WOR is the greatest audience-building, sales-producing, habit-forming station in America!

This is proven in a startling new booklet which you may have received. If you haven't, a postcard, telephone call, or letter, will bring you the proof.

The address is WOR that power-full station at 1440 Broadway, in New York

LOngacre 4-8000
and the substantial family people of Midwest America are called to Church...for religion is deep-rooted in the small towns and farming communities that dominate the Midwest...and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...

CHURCH BELLS RING...and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
We at WOAI are proud of the great Southwest . . . we're proud of the part WOAI plays in Telling and Selling the folks who listen to us three or more times weekly as shown in the new BMB survey. In the 480 counties where families listen to WOAI regularly at night, live 9,281,000 people. Last year they spent nearly six and one-half billion dollars over retail counters. The 217 counties which report regular daytime listening have 4,770,000 people who spent over three and one-quarter billion dollars. You need a BIG salesman to reach the BIG Southwest. These earning and spending people have the WOAI listening habit! To sell the great Southwest use WOAI. Call Petry.

Market Data Corp. 1950
Sales Management Survey of Buying Power; further reproduction not licensed.

Represented Nationally By
EDWARD PETRY & COMPANY, Inc.
New York - Chicago - Los Angeles
St. Louis - Dallas - San Antonio
Detroit - Atlanta
FIRST emergency measure, if any, to be invoked by President Truman, according to usually well-informed sources, will be in price, wage and job spheres to nip inflationary spiral before mobilization and industrial conversion begins. Presumably prices, wages and job assignments would be frozen.

NAME MOST frequently heard as successor to Maurice B. Mitchell, who leaves NAB's Broadcast Advertising Bureau Aug. 15 to join NBC's executive AM sales staff (see story page 15) is Eugene S. Thomas, general manager WOIC (TV) Washington, sale of which by Macy organization to Washington Post-CBS (WTOP Inc.) now awaits FCC approval. Mr. Thomas slated to return to WOR-TV New York executive staff. It is known, however, that NAB top command look favorably upon his 15 years experience in WOIC organization as fitting him admirably for Mr. Mitchell's succession.

NATIONAL census figures showing radio and television homes to be available in December, based on Census Bureau sampling of housing data. Provisional total to be broken down by North, South and West divisions. State and county radio-TV homes to be announced in mid-1961.

GENERAL FOODS (La France), through its agency, Young & Rubicam, New York, preparing spot announcement campaign starting Aug. 3 for four weeks, using mostly women's participation programs.

NOW AT BAT before FCC, in executive session, is color TV issue. When that's disposed of—by Aug. 1 it's hoped—Commission will consider Transit Radio case and related issues involving storecasting, Musak, etc. Staff report which won't necessarily be followed, gobbles over whether these PM off-shoots actually constitute "broadcast service" within terms of act, with tendency to veer toward view that most of them are not performing service for which they were licensed.

P. SCHUMACHER & Co., New York (fabrics), preparing participation program radio campaign using 18 stations in as many markets, for eight weeks starting early in September. Lawrence Boles Hicks Inc., New York, is agency.

WHILE FCC proceeds on "business as usual" basis, it's no secret that Commission level is concerned about money and manpower. Facing 10% cut in its $6,625,000 recommended budget, along with move in Senate to superimpose second 10% slice, FCC would have to further sharply reduce what it regards as an already under-staffed organization. Moreover, large percentage of its engineers and lawyers are in military reserve subject to call in event of mobilization.

NEXT defense move, from broadcasting standpoint, may be appointment by NAB of board.

BROADCASTING TELECASTING

Upcoming

Aug. 7-8: NAB FM Committee-Station meeting, NAB Hqrs., Washington.
Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 25)

Business Briefly

ALL STARS BROADCAST • Wilson Sporting Goods Co. and General Mills plan joint broadcast of football game between College All Stars, Nov. 11, 9:30 p.m. EDT, on MBS.

GRUEN SPONSORS • Gruden Watch Co., Cincinnati, sponsors Blind Date on ABC-TV, Thursday, 9:30-10 p.m., beginning Sept. 29. Agency, Stockton, West, Burkhart Inc., Cincinnati.

WAFF NAMES • WAFF Chicago, 1 kw 590 kc, has appointed John E. Pearson Co. as station representative, effective immediately.

DAIRY SIGNS • American Dairy Assn. (fluid milk and cream) to sponsor 7-7:30 p.m. CDT portion of hour-long Paul Whiteman TV Teen Club on ABC-TV beginning Aug. 26. Agency, Campbell-Mithun, Chicago.

NEW ENGLAND POPULATION UP 10.3% FROM 1940

FIRST REGIONAL report by Census Bureau shows gain of about 10.3% in population of six New England states between 1940 and 1950. New England's population figure rose from 8,497,290 to 9,305,767. Breakdown, showing 1940 comparison to 1950, follows: Connecticut, 1,709,242 to 1,994,818; Maine, 587,228 to 670,205; Massachusetts, 4,315,712 to 4,711,763; New Hampshire, 491,024 to 529,881; Rhode Island, 713,846 to 786,224; Vermont, 359,231 to 376,786.

New York's total city-limit population climbed from 7,454,985 in 1940 to 7,841,610 in 1950, population figures for U. S. cities disclosed. Data for other cities over 100,000, supplementing figures in BROADCASTING, July 10, follow for 1940 and 1950, respectively (incorporated limits only): Pittsburgh, 671,668 to 763,786; San Antonio, 253,864 to 405,973; St. Paul, 287,786 to 310,155; Wichita, 114,966 to 185,374; Albany (N. Y.), 130,877 to 134,382; South Bend, 101,289 to 115,402.

NO SERIOUS CUTBACK SEEN IN RADIO-TV PRODUCTION

MILITARY's Korean war needs for electronic equipment and component parts probably will be met "without serious cutbacks" in radio-TV civilian production, Robert C. Sprague, president, Radio-Television Mirror Assn., said Friday. Overall requirements not expected to exceed 20% of industry output—may be only 10% to 15%—according to present estimates.

Noting that entire resources of industry would be required in event of all-out mobilization, Mr. Sprague felt it is "far better prepared" than at outbreak of last war. He cited expansion, particularly in component field, due to TV sales jump.

Mr. Sprague's statement issued following military procurement conferences with military officers and officials of National Security Resource Board. Meetings held August 11, 12 and 13, covered preliminary plans for voluntary cooperation of manufacturers in expediting program. Further discussions to be held as military needs crystallize, RTMA said.
From the 1948 Census of Business, recently released, advertisers can learn a vital lesson about Pittsburgh and its metropolitan area. The Census shows that in the Pittsburgh market, **more than in any other**, the areas outside the city are important to reach. Figures tell the

<table>
<thead>
<tr>
<th>Market Area</th>
<th>&quot;In City&quot; Sales</th>
<th>&quot;Outside&quot; Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>63.4%</td>
<td>36.6%</td>
</tr>
<tr>
<td>Chicago</td>
<td>72.6%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Detroit</td>
<td>69.1%</td>
<td>30.9%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>44.3%</td>
<td>55.7%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>62.9%</td>
<td>37.1%</td>
</tr>
<tr>
<td>Washington</td>
<td>74.8%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

story: in 1948, when "in city" sales hit a walloping total of $871 million, "outside" sales exceeded $1,096 million.

Why settle for less than a **complete advertising job in this**. the nation's sixth market? Obviously, you need a station with the power and the popularity to get your message across to the buyers in that big 55.7% of the market outside the city limits.

That station, unquestionably, is KDKA... one of the nation's great stations!

For details on KDKA's sales performances, and on availabilities, write or telephone to KDKA or to your Free & Peters representative.
Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

Sensational Campaign — from buttons to gams—its breaking traffic records! This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

 get the story...

How just one announcement brought...

10,000 REQUESTS FOR "CISCO KID" MASKS

Frederic M. ZIV
Radio Productions
579 Madison Ave., Cincinnati 9, Ohio

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices,
870 National Press Bldg., Washington 4, D. C.
Telephone ME 1023

IN THIS BROADCASTING...

Radio Broadcasts for the Week...

1950

DEPARTMENTS

Agency Beat 8 New Business 13
Advertisers 14 On All Accounts 14
Allied Arts 36 Open Mike 23
Editorial 39 Guest Op-Eds 10
FCC Actions 62 Programs, Promotions, Features 10
FCC Bulletin 68 Promotions 59
Feature of the Week 12 Strictly Business 12
Front Office 32 Upcoming 25

WASHINGTON HEADQUARTERS

SOL TAIHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank M. Beatty, Rufus Krater, Associate Editors; Fred Fitzgerald, News Editor; Tyler Nourse, Jo Hasley, Assistant to the News Editor. STAFF: David Berlyn, Lawrence Christopher, Larry Cross, Tom Hynes, John Ostrom, Ardenbelle Williamson, EDITORIAL ASSISTANTS: Pat LeBlanc, Ann Jones, Pat Rowat, Doris Lord, Linda Doris, L. Nance, Gladys L. Rall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; William B. Lewis, Assistant Advertising Manager; George E. Dant, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schad, Advertising Secretary; Phyllis Steinberg, News Editor. STAFF: Florence L. Manning, Advertising Director; Frances M. Miller, Auditor and Office Manager; Eunice Weston.


NEW YORK BUREAU

480 Madison Ave., Zone 22, Plaza 6-2335, EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

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

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, 8Em phased 8181; David Dickens, West Coast Manager; Ann August.

TORONTO

17 Harbour Commission, ELgin 6773; James Montague.

Broadcasting magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting. The News Magazine of the Fifth Estate. Broadcasting was acquired in 1932 and Broadcast Reporter in 1933.

Reg. U.S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting
Tower on KSRO Hit By Plane

Two navy fighter pilots from the Aircraft Carrier Boxer narrowly escaped injury yesterday in two separate mishaps at Santa Rosa Naval Air Base.

Yesterday morning a VT-3 fighter piloted by Ens. J. P. McCarthy brushed a wing against one of Radio Station KSRO's 194-feet high transmitter towers. The impact sent approximately eight inches of the plane's wing—aluminum, fabric and landing lights—fluttering to the ground.

The aircraft, however, did not go out of control. The pilot zoomed close to the ground, apparently discovered the plane was still navigable, and turned towards his Alameda Naval Air Station base. Two companions flew a protective escort at his side.

AT APPROXIMATELY 3 p.m. a similar type fighter ground-looped and was badly damaged as it set down for a landing at the Santa Rosa strip.

The pilot, Lt. (j.g.) J. G. Rickel, was uninjured except for minor scratches. The earlier mishap bent about 10 feet of the KSRO tower but did not force the station off the air. In fact, station attendants were unaware of the accident until mid-afternoon when shifts were changed and nearby residents carried over some of the wing pieces that fell from the plane.

Note particularly the last paragraph of this interesting news story, giving the details of an accidental and impressive test of Truscon Radio Tower strength.

Ability to stand up under the most unusual operating conditions is a characteristic of Truscon Towers of Strength. Throughout the world these strong, sturdy fingers of steel are setting new performance records. Truscon draws upon this background of world-wide experience to engineer and erect exactly the type of tower needed for each particular operating and geographical condition. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.
IN THE U. S. HEMPSTEAD IS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd</td>
<td>Net INCOME PER FAMILY</td>
<td>$8,799</td>
</tr>
<tr>
<td></td>
<td>Net INCOME PER CAPITA</td>
<td>$2,512</td>
</tr>
<tr>
<td>17th</td>
<td>TOTAL NET INCOME</td>
<td>$884,271,000</td>
</tr>
<tr>
<td>25th</td>
<td>FOOD STORE SALES</td>
<td>$115,158,000</td>
</tr>
<tr>
<td></td>
<td>($1145 per Family)</td>
<td></td>
</tr>
<tr>
<td>38th</td>
<td>RETAIL SALES</td>
<td>$380,311,000</td>
</tr>
<tr>
<td></td>
<td>($3784 per Family)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>50 KW</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; NETWORK</td>
<td></td>
<td>27.0</td>
</tr>
<tr>
<td>WHLI</td>
<td></td>
<td>26.2</td>
</tr>
<tr>
<td>&quot;B&quot; Network</td>
<td>50 KW</td>
<td>14.3</td>
</tr>
<tr>
<td>&quot;C&quot; Network</td>
<td>50 KW</td>
<td>12.1</td>
</tr>
<tr>
<td>&quot;D&quot; Network</td>
<td>50 KW</td>
<td>9.0</td>
</tr>
<tr>
<td>All Others</td>
<td></td>
<td>11.4</td>
</tr>
</tbody>
</table>

LATEST CONLAN SHARE OF AUDIENCE

DATA SOURCES:
Sales Management—1950.

8:00 A.M. to 5:30 P.M.

BMB Study #2

63% BMB IN HEMPSTEAD

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N. Y.

ELIAS I. GODOFSKY, President

WILLIAM T. JOHNSON, ABC Hollywood writer-producer, to J. Walter Thompson Co., Hollywood, as talent buyer and frame- work writer for CBS Lux Radio Theatre. Replaces HARRY KERR, resigned. LOUIS SILVERS, show's musical director for past 15 years, resigns to enter TV in N. Y. No replacement named.

JESSE LIDE, vice president in charge of sales and advertising General Plywood Corp., Louisville, rejoins McCann-Erickson, Chicago, in executive capacity.


MARK MARTIN, Gardner Adv., St. Louis, to Buchanan & Co., N. Y., as director and executive vice president; JEROME GRODSKY, merging Gerome Adv., St. Louis, with Buchanan, becomes director and executive

on all accounts

"Radio has come a long way," Mark Schrieber, head of Schreiber Advertising, Denver, muses as he reminisces over his pioneer days as "board man," platter-spinner, log-keeper and even floor sweeper at KPUM (now KFOR Colorado Springs).

Mark was only 14 then but he was destined to win recognition as "The Voice of the Rockies" and new laurels for himself in the agency field on the strength of his radio and sales experience.

After a stint as vice president and partner of Ball & Davidson, Los Angeles and Denver advertising firm, Mark last August opened his own agency in Denver.

Behind Mark's success is a career of diversified interests and talents. In fact, his voice is still heard on radio sets throughout the Rocky Mountain empire, describing basketball and football games. Closely identified with Denver sports the past few years, Mark has covered over 500 play-by-play basketball games coast-to-coast, including 10 consecutive National AAU championships, as well as the 1958 Colorado-Rice Cotton Bowl contest for KOA-NBC Denver.

His background also embraces five years of college coaching and public relations work, and a four-year stretch as sports columnist for the Denver Post.

Besides his sports activities, Mark has been closely associated with the sales side of radio during the '40s. He served as salesman at KLZ Denver as well as sports director for the CBS affiliate. In 1941 he moved to KMYR and doubled as sales manager and sports director, helping to build the station to a prominent position in the Denver market.

This relationship last until Mark ventured into the advertising field, with Hall & Davidson where he remained until last August.

Mark heads a staff of 11 people who turn one of the largest quotas of advertising in Denver today. His radio billing alone runs well into six figures with time placed on 35 stations.

A staunch advocate of honest, straightforward radio," Mark holds no false hopes for operators who indulge in PI deals or double or triple spots; or for advertisers who want to test radio's selling impact.

"Radio don't need testing, it proved itself long ago," he remarks.

Mark was born in Burlington, Iowa, in 1914 and was reared in Southern California. He is a golf enthusiast (a leading amateur on the Lakewood Country Club team) and also is becoming an authority on thoroughbred horse racing. In addition, he is business manager of the Denver Chevrolet basketball team and a director of the National Industrial Basketball League.

Mark and his wife Margene, whom he married while in college, have one son Rick, 7.
vice president in charge Midwest operations; KENNETH BUCHANAN, head of public relations Elgin Watch Case Co., to director and vice chairman, and ERNEST KLEIN, associated in fields allied to advertising, to director Buchanan & Co. PAUL GAYNOR, J. M. Hickerson Inc., N. Y., named to Buchanan as vice president.

GEORGE A. FLANAGAN, copy supervisor on Decca Records Inc., Texas Co., and other accounts at Cunningham & Walsh, N. Y., named copy chief all general business.

WALLACE H. WULFECK, research director-vice president Federal Adv., N. Y., to William Esty, N. Y., as vice president.

MEL KAMPE, promotion manager, WIL St. Louis, to join Lindell Adv., same city, as production director.

GEORGE A. McMorran appointed office manager and assistant comptroller Cunningham & Walsh Inc., N. Y. With firm and predecessor, Newell-Emmett Co., since 1941.

ELY A. LANDAU, TV head Moss Assoc., N. Y., to Emil Mogul, N. Y., as head of TV department.

LEON MEADOW, copy supervisor, Hanly, Hicks & Montgomery, to Ted Bates & Co., N. Y., copy staff.

JOHN P. BERESPORD, sales manager, Taylor-Reed Sales Corp., N. Y., to Cecil & Presbrey Inc., N. Y., as account executive.

JOHN FREESIE, head motion picture production Young & Rubicam, N. Y., appointed technical director TV commercials.

THEODORE D. SIEGEL and PAUL T. SPRINZ, with Blaker Adv. Agency, N. Y., since 1913 and 1915, respectively, continue with Dowd, Redfield & Johnstone, its successor, as account executives.


MARION LAW Jr., head public relations department Budd Co., Phila., to Hewitt, Ogilvy, Benson & Mather, N. Y., as public relations director.

JIM TAYLOR, producer-director WBKB (TV) Chicago since 1947, to Ruthrauff & Ryan's Chicago video department.

PAUL A. CAREY, copywriter Fletcher D. Richards, N. Y., copy department Geyer, Newell & Ganger, N. Y.

FRANK COCCO to E. J. Lush Inc., New Haven, Conn.

RICHARD W. SMITH, account executive and branch manager Griswold-Eshleman Co., Louisville, to Doe-Anderson, same city, as account executive.

DON FRANCISCO, vice president J. Walter Thompson Co., N. Y., named general chairman managing committee for national essay contest for high school students sponsored by Advertising Federation of America.

PAUL FRANKE, account manager, Dan White & Assoc., El Paso, resigns to join Republic National Bank, Dallas, heading advertising section.


PEARSON ADV. Inc., N. Y., moves to 250 Park Ave.

H. V. Kaltenborn

Undoubtedly the dean of American news analysts—a regular habit with millions of listeners coast-to-coast—perfect vehicle for your commercial messages and now... .

Co-op in Rochester

to reach Western New York’s richest market—a unique combination of highly paid industrial and professional workers and a 15-county area of prosperous farm land—

On the No. 1 Station

WHAM—the 50,000 watt clear-channel station which provides BMB primary coverage of 15 counties—dominant superiority over any other Rochester station—plus “bonus” secondary coverage which draws mail from 23 states.

Available in September

Three times weekly: Mondays, Wednesdays and Fridays, 7:45 to 8:00 P.M. Put this powerful program on your fall plans NOW—and see your George F. Hollingbery Co. representative for full details.

WHAM

Basic NBC—50,000 watts—clear channel—1180 kc
17 new advertisers on ABC-TV

Business is booming at ABC Television... 17 brand-new sponsors, 17 exciting new shows, in less than two weeks! Look at this list!

**IRONRITE**
(BROOKS, BROWN, FRENCH & DOWNING)

*Hollywood Screen Test*
7:30 - 8:00 Mon.

**THE CHRYSLER SALES DIVISION OF THE CHRYSLER CORPORATION**
(MURPHY, BURKE & BURKE)

*Treasury Men in Action*
8:00 - 8:30 Mon.

**GREEN GIANT CO.**
(LEO BURNETT)

*The Art Linkletter Show*
7:30 - 8:00 Fri.

**GRUEN WATCH CO.**
(STOCKTON, WELSH & WURTH)

*Blind Date*
9:30 - 10:00 Thurs.

**ARTHUR MURRAY DANCE STUDIOS**
(THEODORE HOLLIS & SONS)

*Party Tunes at Arthur Murray's*
9:00 - 9:30 Thurs.

**Phamo-Craft Corp.**
(American Safety Razor Corp.)
(THEODORE HOLLIS & SONS)

*The Sugar Bowl*
9:00 - 9:30 Mon.*
*alternating weeks
feature of the week

MANY radio stations try to attain a home-like appearance, but KRLD Dallas’ studio in Fort Worth, Tex., is a step ahead. It not only looks like a home but is one to W. H. (Hal) Noble, Mrs. Noble, and their huge Persian cat. They are the residents of the gray-green frame house on Fifth St. which has carefully weeded flower beds, a cool side porch shaded by a large hackberry tree, an old fashioned door with brass knocker—and a broadcasting studio.

Mr. Noble, who is 76, first visited the house 70 years ago when an aunt lived there. But it became a new experience when Tom C. Groch, chairman of the KRLD board, invited him to live in the house as the station’s representative. Having retired after 30 years with The Texas Co., Mr. Noble knew little about radio, but in the five years he has been associated with the home-studio he’s picked up a lot of know-how.

The broadcasting studio consists of two microphones and an office with control panel and is used when KRLD broadcasts originate from Fort Worth. A principal duty of Mr. Noble is to answer queries on the telephone, a pastime that can become quite a job when, for example, KRLD had transmitter trouble and was off the air for 55 minutes. During that time, 75 persons called Mr. Noble asking for the cause of the trouble as well as the usual information as to when the station would be back.

O LIVER B. CAPELLE, sales promotion manager of Miles Labs, Elkhart, Ind., is convinced that radio is a powerful medium. He was convinced back in 1935 when Alka-Seltzer was airing its original show, the National Barn Dance, on the Blue Network. In a facetious moment Mr. Capelle wrote a verse about a June bride, and comedian Uncle Ezra read it on the air, offering a copy gratis to anyone writing in. Request for 18,000 copies of the ditty was adequate testimony to Mr. Capelle of the far reaching effect of radio advertising.

Before moving to Elkhart, Oliver Capelle had spent all of his time in Boston, Cleveland and New York. He left an account executive’s office with Fuller & Smith & Ross to fill the post at Miles Labs.

As a sideline to his Miles job, he originated the comedy show Thank You, Stu & Su, and with the scripter, Al Barker, wrote it for a year. It ran transcribed on 80 stations. The leading comic on the show was Al Peary, now known to all as “The Great Gildersleeve.”

In Quizmaster Role

Mr. Capelle had a fling at stock acting himself when a lad, and never quite got over it. In February 1946 Joe Kelly, quizmaster of the Miles Quiz Kids program, took sick and had to relax in Florida. Modestly, Mr. Capelle suggested to Jeff Wade of the Wade Agency, that he could do the job himself. The idea did not seem to meet with wild enthusiasm, but while listening to the program, which in turn had been given to John W. Vandercook, Tom Brennenman and Victor Borge, Mr. Capelle heard the announcer sign off by saying: “The quizmaster next week will be Oliver Capelle.”

Mr. Capelle took his assignment like a trooper and plaudits from people he hadn’t seen in years made the stunt worth while.

Mr. Capelle is married to Blanche Crichett of Barrington, N. H. He lays claim to the best rose garden in Elkhart; and has a Persian cat named Princess Penelope. He is a past president of the Kiwanis.

Most of his time is spent on the company’s Alka-Seltzer and Tabarin advertising, but he carries the sales for all Miles’ products. The booming sales charts prove how well he is doing that job.
new business

LUDEN'S Inc., Reading, Pa., will allocate fall broadcasting media budget one-third for TV and two-thirds for radio. Agency: J. M. Mathes Inc., N. Y.

CALVARY SOCIETY Inc. (Calvary Stations of the Cross devotional beads) appoints Ray McCarthy Adv. Service, N. Y., to direct advertising. Spot radio will be used.

CORNELL FILM Co., N. Y., distributor of Hollywood-produced home, TV and educational movies, appoints Shappe-Wilkes Inc., N. Y., as agency. Radio will be used.


BURTON-DIXIE Corp., Chicago (Slumberon mattress), may place spot TV schedules in three or four markets in fall. TV programming considered also. Agency: Turner Adv., Chicago.

Network Accounts...


AMERICAN SAFETY RAZOR Corp. and PHARMACRAFT Corp. reschedule Chico Marx Sugar Bowl, ABC-TV, originally planned to begin Thurs., Oct. 5, to Mon., 9-9:30 p.m., starting Oct. 2. Agency for both: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago, will sponsor Americana Martin Stone Production package, starting Oct. 1, Sun., 5:50-6:00 p.m. on NBC-TV. Agency: Sherman & Marquette, Chicago.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor TV version of Beulah starring Ethel Waters on ABC-TV starting in October. Series will be filmed in N. Y. under direction Dancer-Fitzgerald-Sample and production will be done by Pictorial Productions Inc.


CIGAR ENJOYMENT PARADE, N. Y., for cigar industry, to sponsor Wrestling Interviews from Ringside on 15 ABC-TV stations starting Aug. 30. Five-minute show to be telecast Wed. night after wrestling from Chicago arena, and will sign-off each station. Agency: Wesley Assoc., N. Y.

Adpeople...

RICHARD E. ST. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HortON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising. G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.

Adpeople...

RICHARD E. ST. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HortON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising. G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.

Network Accounts...


AMERICAN SAFETY RAZOR Corp. and PHARMACRAFT Corp. reschedule Chico Marx Sugar Bowl, ABC-TV, originally planned to begin Thurs., Oct. 5, to Mon., 9-9:30 p.m., starting Oct. 2. Agency for both: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago, will sponsor Americana Martin Stone Production package, starting Oct. 1, Sun., 5:50-6:00 p.m. on NBC-TV. Agency: Sherman & Marquette, Chicago.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor TV version of Beulah starring Ethel Waters on ABC-TV starting in October. Series will be filmed in N. Y. under direction Dancer-Fitzgerald-Sample and production will be done by Pictorial Productions Inc.


CIGAR ENJOYMENT PARADE, N. Y., for cigar industry, to sponsor Wrestling Interviews from Ringside on 15 ABC-TV stations starting Aug. 30. Five-minute show to be telecast Wed. night after wrestling from Chicago arena, and will sign-off each station. Agency: Wesley Assoc., N. Y.

Adpeople...

RICHARD E. ST. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HortON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising. G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.

Network Accounts...


AMERICAN SAFETY RAZOR Corp. and PHARMACRAFT Corp. reschedule Chico Marx Sugar Bowl, ABC-TV, originally planned to begin Thurs., Oct. 5, to Mon., 9-9:30 p.m., starting Oct. 2. Agency for both: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago, will sponsor Americana Martin Stone Production package, starting Oct. 1, Sun., 5:50-6:00 p.m. on NBC-TV. Agency: Sherman & Marquette, Chicago.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor TV version of Beulah starring Ethel Waters on ABC-TV starting in October. Series will be filmed in N. Y. under direction Dancer-Fitzgerald-Sample and production will be done by Pictorial Productions Inc.


CIGAR ENJOYMENT PARADE, N. Y., for cigar industry, to sponsor Wrestling Interviews from Ringside on 15 ABC-TV stations starting Aug. 30. Five-minute show to be telecast Wed. night after wrestling from Chicago arena, and will sign-off each station. Agency: Wesley Assoc., N. Y.

Adpeople...

RICHARD E. ST. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HortON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising. G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.
LOW COST RESULTS

WITH

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE W-I-T-H STORY
A MOVEMENT that threatens to revolutionize the traditional station-network-station representative relationship and to work major changes in the time buying, time selling habits of radio and television is under way among members of the National Assn. of Radio Station Representatives, Broadcasting learned last week.

In essence, the plan calls for stations to give firm options on choice time periods to their representatives in the same manner as they previously give option time to the networks. Although neither NARSR nor its members have made any official announcement on the subject, Broadcasting has learned from informed sources that the NARSR board, at a meeting in New York last week, adopted a resolution committing the organization to a drive to encourage television stations to set aside choice time for spot programming.

The resolution last week, it was reported, was regarded as a forerunner of future action of similar nature with respect to radio.

Weed Appointed

Joseph Weed, president of Weed & Co., a member of NARSR, was appointed by the board to head a committee which will explore the question of establishing a system of option time for spot programming among radio stations, it was learned.

The situation, as outlined to Broadcasting, can be summarized as follows:

The station representatives have long realized that the firm option time clauses in station affiliation contracts gave the networks an almost insurmountable advantage over the representatives in the sale of program time to advertisers. Whatever the advantages of spot radio in matching advertising coverage to the prospective sponsor's distribution and sales set-up might be, they were usually swept aside when learned that even if he were able to line up good evening time on stations in the markets he wanted to reach, he could be bumped out in short order by the network offer any station a network client for that time slot.

The representatives until recently were unable to make any headway against the network advantages in selling program time. And the trend toward the use of networks for programs, spot for spot, seemed to be hardening into an unbreakable law of time buying, when television entered the picture with an upsetting effect here as it has had on many other traditional radio practices.

Network advertisers have begun to complain loudly and publicly that evening radio time rates in TV cities should be reduced in proportion to the amount that television has cut into radio listening. They still want to use radio time to reach radio's unparalleled circulation, but they dislike the network requirements that they must buy TV markets on the same basis as non-TV markets despite the changed audience set-up in the TV cities.

Opportunity Long Sought

This gives the representatives the opportunity they have long sought. With a growing list of advertisers and agencies who would definitely be interested in using spot radio for their programs if they could be assured of the station time for the duration of their contracts, the representatives are now in a position to ask the stations to give them this assurance. With an increase in the number of evening time periods not called for by the networks, although falling within the network option time blocks, the stations are now in a position to ask the networks to relinquish their options on time for firm sale to spot clients.

Just how this idea will work out, what effects it will have on the whole time-buying, time-selling set-up, it is far too early to tell.

Some NARSR members are extremely enthusiastic about it and report equal enthusiasm on the part of the stations they represent. Others, particularly those whose stations are affiliated with NBC and CBS, are dubious about any immediate change in the present system. They say that they can't sell advertisers and agencies on using spot for evening programs unless they can give them firm time guarantees and that they can't ask stations to risk their network affiliations by demanding network releases to permit them to give those advertisers and agencies to their clients.

(Continued on page 48)

MITCHELL LEAVING BAB

For NBC Position

MAURICE B. MITCHELL, first director of the Broadcast Advertising Bureau, NAB's business-getting adjunct, resigned last Friday to accept a position on the executive sales staff of NBC in charge of new AM business development. He will report to NBC on Aug. 15.

His decision to resign followed several weeks of discussion with NAB executives and key broadcasters most vitally concerned with expansion of BAB. He was importuned to remain with NAB but, it is understood, concluded that his departure would stimulate consolidation of broadcast interests and give new impetus to BAB as the all-purpose selling organization for radio and television.

Mr. Mitchell's salary at BAB is $17,000 per annum. It is presumed his NBC stipend will be in the $25,000 area.

Mr. Mitchell made the decision after a conference with NAB General Manager William B. Ryan last Tuesday in Washington. In a statement issued Friday Mr. Ryan said:

There could be no finer tribute to Mitch's abilities than that reflected in the growth of the Broadcast Advertising Bureau in a period of two years. This growth itself bespeaks the confidence and high regard in which NAB's members hold Mitch, for they've put up the money for the expansion. As all broadcasters in the association know, the bureau is only on the threshold of its development. A pattern has been set for its continuing expansion and a director to replace Mitch and pursue that course must be selected immediately. Doubtless he will come from the broadcasting field. All of us wish Mitch the best of luck in his new and responsible position with the National Broadcasting Company, whose mem-

(Continued on page 16)
Mitch's Pitch-Out

DEPARTURE of Maurice Mitchell from the NAB's Broadcast Advertising Bureau to accept an executive sales post with NBC will come as a shock and a surprise to all segments of radio and TV. Mitch was riding the crest of radio's newest selling wave. He created it. But he found himself caught by the new wave. Since BAB's founding in April 1949, he has done a super-human job of selling, speaking, writing and producing. It's rather plain that he has become weary though he hasn't lost one iota of his enthusiasm for the medium, or for BAB's mission.

We're sorry to see Mitch leave. He exudes inspiration and confidence. He made the newspapers with his magnificent talent. He cut the pattern and did the ground-breaking job with a flea-bite budget. He aroused the ire of some newspapers and newspaper-owned stations because he pulled no punches.

It appears evident that Mitch resigned because he couldn't compete with radio's principles of selling radio and TV against the field. He wanted BAB detached from NAB's apron strings. He felt broadcasters wanted it, but that NAB management and a majority of the board had not and would go along.

NAB's loss in NBC's gain. He'll still be selling radio, but as a super peddler in AM for a top network. Any new business created for any AM entity will redound to the benefit of the medium.

Mitch's departure will bring new troubles for an already troubled NAB. There may be further resignations. It will add a lively topic for the district meetings starting next month.

Mitchell Leaving BAB

(Continued from page 15)

bership in the association assures us that we will continue to benefit from the counsel of the bureau's first director.

President Miller is vacationing at his home in Los Angeles preparatory to the beginning of the district meeting swing, which gets underway in mid-August. It is doubted if Mr. Mitchell will attend any of these district meetings, but he is expected to attend the July 27 session of the board's BAB Committee and counsel with it on BAB affairs.

The 35-year executive has favored complete divorce of BAB from the parent organization. The board, however, has been reluctant to decree this move and failed to authorize for the fiscal year minimum funds deemed necessary for the project by Mr. Mitchell and a group of BAB critics. The authorized budget is in the neighborhood of $170,000, whereas BAB proponents felt the bureau should have been allotted a minimum of $200,000.00.

Wants 'Active Sales'

Citing his desire to get back into "active sales," Mr. Mitchell wrote the following letter of resignation:

Please accept my resignation from the staff of NAB, to be effective at your convenience on or before Aug. 15, 1950.

