venture into radio 'way back when. However, time also has been purchased from WIND and WCFL during the sponsor's 21 years on the air.

Experiments With Formats

While 15-minute record shows appear to be most popular at Walton, other formats have been tried with considerable success. In 1932, a "hot stove league" type of program on WCFL drew an average of 250 letters and cards a day with answers to the question: "In what order will the major league teams finish the year?" Twelve season passes to either Chicago Cubs or White Sox games went to the winners.

As results and scores of sports contests are often woven into Walton broadcasts. Spot announcements are rarely used.

Joe Levy conducted his automobile business for nine years in a livery stable operated by his father, Henry D. Levy, at Milwaukee Ave. and Cornelia St. on Chicago's near northwest side. The livery service was a successor to Grandfather David Levy's commercial horse enterprise which survived the holocaust of 1771.

By 1924, he had built a new building—for automobiles only—and since by that time the name of Cornelia St. had been changed to Walton St., he chose this as the permanent name of his organization.

The present House of Walton is an imposing five-story building at 2301 South Michigan Blvd. A swank service building at nearby 2222 South Indiana Ave.—long and rambling and containing the latest precision equipment for servicing Chrysler and Plymouth cars—rounds out the company's facilities.

Highest Allocation

Last year, this concern was allocated more Chryslers than any dealer in the United States. Mr. Levy is recognized as one of Chicago's most astute businessmen. He holds memberships in the Standard Club, a downtown organization of some of the city's best known leaders, and the Bryn Mawr Golf Club. Six of his roster of 90 employees have been with him for more than 25 years. He has had the same advertising agency—Irving Rocklin Associates—for 14 years.

One of his younger officials is radio-minded Joe Levy Jr., educated at Culver Military Academy and Northwestern U. He joins with his father in saying:

"Results show that radio does a far better job for us than any other advertising medium."

By BILL THOMPSON

Walton Motors'...

21 Years In Radio

Joe Levy Jr.

BROADCASTING Telecasting
ANTI-RED LAWS

MOUNTING Congressional pressure for passage of Communist registration legislation, which would require specific party and group identification on radio and television broadcasts, was further evidenced on Capitol Hill last week.

Sen. Karl Mundt (R.-S. D.) and members of the Republican Policy Committee in urging early consideration of the Mundt-Nixon-Ferguson-Johnston anti-Communist bill on the Senate floor. A companion piece is pending in the House Un-American Activities Committee, which has held lengthy hearings.

The Senate version (S 2311) would ban broadcasts or telecasts on behalf of Communist Party or other political organizations whose sources or sponsors are properly labeled in advance of the programs. [Broadcasting, June 26.]

The bill was co-authored also by Sen. Glenn Taylor (D.-Wis.) and Rep. Richard Nixon (R-Calif.).

Sen. Mundt last Tuesday warned colleagues against “new and high- ly-financed attempts by American Communists to try to stop the bill from passing legislation “and curtailing their conspiratorial efforts to divide American public opinion” and sabotage “the American peace effort.”

Foster Communique Cited

He cited a “Communist communique” written by William Z. Foster, chairman of the National Communist Party, calling on members to direct an “all-out Communist crusade” against the legislation. Mr. Foster had urged party members to wire Sen. Scott Lucas (D.-I1.) Senate Majority leader, and other Senators to “reject the demand of the Republican Policy Committee.”

Sen. Mundt described the effort as a “sneak, last-ditch campaign of misrepresentation” against measures which would protect the home front against “treachery, propaganda, and sabotage.” He expressed doubt that Sen. Lucas would “try to prevent the Senate from working its wishes” and asked the majority leader to “take off the legislative lid he has had clamped” on the bill. He was joined in this demand by Sen. Ferguson Tuesday.

Amid heated floor debate last Wednesday, however, Sen. Lucia strongly indicated he would not be “stamped” into quick action on the proposal.

The measure would seek to curb espionage and infiltration of government agencies and departments by Communists or members of “front” organizations, requiring them to register with the U.S. Attorney General’s office and otherwise subjecting them to provisions governing radio-TV broadcasts sponsored by the Republican and Democratic parties.

The question of security also has arisen on another front, involving facilities of the radio-TV industry.

Security Plans Studied

It was learned last week that the Defense Dept. and Civilian Mobilization Office, in cooperation with other agencies, have been studying security plans relating to facilities of commercial broadcast stations and common carrier communications.

During World War II, it was revealed, the communications industry worked with the military and the FBI on means for protection of equipment and security of communications against sabotage.

New plans, it was disclosed, substantially follow recommendations set forth in the famous Hopley report, “Civil Defense for National Security.” The report had made plain, however, that while procedures are subject to coordination by the military and the mobilization office, primary responsibility would rest with private companies.

Must Protect Facilities

“The protection of common carrier telephone and telegraph systems and radio broadcasting stations,” it asserted, “against normal physical hazards and the war hazards of sabotage and fifth column activities such as attempting to take over radio broadcasting stations, is the primary responsibility of the commercial companies and the public or private agencies operating the systems.”

Meanwhile, an “alert” memorandum on internal security, reportedly has been handed down from FBI Director J. Edgar Hoover’s office to radio stations urging them to exercise close scrutiny over suspected and known Communists in vital industries. The FBI has documented data on an approximate 50,000 to 100,000 suspects, many of them American citizens, and some of whom are employed in radio, television and other key industries.

HAITI PLAN EYED

PROJECTED nest of commercial broadcast stations in Haiti, designed to blanket North and South America and other areas, is being investigated by the U.S. State Dept. [Closed Circuit, June 26.]

The planners, World Radio Corporation, have launched a series of mass meetings in the United States in an effort to raise money for the project.

Using religion and anti-Communism as main themes, World Radio is enlisting the aid of commercial radio preachers and other members of the clergy in an attempt to raise funds. It proposes to sell time to U.S. advertisers.

The project may raise a new problem for the upcoming NARBA conference, since Haiti has no clear channel assignments and World Radio is reported to have been interested in 870 kc (WWL New Orleans), 640 kc (KFI Los Angeles) and other clear facilities.

Stressing the evangelistic motif, World Radio has issued a brochure in which it claims to have a license from the Republic of Haiti to build and operate “a group of the world’s largest radio stations.”

State Dept. officials are checking the claims. World Radio maintains an office at 7601 S. Main St., Houston, Tex., with Post Office Box 1662 as mailing address.

It is understood World Radio had set a goal of a half-million dollars in Houston alone. Mentioned in connection with a mass meeting held in Houston a few weeks ago were S. E. Ramsey, of Mexico City, World Radio president, and J. H. Gould, chief engineer.

Among members of the clergy who were mentioned by World Radio as participants in the Houston meeting were Rev. L. L. Roloff, identified as pastor of the Second Baptist Church, Corpus Christi, Tex., billed as main speaker at Houston; Rev. Max Gaulke, pastor, First Church of God, city not shown; Rev. Paul T. Seastrand, pastor, Augusta Lutheran Church, city not shown; Ed Sheppard, layman, and Joe Trussell, musical conductor.

Religion vs. Communism

Another purported World Radio official, Jack Senter, vice president, has been quoted as predicting work on a 10 kw station will start this summer with Jan. 1 as completion date. Mr. Senter is said to believe one of the best ways of fighting Communism is through the spread of religious teachings.

Plans for the Haitian project envision broadcasts in 18 languages and dialects. Further broadcasting centers are being considered in Canada, Switzerland and Ethopia, it is understood. The Haitian stations would be 60% commercial and sustaining time and 40% religious.

World Radio is said to have contacted Securities & Exchange Commission in Washington in regard (Continued on page 50)

State Dept. Investigates

O. L. (Ted) TAYLOR (I) of The Taylor Co., station representative, welcomes James W. Coan (r), president of WTOB Winston-Salem, and John G. Johnson, WTOB general manager, to Taylor’s new offices at 448 Madison Ave., New York.

WTOB EXPANSION

Will Add CBS Affiliation

PLANNING to begin fulltime operation on or about Sept. 1, WTOB Winston-Salem, N. C., will be affiliated with CBS in addition to MBS, according to John G. Johnson, general manager of the station [Closed Circuit, July 3.]

WTOB, operated by James W. Coan and Mr. Johnson, has been operating daily since it went on the air in 1947. Now on 710 kc with 1 kw, WTOB will go to 1380 kc with 1 kw day and night.

Broadcasting • Telecasting

Lawrence Joins World

WORLD Broadcasting System Inc. last week announced the appointment of Richard Lawrence as sales representative to work out of its New York offices. Mr. Lawrence has been an account executive with WVNJ for the last three years, prior to which he was a member of Davidson-Lawrence, package-program producer. In world war II, Mr. Lawrence served with the 26th Air Force in the South Pacific.

Congress Pressure Mounts

WORLD Radio Corporation

World Radio Corporation S

5 N. Main St., Huntington, N.Y.

P. O. Box 1339

Dollars

[Diagram]

[Diagram]

July 10, 1950 • Page 19
HAMTRAMCK CASE

FCC Would Deny Atlas Group

NEW AM station on 1440 kc with 500 w daytime at Hamtramck, Mich., is proposed to be granted to Hamtramck Radio Corp. in an initial decision reported by FCC last Wednesday. Competitive bid of Atlas Broadcasting Co. there would be denied.

Mearing Examiner Hugh B. Hutchison preferred Hamtramck Broadcasting over Atlas on grounds the former included experienced broadcasting personnel familiar with the area, and would participate in daily management and operation.

Major stockholders in Hamtramck Broadcasting are Frank E. Pelegrin, former director of broadcasting advertising for NAB and now national sales manager for Transit Radio Inc., and Lynne C. Smeby, Washington consulting radio engineer. Each holds 20% interest with Mr. Pelegrin first vice president and Mr. Smeby second vice president. Mr. Pelegrin also is one-third owner of WATO Oak Ridge, Tenn., and 35% owner of KSTL St. Louis. Mr. Smeby formerly was chief engineer of WPTV Detroit.

Others in the proposed successful applicant include: Charles S. Gray, wholesale paint distributor and former time salesman and assistant program director at WJBK Detroit, president 60%; Walter J. Seremett, Hamtramck city councilman and 9% owner of local beer garden-restaurant, treasurer 15%; Ignacy Melinski, former Detroit area Polish broadcaster and now furniture store operator, secretary 3%; Morris Luxkin, former general counsel of WJBK Detroit and now Los Angeles attorney and 2.4% owner of KXK Burbank, Calif. 15%; Eugene H. Konstantynowicz, former Detroit area Polish broadcaster and now newspaper writer, 11.4%; Eugene Brominski, Polish broadcaster for more than 20 years, 3%; Stanley Jerzykowski, radio technician for Hamtramck police department 3%; Stanley Mielwik, singer, actor-producer for many Midwest and eastern stations 10%.

Atlas Broadcasting is equally owned by three area residents. These are Stephen S. Krzycki, local surgeon and mayor of Hamtramck, president; his uncle, Stan- ley Formanik, 28% owner Atlas Broadcasting Co.; and Casimir Zbierski, factory worker Wayne County Dist. of Social Welfare, secretary-treasurer.

McFARLAND BILL

CROSSER MAY CALL JULY HEARING

CHAIRMAN ROBERT CROSSLER (D-Ohio) of the House Interstate & Foreign Commerce Committee has not disassembled consideration of the McFarland FCC bill this session—pending "clarification on certain issues" posed by the Senate-approved measure.

He said the bill had not been considered because "a sloganist's or trovadorial" legislation the committee would seek to abandon in the closing days of the 81st Congress. He felt that, once differences are ironed out, the category of "long- term, for short hearings sometime this month. He has promised to confer with committee members on whose actions.

Other observers on Capitol Hill were not as optimistic, however, among them Rep. Harris Eil- worth (R-Ore.), a minority member of the House Interstate Commerce Committee.

"Unless Congress stays on into August, I don't think there is the faintest chance it will be taken up," said BROADCASTING. Mr. Crosser felt personally that committee membership favored the McFar- land bill.

Push for Action

Rep. Ellsworth, a stockholder in KRNR Roseburg, Ore., has said "I have tried brush for several times in committee meetings on the ground the bill is strongly "needed" but that further action was taken with Chairman Crosser. He said in his testimony before the Treasury Committee, both of whom "expressed interest in it."

The bill (S 1973), authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate last year, would realign the Commission along procedural staff lines and was designed as a "non-controversial" watered down measure from the old White Bill which pro- voked furorou years ago. The Sen- ate Commerce Committee held two day hearings on the measure, though it had occupied itself with similar remedial legislation over a number of years.

independent industry unofficially is believed to favor the Mc- Farland proposal in view of Congress-ional action turning thumbs down on President Truman's plan to reorganize FCC by transferring certain functions to the FCC chair- man. Commission members testi- fied, however, that it would merely implement so-called "self-instituted" procedural reorgan- ization.

History of Bill

Tracing the history of the McFar- land bill, Rep. Crosser noted that his communications subcom- mittee had been requested by titular chairman—Rep. Alfred L. Bulwinkle (D-N.C.)—and its act- ing chief—Rep. George Sadowski with both of whom have now been de- feated. Rep. Dwight Rogers (D-Fla.) who has been a third possibility to handle the legislation, he added.

He said when the measure was referred to the Senate he turned to the matter over to Rep. Sadowski, who questioned the "wisdom of certain provisions"—feeling that some should be retained, and others eliminated. They decided, Chairman Crosser, might not "see" Com. Frieda Hennoch on majority view, and Comr. Fred Hennoch, Rep. Crosser added, sub- sequently visited him and outlined certain objections to the measure. Comments of other Commissioners also will be taken into consideration.

Rep. Sadowski subsequently in- troduced one bill calling for sweeping substantive changes on government and FCC levels, including creation of a "super FCC" and provisions delving into institution of revocation or suspension pro- ceedings against stations and net- work "coercion" tactics; exploration of network-station relations; radio fraud provisions, and a host of other proposals.

Chairman Crosser said last week he does not want "lengthy hear- ings" in any event and Committee, he added, "we would not be able to hear everybody."

He added: "In the light of information now before me, the McFarland bill does not constitute a measure which is wholly free from question."

CBS IN KOREA

Three Are Assigned

THREE CBS correspondents, including Edward R. Murrow, are en route or about to leave for the Korean war zone.

Bill Downey, who recently returned to the U.S. after assign- ment in Berlin, and Bill Costello, who was chief of the CBS Far Eastern Bureau until reassignment several months ago to Washington, are on their way to the scene of action.

Mr. Murrow will leave July 15. Larry Lersuer will substitute for him on the Edward R. Murrow with the war correspondent for eight weeks beginning July 10.

NBC already has a staff corre- spondent, George Thomas Folster, in Tokyo, and has also been taking broadcasting from stringers. Al- though neither ABC nor Mutual has staffers on the scene, both have stringers in the war zone.
WANT LOW-COST REPLIES IN THE PHILADELPHIA AREA?

Take a tip from the cosmetics manufacturer who made a special sample offer on two Philadelphia stations. On computing costs per inquiry, he found that for every single reply pulled by the second station, he received 12 replies from KYW. This is typical of KYW's consistent sales power* in the nation's third market! For availabilities, check Free & Peters.

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*MARKET DATA

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<td>Auto Registrations</td>
<td>1,288,334</td>
<td>1,208,265</td>
</tr>
</tbody>
</table>
A new calling card better
for us means even service for you!

Effective July 1st our New York office will be located in new and expanded quarters at 444 Madison Avenue.

We are occupying the entire 36th floor, double the space of our present offices. This move will afford greater facilities for improved service to our stations in both the radio and television field.

Our general location remains, as it has always been, in the geographical center of New York radio and advertising activity.

We are very proud to announce this move. It has been made necessary by a substantially increasing business backed up by our eighteen years of success.

Paul H. Raymer Company, Inc.
RADIO AND TELEVISION REPRESENTATIVES
444 Madison Ave.—PLaza 9-5570
New York Boston Detroit Chicago Hollywood San Francisco
ELECTRIC razors and tile baths—us North Dakota hayseeds sure live mighty fancy! Why not, when our income exceeds the national average by $1750 per year?

There's an easy way to get your share of this fabulous Red River Valley farm income. It's WDAY in Fargo. This 27-year-old NBC affiliate racks up some of the highest Hoopers in the land. For weekday Evenings (Dec. '49-Apr. '50), for example, WDAY got a 64.0% Share of Audience, compared to 13.1% for the next station! Equally important, WDAY has even greater listenership throughout the rural parts of the Red River Valley. A new 22-county survey (copy on request) proves that WDAY is a 17-to-1 favorite over its nearest "competition!"

Let us send you all the amazing facts about WDAY, today!

"My Krispy Kool Lotion Please, Luigi!"

反应普遍良好

DIVERSITY of views, most of them generally favorable, were expressed in briefs filed last Monday on FCC's proposed antenna-site standards designed to minimize the often troublesome problem of approval by the Civil Aeronautics Administration. [Broadcasting, May 29]

The Commission meanwhile extended the deadline for comments from July 3 to July 17 to allow further filings to be made, particularly CAA's brief.

Broadcast industry reaction was mixed although the Commission's intent to expedite aviation clearance of tower sites was favorably received. Chief objections were directed to technical inconsistencies and limitations on tower heights, markings and certain other aspects. Restrictions on TV and FM tower construction were particularly noted.

Segal Files

Principal objection to the proposed new standards, which would become Part 17 of the Commission's rules and regulations, was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey. His argument that the proposed rules go beyond the authority granted FCC by the Communications Act was made in briefs filed in behalf of Congress Square Hotel Corp., Portland, Ore.; Loyola U., New Orleans, and Alvin G. Beam and T. B. Baker Jr., Nashville, Tenn., all three television station applicants. Mr. Segal also filed for American Radio Relay League.

"It is our conclusion," NAB told the FCC, "that the goal sought by the Commission in this proceeding would be an advanced step and helpful to the broadcasting industry. But because of the complex nature and certain inconsistencies of the proposed rules," NAB suggested "additional time and another opportunity at an informal conference or a formal hearing be granted to the broadcasting industry to cooperatively discuss means for clarification of the proposal."

Such a conference was held last year when the Commission informally proposed the rules. They met stiff opposition at the time from broadcasters and FCC compromised part of the issue when it released its final proposal in May. NAB noted the definitions in Sec. 17.2 of FCC's proposal, based on CAA's technical standards order TSO-N18 issued April 29, were properly applied as a criterion for determining tower limitations in connection with air navigation. NAB explained the CAA order cited criteria to be used to determine "obstructions" to air navigation and was not intended to impose limitations on tower heights. Sec. 17.2(e) of the Commission's proposal for air traffic control areas as 500-ft. upwards, was termed not wholly consistent with CAA's procedure for air traffic control effective last March 15 which mentions airspace upwards from 700-ft. altitude.

NAB noted FCC "arbitrarily" used the 500-ft. limit throughout its proposal.

NAB said that if FCC's proposed rules require aeronautical study of every new antenna over 600 ft. "radio applicants will be discouraged from higher antennas because of the delays involved." FCC's rules for Class B FM and TV stations recommend antennas of 500 ft. or higher, and also this is being considered in the Commission's overall TV reallocation proceeding, NAB quoted.

It also urged time limits be put on regional airspace subcommittees to pass on applications referred to them, with provisions also for notifying applicants of any objections. NAB also urged clarification of those provisions dealing with rejection of an application by the government Air Coordinating Committee as well as appeal methods and hearing jurisdiction.

TBA Objections

Television Broadcasters Ass'n similarly struck all FCC references to the 500-ft. limitation because of the effect on TV towers. TBA urged when special antenna studies are instituted that factors of natural formations and existing structures be considered where they shield the tower involved.

"TBA would, in general," the association's brief concluded, "if it did not specify that in general the limitations included in the FCC proposal are at the best disconcerting, having the overall potential effect of imposing on the communications industry not criteria as such, but specific regulations."

The Federal Communications Bar Ass'n, said it did not construe the rules "to imply any that the applications requiring special aeronautical study will be approved or disapproved," FCCB said however if the rules were to set forth criteria for determining whether structures might be a hazard to air navigation additional consideration and study would be required.

Since the proposed rules are

(Continued on page 77)
Hardy perennials -- home grown!

Every show above is a WFBR-grown prize-winning blossom! Each one was planted with great care and brought to full flower by a creative and production staff which enjoys the "greenest thumb" in Baltimore radio. Each one is a long-time, high-Hooper perennial — the youngest 6 months — the eldest 11 years! Next time your radio budget says "Baltimore" — pick a bouquet of profits from . . .

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Comments on ‘Fusion’

EDITOR, BROADCASTING:

... To my mind, you have here a very swell editorial on the subject... I think in this you have a great idea, but I am not certain that it can be pushed through at this moment. Nevertheless, as a board member, I am going to keep it uppermost in my mind and do all I can to cooperate in building a stronger industry organization. Again, thanks for your cooperation.

Charles C. Coley
V. P. & Gen. Mgr.
WMBD Peoria
Member Board of Directors
NAB

EDITOR, BROADCASTING:

You’ve got something in your June 26 editorial, “Radio-TV Fusion Now.” Your proposal not only makes good sense to me, but offers a solution to some of the most difficult problems now before radio, as an industry.

I hope that you continue to press the plan forward.

Ivor Sharp
Executive Vice President
KSL Salt Lake City

EDITOR, BROADCASTING:

I have read with great interest the article which undoubtedly will provoke considerable discussion in the industry.

Robert C. Sprague
President
Sprague Electric Co.
President

EDITOR, BROADCASTING:

Your editorial on “Fusion” is thought-provocative, but the industry has a problem far more exigent. We have years to “figure out” federation. In the meantime, there is an immediate necessity for a decision on BAB. The NAB board agrees on separation but when the special BAB committee meets in Washington on July 27-28, here is the problem.

If we completely divorce BAB, it is the considered judgment of many that NAB will quickly lose a rather large hunk of its already depleted membership. Already less than half of existing licensees are in NAB. Can our national association afford to represent even a smaller segment of the industry? How much would it further weaken an already weak front in vital Washington?

On the other hand, if BAB is separated, but its services made available only to NAB members, it is a certainty that there will be insufficient funds to allow BAB to expand and do a real job for the industry.

Take BAB out and weaken NAB—leave BAB in and let it die the natural death its enemies so much desire, that’s the question. Do you have the answer?

Before blowing a fuse on “fusion,” let’s cut the NAB-BAB knot. Bob Sweezy’s BAB committee, of which I am one, would welcome suggestions or comments from your readers.

Allen M. Woodall
President
WDAK Columbus, Ga.
5th District Director, NAB

GAMBLING PROBE

Closed Sessions Planned

Plan to elicit the views of Attorney General J. Howard McGrath and FBI Director J. Edgar Hoover during its current gambling probe has been abandoned, at least temporarily, by the Senate Crime Investigating Committee, authorities indicated last week.

The special five-man group, headed by Sen. Estes Kefauver (D-Tenn.), author of a resolution (S Res 262) to probe interstate crime and use of communications facilities for gambling purposes, has ended its public hearings for the time being and is preparing to hold closed sessions in several cities on matters relating to bookmaking and use of wire services.

The Kefauver committee last week held hearings during which it heard Virgil Peterson, executive director of the Chicago Crime Commission, and Gov. Luther Youngdahl of Minnesota.

Sentiment for restrictive measures to govern broadcasts of horse race information [Broadcasting, June 26] appears to have subsided in the wake of new committee plans—at least until such time as hearings resume in Washington.

Spokesmen said last week that the Kefauver group had received no information as yet from FCC relating to broadcasts or telecasts of racing data. The Commission is said to be preparing a study of all stations which are airing such programs [Broadcasting, May 1].

