September 30th becomes—"red letter day" for one of the nation's 20 great television markets — then

**waga-TV**

**CHANNEL 5**

**ATLANTA, GA.**

Becomes a basic interconnected Columbia Television Station with direct New York programs — via the South's new co-axial cable — opening date — September 30th.

Sales of TV sets will ZOOM! Buy WAGA and be certain sales quotas are 'in the black' with

**waga-TV**

CBS-TV AFFILIATE

SINCE MARCH 1949

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- A Remedy Spot Radio saddled for New High — Page 15
- Korean War Boosts News Audience — Page 19
- Radio Pays Dividends For Insurance Firm — Page 20

**TELECASTING**

Begins on page 55

The Newsweekly of Radio and Television.

$7.00 Annually

25 cents weekly
When I first went on the air in 1922, Kentuckiana was a good market. ...now it's better... ...and it's still growing!

For example: Kentuckiana (Ky. plus a generous portion of Sou. Ind.) leads the nation in both increased crop and livestock production gains and is well above the national average in increased value of manufactured goods.

And income!! Why it was over three three times the national gain in effective buying power (1948-49).

In just two years... the radio homes in Kentuckiana increased 19.1%. They listen before they buy!

...to be exact... they listen to ME before they buy. I say it blushingly, but, according to Mr. Hooper I'm the listeners' favorite! (I have more top-rated Hooper periods than the next two stations combined.)

...and I have a corner on all those great CBS stars like Arthur!... Jack!...Bing!

Likewise... I'm quite a programmer myself. To wit: Coffee Call (my own show) attracted more than 20,000 visitors in the last 11 months.

My newsroom is the best in broadcasting (according to the National Association of Radio News Directors). And the farmers will tell you that I have the only complete Farm Programming Service in Kentuckiana.

By the way... WHAS-TV is quite a comer too! The best visual salesman in the market! A part of the great WHAS tradition!

Television in the WHAS tradition

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS-TV Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Closed Circuit
RETURN OF Board of Defense Communications (which became Board of War Communications with Pearl Harbor) indicated with FCC appointment of top-level committee to survey war situation. Pattern of World War II, which saw freezing of all new construction and allocation of critical materials, being studied, together with active coordination with military and other emergency government agencies. Committee comprises: Chairman Wayne Coy, Comrs. E. M. Webster and George Sterling.

PRESIDENT Truman's epoch-making speech last week was springboard for rapid calculations as to possible effect on electronic manufacturing capacity. Present program, it was felt, would not draw more than 30% of existing output of electronic plants, leaving possible 70% capacity to take care of essential civilian TV-radio and other needs.

ABOVE CALCULATIONS contemplate no great spread in war front activity. Last war, it's calculated, resulted in nearly $100 billion material allotments whereas President's present program contemplates about 25% of that amount, with possibly one billion for electronics. Conclusion is that drain on electronic plant capacity shouldn't exceed proportionate share of overall war budget.

UNPUBLISHED treatise on Communist infiltration of radio is making rounds in high circles. Gist is that radio provides easiest means of precipitating panic. Specifically cited were Orson Welles' Martian invasion of decade ago, followed up by Chilean and French counterparts.

PENDING settlement of rate adjustment proposal, if any, to networks, ANA Radio and Television Committee withholding action on plan to ask networks and stations to "clean

Upcoming
July 26: ANA-Networks meeting, Waldorf-Astoria Hotel, New York.
July 29-30: Radio Sales Network meeting, Hotel Texas, Fort Worth.
July 31: Television Authority-Screen Actors Guild meeting, Musicians Bldg., Hollywood.

(Other Upcomings on page 66)

Bulletins
FREEDOM of infomation for international broadcasting restored by Argentina, which allowed two news transmissions—first since March 1949—by Ned Calmer for CBS and Herbert M. Clark for ABC. Policy is both "tact and temporary," since neither government nor Argentine Broadcasting Assn., which levied ban, has formally revoked it.

$5,000,000 TEA DRIVE SLATED THIS YEAR
TEA COUNCIL, New York, predicts at least $5 million will be spent in advertising and promotion of tea during this year. Substantial portion expected to go to radio and television. Figure is based on last year's expenditures by tea packers plus $1,000,010 to be spent by Tea Council in 1950.

To make America more tea conscious, tea companies will exceed last year's $3 million advertising budget by at least $700,000 and adopt theme: "When you're under pressure, drink tea."