I know you realize that I leave NAB and BAB with the deepest respect for it. It has been a real privilege for me to have participated in the development of the Broadcast Advertising Bureau and I want you to know that the continued growth and development of this central advertising bureau in the radio industry is one of my sincerest desires.

Two years in trade association work in the advertising field has taken me a long way from the practical realities of selling. I think such absence from the day-to-day toil to reduce the effectiveness of anyone in my kind of work, and it is chiefly for this reason, that I am returning to active radio sales. I am joining the staff of the National Broadcasting Company in work which will permit me to do both new business development in the field of AM network advertising.

I hope you will pass along to everyone at NAB my thanks and appreciation for all of their wonderful help and cooperation during the BAB development period. They are performing a real and valuable service to the industry, and I will continue to hope as I have in the past that an increasing number of broadcasters will avail themselves of their services. I know you will feel free to call on me if I can ever be of any assistance to NAB or BAB in the continuation of their fine work.

Would Complete Assignments

Mr. Mitchell advised Charles B. Denny, NBC executive vice president, that he would join the network after several projects now underway at BAB are complete. It was agreed his resignation will become effective Aug. 15 and that he will join the network on the same date.

An NBC announcement said that he will work with Harry C. Kopf, vice president in charge of radio sales, and will "specialize in developing ways and means for advertisers who have not yet used radio to test out for themselves the power and the effectiveness of network radio."

Mr. Mitchell joined the NAB in September 1948 as director of its Dept. of Broadcast Advertising, after having served as manager of WTOP Washington under CBS ownership (the station now is controlled by The Washington Post, with CBS holding a 45% minority interest). He spearheaded the move to authorize the NAB convention in Chicago in April 1949 and actually got underway in June of last year with a $200,000 budget.

Thereafter, "Mitch's Pitch" became the byword in radio selling. He toured the country, speaking several times weekly before district and state broadcasters' meetings, advertising clubs, sales organizations and to any group who would listen. He sold radio against all media and, in no few instances, aroused the ire of newspaper publishers. His direct and indirect selling resulted in numerous new accounts for radio on national, regional and local levels.

Drew Industry Plaudits

His inspired business forays, with a skeleton staff and a budget of perhaps one-twentieth that of the newspaper and magazine associations, won the acclaim of large and small broadcasters alike, with the approval of the newspaper-owned groups.

The resignation comes just prior to the scheduled July 27 meeting of NAB board members. Mr. Mitchell found himself embroiled in this intraboard controversy.

Original Proposal

Board supporters of BAB first proposed separation in July 1949. President Miller and a majority of the board, however, were disposed to retain BAB as an NAB segment until it could stand on its own feet.

There were other considerations incident to the creation of an independent NAB board. It was a problem of adequate financing of both BAB as a separate organization and the effect of such a separation on BAB.

Mr. Mitchell entered radio in 1946 as press and sales promotion manager of WTOP, at that time entirely CBS-owned. He had been with the Gannett newspapers and at the time he entered the Army was national sales and promotion manager of the Rochester Times-Union.

At WTOP he quickly rose to the post of sales manager. After a week-long tour at CBS Radio Sales in New York he was sent back to Washington by CBS to manage WTOP. He became director of the NAB Dept. of Broadcast Advertising in August 1948. Mr. Mitchell also won the Rock Press Assn. award for best-written weekly newspaper early in his career, while editing the Governor (N. Y.) Tribune Press and also won the national competition award for advertising excellence.

During the war he served in the Army's Armored Command as a tank expert and was mustered out after suffering a spinal injury.

There's no indispensable man. Radio has many good salesmen. Mitch, however, seemed to fit the job like Oliver Wendell Holmes to preside over the Supreme Court, or Babe Ruth baseball.

There may be in this further impetus for the "Congress" or Council of radio and TV which we espouse. That organizational format would permit the independent boards performing as small or as large a service as its subscribers would underwrite, but with an over-riding fee to the parent organization from broadcasters, telecasters, manufacturers, suppliers, representatives, transcribers, and all who live by radio and TV.

It's the kind of union that would bring maximum strength. It would attract the best brains in the business. Think it over.
DEFENSE QUESTIONS

OFFICIAL WASHINGTON last week seemed with activity reminis-
cent of the pre-Pearl Harbor days, with increased talk of reimpres-
sion of World War II, and a rising apprehension among the upper echelons that might strike at both television and radio. Some experts, including former Assistant Secretary of Defense for Information, General O. M. W. Lamplugh, have voiced concern that any large-scale military action could disrupt the television and radio networks.

Radio Control Issue

Radio control was a major issue last week as the FCC declared that all broadcasting stations would be required to maintain a minimum of 30% of their total schedule devoted to news and public service programming. The move was designed to ensure the continued flow of information to the public during times of national emergency.

Pre-Pearl Harbor Overtones Persist

Among those attending the meeting were: William Ryan, Robert K. Richards and Ralph Hardy, NAB; Curtis Plumberg, John Williams, and George Turner, FCC; Robert H. Hinckley, Bryson Rhash, ABC; Frank Faulkner, Earl Gammons and Ted Koop, CBS; Hollis Seay, MBS; William Hedges and William McAndrew, NBC.

The problem of manpower plans and labor shortages was also discussed, with a focus on the potential for a nationalized labor force.

Security Directive

SECURITY MEASURES FOR AMERICAN RADIO AND TELEVISION WERE REINFORCED last week as Defense Secretary Louis Johnson issued a directive to all the military branches (see page 13). Memorandum outlined types of information and data that cannot be used and the limitations to be imposed on such information. The military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.

The administration line is "business as usual." That's the FCC line too. But it's known that the Japs have lifted the freeze on AM, FM, and everything except those services war-con-

military plan projects the shutting down of TV service altogether. The military, acting under a "blueprint" for the coordination of VHF channels used by TV and FM, too, since World War II radar and other communications equipment are used in those bands.

This equipment, the story went, is in mothballs, and can be reactive-

radio control issue

mulled at NSRB meet

radio production.
The Code of Wartime Practices for American Broadcasters Used in World War II
As Revised Dec. 1, 1943 by Office of Censorship

Exceptions:

(1) Armed forces in the United States—Those in training camps and units, for official duty, as regards names, addressed for general character.

(2) Ships, vessels, or craft engaged in war. Public Utilities. Fortifications. Industrial plants engaged in war Railroads. Ships. All other military objectives. Warnings or reports of impending war. Other remote broadcasts dealing with raids, during or after action.

(3) Any radio in the continental United States during its course, regarding the appropriate authority of the designated representatives of the Defense Commander in whose area the damage. Broadcasting. News which plays upon horror or sensationalism; deals with or refers to unconfirmed reports or version; refers to actual or projected movements, or the number or location of antisubmarine ships or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all clear has been given. Nothing in this

W AR TALK is in the air and on it. The country is not officially at war. The Korean conflict is observed in the world, of course. There are reports of troop and dot movements. Some have told of the number of units and names of vessels.

To date there has been no attempt to set up voluntary censorship, except in the actual fighting area. There was voluntary censorship during World War I and II, and those who assisted.

To refresh the memory, this was the Code.

W AR I.

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasts should edit all news in the light of the Code of Conduct and of their own specialized knowledge, regard the medium of the means through which they are transmitted.

Special attention is directed to the fact that all of the requests in this Code are made to area offices under the direction of the Office of Censorship in Washington. All information listed may properly be broadcast under authority or appropriate clearance by the Office of Censorship. News on all of these subjects will be available usually from Government sources, in war, timely is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

About sea defenses, such as Buoys, lights and other guides to navigators. Mine fields and other harbor defenses.

Ships in construction—

Size, Number, Classification.

Advance information on dates of launching, commissioning, and completion, technical ships by yards.

Movement of diplomatic ships shall be notified to the State Department. Exceptions: Movements of merchant ships on Great Lakes or other sheltered inland waterways unless specific instances require special reporting.

(d) Damage by enemy land or sea attacks.—Information on damage to military objectives in continental United States or possessions, included—

Docks. Industrial plants engaged in war Airfields.

Public Utilities. Commodities or plans of defense.

Appropriate authority.—For information about damage from enemy attacks to military objectives on land within continental United States or possessions, or from the bombings or air strikes, in the zone of combat, or the Army Ground Forces, or the Navy, the War Department. (For the Hawaiian Islands, the Hawaii, the Navy.)

Notice at sea. — Information about the sinking or damaging war causes of war or merchant vessels in any waters.

Appropriate authority.—Appropriate authority for results of United States naval action against enemy vessels in or near American waters is the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington. (J) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar II.

(2) Armed forces outside the United States.—Names and locations (without unit identifications) if presence of enemy military forces in the United States or possessions is announced officially.

(a) Personnel, including personnel without mention of ships, unless such ships have been announced by the Navy as lost or sunk.

(b) Ships (c) (convoys, etc.)—Type and manner of Radio transmission of merchant vessels, or transports, of convoys, of neutral vessels, or vessels of any kind, whether on sea or in any waters, including information concerning identification, Port of Departure. Port of Arrival. Port of Call. Time of Arrival. Nature of Cargo. Type of Ships. Location. Movements. Secret Information or instruction

The action occurs, or the Naval Office of Public Relations, Washington.

(j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar I.

(3) Damaged or destroyed by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar II.

(4) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar I.

(5) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar II.

(6) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar I.

(7) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar II.

(8) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar I.

(9) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.


W ar II.

(10) Damages caused by the enemy. (b) Damaged or destroyed by the enemy. (c) Wrecks, etc., of ships of any kind. (d) Damage by enemy air attacks. (e) Damage by enemy sea attacks. (f) Losses sustained by United States forces. (g) Damage to United States property. (h) Losses sustained by United States forces. (i) Damage to United States property. (j) Enemy air attack.—Estimates of number of planes involved; number of casualties; damage to property; losses sustained.

EXPAND 'VOICE' 

President Seeks $89 Million

THE U. S. Voice of America—heretofore described in some quarters as a "mere whisper"—last week appeared determined to surge with a full-throttle roar as President Truman asked Congress for an additional outlay of $89 million and Congressional leaders pledged their support for the new stepped-up propaganda campaign.

The request came in the wake of Capitol Hill debate on regular appropriations for the new fiscal year and the reorganization of Department of State's overall information program.

A host of top-level military leaders and Brig. Gen. David Sarnoff, chairman of the board of RCA, had already lent unreserved support of the Benton resolution (S Res 243), on which a Senate Foreign Relations subcommittee was hearing testimony, toward expansion of the overseas radio program [BROADCASTING, July 10].

Among the proposals advanced during the hearings was one by Gen. Sarnoff calling for construction of a $200 million worldwide radio network comprising shortwave and mediumwave transmitters.

He also suggested procurement of strategic sites on American and foreign territories; coordination of data on international broadcasting and television issues, and establishment of a full-time commission to prepare such a plan.

Subcommittee Report

The Senate Foreign Relations subcommittee, headed by Sen. Elbert D. Thomas (D-Utah), has not reported on the proposal. However, a letter to the full committee from Sen. John F. Kennan (D-Ill.), co-author of the resolution, that authority already is provided under Public Law 402 under which the Voice currently operates.

President Truman made known his request in a letter to House Speaker Sam Rayburn (D-Tex.), which is in order to meet the full "expansion of truth" to fight communism throughout the world.

Warning that communism is "seeking to discredit the United States and its actions," Mr. Truman noted that American material assistance "must be complemented by a full scale effort in the field of ideas" in order to be fully effective.

"Communist leaders have repeatedly demonstrated that they fear the truth more than any other weapon on our command," the Chief Executive declared, "and any effort to throw additional resources into a campaign of truth which will match in vigor and determination the measured pace of recent postwar economic and military problems. Anything less than our best and most intense effort will be insufficient to meet the challenge—and the opportunity."

A move to restore the full $36.6 million to the broadcasting program (the House cut it to $34 million, and the Senate Appropriations Committee to $32.7 million) was launched on the Senate floor in an amendment offered by Sen. Herbert Lehman (D-N.Y.), but rejected in a showvote, 53-25.

It followed a meeting earlier in the week between the President and the administration of Congressional leaders to whom Mr. Truman stressed the importance of fresh funds.

"In view of the testimony presented in recent days by such competent witnesses as General Marshall, General Eisenhower, Secretary Acheson and others," Sen. Lehman said, "it is obviously foolhardy to cut back on the very adequately supported recommendation by the Budget Bureau."

He added:

I have been informed by competent officials that many essential projects in the information program will suffer greatly if funds are not increased or maintained. For example, the State Department has been planning to shortwave new propaganda to various minority groups in the Soviet Union. Today the State Department broadcasts only in Russian and in Ukrainian. Many other groups in the Soviet Union are believed to be hungry for freedom and for information about the non-Communist world. The Voice of America, if broadcast in other languages, would be very effective in providing this information. Unadvised actions of the State Department will not be able to proceed with these plans.

Support Rallies

Meanwhile Sen. Benton rallied further Senate support for expansion of the program, which he characterized as "a decision of Ideas," and reminded Senators of John Foster Dulles' observation that the "question of general war may depend...very largely upon the relative effectiveness" of the respective propaganda machines.

The 1950 bull market in radio and television issues on the New York Stock Exchange has been transformed into a bear, with prices of selling engendered by the war scare driving prices down relentlessly.

By the middle of last week many radio-television stocks had lost most of the gains they made during spectacular buying sprees that began early last spring and held until the outbreak of the Korean war.

Wall Street observers believed that investors were unloading their radio-television holdings in the fear that profits would suffer in the event of conversion to a rearmament program.

This belief was reinforced as the market spiraled downward in some what the same degree as the fortunes of U. S. forces in Korea. Investors were thought to be increasingly apprehensive that the U. S. would be obliged to embark on a vigorous military production schedule.

In such an event, it was felt, companies now manufacturing radio and television sets would have to switch to production of electronic equipment for the military, at considerable cost of conversion.

Furthermore, it was feared, the financing of an expanded arms program would require the imposition of new taxes, with an increase in taxes on corporate profits virtually inevitable.

ABC and CBS, two broadcasting companies whose stock had fallen 19% in the first quarter, are working to regain recent losses. The two networks' shares were sold by a number of Fortune 500 companies during the first quarter of 1950, after recording a substantial net loss for 1949. Although CBS has paid regular dividends, its stock prices sagged as badly as ABC's.

Radio-Television Hit Hard

A recapitulation of market activity showed that all leading radio-television issues were hit hard on Monday, June 26, the day after the invasion of South Korea by the Reds and the first day of trading following news of the attack.

Admiral Corp., that Monday, fell 3%; ABC was off 1%; CBS Class A dropped 2%; CBS Class B 2%; Emerson Radio and Phonograph Works fell 7%; RCA fell 4%; Zenith plummeted 5%; and Motorola, the biggest loser, skidded 8% points.

DuMont Labs Inc., an over-the-counter security, also suffered. Its price dropped to 37 from $42 on the day before the Korean war were 24% and 25% respectively. On Monday the bid and asked prices were, respectively, 23 and 23.

The over-all decline lessened perceptibly the next day, Tuesday, when the market recovered with a vengeance.

Such intervention, and Emerson and Motorola even regained some lost ground.

As the news from the battlefront reported uninterrupted advances of the North Koreans and later the commitment and retreats of the U. S. elements, the radio-television issues resumed the decline.

Closing Status

When the market closed last Wednesday, all the radio-television stocks were depressed.

As compared with their prices on the last day of trading before the Korean war began, Admiral Corp. had slipped from 35% to 28%; ABC from 12% to 8%; CBS Class A from 83%; CBS Class B from 33% to 25; Emerson from 19% to 12%; Motorola from 52 to 31%; RCA from 21% to 14%; Zenith from 61% to 41%; and DuMont's from 93% to 34%.

DuMont's lumbering prices fell from 24% and 25% respectively to 15% and 16%.

Meanwhile it was learned that two ABC executives had sold holdings in ABC stock in June.

Earl E. Anderson, ABC vice president and director, sold 500 shares June 27, according to information filed with the Securities Exchange Commission by Mr. Anderson, whose 500 shares were traded on a day that the ABC stock closed at $1.15, retains 6,600 shares.

Robert F. Kinnier, ABC president, sold 3,000 shares sometime in June, although the date was not revealed. He retains 7,000 shares.

"In this crisis," Sen. Benton urged, "the existing facilities and personnel of the State Dept. in forming and disseminating information should be utilized to the utmost. They should be integrated with the Dept. of Defense, and with Gen. MacArthur's forces and services, so that it could be more energetically tied in with the program and facilities of other individual members of the United Nations."

Sen. Benton urged a six-point program: (1) The U. S. should approach UN with an offer to help finance its public information division on the Korean issues (2) Congress should provide money for the U. S. to buy standard band radio stations in other countries to supplement Voice facilities; (3) mobilize the creative genius of the motion picture industry to constructive use; (4) increase the use of leaflets and pamphlets; (5) expand the exchange of leaders in many fields among friends and allies; and (6) the State Dept. should ask UNESCO to develop immediate projects for world peace.

With respect to UN, Sen. Ben...
A BANK'S FRIENDLY SERVICES Are Extolled by Radio

By DAVE BERLYN

RADIO, like the "Man Who Came to Dinner," has extended its stay indefinitely at the Industrial Trust Co. of Providence. But unlike the main character of the play, radio's visit has been pleasant and profitable for both parties.

The medium has played the major role in Industrial's advertising plans since January 1948 and the success story it has rolled up in that two-year span spells a continued devotion between it and the bank.

Until 1948, radio advertising was a minor part of Industrial's budget and only spots were used. First change in this policy occurred when Horton-Noyes Co., Providence advertising agency, proposed the dropping of spots in favor of straight programs.

Industrial Trust does not maintain an advertising department of its own. Earl S. Crawford, senior vice president, is in charge of advertising and works directly with the bank's agency—Horton-Noyes.

Before committing specific program types to the campaign, the agency undertook a careful study of the bank customer groups Industrial would want its message to reach.

Direct Approach Chosen

Since Industrial has a complete farm department staffed with farm experts and had been developing its services on all categories of rural loans, it was decided that the agriculture group in Rhode Island could be approached directly by a program pointing up farmer interests. This design evolved into a 7:35-8 a.m. show made up of music, time, temperature and weather announcements, market prices for farm products, 4-H activities and news, etc. It was placed on WHIM Providence, a local independent.

In signing recently for a renewal of the show's contract for the third straight year, Robert W. Cooke, manager of the Farm Loan Dept., said:

"This program has just been signed for its third consecutive year, for the reason that farm loan applications have increased approximately 100% since radio was adopted to publicize the bank's farm loan services."

The show necessitated plans to drop from the loan department advertising budget all other media including newspapers. The double-edge came in April 1948 with the origination of a second program—this earmarked for the women's taste.

Called The Homemakers Institute, with the hostess given the name of "Ann Baker," a copyrighted name, the program is aired daily 10-10:15 a.m. Mon.-Fri. on CBS station, WPRO Providence.

The appeal to women was made as a result of surveys which had showed that women are responsible for 85% of the family's purchases and that approximately this same percentage of women decided where to do the family banking.

Commercial on Homemakers show are devoted almost entirely to the Installment Loan Dept. and to the Home Loan Dept. Attestings to the strength of this program have been letters received from listeners thanking "Miss Baker" for the household hints and suggestions for good health. As a letter writer put it: "... it is a wonderful feeling to know that a large and busy bank has time to consider 'a housewife'!"

Trial Flower Offer

In March 1949 the bank, curious to see where its listeners to these two morning shows were located, offered a special flower seed packet in an arrangement with the Burpee Co. The offer was promoted daily by a single announcement on each program. More than 6,000 requests were received. An analysis of requests...

EARL S. CRAWFORD (r), senior vice president of Industrial Trust Co., confers with Tod Williams, account executive of Horton-Noyes.

Some Other Articles On Banks & Financial Institutions In BROADCASTING • TELECASTING


ABA distributes booklet on bank advertising—May 9, 1949.
SARNOFF PLAN
Again Urges World-Wide Network

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA,
last week continued his plea for world-wide radio networks and
use of television abroad [BROADCASTING, July 10], by urging "a
radio air-ift to meet present and
future requirements for world-wide communications.

Gen. Sarnoff said the Voice of America is still a
whisper and reaches a trifling percentage of the
world's population. An ef-
cctive and world-wide network
system of broadcasting is vitally
needed, he reiterated.

Television, Gen. Sarnoff said,
"will be a vital factor in
communications on land, sea and in the
air" in a future era. Actual bat-
tlefronts will be under TV eyes
and viewed by military strategists
across the seas, he predicted. It is
even within possibility, according
to Gen. Sarnoff, that home viewers
will watch the progress of action
on a battle line.

Latest developments in elec-
tronics and communications, he said,
"The advent in the United
States of the automatic radio relay system, cap-
able of carrying the highest usable frequencies
across the oceans to link the continents.

Gen. Sarnoff said the need for direct
and instant communications with all
parts of the world "calls for many channels than
are now available for use in the radio spectrum."

Meeting the Challenge
This challenge, he noted, can be met by
(1) developing additional channels in other parts of the spec-
trum, (3) increased speed of communication by passing more information over available frequen-
cies, (3) wider services and greater flexibility of
international telephony. "Ultrafax, a system of
communication capable of trans-
mittting a million words a minute, is beyond the
laboratory stage. It is ready for military and com-

To Sponsor Murrow
TWO FIRMS are about to sign for sponsorship of the CBS Edward R. Murrow news program on the
Pacific Coast. American Oil Co., through
Campbell-Mithun, Minneapolis,
**ROSYNE ROSLOW ACCEPTS KJBS CHALLENGE With Conditions**

SYDNEY ROSLOW, director, The Pulse Inc., last week joined C. E. Hooper, president, C. E. Hooper Inc., in accepting, with certain qualifications, the challenge of KJBS San Francisco for both of the audience research organizations to submit to a test whereby their ratings methods will be compared. In the San Francisco-Oakland area would be checked against a house-to-house personal interview coincidental survey made concurrently with the Pulse method.

KJBS proposal appeared as a full-page ad in the July 3 issue of Broadcasting, signed by Stanley G. Breyer, commercial manager. Mr. Hooper's acceptance, wired to KJBS July 3 [Broadcasting, July 19], stated that "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 method and that of the telephone coincidental."

Mr. Breyer proposed that the data of all three surveys—Pulse, Hooper and the house-to-house coincidental—be submitted for checking to an "impartial committee consisting of (A) a Hooper representative (B) a Pulse representative and a neutral research agency, (D) an advertiser, (E) a Pulse station subscriber." Mr. Hooper named Self.

Mr. Hooper, who left New York Friday on an extended business trip to the West, has designated himself as his firm's representative on this committee. KJBS also has an agency position filled if the station wishes to accept the offer of Harold H. Webber, vice president, Foote, Cone & Belding, who last week wired the station:

"Having been extremely concerned with the same problem which you have so forcefully brought to the industry's attention in your advertisement in Broadcasting July 3, 1950, Foote, Cone & Belding would be happy to volunteer to supply a representative for your impartial technical committee."

Dr. Roslow's letter of acceptance, dated July 14, states that the test proposed by KJBS "can be a problem of concern to everyone and I have taken the necessary time to analyze carefully the implications before replying."

He pointed out that Pulse "has always submitted a rebuttal of any published data for any market at any time for comparison with the findings of any other research technique."

With respect to the time element involved in the testing, Mr. Hooper said—"I happened to be in the readily accessible spot of Myrtle Beach, S. C., but it required Broadcasting to call my office to direct our attention to the advertisement."—Mr. Roslow noted that he "did not share the good fortune of C. E. Hooper and the Pulse Inc., and, therefore, was unable to accept his invitation to the San Francisco-Carlsbad hunting trip.

Pulse acceptance of the proposal made by Mr. Breyer, he said, would be subject to the following conditions:

1. The survey cannot be limited to San Francisco and Oakland. Each station is considerably larger than that. Therefore, the so-called crucial house-to-house coincidental should be done over the broadest area-at least six counties and perhaps more—the metropolitan area in which the sample normally used is how well does the Pulse or Hooper turn up an audience measure for both and not for a limited portion of this metropolitan area.

2. During the survey week (the first week of a month agreed upon) Pulse will do its regular survey with the sample normally used which is the six-county area and supply the tabulation to an impartial committee. The committee will be selected to compare the regular Pulse and the regular Hooper with each other and with the Pulse survey.

3. During the survey week (the first week of a month agreed upon) the Hooper company will do its regular survey with the sample normally used that week in San Francisco and Oakland, and supply the tabulation to an impartial committee. The sample is to be increased or decreased, since the objective of the experiment is to compare the regular Hooper and the Pulse methods to the house-to-house coincidental.

4. The analyses should be made on a quarter-hour basis by stations, of some 175 of its national magazine programs, and most programs are quarter-hour programs. The Pulse uses with tabulation by hours as the basis for comparison, but timebuying is not done on this basis.

5. The sample size of the house-to-house coincidental survey must be large enough to afford quarter-hour data of reliability, and the samples for Pulse, as well as the other interested parties.

6. The method of the house-to-house coincidental survey and the method of analysis must be acceptable to Pulse.

7. The committee must be acceptable to Pulse and must be comprised of recognized research people who are removed from the San Francisco locale.

8. It is difficult to visualize that the present house-to-house coincidental survey can be undertaken in the first week of August as recommended by the advertisement. It will need to be a month which allows the time necessary for all arrangements to be made.

9. The research company must be acceptable to Pulse. A suitable guarantee must be established that it will complete the tabulating of the research measurement business after completion of tabulating of the incidental survey during the lifetime of the Pulse. The Pulse does not believe that any fairminded person would accept the Pulse to contribute toward building a competitor into business. The Pulse plans to maintain the telephone coincidental results by the continued presentation of speech difference between that system and the house-to-house coincidental. After all, the house-to-house coincidental survey represents the metropolitan area and house-to-house audience measurement as does the Pulse survey. The Pulse represents some average minute ratings. The Pulse does not intend, nor does it know precisely how to adjust its roster results because of this difference.

Commenting further, Mr. Roslow said he "never went on record as saying that the house-to-house coincidental survey represents the ultimate in a measurement system at all." Rather, he noted, he had stated at the San Francisco meeting that the Pulse had been able to "compare our regular roster survey with a special house-to-house coincidental survey which we called the Simulpuls. If you hold the coincidental to be the system 'par excellence,' you must be interested in these results."

Many different surveys are in existence in the broadcasting industry for "critical measurement." If there is perfect agreement with the other, he said, adding differences in method and sample "should and do" produce differences in results.

Pointing out that Pulse "is a research company not merely a rating service," Mr. Roslow said no system is the ultimate in a measurement system. "I have never claimed that the Pulse roster method is the best," he said.

Bert Ferguson, general manager of WTMN-Memphis, proposed to KJBS that Com and any other interested survey firms be invited to make their special type of surveys at the same time. This should establish the reality of any of the present research companies is providing a commendable service," he said.

**NETWORK GROSS**

June Down 2.3%, PIB Funds

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1950</th>
<th>June 1949</th>
<th>PIB 1949</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$5,822,677</td>
<td>$6,387,984</td>
<td>$19,428,909</td>
<td>$23,465,161</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>$4,062,345</td>
<td>$4,500,000</td>
<td>$15,071,239</td>
<td>$15,425,427</td>
<td>$15,071,239</td>
</tr>
<tr>
<td>MBS</td>
<td>$2,904,000</td>
<td>$3,100,000</td>
<td>$9,607,758</td>
<td>$10,178,305</td>
<td>$10,178,305</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$12,788,022</td>
<td>$14,088,000</td>
<td>$44,107,906</td>
<td>$53,158,938</td>
<td>$53,158,938</td>
</tr>
</tbody>
</table>

**FCC '51 FUNDS**

Cut in Operating Budget Slated

FCC would function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30, though it is assured of an overall appropriation over last year's under provisions of the 1961 Omnibus Appropriations bill studied by Congress last week.

The Senate debated the single-package measure allotting the Commission $6,000,000 plus an additional $2,000,000 by committee for "for a survey of ways and means of expediting" business operations.

Whether the Commission would utilize the extra funds for employment or contract purposes, the report says its staff reorganization program was not known by authorities last week. FCC was urged to do so in order to expedite and House appropriations committees.

An estimated $200,000 cut in FCC's operating budget would save even higher in the face of demands for a blanket 10% decrease on all non-military agencies. The bill was reported July 8 by Sen. Kenneth McKellar (Tenn.), chairman of the Senate appropriations group, which voted the identical figure recommended by the House commerce committee.

The joint committee recently gave the FCC an additional supplemental appropriation of $119,000 to enable it to partly absorb salary and per diem figures for the five attorneys added in 1949. Boosts amounted to $213,000 which was considered part of FCC's 1949-50 budget. Increases in the current year will have to be absorbed from the current appropriation.

Like the House group, the Senate appropriation members expressed hope for a speedup in FCC's broadcast application processing and in hearings on those applications, as well as those for safety and safety services.

The breakdown on Commission activities would call for ceilings of $17,500 on building improvements and repairs; 29 passenger motor vehicles for replacement; $93,000 for travel expenses; and $25,000 for "outside services."

The "cut" in FCC's operating budget results chiefly from salary increases, though the Commission has cut its number of jobs from 1,330 to 1,280, authorities said last week. Like other government agencies, it has refrained from filling vacancies pending Congressional action.

Committee also voted for the international information program a sum of $32,700,000—$14.5 million under fiscal year funds; $1.8 million

(Continued on page 67)
WBAL CASE

FCC is Queried on Delay

INQUIRY as to protracted delay in FCC's action on the WBAL Baltimore case was made of Chairman Wayne Coy last week by counsel for Public Service Radio Corp., which requests the clear channel facilities WBAL seeks to renew.

In a letter to the Commission's chairman, Marcus Cohn, attorney for Public Service, was understood to have asked the status of the WBAL license renewal proceeding and when FCC might act on the petition filed by Public Service more than a year ago protesting the delay [BROADCASTING, June 13, 1949]. Chairman Coy declined to make the letter public at the present time since he had not answered it. Under the circumstances Mr. Cohn also was not inclined to release the letter.

Public Service, headed by Commentators Drew Pearson and Robert S. Allen, in last year's petition criticized FCC's regulation by “inaction. WBAL, owned by Hearst Radio Industries, was assigned 50 kw full-time on 1090 kc. The license renewal case, in which Public Service's bid was consolidated, was closed in December, 1948. The proceeding, stemming from FCC's Blue Book condensation of WBAL's programming, began in early 1946.

KDSX INTEREST

Bought by L. L. Hendrick

LOFTON L. HENDRICK, general manager of KERRY Sherman, Tex., since the station's establishment in 1936, has purchased a minority interest in The Grayson Broadcasting Corp., operator of KDSX Denison, Tex., it was announced last week.

Mr. Hendrick, who will assume his duties as vice president and treasurer of KDSX, was in Denison last week in July, purchased the interests of Fred Conn of Denison and Millard Cope of Marshall, each of whom owned 72 shares. In addition to the remaining 156 shares, retains his interest and will continue to serve as president of KDSX. Outlet operates on 1220 kc with 1 kw daytime.

Shaw Appointed

WILLIAM SHAW, account executive with the Atlanta sales office, formerly with the Columbia Pacific Coast network, has been appointed head of the New York Radio Sales AM staff, succeeding Tom Dawson, who resigned to join Edward Petry and Co.

Names Kleiman

ABC POPCORN Co., Chicago, for French Boy Popcorn, has Fred Kleiman agency. Mr. Kleiman is president of the corporation.

WSRF

NBC AFFILIATES

Will Be Asked for More Time by Network

NBC this week will ask 30 of its principal stations to relinquish five hours of station time per week for problems.

Executives of the 30 stations will meet in the Stevens Hotel, Chicago, July 20, at the invitation of the network. Charles R. Denny, NBC vice president, expects to tell them that the network has received orders from prospective sponsors for 1-2 p.m. period, Monday through Friday, which is station time, and that it must have that clear time for the network.

Possibility that NBC would offer in return to relinquish some of this station time period to stations was discounted at NBC headquarters. “We expect to make a strong pitch to obtain the

AQUATENNIAL

WCCO's Wilkey Heads Radio

GENE WILKEY, general manager of WCCO, has been named to head all radio activities at the 1950 Minneapolis Aquatennial Festival, annual civic cele-

Comment on 'Fusion'

EDITOR, BROADCASTING:

Your editorial "Radio-TV Fusion Now, it is very well written, and...the type association you propose would be ideal if it were possible for all of the various set manufacturers, components and parts manufacturers, as well as broadcasters, to get together.

The arrangements you suggest would be the answer to many problems in the industry, but I feel it is questionable that all these various segments of the radio-TV arts could be brought together to provide for a well-knit and constructive trade organization.

J. W. Craig
V.P. & Gen. Mgr.
Aveo Mfg. Corp.
Member Board of Directors, ATRA

EDITOR, BROADCASTING:

...I certainly feel that there are important problems in which radio and television broadcasters and manufacturers have related interests and that the area of these interests may widen rather than contract in the future. The creation of an overall organization such as you suggest would provide a needed means for unity of approach in dealing with these problems. The sooner such an organization is formed, the sooner the industry will be strengthened by coordinated action of its interdependent parts.