BBDO Named

AMINO PRODUCTS Div., International Minerals & Chemicals Corp., Chicago names BBDO to handle advertising for Accent effective July 5. Radio and TV are being considered. Both have been used.
...Ahead in ANALYZING the Korean News, Too!

That's what newscasters the country over are telling the United Press.

They know how far ahead U.P. was with news of the outbreak of war in Korea—two hours from Seoul on the start of the invasion, an hour on the United Nations' meeting to take action, three-quarters of an hour on the U.S. decision to help the South Koreans with arms.

But the story of a war calls for more than front-line reports. It's the how and the where, of course. But it's also the why—both militarily and politically. And newscasters have found the U.P. as far ahead in explaining the news as in reporting it. From Washington, it's been U.P. news analyst George Marder in his "Under the Capitol Dome." Explaining events abroad has been Leroy Pope, in his "United Press Commentary."

Each turn of events has brought a fresh U.P. commentary to make the news understandable to every listener to U.P. news programs.

The outspoken praise U.P.'s performance has won bears out again U.P.'s reputation for "the world's best coverage of the world's biggest news."

"TOP-NOTCH"
WLOF staying ahead with U.P. news of Korean war. Top-notch coverage makes possible war bulletins every 30 minutes each day. "United Press Commentary" has frequent use of valuable analytical material. These services help immeasurably.—J. Allen Best, Vice Pres. and Gen. Mgr., WLOF, Orlando, Fla.

"EXCELLENT"
Special coverage Korean situation, particularly interpretive material by Pope and Marder, excellent.—Rex Howell, Pres. and Gen. Station Mgr., KGLN and KFXJ, Grand Junction, Colo.

"INVALUABLE"
KSIR's staff and listeners appreciate complete U.P. coverage of Korean war. Pope and Marder background information invaluable.—Don Mathaway, Owner and Gen. Mgr., KSIR, Casper, Wyo.

"GREAT BOON"
Our appreciation of U.P.'s coverage of the current war situation. Subbing "Under the Capitol Dome" and "United Press Commentary" to conform with late developments is most helpful. Such service is a great boon.—Pat Bishop, News Dir., KFI, Los Angeles, Calif.

"CONSISTENTLY AHEAD"
Consistently ahead. We've got no suggestions for improvement.—Charles Ashley, WEEI, Boston, Mass.

"SOLD THREE NEWS SHOWS"
We have sold three news shows since war broke out, indicating heightened interest. Your commentaries are excellent; as is your entire news report.—Al Gordon, News Chief, KFWB, Hollywood, Calif.

"EXTRA-Helpful"
A Korean layout for our listeners in terms every listener can understand and appreciate. Pope's and Marder's scripts have been extra-helpful. They balance our spot news shows to answer questions raised.—Bob Gerley, Program Director, WQXI, Atlanta, Ga.

"ON ITS TOES"
Fast, colorful, accurate reporting on Korea. U.P. has been on its toes since the story broke.—Dick Oberlin, WHAS, Louisville, Ky.

"FINE JOB WELL DONE"
KIHO extremely happy with U.P. Korean coverage. Particularly pleased with the commentaries. A fine job well done.—Ruth Stevens, News Director, KIHO, Sioux Falls, S. D.

UNITED PRESS

BROADCASTING • Telecasting

July 10, 1950 • Page 27
and now...over a 6-month period...

**WCFL Leads in Chicago in Pulse-Rating Gains**

*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)*

**BASIS OF CHANGE: Nov., 1948-Apr., 1949**

<table>
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<tr>
<td>50,000 Watt Independent</td>
<td>-4.52%</td>
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<tr>
<td>5,000 Watt Independent</td>
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<td>-12.0%</td>
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<tr>
<td>Network Station C</td>
<td>-20.25%</td>
</tr>
<tr>
<td>Network Station D</td>
<td>-23.16%</td>
</tr>
</tbody>
</table>

**Economy of Radio (Continued from page 17)**

"Unlike all other media, radio has not raised its rates to reflect its increased costs of operation. While the whole price level of our economy has been going up—while the advertiser pays more for every service and commodity he uses in his business — while he charges more for his own product—he buys radio at a 1940 rate and gets more for his money than he got in 1940." Radio broadcasters, said Mr. McConnell, could assure themselves of happy futures if they accomplish the following tasks: (1) create properly priced programs that attract audiences and sell goods; (2) promote the essential worth of radio in sound sales stories to advertisers; (3) extend the productiveness of radio by cooperating with clients in merchandising campaigns.

"With an expanding economy," he said, "with radio retaining its basic values, with opportunities for even greater development of its present resources, I do not think we have to fear for the outlook of sound broadcasting. It is favorable in the extreme, and some of the greatest chapters in its history are yet to be written."

While he did not predict when radio rates would be reduced, he said he was certain such a step would be necessary "to keep the cost of advertising on radio in relation to its value."

Turning to a broader subject, Mr. McConnell said broadcasters were confronted with a formidable problem of keeping Americans informed truly straightforwardly of world events.

Mr. McConnell warned that broadcasters "must make sure that their efforts are not thwarted by sabotage from within."

**WJOL CASE**

Felman Petitions FCC

A. J. FELMAN, former owner of WJOL, Joliet, Ill., in a petition filed with FCC last week charged the Joliet Broadcasting Co., licensee of the station, "has not negotiated in good faith" regarding modification of the contract by which it acquired WJOL from Mr. Felman.

FCC ordered modification of the contract, which reserves 45 minutes daily of station time for Mr. Felman’s department store as part of the 1897 sale agreement, when the Commission adopted Sec. 3.109 of its rules banning such agreements. FCC has proposed to renew WJOL’s license on condition it modify the Felman contract to comply with the rule. Further extension has been granted to Sept. 1.

Mr. Felman told the Commission he and the present WJOL owners are in complete agreement on all phases of the modification except as to the amount of lump sum payment or periodic payments to be substituted for the reservation of time. He charged WJOL "is attempting to procure a renewal of license...by the device of an attempted repudiation" of the agreement.

The former WJOL owner asserted that under the Communications Act he has rights equal to any of WJOL, including the "protection of the Commission." To allow WJOL unilaterally to repudiate the pact in order to win renewal, he said, "would unreasonably destroy petitioner’s rights and would permit Sec. 3.109 to be used as a sword rather than a shield."

He contended the lump sum payment should be $114,975 or, based on 50% annual discount of the value of the reserved time, $7,685 yearly until 1964.

**DURHAM MERGER**

**WDUK, WTIK To Consolidate**

SECOND station merger in Durham, N. C.—that of WDKU and WTIK there — was reported in transfer papers filed with FCC last week. The Commission last year approved merger of WHT and WSSB there under WSSB facilities (Broadcasting, Nov. 21, 1949).

The license of WDKU (1 kw day, 500 w night on 1310 kc) is proposed to be assigned to Durham Broadcasting Enterprises Inc., a new firm to be owned 50% by the present licensee of WTIK and 50% by Harmon and Virginia Duncan, identified with ownership of operation of WDKU. Present licensee of WTIK (1 kw day on 780 kc) is Durham Broadcasting Co., owned 85% by Floyd Fletcher.

Messrs. Fletcher and Duncan are to be co-managers of the merged stations, which will continue under the WTIK call but will use the WDKU plant and full-time facilities. WDKU’s ABC affiliation will be retained and WTIK’s Tobacco Network affiliation will be transferred to the new operation.

According to the merger plan, the Duncans and Durham Broadcasting Co. each will put $18,000 into the new Durham Broadcasting Enterprises, which will pay WDKU Inc. $28,000 for the WDKU properties. The Duncans, about 27.5% owners of WDKU Inc., propose to buy the remaining interests of eight other stockholders for $21,720 prior to the merger. These stockholders include: S. H. Campbell Jr., president, 16%; W. H. Lancaster Sr., 12%; W. H. Lancaster Jr., 5%; W. W. Couch Jr., 4%; R. C. Jones Jr., 19%; T. S. Dooley, less than 1%; Barbara Lancaster, 5%; and American National Bank of Chattanooga as trustee, 12%.

Upon merger of the stations it is proposed to surrender the WTIK license for daytime operation on 780 kc. Disposition of the WTIK equipment still is under consideration. Transfer applications for the mergers were filed with FCC by Frank U. Fletcher of Washington.
No need to shout. The figures speak for themselves.

The Broadcast Measurement Bureau has just released the final circulation figures of Study No. 2 and NBC continues in first place with the largest audience in all radio—reaching more people than any other single advertising medium. (90% of agency timebuyers use BMB as their basic source of information in comparing network circulation according to a recent independent research spot check.)

Network radio is bigger than ever—as big as America—and the BMB results show that each week, day or night, more than 7 out of 10 families listen to NBC. These findings give NBC a weekly audience advantage of over 1½ million homes during the day and more than 2½ million at night over the second network. And the greater the intensity of listening, the greater is NBC’s relative superiority over the next network.

America’s No. 1 Advertising Medium
A service of Radio Corporation of America
EVIDENCE showing extensive donations of time and funds to Jewish welfare and religious organizations was introduced last week at the FCC's Los Angeles hearing on charges that G. A. (Dick) Richards stations had ordered staff members to slant news.

Hugh Fulton and Joseph W. Burns, counsel for Mr. Richards, clashed frequently with FCC counsel and Examiner James D. Cunningham, presiding, over admissibility of evidence.

Robert O. Reynolds, general manager of KMPC Los Angeles, was on the stand most of the time during the week's sessions.

Ford Replaces Cottone

With Benedict P. Cottone, FCC general counsel who conducted the first 13 days of the hearing, having returned to Washington for an indefinite period, Frederick W. Ford, FCC counsel, took over the government's case last Wednesday. Mr. Ford had conducted the first hearing when the late Judge J. Fred Johnson Jr. presided as examiner.

At the Thursday hearing Mr. Reynolds detailed contributions made by KMPC to charities among which were a number of Jewish organizations. He also identified checks made out by WJR Detroit, a Richards station, to Jewish charities.

Mr. Reynolds said KMPC never discriminated against Jewish artists or employees. A personnel list as of April 1948 showed six Jewish musicians among 68 persons on the payroll. Of the employees, 24 were Republicans, 52 Democrats and two independents.

On receiving the list, Examiner Cunningham said: "I want to make it clear that neither the Commission nor I care about the religious or political affiliation of any employee of any radio station. I presume that this exhibit is being offered solely in connection with the charge of discrimination against Jews."

Counsel clashed over a letter from Rabbi Abba Hillel Silver, of Cleveland, to FCC Chairman Wayne Coy. Mr. Burns attempted to have the letter admitted but it was overruled on the ground that a different letter had since been sent to Chairman Coy. The early letter larded cooperation given Jewish causes by WGAR Cleveland, third Richards outlet.

Mr. Richards' counsel started cross-examining Mr. Reynolds Wednesday after he had been on the stand 13 days as the FCC's first witness. Actually the cross-examination was in the nature of direct questioning.

Mr. Reynolds said Mr. Richards, as a sports fan, was a "great admirer" of such figures as Sid Luckman, Hank Greenberg, Benny Friedman, George Washington and Joe Louis, Jewish and Negro athletes. FCC counsel objected to introduction of a photograph of Messrs. Richards and Luckman on the ground that it was irrelevant.

"It is just the first part of a voluminous amount of evidence we will introduce to prove that Mr. Richards abhorred prejudice against any racial, religious or other minority group," Mr. Burns said.

In argument over admissibility of documentary evidence a colloquy developed over a letter from Mr. Richards expressing a desire to engage Upton Close as a commentator. Richards had written to Examiner Cunningham, "If you admit this, it amounts to a ruling that, if a man belongs to the Republican party, he is not a fit person to operate a radio station." The letter was admitted.

Voluminous Evidence Compiled

Mr. Burns said voluminous evidence has been compiled to counteract charges and inferences by FCC counsel regarding Mr. Richards' purpoted prejudices.

Mr. Richards' counsel introduced a three-volume digest of KMPC activities with over 1,900 pages, based on 10,000 man-hours preparation. It provides exhaustive analyses and breakdowns of the station's program logs and other data.

Wednesday afternoon testimony brought out a series of letters from United Jewish Welfare Appeal, Blood for Israel, Bureau of Jewish Education and other organizations thanking KMPC for public service.

Dr. James Milton Robb, of Detroit, described as a friend of 30 years and a civic leader, appeared as a character witness on behalf of Mr. Richards, testifying as to his moral and financial standing in Los Angeles and Detroit. He praised Mr. Richards' patriotism and civic consciousness, and lauded his generosity in donating time for public appeals.

Dr. Roy E. Thomas had spent 90 minutes on the stand June 30 giving technical testimony in support of his previous statements that Mr. Richards was to be endangered should he be forced to appear for questioning at the hearing.

He said his patient is a victim of coronary occlusion and angina pectoris. He also presented an X-ray which, he testified, showed a "definite enlargement" of Mr. Richards' heart.

The name of Lewis Allen Weiss was brought into the hearing through a letter he purportedly wrote to Mr. Richards on Sept. 5, 1947, when board chairman of MBS. The letter was among the voluminous correspondence gathered by FCC from the Richards stations. It read: "Unlike yourself, I am compelled to distinguish between my personal politics and the operation of the radio stations and networks for which I have an official responsibility."

An undated letter from Mr. Richards to Leo Fitzpatrick, then vice president and general manager of WJR, presumably written shortly after the death of President Roosevelt, read in part:

"Fitz, I wish you and John would give instructions not to mention the rest of the Roosevelts over the air any more except in the case of more deaths and then only a short paragraph. We are putting this into effect today at KMPC. If I never hear the name again, it will be soon enough."

Robert Croft

FUNERAL services were to have been conducted Friday afternoon for Robert Croft, 33, account executive at the Walter L. Rubens Agency, Chicago, who died last Tuesday. Mr. Croft, who was ill three months, worked on all accounts at Rubens during the past three years. Before that he was a local salesman at WBBM Chicago, where he started as a page boy. Surviving is his widow, Audrey.
WGN reaches more homes one or more times a week than any other Chicago Station*

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<td>Station C</td>
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</tr>
<tr>
<td>Station D</td>
<td>2,404,840</td>
<td>2,691,441</td>
</tr>
</tbody>
</table>

*1949 BMB

A Clear Channel Station . . . Serving the Middle West

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2928 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
nature follows the line...
A bolt of lightning strikes at the nearest conductor of electricity. Air naturally goes into areas of lower pressure. Water flows downhill, seeking its own level. In any physical phenomenon, nature spontaneously takes the course of least resistance.

Just as naturally, your message reaches the listeners by following the line of least sales resistance, when you advertise over a Fort Industry station. The seven stations of Fort Industry are leaders in sales results in the seven wealthy markets where they are located. The stations, listed below, have an established listening audience which puts its faith in the superior programming, community service, and high Hoopers which make Fort Industry tops in its respective markets. We have done the spade-work for you. Your sales message goes right to the heart of the buying public, with an impact that means exceptional listener-response. Right down the line, Fort Industry stations deliver your message with dispatch and sales results because of low sales resistance and high audience acceptance.

THE FORT INDUSTRY COMPANY

WSPD-TV, Toledo, O. * WJBK-TV, Detroit, Mich. * WAGA-TV, Atlanta, Ga. 

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
Radio-TV and M-Day

FOR the second time within a decade the spectre of total war ensnares us. The Korean conflict, whether it becomes a cold or hot one, has simply a localized test of strength, nevertheless will change the existing order. Radio, as demonstrated by World War II, is in the front line. It may be a different kind of war, with different methods, but radio's role is pre-charged.

That which already has transpired is sufficient to give the green light for defense spending. That means full-felt building of a war machine. The blue prints are there. Congress will loosen its purse strings.

It is inevitable that strategic materials will become scarce. Rationing talk is deployed, but cannot be ignored. Radio and TV are users of many of these strategic commodities.

Thus, it is not beyond possibility that:

1. The freeze on TV, now dictated by purely allocation and interference equations, will be clamped on tighter than ever by Government edict because of material shortages.

2. All radio (AM, FM and TV) production—receiver as well as transmitter—will be halted.

3. Skilled manpower requirements will bring about a labor shortage, notably in the technical pursuits.

4. Voluntary censorship will be reinstated, and radio and TV operations will be off-limits to the public, with man-in-the-street and other unrehearsed audience participations out.

We do not say these dire things will happen. We do say that any and all of them can happen. A single overt act, which could touch off total war, would bring the whole gamut of them, and possibly others stemming from the kind of warfare that could be waged.

Accent will be on civilian defense. A home force of 10 million may be recruited under Stuart Symington's National Security Resources Board. Radio and TV will have leading roles on the home front.

World War II lies green on the memories of all except the great unshaven who took to the radio-TV war effort V-J day. Radio emerged from that grim conflict with a single unincident.

Before the Pearl Harbor attack, there were less than 900 licensed AM, FM and TV stations. At the time of the Korean invasion, there were 2,938 licensed stations on the air.

The problem of voluntary controls, therefore, would be enhanced threefold.

At the outset of World War II there was strong sentiment within the military to commandeer all radio under military auspices. Saner heads prevailed.

Because of radio's exemplary service as the fourth arm in World War II, the radio-TV blueprints for M-day do not envisage military controls. Under the Communications Act, the President, in a national emergency, can take over all communications.

Radio, and its partner, TV, must be on the qui vive. They must exercise extreme vigilance, wisdom and caution. They must watch particularly the Red menace—infestation of their fields by sympathizers or cardholders.

War may not come. We hope and pray it does not. But every radio thought must be on a war-footing.

Life's HCL

Life has whipped up a little party of its own. It has announced a 4% rate increase effective in April 1951. A year ago, it startled the advertising world by announcing a 3.5% cut.

This increase is not based on circulation, which will continue at a 5,200,000 guarantee. It is based on increased operating overhead.

This presents an interesting picture. It introduces an entirely new method of establishing rates. It is not cost per impression, but a reasonable operating return.

It should be remembered that Life, for two years in a row, had gross advertising billings larger than those of any single entity. In 1949 it boasted $12 million more than NBC. Keep in mind that Life, a 100-page book published weekly, grossed more than all of the nation-wide networks delivering 16 hours of programming, seven days a week to most of the 42 million radio homes.

We posed the question earlier this year, when the figures became available, why any nationwide network should be led by anyone at all in gross revenue. Our conclusion was, not that Life is necessarily over-priced, but that radio is sold at bargain-basement rates. Life's 4% increase is further proof of this.

It torpedoes the argument that radio's rates should be readjusted downward because of the emergence of TV. Statistics show radio receiver sales up. That means increased circulation. Trigger-happy broadcasters who cut rates probably are putting away their cap-pistols.

What applies to the national magazines affects equally the daily newspapers. Newspapers have been consolidating or folding because of operating overheads that exceeded revenues. It is a condition to be deplored, and over which none in radio will gloat.

By any comparison, radio has delivered more for the advertising dollar than any other medium. Introduction of the "overhead" ingredient in magazine and newspaper rate-making undermines and amplifies radio's story.

The story is irrefutable: Radio is the world's best advertising buy.

Lighting the Fusion Fuse

WHEN WE project the idea for an overall circulation plan to the hierarchies of the radio-TV arts in all their ramifications a fortnight ago, we had no notion that we were offering a new thought. At least a half dozen important personages during years past have projected variations of the same plan. The time wasn't propitious, and may not be now.

The temper and tone of most of the responses to our proposal are thought-provoking and even encouraging. There were suggestions, for example, that periodic conferences of broad-casters, telecasters, manufacturers and other representatives of the radio-TV arts, be held. Another thought was that, rather than a "Congress," there be a "Radio & Television Council."

There were those who felt the plan premature and unworkable. On the other hand, it was pointed out that years ago the newspapers, magazines, agricultural papers, advertisers and agencies got together to create the Audit Bureau of Circulation. A more recent example cited was the unification of the Armed Forces combining the traditionally rivaling Army, Navy and Air Forces in one department, with the resources of all available for the attack.

The fusion plan is revolutionary. Otherwise, it might not evoke a murmur of interest.

We know of no one yet prepared to hit the radio-TV fustings on it as yet. But we feel that day will come.

**Static & Snow**

By AWFREY QUINCY

A Boston banker tells a Minneapolis convention that television will reduce eating out. At home, television reduces chewing the fat.

Suggested sign for television remote booths: "IF YOU are contemplating suicide, please do not discuss the matter with announcers and producers. At AAB-TV, the customer is always right. Too many might join you. Get a show to do."

The lead editorial in the June 26 Broadcasting dealt ably with a vital issue but managed to end on a waggish note, "fusion or confusion." As a follow-up we offer:

merge or submerge combine or combat integrate or inter.

Once Homer amote his blooming lyre
Once pipes of Pan thrilled out their toot
Once Nero fiddled at Rome's fire
Once Cleopatra plucked her lyre.

The drummers and, the trumpeters
The harpists and, the sifers too
Once stirred the soul or charmed the heart
To charge a foe or pitch some woo.

But tenure deeps down through the years
Add up to nothing but a fluke
Until you've cupped and bent both ears
As Arthur Godfrey strums his uke.

**Our respects to:**

RICHARD CLARENCE FRANCIS

ROUNDING out a quarter century of service, Richard Clarence Francis, vice president and manager of Pacific Coast operation of Campbell-Ewald Co., was among those honored by that firm when executives gathered around the banquet table in Detroit recently (May 20).

But since those days when he first joined the agency on July 9, 1925, his experience has covered a variety of assignments and for practically every type of account, fitting him well for the post he holds today.

No pompous executive is Mr. Francis. Should you walk into his Los Angeles office you are apt to find him handling most any kind of agency chore, from black-and-white layout to radio and TV commercial copy.

Mr. Francis aims to keep the agency client happy and succeed in doing so. A hearst for work, he meets every issue squarely and (Continued on page 44)
WE RATE! WGAR leads in more rated periods than all other Cleveland stations combined! WGAR ratings are greater than the next closest station in 58 of 68 day quarter-hours, and greater in 54 of 75 night half-hours. WGAR has just won the annual Cleveland Press Local Radio Poll for the fourth consecutive year, winning 12 first place votes in 14 categories. IMPRESSIVE!

ACTIVATED! Shell Premium Gas and WGAR promotion! WGAR gets new listeners to Shell's daily newscasts through attractive full-color swivel-board posters in Shell stations. It's another promotional activity by WGAR...promotion with drive!

in Northern Ohio...WGAR

the SPOT for SPOT RADIO

SUNDAY PUNCH...with smiles. For the first time in 15 years, WGAR has changed its Sunday morning programming and has time available for sponsorship. The Bob Smiley Show is featured in this new line-up. For added sales impact at low cost, consider this bright program of Sunday morning pop music. Ask about it.