ABC APPOINTS DIAZ
RAY DIAZ, formerly in ABC stations division, appointed director of program operations effective July 31. Mr. Diaz joined ABC as supervisor of announcers in 1942, and previously had been night announcing supervisor

Business Briefly
BLOCK SIGNS • Block Drug Co., Jersey City, will sponsor Quick as a Flash, Tues.-Thurs., 11:30-12 noon, over 150 ABC stations beginning Sept. 18 for 52 weeks. Agency, Cecil & Presby, New York.

HEIDT FOR PM • Philip Morris & Co. (cigarettes) Oct. 2 starts Horace Heidt Show Mon.-Sat., 8:30-9:30 p.m. on CBS-TV. Program to be filmed while Mr. Heidt tours. Organization to have own traveling television unit. Agency, Blow Co., New York.

BAKERY RENEWS • American Bakers Co., Atlanta, Sept. 11 renews for 52 weeks The Lone Ranger, Mon.-Wed.-Fri., 7:30-8 p.m. on 35 ABC southeastern stations. Agency, Tucker Wayne & Co., Atlanta.

EVENING RADIO RATE CUTS URGED BY ANA COMMITTEE
REDUCTIONS of evening rates ranging to more than 50% on some radio stations in TV markets sought by Assn. of National Advertisers' radio and TV steering committee, in over-all campaign to drive down radio rates, BROADCASTING learned late Friday (earlier story page 15).

For all practical purposes," ANA committee report stated, "each TV installation signifies virtual elimination of one more home from the total of actual or potential radio listening during evening hours." Evening radio rates should be reduced so that "compositing of individual station adjustments would work out to 14.9% for the full CBS network and ... [also] 14.9 for the full NBC network." Earlier report had placed over-all reduction figure at 15.6%.

By next January, committee concluded, advertisers on national network evening radio "should be prepared to face losses ranging to 22% or more in the number of homes using...

BROADCASTING TELECASTING

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 1021

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'Illegal' Got Data Chatted in Richards Case ... 21

From where I sit by Joe Marsh

If They're Wild, They Belong To Tik!
The New York Times' WQXR selects COLLINS for its new AM-FM studios

WQXR, the first "high fidelity" station, was established in 1934, added FM in 1939. In the years which have followed, the station's excellent programming and the high quality of its transmissions have won it the special affection of what is probably the largest, most fought-for "local" radio audience in the world.

WQXR's management, and its engineering and operating staff, constitute a veteran group which has succeeded and knows the answers. The fact that they have chosen Collins equipment for their new Times Building studios, to which they moved last April, has a particular significance for other broadcasting managers and engineers.

If you've set your station's star high, call in your nearest Collins representative and consult him about your transmitting and speech equipment.
DON LAIFFER, program department Terminal Broadcasting, N. Y., to Ruthrauff & Ryan, N. Y., as radio copywriter for Motorola, American Safety Razor Inc. and Kentile.

CLYDE D. VORTMAN, Brooke, Smith, French & Dorrance, Detroit, to Zimmer-Keller Inc., same city, as head of media department.

PHIL THOMPSON, copy and radio director Joseph Katz Co., to Cecil & Prebrey, N. Y., as copy chief; JOHN A. DONNELLY, Cunningham & Walsh, N. Y., to C&P, and JOHN J. SEERY, freelance artist, to agency's TV production staff.

ALLEN F. FLOUTON, account manager on Procter & Gamble Ivory Soap for Compton Adv., N. Y.; SEWARD M. WOODARD, account executive on all P&G Canadian brands handled by agency, and BARTON A. CUMMINGS, executive on P&G Duz account, elected Compton vice president.


Mr. Flouton  Mr. Woodard  Mr. Cummings
JULES M. LABERT, account executive Arthur Rosenberg
Agency, N. Y., and PHILIP A. ROLL, WWDC Washington, to Furman, Feiner & Co., N. Y., as director mail order and other specialized accounts for radio-TV, and creative analyst for radio-TV departments, respectively.

RAYMOND W. BALDWIN Jr., Wing Cargo Inc., Phila., to Van Slyck Adv., S. F., as partner.


MERRIM PIKE, advertising director Dana Perfumes and Morris B. Sacha (department store), Chicago, to Russell M. Seeds Co., Chicago, as fashion coordinator and merchandiser primarily on Elgin American.

CHARLES V. DAVIS, Leo Burnett Co., L.A., to Barnes Chase Co., L.A. and San Diego, as account executive and merchandising director.