I also have the feeling that the creation of such an organization would reveal the existence of many more situations in which the various components of the industry could work together for their mutual benefit instead of dispersing their efforts or remaining inactive for lack of a centralizing force.

rofessional standards have been raised in the last few years, and I agree that individual interests will remain which will require individual representation, but that is certainly no bar to a top coordinating organization. The only obstacle I see to the execution of your proposal is the inertia which exists in such a widespread industry as the broadcasting field, and I feel you have performed a valuable service in calling the attention to and stimulating thought and discussion about it. From the thinking I have developed, momentum which if it does not lead to "fusion now," may well lead to "fusion soon!"

Joseph H. McConnell
President, NBC

EDITOR, BROADCASTING:

The proposal outlined in your editorial is a very arresting and startling one. There is certainly a good deal of merit in the idea of consolidating all of the elements interested in all phases of broadcasting under a single agency to deal with the FCC, Congress and other branches of the Government. The combined budgets of the associations presently representing these allied groups should certainly provide a powerful headquarters organization in Washington.

Lewis H. Avery
President
National Assn. of Station Representatives
New York

EDITOR, BROADCASTING:

The organization [NAB] certainly has a critical time ahead of it. Quite possibly your suggestion for a joint structure will lead the way to a permanent solution to industry problems. I am afraid that the broadcasting side of the picture will have to be a little clearer than it is now for any approach to be effective.

Paul W. Morency
Vice President
WTIC Hartford, Conn.

FULLTIME GRANTS

Proposed for WKAP, WSCR

PROPOSED grants of applications by two stations to change facilities from daytime to fulltime operation were reported last week by FCC in an initial decision.

Affected were WKAP Inc. to change facilities of WKAP Allen- town, Pa., from 1600 kc with 1 kw daytime to only 1320 kc with 1 kw fulltime, and Lackawanna Valley Broadcasting Co. to change facilities of WSCR Scranton, Pa., from 1000 kc with 1 kw daytime only to 1320 kc with 1 kw daytime and 500 w night. Both grants would be subject to engineering conditions.

John P. Norton

JOHN P. NORTON, 71, president of WDBC Escanaba, Mich., and owner-publisher of the Escanaba Daily Press, died Wednesday after a long illness. Mr. Norton put WDBC, a Mutual affiliate, on the air in 1941. He founded the paper in 1909.
In Richards Case

DURING operations of a salvage ship in Alaska's Cook Inlet, Ann Dineman, Minkukl, editor of KENI Anchorage, is interviewed as she prepares to dive 47 feet into the arctic water. Her experiences, reported by her via the diving suit's electrical inter-communications system and tape recorded, were released later on the air.

Reynolds identified inter-office memos designed to support KMPC's claim that Mr. Roberts was discharged in an economic move and not because of alleged defiance of orders. An itemized Roberts expense list of $1,247 from Jan. 3 to March 14, 1947 included lunches, new office furniture and a $60 portrait sitting, it was testified.

After a vacation Mr. Reynolds is to be recalled to the stand in mid-August for FCC redirect examination.

Capt. Eddie Rickenbacker, president of Eastern Airlines, appeared as a character witness, testifying he had known Mr. Reynolds intimately for 40 years. He called Mr. Richards "a great patriot, a civic leader and an honest, aggressive businessman."

"There is no greater patriot in America today than Mr. Richards, and there never has been," he said. "If we had more true Americans like him, we would not be sending our boys 5,000 miles overseas to be slaughtered in Korea." FCC Counsel Frederick W. Ford objected that the testimony was not responsive to the question and was sustained by Examiner James D. cunningham, presiding officer.

Rickenbacker Praises
Mr. Rickenbacker characterized the KMPC owner as an excellent businessman, honest and fair, and "extremely generous, particularly with those less fortunate." He added that he has "served every faith, Catholic, Jew and Protestant, without discrimination."

Appearance of the famed aviator drew a full crowd. During his last minutes on the stand he sat grimly silent as Mr. Ford and Hugh Fulton, chief counsel for Richards, argued over FCC counsel's right to ask a hypothetical question. "If it were shown that Mr. Richards ordered his newscasters to slant the news in favor of certain groups and omit news that other groups would you still testify that he was fair?"

"No," Mr. Rickenbacker had re- (Continued on page 40)

MULL NEWS SCRIPTS

ANALYSIS of over 1,500 news scripts of KMPC Hollywood by E. Z. Dimitman, former executive editor of the Chicago Sun and Philadelphia Inquirer, showed them to be fair and impartial, Robert O. Reynolds, KMPC general manager, testified last week. He completed his 18th and final day on the stand in FCC's Los Angeles hearings on charges that G. A. (Dick) Richards, chief owner of KMPC, WJR Detroit and Wagas Cleveland, had ordered staff members to slant the news.

The testimony marked the first instance in which any part of the Dimitman report has been directly received in evidence. Richards' counsel is said to be relying heavily on the report, referred to frequently early in the hearing.

Last week's proceedings were marked by issuance of a five-page statement by Radio News Club of Southern California, which claimed the club itself took the whole case to the FCC. The club branded as "a deliberate untruth" charges that James Roosevelt instigated the FCC inquiry.

"Mr. Roosevelt's letter was only one of several hundred on the subject received by the Commission," the club said in a statement over the signature of its president, Al Gordon, news and special events director of KFWB Hollywood. "We acted in concert with no one but the professional radio newsmen who make up our group," the statement said.

It was added that complaint had been filed by the club with the FCC only after a meeting with KMPC Manager Reynolds and a special attorney had failed to produce "any defense, explanation or rebuttal to the charges (of news slanting) made to RNC" by Clete Roberts, KMPC news director at the time, and two other former KMPC newsmen.

Douba Roberts

At the Monday FCC hearing Mr. Reynolds challenged Mr. Robert's 1948 affidavit to the FCC in which Mr. Richards was charged with ordering him to slant the news on behalf of the Republican party. Mr. Reynolds said he believed the statement to be false because he himself had never received any such instructions from Mr. Richards.

Mr. Reynolds testified that after news-slanting charges were first made, KMPC obtained letters from 18 advertising agencies representing sponsors of KMPC newscasts and all of them praised fairness of the material. He said that not once did he or the station's commercial department receive a complaint of news-slanting in favor of Mr. Richards or anyone.

All of the agencies have continued to do business with KMPC since the charges were made in 1948, he said.

From 75% to 90% of KMPC newscasts have been sponsored during the past decade, many of them by Jewish firms or individuals, and not once has any criticism come from them, he continued.

State of Mr. Richards' health came up at the Tuesday hearing while Mr. Reynolds was identifying an affidavit Mr. Richards had sent to the FCC in 1948 in response to complaints of news slanting. Examiner Cunningham observed to Mr. Richards that perhaps Mr. Richards will be able to identify affidavits later.

Cites Health

One Richards affidavit noted that he has been unable to exercise and lacking outlets for his energy, has been "apt to be impulsive and express himself in an exaggerated manner." His executives and others who know him well are aware of this, the affidavit noted, and treat his utterances accordingly.

Mr. Reynolds said he had not heard Mr. Richards tell Robert L. Horn and William N. Kneely, news directors to slant broadcasts or to refer to Henry Wallace as "peanut head."

At the Wednesday hearing, Mr. Richards Case

CITE RICHARDS

Accepts Legion Award

DUAL honors have been conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and Wagas Cleveland, by the American Legion in Los Angeles. Mr. Richards received a personal citation July 7 from A. D. Guasti, Commander of the Legion Los Angeles County Council. He then accepted a public service citation "awarded KMPC from Earl E. Baldwin, Legion vice-commander of California."

Personal citation was "In recognition of his outstanding service to the American Legion by providing the facilities of Radio Station KMPC as a public service in the interest of the welfare and security of this community, state and nation." Public service citation to KMPC was in appreciation of station's outstanding support of Legion patriotic and Americanism programs.

A third award was given KMPC last week, an Award of Merit for services to wounded veterans, by the California department of the Military Order of Purple Heart. Award was presented by Rex W. Franklin, California commander.
AIRMAID MILLS
Plan Expanded Radio Use

A RE-SHUFFLE at Airmaid Hoisyery Mills, Dallas, which markets hose through drugstores coast to coast, includes plans for expanded use of radio.

Effective July 31, Airmaid's account will be handled by the Dallas office of Simmonds & Simmonds, headed by Vice President Monte Kleban, a veteran in the radio field.

"We are planning a campaign," said Mr. Kleban, "which includes the purchase of 15,000 spot announcements in a 26-state area in the coming year. We are also going into TV in all major markets in the 26 states. The company also has in view an expansion program to go into other markets."

Newly appointed as Airmaid's advertising manager, effective July 15, is Dorothy Cantrell, radio director and copy chief of J. B. Taylor Inc., Dallas, and formerly account executive of Albert Evans Advertising, Fort Worth. She succeeds Lillian Clark.

New president of Airmaid is Myer M. Donosky, former treasurer of the Dallas Morning News and past president of the Texas Newspaper Publishers' Assn. He succeeds Joe R. Brown, who becomes chairman of the board.

HARDESTY TO NAB
Named Richards Assistant

JOHN F. HARDESTY, of WOIC (TV) Washington, joins the NAB Washington headquarters staff July 31 as assistant to Robert K. Richards, public affairs director. He replaces James Dawson, who resigned a fortnight ago as assistant director.

Mr. Hardesty has been with WOIC since November 1948, working under General Manager Eugene S. Thomas in preparing the station's debut in January 1949. He was director of special events and advertising, and also was in charge of news coverage.

1903 B. Walter Huffington 1950

JUST as he was starting a nationwide membership sales campaign, B. Walter Huffington, 41, station relations director of NAB, was stricken Thursday with a heart attack while motorcycling out of Winston-Salem, N. C., in his auto with Mrs. Huffington and daughter at his side.

Funeral services were held Saturday at Portsmouth, Va., his home.

Mr. Huffington joined NAB last May 18 as director of the new Station Relations Dept. Previously he had been general manager of WSAP, Portsmouth.

Mr. Huffington was born Aug. 21, 1908, in Norfolk where he attended public schools and Atlantic U.

He entered radio in 1937 at WFAA, Norfolk, Va.

He married the former Helen Anna Lang, of Norfolk. They had one child, Betty Anne, 16. Mrs. Huffington, the daughter and his mother, Mrs. B. W. Huffington, survive.

William B. Ryan, NAB general manager, issued a statement Thursday in which he praised Mr. Huffington's work at NAB and voiced the association's grief at his sudden death.

N.Y. EXCHANGE
To Jointly Promote Radio

AN AGREEMENT among New York radio stations to exchange research and promotional information to reinforce radio's place as a top advertising medium was reached last week.

Representatives of 10 New York stations, meeting at the invitation of R. C. Maddux, WOR vice president in charge of sales, exchanged informal views on the problem of promoting radio. They agreed that each would invigorate promotional efforts individually.

Present at the meeting in addition to Mr. Maddux were Norman Bogeza, WMCA; Ted Cott, WNBC; Joseph Creamer, WOR; Murray Grabhorn, WJZ; Bernie Judis, WNEW; K. T. Murphy, WINS; J. B. Poppele, WOR; Elliott M. Sanger, WQXR; Bartley Samuels, WPDR; G. Richard Swift, WCBS, and Ralph Well, WOV.

Let's do some straight talking. Kansas is a mighty good market. It's made up mostly of profitable, productive farms and prosperous agricultural communities. In short, it's a farm market.

Think this over! WIBW IS A FARM STATION. It's the preferred station of the farm and small town homes in Kansas.

It makes mighty good sense to turn your sales job over to the station that goes right down the row of the homes that do the biggest part of the buying in this market. Join the hundreds of satisfied WIBW advertisers and be convinced.

* Kansas Radio Audience 1949

SERVING AND SELLING
"THE MAGIC CIRCLE"

WIBW - TOPEKA, KANSAS - WIBW-FM

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCNM

July 17, 1950 • Page 25
POLICY BOARD

THE PRESIDENT'S Communications Policy Board met last week in Washington and conferred with President Truman on progress achieved thus far in its study of overall frequency utilization.

The nature of the three-day Washington sessions among board members and its conferences with President Truman was not revealed. It was learned, however, that the five-board members concerned themselves chiefly with international radio and wire communications problems.

A spokesman for the board said that the defense issue, as it might affect the board's work was not touched on in any great detail save superficially, either in its sessions or the Presidential conference.

It was intimated, however, that the board plans to delve into the use of spectrum space by the government at its next meeting, tentatively slated for Aug. 2-3. The board is to report its overall findings by Oct. 31.

To that end, a special committee was named to look into the problem of frequency utilization as between government and/or military users and non-government or private users of frequencies as allocated by FCC. Heading up the group is Fred C. Alexander, formerly associated with Mackay Radio Co. and just returned from a Geneva conference on frequency utilization.

A second committee, under the chairmanship of Marvin L. Fair, of Tulane U., also was appointed to consider the economic aspects of international and domestic communications.

The board met Tuesday with President Truman and reportedly presented a "progress report" on what it had accomplished and what it hopes to do before its dissolution in February 1951.

Already it has consulted with officials of private telegraph companies, State Dept., Defense Dept. and FCC in past meetings held in March, April, and May.

Its purpose is to make recommendations to the President on policies to govern use of radio frequencies in the international communications and wire fields as well as on the domestic levels. It was believed that these proposals, when available, would serve as a basis for the President's own recommendations in future conferences with NSRB Chairman W. Stuart Symington and Defense chiefs in the overall communications planning for national defense.

Head of the board, appointed last February by the President [BROADCASTING, Feb. 20], is Irvin L. Stewart, former FCC Commissioner and now president of the U. of West Virginia. Other members are D. Lee A. Du Bridge, California Institute of Technology; William J. Everitt, Dept. of Electrical Engineering, U. of Illinois; Dr. James R. Killian Jr., Massachusetts Institute of Technology; and David H. O'Brien, Hackettstown, N. J.

CBS-SPG Wage Pact

AGREEMENT for raises of $4 per week each across the board for nine CBS Hollywood Screen Publicists Guild members was reached last week between the network and SPG. Negotiations followed re-opening on the wage question of the present contract that still has 18 more months to go. Contract is subject to ratification tomorrow (July 17) at an SPG membership meeting. Present guild wage minimum is $77.

CAB Directors Meet

REPRESENTATION of Canadian Assn. of Broadcasters at the forthcoming NAB meeting and domestic problems will be aired at the CAB directors meeting to be held Aug. 28-30, at Jasper Park, Alta. The directors meet will immediately precede the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Aug. 30-Sept. 2.

INDIANA FAIR

Stations Pledge Support

PLEDGE OF cooperation for the Indiana State Fair and other statewide activities were given at the Indiana Broadcasters Assn.'s 1950 summer meeting held July 7 at the Columbia Club in Indianapolis.

Roger Walleton, in charge of public relations, and Albert Bloemeker, promotion and publicity, attended the meeting to help coordinate radio activities at the fair. Modern radio center on the grounds and several remote broadcasts are planned. Daniel C. Park, president of IBA since March, presided at the meeting.

Memorial Award

AWARD of $2,500 annually in memory of 14 American correspondents who died July 12, 1949, in an airplane crash over Bombay was announced Wednesday in Washington by Albert Balink, editor of Knickerbocker, Netherlands magazine in the U. S. Award will be given to the author of the best article or series promoting democratic affinity between the Netherlands and the United States. Among the 14 who lost their lives were H. R. Knickerbocker, WOR New York; Edie B. Dick, MBS, and George L. Moorad, KGW Portland.

ZIV PROGRAMS

New Sponsors Set

FREDERICK W. ZIV Co., New York, producers of syndicated programs, announces sale of the following programs:

- Barry Wood Show to WFLY 980, 9:30-12 p.m., Monday-Friday.
- Dick Powell Show to WOOL, 6-8 p.m., Monday-Friday.
- Wally Cox Show to WOR, 8-10 a.m., Monday-Friday.
- Favorite Story to WABC, 5:30-6 p.m., Monday-Friday.
- Favorite Story to WMIB, 5-6 p.m., Monday-Friday.
- Favorite Story to WOR, 8-10 p.m., Monday-Friday.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

ASK JOHN BLAIR

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO
DOHERTY BACK
From Geneva Conference

RICHARD P. DOHERTY, director of the NAB Employe-Employer Relations Dept., has returned from Geneva, Switzerland, where he served as one of five U. S. delegates representing American industry at the International Labor Organization conference.

The conference worked on industrial relations problems, minimum wages, vocational training and equal pay for equal work. The ILO board ruled that the 1960 agenda was too full to permit discussion of performers rights. On his return trip Mr. Doherty conferred with officials of labor and government officials in France and England and with leaders of the British motion picture industry.

SAFETY BUREAU
FCC Lists Key Personnel

APPOINTMENT of key personnel in its new Safety and Special Radio Services Bureau was announced last Tuesday by FCC.

Move follows the second phase of FCC's functional reorganization of its staff in which the bureau was established in charge of Edwin L. White, chief of Aviation Division, Bureau of Engineering [BROADCASTING, July 3]. The unified bureau will be activated July 31.

Key personnel named were:

- Assistant chief of bureau, Lester W. Spillane, presently assistant general counsel in charge of Safety and Special Services Division; Marine Division, William N. Krebs, chief, now assistant chief engineer in charge of the engineering, Marine and Safety Division; Aviation Division, John R. Evans, chief, now on staff of engineering Aviation Division; State, Local Government and Amateur Division, George R. Rollins, chief, now chief of engineering Radio and Amateur Division.
- Also, Industry & Commerce Division, Glen E. Nielsen, chief, now chief of engineering Public Safety and Special Services Division; Authorization Analysis Division, Charles R. Weeks, chief, now planning officer, Organization and Methods Division, Office of Administration; Enforcement Unit, chief, Marshall S. Orr, now chief of Aviation and General Mobile Branch, Office of the General Counsel.

BMI Program Clinic

BROADCAST MUSIC Inc. is planning a program clinic for midwest station executives in Chicago next fall. The seminar, intended to be a practical work session, is tentatively scheduled for late October at the Stevens Hotel. More than 100 station men are expected to attend sessions on all phases of programming, including several on how to use music effectively. Clinic is similar to those which have been conducted by BMI in New York and Los Angeles.

June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,303</td>
<td>132</td>
<td>160</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,144</td>
<td>691</td>
<td>104</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2,318</td>
<td>403</td>
<td>47</td>
</tr>
<tr>
<td>Construction permits</td>
<td>185</td>
<td>196</td>
<td>62</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>12</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>984</td>
<td>141</td>
<td>397</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>272</td>
<td>17</td>
<td>251</td>
</tr>
<tr>
<td>Deletions of construction permits</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Deletions of conditional grants</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

Appoint Hutcheson

APPOINTMENT of Dr. J. A. Hutcheson, research director of Westinghouse Electric Corp., Pittsburgh, as chairman of the Committee on Ordnance, Research and Development Board, was announced last Monday by William Webster, board chairman. Dr. Hutcheson, with the firm the past 24 years and research director since March 1948, supervised engineering of radio communication and radar equipment produced by Westinghouse for the armed services during World War II.

In Buffalo you can go places fast with WGR

...AND ITS HIGHER-THAN-EVER

HOOPER RATINGS

EDGAR BERGEN, ARTHUR GODFREY, BOB HAWK, SUSPENSE

LUX RADIO THEATRE, HALLMARK PLAYHOUSE, JACK SMITH, THE F.B.I.

LUCY, ROBERT WYATT, SUGAR AND SPICE

DICK HAYMES, EDWARD R. MURROW, SING IT AGAIN, REILLY

MR. MURPHY, THE GOLDBERGS

LUCILLE BALL, ABE BURROWS, AMOS 'N ANDY

JOAN DAVIS, CRIME PHOTOGRAPHY, DICK WALKER

MR. KEEN, CRIME PHOTOGRAPHY, LUCILLE BALL

ELVIE ARDEN, AMOS 'N ANDY

JACK BENNY, INNER SANCTUARY

LORNE GREENE, THE BAILEY BROTHERS, ROY ROGERS, DICK POWERS

RED SKELTON, HELEN HAYES, THE MISFITS

PHILIP MARLOWE, GANG BUSTERS, DINAH SHORE, GENE AUTRY

HIT THE JACKPOT, THE PEOPLE, VAUGHN MONROE, CONTENTED HOUR

Leo J. "Fitz" Fitzpatrick
I. R. ("Ike") Lounsbury

WGR

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.
THE LATEST WCKY STORY

THE LOCAL ADVERTISER KNOWS THE BEST BUY!

Look at these success stories of WCKY local advertisers:

DOT FOOD STORES— independent regional food chain— sponsors of “Supper Surprise” 5.30 to 6 PM Monday thru Friday, report coffee sales of its Dot Coffee are up 12%, despite a general trade decrease in coffee sales.

PATRICIA STEVENS— modelling school— reports WCKY produces more prospects at lower cost than any other Cincinnati station they have used.

BIGNER, INC.— retail television store— sponsoring WCKY newscasts, report they secured more leads and sales of television sets by using WCKY than they had obtained from any other media.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

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

THE NATIONAL ADvertiser KNOWS THE BEST BUY!

Look at these success stories of advertisers on the Jamboree:

PROCTER & GAMBLE—LAVA SOAP—secured orders for 27,382 dozen gladioli bulbs at 25¢ per dozen, in 8 weeks.

FREUND JEWELERS secured 20,073 orders for Bulova watches and wristbands, selling at $37.95, in 12 weeks.

FOR A SUCCESS STORY ON YOUR CAMPAIGN INVEST YOUR AD DOLLAR WCKY's-ly!

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
Will TV Lights Go Out?

WITHIN HOURS of the outbreak of the Korean conflict, word was being whispered in Washington that total TV would bring TV to a grinding halt. The military, supreme in a national emergency, the story went, would order the closure of TV transmitters—blacking out the 106 stations and 6½ million receivers.

It sounded preposterous. We checked, but got neither denial nor confirmation. The ether hog propensities of TV, now using 12 channels of six megacycle (6,000 kilocycle) width, was cited as one salient reason for the alarmist TV talk. Interference with the radar screen to ring the country, and with aircraft communications, also were mentioned, ever so gingerly.

The talk did not touch aural broadcasting because of the experience of the last war, and the success achieved through voluntary safeguards.

The other day the authoritative Alsop brothers, in their syndicated column, shed further light on the new electronic mobilization. They cited the need for vital war equipment, including radar warning apparatus. Then the tip-off that the President is expected to ask for emergency authority allocation and priority to break bottlenecks.

"The television boom, for instance," said the Alsops, "cannot be permitted to halt radar manufacture, as it is now doing."

Effects of this brand of talk have been reflected in the stock market gyrations, where TV issues taking a beating. The word has gone out that there will be production restrictions on TV because of rearmament.

The veiled talk and innuendo is not unlike that which preceded Pearl Harbor, when the military wanted to commandeering all radio and clamp rigid censorship on everything.

The rule of reason prevailed. Radio was not molested. Elaborate plans for "radio silence" were made via the key station system, whereby ratings are alerted in event of air attack. Radio did a home front job that won the plaudits of all, the military included.

The rule of reason must prevail in the present crisis too. TV is a new medium. Atomic war, if it comes, is new.

Let's examine the part TV could play in total war—push-button war, with electronically controlled missiles, even atom bombs.

Visualize a sneak attack that happened to break through the radar screen. Panic could be multiplied and doubly avoided—through the calm voice of radio.

How much more psychologically reassuring it would be if the President could be seen, and the degree of damage (or lack of it) wrought could be flashed before the people! What if the public could see Old Glory still whispering in the breeze over the Capitol?

There's little more important than the nation's morale in a time of national emergency. There's no instrumentality with greater impact than TV—now essentially a major market medium. A push-button, atomic war would strike at the arsenals, mainly major markets.

This is horrendous talk. It may be premature and grim. But we learned in World War II about the twin gremlins "Too Little and Too Late."

In this situation we see portents of a continued TV freeze because of imminent mobilization and stockpiling of materials.

Limitation on radio-TV manufacture may be in the offing. Despite wild talk, there's little likelihood of closure of stations. The entire AM spectrum covers only 1600 kc. just two-tenths the space occupied by a single TV channel.

In a national emergency, needs of government are superior to those of industry. First, it must be ascertained that the indicated needs of government are in the best interests of the nation.

There can be no rule of reason if plans as radical as the snuffing out of TV are evolved in the ivory towers of the military. It is the duty of the FCC and of our mobilization and defense forces to ascertain beyond reasonable doubt that our psychological weapons on the home front are not impaired or demolished by military fiat.

The Voice Roars

UNLESS all signs fail, the Voice of America soon will be endowed to the extent of perhaps $100 million to speed the "truth offensive" and counteract the Soviet global propaganda. A year ago, the Voice couldn't borrow or beg a dollar beyond "minimum requirements."

The sudden turn of events in the Pacific, the stepped up jamming by the Soviet of Voice transmissions, and the united front of leading national figures in support of the Benton Plan for a "Marshall Plan of Ideas" over a worldwide shortwave network, have converged to pass this near miracle.

Whether the control of this enlarged Voice should continue in the State Dept. or be vested in a separate propaganda agency as proposed by Elder Statesman Bernard Baruch, is left to Congress—perhaps to the United Nations—either of which bodies is handicapped by diplomacy and protocol. An out-and-out propaganda agency obviously would have greater freedom.

On another front, Radio Free Europe began regular operation last week in the counteroffensive. It is financed by a group of prominent Americans, most of them identified with the war effort. It won't compete with the Voice. Because of its private auspices, it will have flexibility and force not possible for a Government-operated venture. It transmits to American-occupied Germany, and its frequencies cleared through the State Dept. It is significant that opposition to this move—a Government radio venture—is practically inaudible. Just a few months ago, Congress was bellicose. There also was opposition from private broadcast groups who feared Government invasion of radio—even in the shortwave international domains. This journal was skeptical, and espoused use of longwave stations on the continent, as a sort of reverse lend-lease. Time would be "purchased" in exchange for Marshall Plan credits, on stations customarily heard on the "people's radios" in general use.

We still favor the reverse lend-lease plan. We recognize, however, that in a national emergency, propaganda is a function of Government. We are now engaged in a psychological war in Europe and Asia. Hence, a "national emergency" exists.

The shooting war is now localized in Korea. In this psychological war, the battle-line is global. Radio is a weapon. It is a war for the minds of men.

When war ends—psychological as well as physical—we may well go back to the old俵nds, for the brief phase when war is laid down. Swarms will be forged into plowshares, and transmitters will be diverted to their American free enterprise functions of educating, informing and entertaining; to the sale of good will along with goods.

A FEW months more and Charles Gordon Baskerville at 44 will have completed a five year general management ship of WFLA Tampa, the Tampa Tribune station and NBC affiliate.

By the fall, when that five year cycle is completed, the physical results of Mr. Baskerville's efforts during his tenure are scheduled to come to a head. WFLA's AM and FM business offices and studios will move into new facilities at the Tribune building in downtown Tampa. The stations, with elaborate provisions for eventual television, will have one of the most modern and efficient broadcasting plants in the South.

This high mark in the Baskerville career is typical of progress made in the past by the North Carolina born Floridian. An associate of radio, off and on, for the past 20 years, the still youthful broadcaster knows the busi-

(Continued on page 33)

Static and Snow

By AWFREY QUINCY

SEN. JOHNSON describes fusion as "associating elephants with mice, wolves with lambs." Who, me?

The radio business never ran truer to form than in those letters about "Fusion Now." Most broadcasters think the idea is terrific, but at least one thinks it's terrible—one doesn't understand it—two claim they thought of it first and long ago—receiver manufacturers are occupationally cagey and non-committal—trade association lads approve in principle while unsheathing the dagger. But, while the firesnab squeal, the house may burn to the ground. It's all too reminiscent of 1940 and the spectacle of La Belle France with unstable governments, unfriendly political splinters, uncompromising internal differences, while Germany neatly gobbed up the entire mess.

Stan Hubbard's publicity man confirms our worst suspicions. According to a KSTP release, radio announcers have but two dimensions: Height and weight.

Much to our surprise, a BBDO picture in Broadcasting identified a Mr. Barton and a Mr. Osborn. Next thing we know, we'll learn that in London there is actually a Mr. Lloyd in the insurance business.

Broadcasting  Telecasting
WOV's "Daily Triple"

Delivers a Night Time audience of 971,520 Different people weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

IN NEW YORK AT NIGHT...

THE BIG SWING IS TO THE INDEPENDENTS!

Rome Studios: Via del Bufalo 126
National Representative John E. Pearson Co.
DONALD J. QUINN, sales staff, KKOC Chico, Calif. Both Lincoln Dellar stations. He succeeds TED HALL, resigned.


ANTHONY M. (Bob) HENNIG, with ABC since it became independent network, last as assistant treasurer, appointed business manager of ABC-TV program department.

DAVID LASLEY, radio-TV network advertising and promotion manager NBC Chicago, to network sales staff as account executive. HAROLD A. SMITH, promotion manager WMAQ and WNBQ (TV) Chicago, NBC stations, replaces him.

MILO PETERSEN, general manager, KGEM Boise, Idaho, also assumes sales responsibilities following resignation of AL BORGE, sales manager. Mr. Petersen was not correctly identified in this column July 3.

CAL CANNON, general manager KIEV Glendale, Calif., father of girl, July 2.

PERSONALS • • •

JOHN S. HAYES, vice president and general manager WTOP Washington, appointed chairman business employees unit No. 1, 1951 Community Chest campaign. • • • RICHARD A. MOORE, assistant general manager and ABC Western Div. director of TV operations, on three weeks business-vacation trip to N. Y. and Vermont. • • • ROBERT R. TINCHER, general manager WAXY Yakonton, S. D., elected to board of trustees of Yankton College.

ED YOCUM, general manager KGLW Billings, Mont., returns to his office after several weeks of illness. He suffered a stomach disorder while on recent trip East. • • • JACK R. DRAUGHON, president-general manager WSIX Nashville, spending half-days at his office after absence of several months during which he was on rigid diet. He dropped 53 pounds.

ROGER W. CLIPP, general manager WFIL-TV Philadelphia, awarded certificate of appreciation by Phila. chapter of National Foundation for Infantile Paralysis for station’s contributions to 1950 March of Dimes campaign. • • • GEORGE M. BURBACH, general manager KSD-AM-TV St. Louis, and Mrs. Burbach sailed on Queen Mary July 8 for European vacation until late August. • • • DON B. DAVIS, auditor KFWB Hollywood, will address accounting students of Southwestern U., L. A., on “Office Management of Broadcasting,” Aug. 16.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota... use the Arrowhead Network. You’re interested in sales—and that’s what we deliver!

Page 32 • July 17, 1950

BROADCASTING • Telecasting
Respects

(Continued from page 9)

ness from the copy desk, where he first began in the industry, to the front office.

Born in Charlotte, N. C., on Aug. 26, 1906, Mr. Baskerville spent his youth in that city and in the little town of Monroe about 25 miles from Charlotte where his family moved while he still was in his boyhood. After completing high school in Monroe where he played football, he entered Davidson. There, his sports participation was cut short by an illness.

The "Roaring Twenties," in which Charles Baskerville grew up, were just a memory by 1930. The depression had placed the country's economy on a treadmill. The radio industry was feeling its first sharp growing pains. That was the year when Mr. Baskerville entered radio, his eyes focused on the industry's opportunities and needs.

As an enterprising youngster, he filled one of those needs at the outset by becoming salesman and copywriter at WDAE, owned by the Tampa Times. It was Mr. Baskerville's uncle, the late Charles G. Mullen, then general manager of the Times, who introduced his nameake to the newspaper world and eventually to radio. During the Christmas season of 1927, after young Baskerville had graduated as an English major from Davidson with plans to study law, Mr. Mullen offered his nephew a summer job at the Times. On June 21, 1928, Mr. Baskerville left North Carolina for Florida, starting in at the paper as a cub reporter, covering police, the sheriff's office and other assignments.

Johs WDAE

Grasping at an opportunity to enter radio at WDAE, he soon was launched on an experience that brought him to grips with the regulatory function of government in radio. He made frequent trips to Washington on behalf of WDAE before the old Federal Radio Commission.

During this time, Mr. Baskerville, as manager of WDAE, also pioneered in the extension of network broadcasting. He deliberated in conferences with CBS on plans to extend the service into Florida. At the time when WDAE joined CBS, the station had less than two hours commercial per week.

Later, Mr. Baskerville became associated with the sales staff at WFLA, then located in Clearwater with a studio and sales office in Tampa. When the Tribune became interested in radio, he was "loaned" to the paper to work out applications, forms, and other material to apply for a new regional station. While waiting for results, he was sent to Chicago to work there with the Times. Following this assignment, he returned to Tampa to work on the Tribune display staff, becoming manager of that office, until entering the Navy in June 1942.

His three and a half year tour of duty in the Navy included an assignment on the staff of CINCPAC under Admiral Nimitz, which carried Mr. Baskerville to Pearl Harbor, Guam and Japan. He also was attached to Press Censorship in New York during the war. He was released in 1946 with the rank of lieutenant commander.

Returns to Tampa

In November of that year, Mr. Baskerville returned to radio--this time at the helm of WFLA. During his period of direction at the Tribune station, WFLA-FM was born and began regular operation.

His long training in both radio and advertising has left a deep business imprint on the Florida radio executive. It is his belief that "AM radio will continue to do an outstanding job for its advertisers." FM, he says, has been a disappointment but "in broadcasting it seems most anything can happen and it might be that eventually FM will come into its own. We in Florida, with probably the highest static level in the country, know the advantages of FM."

As for television, Mr. Baskerville, whose organization is mapping plans for TV, says video is "the coming medium of radio," but, he adds, "in the outlying rural communities there will always be a place for well operated AM stations."