Above: Mr. G. G. McKenzie, District Manager for Shell Oil, and a member of Cleveland Petroleum Club and City Club. Below: Mr. Sandy A. Flint, Division Manager of Shell Oil Company, Cleveland, and member of Cleveland Petroleum Club, Chamber of Commerce and Mid-Day Club. Shell Oil is a WGAR sponsor.
HIGHEST
in Des Moines,
Hooper-wise!
WHEN YOU'RE ON KRNT,
YOU'RE ON THE BEAM!
C. E. HOOPER SHARE OF AUDIENCE
APRIL-MAY, 1950

<table>
<thead>
<tr>
<th>Time</th>
<th>KRNT</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
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<tr>
<td>Morning</td>
<td>44.1</td>
<td>3.1</td>
<td>8.6</td>
<td>20.9</td>
<td>17.1</td>
</tr>
<tr>
<td>Afternoon</td>
<td>42.9</td>
<td>4.4</td>
<td>9.9</td>
<td>12.3</td>
<td>25.5</td>
</tr>
<tr>
<td>Evening</td>
<td>27.5</td>
<td>7.9</td>
<td>7.6</td>
<td>25.5</td>
<td>28.0</td>
</tr>
<tr>
<td>Sat. daytime</td>
<td>30.6</td>
<td>4.5</td>
<td>16.8</td>
<td>23.4</td>
<td>14.1</td>
</tr>
<tr>
<td>Sun. afternoon</td>
<td>29.0</td>
<td>9.7</td>
<td>17.2</td>
<td>18.9</td>
<td>13.0</td>
</tr>
</tbody>
</table>

TOTAL RATED TIME PERIODS 36.1 | 5.9 | 9.6 | 20.4 | 23.6

LOWEST PER-IMPACT COST!
BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency

HENRY S. WHITE, associate director CBS-TV programs, appointed business manager network programs CBS and CBS-TV, newly created post.

BILL HAMILTON, new to radio, joins sales staff CKCK Regina. Previously with Saskatchewan provincial government.

HOWARD C. (Bud) EVANS, local sales manager KPRC Houston, to commercial manager KXYZ same city. Was with WWOK Flint, Mich., and WLWT (TV) Cincinnati as sales executive.

EDWARD PETRY & Co. appointed national representative KPHO Phoenix, Ariz.

MERRILL INCH, general manager KWRN Reno, Nev., also appointed general manager Reno Evening Gazette and Nevada State Journal, owned by Reno Newspapers Inc., licensee of KWRN. LARRY SHIELDS, sales manager, becomes KWRN active manager.

Mr. Evans

WILLIAM J. WILLIAMSON, account executive Ralph H. Jones Co., Cincinnati, to WLWD (TV) Dayton as sales manager.

INDEPENDENT METROPOLITAN SALES appointed to represent WCLE Clearwater, Fla.

S. L. ADLER, salesman WCPO-TV Cincinnati, to sales staff WLWT (TV) there.

BOB LESLIE elected president Montreal and Toronto representative firms merged under name National Broadcast Sales, Toronto.

BILL McKEMIE, Dallas manager Ross Federal Research Corp., and BOB FERRIER, Southern Methodist U., graduate, to WFAA Dallas sales staff. Mr. McKemie, formerly with WFAA in talent work, will handle AM accounts. Mr. Ferrier starts as assistant to ALEX C. KEENE, regional sales manager, will later concentrate on WFAA-TV sales.

MORTON A. BARRETT, buyer, CBS-TV purchasing department, to service manager WCBS-TV New York.

Personal...


TOUCHDOWN TIPS has been sold by more than 800 local stations during 8 thrill-packed seasons.

Again in 1950... millions of football fans will tune in Sam Hayes' TOUCHDOWN TIPS for up-to-the-minute, factual gridiron information... just as they have for the past 8 years!

What is TOUCHDOWN TIPS? An action-packed, weekly quarter-hour of football dope, stories, predictions by ace sportscaster Sam Hayes.

How good are the show's PREDICTIONS? Uncanny! Record of accuracy over the years: picking trends, 93%... predicting winners, 82%... forecasting scores within one touchdown, 63%! Predictions are based on the All-American Gridiron Index, an amazing, precise system of analysis.

How wide is TOUCHDOWN TIPS coverage? 30 to 40 major college and pro games weekly. Sam Hayes records the show in Hollywood every Saturday. Recordings are rushed to station subscribers for broadcast before the following week's games.

Any "special" angles? You bet! A live tag: predictions for up to 6 schools in your area. Salute to a "Team of the Week" on every program. Two big bonus programs. One complete emergency program. An effective merchandising and promotion kit!

Yes! TOUCHDOWN TIPS is another big RCA Syndicated Program... designed to win and hold sponsors and listeners alike.

SAM HAYES
has attained one of the highest ratings of any news commentator on the West Coast! TOUCHDOWN TIPS kicks off Sept. 15! So hurry! Wire, phone, or write for audition today!

An RCA Syndicated Program

Radio Corp. of America
RCA Victor Division • 120 East 23 St., New York 10, N. Y. • Chicago • Hollywood

recorded program services

July 10, 1950 • Page 37
WWL Sells for Its Advertisers in Many Media

Continuous, as usual, are WWL's campaigns of 24-sheet posters, streetcar and bus dash signs, store displays, posters, stack signs and personal-assistance calls on the trade. WWL gives more of everything...to the listener...to the advertiser.
South's Greatest Salesman
Uses New Ideas in Program-Promotion

WWL's current newspaper campaign is far and away the biggest, most comprehensive listener campaign New Orleans has ever seen. A series of full pages in color—plus 2-column newspaper ads every day—all as packed with appeal as WWL is packed with CBS stars and local attractions.

WWL Leads in Hoopers
...Morning...Noon
...and Night

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience exceeds that of the next two stations combined.

Whatever you have to sell, hire South's Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY
ANN EVANS, promotion director, WPAI Portsmouth, Ohio, to WBNS and WELD (FM) Columbus, Ohio, as program promotion director.

GLENN B. WEBB, to announcing staff at KWKW (FM) Kankakee, Ill., substituting for BILL BAILEY, vacationing announcer on National Barn Dance, WLS Chicago.

ROBERT SEGLEAU, CBS free lance writer, to WDSU New Orleans, as continuity writer. JACK (Clark) ALEXANDER, CBS and Air Features, to WDSU as staff announcer.

JOE McKINNEY, announcer WKBW Ft. Worth and KWWX Altus, Okla., to KCUL Ft. Worth, Tex., as staff announcer. BILL WELLS, musician with Liberty Network, to KCUL on Bill Wells Show. JAMES PETTY, Negro disc jockey and vocalist, to KCUL's daily Swing Street.

RAY MATTINGLY, promotion director WTHI Terre Haute, Ind., to WBBM Chicago sales promotion staff.

DICK THOMAS, disc jockey WCAA Corning, WLEA Hornell and WGVA Geneva, all N. Y., to WOND Pleasantville, N. J., as announcer-disc jockey.

CLAUDE TAYLOR and BOB KOLAGE, WJHP Jacksonville, Fla., to WCAV Norfolk, Va.

JOHN COLE to ABC Chicago continuity staff.

WILLIAM MCNEILL, new to radio, to CBI Sydney, as announcer-operator. ROBERT E. BOST, director WASH (FM) Washington, named traffic director Continental FM Network.

DICK RAYALL named announcer WCBS Amsterdam, N. Y.

GEORGE LAWLOR and JACK WILLIE to CHAB Moose Jaw as announcers.

JOHNNY KARR, morning man WIDE Biddeford, Me., to WCRB Waltham, Mass.

JIM HARING, m.c. Respectfully Yours and Spinning Wheel, WPFP Middletown, Ohio, appointed chief announcer. JACK KLASTLER, continuity director for WPFP, named program director.

CHARLES KEATON, WOL Washington staff artist and musical director, starts new series, Dubbing in Ferris, 12:15-12:30 p.m., daily.

CAROL WISCHMEIER named to head traffic department WCPO Cincinnati. BETTY GEISLER, chief music librarian WCNY same city, to similar post at WCPG.

TOMMY (Batterball) PAIGE, WSM Nashville, Grand Ole Opry star, to Batterball Barn Dance, daily, 7:30-8 p.m., WBAL Baltimore.

RICHARD ALTON NOVAK, winner 24-week disc jockey contest on KXL Portland, Ore., to KXL as fulltime announcer and disc jockey.

RICHARD P. PETTY, announcer WBLR Lebanon, N. H., and WERG Fremont, Ohio, to WAZV New Haven, Conn., as announcer.

OTTO BREMERS to NBC Chicago advertising and promotion staff from Rithraff & Ryan, where he was radio writer.

HAROLD A. SAFFORD, program director WLS Chicago, appointed to programs committee for Illinois Farm Bureau Sports Festival at U. of Illinois Aug. 22 and 23.

JACK WALKLIN and LESTER LUThER to production crew of KTLE (TV) Hollywood Fantastick Studios, take program, as dance director and vocal coach respectively.

DON STYCHOWSKI to NBC Chicago transcriptions from guide staff.

RILEY HILL, motion picture actor, named lead in ABC-TV Musical of Gourmet Parent, replacing SMITH BALLENGER withdrawn from role because of other commitments.

LARRY BERNs, CBS Hollywood producer-director has returned to work following recuperation from injuries suffered in recent automobile accident.


BILL QUINN, WBTB (TV) Charlotte, N. C., production staff, and Emma Beese have announced their marriage.

MORT DANK, program manager KEVL (TV) San Antonio, made honorary special deputy sheriff of Bexar County, Tex.

JUNE HELMSTADTER, continuity director WING Dayton, Ohio, elected secretary of Dayton Adv. Club. MRS. RUTH R. KROUSE, merchandising consultant at WING, elected to board of directors of DAC.


ZACK BETTIS, continuity writer WFAA Dallas, father of boy.

News...

CONNIE MONAHAN joins WIDE Biddeford, Me., as sports editor replacing MERRILL SMITH, resigned.

JOHN SCHMIDT, production assistant, to news staff WMAR-TV Baltimore.

LOWELL THOMAS, CBS commentator, voted "favorite national news-caster" in poll of 34th Annual Convention of Canadian and United States Delta Gamma Women's Fraternity at Banff, Canada.

BOB SHEFFARD, graduate Pasadena Institute of Radio, Pasadena, to KOLO Reno to handle news and sports.

JEAN PAUL KING, freelance newsmen and announcer, starts 3:30 a.m. daily newscast over KALL Salt Lake City and 27-station Intermountain Network.

RALPH WIDMAN, sports and special events director WFAA Dallas, father of boy.

John S. Fredericks

FUNERAL services for John Stevens Fredericks, 58, part owner of CBS-Sunset Radio and Television Center Bldg., and onetime co-owner and manager of 6000 Sunset Recording Studios, Hollywood, were held last Wednesday in Church of the Recessional at Forest Lawn Memorial Park, Glendale, Calif. Mr. Fredericks died June 30 in St. John's Hospital, Santa Monica, Calif., from a brain tumor following an operation three weeks prior. Before becoming associated with the recording studio, Mr. Fredericks was chief engineer of KTVF Bellingham. Besides his widow, Mrs. Mable G. Fredericks, surviving are a half-sister, Mrs. Julie McCluskey.
FROM NOW ON, WWJ-TV's advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is guaranteed to advertisers for one full year!
A PROGRAM which its originators boast is all advertising is making good in the Pacific Northwest—good business.

The show is Swap 'n Shop, heard nightly since Nov. 7, 1949, on KIRO Seattle, and recently launched on a morning schedule as well. Practically everything from a juke box to a Hudson Terraplane, from an apartment to a 250-acre ranch, has been bought or sold via this want-ad-column-of-the-air.

A man was wanted to play Santa Claus—he was found through one announcement. A man wanted a job as night watchman—he was hired two minutes after the ad went on the air. Two men offered to thaw cold water pipes—they received 50 calls as a result of two announcements.

Designed as a vehicle for what the station tabs “listener ads,” the program has been so successful that established retailers and service organizations in the area are beginning to use it. So many ads have come in, solicited only on the program itself and in promotion spots during the day, that the original 10-minute program is now billed “10:15 p.m. to conclusion” (at least 30 minutes Monday through Saturday), and the over-flow is being accommodated in the 8 a.m. slot Monday through Friday every week.

The idea originated with Saul Haas, president of KIRO, but virtually the entire staff has had a hand in developing the show. With rates set at $2 for a 50-word announcement and $3 for 75 words, the merchandising vehicle is open to all comers, subject only to the limitations imposed by law and good taste. At least half the ads, for some reason, offer or seek real estate, and in most cases the property is offered for sale by the owner himself. Only the “lonely hearts” appeal is taboo.

The items offered are read by alternating voices, with a bell marking the end of each item. In every case, the address or phone number is repeated, and several times during the program there is a quick summary, with a one-phrase description of the item, followed by another repetition of the address.

The program is staff-written on the basis of descriptions written or phoned in by the advertisers, but the announcers are encouraged to ad lib as the spirit moves them. The result is a lively, informal show, while accuracy is safeguarded by the factual descriptions typed on cards.

The “bargain hunters’ rendezvous” has required the development of new writing and voicing techniques, according to Warren McCoy, KIRO continuity chief. He believes that radio gives a want ad something special, because the voice can make an item come alive and seem truly desirable.

In Providence, too, it’s the BIG Independent

MON. — 8 a.m. — 12 noon

is SECOND leading 3 out of 4 Networks

SATURDAY

8 a.m. — 8 p.m.

is SECOND leading 3 out of 4 Networks

MON. — Fri.

is FIRST leading all 4 networks

* Dec. ‘49—April ‘50—Hooper

This is not an availability. We merely point to this record as an example of the “sales-programming” WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard “over-the-counter” retail sales.

* American Research Bureau.

Mr. Haas

strictly business

HENRY E. RINGGOLD, vice president and director of western sales for the Edward Petry Co., maintains that his greatest sales effort involved not the selling of a product but of an idea. The idea was the use by national advertisers of the new medium—radio—in the new way—spot.

The Petry Co. was the first exclusive station representative firm in the industry, and Mr. Ringgold was one of the first salesmen for the Petry Co., joining the company 11 months after it opened its doors on Jan. 1, 1935.

Prior to the emergence of the radio station representative, spot radio was plagued by a chaotic brokerage system in which firms would break ads into pieces, the ads would be repeated with multiple standards, would negotiate deals between agency and station at whatever rates the mud-

Mr. Ringgold
died traffic would bear.

For 18 years Mr. Petry’s company has been selling the principle (Continued on page 14)

BROADCASTING • Telecasting
Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.
Respects
(Continued from page 54)

tackles the job on hand. His alertness and creative ability is never better than when working under extreme pressure, associates declare. He serves continuously as a member of the agency's national radio and television board.

Besides being responsible for Chevrolet Motors Division and other General Motors products' West Coast advertising, he directs other accounts serviced by the Los Angeles office. These include various Chevrolet dealer groups, Du Mont Television, Quality Television Inc., Hertz Drive-Yourself System, Burroughs Adding Machine Co., as well as others.

In addition to radio, the various Chevrolet dealer groups are users of West Coast video time. Mr. Francis admits being a busy man because he personally keeps his fingers on the pulse of activity. Besides Chevrolet Dealers of Southern California Monday night 3½ hour film session on KECA-TV Los Angeles, a consistent news-cast schedule is maintained on various radio stations in that city.

San Diego Country Chevrolet Dealers' account is also administered by Mr. Francis' office, with a twice-weekly film schedule on KFMB-TV as well as newcasts on radio stations in that city.

Born in Oklahoma

Born on the blistering hot afternoon of Aug. 7, 1904, in McAlester, Okla., then an Indian Territory, Mr. Francis received his public and high school education in that community.

Interest in advertising and selling came early to young Mr. Francis. First experience was gained when working as a clerk in the McAlester general store after school and during summer vacation. Besides selling to the trade, he helped with the store's advertising, writing handbills and window signs for special sales.

But Mr. Francis will tell you that his most interesting and exciting job was news "butcher" aboard the local train running between McAlester and Wilburton, 40 miles away. He was about 15 then.

With high school over, he was determined to make advertising and selling his life work. He enrolled in the U. of Chicago School of Commerce and Business Administration in September 1920. He majored in advertising and economics.

Although working his way through college with a variety of jobs, that and study didn't consume all his time. Mr. Francis managed to be active in the college dramatic club. He played major roles in many productions staged during his three years at the U. He was a member of the Blackfriars, college dramatic society, too. Fraternity was Sigma Alpha Epsilon.

Joins Hamilton Brown Shoe Co.

Mr. Francis left college in 1923 to become assistant advertising manager of Hamilton Brown Shoe Co. in St. Louis, Mo. Before the year was out, he was advertising manager.

In August 1924 he joined Henri, Hurst & McDonald Inc., Chicago, as assistant account executive. Shortly afterwards he met Marguerite Johnson, now Mrs. Francis, employed in the agency's billing department. She became Mrs. Francis on Oct. 1, 1925.

The enterprising young man didn't sit still. During the next 12 months Mr. Francis made a name for himself among Chicago agency men. They recognized his creativity, ability, and admired the way he went about his work.

Result was an invitation to join Campbell-Ewald Co. in Detroit as production manager, and he did just that on July 9, 1925. A year later he was back in Chicago as assistant to the agency's manager in that city.

During the next decade, from 1925 to 1936, he served in practically all capacities, both creative and contact, in the firm's Chicago office.

When an account executive was needed in Los Angeles in spring of 1936, Mr. Francis was chosen for the assignment. He packed bag and baggage and headed west. He was called upon to do considerable creative work in addition to account executive duties. Time was devoted primarily to U. S. Rubber Co. and Chevrolet accounts.

During the next 11 years, West Coast operations of Campbell-Ewald Co. continued to expand and in February 1947 he was made a vice president and manager of all Pacific Coast operations.

Mr. Francis, with his wife and 11-year-old daughter Ellen, make their home in suburban Pacific Palisades, a rolling hills residential section overlooking the Pacific Ocean. His eldest daughter Francis is married to Chevrolet salesman Britt Johnson. They live in the suburban area of Santa Barbara, Calif. Mr. Francis also includes a two-months-old grandson, Britt Jr., as a very important member of his family.

Although Mr. Francis claims he has little time for club, life memberships are maintained in the Jonathan Club and Beverly Hills Club. A member of Los Angeles Chamber of Commerce and Los Angeles Ad Club, he is currently serving on the AAAA Ad Club relations committee. He makes it a point also to give of his time to the American Cross and Community Chest campaigns.

A Writer of Verse

For many years he has been writing both poetry and light verse. His work has appeared in many national magazines and newspapers. Readers of "Kirby's Follies" and "The Kirby Kalendar" are familiar with his verse, which has appeared in the Chicago Daily News and the Illinois State Journal.

HARRIS APPOINTED
Is WOR Program Manager

APPOINTMENT of Blaney Harris as program manager for WOR New York [CLOSED CIRCUIT, July 3] was announced last week by Julius F. Seebach Jr., vice president in charge of programs.

Mr. Harris will be directly in charge of creative programming and supervision of program schedules, Mr. Seebach said. The appointment becomes effective July 17, 1960.

Well-known in the radio and TV industry in New York and Hollywood, Mr. Harris has been associated with Doherty, Clifford & Shenfield, New York, since 1944. Most recently he was supervisor of radio and TV programs there. Previously, he was assistant to the radio director of Pedlar & Ryan, New York.

1960 roster and organization of American Assn. of Advertising Agencies published last week in its 246 AAAA member agencies as of May 30, increase of seven over last year's listing.

KIRBY RETURNS
Heads New Pentagon Unit

COL. EDWARD M. KIRBY, former NAB public relations director and wartime chief of radio at the Pentagon, was recalled to active duty today (July 10) in the office of Maj. Gen. F. L. Parks, chief of information of the Military Establishment.

The call, which preceded the outbreak of the Korean conflict, has to do with creation of a new unit of military public relations wherein reservists in all media will be indoctrinated to establish a pool of trained personnel who would be available for immediate assignment. Col. Kirby will head this unit in the Washington area, regarded as a "pilot" operation.

Gen. Parks, in recalling Col. Kirby, said he would serve as commanding officer of the new organization in his office. He said he had high hopes that this training unit would fill a long-felt need and provide a better means for exchanging ideas between his office and those in the Washington area whose interests lie in that direction.

Col. Kirby returned to inactive status in November 1945 following termination of World War II hostilities. He was recalled for a temporary tour in 1947 to initiate a study for emergency communications. In 1943 he won a Peabody Radio Award for "Yankee ingenuity" on a global scale.

Fire Prevention

THE ADVERTISING COUNCIL will launch a home fire prevention campaign in connection with the National Fire Protection Assn. Erwin, Wasey & Co., New York, is volunteer advertising agency for the campaign, and D. W. Stewart, advertising division manager of the Texas Co., will serve as volunteer coordinator.

1930—1950
20th Anniversary Year
46.0
"HOOPER"
* (average 5 periods winter, 1960)
proves the best buy
in DANVILLE, VA.

3kw (d) A B C 1kw (n)

BROADCASTING • Telecasting
July 6, 1950

To the PRESS and RADIO:

Subject: IMPROVING THE RAILROADS

Another milestone in the railroads' never-ending search for improved methods was reached recently when a new million-dollar research laboratory built by the Association of American Railroads was opened on the campus of the Illinois Institute of Technology in Chicago. This laboratory is the nerve center for research in the railroad industry. Here will be the headquarters for engineering, mechanical and shipping container research, as well as facilities for testing many other kinds of railroad equipment.

This laboratory is just another example of how the railroads have carried on continuous research in every part of the railroad plant and equipment and in every phase of railroad operation since the very beginning of railroads in America.

The net result we see all about us, in a railroad plant and railroad methods which are producing more and better service than the pioneers could possibly have dreamed of.

But it is as true today as it ever was that the railroads are a product of research, and for this reason the kind of research which has given us the finest rail transportation system in the world is being carried on in more directions and with greater intensity than ever before.

This research is being carried on by the railroads themselves, by the Association of American Railroads and by the manufacturers who supply the railroad industry. It is going forward in university laboratories, in technological institutions and in railroad plants. It is also being conducted by railroad workers in offices and shops and out along the right-of-way where day-by-day operations are the real proving ground for technological advances.

This broad program of research on the railroads is another assurance that we in America will have even safer, more dependable, more efficient and more economical rail transportation service in the years ahead.

Sincerely yours,

William T. Faricy

BROADCASTING • Telecasting
World Network
(Continued from page 15)
lic Law 402 (Smith-Mundt).

Secretary Acheson told the subcommittee Wednesday that "we have all the authority we need" to put the President's plan into effect save for "additional appropriations and personnel," which he indicated would be presented shortly.

Sen. Benton, co-sponsor of the resolution along with 12 Senate colleagues [BROADCASTING, March 27], urges a worldwide radio network capable of "laying a signal into every receiver in the world"; creation of a non-government agency to coordinate resources and overseas contracts in furtherance of the overall information program, and acceleration of work done by UNESCO in cooperation with the State Dept.

Subcommittee members who attended last week's hearings were Sens. Brien McMahon (D-Conn.), H. Alexander Smith (R-N. J.), Henry Cabot Lodge (R-Mass.), in addition to Sen. Thomas. Other Senators sitting in were Sen. Millard Tydings (D-Md.), as well as Sens. Benton, Mundt, Flanders and Hendrickson.

Gen. Sarnoff estimated cost of erecting a worldwide network system at about $200 million—"no more than the price of two modern battleships"—and placed operating cost at roughly $50 million annually.

He pointed out that the larger U. S. networks spend about $60 million each annually, covering programming and cost of facilities, to reach portions of the U.S. and said his guess on costs for operation of a worldwide network were based on estimates of NBC's chief engineer.

Construction costs for the expanded Voice would be written off in about five years "in view of rapid technical development in the engineering arts," he added.

Even if there were no Soviet crisis, Gen. Sarnoff said under cross-examination, he would favor expansion of our international broadcasting to sell America to the world as the largest, most prosperous and most productive nation. This would advertise our commerce, help employment and boost business generally.

Radio Term Best
"Radio broadcasting is the most economical and effective way" to carry that message, he remarked.

With respect to television, Gen. Sarnoff noted:
We should also take into account the promising possibilities of international television. It is not too early to give serious consideration to ways and means for adding sight to sound, in our efforts to reflect democracy to those abroad who seek freedom from oppression. "The Voice and Vision of America's" can be a powerful aid in achieving these goals.

I suggest that all existing information pertaining to international broadcasting and television be coordinated and crystallized in the preparation of an over-all comprehensive and definitive plan. For this purpose, through television operation in the UHF frequencies. But television, he cautioned, is "nowhere near as ready as sound broadcasting" to further the American information program.

Upon further questioning from Sen. Benton as to why he had referred only briefly to TV's potential use, Gen. Sarnoff explained that costs of video programs vary but that generally they are "from three to five times as expensive as sound broadcasting," partly because of high expenses curtailed in interconnection facilities.

But, he added, "if it were physically possible, the last thing I would like is for Congress to appropriate for "additional appropriations for television (in such a program) would be many times greater than in sound."

Sen. Thomas wanted to know if Gen. Sarnoff's company would oppose any treaty that might face Congressional ratification with "freedom of the air."

Gen. Sarnoff assured the Senator his company not only will have "no objection but will support such an idea." He felt, however, that the worldwide network would have to remain a government enterprise, "where private enterprise would be unable to render such a service which is in the interest of national unity. The government should have the right to render such a service and industry should have no justification for objection."

Gen. Sarnoff made clear his feeling that, in the current Korean situation, it might be emphasized in American broadcasts that U. S. forces are acting under a UN resolution. He also suggested establishment of a "Voice of the UN" as well as a Voice of America. This would serve, he said, to put a truer face on a picture distorted by the Soviet Radio.

Tracing his concern for the need of an effective broadcast service back to 1938, Gen. Sarnoff reminded that he had suggested such an idea in conferences with President Roosevelt, former State Secretaries Cordell Hull, James Byrnes and George Marshall. This year Edward W. Barrett, assistant Secretary of State for public affairs,

(Continued on page 48)

First In Every Way
WSJS
Dominates Winston-Salem!
(Continues Coverage of Greensboro and High Point)

- 1st in LISTENING (Hooper)
- 1st in NETWORK (NBC)
- 1st in POWER (5000 watts)
- 1st on the DIAL (600)
- 1st on the AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network
Your FIRST and BEST Buy!

Represented by
HEADLEY-REED CO.

Page 46 • July 10, 1950

Connecticut's Pioneer Broadcaster

CONNECT IN CONNECTICUT
Morning, afternoon, evening.

WDRC is your best buy
in Hartford! Send your figures and samples in new
market study. Write Wire.

WDRC, 720 Main Street.
Hartford, Connecticut.

The owner of the

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

BROADCASTING • Telecasting
71%... of all AM-FM-TV broadcasters use Andrew Transmission Lines and Fittings

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!
Only ANDREW offers you complete installation service including engineering proof of performance. Work is done by factory engineers, placing complete responsibility upon ANDREW.

Andrew Corporation
363 East 75th Street • Chicago 19
World's Largest Antenna Equipment Specialists

Transmission lines for AM-FM-TV • Antennas • Directional Antenna Equipment • Antenna Tuning Units • Tower Lighting Equipment • Consulting Engineering Services
World Network
(Continued from page 66)
who supervises Voice operation.
He had previously proposed, he
pointed out, establishment of the
principle of "freedom to listen" and
creation of an independent inter-
national broadcasting system to be
known as "The Voice of UN." Plan
was abandoned, he said, for lack of
UN funds after lengthy study and
consideration. Later he expanded
his plan to include "The Voice of
America, Freedom to Listen and to
Look."
With respect to relative effec-
tiveness of the Voice and systems
of other countries, Gen. Sarnoff
said Russia transmits 832 program
hours per week and the U. S., 182.
"It is tragic that the U. S. is so far
behind Russia," he noted.
He urged that the U. S. place
medium and shortwave stations in
Greece, Arabia, Iran, India, Pak-
istan, the Philippines, Japan and
possibly Okinawa, as well as short-
wave, high power stations in
Alaska "to beam into Siberia." America lacks stations at strategic
points, he said.
Simultaneous broadcasting on
many frequencies is the "best
method today" to combat Russian
jamming, he testified, but this alone
"would not solve the problem."
"Our immediate objective should
be to ring the Iron Curtain coun-
tries with radio broadcasting," he
stated. "To do this, strategic sites
must be obtained on American and
other free territory upon which
shortwave and mediumwave broad-
casting stations can be installed
and operated."
I would propose that we build sta-
tions wherever there is a free dem-
ocratic government that will permit us
to do so, and that each of these sta-
tions be equipped with several high-
power, shortwave and mediumwave
transmitters, and a proper selection
of frequencies.
Further, I would suggest that the
major portion of program material be
originated in the United States. These
programs should be transmitted to
the proposed stations on foreign soil,
where modern receiving facilities can
be provided to enable these stations
to receive despite jamming. The addi-
tional coverage we would gain
through shortwave receivers tuned
directly to our United States origin-
ating stations, would be so much to
the good. This program service could
be further supplemented by trans-
scriptions from the United States.
The most practical extension of our
service to the listening public in
foreign lands, would be through high-
power stations operated by the
United States in those countries. This
we can do today in Germany, Tangiers,
Japan, and the Philippines.
The State Dept. should be granted
the necessary funds and authority to
erect additional stations in territories
now under our control, and to add
stations wherever they can reach high
concentrations of population. Also,
the department should be authorised
to negotiate for transmitter sites
with nations whose territories fringe
upon the Iron Curtain satellites.
Such a comprehensive world-wide
plan would permit the Voice of Amer-
ica not only to render more reliable
service, but would also increase the
number of hours and the number of
languages and dialects which could
be covered. We should not only
match, but surpass the Russian broad-
cast service in the international field.
Gen. Sarnoff also suggested that
the State Dept. might consider
the possibility of purchasing time
for programs of the Voice of
America on local stations in for-
eign countries," particularly those
receiving U. S. economic and mili-
tary aid.
Summarizing, Gen. Sarnoff
thought "we must do everything in
our power along scientific and tech-
nical lines" and convey to Russia
our peace policy to effectively pre-
vent another World War.

Hits Russia
At the present time, he asserted,
"Russia is not for peace—not for
war—but just for chaos." Noting
the distinction between the Rus-
sian government and people, he
stressed, "a message is good only
if somebody listens to it" and
there must be adequate facilities
to beam that message.
Gen. Sarnoff expressed little
hope the Soviet government would
ever vote for any UN resolution
guaranteeing "freedom to listen."
Kickoff witness before the
Thomas subcommittee was Sen.
Benton, who urged: (1) "constant
pressure" through the UN and
available diplomatic channels for
freedom of radio, television, press;
(2) Five-fold expansion of the
Voice of America.

WBT reaches a market

---

Figures: Sales Management
Survey of Buying Power.
May 1950-1949. Area: WBT's BMB
50-100% daytime listening area, 1949.
Figures for nighttime area on request.
way in which we can boost Soviet propagandas where it deserves to be booted. We've got to do it now... Sen. Benton was backed strongly by Sen. Mundt, who urges creation of a Hoover-type commission to study radio, television and other activities overseas. A key factor in his proposal is establishment of a global TV network—a "Vision of America"—with provision for a network of key video stations operating as part of a radio relay system [TELECASTING, June 19, 12]. Sen. Mundt believes TV networks (stations and relays) could be set up in certain countries for about $4,600,000 each.

He favored "immediate passage" of the Benton proposal and his own measure ($3,780) as "companion pieces." The Commission, he explained, would report its recommendations by Feb. 1, 1951.

Eisenhower Plan

"What we need in this area of activity today," he stated, "is a general headquarters staff (such as suggested by Gen. Eisenhower) equipped with authority and the necessary tools to carry the ideological war to our adversaries..."

The TV proposal, he felt, likewise could be put under the public law governing the Voice of America.

In his prepared statement, Secretary Acheson said President Truman had directed him "to plan a strengthened and more effective national effort to use the great power of truth in working for peace." Accordingly, he said, the State Dept. has submitted to the President a plan for a stronger and broader information program designed to carry out a "great campaign of truth."

The plan currently is being studied by the President, he told the subcommittee, and is "dedicated to the achievement of the principles and purposes" set forth in the Benton resolution.

He declared "it is essential to the success of our foreign policy" that America has "an effective information program based on the truth..."

Gen. Marshall felt it "very important" that the U. S. meet the Soviet objective for "conquest of minds" by instituting a program similar to that proposed by Sen. Benton.

"This program seems most appropriate," he told the Senate Foreign Relations subcommittee. "It is urgently necessary that something more dynamic be done than heretofore."

In reply to questioning by Sen. Benton, he said that the State Dept. would better serve in an advisory capacity and that it would be a "good thing" if the overall information program was taken out of the department, but subject to its policy jurisdiction.

Agrees With Benton

Gen. Eisenhower asserted he is "in complete and absolute accord—emphatically so"—with the Benton resolution and urged that America use the "truth" or "T-bomb" to bolster morale of our allies throughout the world. He thought an overall information headquarters group, comprising the OWI and OSS of World War II, might be "advisable."

Mr. Dulles, Republican advisor to the Secretary of State, told the group that full-scale war "may depend on the relative effectiveness of Communist and American propaganda and information." He felt the Benton resolution has "useful long-range provisions," and added: "We must explore other methods of radio to reach behind the Iron Curtain to counteract Russian jamming."

NARND Awards

TWO awards for outstanding presentation of radio and television news will be made by the National Assn. of Radio News Directors at its November convention. Regulations for the competition are being drawn up by a committee headed by Ted Koop, director of CBS Washington news and public affairs. One award will be for outstanding presentation of radio news throughout the period from Sept. 1, 1949, to Sept. 1, 1950. The other will be for outstanding presentation of TV news throughout the same period.

---

**Bigger by far than 10 years ago!**

Almost 3½ times more retail sales dollars—$1,246,420,000 last year! (And lots more people, too!)*

try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES
Summer Sales Steady
(Continued from page 15)

feature tabulation, CBS this July will broadcast weekly a total of 63 hours, 15 minutes of sponsored programs, up five and a quarter hours from the 48-hour total for July 1949. Mutual for this July reports 28 hours and 55 minutes of commercial network time weekly, up four hours and five minutes from the 24 hours, 86 minutes, reported for July 1948.

ABC and NBC are down slightly in commercial hours this summer as compared with last. ABC reports a weekly total of 33 hours, 55 minutes of sponsored time this July, five hours and a quarter below the ABC July 1949 figure of 39 hours, ten minutes. NBC commercial time totals are 63 hours, 15 minutes for July 1950, three and three-quarters hours below the July 1949 total of 57 hours.

CBS is the only network to show a gain in evening sponsored time this July over last: 15 hours, 46 minutes, compared to 13 hours, 15 minutes. The two and a half-hour increase all but matches the increased time purchases of William Wrigley Jr. Co., which this summer is sponsoring six evening half-hours on CBS, contrasted to a single weekly half-hour last year at the time. Colgate-Palmolive-Peet Co. could single-handedly account for all but 16 minutes of the CBS daytime increase of two and three-quarters hours by its sponsorship of the afternoon half-hour "Strike It Rich," five days a week.

NBC this summer, General Mills corresponds to Wrigley on CBS by sponsoring a summer series of half-hour evening programs daily except Sunday, and in the daytime field, Campbell Soup has added two and a half hours to its NBC time purchases by doubling its "Double Or Nothing" broadcasts from one to two a day. NBC’s major evening launches as compared with July 1949 were three half-hour programs sponsored by Colgate-Palmolive-Peet Co., two half-hour shows sponsored by Philip Morris and five quarter-hours sponsored by Liggett & Myers. This last item was offset by Miles Labs promptly packing up the L&M time. In the daytime on NBC, General Mills has dropped two daytime series and Procter & Gamble one such program in comparison with last July.

Mutual’s Additions
Mutual’s chief daytime additions this month as compared with July 1949 are the Miles Labs sponsorship of "Ladies Fair" in addition to its continuing "Queen for a Day," and the Lanny Ross quarter-hour across the board for Gulf Oil. This network’s nighttime changes reflect normal advertising schedule adjustments, with the five-a-week 15-minute newscasts sponsored by the American Federation of Labor the outstanding new business item of the year.

ABC’s schedule also reflects the flow and ebb of advertising activity, with shifts to other networks such as the American Assn. of Railroads to NBC and American Oil Co. to CBS. The NBC evening programming shows the total amount of sponsored time this July about on a par with the figure of a year ago.

The overall picture shows commercial network time hours this July holding their own and increasing slightly ahead of the total for July of last year, but this does not necessarily reflect equality of advertising expenditures for network time. Revenue is based on the number of stations purchased by advertisers for their network programs and those stations’ rates as well as the amount of time, and in this analysis only the time figures were considered. There is no indication, however, that when the dollar calculations have been completed, the network total for this July will vary radically from that for July 1949.

Haiti Plan Eyed
(Continued from page 19)

to sale of bonds.
A pamphlet circulated in Houston (see attached facsimile of pledge blank) carries a cover illustration showing a complex antenna array titled "largest radio station in the world, broadcasting the gospel to every land 24 hours a day."

Other illustrations show an antenna tower and view of a transmitter room. Two pages of the pamphlet are devoted to illustrations and descriptions of receivers. One is called "The Community Missionary," designed as a listening post for group worship. An other receiver, of the crystal type, is called "The Midget Missionary" and comprises a head set and small box requiring no battery. This receiver "carries the Word" far into jungles and uncivilized areas, it is explained.

Going into the details of the project, the pamphlet continues:

For nearly two years the executives of World Radio Corp. worked in the Caribbean area negotiating to obtain a license to erect our proposed radio stations. In November 1949, the Government of the Republic of Haiti approved our commitments and issued us a very wonderful license for a period of 25 years, and an option in perpetuity. This license is an added asset. This permits us to construct and operate a group of the world’s largest radio stations.

The Republic of Haiti presents one of the greatest challenges to world missions in church history from the days of Paul the Apostle to this very present time.

The President, his Excellency, Dumarsais Estime, President of the Republic of Haiti, has most graciously accepted the commitment of World Radio Corp. as presented by its President, Mr. S. E. Ramseyer, for the establishment of four radio stations within the republic.

A 90,000 w long wave station to be constructed at Port-du-Paix will beam programs to cover all of the United States and Canada east of the Rocky Mountains. A 100,000 w shortwave station to be constructed approximately six miles from Port-en-Princ to beam commercial, educational, cultural and religious programs around the world 24 hours of the day and two 10,000 w long and short-wave stations to broadcast the same programs for the Republic of Haiti and the Caribbean area.

The President of Haiti has very graciously granted the use of ideal lands within the Exposition Grounds at Port-en-Princ on the water front, a 1,000-foot fronting on two boulevards where a futuristic designed building will be constructed with office facilities, studios, equipment and an auditorium that will seat 800 people with a platform 50x50 foot to broadcast on varied programs, including educational, cultural, musical and religious.

Our ambition is to bring the Redemption story to every lost man, woman, boy and girl, regardless of race, color or creed, pointing them to the Savior of the world, for Jesus said, "When the Gospel of the Kingdom is preached unto all the world as a witness, then shall the end come."

In this respect these great radio stations to be operated by World Radio Corp. will be in the forefront of the utilization of the prophecy, spreading the Gospel of peace and goodwill among men and nations of the world.

A real investment now in this World Radio Missionary program will multiply in effectiveness many times; but it will require one gospel missionary team can cover a potential radio audience of over 150 million people daily on the air, including long wave and shortwave radio stations. . . .

You may have money in the bank or locked away as savings account, but a drawing of 2% or 3% interest. We will pay you 5% and give you a first mortgage bond. This way your money wicpica-a duty you for as God’s steward; first, we will be paying you more interest; second, your money will be working for God, the King of the Kingdom of Christ. We must have cash immediately to complete these projects that God has so marvelously opened up for us to have.

The pamphlet describes Chief Engineer Gould as having 25 years supervisory experience in building and operating over 142 radio transmitters. It is explained he will have "as his consultants and advisers at all times, the engineers of the General Electric Co., Andrew Corp. and Collins Radio Co."

The stars of today and tomorrow are

**HOURS FOR MORE SALES**

...with the new era in

**Thesaurus**

"The Tex Beneke Show"

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

**Radio Corporation of America**

**RCA Victor Division**

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

_BROADCASTING _ Telecasting

Page 50 - July 10, 1950

**WREN is TOPEKA in WEED & COMPANY**

**recorded program services**
IN THIS ISSUE:

- Analyzing Video's Future Markets  
  Page 2

- Mock Surveys Impact By Income Brackets  
  Page 3

- Telefile: KFMB-TV  
  Page 6

- Latest Set Gount By Markets  
  Page 8

Television:

- "WBNW" ONE MINUTE AVAILABILITIES

- "THE RANSOM SHERMAN SHOW"
  That unpredictable Ransom Sherman . . . Comedy — Songs — Plus the Art Van Damme quintette for your daily enjoyment.
  7:00-7:30 Monday through Friday
  RATE: $75.00

- "WARNER'S CORNER"
  For late evening enjoyment with "Washington's first lady of TV," songstress Jeanne Warner, and guests.
  Mon.-Wed.-Thurs.-Fri.—10:30 to 11 PM
  RATE: $56.00

- "FOOTLIGHT THEATRE"
  An hour's stay with Mystery, comedy, romance and adventure feature films. "Footlight Theatre" entitles each advertiser to "3 for 1" — one full 60-second commercial, plus open and close oral and visual identification.
  Mon. thru Sat. 6 to 7 PM
  RATE: $75.00

- "NBC CINEMA PLAYHOUSE"
  A brand new series of feature films . . . top-flight shows with top stars, including "Captain Caution," "The Frenchman," "Nicholas Nickelby." It's the CINEMA PLAYHOUSE.
  Each Tuesday 8:00-9:00 PM
  RATE: $75.00

Represented by NBC Spot Sales.
THE ’61 MARKET

By Dr. W. R. G. BAKER
V. P. AND GEN. MGR.,
ELECTRONICS DEPT.,
GENERAL ELECTRIC CO.

FORECASTING the future of television has become such a popular sport recently that an entire new group of experts has arisen. As usual with any group of experts, their air would range from “the sky’s the limit,” to “run for your lives, the bubble has busted.”

Granting that there are a number of variables and a few “ifs” in the picture, I believe it is possible to throw away the blue-sky guesses, and base a projected market analysis on a few hard facts and somewhat constant trends. Using as factors, cost of equipment, station operating costs, advertising revenue and population, and assuming the freeze is lifted before the end of the year, the future looks like this:

More than 400 new TV stations will go on the air before the end of 1956, at a cost, for television transmitting equipment, of $75.5 million.

An additional 143 new stations will be added between 1955 and 1960.

Of the 666 stations in operation by 1961, 314 will be UHF.

By the end of 1960, 75% of the families in the United States will be within range of at least one TV station.

Television broadcasting and programming will be a billion dollar a year business before the end of 1953. This does not include the $7.5 billion that will be spent, at the retail level, for new television receivers during the five-year period.

Eighty-three percent of the buying power of the nation will have TV coverage by 1956.

In tabular form, the analysis follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>Total to be added</th>
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<td>Mississippi</td>
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<tr>
<td>Nebraska</td>
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<td>3</td>
<td>3</td>
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</tr>
</tbody>
</table>

Total on the Air at End of 1960 666

Market Areas:

Covered in 1950 64
Added 1951 - 1955 177
Added 1956 - 1960 56

Covered by end of 1960 297

Perhaps the first question that the above figures raise is: “What even could color have?” I believe it would have no effect on the number of new stations to go on the air, nor any great effect in the cost of placing the new stations in operation.

The largest amount of guesswork in the entire analysis is introduced when we deal with the question of whether the transmitters will be VHF or UHF. The forecast that 314 of the 666 stations in operation by the end of 1960 will be UHF is based first of all on all of the FCC proposals of July 11, 1949, regarding UHF, VHF, rules, standards and allocations.

Determining Factors

But even these proposals must be weighed in the light of other factors, including population, AM-FM broadcast experience and the amount of advertising revenue. It appears logical that Chicago, for example, can support more than the seven VHF stations proposed by the FCC. The additional stations, would, of necessity, be UHF. In other locations, where television stations were added, the tentative VHF channels were assigned first. In arriving at the projected TV coverage in 1955 and 1960, it was necessary to make one basic assumption: That the present FCC freeze will be lifted not later than the end of 1960.

Basis for Analysis

Having made that basic assumption, the analysis can then be based on known factors, known related factors and certain very important judgment factors.

As an example, known factors include the following:

1. The number of TV stations on the air, and those which have construction permits to go on the air during the remainder of 1956.
2. The number of open applications for construction permits in all areas of the country.
3. The present network facilities and the proposed extensions as reported by the Bell System.

Known related factors would include market data for all principal areas in the country, including population, amount of retail sales, etc.

Judgment factors would include geography; for example, is the area now covered, or will it be covered by television from another high-ranking market?

In making the analysis, certain broad “rules of thumb” were evolved. It appeared logical that in large metropolitan areas there would be a minimum of four network outlets.

Service Requirements

In medium metropolitan areas it appeared probable that there would be a minimum of two or three network outlets. In small urban areas, not covered by television from another market, it seemed likely that an area with a 40-mile radius, encompassing 25,000 families, and an annual broadcast revenue between $150,000 and $250,000 would support at least one television station.

In order to estimate the industry market potential for transmitting equipment, it was necessary to break down the projected growth into small, medium and large stations. The classification is based on the amount of facilities employed by the station. For ex-

(Continued on Telecasting p. 18)

Dr. Baker Analyzes Television’s Future

Estimated Growth of TV Transmitting Facilities Over 10-Year Period Ending Jan. 1, 1961

<table>
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<th>State</th>
<th>Small</th>
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<th>Large</th>
<th>Total to be added</th>
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<td>2</td>
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<tr>
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<td>7</td>
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<td>Virginia</td>
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<td>2</td>
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<td>10</td>
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<tr>
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<tr>
<td>Wyoming</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
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</tbody>
</table>

Total 183 268 106 253 304

Grand total—557

July 10, 1950
TELEVISION IMPACT

TELEVISION means more to low-income families than those with higher incomes, and everything possible should be done to bring these benefits within reach of the wage earner's family," according to a pilot study of the television home accepted for John Meck Industries, Plymouth, Ind.

With high-income families having more sources of entertainment, information, and recreation, low-income families more dependent on TV's benefits, according to John S. Meek, head of the company, "there seems to be justification for the conclusion that decisions of the government, the television industry, broadcasters and sponsors must be based on this fact."

Mr. Meek declared this pilot study "is but a start toward a clear understanding of the subject. Television is certain to be an increasingly important influence on our way of life, and should be studied carefully as it develops."

The study was conducted by Davee, Koehnelin & Keating, Chicago market survey organization. The low-income group included TV families with incomes of $40 a week or less, or with more than one wage-earner in the low-income group. The high-income group included TV families with $100 or more per week. A minimum of 50 families were interviewed in each group, interviewers working in two sections of Chicago.

Cultural Tendency

High-income families tend to select a higher percentage of educational and cultural programs than low-income families, the figures being 9.9% and 6.9% respectively; entertainment 80.8% for high-income viewers, 86% for low; 7.6% and 4.2% in the case of news; 1.8% and 2.9% in the case of sports.

These findings are based on Sunday-Monday viewing, with a somewhat higher percentage of high-income families watching their sets in use, though this does not affect the findings.