Mr. and Mrs. Baskerville--she is the former Elizabeth Lott--make their home in Tampa. They were married in December 1934. He is a member of Pi Kappa Alpha, Ye Mystic Krewes of Gasparilla, University Club, Mennymakers Club, Chamber of Commerce, and is secretary of the Tampa Yacht and Country Club.

WMCK McKeenort, Pa., has announced its affiliation with Sports Broadcast Network. Station will carry outstanding prizefight each week.

SOUTH BEND IS A MARKET—

NOT JUST A CITY— AND

WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is two adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-billion dollars.

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.

CANADA PROTEST

Opposes U.S.-Run Stations

AMERICAN STATIONS operated by the U.S. Armed Forces still located at bases in Newfoundland, came under fire at hearings of the Canadian Royal Commission on Arts, Letters and Sciences held at St. John's, Newfoundland, on July 7.

In a brief submitted by VOICM St. John's, only commercial broadcasting station in Newfoundland, station management stated that operation of U.S. broadcasting stations in the province "is not in the best interests of all concerned" and charged that the stations are being used for propaganda purposes. The brief said that such stations, operated for the U.S. Armed Forces during the war, were discontinued in other countries as longer as three years ago, but have been continued in Newfoundland, where there are still a number of U.S. bases.

SOUTHBEND WSBT

5000 WATTS • 960 KC • CBS

PAUL W. RAYMER COMPANY • NATIONAL'S REPRESENTATIVE

BROADCASTING • Telecasting

July 17, 1950 • Page 33
'GARDEN STATE'
N. J. Radio Group Forms

FORMATION is underway of a new network of New Jersey radio stations to be known as "The Garden State Network," according to Fred L. Bernstein, assistant general manager, WTTM Trenton.

Details of the plan were worked out during a meeting of seven broadcasters in Atlantic City a few weeks ago. Attending were James L. Howe, WCTC New Brunswick; Fred Weber, WFBG Atlantic City; Thomas B. Tighe, WJLK Asbury Park; Ranulf Compton, WKDN Camden; Charles O'Neil, WNJR Newark; Paul Alger, WSNJ Bridgeton and Mr. Bernstein.

Mr. Bernstein said advantages to the advertiser in "buying the network" would include "concentrated coverage, convenience, one billing, price economy, local interest and keeping income within the state." In order to buy in GSN, a client must purchase all seven stations. For promotion purposes, a complete market brochure giving coverage data, market information and other aids to clients as well as a 15-minute transcription and sales kit have been prepared.

DISASTER SYSTEM
Map Radio Setup in L. A.

BLUEPRINTS for emergency operations of Los Angeles County commercial broadcast stations in time of disaster have been completed by Southern California Broadcasters' Assn. and communications departments of police and sheriff's office.

System of cues and pre-set announcements has been set up, using line facilities of Radio Central in downtown Los Angeles, supplied by the SCBA telephone committee. Police shortwave radio is lined up for standby duty, according to Robert J. McAndrews, SCBA managing director. SCBA emergency planning committee includes Ben McGlashan, KGJF; Laurence McDowell, KFOX; Stuart Novins, KNX; Robert J. Reynolds, KMPC; James T. VanDiver, KECA-TV.

P A U L M U R P H Y, news editor of WONE Dayton, Ohio, to program director and disc jockey WANE Ft. Wayne, Ind., replacing LINN MILLER, resigned.

R O B E R T F. J A M I E S O N, traffic manager Du Mont Television Network, named manager station relations.

S I D N E Y A N D O R N, columnist were Cleveland, to WXEL (TV) same city as producer-director local program, effective Aug. 1. Continues his work for WERE.

M I S S (Cal) T. MARA named publicity director WJAS Pittsburgh, Pa.

C O D Y P F A S T H E I L, director press information and promotion WTOP Washington, conducts Inside Florida, 7:45-8 p.m. on WCFC (FM) Washington, in addition to present duties.

T H E O D O R E B. S I L L S, director-writer-announcer Fox, to ABC-TV production staff.

E D S P R A U G E, WCOL Columbus, Ohio, to KTMS Santa Maria, Calif., as traffic manager.

R O B CARRINGTON to announcing staff DuMont TV Network. Was announcer WSSR Cleveland and WHBR Hanover, N.H., using name Mark Roberts.


M A R J O R I E B E N D I C T named to handle literary rights for ABC Western Division radio-TV.


K E N N I L E S, announcer, starts new half-hour sports show, Hunting and Fishing with Ken Niles on KECA-TV Los Angeles.

W H I T T Y B E R Q U I S T, orchestra leader NBC Chicago, is composer of "Come On You Cubs, Play Ball," official theme song Chicago Cubs National League ball squad. Song debuted on NBC National Farm and Home Hour July 15.

N A N C Y S P U A R T, assistant to program manager KEX Portland, Ore., resigns to become director of information and alumni affairs at Willamette U., Salem, Ore., effective Aug. 1. Succeded at KEX by LORAINE RUSSELL, continuity staff.

M A R Y L O U S E M A R S H A L L, women's coordinator NBC Davenport, Iowa, appointed Iowa chairman, Assn. of Women Broadcasters.

R O B E R T I R V I N G, KXYZ Houston, Texas, to EMOX St. Louis as staff announcer.

AL MORGAN, pianist, signed to AM and TV contract for two years by WGN Inc., Chicago. His show originates from Chicago Fair at WGN's TV center.

J A C K H U S T O N, WLW Cincinnati, to WCCO Minneapolis announcing staff.

E D R E I M E R S, staff announcer KETV (TV) Hollywood, signed by Filmmakers' Productions for major role in motion picture, "Mother of a Champion."

R A L P H E W A R D S and NBC Truth or Consequences on staff on several weeks tour in Germany entertaining troops stationed in six cities there.

J E N N I N G S P I R C E, NBC Western Director of public affairs,station and guest relations, elected vice president, Assn. for Education by Radio, Pacific Southwest Region.

D O N A D N. R I C K L E S, NBC Hollywood vacation relief announcer, to permanent announcing staff, replaces DOUGLAS GOURLAY, resigned.

R H O D A W I L L I A M S, "Betty" in Father Knows Best, NBC, aided local safety campaign by appearing in Tulsa, Okla., to encourage safe driving by teen-agers.


C L A R K R E I D, disc Jockey WAKR Akron, Ohio, father of girl, Cathy Susan, June 80.

B A R R E R E R E S I G N S
Leaves FLQN Executive Post

C L A U D E B A R R E R E resigned last week as executive director of the Foreign Language Quality Network. In a joint statement, Mr. Barrere and Ralph N. Weil, president of FLQN and general manager of WOV New York, said that the network would engage a national time sales organization to represent it.

According to the announcement, Mr. Barrere's work, for which he was engaged a year ago, pertained to the development of the network and to the creation of promotional material and sales data. These having been done, FLQN now needs "an extensive selling organization," the statement said.

W E S T V A. Meet
WEST V.A. Broadcasters Assn. will meet at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 8-9, the association has announced.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY
L. P. Wilson
W CKY
CINCINNATI
50,000 WATTS OF SELLING POWER

HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO! THEY want the BEST! Ask JOS. W EEPROM & CO., 350 Madison Ave., New York About the Maritimes Busiest Station 5000 WATTS - NOW!
COMBAT RECORDINGS
Defense Dept. Cooperates With Networks

FOUR major radio networks are cooperating with the Defense Dept.'s radio-TV information branch on the exchange of information from the Korean and Tokyo headquarters areas, the Defense Dept. revealed last week.

The branch has two "reporter officers" to the Korean-Tokyo war theatres to make combat recordings of fighting action for immediate use by the networks for Pentagon radio. Capt. Charles Dillon, chief of the radio-TV branch. The two officers — Major Wes McPherson (USA) and Ensign Jack Siegel (USN) — are representing all military services, he added.

The material recorded is divided into two categories — "hot" news and so-called feature material — and is played over the new "in-voice" circuits to San Francisco. Spot news is being used by the networks to supplement their regular coverage, while the feature material is relayed to the Pentagon for use on such Defense Dept. programs as ABC's Time for Defense.

SECURITY MOVE
Sons Ask News 'Restraint'

AMERICAN RADIO and press last week were urged "to exercise such voluntary restraint as may be necessary to insure adequate security" as Congress evidenced growing wariness over disclosures of movement of U. S. troops and materiel.

Defense Secretary Louis Johnson issued a security directive to the military branches setting forth limitations on the issue of news by the services. Directive covered information dealing with "preparations for military operations or movements within the continental U. S. or movements of Naval vessels, transports, cargo ships from the West Coast and west of Pearl Harbor. Other data included unit designations, equipment status, strength, date of movements.

Demand for this voluntary curb was voiced by Sen. Stephen Bridges (R-N. H.) in a statement on Capitol Hill. A month simultaneously, the Army and Navy announced they have issued policy directives to command posts calling for tighter security measures.

Sen. Bridges said he had been disturbed by "recent press and radio reports" dealing with movement of troops and supplies and urged the Defense Dept. to put an end to such "public disclosures" as a "measure of elementary security."

Radio and press reports of ship movements would be prohibited after departure of ships from the West Coast, according to the Navy directive. Data and statistics on personnel and equipment numbers may not be disclosed, it added.

MARY PICKFORD
Offers To Aid Propaganda

MARY PICKFORD, "America's sweetheart" of the silent movie era, has placed her services at the disposal of the U. S. government for "propaganda functions," including those of the Voice of America, her personal representative, Mal Boyll, revealed last week.

Wire indicating her availability were sent to Defense Secretary Louis Johnson; Sens. Tom Connally (D-Tex.), Elbert Thomas (D-Utah) and William Benton (D-Conn.); and to Edward Barrett, assistant Secretary of State for public affairs, charged with supervision of the Voice.

B. G. DE SYLVA
Funeral Services for a Legend Dues

CAPITOL RECORDS founder dies

Funeral services for B. G. (Buddy) De Sylva, 56, a founder and director of Capitol Records Inc., Hollywood, were held last Thursday from Cunningham & O'Connor Mortuary, Los Angeles. He died at Hollywood Presbyterian Hospital early last Tuesday from a heart ailment.

Formerly executive producer of Paramount Pictures Corp. before he formed his own motion picture producing company, Mr. De Sylva with Glenn Wallis and Johnny Mercer founded Capitol Records Inc. in March 1942. He was active in the organization as chairman of the board for several years.

Besides his widow, Mrs. Marie De Sylva, surviving is a stepson, David Shelley.

EXCISE BILL
Korea War Seen as Bar

ADMINISTRATION leaders last week reportedly were prepared to abandon the huge revenue-excision tax reduction bill in the face of Korean hostilities, in the prospect of increased federal expenditures for defense purposes.

The bill, on which the Senate Finance committee held hearings all last week, would provide for wholesale boosts in corporate taxes, close loopholes through which some organizations are presently tax exempt on their radio and other "unrelated" activities, and pare certain excises.

Sen. Walter F. George (D-Ga.), chairman of the Senate group, declined comment on reports that Treasury Secretary John Snyder had recommended shelving the bill, but Congressional leaders agreed generally that excise tax cuts appeared out of the question for the time being.

Asked for his view on excise taxes during his Thursday radio-press conference, President Truman said he endorsed every word in the Snyder statement which called for abandoning the Administration's 1950 tax program.

The measure passed the House last month after lengthy hearings during which the House Ways & Means Committee, among other actions, rejected a proposed tax on TV receivers at the manufacturers' level and voted to retain the 20% tax on radio sets [BROADCASTING, July 3].

WRIB APPLICATION
FCC Sets Further Hearing

FCC has remanded to a hearing examiner for further hearing the application of WRIB Providence, R. I., for an increase in power to enable WRIB to show it would not in the future sell time to time brokers.

The hearing examiner Leo Resnick has proposed to grant WRIB's request to change power from 250 w to 1 kw, operating daytime on 1220 kc [BROADCASTING, April 3].
KIKI EQUIPMENT
To Use GE ‘Package Unit’

SETTNG Sept. 1 as its scheduled opening date, KIKI Honolulu will be equipped with a General Electric 250-watt transmitter, according to Royal V. Howard, owner and president of the new outlet. Mr. Howard has been in consultation in San Francisco with Charles T. Haist, Jr., western sales manager for GE’s electronics department.

GE station, called a “package unit,” includes towers, transmitter, monitoring equipment, control console and other broadcast accessories.

KIKI, which takes its call letters from nearby Waikiki Beach, will operate on 860 kc. Mr. Howard is a former director of NAB’s department of engineering, previously serving as vice president in charge of engineering for Associated Broadcasters Inc. (KSPQ KPIX San Francisco). He also has an interest in KKA Seattle.

Mike Naming Contest
RCA Labs has announced a contest to pick a name for its new BK-4A microphone. Eligible for the contest are owners or employees of a licensed AM, FM or TV broadcast station. Closing date for entries is July 31. Prize winner will receive a 16-inch TV receiver. In addition, the station wins one of the new microphones.

The Answer to a Disc Jockey’s Prayer
... by DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:
- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts. Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*KAT. PEND.

For further information write to Dept. BD-3

WKY QUARTERS
AM-TV Structure Underway
CONSTRUCTION on a $450,000 structure to house new studio and office facilities for WKY-AM-TV Oklahoma City was begun last Monday at the site of the stations’ transmitters six miles north of the downtown section. Completion is set for March 1, 1951.

Building will include complete AM and TV studio facilities and control room, personnel offices, and garages for AM-TV mobile units. WKY-TV will originate telecasts in the new studios and at present facilities in the Little Theatre of the Municipal Auditorium, on which the station has a long-term lease.

In announcing the March 1 target date, P. A. Sugg, manager of WKY-AM-TV, licensed to WKY Radio- phone Co., said expansion of both radio and television resulted in need for a new building. WKY has occupied quarters in the Skirvin Tower Hotel since April 1936. WKY-TV began operation June 6, 1949.

‘VOICE’ OUTPUT
Dispute Silences Unit

A UNION jurisdictional dispute involving AFL technicians last week silenced the output of Voice of America’s Korean and Japanese programs from one of the State Dept. three transmitters in San Francisco. The Voice transmitter, already stilled for six weeks, had resumed its broadcasts but a broken transmitter line atop a 200-ft. antenna tower again disrupted operation.

Dispute arose when AFL electricians refused to permit a steapeljack to fix the broken wire. Philip Laskey, president of Associated Broadcasters Inc., station operator, suggested lowering the steapeljack from a helicopter. AFL’s IBEW, however, claimed jurisdiction but turned down the suggestion as dangerous. Only other alternative, Mr. Laskey said, is to lower the antenna to the ground for repair. Such a move, he added, would require an extra Congressional appropriation.
NAB COMMITTEES

FM Group First Step In New Plan

FIRST action to set up a new and NAB was taken last week with an NAB committee, headed by Ben Strouse, director-at-large.

Two committees--AM and TV--have not yet been announced. The three-committee idea was adopted by the board the United Federation of William B. Ryan, NAB general manager. It is designed to give NAB a media perspective, with each committee interested in its own problems.

Joining Mr. Strouse on the FM committee are Everett L. Dillard, WASH (FM), Washington, who retired last April as a director-at-large for FM; Henry W. Slavick, general manager of Theological Stage Employers and Moving Picture Operators, Broadcast-Television Recording Engineers (division of IBEW), Radio & Television Directors Guild, the Munitions Board, andrated with Associated Actors and Artists of America.

CIO has claimed the American Communications Assn., Communications Workers of America and others.

Labor leaders have appointed a nine-man committee to work with Mr. Symington on the manpower plans, and also placed themselves squarely on record as opposed to a labor draft, contending that voluntary controls are sufficient.

There was sentiment on Capitol Hill for immediate mobilization, reflected in a demand by Sen. Lyndon B. Johnson (D-Tex.) last Wednesday. He urged the President to place priority orders "for all material essential to the armed forces" and called for emergency legislation to provide powers necessary for full mobilization of our industrial capacity.

Labor Skills Listed

It was revealed that the government could put over 250 industrial plants on a production footing "almost overnight" and has standby plans for at least 250 others.

With respect to the nation's manpower plant, Hubert Howard, chairman of the Munitions Board, disclosed that his board has set aside a list of some 900 skills which would be deemed "scarce" in wartime and which take years of experience to acquire.

Technical skills presumably comprise a good part of the list, a Munitions Board official conceded last week, pointing out that already the armed services have stepped up their recruiting campaigns on the basis of needs in the specialized communications field.

"Persons having one of these skills will be drafted only to the extent and in the numbers definitely needed for that skill by the services," Mr. Howard said in Chicago.

"We assume the local selective service board will determine who will be deferred on an individual basis and that plant management will make requests for deferment of critical workers for the war effort on their own authority."

CIVILIAN CAPACITY

While at least 50% of the peacetime productive capacity of the country probably would remain devoted to civilian demands with respect to industry as a whole, over 90% of communications equipment would be channeled into military sources.

These include such items as radios, television and other equipment. One estimate placed civilian needs during emergency at roughly 7% for these materials.

Cathode or transistor tubes would be in great demand by the government, it was felt.

On the materials side, Mr. Howard said that the Munitions Board is now engaged in a $3,800,000,000 stockpiling program, which embraces such critical or classified materials as tantalum, copper, manganese, chrome, nickel, aluminum, rubber, industrial abrasives, zinc, etc. Many of these items are used by radio-TV manufacturing industries.

Demands for scarce materials and the Munitions Board's stockpiling program have evoked protests from small business concerns which feel they are unable to attain them for civilian use. Complaints, filed with the House Select Small Business Committee, have cited inability to obtain such materials as zinc and rubber because of the board's stockpiling, stepped up since the outbreak of Korean hostilities.

'Cigar Parade' Spots

THE NATIONAL "Cigar Enjoyment Parade," sponsored by both manufacturers and distributors, in August, will begin using spot radio between 6:30-8:00 a.m. in 42 major cities. Wesley Assoc., New York, agency for the account, is looking for radio availabilities, while television plans announced earlier remain the same.

SALESMEN!

For BIG Results In This Big Market
Use the BIG Station

WFLA
S. CAROLINA
ATLANTA
IOWA
KENTUCKY
INDIANA
WISCONSIN
OHIO
MINNESOTA
ASSOCIATES

FRANK KING
General Manager

5,000 WATTS
OMAHA
MISSOURI

SILVERDALE
HARRY BURKE
General Manager

July 27, 1950  Page 37
DEFENDS LBS
Mallory Answers Hofheinz

A CALIFORNIA broadcaster last week rallied to the defense of the Liberty Broadcasting System's re-created baseball broadcasts which have come under attack from management. Hofheinz, KJSO San Jose, called the complaint by Roy Hofheinz, operator of the MBS-outlet KTHI, "very unfair and illogical."

Mr. Mallory claimed that Mr. Hofheinz failed to inform the Commission "that a good many of the baseball games broadcast by Liberty...have been actual "live" broadcasts..." in addition to re-creations. While admitting that Liberty re-creations "do sound as if they are broadcast from the field of play," he said he could not see any attempt by Liberty "to deceive or conceal from the public the fact that some of the games are re-created."

The KTHI complaint had charged Liberty with attempting to give the impression that the re-creation of broadcasts "are contemporaneous play-by-play accounts," and asserted the broadcasts were "misleading and deceptive to the public."

Mr. Mallory said Liberty, as a "stimulant" to the broadcasting industry, "has brought back the competitive spirit", and alleged the issue evolved from the inability of the Hofheinz stations to cope with "something that is nothing more than a competitive sales problem."

It is understood that the expected reply by Liberty to the KTHI complaint will involve Mutual by contending its position is no more vulnerable than that of MBS with the latter's delayed baseball shows [CLOSED CIRCUIT, July 10]. Liberty's reply, which had not been received by the FCC last week, is expected to be forthcoming sometime this week.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S. INCL., SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

JUNE 4-10, 1950

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK (Average for All Programs)</td>
<td>1</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>16</td>
<td>16</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>19</td>
<td>19</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>24</td>
<td>24</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>31</td>
<td>31</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>32</td>
<td>32</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>33</td>
<td>33</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>34</td>
<td>34</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>35</td>
<td>35</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>36</td>
<td>36</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>37</td>
<td>37</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>38</td>
<td>38</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>39</td>
<td>39</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>40</td>
<td>40</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>41</td>
<td>41</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>42</td>
<td>42</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>43</td>
<td>43</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>44</td>
<td>44</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>45</td>
<td>45</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>46</td>
<td>46</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>47</td>
<td>47</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>48</td>
<td>48</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>49</td>
<td>49</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>50</td>
<td>50</td>
<td>6</td>
<td>11</td>
</tr>
</tbody>
</table>

KMAN ON AIR
Boasts Modern Studios

KMAN Manhattan, Kan., operating daytime on 1550 kc with 500 w, is now in its second month on the air as Kansas' newest outlet. As such, it boasts one of the most modern studio quarters in the state, according to Manager Ray L. Koza.

KMAN made its official debut on June 4 with most of the station's manpower coming from the Kansas State College (Manhattan) radio department. Equipped entirely by Gates, the station occupies the second floor of a downtown building.

Chief personnel in addition to Mr. Koza, formerly with KSRV Ontario, Ore., include Program Director Frederick Butler, graduate of Kansas State and formerly with KXLQ Boise, Mont.; Chief Engineer Herbert Lavin, formerly of KHAS Hastings, Neb., and Commercial Manager Fred Langan. KMAN uses AP newslines, Capitol transcriptions and Liberty Broadcasting System baseball broadcasts.

RADIO-TV COMICS
Post Office Investigating

THE U. S. Post Office Dept. is cracking down on comic books in which cartooned heroes allegedly advertise their radio, movie, TV and real-life counterparts. A department official has disclosed that the Post Office is studying the situation. If the comic books are found to be simply advertising matter, the publishers will lose second-class mail privileges.

In its investigation, the department looks over contracts comic book publishers make with the "big names" featured. One such contract, according to a P. O. investigator, required one page of each magazine be devoted to promoting the hero's movie. Issue is whether comic books such as "Mr. District Attorney," "Bob Hope," or "Howdy Doody" are really editorial or the means by which their heroes are promoted in other fields.

KRIZ OPENING
Sept. 1 Set for Debut

KRIZ Phoenix, Ariz., will go on the air on or about Sept. 1, according to Howard M. Loeb, owner-manager.

With studios and offices at 2345 W. Buckeye Road, Phoenix, the station will operate fulltime with 250 w on 1230 kc. Mr. Loeb formerly operated WDFD, ABC affiliate in Flint, Mich., and previously was with KQV Pittsburgh.

Atlantic Sports Meet

AN ALL DAY "refresher" session was held July 11 by N. W. Ayer & Son, Philadelphia, and the Atlantic Refining Co. for sports commentators who announce play-by-play of Philadelphia, New York, Boston and Pittsburgh baseball games for Atlantic.

Russell Joins D-F-S

RICHARD A. RUSSELL, formerly an executive with Foose, Cone & Belding, Chicago and San Francisco, has joined the New York office of Dance-Fitzgerald-Sample as vice president and account executive.

VA. NETWORK
8 Independents Map Plans

PLANS for formation of a network of eight Virginia independent stations were explored at a meeting of program directors in Richmond, Va., last week. Graeme Zimmer, vice president of WXGI Richmond, and board members of the eight outlets are studying plans for the independent's network to include stations in Richmond, Norfolk, Alexandria, Charlottesville, Farmville, Blackstone and Hampton.

Saunders Named

ELECTION of Ernie Saunders, WCHS Charleston, as president of the West Virginia Sportscasters Assn. was announced by the station following the annual meeting of the association at the Greenbrier Hotel in White Sulphur Springs, W. Va. Other officers named during three-day sessions, which ended fortnight ago, were Lew Clasow, WWYA Wheeling, vice president, and Joe Farris, WGVK Charleston, secretary-treasurer.

HEADQUARTERS of Canadian Broadcasting Corp. shortwave stations at Sackville, N. B., changed to 1125 Dorchester St., Montreal.
SEATTLE CASE

School Board Is Upheld

AN EXCLUSIVE contract with one radio or television station to broadcast all high school athletic events may be signed by the Seattle School Board, Superior Court Judge Theodore S. Turner held in a decision July 31 in the suit brought by Bruce Bartley, owner of KEBO Bremerton, against the school board [BROADCASTING, July 3, June 26].

The opinion, issued in the form of a memorandum decision, declared:

I have no doubt of the power of the school district to sponsor athletic contests. . . . We may safely assume that the school district will not attempt to restrict the right of any spectator to report what he sees at an athletic contest. However, the right of the spectator to report does not include the right to use facilities over which the school district has control for the purpose of conveying to persons outside the stadium a play-by-play account of the game while it is in progress. Of course the same rule would apply to television. Since the school district has a property right in the broadcasting and television rights to athletic contests sponsored by it, it may grant the exclusive right to others.

Bartley's Stand

Commenting on the court's action, Mr. Bartley asserted: "The decision is not sufficiently broad to require determination of the freedom of speech question." If Judge Turner enters an order, following the memorandum decision, which is broad enough to sharpen the issues with which he is concerned, Mr. Bartley told BROADCASTING, he will appeal the case to the Supreme Court. In that event, the Washington State Assn. of Broadcasters may enter the case as amicus curiae. Mr. Bartley is attorney for WSAB, although he brought the suit originally as an individual.

An alternative course of action, Mr. Bartley indicated, is the submission of an amended complaint, which might be brought in the name of the state association. At a special meeting on June 28, the WSAB board authorized Mr. Bartley to take such action at his discretion.

Meanwhile, it was learned that

prior to the issuance of the court's decision, three resignations from the WSAB had been received, in addition to that of KING Seattle [BROADCASTING, July 3]. The other stations which resigned were KHQ and KREM Spokane and KREW Sunnyside.

DECCA RECORDS

Adds RCA 45 rpm to Line

DECCA RECORDS Inc. and its subsidiaries, Coral and Brunswick, will add the RCA Victor- originated 45 rpm recordings to their present line of Columbia 33 1/3 Long Playing and 78 rpm records.

New single records and selected albums will be recorded at both 45 rpm and 78 rpm speeds while some reissues of catalog records will be made at the new speed. Company continues to convert active album catalog to 33 1/3 rpm.

LOYALTY OATHS

All KRNO Staffers Sign

ALL employees of KRNO San Bernardino, Calif., voluntarily have signed non-Communist affidavits and loyalty oaths, according to James W. Gerrard, president of the station. Signing was witnessed and noted by Roy Cain, Superior Court reporter, after which the original copy of the affidavit was forwarded to President Truman, Mr. Gerrard said.

Similar action was taken by KFJ Los Angeles last month when members of the staff, from janitor to executive, took loyalty pledges [BROADCASTING, June 12]. "It is the sincere hope of KRNO's management," declared Mr. Gerrard, "that this voluntary movement of our employees in signing non-Communist affidavits and loyalty oaths will spread into all segments of the broadcasting industry. We believe that with proper publicity the movement would catch on. Needless to say, we are very proud of our staff for taking this self-inspired action."

Take New Positions

TWO former staff executives of NAB have new Washington connections. C. Meryl Sullivan, for three years assistant director of research, has joined National Canners Assn. headquarters in charge of marketing research. Everett E. Reever, assistant treasurer and auditor of NAB from 1955 to last May, has been named administrative secretary of the newly formed Patent Foundation at George Washington U.

REBROADCAST of We Human Beings, series of seven documentary dramas produced by Lowell Institute Co- operative Broadcasting Council, started on WCP-AM-FM Boston.

FIRST... ...with a SLIM TRIM DYNAMIC for TV

● New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response ● Pop-Proof ● More Rugged, More Versatile ● Individually Laboratory Calibrated

Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the Ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the 655 pop-proof. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. Field proved.

See for yourself! Write today for Bulletin No. 136 and full information on how you can try this amazing new microphone.

Model 655. List Price..........................$200
Mull News Script
(Continued from page 24)
plied, "because I don't believe he did it." The answer was stricken from the record.

William J. Burns, Los Angeles Times reporter and former secre-
tary-treasurer of the Radio News Club which filed the original charges, reviewed club activities at the time KMPC discharged Mr. Roberts, George Lewin and Mauri Starrells from the news staff. Though Mr. Roberts was club presi-
dent, Lewin a member of the board and Mr. Starrell's the club's publicity director, the three did not participate in the organization's inquiry into their discharge, Mr. Burns testified.

FCC counsel began parading for-
mer employees of KMPC to the wit-
ness stand late Wednesday to give testimony regarding news-slanting charges against Mr. Richards.

Robert P. Anderson, now produc-
tion supervisor of Don Lee Televi-
sion, testified that during a two week period while Norman Nott, who was on vacation, he took over Broadway Department Store new-
casts on KMPC and was instructed by Robert Horn, then in the station's news department, about station policy. The instructions, which were re-
ceived but not followed, according to testimony, included no mention of Robert W. Kenney, then candi-
date for Democratic gubernatorial nomination; no unfavorable men-
tion of Ku Klux Klan; no favorable mention of Henry Wallace and to always refer to him as "pin head." Mr. Anderson testified that Mr. Horn informed him the orders came from Mr. Richards.

"Be-bop" music again drew at-
tention when Harry Patterson, commercial manager of KPVD Los Angeles and one-time announcer-
newscaster at KMPC later, was manager and salesman of KMPC, took the witness stand. Repeating testimony of last March, he said Mr. Richards ordered him not to play "be-bop" music on KMPC because "it fostered communist impulses."

Mr. Patterson said Mr. Richards ordered him to read news stories and an editorial from a newspaper on a straight newscast the first day he worked at the station. He said no editorial credit was given. Mr. Patterson frequently read editoriala on newscasts without giving credit, he testified, that Mr. Richards was not interested.

When Mr. Ford asked the wit-
ness if Mr. Richards would have told him to do so in jest, Mr. Pat-
terson replied "No, Mr. Richards was very serious."

Under cross-examination, Mr. Patton identified two letters he wrote to KMPC expressing "high-
est regard" for the station and its management and telling Mr. Rich-
ards that "your program has done all of us a lot of good." One letter, Mr. Patterson testified, was written at the suggestion of Clair Stout, Washington attorney for KMPC, after a complaint had been filed against the station.

Latimer Testifies

Tom Latimer Jr., announcer at KMPC from January 1946 to June 1947, was in the witness chair for the balance of the afternoon and a portion of Thursday morning. He testified Mr. Richards in-
structed him to insert items from the Examiner into newscasts. He remembered reading an Examiner editorial as straight news.

Mr. Latimer criticized him for giving the "lead" position in a newscast to a story that Russia was the first country to make its full contribution to the United Na-
tions. Mr. Richards told, Mr. Latimer testified. Mr. Richards met him in the hall following the broadcast and after putting him on the carpet, told him to always show Russia in a derogatory manner, the witness said.

Later, he said, he was taken out of the station's news department after ignoring a request by Mr. Richards that he read on a straight newscast a newspaper by-lined feature story that Communists were infiltrating the CIA.

"I don't know what is more along the Communist line," Mr. Fulton, chief counsel for Mr. Richards, as he cross-examined Mr. Latimer, "than to magnify Russia's contribution to the United Nations and then risk a job by not reading a feature about Communist infiltr-
tion."

Both the witness and FCC Coun-
sel Ford began table-pounding de-
nunciation of Mr. Fulton's insertia-

Mr. Latimer heatedly asserted that he refused to include the newspaper feature on a newscast, not because of its contents, but be-
cause it was "an out-and-out edito-
rial."

He further presented Mr. Fulton's inference, he said, because he had served 27 months with American forces in Korea and his story has offered its services, if they are needed, in the present conflict with Communists in Korea.

Mr. Latimer previously had testi-
fied that sponsors urged KMPC newscasts who was "half-
way intelligent" would have real-
ized broadasts were "slanted." He admitted under cross-examina-
ition, however, that, as far as he knew, sponsors of newscasts or advertising agencies representing sponsors had never received any complaints about it.

Earlier testimony also brought out that most stories clipped from newspapers were either "anti-ad-
ministration or pro-Republican." Mr. Latimer also said Mr. Richards told him several times not to use the name of Henry Wallace, and if he did so it was to be only in a derogatory manner.

Mr. Richards admitted he was taken off news and put back to straight announcing, but explained it was because "my selection of newscast is my own." He declared that Mr. Richards said, "If you want to get the news, get it from the newspapers," but, Mr. Latimer testified, "as a conscientious newsman" he tried to do a good job, but "was prevented by Mr. Richards."

Cities Phone Calls

Charles Calvert, production man-
ger of KMPC from August 1945 to August 1947, testified Thursday that the station was held up by calls to station newsmen sometimes in-
terfered with technical operations. When station engineers complained to him, he ordered them to check into master control until seconds before they went on the air with news, Mr. Calvert testified he demanded an explanation.

"You're kidding," Mr. Calvert said, "that they had been held up by calls from Mr. Richards."

Jack Slattery, freelancer who worker as announcer at KMPC for three months in 1940, on the stand Thursday, testified that Mr. Rich-
ards sometimes called him as early as 6 a.m. to request paragraphs from Westbrook Pegler's column he inserted into newscasts without source of material being mentioned.

Usually, Mr. Slattery said, he ignored these requests. As a result, he added, Mr. Richards at a staff meeting accused him of "not playing ball with the team."

Although earlier testimony was to the contrary, from club minutes and other records produced, Coun-
sel Burns on Thursday showed dur-

continued cross-examination of William Burns, then secretary-
treasurer, that when the Radio News Club delegation called on Station Manager Reynolds to dis-
cuss handling of news at the sta-
tion and reasons for firing the three newsmen (Messrs. Roberts, Lewin, Starrelli) letters of com-
plaint with affidavits had already been sent to FCC.