Asked what type of television programs they would like to see given more time on the air, the results were: More educational and cultural, high 53.5% and low 24.1%; more entertainment, high 32.9% and low 66.6%; no answer, high 14.3% and low 9.3% (some respondents gave both types so totals are not 100%).

Entertainment and sports programs dominated the television preferences of all persons in the family, with a preference for educational and cultural programs apparent in the high-income lists.

The survey considered the effect of TV on family life in considerable detail. Low-income families gave much more consideration than high-income families to the possibility that television would keep the children at home more. At the same time, low-income families also gave more consideration to the possibility that TV would keep adults home and keep the family together more.

These low-income families also gave a great deal more weight to the fact that TV supplies less expensive entertainment than the movies, and to the possibility that TV would supply more wholesome leisure time activity.

Effect on Movies

In surveying the Chicago TV families, the Meck company found some slight indication that TV has reduced movie attendance among higher-income families more than in the case of low-income families.

Studying attendance at sports events, the survey shows these results for attendance of TV families at ball games, wrestling and other sports:

<table>
<thead>
<tr>
<th>Total families</th>
<th>Low Income</th>
<th>High Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Less</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>No answer</td>
<td>48%</td>
<td>54%</td>
</tr>
</tbody>
</table>

This would indicate that roughly one-fourth of families reduce their attendance at sports events after buying a set.

On the other hand, 40.7% of low-income and 62.5% of high-income families have reduced the amount of time they read at home.

Low-income families are doing about the same amount of reading at home in 55.5% of cases compared to 37.5% for high-income families. Low-income families are entertaining more adult guests in 25.9% of cases compared to 7.1% for the high-income group. In the case of child guests, 21.4% of low and 28.3% of high-income families are doing more entertaining.

A fourth of low-income families are going less to taverns and cocktail lounges compared to 12.5% of high-income families.

In the case of radio listening, the figures follow:

<table>
<thead>
<tr>
<th>About the same</th>
<th>Low Income</th>
<th>High Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Less</td>
<td>77%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Radio Listening

This would indicate that three-fourths of low-income TV families are doing less radio listening compared to six-sevenths of high-income families. No effort was made to indicate the extent of this reduction in radio listening.

Low-income families have reduced their playing of phonograph records in 64.5% of cases compared to 37.6% for high-income families. A fourth of low-income families have reduced their participation in bowling and other sports compared to an eighth of high-income families.

Only 3.7% of low-income families feel TV has brought objectionable changes into the homes compared to 28% of high-income families. In both groups, only families with children reported objectionable effects.

Half of those who noted objectionable "cupies" almost as many named homework problems.

Looking at TV from the other side, 57.4% of low-income families reported that visual medium had brought beneficial changes in family life compared to 50% of high-income families. Both groups observed most often that TV entertains and educates the children and keeps them occupied. Secondly, they said TV keeps the family together more and the parents don't have to worry so much about children.

In general, it was found that families with children have had TV sets longer than childless families.

The neighborhood store was found much more important as a source of TV sets than downtown stores. "Wholesale" buying was twice as prevalent among high-income families. Furniture stores are much more important as a source of sets for low-income than high-income families.

Preferences for More Time

In their choice of programs to be given more air time, low-income families mentioned plays and good music and highly rated the educational field; variety, movies and home-life dramas in entertainment. High-income families wanted plays, child educational, religious and good music programs most frequently in the educational field; movies and variety in the entertainment bracket.

First three programs preferred by low-income families were Arthur Godfrey, Milton Berle and movies; high-income women, Arthur Godfrey, Toast of the Town, and Milton Berle, Saturday Night Review. Fred Waring and Studio One all tied for third.

Preferred by low-income men were wrestling, Milton Berle and Arthur Godfrey. Preferred by high-income men were wrestling, Toast of the Town, and sports and Fred Waring tied for third.

Low-income teen-agers preferred wrestling, Milton Berle and Saturday Night Review; high-income teen-agers preferred Arthur Godfrey, with a dozen others following.

Low-income children preferred Hoody Doody, Hopalong Cassidy and Howdy Doody; high-income children preferred Hoody Doody, Hopalong Cassidy, and Judy Splitters, Paddy the Pelican and Small Fry tied for third.

TELECASTING * Page 3
LINE SCAN RATE

U. S. SUPPORT for a new standardization of television line and frame rates "on a world-wide basis" was pledged in an international television conference in London, an official report on the meeting showed last week.

The proposal — to adopt a common "line scan frequency" — would achieve compatibility between the 525-line, 30-frame system of the U. S. and the 625-line, 25-frame standard advocated by most European countries. If adopted by the U. S. authorities, it would mean "very minor adjustments" of existing equipment.

The conference also concluded that future color television standards should be fixed, if possible, compatible with black and white. Since this question is in dispute in FCC's current color hearings, U. S. delegates expressed no opinion.

In the meeting—a session of the television study group of the International Radio Consultative Committee (CCIR) — it was also disclosed that seven European nations had agreed among themselves to adopt a 7-me bandwidth with 625 lines and 25 frames for television in their respective countries.

The report of the meeting was prepared by William H. J. McIntyre, telecommunications attache at the U. S. Embassy in London and chairman of the U. S. delegation at the conference. The meeting was held May 8-12 following visits by the group to the U. S., France and the Netherlands for demonstrations of television in those countries as well as Great Britain [TELECASTING, April 5].

To Make Recommendations

The group is assigned to make technical recommendations to the CCIR for world standards for television. Next CCIR meeting is now scheduled for 1961.

The proposed new standard for line and frame rates was advanced by CCIR Director Balth. van der Pol, of the Netherlands. He pointed out that 525 x 30 (representing the standards of the U. S. system) is 15,750, and that 625 x 25 (representing the European nations' proposal) is 15,625. Accordingly he proposed that 15,700 be established as a common line scan frequency, with a tolerance to be fixed. The proposal is to be studied further by a subcommittee of the television group.

"The U. S. at once stated that it would support this standard on a world-wide basis," Mr. McIntyre reported.

He regarded the proposal as "one of particular merit" which "may well yet result in achieving a world standardization of lines and frames." His report asserted:

The significance of the line frequency concept is that the two standards of number of lines per picture and number of frames per second now adopted by most European countries whereby the new suggested standard would be enabled to change, at will, the number of lines per picture and the number of pictures per second. Thus future needs, or changes in public taste, could be met without rendering existing receivers obsolete.

Moreover, in areas where direct program interchange is possible and is desired, a line frequency standard would permit receivers to operate on transmissions from all countries, independent of the respective number of lines and frames in use in these countries may be different.

This standard would permit of a single world system of television. For interchange of programs transmitted from one country to the receivers in another, other common standards, such as negative or positive modulation, FM or AM for sound, side bands, and composition channel location carriers, must be adopted. (The continental European countries are desirous of agreement on these points. A sub-group under the chairmanship of Dr. W. Gehrke of Switzerland will study these questions at the CCIR headquarters in Geneva in the near future.)

Standards Vary

The nations which indicated agreement on the use of 625 lines and 25 frames, with a 7 Mc bandwidth, were Belgium, the Netherlands, Switzerland, Austria, Sweden, Denmark and Italy. Other views on channel width: U. S., 6 Mc; France, 14 Mc; the United Kingdom, 5 Mc.

Members of the U. S. delegation to the conference:

Mr. McIntyre; K. A. Norton, Bureau of Standards, vice chairman; Miss Florence Trail, State Dept.'s Telecommunications Policy Staff; Donald S. Parris, Commerce Dept., and the following industry advisors: Donald G. Fink, editor of "Electronics"; David B. Smith, vice president and chief engineer of Philco Corp., and James P. Veitch, RCA Frequency Bureau.

WGN-TV CENTER

Opens Project at Fair

WGN-TV Chicago opened its Chicago Fair TV Center July 1, less than 10 days after the idea for the center was first discussed by the station's staff. When the musical variety show Come To The Fair took the air on schedule at 7 p.m. that day, the station claimed a record for engineering, programming and construction efficiency.

Center has seats for 500 observers, who are permitted to watch rehearsals as well as actual performances. All of the station's daytime programs, except baseball, will originate at the facility for three months. Station has signed an exclusive five-year contract [BROADCASTING, June 26] to operate the center adjacent to a pavilion where manufacturers exhibit TV sets. About 20 sets are turned on throughout the program day.

ARRANGEMENT by which Earl Hayes (2d r), Dallas Chevrolet dealer, takes 52 weeks, six times weekly "Early Birds" feature on WFAA-TV Dallas, is set by (l to r): Martin B. Campbell, gen. mgr., WFAA-AM-TV; Ken Baker, Boswell & Jacobs Adv. Agency; Mr. Hayes, and Alex Keese, WFAA regional manager.

TOASTING contract by which Bruce Hunt Inc., Washington menswear store, takes show featuring Al Houghton (l), golf professional, in a weekly 10-minute golf lesson on the capital's WNWB, are Announcer Baxter Ward (l), and Henry L. Kronstadt, president, Kronstadt Agency which handles the Bruce Hunt account.

DISCUSSING Van Camp Foods' sponsorship of Van Camp's Little Show on NBC-TV are (l to r): L. J. Noonan, v. p., Von Camp; John Conte, star of show; Garry Simpson; show dir.; J. Sherwood Smith, board chairman, Collins & Holten, Collock, McClinton & Smith agency; Roy McClinton, CHCMBS pres.; Ray N. Peterson, adv. dir., Von Camp.

SETTING Benrus Watch Co.'s sponsorship of part of NBC's Saturday Night Revue are (l to r): seated, Ed Hitz, NBC-TV sales; Oscar M. Lazarus, Benrus pres.; Jack Tarcher, pres., J. D. Tarcher Agency; standing, Howard P. Lane, Benrus adv. mgr.; Len Tarcher, Tarcher agency; F. E. Chizinski, NBC-TV sales.
TV PROBLEMS NOT NEW

By RUFUS CRATER

FCC'S PRESENT television troubles may be the worst it has confronted in the visual field, but they're not the first by any means.

Records of the old Federal Radio Commission show that as long ago as 1928 one of the agency's fundamental TV problems—even as now—was allocations.

The terms were somewhat different then, with references to "television broadcasting" and "picture transmission" to the latter being used to denote the transmission of still pictures. The pioneers also were more hopeful of achieving television operations not wide frequencies; they spoke of 10-kc channels—of which the present 6-mc channel could accommodate 60.

The nature of the problem of those days is reflected in an Aug. 16, 1928, "Opinion of the General Counsel," written by Louis G. Caldwell, acting general counsel and now a prominent Washington radio attorney.

It deals with a proposal of WRNY, a 500-w station which was owned by the Experimenters Publishing Co. and located at Coytesville, N. J., to use a portion of its time on 920 kc to transmit television.

Mr. Caldwell's opinion reported that, according to his information, ordinary receivers would "give forth only various kinds of squeaks and noises when tuned to the channel. In some cases, the stations would not be distinguishable under the International Radiotelegraphic Convention, which was due soon to become effective. He approached the question thus:

The first question . . . that is presented and must be answered is whether radio transmission of television is "broadcasting". . . . I believe that the Commission would have full power to adopt a definition of "broadcasting station" which either would or would not, include television.

I am of the opinion that no station should be permitted to transmit television in the broadcasting band; that the Commission will have no power to permit transmission if the International Convention becomes effective, and as a matter of policy should so do. I am inclined to think that television broadcasting would be dispensed with.

Mr. Caldwell also found other things to be considered, though he thought them "academic, in my opinion, because of the definitions contained in the Convention."

One of these was the definition which showed that the communications covered by broadcasting must be "intended to be received by the public." He wondered whether the TV proposal could meet that test "if only a few persons can possibly get the benefit of such reception."

He also wondered whether the public interest, convenience and necessity would be served "if only a few persons are given the benefit of any amount of time or use of one of the comparatively few channels devoted to broadcasting, when so many other persons who are equipped to receive audible programs are deprived of the use of the channel, and instead receive unpleasant and disagreeable noises."

But, he continued:

"If this latter question were all that were involved, I should be inclined to think that transmission of television would be just as much in the public interest as the communications of amateur stations and experimental stations, which are recognized at present."

Opinion Saw Future for TV

The opinion concluded that "television is apparently in a late stage of experimental work and is on the threshold of becoming practical." It held that "the Commission therefore would have the power . . . to recognize it as serving the public interest, convenience or necessity, although it might very properly decide that it had best take place not in the broadcasting band, but in some other band such as the one assigned to experimental work."

The Commission later—on Oct. 31, 1928—adopted General Order No. 50, which permitted experimental "television broadcasting and picture broadcasting" within the broadcast band on a purely temporary basis. The order provided that other frequencies above 1500 kc would be designated in the future.

Used 10 kc Band Width

Order 50 made plain that television operation within the broadcast band must meet these conditions:

(1) That the band used should not be wider than 10 kc, and
(2) That such broadcasting be limited to not more than one hour per day during hours other than those between 6 p.m. and 11 p.m.

A little more than four months later, on Feb. 18, 1929, after negotiation of an executive agreement with Canada, Cuba and Newfoundland, the Commission adopted regulations which authorized continuance of experimental television broadcasting between 1 a.m. and 6 a.m. only in accordance with General Order 50. The regulations specified use of 2000-2200 kc, 2250-2500 kc, and also 2200-2300 kc on condition of non-interference with services of other North American stations.

The Third Annual Report of the Commission listed some 26 experimental licenses and permits issued for visual broadcasting between July 1, 1928, and Nov. 1, 1929. The Second Annual Report, prepared about November 1928, said "a few broadcasting stations" had been allowed to experiment with television in the broadcast band, and included this prophetic note:

"The recent advances in television threaten to create serious problems."

TOPS ALL MEDIA

Strotz Tells Industry Group

"TELEVISION stands head and shoulders above any other advertising medium devised by man," in the opinion of Sidney N. Strotz, NBC administrative vice president in charge of Western Division. Mr. Strotz addressed the convention of the National Industrial Newspapers Assn. in Los Angeles.

The new medium, he said, not only has the advantages of the spoken word, immediacy, illustration, and many others held by other media, but the further important advantages of motion, dramatization, visual demonstration that other media lack.

Shows Sales Effectiveness

Offering proof of television's selling power, Mr. Strotz demonstrated a portion of the recent NBC-Hofstra study of the medium's sales effectiveness. He showed TV's acceptance by the American public by stating set ownership figures—from 10,000 in 1941 to over 6,278,000 at the present.

"Just as industry found radio broadcasting an ideal medium for fostering good-will and public understanding," he concluded, "with television's even greater potentialities for doing this same necessary task far better, I feel certain that industry will not be long in making full use of this newest and most effective of advertising media."

WJAC-TV LINK

AT&T Makes Connection

A DIRECT network television connection for WJAC-TV Johnstown, Pa., effective June 30, has been announced by the American Telephone & Telegraph Co.

Two wires extend from Pittsburgh to the WJAC-TV station at Troy Hill, Pa. From there the video signals go by radio relay to Johnstown. The new connection will give WJAC-TV its own selection of programs going east and West through the Pittsburgh control center.

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July 10, 1950

INSTED OF the ordinary "one minute please" signal which is used when something happens to put television temporarily out of commission, WMFY- TV Greensboro uses this photo. The photo is made into a slide including the caption: "We're trying!" The trouble-shooters are (l to r, standing): Doyle Thompson, WMFY-TV technical director; Lowell Wagner and Herb Clark, engineers. Underneath is Engineer Norman Sanders, using a bit of muscle to steady the camera.
Telefile:

WHEN the Academy of Television Arts & Sciences in Hollywood made its annual awards Jan. 27, the 25,000 TV set owners in San Diego, who have but one local television station, didn't seem the least bit surprised that 10 of the 15 winning programs were being seen over KFMB-TV that city.

The ratio did cause some eye-lifting within the trade, however. It spotlighted Jack Gross Broadcasting Co., operator of KFMB-AM-FM-TV, as a pioneer in Southern California television as well as in standard and FM radio.

Like other one-station cities, San Diego has access to many kinescope features representing competitive networks. But unlike other cities, San Diego has been afforded a unique satellite position to the seven Los Angeles stations through a quirk of nature and precise engineering which make direct pickup of Los Angeles telecasts plausible without use of microwave relay or coaxial cable.

Full Schedule

Thus, since its first start telecasting on May 16, 1949, KFMB-TV has provided full schedules of up to 60 hours weekly, combining local live programming, films and network kinescopes with a wide variety of relays from KTLA KECA-TV KTTV KLAC-TV and KBNH Los Angeles.

The satellite operation has not precluded any abundance of local programming, nor is it a one-way deal. Jack O. Gross, president and general manager of KFMB-TV, points out. Of major interest in Southern California was the recent debut over KFMB-TV of Jai Alai games from the Tiajuana, Mexico Frionton, now a regular Saturday night feature and the first international show regularly seen on video. This series, "fed" up the coastline and re-broadcast simultaneously by direct pickup, also was a regular Saturday night feature over KLAC-TV Los Angeles, some 120 miles distant, for 13 weeks.

Personnel-wise, a compact staff of 22 persons has been organized since KFMB-TV went on the air. This is independent of KFMB-AM-FM.

Ground was broken for the building, transmitter and antenna installation on Feb. 25, 1949. Exactly 76 days later KFMB-TV was on the air with studio in operation. And in another month, the main studio was completed.

Much fanfare accompanied the inaugural program of KFMB-TV on the evening of May 16, 1949. It was practically a local holiday, with streets gallantly decorated for the occasion. Each of the three local daily newspapers issued special editions. A lavish banquet, with some 400 prominent guests in attendance, was given by the city and county in cooperation with San Diego Chamber of Commerce. Mayor Harley Knox threw the switch putting on KFMB-TV's first program.

With ABC national and regional executives and Hollywood name talent participating, plus a remote salute from Klaus Landsberg, vice president and West Coast director of Paramount Television Productions, and general manager of KTLA in Hollywood (the first San Diego re-telecast) KFMB-TV was launched with a six day, 24-hour-per-week program schedule.

Mr. Gross, who at 45 has spent 28 years in radio, approached television as a veteran station operator. From executive positions with Louisiana and Texas stations, he had gone to KFWB Hollywood in 1938 as commercial manager. In 1945 he purchased KFMB and in February 1948 he moved it from 1450 kc to 550 kc, with an increase from 250 w to 1 kw power. Shortly before, he had put KFMB-FM on the air as San Diego's first FM station. At that time he applied for a television permit, and has been the only one to receive a grant in San Diego to date.

TV rates have been substantially increased since KFMB-TV first started operating. Present rate card No. 2, which went into effect last Jan. 1, based on studio and film transmissions, lists the hourly one-time rate at $500.

Other time segments on a one-time basis are as follows: 30 minutes, $189; 20 minutes, $160; 15 minutes, $120; 10 minutes, $105; 5 minutes, $75; one minute announcement $37.50.

The basic rate includes transmitter and film facilities, services and a one-day recording, with pickup of music as background for film commercials. It also includes programs and announcements relayed from a Los Angeles TV station or network.

Community Stress

Knowing his local market as an intensely civic-minded community, priding itself on being outside the orbit of Los Angeles, Mr. Gross has built KFMB-TV on a firm community service basis in which he has sought cooperation from and offered facilities to every phase of the city.

Through its news, forum and special events programs, KFMB-TV has brought before cameras everyone from back-country Indians to vacationing celebrities; from an amateur "astronomer" who had photographs of flying saucers to expect from the famed Palomar Observatory; and from tent meeting evangelists to ministers of congregations numbering thousands of members. The major requirement is that the person or program be of particular interest to San Diego.

For his program coordinator, Mr. Gross brought from KTSL (TV) Hollywood, Alvin G. Flanagan, who served program director for KDKA-Pittsburgh and as producer of WOR New York before going to the West Coast.

Thornton Chew, who had joined the engineering staff of Don Lee Television, Hollywood, in April 1941, left his post as engineering supervisor of KTSL (TV) to become vice president in charge of engineering for Jack Gross Broadcasting Co. Mr. Chew had carried on his research in wartime as a commander in the Design Branch of the Electronics Division, Bureau of Ships, Washington, D. C.

Commercial manager of KFMB-TV is Mr. O. H. S. Johnson, who is also sales director of KFMB. Mr. Edholm started his radio career in 1933 with WJAG Norfolk, Va. In 1937 he joined Central States Broadcasting System, becoming general sales manager seven years later. In 1948 he joined the KFMB organization.

Bill Fox, who came to KFMB-TV from KYL Alexandria, La., is production manager.

Immediate acceptance of television as a sales medium by San Diego advertisers is indicated by the fact that the station's initial program schedule was 50% sponsored. This proportion increased in the fall of 1949 when WATT Tuford, RCA-Victor TV distributor, launched a three-hour, five-day afternoon program of film, local public service and remotes to become one of the nation's first large advertising agencies.

At that time, the first schedule of KFMB-TV jumped to 42 hours including afternoon and evening each day except Saturday. Sixth afternoon was bought by Grand View, San Diego department store.

Now 39 Hours Weekly

KFMB-TV currently is on the air 39 hours weekly. Approximately 30% of this time is studio or remote; another 30% is kinescope recording, with 25% film and 15% direct pickup from Los Angeles TV stations.

One of the most successful programs on KFMB-TV is the locally produced People in the News, a nightly quarter-hour show sponsored by J. R. Townsend Co., San Diego Studebaker distributor. Based on a program idea suggested by Mr. Gross, the show features Harold Keen, veteran newsmen, interviewing local persons who had figured in the day's headlines.

For San Diego advertising agencies and merchandisers, this program has been an eye-opener, providing a thorough test of the television market.
Hoffman Radio & Television has reported heavy sales due to its half hour "Hoffman-Hi-Time," a talent show which each week features programs of San Diego County schools, competing for prizes and Hollywood appearances. Four hundred studio tickets for each show are distributed by local Hoffman dealers.

Commercial Manager Edholm declares that enthusiastic response from spot purchasers is an old story at KFMB-TV. To illustrate, he cited sales of 14 iron-Rim ironers, at $239 each and traceable to two one-minute spots; a surge of 500 persons within an hour after opening of the Grand Stores, for a lip-stick giveaway announced the previous evening; and steady response to car refinishing spots.

**Technical Units**

Technical operations of KFMB-TV, operating on Channel 8 (180-186 mc), are divided between two locations. The transmitter and non-live program scenes, slides, and program recordings for network stations—Los Angeles—located on Mount Soledad, 1,040 feet above the Pacific. Live studio and remote program scenes are filmed in facilities at the Hotel San Diego at Broadway and State Sts., in downtown San Diego.

The General Electric 5 kw transmitter is housed in a five-story building. Also installed in the transmitter building is a General Electric film camera chain. Picture sources are two GE Synchrolite 16mm motion picture cameras, two GE opaque and transparency 3" x 4" slide projector and a dual purpose 35 mm strip film or 2" x 2" transparent slide projector. Special receivers, developed by Mr. Crews, at this location pick up programs from affiliated Los Angeles television stations, and an RCA 7000 mc microwave receiver completes the studio-transmitter link.

Studio facilities in the Hotel San Diego include one 25' x 40' stage, a control booth, shop and property rooms. A large adjoining dance-banquet room is shared for presentation of audience participation programs. Key lighting is obtained from two banks of eight slim-line fluorescent lamps each. Full lighting and back lighting are provided by cluster of four or five reflector floodlamps, and for model lighting, 1000 w Fresnelite lamps are used.

Video equipment is comprised of a DuMont two-camera image orthicon chain of portable type. A General Electric audio console, mixing two turntables with the studio and announce microphones, comprise the audio program facilities at this point. All program continuity is directed and announced from the studio control booth over an especially designed and engineered intercom system which extends throughout the studio to the transmitter, 10 airline miles away.