When Counsel Burns asked why Mr. Reynolds wasn't informed of this, Witness Burns said, "It was none of Mr. Reynolds' business. It was the business of the Radio News Club." The first letter to FCC was sent Feb. 28, 1948, according to evidence. Mr. Reynolds in a letter had called for a luncheon dis-
cussion with Witness Burns as taking place on March 1, 1948. The witness did not consider these letters an all complaint with FCC, according to testimony, con-
tending that neither he nor his fel-
low members of the club knew legal procedure, Mr. Burns said letters were written to draw attention to an evil situation that ex-
sisted at KMPC.

Except to admit to being hazy as to details and to be able to take a

AIR FILIBUSTER

Webster Aids Fresh Air Fund

WHEN the word "filibuster" is mentioned these days in Strouds-
burg, Pa., chances are a person immediately comes to mind is not a legislator but an

On June 23, Program Director Joe Webster of WVPO Strouds-
burg conducted what is now known as "Webster's Filibuster." From 3 p.m. until sign off at 8:30 p.m. Mr. Webster held the station's air for 12 hours straight.

He promised to do so by lack of response to the appeal for the New York Herald Tri-

This program was held as one of the regularly scheduled programs for the five-
and-one-half hour talkathon. Mr. Webster told his listeners they would hear no music for the rest of the day. He asked for telegrams and addi-

quests made by anyone who called the station to take part in the Fresh Air drive. By sign-off, lis-
teners had pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-
teners pledged to invite 70 additional families to the Fresh Air drive. By sign-off, lis-

END

BYLINE

Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois
Phone 6-4607

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
CENSORSHIP

RENETHED charges that FCC is
embracing on a course of "thought
control and political censorship" in
the license renewal case of G. A.
(Dick) Richards were leveled in the
House last week by Rep. Dondero
(R-Mich.).

Actually, Rep. Dondero declared,
the Commission is attempting to
"revoke the licenses of these sta-
tions because of the personal opin-
ions of the majority stock-
holder . . ."

He told the House that as a result of the present hearing (see storie,
number 24) "other independent
radio station operators are afraid to
have any views expressed over their
respective stations unless such views favor the administra-
tion's view . . ."

Rep. Dondero questioned FCC's
"delay" in granting license re-
newals for WGAR Cleveland,
KMPC Los Angeles and WJR De-
troit, Richards stations, and said
the Commission has "failed to pro-
duce one worthwhile bit of evi-
dence that any newscast has ever
been censored in whole or in part."

The Michigan Republican also
scored the Commission for using
a former KMPC newscaster, Clete
Roberts, as "his nominee with his
alleged remarks allegedly made by
Mr. Roberts, reflecting un-
favorably on the people of South-
ern Italy.

Congressman Dondero this
joined three other House members
—Reps. Anthony F. Tauriello (D-
N. Y.), Hugh J. Addonizio (D-
N. J.) — in demands that Congress
call FCC to account for support-
ning Mr. Roberts [BROADCASTING,
July 3, June 28], and that FCC
itself repudiate the testimony.

Exchange of Letters

Meanwhile, FCC Chairman
Wayne Coy, in an exchange of
letters with the Congressmen, has
assured them that "I and other
members of the Commission and mem-
bers of the Commission's staff do
not share the views of Mr. Roberts as quoted by you."

He added:

"I cannot go beyond the point
of showing you the assurance. The
other Commissioners and I will
have to be the judge of Mr. Rob-
erts' testimony if and when the matter
gets before the Commission itself."

In an earlier letter Chairman
Coy explained:

... The Commission is in no posi-
tion at this stage of the proceed-
ings to pass on the question of whether
the testimony of Mr. Roberts should be
accepted or repudiated. Neither the
Commission nor individual members
of the Commission have heard Mr. Rob-
erts testify in this proceeding. The
only thing, with which the inquirers
are entitled to us is through the reading
of the transcript. In the ordinary
course of proceedings before the Com-
mission held before Hearn Hearings
in this case or in any other case,
the inquirers have opportunity to
impeach the witness by showing con-
flits in his testimony or unreasonable
statements drawn from lack of infor-
man. The testimony of Mr. Roberts

UHOLD GRANTS

FCC Dismisses Complaints

COMPLAINTS against grants of
WCTR Scottsboro, Ala., and WLIL
Lenoir City, Tenn., have been dis-
missed in memorandum opinions
and dispositions by FCC. WCTR's
authorization was found by FCC in
no way adversely affecting the
rights of Mrs. Rose M. Kirby, Scotts-
boro, Ala., who protested the grant on economic grounds [BROADCASTING, June 12].

Opposition of Robert L. Easley
to the WLIL grant was denounced
by FCC which found Mr. Easley,
consulting engineer, would not be
adversely affected by the authoriza-
tion [BROADCASTING, May 1]. Por-
tions of Mr. Easley's petition were
held by the Commission to contain
"scurrilous matter in alleging the use
of undue influence by Arthur Wilkerson to secure a grant" for WLIL. Those portions were
striken "as sham and false."

Mr. Easley, who is 30% owner of
WRNO Orangeburg, S. C., had pro-
tested FCC's grant of 500 w
daytime on 780 kc to Mr. Wilk-
erson, charging the station had been
built and unlawfully operated prior
to the grant, and that the applicant
allegedly used "a false statement
and influence on certain of the
Commission's staff to promote a grant
without notice" and "without a
complete investigation having
been conducted."

In a reply brief, Mr. Wilkerson
had admitted he did erect the sta-
tion prior to grant of the permit,
but did so at the "advice and coun-
sel" of Mr. Easley. He denied that
Mr. Easley allegedly warned him
not to proceed with the work. Ap-
lication for WLIL was granted by
FCC March 28.

Mra. Kirby had contended WCTR
would overlap with WAVU Albert-
ville, Ala., in violation of FCC's
duopoly rule, Sec. 3.35. WCFR and
WAVU are both owned by Pat
M. Courington. She also charged
WCTR operation would be unfair
competition to Scottsboro stations.

BROADCASTING • Telecasting

July 17, 1950 • Page 41
Spot Option Time
(Continued from page 15)
without firm orders from those clients in advance.

Programs may be the answer to this dilemma. With the networks becoming program owners and sellers on an ever increasing scale, the independent program producers are finding it increasingly difficult to sell their programs for network use and would welcome the chance to make affiliations with station representatives that might lead to the opening up of a new field for program sales. This situation is now being explored by a number of leading representative firms and it is not impossible that before the end of the year they will be submitting complete campaign plans, including programs as well as time availabilities, to agencies and advertisers.

The sale of spot radio on what amounts to a network scale, with a program package plus guaranteed time clearance on a nationwide list of stations being offered the prospective advertiser, would be a pretty large assignment for even the largest representative organization to handle as an individual project. But it is a logical function of a cooperative body such as NARSR.

Formed several years back, NARSR was an outgrowth of a belief among station representatives that if spot radio were ever to take its proper place in the overall advertising picture it must be given full-fledged sales and sales promotion effort as an advertising medium. This is a difficult point of activity from the sale of time on individual stations which is the primary function of the individual representatives who felt it called for group action.

With the NARSR, which has successfully promoted spot radio and protected the interests of its members and their stations in fields where it would have been difficult if not impossible for any representative to have acted independently, should extend its activities into the field of programming, or even have been handled by a new cooperative organization, has not been decided and probably will not be until the picture has cleared itself from its present cloudy state.

Drive Planned
It seems certain, however, that whatever form the machinery may take, the station representatives are going to make an all-out drive for time on even the terms with TV networks which have to supplement their limited and part-time interconnections by coaxial cable and radio relay with kinescopic recordings to stations not connected or not available at the time of the live telecast.

Accordingly, the representatives immediately are proceeding to establish the principle of spot option time in television. They anticipate little difficulty in this project as it will certainly be favorably received by the station operators whose net receipts from the sale of time on a spot basis are about two and a half times the station’s net take from a network commercial. It can fail only if the representatives are unable to sell the time they have optioned and they are reasonably confident that this will not happen.

The next move, which Mr. Weed’s committee has been created to map out, is into radio. Here the representatives agree they have the more difficult task of upsetting established industry practice. But they point out that the advent of television has already changed the advertising climate in which the established procedure has operated.Advertisers are beginning to view their network schedules, particularly in the evening hours, with a newly critical eye. Openings are beginning to appear in the previously jampacked evening network schedules of commercial programs.

This, the representatives believe, gives them the opportunity to secure in radio in the long run the same spot option time clearance procedure they expect to make established TV practice from the start.

ELECT SCHINE
Is Patroon V.P., Director

DAVID SCHINE, of the Schine Brothers’ hotel, theatre, and radio interests, was elected a director and vice president of the Patroon Broadcasting Co., Troy, N. Y., at a stockholders meeting last week. PBC, which is a Schine property, owns WPTR Albany, N. Y.

Mr. Schine confirmed plans for expansion of the Schine interests into TV, although details have not been announced. This was fore-shadowed [CLOSED CIRCUIT, July 10] by the expected transfer of KFWB to an affiliated company in which Schine Brothers will hold a minority of stock.

Green Leaves Collins
John A. Green is planning to leave Collins Radio Co., Cedar Rapids, Iowa, as head of the broadcast engineering department, to set up firms of his own in Dallas. Mr. Green is establishing the John A. Green Co., manufacturer’s representatives, and the Equipment & Service Co., consulting engineers and electrical manufacturers, 6815 Orion Drive in Dallas. The former company, which represent manufacturers as their sales engineer in Texas, Oklahoma, Arkansas, Louisiana and New Mexico. The latter firm will devote services to industrial electronic, broadcast, and electrical engineering problems.

KPAC CASE
‘FCC Again Seeks Injunction

ALTHOUGH KPAB Laredo, Tex., reportedly has suspended operations, FCC is making a second attempt to secure a court injunction to keep the station off the air pending disposition of its revocation hearing proceeding against the outlet. FCC’s first injunction bid was denied by the court in February (Broadcasting, Feb. 27).

The court hearing on the new injunction bid is scheduled July 21 before Judge James V. Allred in the U. S. District Court for the Southern District of Texas at La- redo. Judge Allred earlier denied the FCC request on the ground the licensee of the station had not intentionally violated FCC’s rules and regulations. The new hearing also included, 150 full time

The Commission request stated Mr. Perkins again has relinquished control of KPAB “and such control was assumed or discharged” by Mr. Tish, while KPAB also “has ceased operation without FCC consent.” FCC added it had requested the station’s license to be surrendered for cancellation but it has not been received.

Palmer APRA Speaker

FRED A. PALMER, radio consultant and manager of WOL Washington, is scheduled to speak on “Radio as a PR Medium” at today’s meeting of National Capital Forge, American Public Relations Assn., held at the Lee House in Washington. Questions to be discussed by Mr. Palmer are: How can PR practitioners best use radio? What’s going to happen to this new TV network? Howard P. Hudson, radio information specialist, National Planning Assn., is program chairman.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
Pockets Low From High-Cost Show?

Cash dollars get more dialers on DuMont!

Yes they do. And conversely—dialers mean more dollars for DuMont TV Sponsors. Or to be quite, quite specific: We have got programs that pay their way in sales—not once—but over and over for happy advertisers. Why not be one? Time and talent, programs and spots, DuMont does it so's you'll like it.

The Nation's Window on the World
60 Stations

DU MONT

A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
Murray Hill 8-2600

Copyright 1950
FCC GETS CONDON REPORT

Color Decision Target Aug. 1

ARMED with the long-awaited Condon Committee report—recommending against multiple standards—FCC last week went into virtual continuous executive session to deliberate standards for color TV with a target date of about Aug. 1.

The carefully drafted report, written to the effect that color TV is ready but which makes no recommendation as to any given system, supplies FCC with a scientific analysis against which it may compare to its own findings. The report was released last Tuesday by the Senate Interstate and Foreign Commerce Committee, which had commissioned the committee of eminent engineers to make the exhaustive study. The committee formally is known as the Senate Advisory Committee on Color Television.

While FCC is by no means bound by the committee's findings, it was generally felt that these alternatives confront the Commission:

(1) Approval of one of the three systems which have been field-tested and demonstrated during the long, drawn-out color proceedings.

(2) Postponement of establishment of definitive standards until further progress had been made in laboratory and field testing.

(3) Adoption of multiple standards, weighed against by the Condon Committee.

VHF Switch Unlikely

Any likelihood of transfer of all TV from the VHF band to the now-unused UHF band was discarded, not alone by virtue of the Condon Committee observations but also in view of the lack of enthusiasm at the color proceedings for an "upstairs" move. FCC Chairman Wayne Coy clearly indicated that no such move was contemplated in his letter a fortnight ago to Gaal Sullivan, executive director of the Theatre Owners of America [TELECASTING, July 10].

The three basic conclusions cited by the Condon Committee as the basis for its report are:

- A 6-mc radio frequency channel is adequate for color television service, and represents a proper compromise between quality and quantity of service.
- The three systems of color television described (dot (RCA), line (CTI) and field (CBS)) comprise all of the basic systems of color television which need be considered for a 6-mc channel.
- The three systems are mutually exclusive. One, and only one, of these systems must be chosen in advance of the inauguration of a public color television service.

The Condon Committee report dealt largely in abstract appraisal of the three systems tested. It found the CBS field sequential system has reached a "highly satisfactory state" as to color fidelity, but is not likely to improve substantially; that the RCA system "can be expected to improve substantially," and the CTI system, "less fully developed" has "somewhat greater possibility of future improvement."

Of significance were observations that developments of Hazeltine Electronics Corp., which did not participate in the hearing proceedings and, therefore, is not covered in the record, "are an important contribution to the dot sequential system — RCA's basic method."

The committee is headed by Dr. Edward U. Condon, director of the National Bureau of Standards, and includes Newbern Smith, Bureau radio expert; Stuart L. Bailey, president, Institute of Radio Engineers; William L. Everitt, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of Electronics magazine. The committee approved its report unanimously at its last meeting July 5-6.

Supplemental Report

Attached to the committee's report were supplemental reports on tests of flicker in color television by T. H. Projector of NBS and on fidelity of color reproduction by the CBS and RCA systems, compiled by Dr. Deane B. Judd, L. Plaza and M. M. Balcou, also of NBS. Dr. Judd was called by CBS to testify during the color proceeding.

The Projector report, in which Dr. Judd and C. A. Douglas of NBS assisted, found "that the amount of flicker inherent present in the CBS color television system, while noticeable, is unobjectionable."

The second report concluded that in a "dropped-field" picture, "the eyeline of flicker yield as faithful reproductions in color as is common by Kodachrome photography has at times sufficiently developed to give trouble-free operation at this level of color fidelity."

The RCA system in February was found to yield "flickering only as definite re-productions in color" as Kodachrome but "was not shown at that time to be sufficiently developed to yield these results without constant expert attention to the receiver."

Meanwhile, Sen. Edwin C. Johnson (D.-Col.), chairman of the Senate committee which requested the special color TV study, said Wednesday he preferred to withhold comment on the Condon report "at this time."

He indicated, however, his committee would maintain a watchful attitude to "see what FCC does."

"It's their move and I hope they can work out of the problem with (Continued on Telecasting p. 16)"

COLOR REPLIES FILED

Case Rests With FCC

COMPONENTS in FCC's exhaustive color television proceeding finally rested their case with the Commission last week as they filed formal replies to the "proposed findings of fact and conclusions" tendered a fortnight ago [TELECASTING, July 3].

The replies virtually constituted the "last word" broadcasters will have in the historic color case, unless FCC's forthcoming decision were appealed to the courts. Experts presently doubt such an appeal would be taken.

The formal replies, by CBS, RCA, Color Television Inc. and Paramount Television Productions jointly with its affiliated Chromatic Television Laboratories, Inc., were filed with FCC Monday. On Tuesday the full Commission immediately began consideration of the color issue as previously planned (see story this page).

CBS, CTI and RCA each vigorously drummed anew old contentions for their proposed color system—the field, line and dot sequential systems, respectively—while denouncing in no few words the systems of competitors. Paramount-Chromatic again urged delay of the color decision for a year to permit new developments, or in the alternative, to allocate color exclusively in the UHF on field sequential standards of 405 lines, 180 fields with horizontal interlace on a full 6-mc video channel.

The RCA and CBS replies were mutually uncompromising to a high degree. Each charged the other with failure to cite all of the facts and avoiding evidence unfavorable to their respective systems.

Voluminous RCA Reply

RCA's voluminous reply was devoted chiefly to rebuttal of the CBS proposed findings. RCA contended the CBS document "tries to be clever" and "seeks its objective by innuendo."

It held the CBS brief "does not directly attack the fundamental ability of the RCA system to do what RCA says it will do" and employs hedging tactics in the realization "the RCA system may be standardized before long."

RCA explained CBS "does not want to be proved wrong again by statement such as it made last October that 'nothing' can improve the RCA system."

It asserted the CBS theme on color is the same as Columbia espoused in 1944 regarding colorchrome TV. RCA said CBS then warned that using the 525-line system instead of one of greater resolution was "inviting disaster" and such a system could not be put over as a "going enterprise."

CBS's talk of "grave risks" in the RCA system is fundamentally a lack of faith by CBS in the electronic art itself, RCA contended. From the same source comes CBS's talk of "complexity" in the RCA system, RCA said, adding, in its reply RCA held this CBS lack of faith in the electronic art belonged to 1944 when colorchrome television was in its infancy while the case was different for the "CBS of the hearing."

RCA noted Dr. Peter B. Goldmark, inventor of the colorchrome system, during hearing testimony on RCA's tricolor tube development 2 days before demonstration of the tube, had said "any outfit that could develop image orthicon to make it as it is today should be able to build such a tube."

Regarding the dispute over RCA's claims that the CBS color proposal fundamentally involves a mechanical system, RCA held CBS itself "has made this a case of the disc against the RCA system" (Continued on Telecasting p. 16)
THE basic case for television as an advertising medium was unveiled last week in a video version of "Mitch's Pitch," the name given Maurice E. Mitchell's sales talks on behalf of NAB's Broadcast Advertising Bureau.

As BAB director, Mr. Mitchell has traveled the country reciting the pros of broadcast advertising and perhaps alluding occasionally to the cons of other media. His newly developed pitch for television, he said, is expected to be adopted by medium for retailers, had its premiere last Tuesday before the Washington Ad Club, which applauded his effective sales arguments and chuckled at his typical asides.

Noting that today's new generation will be tomorrow's customers, he said people are living differently since TV's advent and predicted department stores will be devoting half their ad budgets to video within a decade.

Eugene S. Thomas, manager of WOIC-TV (TV) Washington and NAB director-at-large for television, introduced Mr. Mitchell, whose pitch bore the staid title, "Television, a 20th Century Selling Tool." Guests at the head table included William B. Ryan, NAB general manager; Earl H. Gammons, CBS Washington vice president; William R. McAndrew, general manager of NBC Washington stations, WRC-AM-FM WNBW (TV); Walter Compton, general manager of WTTG TV, Charles A. Batson, NAB TV director and recently assistant to Mr. Mitchell.

Effect of TV

Speaking off-the-cuff, Mr. Mitchell displayed the handiwork of his talk and set about the business of giving TV its place in the advertising spectrum. First of all, he said, consumers everywhere are trying to get a message across to retailers—a message that they are living differently, and shopping and buying differently. Within five years the reading, entertainment and shopping habits of the public have been changed by TV, he said.

The consumer, he continued, is saying to the retailer: "I have a TV set. I can see your goods. My family can sit with me and help me buy." He contended the customer is waiting for a price break; wants to know what's on, on weekends, at lunchtime—all because he lacks time and doesn't want to shop during the day.

The retailer, this is warned that he must change his advertising habits as the consumer has changed his buying habits, Mr. Mitchell said. Among stores that have heeded the warning, he said, are The Hecht Co. of Washington, Allied Stores and Rich's of Atlanta, all of which quickly learned to take the store to the customers.

And how many customers? He listed a few fundamentals of TV such as the 106 stations in 62 cities, 25 million viewers inside their 40-mile range, total circulation of 6,214,000 as of June 1, with production of 34,000 sets a month, 4- to-5 viewers per set and 60% to 70% sets-in-use at any given time.

"These are people who are watching advertising, not something vague like net circulation," he argued.

Mr. Mitchell recalled his favorite thesis that advertising men do not sell advertising but sell impact, or impressions on the buying minds of people.

"TV sells it now," he said, adding that it is a demonstrating medium that "shows how it looks. You talk to them while you show them," he said, arguing that TV by combining sight and sound provides two for the price of one—sustained attention of the eye and ear working in the same direction.

Stimulates Store Traffic

"You also get motion," he said. "It happens as you watch it. No one can sell goods to people while they watch advertising." He explained that TV also stimulates store traffic and the desire to buy because "you are comfortable, relaxed and not bothered by crowds, bells ringing and all the other distractions in the store."

"Your advertising is vivid and believable," he said.

Television has the highest sponsor identification of any medium, he said, citing a case where the Loaf stores deliberately offered a non-to-日前可使用的物品与有特定目的的词语和动词相关的词库。例如，电视的广告效果可以通过以下几种方法来衡量：

1. **Top $2.8 Million in June**
   
   For ABC, CBS, NBC

   TELEVISION network time sales of $2,864,273, according to Publishers more than 3% times as great as the four TV networks in June 1949.

   Sales Force holds for the six months billings, which were $14,031,965 for the three TV networks in the first half of 1950, as compared with $4,225,941 for all four networks in the like period of 1949.

   Network-by-network breakdown follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>June 1950</th>
<th>June 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TVC</td>
<td>$41,078,438</td>
<td>$35,000,000</td>
</tr>
<tr>
<td>CBS-TVC</td>
<td>9,953,744</td>
<td>8,500,000</td>
</tr>
<tr>
<td>DuMont</td>
<td>3,066,367</td>
<td>2,500,000</td>
</tr>
<tr>
<td>NBC-TVC</td>
<td>4,567,631</td>
<td>3,500,000</td>
</tr>
<tr>
<td>Total</td>
<td>2,864,273</td>
<td>776,422</td>
</tr>
</tbody>
</table>

   (DuMont 1950 figures not available.)

   **Business Aid**

   DuMont Sees Spark in TV

   AN INCREASE of 10 to 15% in the nation's overall business activity as a direct result of television was predicted last week by Dr. Allen B. DuMont, president of the Allen B. DuMont Labs.

   Speaking at State College, Pa., to the radio and television institute of Pennsylvania State College, Dr. DuMont said that within three years after the current "freeze" on construction of new TV stations it is likely three out of four American families will own TV receivers.

   Providing a sound allocation plan is adopted, he said, every major American city and suburbs will be served by at least four transmitting stations, including the major TV networks.

   **Sales Force Seen**

   Once TV becomes truly national, Dr. DuMont predicted that it will act as a tremendous sales force. Instead of video replacing other media, it will stimulate new advertising dollars.

   Citing the McCann-Erickson report of 33 clients who experienced increased sales of 19 to 37% in TV markets as compared to non-TV markets, and the 30% sales jump of a Kraft Co. product in cities reached by its TV program, Dr. DuMont did not consider his prediction too optimistic.

   **Kathryn Katz Balaban**

   FUNERAL services were conducted in Chicago Wednesday for Mrs. Kathryn Katz Balaban, widow of David Balaban, founder of the Katz Theatre chain, which owns WBKB (TV) Chicago.
By JERRY FAIRBANKS
PRESIDENT
JERRY FAIRBANKS INC.
HOLLYWOOD

Film, long touted as one of the most efficient means of television programming by motion picture people and once bitterly belittled by "live" enthusiasts, at last will come into its own this fall when a large number of eastern and western originated programs turn to it because of superiority over kinescope recordings.

An unwanted stepchild of the video industry for more than three years, film is gaining new respect every day from almost every quarter of the new medium. This recognition—followed by predictions of many station managers that film ultimately will constitute 50% of all video programming—is the result of research and experimentation by independent producers who have wholeheartedly devoted their talents and resources to television.

Although most of us have been actively engaged in almost every phase of motion picture production for more than a score years, television confronted us with some of the most difficult obstacles we have ever faced. In a period when movie production and talent costs are at an all-time peak, we have sought a means of filming quality shows at a fraction of the price of theatrical motion pictures.

Most "A" pictures today are priced in the neighborhood of $1 million. Even with recent industry-wide economies the cheapest "B" movie costs upwards of $100,000, taking approximately 60 minutes of working time to produce one-minute of film. Our problem was to find a way of making half-hour video pictures for a total cost of around $6,000—or a minute of finished film for every 16 working minutes. (The $6,000 figure, of course, varies according to sets and cast.) It was apparent almost from the start that this problem was primarily a technical and mechanical one rather than one of increased efficiency and labor. Many important improvements in efficiency of operations have been made, of course, but tremendous reductions in the cost of labor (which now accounts for between 60 and 75% of the total) are impossible in any highly unionized industry.

The problem of cost reduction was solved only after more than three years research and experimentation and the development of new types of camera and other filming equipment. The Multicam Process, title we have given our multiple camera technique, utilizes three or more 16mm or 35mm Mitchell cameras which can operate simultaneously or individually, filming three or more different angles of a scene and getting long, medium and close-up shots at the same time. The procedure is similar to the use of three cameras in telecasting "live" television.

Cites Complex System
A detailed explanation of all the developments that comprise the Multicam system would fill this entire issue of Broadcasting—Telecasting. Included would be such items as the perfection of equipment making it possible to follow focus at all times and a viewfinder giving cameramen the exact image in the exact focus of that being recorded on film; a new type tripod that can be almost instantly raised or lowered and that can be used to dolly in any directional line and in any radius and controlled by the cameraman himself; new type eyepieces; new

SUCCESS of Fairbanks Inc. is registered in the smiles of its executives (l to r): Russ Johnston, vice president in charge of sales and distribution; President Jerry Fairbanks, and Frank Mullen, chairman of the board.

Utilizing its Multicam Process, Fairbanks Inc. is able to produce a minute of finished film for every 16 minutes of working time, at unusually low costs.

Left Photo: Cameras focus on Ted Osborne during filming of "The First Hundred Years," half-hour comedy show of the Silver Theatre series.

Middle Photo: Crew and cameras go on location to film the feature-length Easter program, The Triumphant Hour.

Right Photo: Director Frank Telford instructs (l to r in foreground) Ward Bond, Beverly Tyler and Glenn Corbett before shooting a scene for "His Brother's Keeper," featured on the Silver Theatre.

* * *
lighting techniques; new stage operations techniques and production systems.

The foremost invention—and key to the entire technique—is a device that automatically “syncs” the action film of each camera and the sound film. With it cameras now can be turned on and off numerous times during the filming of long sustained scenes. The device leaves a “sync” mark, identifying the camera, on the action film in each camera when the particular camera is up to speed. In the sound recorder it also exposes a line or lines on the sound film, identifying the cameras in operation throughout the scene. In this manner, the sound film becomes the key to the cutting and inserting of all scenes shot by the different cameras.

As Silver Theatre and other series and the Triumph Hour Easter program have proven, we are now able to produce a minute of finished film for every 15 minutes of working time; are able to make video film programs at a cost approximately equal to the cost of the same show produced and kinescoped “live.” This, we feel, is quite an accomplishment, especially when one considers that the wage scales of Hollywood motion picture union employees are frequently more than double those of the current video field.

Cost Main Problem

Although cost was the basic problem to be solved, there were numerous smaller ones that also had to be overcome. Again, a complete listing of details would fill a book. A few can be summarized, however, and may prove of interest.

Viewers watching old time movies on television frequently are startled to find the players decapitated or sliced from top to bottom. The reason, of course, is that the television screen field differs somewhat from the visual field of theatre screens because of the curvature of the video receiving tube. To avoid decapitation and slicing, one must use a special field that allows for an 8% loss at the top and bottom and a 13% loss on the sides.

Wardrobes, we have discovered through experience, should never be extremely light or dark. Medium shades should be used and “busy” designs (small checks, for example) avoided. Makeup should be a little darker than that usually used for theatrical pictures. Our sets are mobile and constructed of lightweight materials for ease in rapid handling. Our set decorators select colors somewhat darker and with softer tones than would be used for regular movies and extreme contrasts are avoided.

Details of our lighting and processing techniques which eliminate the “watered-out” and “watery” qualities common to kinescope recordings and most motion pictures on television are a trade secret. It can be stated, however, that emphasis is on back lighting. Sharp contrasts and dark corners in sets are avoided.

Film, when photographed and processed especially for the new medium and projected correctly by stations, is equal to and generally superior to the “live” telecast image. There is no comparison between motion picture lighting and video flat lighting. This is not the fault of video technicians but because a “live” show must be lighted for its entirety and because no changes can be made once the show has started.

Projection Problem

Unfortunately, video film is not always projected correctly. This is the foremost problem that the television film producers now are attempting to solve by urging stations to use better equipment and better trained projectionists.

NBC SIGNS WYNN

To Long-Term Radio-TV Pact

STRUGGLE between networks for talent supremacy continues, with NBC in its maneuvers signing Ed Wynn away from CBS on a long-term radio-television contract starting in the fall. Although his services are primarily for TV, the radio clause was inserted in the contract should he decide to return to sound broadcasting at a future date, it was said.

At a reported price of $20,000 per telecast, the comedian will do one program on a rotating basis and share the spotlight with Eddie Cantor, Fred Allen and another radio-video star yet to be chosen, in a new TV series to be sponsored by Colgate-Palmolive-Peet on NBC-TV. It is expected that Mr. Wynn will commute between Hollywood and New York for his once-per-month telecast.

Talent and production costs on the new show will exceed $40,000 per telecast. This is exclusive of TV network time.

Under contract to CBS for the past season, with Camel cigarettes the last sponsor, Mr. Wynn was released of that network commitment when no sponsor was signed for next fall.

Durante Negotiations Slowed

There has been a slow-down in negotiations between Jimmy Durante and NBC for his exclusive radio-televisive series. The comedian is under contract to MGM which would bar him from TV for at least another year. Any deal made with NBC would be for radio only, unless he works out a new arrangement with the film company.

Whether Dinah Shore will return to NBC or remain with CBS is still a question. Her decision has not been revealed. Status of Red Skelton and Edgar Bergen remain the same. Although the invitation to return to NBC still stands, it is expected that the comedians will remain with CBS, at least until their contracts expire.
Adaptability

Catg 1 Area

Small areas and edges of objects

Color Fidelity

Quality of image rendered on existing sets

Compatibility

Quality of image rendered on existing sets

Color Fidelity

Small objects

Color Fidelity

Large areas

Good

Adaptable

Excellent

Good

Fair

Not needed

Not needed

Satisfactory

Compatible

Excellent

Fair

Not needed

Good

Satisfactory

Excellent

Fair

Color Fringing

Resolution

Superposition

Performance Characteristic

Standard

Black-and-White

CTI Color

CBS Color;
Line-interlaced

CBS Color;
Dot-interlaced

RCA Color

Superior System

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

Adaptability

Not needed

Adaptable

Adaptable

Not needed

CTI- RCA

CBS

CBS

RCA

Catg 2 Area

Large areas

Satisfactory

Excellent

Excellent

Satisfactory

CBS

CBS

RCA

Catg 3 Area

Small areas and edges of objects

Fair

Not

Compatible

Not

Excellent

Good

Fair

Good

CTI- RCA

CBS

CBS

RCA

Compatibility

Fair

Not

Good

Fair

Excellent

Good

Fair

Fair

CTI- RCA

CBS

CBS

RCA

Quality of image rendered on existing sets

Excellent

Good

Good

Fair

Excellent

Good

Good

Fair

CTI- RCA

CBS

CBS

RCA

Compatibility

Good

Satisfactory

Excellent

Good

CTI- RCA

CBS

CBS

RCA

Geometric Resolution

200,000

185 lines

185 lines

185 lines

200,000

185 lines

185 lines

185 lines

CTI- RCA

CBS

CBS

RCA

Number of picture elements per color picture

490 lines

185 lines

185 lines

185 lines

490 lines

185 lines

185 lines

185 lines

CTI- RCA

CBS

CBS

RCA

Geometric Resolution

320 lines

185 lines

185 lines

185 lines

320 lines

185 lines

185 lines

185 lines

CTI- RCA

CBS

CBS

RCA

Horizontal resolution

370 lines

370 lines

370 lines

370 lines

370 lines

370 lines

370 lines

370 lines

CTI- RCA

CBS

CBS

RCA

Superposition

Registration

Color Breakup

Color Fringing

Fair

Excellent

Satisfactory

Fair

Excellent

Satisfactory

Excellent

Fair

CTI- RCA

CBS

CBS

RCA

Performance Characteristics

* Considered factor of "outstanding importance" by the Condon Committee.

(1) This is the geometric resolution; the apparent vertical resolution is considerably less, due to interline flicker.

Standards Limits

Such technical advances, presuming a choice of one system in the immediate future, the committee asserted, "will be limited to those matters capable of improvement within the framework of the then-established standards."

The CBS system, according to the opinion of the committee, "has progressed furthest toward full realization of its potentialities, within the confines of the field-sequential system. It is not likely, for example, that the color fidelity will improve beyond the highly satisfactory levels now achieved. Equally, the CBS system is not likely to improve substantially in its channel utilization beyond that achieved in the dot-interlaced version of the system. Nor is the flicker-wrightness performance capable of substantial improvement, except by methods currently available to other systems, once the color rate is established at 490 colors pictures per second."