Experiments in daytime scheduling of KFMB-TV, though successful, have been put aside pending enlargement of studio facilities, because of the necessity of afternoon rehearsal. A 12 hour a day programming schedule at KFMB-TV, however, is not far away, Mr. Gross assures.

**Cites Survey**

As proof that the station has come of age, KFMB-TV cites a recent impartial survey of San Diego TV habits made by Woodbury College in Los Angeles. Survey indicated that KFMB-TV dominates the video field in the former area despite available reception of Los Angeles telecasts.

Acknowledging that San Diego's lone station carries network and independent programs, many of which are seen over Los Angeles outlets, Woodbury pollsters discovered in 1,000 home-to-home calls that San Diego viewers prefer, three-to-one, to watch KFMB-TV.

San Diegans were found by the survey to watch KFMB-TV an average of 30.8 hours per week. Technically, KFMB-TV blankets San Diego County with a near-perfect signal, the survey revealed.

**TUNER FOR FM**

*Developed by S.M.A. Co.*

DEVELOPMENT of a television tuner providing reception of the 88-108 mc FM broadcast band at relatively low cost was disclosed to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce, in a letter sent last week by S. M. A. Co., Chicago. A similar letter was sent to NAB President Justin Miller.

S. M. A. Co. said the tuner increases cost of TV receivers with a split-sound TV chassis only $2. The inter-carrier chassis would require slight modification but total cost would still come within the NAB $5-$5 estimate, it was added. The NAB has endorsed inclusion of FM facilities in TV tuners.

National Assn. of Educational Broadcasters last month urged Chairman Johnson to recognize problems facing the FM medium and declared failure to include FM tuners in television receivers is "short-sighted" and "criminal negligence."

WPIX(TV) Names Forker

**APPOINTMENT of Victor E. (Buck) Forker as advertising manager of WPIX-TV (NY) New York was announced last week. Mr. Forker had been in charge of program promotion since he joined WPIX in April 1948. Previously he was associated with the National Advertising Art Center.**

KSTP-TV STRIKE

Station Seeks Injunction

THIRD request by KSTP-TV Minneapolis-St. Paul management for an injunction against the International Brotherhood of Electrical Workers (IBEW) is being considered by Minneapolis District Court after turning down the first two pleas.

Station management, asking for a restraining order on picketing because actions are "in violation of state and federal law," lost a decision the second time early this month. Manager Stanley Hubbard, in this third attempt, charged that IBEW technicians' picketing is illegal. He is reported to have charged that several women bystanders, who stuck hatspins into non-union men passing through the picket line, were hired by the union. IBEW claims it has no control over actions of onlookers.

Previously, the judge at both hearings for a temporary injunction said pickets could carry banners wherever television equipment owned by the station was installed previously. This applied to remote telecasts as well as to those emanating from the station's studios. Union men were ordered to stop picketing whenever such equipment was removed from remote sites.

The American Federation of Musicians continued to back up claim of IBEW, which has been on strike since early April after months of negotiations [BROADCASTING, April 10, April 17, May 15, June 19].

**'LIVE' ACTORS**

SAG Would Waive Claims

NEW challenge was given Tele- vision Authority by Screen Actors Guild last Wednesday when the union declared: "no...immediately" in negotiating improved wages and working conditions for performers in live television.

The guild's statement, addressed jointly to TVA and television network management, said that because of "existing deplorable conditions for performers in live television," SAG would waive any rights or claims it might have in pending NLRB proceedings regarding actors in television, provided that TVA and the networks start immediately on contract negotiations for such performers.

Guild has accused TVA of delaying negotiations with networks and live TV performers because it is attempting to impose control over actors in telecast motion pictures.

Stating there were "no strings" in its offer, SAG said that while it would appreciate a reciprocal offer from TVA for negotiations in the telecast motion picture field, its proposal was "not contingent" upon such an agreement with the live talent group.
**Alabama's**

WAFM-TV has mail-map coverage in 4 states, including 39 of Alabama's 67 counties... an area of 573,000 families. Estimated set ownership by late summer — 20,000.

**only**

One year old last month, WAFM-TV has the only "live" TV cameras in Alabama. An average 30% of our weekly schedule is local live TV programming.

**"live"**

Network shows, too. The pick of CBS-TV programs soon will be on WAFM-TV "live"... because the cable comes to Alabama on September 30, 1950.

**TV**

Production of all kinds is available: complete facilities for film, slide and studio programs; mobile TV unit for coverage of all local sports and special events.

**WAFM-TV**

"Television Alabama"" CHANNEL 13 — BIRMINGHAM

CBS-TV and ABC-TV

**REPRESENTED BY RADIO SALES**

**Weekly Television Summary** — July 10, 1960, TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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<td>967</td>
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<tr>
<td>Amarillo</td>
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<tr>
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<td>4,444</td>
<td>1,477</td>
</tr>
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</table>

**Station**

WAFM-TV is Alabama's first TV station—first on the air, first in programs, facilities and popularity. For Alabama's best TV buy... use WAFM-TV

**telesatus**

CHICAGO movie houses are losing 1,200 in admissions per year from each TV family, showing "when TV goes in, the family stays in." This is the conclusion of MacFarland, Aveyard & Co., Chicago, which has completed a survey of TV viewing habits in 600 "average" Chicago homes.

Growing attendance movies one-fourth as much as they did before TV. TV was installed, the survey shows, and children have cut down movie attendance by 50%. Adults watch television all evening, with an average of about four hours, almost every (6.3) night. The survey concludes that this leaves only 36 nights a year for adults in the family to take part in outside activities.

With TV viewers becoming stay-at-homes, the agency found that adults and children attended the movies less—27 and 22 times, respectively, as they started watching television. "Assuming two adults and two children" in the TV family, the survey estimates that each additional TV set sold means loss of an additional 54 adults and 44 children's admissions per year to the movie business.

Researchers at the agency used 40.1 cents as the average admission price, with 60 cents for adults and 20 cents for children. Movies appear to be hurt more by current TV purchases than by those bought earlier. Set owners of more than a year say movie visits have been cut down 24 per year, while those who have bought sets during the past year have eliminated 30 admissions.

People still like and want movies, but they prefer to see them at home, the survey discovered. Sixty-four percent of the interviewees said they would pay for movies in the home on a box-office basis; 12% said they would not and 24% were undecided. Among those giving yes or no answers, 54% said they would support pay-as-you-see television. (Phonoevision, a development of Zenith Radio Corp., Chicago, would operate this way. Zenith is a MacFarland, Aveyard account.)

**Viewing Increased**

"Waiting for the novelty of television to wear off is wishful thinking, and the steady improvement in television programs is more than offsetting any novelty factors," according to the report. Half of the owners queried said they watched TV more than when the set was new, while 30% varied the same number of hours. Of those owning sets less than one year, 2.2 persons reported increased viewing for each one reporting less. Among those with a set more than one year, 3.1 persons said they watched more programming for every one reporting a decrease.

Of those giving a definite answer on the effect of television on other forms of entertainment (exclusive of movies), 52.6% said they attend sporting events more often than before. Same attendance was reported by 9.7%.

Adults said they cut radio listening by 55%, contrasted with a 75% drop in movie attendance.

**Long Distance Reception Reported by WKY-TV**

NUMEROUS instances of long-range reception of WKY-TV Oklahoma City during June have been reported by the station. On June 23 the station received reports of reception in Port Angeles, Wash., and Jamestown, N. Y., about 1,600 and 1,146 airline miles distant, respectively. The Kaye Halbert television plant in Culver City, Calif., reportedly picked up both picture and sound on sets being tested on the assembly line. Other reports also were received from Canada, Indiana, Virginia, West Virginia, Pennsylvania, Ohio, Florida, Maryland, New York, Oregon, Michigan, Wisconsin and Georgia during the month. The WKY-TV antenna is 966 feet above ground.

**Pulse Reports On June Televiewing**

LATEST reports from The Pulse Inc. show Teasco Star Theatre as the leading once-a-week television program in six of the eight cities covered. Pulse television ratings (Continued on Telecasting p. 18)

**BROADCASTING** • Page 58
"Responsibility to the Community"

"In Video-happy Baltimore, WMAR-TV won the distinction of becoming the first sight station in nation to outrank all AM stations in its market... In rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series, "Slums" and "Atomic Report"..." from VARIETY'S 1949-50 plaque award for "Responsibility to the Community." WMAR-TV's efforts in this respect are continuing...

Baltimore Salutes Its Neighbors

Baltimore pays tribute to its smaller neighbors in a new series, "Baltimore's Neighbors," presented by WMAR-TV, the Sunpapers television station, on Sunday nights.

Each week, a complete half-hour segment is dedicated to a particular Maryland town. Talent appearing on the show is recruited exclusively from the city being saluted. In addition, hundreds of feet of motion picture film are made by WMAR-TV's newsreel unit, picturing the life and the history of the community.

The first community saluted was historic Ellicott City. Talent included a 36-piece band and a 20-voice choir. Citizens of Ellicott City formed a motorcade of more than twenty automobiles to transport the group to Baltimore.

The second of Baltimore's neighbors to be saluted was the fast-growing seat of Baltimore county, Towson. Recently announced census figures show that the population of Towson has increased in the past ten years from 21,000 to 40,000.

"Baltimore's Neighbors" will continue as weekly WMAR-TV feature through the summer. Other communities to be saluted include Dundalk, Chestertown, Bel Air, Catonsville, Annapolis, Glen Burnie, Pikesville, Essex and Reisterstown.

Soap Box Derby

The excitement, color and thrills of Baltimore's Soap Box Derby will be brought to Baltimore televiewers on Saturday, July 16, from 1 to 3 p.m. by WMAR-TV, Sunpapers Television in Baltimore.

As approximately 125 boys from 11 to 15 years of age race their home-made cars against each other over the East Baltimore course, three WMAR-TV cameras will follow them down the hill to victory.

Each age group, 11 to 12 years old and 13 to 15 years old, will have its own series of elimination contests, three cars to a heat. Before the telecast goes off the air, a champion of each group will have been picked, and a grand champion of the Soap Box Derby will have been crowned.

Sponsors of the Derby are the Chevrolet Dealers of Baltimore, and the Baltimore Sunpapers.

Later the grand champion and his family will be guests on WMAR-TV's program, "Soap Box Derby Champion". Prefaced by a fifteen minute film of the race, made by motion picture camera units of WMAR-TV, the awards to the speed king will be made. From there it'll be "good racing" as the lad turns to Akron, Ohio, and the National Soap Box Derby Championship on August 13.

Dedication of Friendship Airport

Four Zoomar lenses, a Reflectar with a 40 inch focal length, plus the usual assortment of ordinary optical goods were used by WMAR-TV, the Sunpapers' television station in Baltimore, in covering President Truman's activities dedicating the new Friendship International airport here on June 24th.

Just completed at a cost exceeding $16,000,000, the airport will handle world air traffic for both the Baltimore and Washington areas.

Wmar-TV did the honors both "live" and on film...

The "live" show—this station's 727th remote—ran for four and a half hours. Two electronic cameras were on a special stand directly in front of the President's rostrum. A third was on a pier of the airport building, affording an over-all picture of the scene. WMAR-TV used Zoomars on two of these cameras and the Reflectar—TV's newest and most powerful lens—on the third.

In addition, a sound-film record of portions of President Truman's speech was integrated with a documentary-type treatment of the historic event, and the film unit used its two 16mm Zoomars in this coverage which was seen on the CBS Television Network Sunday night.

In Maryland Most People Watch

WMAR-TV

Channel 2

Represented by

The Katz Agency, Inc.

New York Detroit Kansas City San Francisco
Chicago Atlanta Dallas Los Angeles

Television Affiliate of the Columbia Broadcasting System

Page 59 • Broadcasting • July 10, 1950 • Telecasting • Page 9
JOSEPH BETZER

BECAUSE Sarra Inc. sells "ideas along with the film" for television commercials, Joseph Betzer spends more time on a 20-second spot than on a two-reeler. Director of film planning for Sarra, Chicago, Joe Betzer creates and coordinates sales on television, slide films and motion pictures. Joe is convinced that the best TV commercials provide motivation "but will never solve the entire sales problem alone."

"The primary rule of all advertising is still to know your audience," and this is the main reason why Sarra retains a full-time business psychologist on its staff. He and Joe confer closely on the impact sought by the client and that which he actually gets after the job is completed.

Joe Betzer has been at Sarra's Chicago office eight years, the last two as director of film planning. Before that he was scenario editor. He works with 40 persons in a 3% story mansion on the city's near North Side. The house, built by Henry Field (brother of Marshall Field) some 70 years ago, offers a wealth of facilities for production needs.

The top floor, originally a private theatre with a large stage, dressing rooms and a balcony, has been converted into a shooting stage which can accommodate four crews simultaneously. The stage is a carpenter shop, and three sides of the balcony have been removed, leaving the fourth for storage space. Two other studios are used also.

Headquarters in Chicago

Headquarters of the film unit is in Chicago (other offices are located in New York and Los Angeles) and this is where Joe directs TV work for clients, including Santa Fe Railway, Pure Oil Co., Pepsi Cola, Bulova, Swift & Co., Miller High Life, Amuro, Chrysler, Toastmaster, O'Cedar, Taystee, Cold Seal Co. and Blatz Brewing. A series of spots created for Universal Gas Range recently were the only video commercials to be cited for excellence in the 1950 Chicago Federated Advertising Club Awards competition.

Joe blends a knowledge of show business, music, writing, production, acting and living into his work. Born in Buffalo, N. Y., he lived there until 1939. In the early '30's he did announcing and acting at WGR and WBKB.

While doing off-the-air producing shows for the radio division of the New York Dept. of Education, he announced at WBEB, handled station publicity and wrote straight news and features for the Buffalo News. The paper, which owned WBEN and later bought WEBB, hired him as publicity director for both stations, put him in charge of news at each and gave him commentary duties. Later, to make the monopoly complete, Joe became radio editor of the paper.

In 1939, with war looming, Joe transferred his writing and production efforts to motion pictures, working as a civilian on training and motivation films produced by the Army Air Forces at Wright Field, Dayton, Ohio. There, putting out films that were "drier than dust," he matched brains with such people as Hal Roach and William Saroyan, along with dozens of top-ranking Hollywood writers and producers. When the AAF unit was disbanded in 1941, he went to Sarra.

Joe is married to the former Ruth Steffan of Buffalo, "a school teacher who still teaches me things every day." His wife is in charge of the trend check department at the A. C. Nielsen research firm, handling the final analysis of radio and television data before it is published.

Basic Factors Stressed

Some of his conclusions after working in the TV medium for four years: "We believe in creeping before we walk, which is why we keep the organization small and specialized to give individual attention; film work is not one person's business but that of a lot of good creative people working together; you have to stick to basic appeals in all filming, and these appeals are emotional; the quality of regional and local spots should be just as high as that in commercials telecast nationally."

Consistent on quality production, Joe believes too many advertising film budgets are underspent. "You do a client a disservice if you take his money and give him a mass-produced, poor-quality commercial. With only a few seconds to sell, we can't afford to have inferior quality. Television people are learning what the movie people have had to learn, and that is that long after the battle is forgotten the picture on the screen is still there. If it isn't good, everybody suffers."

WANAMAKER'S

Buys Daytime Show on TV

CLAIMED to be one of largest daytime television producers, Wanamaker's has written a show for a department store, John Wanamaker's last week signed for 1 1/2 hours daily, Monday-Friday, on WCAU-TV Philadelphia.

Agreement was completed by Lamb & Keen Inc., Philadelphia agency which handles all TV advertising for Wanamaker's.

Agency, which said program details are still to be completed, also will produce the show and plans to combine shopping news, entertainment and public service features in a "complete new manner."

Wanamaker's is the third Philadelphia department store to contract for time over WCAU-TV. Lit Brothers sponsors the weekly Life's Have Fun, hour-long variety show Tuesday morning, while N. Swellenberg & Co., sponsors Swel- lenberg's TV Jamboree, hour-long, daily live remote each afternoon from the department store.

CTI STOCK

16,000 New Shares Approved

COLOR TELEVISION Inc., San Francisco, competitor with RCA and CBS for FCC approval of a color TV system, will put a new stock issue on the market during the next few weeks, Arthur S. Mattress, CTI president, has announced.

Mr. Matthews announced the company had received permission from the California Public Utilities Commission to issue 16,000 new shares of Class A stock. The stock will be offered through Hooker & Stookey of San Francisco at $10, and will be convertible share for share into common. It will be callable at $11. The new stock will be used to finance cumulative dividends and thereafter will participate equally with common stock.

NBC Clothes Bank

TO AVOID the awful possibility that an actor on NBC-TV might appear in short trousers, NBC Network last week announced it was organizing a "clothes bank" of latest men's fashions. The Men's Fashion Guild will supply, free of charge, the minute wardrobe to NBC, replenishing such articles as pass out of style.

PRODUCTION TIPS

BAB Gives Commercial Hints

BAB's latest publication, "Production Pointers for More Effective Television Commercials," is a down-to-earth, elementary guide for TV broadcasters, advertisers, agencies, program producers and anyone else interested in or concerned with getting the most out of a commercial's message on the video screens.

Material, supplied by Richard L. Linkrom and John A. DeMott of the CBS TV production staff, includes such helpful hints as how to emphasize the visual difference between milk and cream (add a pinch of turmeric to the cream), how to make beer foam whiter (add bicarbonate of soda), how to make flowers fresher (spray with water to which a little ink has been added).

For 22 types of advertisers, material also includes instructions for producing the visual effects of rain, snow, night, etc., and for making titles.

Charles A. Batson, now head of NBC's TV department, edited the work in his capacity then as assistant director of BAB for TV. NAB member stations will get one copy of "Production Pointers" without charge, and can get extra copies at $2.50 each. For others, the price is $4 a copy.
Zenith Tells FCC Decoder Offer Withdrawn

Zenith Radio Corp. has told the FCC that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their television sets. [TELECASTING, June 5, 20]

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The assertions were made by John R. Howland, assistant to Zenith President Eugene F. McDonald, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonevision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions made by the FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would avoid unnecessary cost and expense in the event Phonevision should be ultimately approved and put into operation."

The cost of installing the decoder factory would be between 7 and 25¢ whereas the cost of adapting outlets later would be "substantially greater," Mr. Howland noted.

The Commission has feared that Zenith's action would lead the public into thinking that Phonevision had been or will be authorized, and pointed out that in authorizing such an offer to nine manufacturers, "we are today notifying these manufacturers that it is permissible for them to make cost estimates; that Zenith has modified TV sets of two manufacturers and installed outlets to demonstrate their feasibility; and that one of the firms indicated a desire that the outlets be installed in several sets equipped with outlets and decoder units for demonstration during the Phonevision tests.

No Agreements Made

No other arrangements or agreements have been made with any of these manufacturers.

Under the contingent credit plan, Zenith had offered to grant credits at the rate of 25¢ for each set equipped with a decoder outlet, the credit to apply against future royalties of 50¢ per set when and if Phonevision is approved and if the manufacturers then wish to obtain a license under Phonevision patents.

The decoder outlets, it was explained, are means of "making accessible by a plug connection or similar means those points of the television receiver circuit to which various types of Phonevision decoder units may require access in order that the set and decoder may function.

Zenith's Phonevision test, scheduled to be held in Chicago for a 90-day period, was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1. Mr. Howland said this is "the date on which we expect that the moving of our television experimental station to its new authorized location and the installation of certain new equipment in said station will have been completed."

CBS Leases Theatres

CBS has announced leasimg of Town Theatre and Peace House, both in New York, for conversion to television studios. Both will be in operation early this fall as CBS TV control in New York. Remodeling is scheduled by mid-September.

ConfERENCE between personnel of CBS and KSL-AM-FM-TV Salt Lake City, held in the Utah capital, finds C. Richard Evans (r), general manager of the stations, telling of TV's progress there to (l to r): Ralph Pett, Detroit manager, CBS spot sales division; Sam Cook Diggins, Chicago manager, CBS TV spot sales; IvoR Sharp, executive vice president, Radio Service Corp. of Utah (KSL); Richard Elpers, Los Angeles manager, CBS spot sales; Lemont Thompson, San Francisco spot sales; Lennox Murdoch, director of KSL-TV operations; Frank McLatchy, sales manager, KSL-AM-TV, and George Dunham, eastern sales manager, CBS TV spot sales.

Record Sale

WHAT Westinghouse believes to be the largest single order for television receivers ever sold by a retail dealer has been made by Wick's Electrical Living Shop, Westinghouse electric appliance, radio and TV dealer in Berkeley, Calif. The firm, through W. E. Wickliffe, president, has sold 607 sets for installation in all homes to be built in Tareytown Village, new development in the residential suburbs of Oakland. Delivery will begin in mid-August, according to L. K. Devlin Jr., district radio and TV manager for Westinghouse Electric Supply Co.

Maurice B. Mitchell, Director of NAB's Broadcast Advertising Bureau and creator of "Mitch's Pitch," basic sales story of radio, will introduce the "Mitch's Pitch of Television" at the July 11 luncheon of the Advertising Club of Washington, D.C., in the Statler Hotel.

For the first time, Mr. Mitchell will tell the basic story of TV, titled "Television: 20th Century Tool for Advertisers." His presentation will be a report on the fundamentals of the medium and how these can be used to move goods and sell services.

WPTV (TV), Miami, Fla., claimed rec- ord for results when orders for tele- cast product ran to $5,594 at end of all-hour film show sponsored by Nat- ural Foods Institute of Olmstead Falls, Ohio.

THEATRE VIDEO

Sullivan Cites FCC Stand

CLARIFICATION of FCC's position in its anticipated theatre television proceeding was made by Gail Sullivan, executive director of Theatre Owners of America, in releasing last week his exchange of correspondence between his firm and FCC Chairman Wayne Coy.

Mr. Sullivan explained he had been assured by Chairman Coy that FCC does have authority to allocate channels exclusively to theatre TV use if sufficient public interest is met. Chairman Coy also told the theatre executive there is no present inclination on the part of FCC to vacate telecasters from the VHF and make these channels available to other services, but rather to open up the UHF to add new room to the existing structure. Mr. Sullivan said the FCC chairman could not give a specific date when the theatre TV hearing might get underway but indicated TOA is hopeful it will be before the end of this year.

Mr. Sullivan said he had written Chairman Coy on these three topics because considerable confusion had arisen in that industry regarding the FCC's position on the issues.

'Black Screen' TV

A CAMBRIDGE, England, firm has announced development of "black screen television." The unit is so named because the dark areas of the TV picture are for the first time rendered really black, the firm claims. A plastic filter is mounted in front of the cathode ray tube. The image contrasts on the screen and cutting out flicker and eyestrain, the announcement said.

TELECASTING • Page 11
Television has fulfilled the promise it gave of being the greatest commercial novelty since the development of radio, and now the question is what impact this powerful new medium is having on other industries, particularly those with which it appears to be in more or less direct competition.

This opinion of TV's impact on competitive entertainment is contained in an article titled "Who's Afraid?" which appears in the July issue of Fortune magazine. The article points out that in spite of arguments that TV is destined to make radio obsolete, the radio industry only recently reached the crest of its career.

Citing the difficulty in getting "a line on television," the author said the average owner has had his set for only about six months. "No really consistent pattern of habitation and preferences is evident, as division of time and money between TV and other forms of entertainment, has yet been discovered," it was stated.

Film cutter-editor wanted for TV department Washington, D.C., government. Only experienced men with good picture judgment need apply. 275 to start. Send picture and full qualifications first. Box 709F, Broadcasting.
SET COMPLAINTS

N. Y. 'BBB Plans Standards

RISING public complaints over advertising and sales practices of a minority of TV set dealers and servicemen in metropolitan New York has started a campaign to elevate standards within the industry, and to educate the public in respect to presentation limits of TV reception.

A meeting of 900 TV dealers, called by the city's Better Business Bureau on June 25, heard representatives of manufacturers, distributors, dealers, service organizations and the Metropolitan Press pledge the cooperation of their respective groups.

The bureau's president, Hugh R. Jackson, reported 533% increase in complaints concerning radio and TV in the first five months of 1960, as compared to the same period in 1949. "Yet the number of television sets in use in this area during the same period increased by only 110%," he said.

To correct abuses within the industry, the bureau presented a set of standards for advertising, selling and servicing of radio, television and home appliances. To inform the public of the limitations of TV reception, the bureau presented a booklet, "Things You Should Know About the Purchase and Servicing of Television Sets."

Copies are available to manufacturers and distributors for public distribution at 7 cents a copy in lots of 25, or $5.00 per 1,000 copies. Individuals may purchase copies for 10 cents. All requests should be addressed to the Better Business Bureau of New York City.

Robert C. Sprague, president of Radio-Television Mfrs. Assn., told the group "the board of directors and the membership of RTMA are fully behind the broad objectives of this organized program."

KMTV Drops DuMont

KMTV (TV) Omaha will resign its affiliation with DuMont Television Network in September, coincident with interconnection of radio relay and coaxial cable facilities, Owen Saddler, KMTV general manager, has announced. KMTV also is affiliated with ABC-TV and CBS-TV.

Mr. Saddler said that "doing business with a third network would be untenable unless we cancelled almost all our local programs." He cited surveys tending to prove that local productions "are more popular than any network feature we have carried to date."

The '61 Market

(Continued from Telecasting p. 2)

ample, a large station would have ample studio facilities, full equipment for remote pickup. A small station would have the minimum facilities necessary for maintaining operation. The medium would, of course, fall in between the large and small.

The tabulation on TELECASTING p. 2 shows estimated growth of TV transmitting facilities over the 10-year period ending Jan. 1, 1961. The figures show stations to be added.

Church Resolution

GENERAL COUNCIL of the Congregational Christian Churches, meeting in Cleveland fortnight ago, passed a resolution calling upon the Senate Interstate Commerce Committee and appropriate committees of the House of Representatives "to investigate forthwith the problems of television programming with a view to appropriate legislation." Resolution also calls upon the FCC "promptly to move or revoke licenses where programs of indecent or harmful content have been, or are, being broadcast."


nothing but smiles under our umbrella!

Sign SDG Pacts

APEX FILM Corp., and Roland Reed Productions, both of Hollywood, have signed television producer's contracts with Screen Directors' Guild of America. Producers, under contract agreement, can secure services of film directors on terms they can afford.

WSAZ-TV RELAY

FCC Grants Private Link

PRIVATE intercity TV microwave radio relay was granted to WSAZ-TV Huntington, W. Va., by FCC last Thursday to pickup programs from all three Cincinnati TV stations.

In granting the private link, FCC noted that regular AT&T facilities would not be available until late 1961 or in 1952. The authorization was made conditional upon the Commission's policy to permit private relays to operate until such time as regular common carrier service can be obtained. FCC indicated the link should not have to be operated more than two years and reminded WSAZ-TV to consider this in amortizing its investment.

One relay facility was granted to operate on 2025-2042 mc with visual power of 10 w while another was granted to operate on 885 mc with aural power of 10 w. The relay will be located in Greenup County, Ky., near Portsmouth, Ohio. WSAZ-TV, in operation since last November, is assigned Channel 5 (76-82 mc). It is affiliated with NBC, ABC, CBS and DuMont TV networks.

Faught Study

BILLION DOLLAR QUESTIONS ABOUT TELEVISION. Prepped and published by The Faught Co. Inc., New York. 79 pp. $2.50.

THIS is a pocket-size edition of what was first printed as a private study at $5 per copy. Now in its third printing, the documentary study of video includes chapters on thinking about television, its economic iron curtains, how will it fit into our national economy, its relation to advertising economics and a survey of several socio-economic segments of society (education, sports, the movies, etc.) as they pertain to the medium.
THE SALES power of TV has been effectively proven for safe manufacturing concern that bought a 16-minute test program on KPIX (TV) San Francisco and found people lined up to buy safes at the start of business the following day.

The Lok-Tite Safe Co. of Oakland took over one-time sponsorship of KPIX's What's on Your Mind show, a mentalist act conducted by Sandy Spillman, the station's program director who also is an amateur magician. Show was built around Mr. Spillman's reading of the contents of an envelope secured in a Lok-Tite Safe, with the safe prominently displayed, discussed and demonstrated throughout the act.

The following day, the safe manufacturer reported, seven people were waiting to buy safes when the store opened for business. A building contractor placed an order for 75 safes shortly after the doors opened. All doors that had been introduced to the safes and sold on the idea of buying during the KPIX telecast. Other customers and prospects, interested through the TV showing, continued to come, the company reported.

**New TV Sets**

ALLEN B. DuMONT Labs and RCA Victor introduced new television models in New York showing last week. Highlight of the DuMont line, shown at a national distributor sales convention in the Pierre Hotel, was a 30-inch direct-view receiver, providing a "home-movie" size picture. Tube will be ready for delivery in September, DuMont officials announced. No price has been set yet. At a dealer showing in the Barbizon-Plaza Hotel, RCA Victor introduced a new line of 18 TV models, said to be $40 to $225 lower than previous receivers.

**CONSULTING** on plans for developing multiple antenna facilities for five separate New York TV stations on New York's Empire State Tower are Dr. Frank G. Keen, Keen & Kennedy, consultant representing the Empire State Bldg.; C. W. Lyon Jr., executive vice president, Empire State Bldg., and W. W. Watts, vice president in charge of RCA's Engineering Products Dept. The super-antenna project, contracted by RCA, Empire State Inc. and NBC, is planned to provide facilities for WCBS-TV, WABD (TV), WJZ-TV, WPIX (TV), WNBTS (TV) and WNBC-FM, WJZ-FM and WCBS-FM.

**EDUCATION GOAL** Walker Urges Early TV Action

THE next few months will be crucial months for the educators insofar as their participation in radio and television is concerned and it is imperative that the educator now make plans so that he can make an impressive claim for a part of the radio spectrum for educational television.

This opinion was voiced by Paul A. Walker, vice chairman of the FCC, speaking last Thursday at the fourth annual Institute of Radio-Audio-Visual Education at the Massachusetts School of Art in Boston.

Discussing "New Goals in Educational Radio and Television," Comr. Walker said educational planning groups such as the Boston institute should also carry on an aggressive campaign to inform educators all over the country of the potentialities of educational FM and television and urged that they take immediate advantage of the opportunities which are available to them.

Pointing to FM as a teaching aid, Comr. Walker said: "Many educators tell us that they are waiting for further commercial FM development and the availability of more sets before they build their own stations. I don't think they ought to wait. I think they should do their part to put programs on the air and give people an incentive to purchase FM sets. However, there is no question that an acceleration of commercial FM sets would help the educational stations."

Turning to the tape recorder, he said its possibilities as a teaching aid are just beginning to be tested. "This device is solving the dilemma of how schools can integrate their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has therefore been lost to the schools. . . . Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

On the international scene, the Commissioner observed, the struggle to reach men's minds via radio is daily increasing in momentum and intensity.

Comr. Walker noted that a group of senators has proposed a vast expansion of the Voice of America's broadcasting program envisioning a "Marshall Plan of Ideas." This, he said, would be a worldwide network to carry the American message into "every radio receiver in the world." Another proposal before the Senate, he stated, would supplement the Voice of America with the "Vision of America"—a system of worldwide TV networks.

"In these crucial days since President Truman ordered our forces into Korea," Comr. Walker declared, "this whole manner of people understanding peoples is brought more sharply into focus. We are made to feel more strongly than ever that if people everywhere could know and understand the story of American democracy and of the sincerity of our intentions, we would make long strides toward improving the chances for an orderly world."

**ENGINEERING DATA**

Helt Book Details Phases

PRACTICAL TELEVISION ENGINEERING. By W. Davis Hill. Books Inc. $7.50.

THE WORKINGS of television, from components through transmitting and receiving, are explained fully for manufacturing and sales engineers, broadcast technicians, students and technical workers in the electronic field. Many ideas are connected with the Research Division of Allen B. DuMont Labs. and is instructor in charge, principles and practice of television, at Columbia U.

Theoretical and practical aspects are given in writing style, with circuits, construction and performance of all parts of the television system explained. Specific topics covered include lenses, lighting, tubes, oscillographs, camera tubes, synchronizing generators, video amplifiers, regulated power supplies and related items.

FARM VIDEO

MAL HANSEN, farm director at WOW-AM-AM Omaha, selects "WOW-TV," "farming" farmers within TV range of the city, according to Bill Wiseman, station's research director. Mr. Wiseman reports that a rural route mail carrier check shows WOW-TV serves at least 5% of nearly 45,000 farm homes in its 50-mile radius. Farmer estimates that 2,300 farm families who now view WOW-TV shows own almost 10% of total TV sets in that area. Check also reveals some farm families visible from highways along 18 typical rural mail routes in six Iowa, five Nebraska and one Missouri counties.
FILM production to start within 10 days on Buster Reaton Show, which recently completed live series over KTVF (TV) Los Angeles. Independent Hollywood producer to do filming. Half-hour prints will be offered to recently organized Hollywood television film syndication... DuMont-Moore Productions Inc., Los Angeles, incorporates for production of radio, TV shows and motion pictures. Larry C. Moore is firm president; Frank Dumet de Smours, vice president; Victor Mindlin, secretary; Maurice Levy, board chairman.


Don Mack, five years in production department of Filmark Trailer Corp., Chicago, becomes sales manager. He will service accounts throughout Midwest... Carl Cotner, musical director of CBS syndicated show, named head of newly formed music department of Flying A Television Productions Inc., Hollywood... Basil Wrangle, producer-director of film shorts, becomes associate director, Trio Pictures, Los Angeles.

First of planned series of 13 TV film shows, The Music World completed by Teleco Productions, Hollywood, in collaboration with Nor- mandy Productions, same city. Program made up of interviews with singers, whose records are played and interpretations of different musical selections.

Head of Teleco is Al Gannaway; Paul Landers, who directed sample film, is his associate. William M. Morgan is president of Normanb; James F. Harpen, secretary-treasurer. Both firms have offices at 6331 Hollywood Blvd.


Atlantic Television Corp., new television production and distribution company, has been formed with offices at 130 West 46th St., New York. Jacques Kopfelein, now executive vice president of Astor Pictures Corp., elected executive vice president of new firm, and Fred Bellin, also of Astor, named secretary-treasurer. Detailed plans of company to produce in London, Rome, Paris and other foreign cities to be announced later.

Snader Telecrops Corp., Hollywood, plans series of three-minute musical commercials. According to firm, forty pictures will be made during first month, schedule to get underway July 15... WNHC-TV New London under sponsorship of Narragansett Brewing Co., is telecasting INS This Week in Sports. WOI-AM Ames, Iowa, to start INS daily newscast July 17.

Tel Ra Productions, Philadelphia, has concluded arrangements with ABC to produce 1950 Pro High-light series, covering six weekly games in National professional football league. Thirty-minute TV program has been sold by ABC to Sun Oil Co. for sponsorship on 14 ABC stations. Harry Wissmer will do commentary.

**DAYTIME VIDEO**  
"Sound" Move, Murphy Says  
SUMMERTIME can be profitable for TV stations in point of viewers and revenue—in fact, summer hiatus and daytime programming are a thing of the past for WLWT (TV) Cincinnati—according to John T. Murphy, television operations director for Crosley Broadcasting Corp.

Addressing the Louisville Advertisers Club, Mr. Murphy cited the experiences of the Crosley video outlets in Cincinnati, Dayton and Columbus and said that, contrary to an accepted belief, an audience exists for daytime programming. He singled out the New York area where, he said, such programming is gaining a foothold.

**WHBF-TV Publicized**  
SIGNALLING the beginning of a regular schedule of telecasts by WHBF-TV Rock Island, Ill., July 1 [Broadcasting, July 8], the Rock Island Argus published a special television column in its July 27 issue. Seven-picture spread, showing the outlet's 482 ft. tower, studio interior and personnel, including Station Manager Leslie C. Johnson, was printed on front page of the 24-page section.

**WOW-TV Sports**  
WOW-TV Omaha, Neb., has announced it will carry direct the 1950 World Series over the new network relay, which is scheduled to begin service Oct. 1. In addition, it was announced it may carry all nine Nebraska U. football games, at home and away, as well as Sunday afternoon professional games.

**Biggest Summer Show in Midwest TV...**  
"GET ON THE LINE"  
Seven nights a week, viewers in the WLW-Television station area are drawn to their sets by the prospect of winning the gigantic jackpot of over $1,000.00 in wanted merchandise—awarded for identifying a tune. This term-

"The show for summer selling still has a few participating sponsors available—all in Class "A" time periods.
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National 7787
JOSEPH F. HARDS, manager London Library Service, forms Music Assoc., 113 W. 42d St., N. Y. Firm will sell London Library records, heretofore leased to radio and TV stations.


BENSON & BENSON, Princeton, N. J., market research firm, announces new confidential service for its brand name audit called: "Check on the Penetration of Your Brand Name in TV versus Non-TV Homes." Service measures penetration and effect of brand names using TV for manufacturer and agency.

CYRUS S. KAUFFMAN, partner C. S. Kauffman & Assoc. (Marketing consultant), Washington, elected vice president of Washington Chapter, American Marketing Assn.

Equipment...

GERALD E. NISTAL, editorial staff of 'Aero Digest' magazine, to advertising and sales promotion manager Radio-Marine Corp., of America, N. Y., service manager.

EDWARD C. BONIA named sales director of John Meck Industries contract division. He will open offices in N. Y. soon.

L. M. SANDWICK, sales manager Magnovox, Ft. Wayne, Ind., to Scott Radio Labs., Chicago, as merchandising manager.

RAIMUND D. OSBORNE, with IT&T since 1928, appointed comptroller of Federal Telephone and Radio Corp., Clifton, N. J., succeeding GEORGE T. SCHARRFENBERGER, appointed assistant to Gen. William H. Harrison, president of IT&T and chairman of board of IT&T.

THOMAS J. BERNARD, manager of institutional promotion for RCA Victor, appointed assistant director of public relations in addition to his present duties.

JOHN L. BUUSEY, president and director of General Electric Supply Co., elected vice president of G-E Co. in charge of marketing policy.

WILLIAM S. GINN, assistant sales manager of transformer and allied product divisions for G-E, appointed sales manager of division, succeeding FRANCIS E. WARMAN Jr., appointed general sales manager for large apparatus divisions. ARTHUR W. BARTLING named general sales manager of small apparatus divisions, and HORES ZIMMER, N. Y. district manager of apparatus department, named manager of districts for department. He is succeeded by FRANK A. FARON, N. Y. industrial divisions manager.

SYDNEY J. MASS appointed advertising and sales promotion director of Jerrold Electronics Corp., Phila.

JOHN F. MYERS, manager Westinghouse Electric Corp.'s consumer products factory branches in Middle Atlantic district, elected president of board of directors of Westinghouse Electric Supply Co., N. Y., succeeding DAVID M. SALSBURY.

PENTRON Corp., Chicago, acquires assets and facilities Sound Corp., same city. Management will be directed by present Pentron officers.

Technical...

EDWARD A. FAUBEL, assistant chief engineer WSTC-AM-FM Stamford, Conn., named acting chief engineer after resignation of EDWARD M. MARXMAN for reasons of health.

WESLEY PIKE, graduate Capital Radio Engineering Institute, Washington, to WASH (FM) that city an engineer.

WILLIAM H. KELLER Jr., chief engineer WEDD Decatur, Ga., father of boys, William III, June 29.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces self-contained, aircoupled TV transmitter (type TF-10-A) designed to provide low installation, operating and maintenance costs. New 5 kw unit has 5 kw visual and 2.5 kw aural power in three cubicles and can be operated on Channels 2 through 6.

ELECTRO-VOICE Inc., Buchman, Mich., develops new coastal two-way high-fidelity loudspeakers utilizing Radax principle to achieve maximum realism and economy.

WCPO Plans Expansion

EXPANSION program for almost doubling the building of WCPO-AM-FM-TV Cincinnati has been announced by M. C. Waters, general manager. Construction on the new wing, which will house offices, clients' rooms, audience rooms, and the main lobby, will begin within a month, Mr. Waters said. Plans call for all operations, including the commercial offices, to be located in the same building, he added.

The Fountainhead of Modern Tube Development is RCA
Watch Out For The Symptoms!

Laughed out loud when I first heard Hoot Davis was down with the Chicken Pox. Imagine a man of forty-five catching a kid’s disease!

So I went to see him, armed with jokes about “second childhood” but forgot them fast when I got to his house. Hoot looked terrible and he had quite a fever.

While we talked, I come to think of how Chicken Pox is a lot like other “diseases”—diseases of the character, such as intolerance, self-righteousness or ignorance. They’re excusable in children, but when they come out in adults they’re ten times as bad—and can be mighty “contagious.”

From where I sit, we should all watch out for the “symptoms”—little things like criticizing a person’s preference for a friendly glass of temperate beer or ale. We’ve seen personal freedom wither away in other countries, when individual intolerance was allowed to get out of hand and become a nation-wide epidemic.

Joe Marsh

From where I sit
by Joe Marsh

SHUMATE CITED

GETS DR. CHRISTIAN AWARD

GENE SHUMATE, sports announcer for KSO Des Moines, Iowa, has won the annual Dr. Christian Script Award, $400 prize given annually by McCann-Erickson Inc., New York, on behalf of Chesapeake Aircraft Co., Inc., New York, it was announced last week. Chesapeake sponsors the Dr. Christian show on CBS.

The award, given for the best script submitted to the show starring Jean Hersholt, is the second Mr. Shumate has won in this contest. As sportscaster with KSO his duties have included dual coverage of Midwestern football games with CBS Sports Director Red Barber since 1946. The dual coverage experiment was launched by Mr. Barber when the Ohio State-Michigan and Illinois-Northernwestern games were decided the Big Ten championship and the conference representative in the Rose Bowl.

MGM ATTRACTIONS

LISTS ADDITIONS, RENEWALS

MGM RADIO ATTRACTIONS, New York, has added the following new affiliates: WRGA Rome, Ga.; WAVH Newman, Ga.; purchasing the hour MGM Theatre of the Air, Story of Dr. Kildare, Adventures of Maisie, Crime Does Not Pay, The Hardy Family (all one-half hour), Good News From Hollywood, At Home With Lionel Barrymore and Hollywood, U. S. A. (quarter-hour programs); KXJK Forrest City, Ark., carrying Maisie and Hardy; WDLP Panama City, Fla.; airing Maisie, Hardy and Dr. Kildare; WDMG Douglas, Ga., contracting for Crime Does Not Pay and KQV Pittsburgh, Hardy.

Renewal of MGM Theatre by KFI Los Angeles and the four half-hour programs by KICA Clavis, N. M., Intermountain Network’s KALL Salt Lake City, KLO Ogden, KOVO Provo, KVNU Logan and KOAL Price, Utah, also have been announced.

Safety Seminar

NORTHWESTERN U. has invited midwestern radio and television staffs to attend a seminar on street and highway safety July 27-28 at the Evanston, Ill., school. Seminar, co-sponsored by the Medill School of Journalism and the Traffic Institute of Northwestern, will be part of the school’s annual Summer Institute for Traffic Training which opens today and continues through July 28.

Party Line

LISTENERS TO WBAP Fort Worth’s noonday newscast not only get their news American style but they also come in for Russian propaganda. When Bob Bassindale of the outlet’s news staff tuned on Radio Moscow’s shortwave broadcast, he found the comparison between the Russian version and U. S. wire service reports interesting. So WBAP techni- cicians rigged an antenna on the TV tower and installed a receiver with connected wire recorder. Now listeners hear excerpts of Moscow’s English language news on WBAP’s noonday newscast.

On All Accounts (Continued from page 10)

on two networks via Ford Bond’s shows for Babes.

The Fountain of Youth account isn’t the only thing keeping John Volbrecht young. He has a lovely wife Ruth, and two children, Johnny 2 and Tiana 1.

John’s radio philosophy is in direct contrast to his boisterous personality. He insists singing commercials and sound-effects plugs are on the way out—temporarily anyway. “The straight spoken fact is the most powerful selling force in radio to-day,” he says. His own hard-hitting commercials bear him out.

TV-wise, he wrote the world’s first show starring a 10-foot alligator from St. Augustine Alligator farm and is now looking for a client to buy his prize TV commercial featuring a rattlesnake as a visual sound effect. “An attention-getter,” he describes it.

John’s ambition is to stay in Florida and to build the agency to the point where it can compete equally with those back in New York. If hard work and an inexhaustible supply of original ideas will do it, New York agencies may yet have to look to their laurels in Florida.

South Carolina’s Supermarket

Has 44% of S. C.’s Home Furnishing Sales

Make It Yours With WFB

The News-Piedmont Station

* NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

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THE

PRESTO

RC-10

New Rack Mounting
Tape Recorder
With 10½" Reel

These features distinguish the PRESTO RC-10 as the finest of its type available to broadcasters, recording companies, schools:

*3-motor drive mechanism
*Each reel driven by separate torque-type motor
*Separate record, playback, erase heads
*Constant tape tension to insure minimum wow or flutter
*Two speeds: 7½ and 15″/sec
*Fast forward and rewind speeds
*Frequency response to 15,000 cps.
*Takes 7″ or 10½″ reels
*Instantaneous speed accuracy

This new PRESTO recorder is the only machine of its type and price available today. Answering the need of broadcasters and recording studios throughout the nation, the RC-10 is another precision product of the world's largest manufacturer of instantaneous recording equipment. This is your assurance that this machine, like all other PRESTO products, is built for maximum performance and years of satisfying service.

900-A1 Amplifier is recommended for use with the RC-10 tape recorder. This is the same basic unit supplied with the PRESTO PT-900 portable tape recorder.

PRESTO RECORDING CORPORATION
Paramus, New Jersey

TIMELY SCRIPT

WAVE Louisville scheduled The 
38th Parallel immediately following 
President Truman's announcement 
U. S. support to South Korea June 
27. Documentary show, written by 
Bill Hodapp, WAVE continuity 
editor, familiarized listeners with 
background information on Korea. 
Station reported receipt of numer- 
ous letters and telephone calls from 
area listeners in appreciation of 
drama.

SKIPPING JOY

WBZ Boston sends to trade 
jumping rope with 
miniature cardboard 
tree attached. Tree imprinted 
with message, "As reported in Time 
the kids around Boston jump rope 
this ditty: 'Had a little radio, 
put it in a tree, only station I 
could get was WBZ.' The attached 
rope is to be used in jumping for 
glee after you use WBZ, with roots 
great in New England."

QUIET ANSWER

WBBM Chicago, The Quiet 
Answer, Mon. 8-8:30 p.m., CDST. 
Report to city on status of human 
relations there. Show result of six 
months research by WBBM docu-
menitary unit supervised by Perry 
Wolff, writer-producer. Based on 
civil, ecclesiastical declarations of 
man's equality in family of races, 
creeds and color.