"As an overall system, being less fully developed," the committee concluded, "has somewhat greater possibility of future improvement, particularly with respect to correction of faulty registration and small area color distortion, and the development of convertible receiver circuits using a tri-color tube. But in other respects the CBS system cannot reasonably be expected to overcome certain inherent limitations imposed by the choice of scanning method. These include the difficulty of avoiding interline flicker and the impracticability of using interlace at a color picture rate of five per section, which is too low for satisfactory rendition of small areas and sharp edges."

"The RCA system also has considerable opportunity for improvement within the confines of the scanning standards proposed for this system," the committee stated. "Continued: "The registration of the color images, and the balance of the color values in both large and small areas can be expected to improve substantially with advances in camera design. Convertible circuits, to convert existing sets to color using the tri-color tube and appropriate components, can be developed."

The committee's discussion was indicated to be confined to these three systems as developed and demonstrated by their respective proponents. The report explained the committee however viewed an additional demonstration of Hazel- tine's dot sequential system. The report said Hazel- tine showed a technique known as "constant luminance sampling" which reduces the visible effect of noise and interference in the dot sequential color image. The report continued, "this demonstration also provided conclusive proof of the efficacy of the mixed-highs technique, in that a video channel of 4 mc, carrying a mixed-highs, dot-sequential transmission was found to offer substanti-
tially the same quality of image as a 12-mc channel carrying an equivalent simultaneous color transmission.

The committee concluded that the "H-S" formulations are an important contribution to the dot-
sequential system.

"The present state of development of each system has been reported to the committee by several organizations working in competition," the report noted, adding, "Once the decision is reached among the several formulations, additional effort from other quarters, besides that effort, may be necessary in order to achieve a practical system."

"The committee believes that while the "H-S" formulations have been the subject of development, consideration of the Committee, such matters should be brought to the attention of the Research and Development Committee of the research organizations." A substantial portion of the committee's report was devoted to discussion of the various factors in color television. These factors covered image, frame, line, field and frame, color, receiver, control, and classification.

"The essential performance characteristics of the RCA system were given as follows:

(A) It is a compatible system, employing the same number of lines per picture for both the black-and-white and color systems. The line-interlaced version of the color image is reproduced by the color receiver, in exactly the same manner as if it were a black-and-white receiver.

(B) It achieves resolution and large field flicker performance in the black-and-white system, but is disadvantageous in the color system because the color receiver, without modification of the receiver, cannot be used for the black-and-white system.

(C) It is subject to registration difficulties.

(D) It does not employ the channel width efficiency of the color system. In this respect the system is inferior to the "H-S" system. The channel width for the black-and-white system is inefficient in that it does not provide the best possible picture. The black-and-white system has a large capacity for the transmission of color.

The essential performance characteristics of the CBS field-sequential system were given as follows:

(A) The line-interlaced version of the CBS system has substantially poorer resolution and flicker than the line-interlaced version of the RCA system. The dot-interlaced version has substantially poorer resolution than the dot-interlaced version of the RCA system. The clipping of the color signals in the dot-interlaced version of the CBS system improves its resolution. However, this technique is applied to the receivers, so there is no improvement in the receiver's performance.

The large area flicker performance of the CBS system is inferior to that of the RCA system. This means that CBS color television cannot be as true to the blacks and whites as the RCA system. The dot-interlaced version of the CBS system, however, has a high resolution rate of 12 per second, has a small area flicker performance not as good as the black-and-white system.

(B) The color fidelity of the CBS system, as demonstrated, is superior to that of the RCA system. The color fidelity superiority is due to the maintenance of black-and-white balance and more accurate registration, both of which are essential to the high color reproduction of the color receivers, which are necessary to the television receiver. The color fidelity of the color receivers, which is necessary to the television receiver, is determined by the technical evaluation of the system.

(C) Existing receivers with picture tube characteristics of 5 inches or larger can be converted to color receivers.

The essential performance characteristics of the RCA system were given as follows:

(A) The interlace system is a compatible one, employing the same number of lines per picture for black-and-white and color systems. The line-interlaced version of the color image is reproduced by the color receiver, in exactly the same manner as if it were a black-and-white receiver.

(B) The color fidelity of the RCA system is superior to that of the CBS system. The color fidelity superiority is due to the maintenance of black-and-white balance and more accurate registration, both of which are essential to the high color reproduction of the color receivers, which are necessary to the television receiver. The color fidelity of the color receivers, which is necessary to the television receiver, is determined by the technical evaluation of the system.

(C) Existing receivers with picture tube characteristics of 5 inches or larger can be converted to color receivers.

The essential performance characteristics of the RCA system were given as follows:

(A) It is a compatible system, employing the same number of lines per picture for black-and-white and color systems. The line-interlaced version of the color image is reproduced by the color receiver, in exactly the same manner as if it were a black-and-white receiver.

(B) It achieves resolution and large field flicker performance in the black-and-white system, but is disadvantageous in the color system because the color receiver, without modification of the receiver, cannot be used for the black-and-white system.

(C) It is subject to registration difficulties.

(D) It does not employ the channel width efficiency of the color system. In this respect the system is inferior to the "H-S" system. The channel width for the black-and-white system is inefficient in that it does not provide the best possible picture. The black-and-white system has a large capacity for the transmission of color.

The essential performance characteristics of the CBS field-sequential system were given as follows:

(A) The line-interlaced version of the CBS system has substantially poorer resolution and flicker than the line-interlaced version of the RCA system. The dot-interlaced version has substantially poorer resolution than the dot-interlaced version of the RCA system. The clipping of the color signals in the dot-interlaced version of the CBS system improves its resolution. However, this technique is applied to the receivers, so there is no improvement in the receiver's performance.

The large area flicker performance of the CBS system is inferior to that of the RCA system. This means that CBS color television cannot be as true to the blacks and whites as the RCA system. The dot-interlaced version of the CBS system, however, has a high resolution rate of 12 per second, has a small area flicker performance not as good as the black-and-white system.

(B) The color fidelity of the CBS system, as demonstrated, is superior to that of the RCA system. The color fidelity superiority is due to the maintenance of black-and-white balance and more accurate registration, both of which are essential to the high color reproduction of the color receivers, which are necessary to the television receiver. The color fidelity of the color receivers, which is necessary to the television receiver, is determined by the technical evaluation of the system.

(C) Existing receivers with picture tube characteristics of 5 inches or larger can be converted to color receivers.

The essential performance characteristics of the RCA system were given as follows:

(A) It is a compatible system, employing the same number of lines per picture for both the black-and-white and color systems. The line-interlaced version of the color image is reproduced by the color receiver, in exactly the same manner as if it were a black-and-white receiver.

(B) It achieves resolution and large field flicker performance in the black-and-white system, but is disadvantageous in the color system because the color receiver, without modification of the receiver, cannot be used for the black-and-white system.

(C) It is subject to registration difficulties.

(D) It does not employ the channel width efficiency of the color system. In this respect the system is inferior to the "H-S" system. The channel width for the black-and-white system is inefficient in that it does not provide the best possible picture. The black-and-white system has a large capacity for the transmission of color.
TELEVISION gained 485 advertisers between April and May, bringing the total for the latter month to an all-time high of 3,795. Five advertisers were added to the network rolls while an additional 72 entered the spot field. May totals were brought to 99, network, and 678, spot. There were 3,018 local advertisers, a gain of 378 over the previous month.

These figures are based on the telestatus report on Television Advertising, released last week by the N. C. Roarbaugh Co. Network figures are for the entire month and are obtained directly from the networks. Spot and local figures cover the week of May 17-18 and include 98 of the then operating 104 stations.

ABC-TV had 17 accounts during May with a like number of shows. (The sponsor of any given program is considered to be an "account." An advertiser who sponsors two shows is counted as two accounts.) On CBS-TV there were 46 accounts with 98 shows. The network had 43 different advertisers in May. There were 11 accounts active on the DuMont Television Network, backing 11 shows. NBC-TV had 45 accounts in May. There were 42 different advertisers who back 46 shows. In point of number of stations used for any one show, Roarbaugh reports Philco Corp. as the leading network advertiser in May. The firm placed 14 Philco TV Playhouse for an hour Sunday night on 59 NBC-TV stations through Hutchins Adv., New York. Joe Lowe Corp. joined the network rolls with Popsicle Parade of Stars on 57 stations of CBS-TV. In number of stations used this was the largest network account to be added between April and May. The quarter-hour, weekly show is handled by Blaine-Thompson, New York.

In the spot field, Bulova Watch Co. was the leading advertiser in number of stations used on any one schedule, Roarbaugh reports. The firm placed business on 67 stations through Biow Co., New York. Most of the activity in the spot field was confined to accounts using relatively few stations. Largest new account reported was the New York State Dept. of Commerce which placed business on nine stations through BBDO, New York.

Of the 98 stations covered by the May Roarbaugh report, 38 had total accounts over 100. Seven stations had over 150 accounts.

Household Furnishings, Equipment & Supplies advertisers began to appear in June.

(Continued on Telecasting p. 11)

### Weekly Television Summary

**July 17, 1950, TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>City</th>
<th>Outlets On Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>1. Agriculture &amp; farming</td>
<td>8</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WTVK</td>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>5</td>
</tr>
<tr>
<td>Alaska</td>
<td>WAGA-TV, WBTV</td>
<td>3. Automotive, Automotive &amp; Access.</td>
<td>3</td>
</tr>
<tr>
<td>California</td>
<td>WWFL, WAWA, WMR-TV</td>
<td>4. Beer &amp; Wine</td>
<td>9</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>5. Building Materials, Equip. &amp; Fixtures</td>
<td>5</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA, WBAP, WDDJ</td>
<td>6. Confectionary &amp; Soft Drinks</td>
<td>12</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJW, WRJW</td>
<td>7. Consumer Services</td>
<td>7</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK, WWJW</td>
<td>8. Construction &amp; Contractors</td>
<td>3</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC, KSAT</td>
<td>9. Drugs &amp; Remedies</td>
<td>3</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WTVJ</td>
<td>10. Entertainment &amp; Amusements</td>
<td>2</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJJV, WJTV</td>
<td>11. Food &amp; Feed Products</td>
<td>2</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KLAS</td>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>50</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KFWF</td>
<td>14. Office Equipment &amp; Supplies</td>
<td>5</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU</td>
<td>15. Publishing &amp; Media</td>
<td>1</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WTAE</td>
<td>17. Retail Stores &amp; Shops</td>
<td>1</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WFIL</td>
<td>18. Smoking Materials</td>
<td>8</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WIPN</td>
<td>19. Soaps, Cleansers &amp; Polishes</td>
<td>5</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KTVK</td>
<td>20. Sporting Goods &amp; Toys</td>
<td>3</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KAUT</td>
<td>21. Tailoring</td>
<td>7</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>22. Transportation, Travel &amp; Resorts</td>
<td>1</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KCRA</td>
<td>23. Miscellaneous</td>
<td>22</td>
</tr>
</tbody>
</table>

**NUMBER OF ADVERTISERS BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture &amp; farming</td>
<td>8</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>5</td>
<td>31</td>
<td>36</td>
</tr>
<tr>
<td>3. Automotive, Automotive &amp; Access.</td>
<td>3</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>4. Beer &amp; Wine</td>
<td>9</td>
<td>117</td>
<td>126</td>
</tr>
<tr>
<td>5. Building Materials, Equip. &amp; Fixtures</td>
<td>11</td>
<td>112</td>
<td>123</td>
</tr>
<tr>
<td>6. Confectionary &amp; Soft Drinks</td>
<td>12</td>
<td>60</td>
<td>72</td>
</tr>
<tr>
<td>7. Consumer Services</td>
<td>7</td>
<td>216</td>
<td>223</td>
</tr>
<tr>
<td>8. Construction &amp; Contractors</td>
<td>3</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>3</td>
<td>30</td>
<td>33</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>2</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>11. Food &amp; Feed Products</td>
<td>2</td>
<td>426</td>
<td>428</td>
</tr>
<tr>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>5</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>13. Jewelry, Optical Goods &amp; Cameras</td>
<td>3</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>14. Office Equipment &amp; Supplies</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>15. Publishing &amp; Media</td>
<td>1</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>16. Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>9</td>
<td>19</td>
<td>28</td>
</tr>
<tr>
<td>17. Retail Stores &amp; Shops</td>
<td>1</td>
<td>180</td>
<td>181</td>
</tr>
<tr>
<td>18. Smoking Materials</td>
<td>8</td>
<td>19</td>
<td>27</td>
</tr>
<tr>
<td>19. Soaps, Cleansers &amp; Polishes</td>
<td>5</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>20. Sporting Goods &amp; Toys</td>
<td>3</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>21. Tailoring</td>
<td>7</td>
<td>9</td>
<td>16</td>
</tr>
<tr>
<td>22. Transportation, Travel &amp; Resorts</td>
<td>1</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>23. Miscellaneous</td>
<td>22</td>
<td>12</td>
<td>34</td>
</tr>
</tbody>
</table>

**TOTAL**

99 | 678 | 3,018 | 3,795

---

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,574,538

**Edits and Corrigenda:**

- Total of some of the network counts are not consistent with those published in other sources due to differences in methodology.
- Numbers are approximate and may vary slightly due to rounding.

---

* Numbers in bold indicate stations that are included in the network counts.

---

**Notes:**

- Data is based on network reporting and may not include all advertisers.
- Figures may not add up due to rounding.
- Changes in network counts may occur due to station acquisitions, disaffiliations, or other factors.

---

* **Network Data:**
  - CBS: 3,018
  - NBC: 1,017
  - ABC: 409
  - DuMont: 99
  - Philco: 53
  - Others: 300

---

**Advertiser Data:**

- Philco Corp.
- Bulova Watch Co.
- Joe Lowe Corp.
- Hutchins Adv.
- Roarbaugh report

---

**Additional Notes:**

- Data includes all major television networks.
- Figures are as of May 17-18, 1950.
- Advertiser counts include both network and local placements.

---

**References:**

- Roarbaugh Report on Television Advertising
- CBS, NBC, ABC, DuMont, and Philco network reports
- Various advertising and media reports

---

**Methodology:**

- Data is collected from network reports and other industry sources.
- Figures are compiled to provide a comprehensive view of television advertising in May 1950.

---

**Further Reading:**

- Roarbaugh Report on Television Advertising
- Broadcasting Magazine
- Telecasting Magazine
- Various industry publications and reports
THE TROLLEY STRIKE HAS ENDED AND...

Nearly everyone in video knows the background.

During Atlanta's recent 37-day transit strike, the South's largest department store turned to WSB-TV as a means of serving its many patrons.

Telecasting directly from an improvised studio in the store, Rich's personnel and WSB-TV staffers modeled, demonstrated and displayed merchandise for strike-bound shoppers.

And like most everything else Rich's does—the customers loved it! Telephones jangled. Incoming trunklines jammed. Results were apparent. Said a store executive: "We sold something of everything we displayed on television. We are pleased with what we have seen already."

* * *

And so it is that a programming idea which originally was conceived as an emergency measure is now blazing a trail for both retail business and for television.

For now, high above Forsyth Street in its fabulous "Bridge Building," this great store has allocated 2,400 square feet of tremendously valuable display space to a permanent television studio. It is equipped and manned by WSB-TV.

Rich's telecasts—a solid hour a day, five days a week—continue indefinitely, on WSB-TV.

Once again it has been proved that when seen through "The Eyes of the South"—television is sellovision!
ATLANTA’s television and baseball fans are proving that game telecasts, rather than bringing death to the sport, can lead to record-breaking attendance.

The Georgia city has seen a phenomenon that has not been widely commented upon in the past: the fans are flocking to see their teams play, even when they’re not in the best of form. The Cracker president pledged cooperation in the television age.

Another innovation in telecasting is offered by WAAM (TV) Baltimore, which last Thursday received approval from the FCC for the station’s activities. The big news was the plan to create a season of television baseball games, which will start on April 2, with the Baltimore Orioles playing the New York Yankees in a doubleheader.

CONSTRUCTION PERMIT for KTSI (TV), Don Lee Broadcasting System, experimental TV station operated consent pending FCC, was granted by FCC last week as the first and only TV grant since it instituted the freeze. The FCC had entertained complaints by Don Lee’s recent approval of bids for station renewals.

Don Lee had petitioned FCC June 26 for a grant of its Los Angeles TV application modification (Telecasting, July 3) which had been held up by Don Lee’s recently approved bids for station renewals. The modification specifically requested was change of transmitter site from Mt. Lee to Mt. Wilson, from which other Los Angeles stations operate.

In a letter to Thomas Lee Enterprises Inc., operator of Don Lee Broadcasting System, FCC rejected that modification of CP on grounds that Don Lee’s application for extension of the CP, issued before the war, had been dismissed by the Commission in February and September 1946, respectively.

KTSI had contended in its petition that with its AM and FM renewal applications already granted, its CP was not properly sustained in the way of the modification request that had been filed in 1946.

‘Freeze’ Problem

It also argued that the application is exempt from FCC’s current TV freeze under the terms of the freeze order itself. However, the FCC rejected that contention.

“Treat your petition as a request to grant an immediate construction permit on Mt. Wilson, the Commission is of the opinion that the freeze policy is a bar to favorable action on your application. However … since you have been operating a television station from Mt. Lee since 1939, it is the Committee’s policy to grant a construction permit on a commercial basis pursuant to an STA since May 1948—prior to the institution of the ‘freeze’—it would not be inconsistent with the ‘freeze’ policy to grant a regular construction permit for a commercial television station at the present location with the present power and antenna height of your experimental television station on Mt. Lee. . .”

FCC said Thursday it would grant an application for modification of permit conditioned on Don Lee’s filing with the Commission such a request specifying the present location, power and antenna height of KTSI’s site on Mt. Lee.

KTSI and the other Don Lee properties are currently up for sale with action on pending bids delayed.

ALL STAR baseball game seen on WAGA-WTV, was live by relay of Cincinnati for reported first-viewing of classic there.
Telestatus
(Continued from Telecasting p. 8)

coming the leading user of television in May (see table). With 671 different advertisers active, there were eight network, 71 spot and 392 local accounts placing TV business. Food and Food Product advertisers, which had dominated the picture in April [Broadcasting, June 12], had 622 accounts. This classification dominated both the network and spot fields with 16 and 167 advertisers respectively.

Family Characteristics Of TV Homes Studied
TV FAMILIES are larger than non-TV families at this point, according to a Videodex survey for Jay & Graham Organization, Chicago, conducted by the firm’s research chief, Charles Callard.

In New York and Chicago, for example, there are 3.8 persons in the television family, 3.3 in the non-TV household. Mr. Callard, however, reports that more small families have been buying video receivers since December.

He points out that in a survey of Chicago and New York homes, it was found that the average television home has more than twice the number of children under 12 years as the non-TV home—92 per 100 for the former and 44 per 100 for the latter. And, he says, more than 90% of the families buying TV sets before 1949 had no children under 12.

Estimated family characteristics were based on a random sample of set purchasers within a 50-mile radius of each city.

Texaco Tops Video Commercials in L. A.
TEXACO commercials topped the list of “best liked” television commercials for the sixth consecutive month according to June Tele-Que survey of Coffin, Cooper & Clay Inc., Los Angeles. Survey covered 923 television homes in the Los Angeles area during the first week in June by diary diaries. Next four rating commercials according to the survey were those of Lucky Strike, Ford, Log Cabin Bread and Ballantine.

TV Camera at Korea
ON-THE-SPOT coverage of the Korean battle will be obtained for syndicated television film series by KTVF (TV) Hollywood, which dispatched motion picture news reel cameraman, Charles J. De Soria, to Korea over the July 8 weekend. Station claims the cameraman is the first television newsman to be accredited in the battle area. Stations already signed to run the series include: WPXTV (TV) New York, WCR-TV Chicago, WTV-TV Detroit and WCON-TV Atlanta.

TV RADIO USE
WCBS Studies N. Y. Trend
ACCORDING to a WCBS New York analysis of Pulse Inc. surveys for the first four months of 1956, New York radio listening not only has increased in general set usage, but has also gone up in homes with television.

Surveying the hours from 4 to 11 p.m., Pulse reports indicate that although television sets-in-use mounted from an average of 10.3% in January to 15.7% in April 1956, radio sets, with far greater previous usage, also increased from 27.1% to 31.8% for the same months. Since almost total radio “saturation” had already been reached in the New York area (97% of all families owning one or more radios), this gain was achieved without great increase in the base number of radio-equipped homes, while television saw a 16% gain in base homes.

In regard to radio listening in television homes, the April report showed that 20.8% of family listening-viewing expendable time between 4 p.m. and 11 p.m. is devoted to radio, an increase over the January figure of 19.3%. This substantiates the fact that length of time television ownership results in greater radio listening, WCBS pointed out. Pulse also demonstrates that duplicate tuning has risen from January to April, until in an average hour during television hours, one out of every six homes using a television set was also using a radio set.

The report points out finally that this study is based on television’s strongest hours; while the morning hours are still attracting less than 1% to television.

GOOD HUMOR is passed around in liberal doses at this contract signing that marks sponsorship by Globe Bottling Co., Los Angeles (Wilkins Club Beverages), of the new Nils T. Granlund Hollywood Road to Fame show (Fri., 7-8 P.M.) on KTSI (TV) Hollywood. L to r are Mr. Granlund; Lee Konner, Globe sales manager; John Reynolds, Don Lee account executive; Don Breyer, vice president and manager, Britaichor, Wheeler & Staff, Hollywood office (Globe agency), and Abe Konner (seated), president of the bottling company.

TVA Talks in L. A.
CONTINUING Television Authority-Screen Actors Guild dispute on the latter’s home ground, George Heller, executive secretary, TVA, is now in Los Angeles for several weeks for meetings with TVA executives and membership as well as executives of other television groups.

Synchronous Recording
WITH YOUR PRESENT TAPE RECORDER
Here’s good news! The new Fairchild Control Track Generator makes possible picture synchronous soundtrack recording with any tape recorder with response good to 10K. Here’s how! This new Fairchild instrument superimposes a high frequency signal on magnetic tape simultaneously with the sound track. This signal becomes the tape speed control when played back on a Fairchild Pic-Sync Tape Recorder. No extra heads or modifications to presently owned tape recorders are required.

WRITE FOR FULL ENGINEERING DATA TODAY
This compact unit comes in a small carrying case—for on-location work —and may be removed for rack mounting.
since CBS' alleged advantages from the standpoint of simplicity, reach, reliability and color fidelity are based on use of the color disc receiver. RCA indicated the development and public acceptance of larger tube sizes as well as practical features of the CBS unit finally forced CBS to "resurrect its projection set" and become the last proponent to show an all-electronic receiver on the record.

RCA asserted that CBS "looked to electronics only after it became convinced it could not put over a mechanical set." The summary of findings in the CBS brief, RCA said, were used by Columbia "for a bitter personal attack on the integrity of RCA executives and engineers. Gen. David Starnoff, board chairman; Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, Division, and Dr. George E. Moore, RCA TEC, were named engineer. It noted that during the hearings CBS repeatedly asked whether Columbia was attacking the credibility of witnesses while the CBS brief charged that in respect to color TV "conflicting and self-contradictory" allegations and engineers could not be relied upon.

Said Self-Contradictory
Concerning the proposed findings of Paramount, CBS, in its brief, RCA said the "most remarkable aspect of this document is its bland self-contradictions both on a policy level and on a factual level." It said PTC-CTL, after correctly concluding good color TV is possible in 6 mc and interference conditions are identical with those in monochrome installations. Presumed color should be delayed on grounds the immediate availability of color sets at low prices has not been satisfied in the record. RCA attacked the PTC-CTL alternate plan to restrict color to the UHF alone, pointing out that two recent RCA tests now operating in the VHF could transmit color with the same modulation without a single commercial station in operation. RCA declared the assignment of UHF color channel to each VHF broadcasting station was impractical, allocation-wise, and economically. Adoption of the PTC-CTL alternate proposal still means holding color for two or more channels, RCA said. It also criticized the companies' citation of only scheduled cases of interference while citing only favorable CBS evidence which "tended to virtually a fair weighing of the record."

CBS' reply asserted the findings of the other proponents "does not alter, but in fact confirms, the proposed findings and conclusions" previously forwarded by CBS. Columbia charged the other proponents "utilizing the same overtly inconsistent with their claims" when CBS had "discussed all the major relevant evidence" on each issue specified in FCC's May 10 notice concerning the proposed findings [TELECASTING, May 15]. The reply charged RCA's proposed findings not only violate FCC's May 10 notice "but are on their face totally factually incorrect, inco- rrect, incomplete and superficial." CBS alleged RCA "wholly ig- nored" basic items of Commission notice the Hearing which means RCA's last fall and now in proposed findings "RCA has completed the pattern of its cavalier treatment of the Commission itself, of color, and of the issues before the Commission. It has persisted to the last in its attempt to prevail and to forestall CBS color by such casual disregard of these issues and FCC's instructions."

It criticized RCA's limited treatment of dot structure and dot crawl in the CBS brief and its errors in color and monochrome, even though "a great number of witnesses and witnesses apparent to them otherwise favorable to RCA, testifying in almost every instance, noted that "there was almost universal awareness of RCA's general problem in color reception on RCA color receivers was fatally marred by color contamination" while "RCA's findings' steadfastly ignore overwhelming evidence to the contrary. Refusing to conclude that there has been and is no proof of color contamination, Dr. E. W. Engstrom—whose testimony does not even mention the finding."

"Oscillator radiation and related one-channel interference present great problems, respect of the color system," CBS stated, observing that "RCA's and CBS' findings could be made consistent if the existence even of the careful analysis of the FCC's only Laboratory Division."

Columbia said RCA's statement that one of the findings of oscillator radiation is that "the problem is not peculiar to color television" is a typical example of RCA's distinguished and thoroughly misleading half-truths. "Findings such as these can only serve to lead to future freezes," it declared.

RCA Citations Hit
CBS charged that in many instances the few citations of record in the RCA findings "refer only to the most apparent and identical bare conclusions of RCA's own witnesses—even when the findings state that there has been demonstration of the RCA's claimed."

CBS said the RCA claims involved color fidelity of the RCA tri-color tube, RCA picture texture, apparatus to eliminate dot structure, RCA's ability to transmit 'full color' over 2.7 mc coaxial cable, overall picture quality of monochrome reception from RCA color transmitters and reception of monochrome transmissions on RCA tri-color tube receivers, and RCA convertibility.

In a brief two-paragraph discussion, CBS found CFI's findings "someday may be challenged and suitably overcome by RCA and certainly more accurate in their citations," but subject to the same "basic and fatal defect as RCA's document in their almost total disregard of FCC's own witnesses and in their wholly igno- nining all adverse testimony." It already is "clear enough that CFI has been plagued with a multitude of grave problems the solution of which is not only highly uncertain at best," CBS added.

The Paramount proposals are "by no means clear," CBS reply charged, and in any event in some respects are "so novel, radical and on their face apparently erroneous" that at this late date they cannot be evaluated. CBS said nevertheless "it is important to note that Paramount does conclude, in general, that the field sequential system is the only satis- factory system permissible in a system of standards now."

CBS charged Paramount's "evidence" is at best "labeled" to support the CBS system.

Inferences of Delay
CBS contended the failure of RCA, Philco and DuMont to file proposed findings infers these three parties "are willing to advocate delay for its own sake, and for their own economic reasons.

CTI explained the "preliminary problem" all of the proposed systems have attempted to solve have been to make the best possible compromise between the amount of detail shown and 'flicker' with each system compromising in a dif- ferent way. Finding a compromise, no such system is perfect, despite the Columbia and RCA inferences to the contrary," CTI held, point- ing out each system suffers, under certain conditions, percepti- ble flicker, color breakup, color fringing, or some other disad- vantage which the user must toler- ate in exchange for other real or imagined advantages."

"The two fatal defects of the CBS proposal—sequential system uncompatibility and insecure picture degradation—after which a weighty mass of argument and citation," CTI as- serted, "calculation both to minimize these insuperable defects ... and to carry upon the Commission the horrendous expense which its claiming would result from a bold and un- proven new system without appropriate compensation for any plans charged CBS findings are a 'docu- ments of rank disorganization.' In the real issues are carefully taken care of."

RCA's objective in dot sampling—to compress color onto a screen area only slightly greater than the smallest detail transmittable in standard monochrome—was considered by CBS as requiring "an operational precision too great to expect in any "practical,"CBS' reply stated. Reviewing further technical aspects of the RCA system, CTI concluded the equipment to be required "costly, impractical and unnecessary, for normal operation, a degree of precision that cannot be expected outside of the laboratory or apart from highly skilled and trained operators."

The joint reply by Paramount and Chromatic renewed their quest that the Commission give consideration to encouragement of new discoveries, hold final standards and announce a decision for a year and then test such proposals against a high standard of values, or otherwise "postpone a final decision until such time as new developments are given the opportunity to meet some of the present limitations of all the proposed systems." As an alterna- tive, Paramount would again the adoption of a decision which would require all color development exclu- sively in the UHF, using the methods CBS-type field sequential standards.

Said Infrumities Conceded
PTP-CTL asserted "all parties concede the infirmities of their present systems and rely upon new develop- ments and refinements to overcome present and past infirmities." PTP-CTL's earlier conclusion that "the last" FCC's original proposals "will result in a system which give promise of overcoming acknowledged defects" was not included in the existing proposals. In addition to better phosphors and the prospect of simul- taneous transmission, PTP-CTL also cited the "possibility of better reception and monochrome, even though "a great number of witnesses and witnesses apparent to them otherwise favorable to RCA, testifying in almost every instance, noted that "there was almost universal awareness of RCA's general problem in color reception on RCA color receivers was fatally marred by color contamination" while "RCA's findings' steadfastly ignore overwhelming evidence to the contrary.

The bulk of the PTP-CTL reply was devoted to a high comparison of the CBS, CTI and RCA proposed systems in five areas in which PTP-CTL drew conclusions. These were: Good color TV can be obtained in 6 mc; interference conditions are similar for color and monochrome; demonstrations fail to show receiving apparatus ready for public distribution at low cost; none of the three systems is truly compatible with TV's long-term future; and future technical developments give promise of permanent and better solutions.

KELLEHER NAMED
Fills Film Sales Post
ANOTHER Thomas Kel- leher as eastern TV sales repre- sentative of Official Films Inc., New York, was announced last week by Alex Rosenmann, executive vice president. Mr. Kelleher was formerly eastern sales manager for Harry S. Borden. He is affiliated with the International Recording Co., WOR New York recording studios, and World Broadcasting.

DuMont Labs Earnings
EARNINGS of Allen B. DuMont Labs for the first 24 weeks of 1960 were estimated at $2.7 million, instead of $2.37 million, as reported in BROADCASTING, July 3. The correct figure was included in Dr. DuMont's report at the annual stockholders' meeting and election of officers June 28.
AD COUNCIL
Plans Fall TV Allocation

A TV ALLOCATION plan, paral-
leling the eight-year-old radio
allocation plan, will be instituted
this fall by the Advertising Coun-
cil, Howard J. Morgens, vice 
president in charge of advertising for
Procter & Gamble Co., chairman of the Council's Radio-Television
Committee, announced Thursday.

Only live TV programs will be in-
cluded in the allocation plan for
the present, Mr. Morgens said,
explaining that the council will
ask shortly TV programs to in-
clude a message for one of its
public service campaigns once
every six weeks, with three-a-week
TV shows being asked to use such
messages every third week. The
council will allocate the messages
so that no campaign gets more
than its fair share of the TV pro-
motion, he said. TV advertisers
and broadcasters already have as-
sured the council of their full
cooperation, which they have al-
ways given the radio plan, both in
commercial and sustaining time,
he reported.

A council board meeting preced-
ing the news conference voted the
immediate reactivation of the
Armed Forces prestige campaign,
which was discontinued in May,
with special emphasis on recruit-
ing, it was announced. This cam-
paign would back up the paid
recruiting advertising campaigns of
the Armed Forces, a Council
spokesman said.

Counsel board Radio-TV Com-
mittee, in addition to Chairman
Morgens, includes: William B.
Baker Jr., president, Benton &
Bowles; Theodore L. Bates, par-
tner, Ted Bates Co.; Lee H. Bristol,
president, Bristol-Myers Co.; Niles
Trammel, NBC board chairman,
and Mark Woods, ABC vice chair-
man.

INS MUSIC FILM
Signs With All Nations Firm

ENTRANCE of International
Service into the TV musical
film field came last week with
announcement of a contract be-

tween International News Photos
(INS photographic affiliate) and
the All Nations Producing Corp.

Film, which hitherto confined itself
to newsreel, sports and special
event services, signed a long-term
agreement to distribute exclusively
musical films produced by the All
Nations Producing Corp.

Films will feature the symphon-
ic classics and will be prepared
under the direction of Maestro
Jacques Rachmilovitch, founder of
the Santa Monica Symphony Or-
chestra, and others. Filming will
be done in color, as well as black
and white. Already filmed and
soon to be ready for auditioning are
compositions by Rossini, Tcha-
kovsky, Chopin, Weber, Bizet and
others.

ROBERT HUTTON
Heads Petry TV Promotion

ROBERT L. HUTTON Jr., for the
past five years in the advertising
and sales promotion department of
Crowell-Collier Publishing Co.,
most recently as acting promotion
manager of Woman's Home Com-
pilation, will join Edward Petry &
Co., early in August as manager of
tv promotion, Keith Kiggins,
director of the firm's TV department,
announced last week.

After several years with BBDO,
New York, Mr. Hutton entered ra-
dio in 1938 as publicity and pro-
motion manager of WCCO Min-
neapolis. He left that CBS O&O
station in 1941 to return to New
York as promotion manager of
CBC's owned stations in that city,
Red Network's WEAF (now
WMBC) and Blue Network's WJZ.
During the war he served with
OFF and OWI.

WNBQ (TV) Rate Rise
In Effect Next Month

INCREASED TV circulation in
Chicago is the reason for higher
local rates which will be put into
effect next month by WNBQ (TV),
NBC O & O station there. Hourly
rate will go from $750 to $1,000,
with cost for a one-minute spot
and chainbreak moving from $125
to $200. It is understood pro-
gram rates will be guaranteed for
six months, spots for three.

WNBQ altered its rate structure
Jan. 16, offering six-month pro-
tection for sponsors. A similar
rise in time costs is expected to
take place at other NBC O & O
stations. New network TV rates on
rate card No. 3 were issued early
this month.

Hudson Hits Record

LARGEST number of sales for
May in the history of Hudson
Sales Corp. in the
Los Angeles area was re-
ported as a direct result of television use.

Last Feb-

uary, Hudson experiment-
ing with TV, sponsored Hudson
Western Canal on WNBH (TV) Los
Angeles and WMFM TV San
Diego, starting the sales curve up-
ward. May climber was an
exclusive TV campaign pro-
moting Hudson's family air
conditioning factory every plan.
Following the first commercial, dealers reported
increased floor traffic and tre-

mendous increase in sales.

Hudson Hits Record

LARGEST number of sales for
May in the history of Hudson
Sales Corp. in the
Los Angeles area was re-
ported as a direct result of television use.

Last Feb-

uary, Hudson experiment-
ing with TV, sponsored Hudson
Western Canal on WNBH (TV) Los
Angeles and WMFM TV San
Diego, starting the sales curve up-
ward. May climber was an
exclusive TV campaign pro-
moting Hudson’s family air
conditioning factory every plan.
Following the first commercial, dealers reported
increased floor traffic and tre-

mendous increase in sales.

Page 55 • BROADCASTING

July 17, 1950
TV DEMONSTRATIONS may be held by Thor Corp., Chicago, to teach owners of its Gladirons how to use the iron correctly. Thor is the second Chicago firm considering telecasting demonstrations—the first was the Sampson Co., which sponsored four-half-hour telecasts for dealers recently.

Thor, which maintains general offices and plant headquarters in Chicago, mailed more than 5,000 postcards to known owners of Gladirons in the area early this month. Answers to six questions will be tabulated within a fortnight, and Thor will follow through on its TV plans if affirmative answers are returned.

Questions asked in the card survey: Do you own or have access to a television set? Would you be interested in seeing a Gladiron demonstration over television? What time of day would be most convenient and desirable for you to watch the test? Please list any items which you would particularly like to see ironed. Would you be inclined to invite some friends in to see such a Gladiron demonstration? How about many friends do you think might be interested?

MONTREAL TV
Transmitter Opening Blocked
PLANS for early opening of a TV transmitter at Montreal were stopped by the provincial government on July 7, when provincial Premier Maurice Duplessis stated that the government would block plans until the federal government allows a provincial broadcasting service. The TV transmitter was to be built on top of the Gym, Los Angeles, the mountain in the center of Montreal, where automobiles are banned and to which special municipal building restrictions apply.

Mr. Duplessis said any decision by Montreal authorities for a TV transmitter on top of Mount Royal would have to be confirmed by the provincial government. In 1948 the Quebec government set aside $5 million for a provincial broadcasting system as the latest attempt to control broadcasting in the province. The federal government would not grant the provincial government licenses, so nothing has been done. Now Mr. Duplessis is trying to have the CBC "extraordinary monopoly" by blocking its TV plans.

SECOND summer Television Workshop course, being conducted by the U. of Miami radio-TV department in cooperation with WTVJ (TV) Miami. Six-week session is directed by Prof. C. H. Nickert and LaBe Hall of station.

BEFORE the Fred Waring Show, Sunday night CBS-TV series, left the air for the summer, this group enjoyed a get together at CBS' New York studios. L. to r: Lee Nichols, advertising manager for General Electric Co., program sponsor; William Forbes, account executive, Gladirons, of Waring; J. L. Van Volkenburg, CBS vice president in charge of network sales, and Frank Fogan, vice president of Young & Rubicam.

GUILDS DEBATE
SDG Affiliation With SDGA
ANSWERING New York Screen Directors Guild statement last week that any affiliation between it and the Los Angeles Screen Directors Guild of America was severed because of the latter's move to take jurisdiction over television directors, the Los Angeles group said that there never had been any affiliation between the two.

Such an affiliation, it declared, had been proposed by the New York group but was rejected by SDGA. SDG had suggested a national organization with authority divided between East and West, with financing by SDGA on certain proposed SDG activities.

The L. A. group turned down on grounds that the proposal would necessitate fundamental changes in SDG power and structure which it was unwilling to make and commit itself for expenditure by persons other than SDGA members.

The L. A. group declares it has been empowered by NLRB to act as bargaining representative for screen directors, the sphere which includes television directors.

Gymside Views
DEAL to telecast workouts and training activities of Los Angeles name boxers at Main Street Gym, Los Angeles, has been made between Vick Knight Adv. and Willie Orner, owner of the gym. Contract calls for telecasting of events half-hour daily, six days a week. It further contains a clause guaranteeing that programs will not be telecast after 6 p.m., in order to protect gate receipts. Believing that the telecasts will publicize main events and thus increase attendance, promoters and managers will allow liberal use of the fighters for cameras. Agency seeks multiple sponsorship for programs. Kaye-Halbert Television, Los Angeles, has purchased one half-hour weekly.

PAUL REINSTATED
AFM Rescinds Suspension
LIFTING of the suspension from membership in American Federation of Musicians imposed last February on Edward Paul, musical director, Jerry Fairbanks Productions, Hollywood, has been announced by the union. Mr. Paul had been suspended for alleged violation of union television regulations. Decision followed special rehearing of the case at an AFM international executive board meeting June 1 in Houston. Originally imposed fine of $1,000 will be held in abeyance, it was further decided.

At the time of Mr. Paul's suspension recording of any type of music for filmed television programs was banned by the union; since that time, however, TV film producers received approval for recording of shows provided that they pay regular theatrical motion picture scale to musicians and stations, and that sponsoring agencies pay 5% royalty of station time charges to the union for each showing.

COALITION SEEN
In RTDG, SDG Maneuvers
A COALITION for bargaining and jurisdictional purposes between the Radio & Television Directors Guild and the Screen Directors Guild in the East may be forming in New York.

Although guild officials will not comment, informed sources indicate such a coalition is being considered.

This prospect is seemingly emphasized in the announcement last week by Lester O'Keefe, national president of RTDG, and Edwin Glenn, president of SDG in the East, of a jointly-sponsored TV forum in New York sometime in September.

Describing the forum as the first wedding of the interests of motion picture and television craftsmen, the statement said it would "salute New York as America's video production center" and "acquaint the general public with the techniques of producing both motion pictures and television shows."

"The time has come," the statement continued, "to re-examine the whole broad structure of motion picture and television production and distribution and to speak frankly about it. Changes have come so rapidly that there is growing confusion that needs clearing up at once."

Characterizing the present era as one of low-budget production, and calling the current way "the new theatre," the statement said both organizations hoped to bring the public more intimately into the picture.

WATCH MAKERS
Lead as N. Y. Spot Users
WATCH MAKERS are leading users of TV spots in New York, according to the second Ross report on TV commercials. The report shows 3,743 advertisers using 9,890 TV spots on six New York TV stations during the week of June 4-10, Bulova ranked first with 53 time signals and announcements on three stations; Gruen and Benrus were well up front with 19 and 18 spots respectively.

Other frequent TV spot users included Radio-Trans, with 52 spots; Philip Morris with 22, Kools with 20, Pan American with 19, Guild Wine with nine.

Among the various types of film commercials for TV, Ross found live action commercials the most popular, accounting for 35% of all commercials examined; fully animated commercials, with 24%; combination of live action and animated up to 20% with remainder including limited action, stop motion, puppets and various combinations.

KTTV (TV) Hollywood has increased program operation to 46 hours weekly with addition of six and one-quarter hours per week.
Right To Air WWJ-TV Shows

WJMJ-TV Lansing, Mich., last week told FCC it was within its rights rebroadcasting NBC-TV programs from WWJ-TV Detroit, despite the large complaint base which had secured permission from NBC, the program originator. WWJ-TV, in a complaint filed earlier with FCC, termed the rebroadcasting "original copyright." WJMJ-TV was violating FCC's rules, Sec. 3.691.

The WJMJ-TV reply, filed by Fly, Fitts & Mc founded with the following assertion, indicated within the meaning of Sec. 3.691 NBC New York was the originator of the network programs and not WWJ-TV. The reply said WJMJ-TV rebroadcast only the NBC programs of WWJ-TV. WJMJ-TV explained it also rebroadcast the network TV shows of ABC and CBS from their respective Detroit affiliates, WXYZ-TV and WJBK-TV. WJMJ-TV said it had obtained permission of these outlets in addition to that of the networks. WWJ-TV, however, refused to allow rebroadcasting of the ABC shows, WJMJ-TV explained.

WJMJ-TV continued Detroit and Lansing are 70 miles apart and constitute different market areas. The areas of WJMJ-TV and WWJ-TV are "clearly separate and independent," FCC was told, with WWJ-TV not able to reach the Lansing area, and vice versa. An audience served by WJMJ-TV, the latter serves 28,000 TV homes. FCC was told, without any effect on WWJ-TV shows, would deprive this audience of that service. Maurice R. Harrell is counsel for WWJ-TV.

Clears 'Blind' Area

MODIFICATION of a standard transmitting antenna has cleared up a television blind reception area—about one mile wide and 10 miles long—in Pasadena and San Marino, Calif. ABC-ABC-TV Hollywood's engineering department announced last week. Following reports from TV receiver installation units, the blind area, which had existed for several months, Preliminary investigations showed the signal transmitted from Mt. Wilson, seven miles away, "overshooting" the section. Remedy consisted of taking a small amount of energy normally lost skyward and deflecting it into the null area. Engineers responsible for the feat are Frank Mark and John Preston, ABC New York; Cameron Pierce and Phillip Caldwell, Hollywood.

Truman Report

PRESIDENT TRUMAN said Thursday he has undertaken consideration of a bill to the people on progress of the Korean campaign, presumably a radio report. Should the report be made, it would mark the first time a President has reported to a substantial segment of the population by TV on military developments.

ranald Enterprises, Hollywood, has completed two 15-minute film series in programs of 13 under title "Your Revealing Hands." Completion series scheduled for August. Film features Dr. Jose Ranald, hand psychologist. Dr. Ranald's newspaper column "Hands of Destiny" has appeared in hundreds of newspapers. Second related series planned on "Your Revealing Mannerisms," and "Your Revealing Handwriting.

* * *

Offers as high as $5 million reportedly have been made to producers of famous cartoon shorts such as Mickey Mouse, Bugs Bunny etc., for TV rights to backlog of films on single character. Independent are said to have experience in making films for TV, lessening the value of properties of big companies, insiders think, and major makers may consider offers this year.

* * *


* * *

KTTV-TV Los Angeles has obtained exclusive rights to series of eight-hour-long U.S. Army films "Command Post." It follows series "preparing of the art," second in series of "Your Revealing Mannerisms," with "Mannerisms," and "Your Revealing Mannerisms."

Dumont's Plans

Radio-TV in Set Campaign

THE ALLEN B. DUMONT LABS, Inc., will use both radio and television for its advertising and sales promotion on its receivers this fall. Through its agency, Campbell-Ewald, New York, the company will place a spot announcement campaign beginning in late August in all major markets. In addition the firm will co-op sponsorship of television programs on a local level with distributors. It will continue to sponsor a half hour program on the DuMont TV network. The firm also will use a series of magazine ads illustrated by Norman Rockwell for institutional advertising.

ANew ART

Baker Sees Science as Spur

A PREDICTION that the science of electronics will make possible a complete change in television programming was made last week by Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Dept. Dr. Baker is a pioneer of the radio and television industries.

The new concept of TV programming, Dr. Baker said, will make the medium "the most versatile and effective medium of communication our society has conceived." He said criticism that TV programming is composed of stage, radio or motion picture techniques can be justified in light of the fact that many TV engineers will develop a new profession from one of these three fields and "will be interpreting for television in the light of their past experience."

Cities Examples

However, he predicted that with the ingenuity of electronics engineers as a spur, the new art will develop. Examples of new devices, created, he mentioned, are the electronic "wiper," "spotlighting," "the light," "the light," "the light," "the light." "The possible use of such devices," Dr. Baker said, "will give the program director a wider and more vivid brush for 'painting' a dramatic effect than ever existed for radio, motion picture or stage purposes."

Chicago RTDG Elects

ALAN M. FISHBURN, freelance director and TV packager, was elected president of the Chicago chapter, Radio & Television Directors Guild (APL) last Monday. He succeeds Ben Park of NBC-TV. Barker Gibbs of NBC is vice president and Larry Auerbach of NBC-TV is secretary-treasurer. Board members include Louie Perkins, ABC; Bill Joyce, WLS; James Jewell, freelance, and Phil Bowman, radio-television director, Young & Rubicam. Hal Miller of CBS and Mr. Fishburn were elected members of the RTDG's national board. Offices are held for one year.

Music Boom TV Big Factor—Gard

TELEVISION has brought a double-edged boom to the music industry, William B. Gardner, executive vice president National Assn. of Music Merchants, said Monday in Chicago. Music dealers benefit from ever-increasing TV set sales, and from increased programming interest in which is the interest of TV performers.

Mr. Gardner industry progress report at the opening of the National Assn.'s annual convention and show, July 10-13 at the Palmer House. He estimated that 70% of some 8,000 music dealers throughout the country stock radios, television sets and phonographs. For sales with the first half of 1950 10% ahead of last year's figures, Mr. Gard thinker "the music industry is basically more prosperous today than it has been in 20 years."

Although more than half of some 6,000 large music dealers, representatives of 22 radio, television and wire recorder manufacturing firms were on hand to exhibit new models. These were shown in the hotel's Exhibition Hall, where more than 100 new TV sets were operated from a single master antenna system.

Manufacturers represented included American, Delco, Motorola, General Electric, Philco, Scott, Westinghouse, Zenith, Stromberg-Carlson, Sylvania, Tele-King and Belknap Radios.

Mr. Gard predicted $2 billion in TV set sales this year, and that $340 million was spent on radio and $210 million on phonographs last year.

U. OF ILLINOIS Dental College, Chicago, will begin postgraduate courses 1950-51. WKBK (TV) Chicago equipping studio at college from which lectures and demonstrations will be telecast to classrooms.

TV-Created Fan

RICHARD D. HOPKINS of San Francisco hadn't seen a baseball game in 25 years but the interest of his youth has been revived, and he gives television full credit for the renewed interest. Mr. Hopkins wrote officials of the San Francisco Seals and Oakland Oaks clubs that his 11-year-old son wanted to talk baseball knowingly, having picked up the knowledge via television. Then Mr. Hopkins began attending games regularly, and enclosed some $75 worth of ticket stubs from games attended, and in conclusion wrote: "I am attaching the misthe ticket stubs you will save . . . to give you some idea of what television has done for you as an advertising medium."
Another successful start with DuMont

WHBF-TV
ROCK ISLAND, ILLINOIS
Channel 4

Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont "Grow As You Earn" system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investigate Du Mont first — and then compare.

DuMont
First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.
PIGEONGRAMS

KFMV-TV San Diego telecast embarkation of First Marine Division from San Diego to Korea. Program was picked up by KTLA (TV) Los Angeles by micro-wave relay for retelecasting there. Arrangements made by Lt. Col. E. R. Hagenah, public information officer of division. Gary Gramman directed telecast.

CONTRASTING PHOTOS

WMFJ Daytona Beach, Fla., issued promotion piece entitled "Then and Now." Single 8 1/2 x 11-inch sheet contains photographs of WMFJ transmitter room in 1940 and 1950. These is photo taken in 1910 of first "wireless station" owned and operated by W. Wright Esho who built WMFJ in 1935. On reverse side is photograph of ABC outlet's building and reproduction of daytime and nighttime 1948 BMB maps depicting station's coverage.

PAR-FLUNG AFFILIATE

KPOA Honolulu, T. H., carries MBS programs directly from mainland by shortwave and air expressed tape recordings. Wireless play-by-play baseball information made into twice daily schedule of major league and Pacific coast league re-creations. KPOA shortwave major league All Star game from Chicago, July 11.

ILLUSTRATED FOLDER

WICU (TV) Erie, Pa., sends 28-page booklet to trade highlighting place of TV in city's area of life. "Television Album" contains pictures of city, station personnel and facilities, network talents sports coverage and points of interest in vicinity.

'HEP' HERPETOLOGY

WSAI Cincinnati aired interesting facts, demonstrations of talents of live five-foot diamond back rattlesnake. Reptile and master, Ned Moren were interviewed by Marilyn Hilvers and Charles Black, WSAI staffers. Snake castanetted his rattles for newswaves, giving both spectators and listeners unusual thrill.

ANNIVERSARY BROCHURE

RED-bound brochure sent trade by WDVA Danville, Va., includes record of station's promotional activities on behalf of its third anniversary, June 12-17. Loose-leaf pages list week's schedule, day by day. Included are entry blanks, invitations, programs and other material used in "June Wedding," "Queen for a Week" and "Tobacco Chewing" contests, plus announce's material and lists of prizes awarded contest winners and those attending Colorod Cotton Ball, church service and parties for children and teen-agers. Various activities afforded opportunity for every member of community to participate, station said.

KING-SIZE BOOKLET

WIL St. Louis sends trade booklet measuring 17 by 11-inches to draw attention to station's 28th year. Headed "The New Old WIL," booklet contains drawings illustrating coverage area, costs and sales ratio, notes on programming and long-time sponsors.

CAMPUS CAPERS

WTJV (TV) Miami, Rumpus on the Campus, Sun., 8-8:30 p.m., selling season tickets to U. of Florida football games this fall. Jack Cummins, station's sport director, is m.c. Set made like campus student club. Interviews, films of team in action and various talent, make up entertainment. Station claims over 400 televiewers called for tickets first night. More phones added to handle calls up to start of football season.

KGO 'BLUEPRINT'

KGO San Francisco sends trade folder for Ann Holden's Home Forum program labeled "Down To Brass Tacks On Successful Selling." Mailing of brochure preceded by "blueprint" teased to each addressee. "Blueprint" stated it was ground floor behind Home Forum brochure was out of construction stage and ready for mailing.

NEW PROGRAM

KEYL (TV) San Antonio, Whaley's Bar Nothing Ranch, Thurs., 7:30 p.m. Bud Whaley, m.c., disc jockey variety show. Program offered to sponsor on show itself. Station claims before signoff first night two sponsors had phoned to take spots, and within 48 hours show was sold out.

ATTENTION GETTER

PACIFIC Regional Network stunt at Adv. Asm. of West convention, L. A., included models distributing folders with bi-colored three-dimensional glasses to bring pictures of girl's in bathing suits into focus. Captions, "Coverage . . . local impact . . . flexibility . . ." were under pictures. Second picture of girl in grass skirt carried note, "PRN reaches out."

1926 WORLD SERIES

WIND Chicago re-created sixth and seventh games of 1926 World Series between New York Yankees and St. Louis Cardinals, July 10, 1:25 p.m. and July 12, 1:25 p.m. Bert Wilson, station's sport director, did play-by-play.

FOLD-OUT FOLDERS

KSTP-AM-TV Minneapolis sends folders with three-dimensional fold-outs to local distributors on behalf of Tender Leaf Tea and Taystee bread. Tender Leaf folder, is headed "We're stirring up something for you . . ." and shows cans of ice tea inside. Product is advertised on Main Street show. Other folder features Hapalong Cassidy, sponsored by Taystee on KSTP-TV, Sun., 8 p.m.

RECORDED CONCERTS

WCFM (FM) Washington, Sun., 8 p.m., presents summer series of Mozart and Haydn compositions. Records were given station by Haydn Society in recognition of WCFM broadcasting of American Music Festival Series from National Gallery of Art. Programs last for duration of selections, from 1:4 to 3 hours.

OKLAHOMA U. FOOTBALL

KTKO Oklahoma City sending folders to trade announcing broad-casting of U. of Oklahoma football games this fall. Folder is made to resemble teograms, telling of broadcasts. On back is schedule of games.

PRIVATE DOOR

KSTP-TV Minneapolis, That Door Marked Private, Thurs. 6:40 p.m. Produced by Ken Barry, on film. Places of interest and curiosity are shown. Televiewers write and request places they would like to see. One guest from the audience taken along weekly. Show has featured monastery, gall bladder operation, sheriff's office in operation, and other events of interest.

FOR VETERANS

KLAC Los Angeles, Veterans Bed-side Quiz, Sun., 8:15 p.m. Arranged by Jewish War Veterans, features players from Hollywood Stars baseball team and patients from Los Angeles area veteran hospitals in sports quiz. Prizes presented patients chosen from different hospitals each week.

LANG-WORTH FEATURE PROGRAMS

SELL

AUTOLOGIES

NEW AUTOS

LANG-WORTH FEATURE PROGRAMS, Inc.

113 W. 57th St., New York, N. Y.

Network Color Programming at Local Station Cost

July 17, 1950 • Page 59
The Book that took 10 years and 10 billion calculations.

That's the 1950 BROADCASTING Marketbook, which even before publication, is hailed as the most valuable tool for buying radio and television time that has appeared in recent years.

Uncle Sam is doing the basic job—the 1950 Census, a compilation made every ten years. BROADCASTING's research staff is burning midnight oil on the multi-billion calculations that will produce the invaluable Spot Rate Finder, county-by-county breakdowns and marketing statistics.

Buyers and sellers alike endorse the Marketbook because it places within the covers of one book the hottest and latest data procurable for time-buying. The prescription was written by top radio buyers.

It's the best display buy of the decade.

SPOT RATE FINDER . . .

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

1950 CENSUS DATA . . .

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

MAPS . . .

New state and regional maps will graphically show locations of AM, FM and TV stations by city and county. PLUS the new 1950 Broadcasting map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the Marketbook. It was formerly published with the Yearbook.

M A I N E R A D I O M A R K E T D A T A B Y C O U N T I E S -(S p e c i m e n )

<table>
<thead>
<tr>
<th>County</th>
<th>Population 1950</th>
<th>Population 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Androscoggin</td>
<td>84,700</td>
<td>61,100</td>
</tr>
<tr>
<td>Aroostook</td>
<td>92,500</td>
<td>78,000</td>
</tr>
<tr>
<td>Cumberland</td>
<td>174,100</td>
<td>125,100</td>
</tr>
<tr>
<td>Franklin</td>
<td>19,100</td>
<td>15,200</td>
</tr>
<tr>
<td>Hancock</td>
<td>31,400</td>
<td>27,500</td>
</tr>
<tr>
<td>Kennebec</td>
<td>80,400</td>
<td>62,900</td>
</tr>
<tr>
<td>Knox</td>
<td>25,700</td>
<td>21,500</td>
</tr>
</tbody>
</table>

The nation's 3,000 counties are broken down into nine categories including 1950 population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

S T A T E S T A T I S T I C S . . .

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

M A R K E T I N D I C A T O R S F O R C A L I F O R N I A

<table>
<thead>
<tr>
<th>CLASSIFICATIONS</th>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,031,000</td>
<td>6,907,000</td>
</tr>
<tr>
<td>Increase over 1940</td>
<td>45.2%</td>
<td>5.23%</td>
</tr>
<tr>
<td>% of U.S.</td>
<td>6,875%</td>
<td>5.23%</td>
</tr>
<tr>
<td>BMB Families</td>
<td>3,222,000</td>
<td>2,781,000</td>
</tr>
<tr>
<td>Percent Radio</td>
<td>98.0%</td>
<td>95.2%</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,164,500</td>
<td>2,673,000</td>
</tr>
<tr>
<td>Business Concerns</td>
<td>191,962</td>
<td>133,024</td>
</tr>
<tr>
<td>Manufacturing Establishments</td>
<td>11,645</td>
<td>11,558</td>
</tr>
<tr>
<td>Non-Agricultural Employment</td>
<td>1,346,333</td>
<td>1,769,000</td>
</tr>
<tr>
<td>Manufacturing Employment</td>
<td>530,000</td>
<td>272,000</td>
</tr>
<tr>
<td>Income</td>
<td>$16,121,000</td>
<td>$5,606,000</td>
</tr>
</tbody>
</table>


The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate.

Using the Network Rate Finder it is possible for a buyer to readily estimate any network combination of stations.


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


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

Deadline July 24 if proof desired. Otherwise, July 29—no proofs. Send in your reservation today for selected positions.

W H A T Y O U S H O U L D D O A B O U T T H E M A R K E T B O O K !

Your ad in the Marketbook will carry your sales message through thousands of impressions in the most complete market data volume in the annals of radio. Circulation is 16,500. Closing date is July 24. Publication date is early August. County-by-county sections will carry 4 column quarter, half, and full pages. Other sections, 1/16th pages and up. Regular rates apply.
Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

**July 11 Decisions**

**BY THE SECRETARY**

WIL: Lenoir City, Tenn.—Granted license new AM station; 740 kc, 5 kw D.

KALE-AM Pascagoula, Miss.—Granted license new FM station; Channel 215, 100.3 mc.

WTVY-AM WF, to change from 150 kw D to 150 kw D.

KWFT Inc., Wichita Falls, Tex.—Granted license new FM station; Channel 107, 100.1 mc.

KULE-AM Holton, Kan.—Granted license to change frequencies from 20.32, 37.34, 37.88 mc. to 26.19 mc.

KURL-AM Rapid City, S.D.—Granted license to change type to "transmitter Only".

Following were granted mod. CP’S for extension of completion dates as follows: WTVY Miami, Fl. to 1-27-51.

KMTV Omaha, Neb. to 2-1-52.

WMTV-AM St. Louis, Ill.—Granted license new FM station; Channel 273, 100.1 mc.

KWFT Inc., Wichita Falls, Tex.—Granted license new FM station.

KULE-AM Holton, Kan.—Granted license new FM station.

KURL-AM Rapid City, S.D.—Granted license new FM station.

KWMG-AM Memphis, Tenn.—Granted license new FM station; Channel 224, 19.4 mc.

WHHM-FM Memphis, Tenn.—Granted license new FM station Channel 247, 199 mc.

KWMF-AM Chicago, Ill.—Granted license new FM station.

KALW San Francisco—Granted license new FM station.

KXSC-AM Austin, Tx.—Granted license new FM station.

KPXK Inc., San Francisco—Granted license new FM station.

KPIX Inc., San Francisco—Granted license new FM station.

NEW-Examiner Co., Connover, Ind.—Granted license remote pickup.

City of Dallas, Tex.—Granted license to change frequencies of new remote pickup.

Oliver Best, Corp., Portland, Me.—Granted CP’s and licenses for new remote pickup.

Chambersburg Best Co., Chambersburg, Pa.—Granted license new remote pickup.

Your best advertising value of the year—BROADCAST-ING’S 1950 Marketbook—goes to press soon. Advertising deadline July 24 if proof desired. Otherwise, July 29, no proof.

Please wire (collect) your reservation today. 16,500 circulation will reach all important radio buyers.

**SERVICE DIRECTORY**

**COMMERCIAL RADIO Monitoring Company**

**POUGHKEEPSIE Newspapers Inc.,**

Poughkeepsie, N.Y.—Granted CP new remote pickup KA-499.

Hilliard Co., Scottsbluff, Neb.—Granted CP new remote pickup FA-251.

Forrest Best Co., Inc., Haltles, Miss.—Granted new CP remote pickup KA-716.


Amarak Best Co., Cody, Wyo.—Granted new CP remote pickup KA-217.

Lee-Smith Best Co., Fairburn, Minn.— Granted new CP remote pickup KA-766.

KDMX El Dorado, Ark.—Granted CP to install new trans.

WAMU Littlefield, Ill.—Granted license, CP for approval of antenna.

WDSM Superior, Wis.—Granted mod. CP for license new AM station.

WCPA Westfield, Va.—Granted license change frequency. Operation, extension of time, and transfers.

KMLE Monroe, La.—Granted license to change frequency.


Broadcast Management Inc., Bethesda, Md.—Granted license to install remote pickup KA-3673.

Appalachian Best Co., Bristol, Va.—Granted licenses and new remote pickup KA-6232-8.


The Houston Post Co., Houston, Tex.—Granted mod. license KA-718 to show use in conjunction with KPRC & KHK.

WFLY-TV in lieu of WFLY-AM.

WFAM Inc., Lafayette, Ind.—Granted license to change frequencies from 38.34, 38.49 mc. to 41.34, 41.53 mc. and to be used on WAFM (AM) and WPAM (FM).

Carter Pub. Inc., Fort Worth, Tex.—Granted license for remote pickup new remote KA-6275.

The Houston Post Co., Houston, Tex.—Granted license for new remote pickup KA-6272.

The Houston Post Co., Houston, Tex.—Granted mod. license KA-1951 to show use in conjunction with KPJ & KPRC.

KWMR-AM in lieu of WFLY-AM.

WFAM Inc., Lafayette, Ind.—Granted license to change frequencies from 38.75 mc. to 41.34 mc., and to be used on WAFM (AM) and WPAM (FM).

City of Dallas, Tex.—Granted license new remote pickup.

New Examiners Co., Connover, Ind.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.

City of Dallas, Tex.—Granted license new remote pickup.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Gallery</th>
<th>Phone/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>1339 Wisconsin Ave., N. W.</td>
</tr>
<tr>
<td></td>
<td>National Press Building</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Member APCCE*</td>
<td>2414</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
<td>906 Ninth Press Bldg.</td>
</tr>
<tr>
<td></td>
<td>1407 Pacific Ave.</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Santa Cruz, Col.</td>
<td>Member APCCE*</td>
</tr>
<tr>
<td></td>
<td>A 45-year background</td>
<td>1926—</td>
</tr>
<tr>
<td></td>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO.</td>
</tr>
<tr>
<td></td>
<td>Upper Montclair, N. J.</td>
<td>3000</td>
</tr>
<tr>
<td></td>
<td>MONclair</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Laboratories</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Great Notch, N. J.</td>
<td>Member APCCE*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>501-514 Munsey Bldg.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sterling 0111</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member APCCE*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1469 CHURCH ST., N. W.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KANSAS CITY, MO.</td>
</tr>
<tr>
<td></td>
<td>INTERNATIONAL BLDG. D. 1319</td>
<td>Kellogg Bldg.</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>PORTER BLDG. LO. 8821</td>
<td>Republic 3984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member APCCE*</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N. W.</td>
<td>1233</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 5, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C.</td>
<td>6513</td>
</tr>
<tr>
<td></td>
<td>National 6513</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg.</td>
<td>3984</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td>Republic</td>
</tr>
<tr>
<td></td>
<td>1519 Connecticut Avenue</td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>MICHIGAN 2261</td>
<td>Member APCCE*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1703 K St., N. W. STERLING 7932</td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>HIGHLAND PARK VILLAGE</td>
<td>JUSTIN 8-6108</td>
</tr>
<tr>
<td></td>
<td>1505 Connecticut Ave.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DALLAS 5, TEXAS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7631</td>
<td></td>
</tr>
<tr>
<td></td>
<td>W.W. RIVERSIDE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4125 Monroe Street</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOLEDO 13, OHIO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Telephone—Kingswood 7631</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>BOND BLDG. EXECUTIVE</td>
</tr>
<tr>
<td></td>
<td>Washington 5, D. C.</td>
<td>5670</td>
</tr>
<tr>
<td></td>
<td>Member APCCE*</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>927 15th St., N. W.</td>
</tr>
<tr>
<td></td>
<td>Washington 4, D. C.</td>
<td>Republic 3883</td>
</tr>
<tr>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member APCCE*</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>1052 Warner Bldg.</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Washington 5, D. C.</td>
<td>National 7757</td>
</tr>
<tr>
<td></td>
<td>501-514 Munsey Bldg.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sterling 0111</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member APCCE*</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 2151</td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td></td>
<td>Member APCCE*</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>820 12th St., N. W.</td>
</tr>
<tr>
<td></td>
<td>EX 8073</td>
<td>WASHINGTON 5, D. C.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>4125 Monroe Street</td>
</tr>
<tr>
<td></td>
<td>TOLEDO 13, OHIO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Telephone—Kingswood 7631</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Executive 5851</td>
</tr>
<tr>
<td></td>
<td>Franklin 1833 M STREET, N. W.</td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>Executives 1230</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>4125 Monroe Street</td>
</tr>
<tr>
<td></td>
<td>TOLEDO 13, OHIO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Telephone—Kingswood 7631</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Situations Wanted (Cont'd)

Manager-sales manager: This survival of the fittest era of radio today makes the first time and the last time a real challenge. I know that radio station owners must have that difficult to locate man who can sell, make and head up their organization. This ad is for the man willing to bet that there is an individual who can sell a man of this caliber. In two years we have had a substantiated record of twelve years experience, full-time well-rounded radio experience including management and sales on top of that. Box 795F, BROADCASTING.

Full-time manager: A good manager is a rare find. I know that many people feel that they are the only manager in the world that can work on his own. I am just the right man to do it. I have been a manager for the last fifteen years in radio and I am interested in a job that will give me the opportunity to do something for the future of the radio business. Box 767F, BROADCASTING.