PRIZE PROMOTION

WSRS Cleveland donated radio as 
prize to annual outing Cleveland 
Baby, Fri., 7:30 p.m. Show is 
presentation of achievements of 
very young children. Parents bring 
children to studio. Prizes given 
youngest child who can walk, talk 
ete Jackson Weaver m.c.

SUMMER NEWS

WGY Schenectady, N. Y., "Mike 
and Camera" house organ sent as 
promotion piece to listeners at 
New York, Massachusetts, Vermont, 
New Hampshire resorts. Piece is 
accompanied by letter and gives 
July and August program schedu-
les. WGY points out promotion is 
answer to "summer hiatus—no 
listeners problem."

Advertising Club. Gift was lettered 
"Radio is better than ever. Dial 
1490 WSRs." Prizes displayed ten 
days at ad club headquarters.

ACCIDENT COVERAGE

WOMI Owensboro, Ky., June 18, 
had two exclusive, direct-from-the-
scene, eye-witness broadcasts of 
race accidents. First accident get-
ing spot coverage occurred at Tri-
State Fairgrounds motorcycle 
races when official starter was 
struck by vehicle. Other mishap 
took place at Owensboro Speed-
way's stock car races as car 
crashed through fence, injuring 
driver. Both accidents and hos-
pital follow-ups were covered by 
WOMI Announcer Walt Murphy 
and assistant, Hugh Potter Jr.

KDCA BARBECUE

KDCA Pittsburgh cooked some 
800 lbs. of steak last month when 300-
odd KDCA clients and advertising 
representatives were entertained at 
Westinghouse outlet's Third An-
nual Advertisers Barbecue in 
North Park. As memento, each 
guest received cigarette lighter 
engraved with red bull and words: 
KDCA Barbecue—1950.

PRESENTATION AIDED

WTAM Cleveland last month paid 
tribute to Tom (Old Redhead) 
Manning celebrating his 25th year 
as sportscaster. Anniver-
sary program was telecast over WNBK 
(TV), affiliate of WTAM. Bill 
Duggan, president of Cleveland 
Baseball Federation, made pres-
entation of $1,000 Savings Bond to 
Mr. Manning.

CHARM CIRCLE

WSKB McComb, Miss., issues 
ladies' compact with map over 
cover showing outlet's listening area. 
Promotion piece also carries call 
letters of station with wording, 
"The Charm Circle of the South."

BABY SHOW

WMAL-TV Washington, That's My

EXAMPLE OF WERB Buffalo's play-
ing up the family angle is this picture of 
Bob Wells, station's disc jockey, 
and his daughter, Debbie. WERB is 
using family shots of its top talent in 
sales literature and newspaper dur-
ing current campaign.

ANNIVERSARY PROMOTION

WKY-TV Oklahoma City sends 
trade reprint from June 6 issue 
Daily Oklahoman and Oklahoma 
City Times celebrating station's 
first anniversary. Three-color page 
includes pictures of stars of 
ABC CBS Dumont and NBC networks 
seen on WKY-TV and shots of 
local shows and special events.

INDEPENDENT'S SCOOP

WLOW Norfolk, Va., independent, 
reported scoring sweep on networks 
and individual stations when it 
broadcast stroke-by-stroke report of 
recent PGA Golf Tournament at 
Columbus, Ohio. Through WLOW's 
Sports Director Mark Scott, sta-
tion arranged with UP to supply 
information for six-hour broadcast 
of tourney, with Mr. Scott doing 
reconstruction.

PUBLIC INTEREST PREMIUMS

WWDC and WTTG (TV) Wash-
ington Sportscaster Bob Wolff has 
launched new project which he 
describes as "strictly for the kids."
He has authored Bob Wolff Official 
Scorebook and is donating all roy-
alties to Boys Club of Washington 
and Junior Police and Citizens 
Corps. Fans may obtain score-
book by sending in 50 cents.

AIRS COUNCIL SERIES

WBMB Richmond, Richmond City 
Council series, 10:30 p.m. every 
Monday. Public service, records 
meeting of council and rebroad-
casts them same evening. Special 
commentary covers legislation pre-
sented at meeting. Also broadcast 
by WBMB's affiliate WCOD (FM).

KTUL FOLDER

KTLU Tulsa, Okla., mails grey and 
brown folder to trade. Included is 
BMH trend of radio listening in 
area, running commentary of mar-
tet data, and tables of figures 
showing station's prominent posi-
tion both when area had only three 
stations and at present. Lower 
cost of time also tabulated.

TEEN TIME

WVAM Altoona, Pa., Teen Club 
Matinee, Sat. 2-3 p.m., co-sponsored 
by local Coca-Cola Bottling Co. 
and Book and Record Shop. Put on 
at local Teen Age Club. Remote 
broadcast featuring records re-
quested by teenagers. Admission 
free, limited to teen-agers.

COASTER'S MESSAGE

WHIO-TV Dayton, Ohio, releases, 
along with form letters, sets of 
butter-weigh coasters carrying 
thoughts like "WHIO-TV, Channel 13," or name of 
show mentioned in fan-mail received 
by studio. Coasters sent with letter 
answering all mail sent to station.

PLAYTIME SHOW

WOKY Milwaukee, Playtime for 
Children, sponsored by Borden Co., 
 starring Jerry Bartell, will feature 
stories, songs, stories and dances 
for children. Young listeners will 
participate in show along with Elise 
the Borden cow who will give ad-
vice on behavior, safety and hy-
giene. Series starts in September.
BLAW-KNOX builds ANOTHER RINGSIDE SEAT to the Events of the World

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
**CLASSIFIED ADVERTISEMENTS**

**PAYABLE IN ADVANCE—Checks and money orders only.**

**Situations Wanted (cont'd)**

**Managerial**

General manager: Program direct. General manager-experience, to Jerome 687F, or come, we are anxious to have you. Good voice, pleasing personality. Box 687F, BROADCASTING.

General manager—technical, director, with 5 years' experience. Desires smooth success at lowest wage independent. Best of references. Write Box 688F, BROADCASTING.

General manager and/or commercial manager with 5 years' experience. Excellent sales record. Box 689F, BROADCASTING.

Manager—sales manager or both, 12 years experience. Thorough knowledge of programming and public relations. Write Box 689F, BROADCASTING.

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West Coast High Powered Independent—$280,000.00

Long-established—newly equipped—high-powered—money maker—brilliant future—valuable real estate—major market—audience ratings high. Sold to please itself under favorable terms and conditions.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY INC

RADIO STATION AND NETWORK BROKERS

WANTED TO BUY

Equipped, etc.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 206 feet, above base inulators, equipped with A-3 lighting. Will take any design. Please give complete information, manufactures name, model number, date last used, condition, location. Whether possible to deliver. Inspection. Price. Box 495F, BROADCASTING.

Wanted to buy. Proof of Performance equipment. Used. Good condition. Give full particulars and availability. Address Box 494F, BROADCASTING.

Wanted to buy . . . 790 ft. 1/4 in. and 1200 ft. ¾ in. semi-flexible Coax cable. Also type 300 Winchmger tower not over 300 ft. Write Box 970F, BROADCASTING.

AM frequency monitor and modulation equipment Co., 201 E. Erie St., Chicago, Ill.

Miscellaneous

Davis Frequency Measurement Service, 111 S. Commercial, Emporia, Kans. Phone 2709.

Situations Wanted

ANNOUNCER-PROGRAM DIRECTOR

Capable, experienced. Good voice, pleasing personality. Reliable family man. Will accept any position. Box 494F, BROADCASTING.

Disc jockey with major market station desires chance to operate which will offer satisfactory talent arrangements. Is happy with present setup with exception of talent. Want an opportunity to make money when I bring more talent into station. Will work closely with sales staff. Can build disc shows into high Bonderized, entertaining programs. Not an enegating or emulator box, but all-around experienced radio personality in rock and Roll. Likes night programs. Can build afternoon shows. Looks for permanency. Will come for personal interview if possible. Box 89F, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer. Long experience all phases of radio and television. Prefer broadcasting, including construction and complex-difficult positions. References include well known broadcasting interests. Box 608F, BROADCASTING.

Engineer—Six months' experience, 2 and 4 stations, acting technician. Presently employed. Box 609F, BROADCASTING.

Engineer—First phone, Veteran, will travel. No experience. 2 years TV service experience. Box 608F, BROADCASTING.

Production-Programming, others

Young Univ. of Missouri graduate seeks opportunity with station, agency, or package, as writer-producer and eventually producer. Box 609F, BROADCASTING.

For Sale

Stations

Florida exclusive independent. Desirable, fast-growing market. Basic net income, $35,000 down buys exclusive Texas independent with real potential. Priced to sell quickly. Box 609F, BROADCASTING.

Rural Wisconsin network outlet. Can be bought for $49,000, plus $3,000. Valuable real estate and accounts receivable. Box 608F, BROADCASTING.


Equipment, etc.

Gates 250-C transmitter, Gates limiter, GR frequency and modulation monitors, tuning unit. Used. Proven to be good service. Available thirty days. Best offer. Box 611F, BROADCASTING.

Fairchild professional recorder, guaranteed in excellent condition. Less than one-half retail price. Box 608F, BROADCASTING.

For sale. Equipment in first-class shape, used. Western Electric 1 kw type T1 amplifier, 3-type 270-A and 1-type 270-A W.E. tubes, 1-GE. power transformer, 2 Westinghouse power condensers and 1 Westinghouse 25 Henry. Any reasonable offer considered. Box 611F, BROADCASTING.

For sale. FM WE WB-2 complete, spare 10 kw transmitter. Never unrated. H. Edwin Kennedy, Wilmar, Minn.

KOA CHANGES

Five Major Departments Set

MAJOR reorganization at KOA Denver has been announced by Lloyd E. Yoder, general manager. Under the new setup, conforming with recent operational changes made by NBC, KOA will have five major departments with managers of each serving under Mr. Yoder as the management staff.

Mr. Yoder said the following have been designated as the KOA departments: Dale Newbold, controller's department; Robert Owen, assistant general manager, as head of engineering and integrated services; Berry Long, as sales chief, including promotion and advertising; Earle Ferguson, program department manager, and William Day, news, special events and public affairs.

Included in the news, press and public affairs setup are Donald Peach, supervising agriculture activities, and Lewis W. Davis, press supervisor. Donald Allen has been named KOA supervisor of public affairs to the program department as a production director.

Reorganization became effective July 1. "Under this new and streamlined organizational setup," Mr. Yoder said, "we will be able to operate more efficiently than in the past and thus be of greater service to our listeners and to our clients."

PATCHOUGE AM
Proposed Grant Issued

DESPITE four deviations from FCC engineering rules, proposed new AM station at East Patchogue, N. Y., on 1370 kc with 500 w day time, received recommended grant in an initial decision issued last week by the FCC. The permittee of WFSS (FM) Coram, Suffolk County, Long Island is JDK Broadcasting Corp., operator of WNYX, Patchogue.

FCC Hearing Examiner J. D. Bond ruled to grant the Suffolk Broadcasting Corp., permittee of WFSS (FM) Coram, Suffolk County, Long Island the new AM station.

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July 6 Decisions

BY COMMISSION EN BANC

CP Granted

Sarkis Tarzian Inc., Bloomington, Ind., for 90.05 for 5 experimental mobile radio stations to be linked during installation of microwave relay equipment to a tower at station.
Frequency 37.25 mc is assigned.

Modification Granted

KFAA, Albuquerque, N.M.—Granted mod. CP to change location of station, now operating at 4430 W. Tulane, to 8100 W. Gulf, to change frequency from 37.6 mc to 37.52 mc to 26.35 mc.

Hearing Designated

WMFO, Miami, Fla.—Designated for hearing in Washington Dec. 15 on application from WRMA to change frequencies from 1450 kc to 1450 and 2180 kc.

KPRR, Austin, Tex.—Denied application for temporary license to transmit.

Hearing Dismissed

KBFV, Oregon City, Ore.—Dismissed on motion of McPherson, providing 30 minutes for station.

Extension Granted

KNX-FM McPherson, Kan.—Granted extension of authority for period ending Dec. 31, 1965, for station, now operating at 140.71 mc.

The Secretary

Following CP's, now docket extended on temporary basis to Sept. 1: KTVT, Dallas, for amended CP license.

Address inquiries to

Enforcement Division

RCA Institutes, Inc.
A Service of Radio Corporation of America

One of the leading and best known industrial research centers in the U.S.

Address inquiries to

801 Tennessee Street, N.W.

Washington, D.C.

550 W. 4th St., New York 14, N.Y.

Gould Reviews Programs

JACK GOULD, radio editor of the New York Times, last week instituted a radio and television program review column to provide timely criticism of premiere performances. The reviews appear in Times the day after the broadcasts they cover. The feature will be carried whenever the number of premières warrants, it was said. Program reviews are not an innovation with the Times, which for years has expended lengthy ones in its Sunday editions.

July 6 Publications

AM—590 km

KAL Sacramento, Cal.—Granted new CP to new station to change frequencies from 900 kc to 1100 kc.

Modification of CP

WDWM Superior, Wis.—Mod. CP to change frequency, increase power, etc. for extension of completion date.

KLRP Ephrata, Wash.—Mod. CP to new station for extension of completion date.

(Continued on page 76)
Docket Actions...

INITIAL DECISIONS
East Patchogue, L. I., N. Y.—Announced initial decision by examiner H. B. Robson, on petition of Sunrise Broadcasting Corp., new station on 1150, 50 kw, fulltime, to be located at 100 Friendship Dr., Mastic Beach, N. Y. (Continued from page 21x728, 3rd page).

NON-DOCKET ACTIONS
AM GRANTS
WPSA Fort Payne, Ala.—Granted switch in facilities from 1290 kw to 580 w.

FCC Actions
(Continued from page 76)
TENDERED FOR FILING
AM—790 kw
KFBF Fairbanks, Alaska—Mod. CP new AM station to change from 1290 kw to 790 kw.

K纥 2557

Sell
Ohio's third largest market
with

5,000 watts AM and
50,000 watts FM

WFMJ

1390 AM - 105.1 FM
Youngstown, Ohio

Headley-Reed Co.,
national representatives

Page 76 • July 10, 1950

Box Scoote

SUMMARY TO JULY 6
Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
<th>Licensed CPs</th>
<th>Condl. Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM stations</td>
<td>2,128</td>
<td>2,118</td>
<td>184</td>
</tr>
<tr>
<td>TV stations</td>
<td>106</td>
<td>46</td>
<td>64</td>
</tr>
</tbody>
</table>

Two on the air.

OPERATIONS SUSPENDED
KOZY Kansas City, Mo.—Commercial application for 50 kw extension to remain silent.

DELETONS
ONE AM and three FM authorizations reported deleted by FCC last week. Total to date since Jan. 1: 239 FM, 72 TV.


ORDERS
WJFB Poughkeepsie, N. Y., Granted application for additional 50 kw at 1420 kw.

NEW APPLICATIONS
AM APPLICATIONS
Carrolton, Ala. — Pickens County Beutco, Inc., new AM station to operate at 1100 kw.

M.A. Macarthur, Jr., Austin, Tex., Granted application for FM station to operate at 107.5 mhz.

AM GRANTS
WFVA Fort Wayne, Ind.—Granted switch in facilities from 1290 kw to 790 kw.

FCC roundup
New Grants, Transfers, Changes, Applications
Antenna Rules

(Continued from page 84)

assumed to be designed to help expedite aviation clearance of tower proposals, FCBA also urged that time limitations be fortified by action by the aviation committees.

The briefs by Mr. Segal for the several television applicants stated that if the rules are lawful "there is grave doubt that any limited coverage can be rendered in the television service which would satisfy the technical requirements of the Commission, the needs of the public and, at the same time, be favorably processed by any of the multifarious extraneous agencies which would be admitted into the administration of Part 17."

Reasonable painting and lighting of those structures which may be a hazard is specifically authorized by Sec. 308(a) of the Communications Act, FCC was told. "Proposed Part 17 goes further than the statutory authorization and attempts to establish a policy looking toward the denial of application for construction permit on the basis of aeronautical considerations," Mr. Segal asserted. He said Part 17 further transcends authorization given FCC in that it effect "provides for dispositive judgments of the Commission based upon the uncontrollable determinations of persons who are not members of the FCC."

Excessive economic burden on applicants was seen by Mr. Segal in possible necessity to option multiple sites in order to secure approval of one tower location.

In the ARRL brief, seeking exclusion of amateurs from the provisions of the rules, Mr. Segal pointed out that otherwise many unusual hardship cases could result.

CBS told FCC the rules "appear in general to provide substantial improvement over the currently followed procedure" and offered only a few minor modifications.

Other comments were filed by: Western Union, RCA Communication Inc., Central Committee on Radio Facilities of the American Petroleum Institute, Crouse-Hinds C., United States Independent Telephone Asso., Air Transport Asso., America Line Pilots Asso. and American Telephone & Telegraph Co.
**CBS STAFF ABSORBS HAUSSMAN'S DUTIES**

DUTIES of Howard L. Haussman, who has resigned as CBS vice president in charge of personnel relations, are being absorbed by other executives at least temporarily.

Mr. Haussman's resignation, abrupt and un-expected, was understood to have been caused by personal differences with company policy. He has been network's labor expert for several years, conducting its most important union negotiations.

Robert Kalaedjian, CBS employment manager, is expected to take over personnel duties, with other CBS executives lending hand on labor matters.

**COMMUNICATIONS ROLE IN DEFENSE REVIEWED**

COMMUNICATIONS could be "weak link" as "nerve center" in nation's civil defense blueprint without full cooperation from allied industries, Paul J. Larsen, mobilization office director, told Armed Forces Communications Assn. in off-the-cuff speech Thursday night. He said board hopes to have "master" communications plan ready in September (early story page 17).

Mr. Larsen aired a proposal for training of civil defense personnel to educate public on safety measures through radio, television and other media. Training program probably would take at least year, he added.

**PROGRESS IN NARBA NEGOTIATIONS ENDORSED**

APPROVAL in principle of progress to date toward Third North American Regional Broadcasting Agreement was pressed on radio and television representatives at Friday and government representatives at Friday at State Dept., Washington. Meeting for informal preview of further NARBA conference there Sept. 6, group outlined tentative plans for aid to U. S. delegation under FCC Coltin, Rosel H. Hyde.

Review of Montreal session last fall and U. S.-Cuba talks earlier this year in Havana was given by Comr. Hyde who set up three committees to prepare data for U. S. group.

Committee on Standards is to consider propagation measurement curves, which proved too complex for many participants; 650-mile protection rule, political issue with Cuba; and answer to possible Mexican suggestion for 9-ke separation of channels.

Committee on Interference is to get usable information on interferences to U. S. operations being caused by improper operation of foreign stations. Committee on Existing Facilities is to get cost data and other facts on efficiency of U. S. channel use as achieved by best engineering techniques, plus cost data on possible simplified arrangements, including some directional arrays. Second meeting set for mid-August. Committee nominations:

- Committee on Standards: Edgar Vandiveere, FCC chairman; Smith, Usher Broadcasting Co., Cleveland; Ralph Harmon, Westinghouse: Ward Quail, Clear Channel Broadcasting; G. F. Leydorf, WJR Detroit; William Bennis, consulting engineer.
- Committee on Interference: T. A. M. Close, consulting engineer; James Parker, CBS; John Preston, ABC; William Duttara, NBC. Committee on Existing Facilities: James E. Harre, FCC chairman; Dwight Myer, Westinghouse; Herbert Barlow; Werner Koenig, Chicago; and Messrs. Leydorf, Parker, Preston, Duttara and Craven.

**CIVIL DEFENSE PLANNING DISCUSSED AT CONFERENCE**

CLOSED discussions Friday among broadcasters, NSRA officials and representatives of RCA, FCC, Defense Dept., common carriers and American Radio Relay League explored problems in communications civil defense planning (early story page 17).

Among topics aired, it's understood were: (1) Signals transmitted by sub-audible or coded frequencies; (2) radio silence (on which military leaders reportedly are undecided); (3) standardization and design for electronics equipment (with appointment of special committee directed); and an emergency "disaster" network with use of 1760-1890 kc band (now being studied by FCC); (4) role of radio amateurs as links between regional-state civil defense offices; (6) use of single monitoring stations, as has been done during World War II) for alert purposes; (7) and primary and tertiary networks comprising telephone and broadcast stations.

**TWO NAMED HOOPER VPs**

DOROTHY M. BEHRENS and Edythe F. Bull elected vice presidents of C. E. Hooper Inc. Miss Behrens, with Hooper organization since 1935, has been publisher of all audience reports since 1947, a position she retains. Miss Bull has supervised special surveys of firm since 1938.

**CBS LEADING IN TV SPREAD**

CBS now leads NBC in TV spread with 7 networks, compared to 6 for NBC. NBC is behind CBS in spread but has made up some ground in 1950.

**CLOSED CIRCUIT (Continued from page 4)**

League club owners meet prior to All-Star game. Moguls mainly concerned over wide spread in fees charged for pay-play telecasts.

ISSUE provoked over baseball re-creations on Liberty Broadcasting System, via complaint filed by Philadelphia Athletics operator MBS-outlet KTHT, Houston, will in-voice Mutual when Liberty shortly files reply with Commission [BROADCASTING, July 3]. Liberty will contend its position no more vulnerable than that of MBS with its delayed baseball shows.

FFC's "Rule of 5," limiting station ownership in single entity to five markets, expected to stand for foreseeable future. This, however, does not preclude ownership of minority inter-ests in maximum of 10 stations by single firm.

CORNER-CUTTING was in order at NAB headquarters last week in effort to get ballot- ing completed for District 17 directorship nominations prior to Aug. 14-15 meeting at Seattle. Further mail nominations but director decides if election will be by mail or at district meeting. Despite mail nominating, more names can be submitted from floor for successor to Harry R. Spence, KXRO Aberdeen, Wash., who's ineligible to run again.

TV FILM MUSIC committee Friday decided to bide its time rather than demand immediate conference on use of live musicians in making films for TV with APF President James C. Petrillo, who has ignored committee's request for meeting. Mr. Petrillo unofficially has let it be known that he does not favor committee proposal and plans to work out some plan for musicians in film work, with 60% of that scale being paid if films are to be used on TV only, and no royalties. Individual TV deals made by union with few small film companies call for scale plus royalties.

SCHLITZ BREWING Co., through Young & Rubicam, New York, will probably place its Publicity Theatre on ABC-TV if network can cline "marketing pattern." If not DuMont network will get program. Definite decision this week.

BET gained reportedly successful results of its six-week participation in NBC-TV Saturday Night Rescue last spring, Speidel Watch Bands, through Sullivan, Stauffer, Colwell & Bayles, New York, planning fall television network show. Speidel has dropped its segment of radio version of Stop the Music on ABC.

HUDSON MOTOR Co., through Brooke, Smith, French & Dorrance, New York, about to sign contract to sponsor half-hour television show dramatizing Billy Rose columns Tues-day night on ABC-TV, starting in October.

MARSHALL GRANT, head of Marshall Grant Productions and formerly producer with Universal Pictures, expected to join Ruthrauff & Ryan as executive producer of TV films. Will probably work out of agency's Hollywood office.

**N.Y. STATIONS TO MEET**

EXECUTIVES of most New York radio sta-

ons expected to attend meeting Thursday, called by R. C. Maddux, vice president in charge of sales of WOR New York, to pro-

pose unified promotion campaign for radio in New York. Mr. Maddux will urge coopera-

tive effort among stations to sell radio as still powerful medium despite television concentra-

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