Full-time independent wants experience and sales. A good manager is a rare find. I know that many people feel that they are the only manager in the world that can work on his own. I am just the right man to do it. I have been a manager for the last fifteen years in radio and I am interested in a job that will give me the opportunity to do something for the future of the radio business. Box 795F, BROADCASTING.
Situation Wanted (Cont’d)

Announcer—engineer, 8 years experience. Polished announcer, DJ, staff engineer. Excellent speaking and broadcasting talents and maintenance and any power system. No space left, will accept job anywhere. Box 759F, BROADCASTING.

Sportscaster-anouncer, experienced play-by-play, promotion-wise, with wide TV and sports background. Will work on east coast. Box 748F, BROADCASTING.

Announcer, fine detailed knowledge in all phases of TV and sportscast. Will work as assistant. Desire employable. Box 758F, BROADCASTING.

Announcer for 5 kw net affiliate, professional player, 12 years experience AM one year TV. Box 790F, BROADCASTING.


Announcer— Ariel 4,5,6 alloys, all-around experienced, all-round staff man, intensive training. Box 759F, BROADCASTING.

Announcer, fine college background, and all-round experience. Will work in any market. Box 781F, BROADCASTING.


Employed in city of 30,000. Morning man with 8 successful years. Combina- tion equipment operator. $56.00. Box 784F, BROADCASTING.

Sports caster, announcer, college grad, play-by-play, commentary, player background, single. Ambitious. Box 785F, BROADCASTING.

If you need an announcer writer, combination, you need me. Write Box 786F, BROADCASTING.

Morning man, 5 years. Deep voice, dependable. 25, single. Box 787F, BROADCASTING.

Announcer, single, 25, excellent all-around. Would prefer position with small eastern station. News, musical shows are specialties. Phone and details on request. Box 800F, BROADCASTING.

Situation Wanted (Cont’d)

Announcer-engineer, 8 years experience. Polished announcer, DJ or staff engineer. Excellent talents in written and spoken language, and maintenance and any power system. Will work anywhere. Box 748F, BROADCASTING.

Sportscaster-anouncer, experienced play-by-play, promotion-wise, with wide TV and sports background. Will work on east coast. Box 748F, BROADCASTING.

Announcer, excellent on news, continuity, play-by-play, radio. FM station. College degree. Experienced actor, director. Will work on east coast. Box 748F, BROADCASTING.

Announcer, fine detailed knowledge in all phases of TV and sportscast. Will work as assistant. Desire employable. Box 758F, BROADCASTING.

For 5 kw net affiliate, professional player, 12 years experience AM one year TV. Box 790F, BROADCASTING.


Announcer— Ariel 4,5,6 alloys, all-around experienced, all-round staff man, intensive training. Box 759F, BROADCASTING.

Announcer, fine college background, and all-round experience. Will work in any market. Box 781F, BROADCASTING.


Employed in city of 30,000. Morning man with 8 successful years. Combina- tion equipment operator. $56.00. Box 784F, BROADCASTING.

Sports caster, announcer, college grad, play-by-play, commentary, player background, single. Ambitious. Box 785F, BROADCASTING.

If you need an announcer writer, combination, you need me. Write Box 786F, BROADCASTING.

Morning man, 5 years. Deep voice, dependable. 25, single. Box 787F, BROADCASTING.

Announcer, single, 25, excellent all-around. Would prefer position with small eastern station. News, musical shows are specialties. Phone and details on request. Box 800F, BROADCASTING.
Eastern Top Network Station

One of the long established and consistently profitable network properties located in an excellent eastern secondary market—no television. Due to personal circumstances, this top network station is being sold at a very low earnings ratio. Because of a splendid earnings record we can arrange very liberal financing. Price $150,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C.
Harold R. Murphy
Randolph 4-4550

CHICAGO
James W. Blackburn
Washington Hts.

SAN FRANCISCO
William W. Metzger
235 Montgomery St.
Exbrook 2-5772

completed, want to sell. Must be completely reliable man with proven background. Opportunity to earn limited only by ability and application.

WGN
New Rochelle, New York

Program Listing Service

TV-RADIO Show Service, a weekly bulletin listing programs of the market, will be issued beginning Aug. 1, Mitchell C. Hodges, founder of the service, has announced. A form of public relations, Hodges is associated in the new enterprise with Lucille Hudiburg, former CBS-TV associate producer. Mr. Hodges' address is 21 Gramercy Park, New York.

RADIO FREE EUROPE BEGINS

Broadcasts Backed by Group of Americans

RADIO FREE EUROPE, backed by a group of private American citizens known as the National Committee for a Free Europe Inc., has begun transmitting from European locations.

Exiled democratic leaders of Europe will speak to their countrymen behind the iron curtain, freed from diplomatic restrictions and in their native languages.

"They will give the lie to Communist propaganda and tell their listeners of the undying struggle to assure freedom everywhere," Dewitt C. Poole, NCPE president said.

Choosing the Fourth of July to begin operations, the committee scheduled a 60-day period of "audience building," using announcements of the station's purpose.

On July 14, anniversary of the fall of the Bastille and the start of the French Revolution, full broadcasting schedules were to begin, according to Frank Altschul, chairman of the radio committee.

In its early operations Radio Free Europe has surmounted serious problems in finding channels and sites. Transmitters are located in the Munich and Frankfurt areas in Germany. Three channels were on the air in one of the 6 me band and one on 719 kc. Russian jamming is anticipated but additional power will be used.

The NCPE was formed in June 1949, with membership open to all who wish "to do something direct and concrete to preserve our highest value—the right to live as free men."

Officers of NCPE in addition to President Poole are: Joseph C. Drew, chairman of the board; Allen W. Dulles, chairman, executive committee; Frederic R. Dubois, vice president; Spencer P. Chenault, vice president; Mr. Altschul, treasurer; Theodore C. Augustine, secretary and assistant treasurer.


STORECAST SIGNS 12

STORECAST Corp. of America has signed 12 new advertisers during the past two months, making a total of 57 new sponsors since the first of the year. New advertisers in the Chicago area are:


CBS, IBEW

SETTLEMENT has been reached of the dispute between the International Brotherhood of Electrical Workers (AFL) and CBS, which several weeks ago flared into a two and one-half day strike in New York.

Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service supervised negotiations leading up to the new contract.

Although details have not been announced, the new contract reportedly represents an increase of $6.00 for CBS engineers in New York, and a $2.50 increase for their assistants. This will bring the top weekly minimum to $135.00.

The contract is said to provide a $5.00 increase for CBS-owned stations in Minneapolis, Chicago, Boston, St. Louis and Los Angeles. However, five-year engineers in Los Angeles will receive an increase of $6.50.

A demand by the union for uniform rates at all CBS stations was refused by the company.

The new rates will be retroactive to May 28, 1950, when the old contract expired. The new contract is for one year. Days lost on strike will not be paid for.

Radio Free Europe has signed 12 new advertisers during the past two months, making a total of 57 new sponsors since the first of the year. New advertisers in the Chicago area are:

FCC Actions (Continued from page 68)

Decisions Cont.: make changes in vertical and. mount FM ant. on 1050 kHz.

WSAP, Portland, Ore., (Continued from page 67) - Granted for use at 1050 kHz.

KRKO, Everett, Wash., (Continued from page 67) - Granted.

WELC, Welch, Va., (Continued from page 67) - Granted for use at 1050 kHz.

WTLO, Lake Grove, Ill. (Continued from page 67) - Granted.

WTPR, Bertha, N. Y., (Continued from page 67) - Granted.

WSGW, Saginaw, Mich., (Continued from page 68) for extension of completion date to 8-15-50.

ACTIONS ON MOTIONS

By Commissioner Jones

James E. Murray, et al (Transferees) and The Hutchinson Pub. Co. (Transferee).--Granted petition to dismiss without prejudice applications.

Barry T. Simmons and Ray Bantz. Co., North Bend, Ore.--Granted petition to dismiss without prejudice application and Commission on own motion removed from hearing docket applications.

Henry Lee Taylor, San Antonio, Tex.--Granted petition to dismiss without prejudice application.

WFCO, Kansas City, Mo.--Granted petition to dismiss without prejudice application.


By Examiner Elizabeth C. Smith

WICH, Norwich, Conn.--Postponed consolidated hearing only as it pertains to presentation of evidence. By Examiner R. A. Bond.


KWHK, Hutchinson, Kan.--Granted continuance of consolidated hearing presently scheduled for July 18 at Hutchinson, Kan., to July 26 at Wichita, Kan., to Aug. 22 and 25, respectively, re application.

By Examiner R. A. Bond

Kansas City Bstg. Co., Inc., Kansas City, Mo., for extension of completion date.

FCC's '51 Funds

(Continued from page 28)

less that than approved by the House and nearly $4 million short of budget later.

The committee urged that $200,000 of this allotment be set aside for Voice of America radio broadcasts "for the purpose of preserving friendships with the peoples of western European countries."

The group noted that the $47.3 million granted for the fiscal year ending June 30 included provision for non-recurring items, such as establishment of radio facilities, and funds for liquidation of prior cost plus projections totaling $11,475,000.

The President reportedly is readying a report for a new appropriation of about $100 million to cover expansion of State Dept.'s Voice of America and other information activities [BROADCASTING, July 10]. Meanwhile, Congress is expected to approve further increases in funds (see separate story).

Before issuing its report, the Senate Appropriations Committee knocked out the Thomas-Tabar and Jensen amendment, but permitted them by the House in the form of riders--which would have, respectively, (1) pared personnel in FCC and other non-military agencies up to 10% and (2) permitted them to fill only 10% of their job vacancies in any year. A Senate coalition bloc was seeking to restore them.

Commerce Dept.'s Bureau of the Census was given $28.5 million--$1.3 million below the House bill and $1.0 million under the Senate estimate. Both the House and Senate agreed on a sum of $6 million to be used for expenditures incurred in compiling current census statistics.

Also within the Commerce Dept., the National Bureau of Standards to assume direct control and operation of WMJ from Lincoln Operating Co., trustee of the station [BROADCASTING, June 12]. The Commission's own probe of the McBride-Sherby interests has been underway since July 1949.

seeking to restore them.

Commerce Dept.'s Bureau of the Census was given $28.5 million—$1.3 million below the House bill and $1.0 million under the Senate estimate. Both the House and Senate agreed on a sum of $6 million to be used for expenditures incurred in compiling current census statistics.

Also within the Commerce Dept., the National Bureau of Standards to assume direct control and operation of WMJ from Lincoln Operating Co., trustee of the station [BROADCASTING, June 12]. The Commission's own probe of the McBride-Sherby interests has been underway since July 1949.

Funds

(Continued from page 68)

10. Meanwhile, Congress is expected to approve further increases in funds (see separate story).

By Examiner R. A. Bond

Kansas City Bstg. Co. Inc., Kansas City, Mo.—Passed over petition to amend application, scheduled oral argument before Examiner Bond July 10.

By Examiner Cooper

KRGB, San Angelo, Tex.—Granted leave to amend application regarding engineering phases of application.

July 13 Filing... ACCEPTED FOR FILING

License Renewal

KERE, Lompoc, Cal.—Request for license renewal at 1210 kHz.

WPTF, Fostoria, Ohio.—Request for license renewal at 1290 kHz.

WYOU, Chicago.—For license renewal noncommercial educational FM station.

FM-3.1 me

WFSO, Fostoria, Ohio.—FM station to change from Class A to Class B. chan. 226 (83.1 mc) ERP 1,500 kw, ant. 114 ft.

Modulation of CP

WIOD-FM, Miami, Fla.—Mod. CP new FM station for extension of completion date.

WOR-TV New York.—Mod. CP new FM station.

(Continued on page 68)

McBride

Senate Group May Probe Activities Of Prospective WMI Stockholder

PROSPECT that the Senate Crime Investigating Committee would probe activities of Arthur B. McBride, principal in the proposed licensee of WMI Miami, Fla., was indicated by committee spokesmen last week as the committee opened hearings in that city.

NEWS DISCS

Import Aid Bills Prepared

LEGISLATION to hasten clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty were ready for House consideration last week.

The House Ways and Means Committee last Thursday approved the recordings measure (HR 8726), introduced by Rep. Alva J. Foran (D., N.Y.), which would exempt Voice of America recordings from duties under the 1930 Tariff Act. A companion measure in the Senate already has been approved by the Senate Finance Committee and is awaiting action [BROADCASTING, June 5].

CBS STAR IN THE SOUTHWESTERN SKY

Latest BMB figures again prove that KRD is your best choice in the El Paso radio picture. 44,049 tuned in KRD Southwest, 44,049 tuned in El Paso. 44,049 tuned in El Paso is a fantastic popula

WATTS KRD

Key Station

SOUTHWEST NETWORK

600 - Top 'o' the Dial

RODERICK BROADCASTING CO.

Dorrance R. Roderick, President

Val Lawrence, Vice-President, and Gen. Mgr.

Represented Nationally by

THE TAYLOR COMPANY

Reach This Market Weekly

July 17, 1950 • Page 67

RADIO, TELEVISION & SOCIETY. By Charles H. Siepmann, New York: Oxford University Press. $4.75.

ANOTHER book by one of the authors of the infamous FCC "Blue Book," now a consultant to FCC in 1945.

Book By Siepmann

July 17, 1950 • Page 67

The Rubber Wizard

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE \ COVERAGE IN THE NATION'S FASTEST GROWING PORTLAND OREGON

Affiliated With NBC By Edward Petry & Partners

BROADCASTING • Telecasting
**FCC Actions (Continued from page 67)**

**Applications Cont.:**

Commercial television station for extension of construction period: WNYC New York-Request for SSA to operate additional 7 a.m. - 10 p.m. EST and suspend New York and Chicago stations (July 12 - 31) for 10 p.m. EST directional antenna, beginning September 30.

**APPLICATION RETURNED**

KFV-Lamesa, Tex.—RETURNED application requesting SSA, for station of air 4 hours per day, time July 12 to broadcast election returns.

**July 12 Applications...**

**APPROVED FOR FILING**

License for CP

- License to cover CP to new AM station: WHRC Jacksonville, Fla.; KELS Albany, N.Y.; WTNP Brevard, N. C.

- Modification of License

WJRD Atlanta, Ga.—Modified license to change from 860 kc 1 kw D to 860 kc 1 kw 5 kw.

Request for Extension

First Baptist Church, Pontiac, Ill.—Application for voluntary right to transmit programs to CKLW Windsor, Ont., beginning September 1.

Modification of CP

Mod. CP; new FM station for extension of completion date: KAMN Aniston, Ala.; KRMF- FM Shreveport, La.; WTNJ-FM Findlay, Ohio.

License Renewal

Request for license renewal FM station: KREM Spokane, Wash.; WXNQ Plainfield, N. J.

**TENDERED FOR FILING**

AM-1440 kc

WBBQ Jacksonville, Fla.—CP AM station to change from 960 kc 1 kw D to 1440 kc 1 kw unil. DA.

FM APPLICATION DISMISSED

Lakes Area Best., Co., Pryor, Okla.—Dismissed application for Class A FM station. Chan. 203 (100.9 mc) ERP 250 w.

- Available!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFMR "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters.

Repeating the same program, Caroline Ellis has the highest rating of any women's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Californian Corporation of Americas, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal listeners.

Contact us, or any Free & Peters "Colonel" on her two availability.

Available Tuesday and Thursday.

---

**FCC Rundown**

**NEW GRANTS, TRANSFERS, APPLICATIONS**

**Box Score**

**SUMMARY TO JULY 13**

**Applications Cont.**

Commercial television station for extension of construction period: WNYC New York-Request for SSA to operate additional 7 a.m. - 10 p.m. EST and suspend New York and Chicago stations (July 12 - 31) for 10 p.m. EST directional antenna, beginning September 30.

**APPLICATION RETURNED**

KFV-Lamesa, Tex.—RETURNED application requesting SSA, for station of air 4 hours per day, time July 12 to broadcast election returns.

**July 12 Applications...**

**APPROVED FOR FILING**

License for CP

- License to cover CP to new AM station: WHRC Jacksonville, Fla.; KELS Albany, N.Y.; WTNP Brevard, N. C.

- Modification of License

WJRD Atlanta, Ga.—Modified license to change from 860 kc 1 kw D to 860 kc 1 kw 5 kw.

Request for Extension

First Baptist Church, Pontiac, Ill.—Application for voluntary right to transmit programs to CKLW Windsor, Ont., beginning September 1.

Modification of CP

Mod. CP; new FM station for extension of completion date: KAMN Aniston, Ala.; KRMF- FM Shreveport, La.; WTNJ-FM Findlay, Ohio.

License Renewal

Request for license renewal FM station: KREM Spokane, Wash.; WXNQ Plainfield, N. J.

**TENDERED FOR FILING**

AM-1440 kc

WBBQ Jacksonville, Fla.—CP AM station to change from 960 kc 1 kw D to 1440 kc 1 kw unil. DA.

FM APPLICATION DISMISSED

Lakes Area Best., Co., Pryor, Okla.—Dismissed application for Class A FM station. Chan. 203 (100.9 mc) ERP 250 w.

- Available!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFMR "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters.

Repeating the same program, Caroline Ellis has the highest rating of any women's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Californian Corporation of Americas, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal listeners.

Contact us, or any Free & Peters "Colonel" on her two availability.

Available Tuesday and Thursday.

---

**DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?**

- See Centerspread This Issue

- **ON THE EVERYWHERE 24 HOURS A DAY**

---

**CITIES SERVICE**

Take NBC's Band of America to Chicago for one-time special show at Chicago Fair July 17.

---

**FCC Actions (Continued from page 67)**

**Applications Cont.:**

Commercial television station for extension of construction period: WNYC New York-Request for SSA to operate additional 7 a.m. - 10 p.m. EST and suspend New York and Chicago stations (July 12 - 31) for 10 p.m. EST directional antenna, beginning September 30.

**APPLICATION RETURNED**

KFV-Lamesa, Tex.—RETURNED application requesting SSA, for station of air 4 hours per day, time July 12 to broadcast election returns.

**July 12 Applications...**

**APPROVED FOR FILING**

License for CP

- License to cover CP to new AM station: WHRC Jacksonville, Fla.; KELS Albany, N.Y.; WTNP Brevard, N. C.

- Modification of License

WJRD Atlanta, Ga.—Modified license to change from 860 kc 1 kw D to 860 kc 1 kw 5 kw.

Request for Extension

First Baptist Church, Pontiac, Ill.—Application for voluntary right to transmit programs to CKLW Windsor, Ont., beginning September 1.

Modification of CP

Mod. CP; new FM station for extension of completion date: KAMN Aniston, Ala.; KRMF- FM Shreveport, La.; WTNJ-FM Findlay, Ohio.

License Renewal

Request for license renewal FM station: KREM Spokane, Wash.; WXNQ Plainfield, N. J.

**TENDERED FOR FILING**

AM-1440 kc

WBBQ Jacksonville, Fla.—CP AM station to change from 960 kc 1 kw D to 1440 kc 1 kw unil. DA.

FM APPLICATION DISMISSED

Lakes Area Best., Co., Pryor, Okla.—Dismissed application for Class A FM station. Chan. 203 (100.9 mc) ERP 250 w.

- Available!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFMR "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters.

Repeating the same program, Caroline Ellis has the highest rating of any women's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Californian Corporation of Americas, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal listeners.

Contact us, or any Free & Peters "Colonel" on her two availability.

Available Tuesday and Thursday.
Code
(Continued from page 18)
will conflict with the censorship of the country in which the information or-
iginates.
(p) General.—
Cautions.—Identification of combat casualties, displace-
ment by the War or Navy Depart-
ments, or payment of claims of any kind.
Strategy.—Secret war plans, or dip-
loomatic negotiations or conversations which would conflict with the
private interests.
Art objects, historical data.—Infor-
mation disclosing the new location of national archives or of public or pri-
ate art treasures.
Diplomatic information.—Infor-
mation about the movements of the Pres-
pident of the United States (including
advance notice of the place from which he
will leave after Aug. 10 (2);)
the movements of official military or diplomatic missions of the United
States, or any other operation opposing the Axis powers—
routes, schedules, destination, within
or without continental United States;
movements of ranking Army or Naval
officers and staffs on official missions;
movements of other individuals or
units on military or diplomatic mis-
sions.
II. PROGRAMS
These suggestions are made in order
that broadcasters will have a pattern
to follow in accomplishing the most
important duties of the broadcasting
program operation: keeping the micro-
phone free from extraneous background
noises and extraneous interference
in the station management, or its repre-
sentatives.
(a) Request programs.—Music.—
No telephoned or telegraphed requests for
musical selections should be accepted.
(2) Exceptions. General. When
requests are made by word-of-mouth at the origin
of any personnel, the engineer or remote, should be
honored.
Talk.—No telephoned or telegraphed
requests for talks should be honored, except as here-
inafter qualified. Such service announce-
ments should include information relat-
ing to—
Lost pets. Club meetings, thru.
Club programs, Mass meetings, etc.
Personal mes.- Vital statistics.

The same precautions should be ob-
served in accepting “classified advertise-
ments” for broadcasting.
No telephoned, telegraphed, or word-
of-mouth requests for want ads, or pub-
tations or segments thereof should be
broadcast. No telephoned, telegraphed, or word-
of-mouth requests for responses to
advertisements or similar acknowledgments from
listeners, should be broadcast.
Exception.—When the station man-
agements (such as those seeking blood donors, de-
termining, and so forth, for the Aid to
Fellow man, etc.) may be handled in conven-
tional manner if the broadcaster con-
forms to the rules. This informa-
tion should come from the Red Cross, or
similar recognized governmental or
military agency.
Service announcements may be hon-
ored when the source is checked and ma-
terial is submitted in writing, sub-
ject to rewriting by station continuity
staff. They are, of course, for the broadcast of
announcements of other programs to com-
memorate various national and international
events may be honored if the actual broadcast is
not made on the anniversary date or at the
time and in the form designated in the
request.
All requests, subject to the above
qualifications, will be honored when
submitted via mail, or otherwise in
writing if they are held for an un-
specified length of time and if the
broadcast staggered the order in which
such requests are held. No material is
intended to place no prescription on the
legitimate broadcast of descrip-
tions and commentaries dealing with
military or naval matters, or with
broadcasts made during the course of official military or diplomatic
missions.

III. FOREIGN LANGUAGE
(a) Personnel.—The Office of Cen-
sorship, by direction of the President,
will assume the responsibility of
removing from the air all foreign
broadcasts not in accordance with
United Nations by their connections, direct or
indirect, with the medium. Bases of judgment in exercising this function
will be twofold: (1) current material
written for broadcast or broadcast over American stations, or the present
conduct of the individual, incl-
cluding evidence subjectively based on
his sympathies with the regimes of our enemies. This function of the Office of
Censorship is not intended to relieve
in any measure the full responsibility rest on the foreign language broadcast station to
employ only those whose loyalty he does not question. The refusal of the
broadcaster to follow this instruction,
the broadcaster should be disqualified.
(b) Scripts.—Station managements
are requested to broadcast all persons
who broadcast in a foreign language to
submit to the management in advance
of broadcast complete scripts or
transcriptions of such material. (This
procedure also applies to material
originated and produced by the Office
of War Information and distributed
to foreign language stations. It is fur-
ther requested that this material be
checked "on the air" against the ap-
proved script and that no deviations therefrom be permitted. These scripts
or transcriptions should be kept on file
at the station.
(c) Editors and monitors.—In or-
der that these functions can be per-
formed in a manner consistent with the
interests of the Office of Censor-
sors and monitors whose duty it will be
to review all scripts in advance of broadcast and check them during
broadcast against deviation.
(d) Station managements.—From
time to time the Office of Censorship
will ask foreign language broadcasters to submit specified scripts to this office
for review. If a station obtains its
foreign language program from an
other originating point via network,
these requirements do not apply; in such event the originating station will
be responsible for fulfilling the
requests contained herein.
If these requirements are re-
minded that all provisions of this
code, as outlined in Sections I and II,
apply equally to foreign language
broadcasting.

Broadcasters should ask themselves, "Is this information of value to the
listeners?" If the answer is "Yes," they
should not use it. If doubtful, they
should measure the material against
the code.
From time to time the Office of Cen-
sorship may find it necessary to issue
further communications either to in-
terpret certain existing requests, or to
issue new ones. All such should be
treated with the same degree of
harmony with this summary, it is recom-
manded that the question be sub-
mitted at once to the Office of Cen-
sorship, Washington, D.C.

 DEC. 1, 1943.

DISTRICT MEETS
NAB Completing Schedules
LOOSE ends in the NAB district meetings of Aug. 14-
15 in District 17 at the Benjamin Franklin
Hotel, Seattle, were being cleared up last week at
Washington headquarters.

Formal announcement of the
17th District meeting in Seattle
(Broadcasting, July 3) was made
with sending out of invitations to
stations. The Seattle session kicks
off a series that will wind up in
November.

Site of the District 11 meeting in
St. Paul Sept. 25-26 will be the
St. Paul Hotel. The Nov. 2-3 meet-
ing of District 18 will be held at
Williamburg (Va.) Inn and

Lodge.

Still in the balance is the pro-
posal to hold a joint meeting of
Districts 15 and 16 at Monterey,
Calif. Aug. 21-22.

Another BMI "Pin Up" Hit—Published by Republic

ON RECORDS
Sammy Kaye—Vic. 20-3839; Robert
Merrill—Vic. 10-1542.

When's BMI "Pin-up" It's Here—Published by Republic

BROADCASTING • Telecasting
July 17, 1950 • Page 69
Caster committee to advise on industry's role in military planning.

**UNIQUE** action, earmarking $200,000 for World Wide Broadcasting Corp. programming to Europe alongside Voice of America was taken by Senate last Thursday in considering overall Voice appropriation. Although Senate voted to cut original budget, it heeded plea of Walter Lamon, World Wide president, and specified $200,000 for programming under State Dept. auspices.

**ROY GARN** Advertising agency, New York, looking for regional TV network to place half-hour show featuring Jack Lacy for national chrome furniture company.

**UNIVERSAL APPLIANCE INC.** (Strokey-Saver Irons), through its agency, Gould & Tierney, New York, preparing radio campaign of participation programs in approximately 32 markets.

**ARTCRAFT HOSIERY MILLS,** through agency, Lawrence Boles Hicks, New York, preparing spot announcement television campaign starting in fall, for eight weeks in 15 markets.

**HAZARD ADV. CORP.,** New York, preparing test radio campaigns for two of its clients, American Cymarnid Co. (tobacco weed killer) in Lexington, Ky., and Johnstown, Tenn., and Cotton Defoliant in Georgia.

**FORD DEALERS,** through J. Walter Thompson Co., New York, trying to clear time on Midwest TV network to sponsor highlights of Big Ten football games. STILL in gleam-in-eye stage is proposal to bring antitrust proceedings against networks because of their cold-shouldering of aspiring FM affiliates.

**CITIES SERVICE Band of America,** which tried simulcasts on NBC and NBC-TV last season, plans return to TV this fall. Account placed through Ellington & Co. with M. H. Aylesworth, NBC's first president, as top consultant.

**RADIO TIME VALUES COVERED IN ANA REPORT**

**PROBLEM** of declining radio time values, primarily from television inroads, is destined to become more acute and cannot be offset by claims of additional homes, according to report sent Friday to members of Assn. of National Advertisers using broadcast advertising by either radio or television. ANA's radio and TV steering committee, which prepared report, asked member comments and criticisms of conclusion reached.

Concurrently, ANA invited four radio networks to send representatives to meet with committee July 26 to receive formal presentation of report. Heading up committee are William Brooks Smith, director of advertising, Thomas J. Lipton Inc., chairman, and Howard M. Chapin, director of advertising, General Foods Corp., vice chairman.

**GENERAL SHOE NAMES AGENCY**

**GENERAL SHOE CORP.,** Nashville, Tenn. (Emerson Shoe Co., Original Shoes for Teen-Agers), names Anderson, Davis & Quattle, New York, as agency. Television probably will be used.

**BROADCASTING • Telecasting**

---

**Closed Circuit (Continued from page 4)**

---

**KING DOLO ALTO SOLD**

KIBK Palo Alto, Calif., sold by D & K Broadcasting Co. for $45,000 to J. B. Rhodes, former KRKC Seattle account executive, subject to FCC approval. KIBK chief owner-general manager is Millard K. Kibbe. KIBK assigned 1220 kc, 280 w daytime. Sale handled by Blackburn-Hamilton Co.

**KENDRICK, CRONKITE NAMED TO CBS NEWS STAFF**

VETERAN foreign correspondents Alexander Kendrick and Walter Cronkite join CBS news staff now being reorganized because of world conditions. Edmund Chester, CBS director of news, said their first assignment would be CBS Washington to be made available for reassignment to any part of world.

Mr. Kendrick, 1939-40 Nieman Fellow at Harvard, and veteran of 20 years foreign reporting, was CBS correspondent in Middle East during 1946-49. Mr. Cronkite, former UP correspondent in Atlantic, European and Middle East Theaters during last war, covered Nuremberg trials and was UP bureau chief in Russia for two years.

**ABC NAMES MERKLE**

JOSEPH L. MERKLE, stations relations manager of DuMont network, New York, joining ABC station relations department as regional manager in TV. Robert Jamieson, traffic manager, succeeds Mr. Merkle (early story page 34).

**TO SPONSOR FAYE EMERSON**


---

**2 at deadline**

---

**WVET TRANSFER REQUEST DISMISSED BY FCC**

APPLICATION for transfer of control of WVET Rochester, N. Y., to Security Trust Co. there dismissed by FCC Friday upon station's request. FCC also canceled hearing on whether WVET had delegated certain rights to bank without approval [BROADCASTING, July 3].

Disposal of transfer had been requested following execution of new loan agreement with bank which canceled earlier loan pledging stock as collateral. WVET said new loan occasioned by improved earnings last two months of 1938 and first five months of this year. Transfer application had stemmed from station's failure to meet all conditions of earlier $110,000 loan. WVET assigned 5 kc on 1280 kc.

**HEARINGS DESIGNATED**

REVOCA TIONS of KFTM Fort Morgan, Colo., and WXLT Ely, Minn., designated for hearing by FCC Friday upon request of stations. Comr. George E. Sterling to preside Sept. 20 in Fort Morgan and Sept. 27 in Ely. Stations may continue operation pending decisions on hearings. Licenses of both had been revoked on ground of alleged transfer of control without FCC approval [BROADCASTING, May 29].

**STEWART-WARNER’S FOSSUM BACKS FCC ON TV STAND**

CHICAGO manufacturer Friday praised FCC for “looking after public interest and sincerely trying to do good job in finding right answer (for stations) for greatest number of people.” Speaking at annual distributors convention of Stewart-Warner Electric, E. G. Fossum, general manager of company, acknowledged that Commission has “several serious problems” on its hands and even if it allocates UHF channels this fall “building of television stations and special sets for UHF will be project for next year.”

“If FCC adopts color standards this fall, 1961 will be experimental year of pilot runs and extremely high-cost sets,” Mr. Fossum predicted. He also noted that “no company, to the best of our knowledge, has yet developed product, tuners and components for UHF at least not for handling all 42 channels anticipated.”

Stewart-Warner unveiled 10 new television models at convention, held in Chicago's Knickerbocker Hotel.

**MCNUTT NAMED CHAIRMAN OF UNITED ARTISTS’ BOARD**

SHAKEUP in management of United Artists Film Corp., placing Paul V. McNutt as board chairman with group of unnamed stockholders gaining control, starts speculation in Hollywood whether firm will be first major moving picture organization to break deadlock and produce films for television.

Besides Mr. McNutt, New York attorney and former Indiana governor, new board of directors includes: Frank L. McNamara, Philadelphia, president; Mary Pickett, vice president and Max Kravets, secretary. Stock held by Miss Pickett, Charles Chaplin and Mr. McNutt, acting as trustee for undisclosed principals. Talk prevalent that TV interests bought into long dormant company and intends immediate assumption of production.

Mr. McNutt let it be known that United Artists is very much interested in television. Said it will not be treated as enemy to motion picture industry, but as eventual aid.

**RTMA-IRE MEET SET**

RTMA President Robert C. Sprague will address annual radio fall meeting of Radio Television Mfrs. Assn. and Institute of Radio Engineers, joint program committee announced Friday. He will speak Tuesday, Oct. 31, at dinner climaxing engineers meet set for Hotel Syracuse, Syracuse, N. Y., Oct. 31-Nov. 1. Dr. W. R. G. Baker, RTMA engineering director, will preside. Sessions scheduled on television problems, audio developments, quality control and general topics.

**BRACH SIGNS FOR TV SERIES**

E. J. BRACH & SONS, Chicago (candy), signed Friday to sponsor Gene Autry TV film series on 15 stations starting Sept. 17 for 13 weeks, through J. Walter Thompson, Chicago. Half-hour feature will be telecast once weekly as first runs in 14 markets and as second run in Chicago. Products to be advertised have not been chosen.

Page 70 • July 17, 1950
Total Weekly Family Audience
NIGHT TIME

WTAG with 133,360 delivers 113% more families than the closest second station

246%
6 or 7 NIGHTS Families

WTAG with 91,030 delivers 246% more families than the closest second station

See Raymer for all details

BMB Station Audience Report
Spring 1949

Industrial Capital of New England
"The Voice of the Valley"
KRGV
AFFILIATED WITH
NBC-LSC • Weslaco, Texas
STUDIOS AT
NATIONAL REPRESENTATIVES
The O. L. TAYLOR COMPANY