H. WOODRUFF BISSELL, sales promotion director Hamburger-Vogel Inc., N. Y., named vice president in charge of fashion group Geyer, Newell & Ganger, N. Y. SHIRLEY W. ESTEY, with agency for past year, promoted to fashion director.

ROBERT G. MCKOWN, personnel director, Brooke, Smith, French & Dorrance, Detroit, promoted to business manager. FRED P. ZICK, with BSF&D 17 years, to director of graphic arts.


GEORGE DOCK, JR., account executive Albert Frank-Guenther Law Inc., N. Y., named vice president with Regis Paper Co., Mosler Safe Co. and Western Union Telegraph Co. as his accounts.

Twenty-four hours a day—every day—these skilled "mixsters"—some with followings built over the past fifteen years—pilot the specially selected programs beamed directly to the Northeastern Ohio audience. They're living reasons why WDOK is "The Station That's Tuned to You".

SERVING OHIO'S
1ST MARKET
24- HOURS A DAY
RITA WAGNER, Hirshon-Garfield, N. Y., account executive, to Hewitt, Ogilvy, Benson & Mather, N. Y., in same capacity.

CLARENCE K. BAGG, sales manager Sylvania Electric Products Television, N. Y., to Birmingham, Castelman & Pierce Inc., N. Y., as merchandising director.

MICHAEL NEWMARK, account executive Friend-Krieger Adv., N. Y., named general sales director.

JACK W. LAEMMAR and HAROLD TASKER to J. Walter Thompson Co., Chicago, as account men, from Foote, Cone & Belding, same city. MURRAY PATTINSON to JWT as film producer from Burton Holmes Inc., Chicago. PETER CAVALLO JR., who handled TV films for JWT, to work on creative TV programming.


JIM SHELBY, radio-television director at McCann-Erickson, Chicago, admits that his former leaps and turns as a Hollywood stunt man "come in right handy in this business." A fast-moving agency executive who now rides herd on several national accounts instead of on dogies in cowboy movies, Jim still executes a necessary number of stunts in his job.

He became involved in the Hollywood scene after lending his talents to an imposing lineup of activities in Chicago, his hometown. In all his work, however, "I still operate best before an audience--large or small," he says. The ham in him came out when he was 6 and started acting in amateur theatricals. Before he finished high school, he won a three-year violin scholarship to the American Conservatory of Music and a four-year dramatic scholarship to Chicago Musical College.

While simultaneously attending Lakeview High School, business college, and working for the American Radiator Co., Jim walked on and off every stage in the city when stock companies, Chautauqua acts and opera groups came to town and sought supernumeraries. His boss at the radiator company, a frustrated actor, gave him two weeks each summer in addition to a two-week vacation, and Jim toured the Midwest on one-night stands. When 21, he starred in stock and in Federal Theatre productions. In the winter, when roving thespians folded their tents, he went back to Chicago.

Jim appeared in most daytime serials originating during that soapers' heyday from Chicago on order of Blackett-Bauple-Hummert, and was one of the original cast of Orphan Annie. For a brief contrast, he went to California on vacation—and stayed two years.

On Sunset Blvd., he stage-managed plays for the Hollywood Writers Club, where embryonic writers showcased their efforts. He soon gave this up for profitable stunt riding and acting in westerns. Working with Gene Autry ("a young beginner"), Jim became the (temporary) rage of movie horse opera because of his curly blonde hair. "All the others were brunettes."

He had learned to be an ace (Continued on page 17)

ON THE WASHINGTON SCREEN

Tomorrow's NEWS Pictures on Your TV Screen tonite!

3 top-flight 5-minute shows at sign-off time

when WMAL-TV
HAS the AUDIENCE

Using last-minute tele-photo pix!

Each Show—5 minutes—Mon. thru Sat.

Check Availability TODAY with ABC Spot Sales

Here's Washington's afternoon favorite—

"The Sports Parade"

featuring

VARIETY REVUE SPORTS RESULTS

MONDAY thru SATURDAY
3 to 6 p.m.

(One minute participations available)
Jazz... FOR THE NATION

WDSU Produces and Promotes Local Talent To a Nationwide Audience!

"SHARKEY" BONANO

"PAPA" CELESTIN

From New Orleans—birthplace of jazz—WDSU sends a third half-hour of Dixieland music coast-to-coast every Saturday night (via ABC). Local jazzmen Bonano and Celestin have now become nationally famous figures. For the nation... or for New Orleans only... WDSU can successfully plan and produce your show.

Network Accounts...

TONI Co., Chicago, extends its “saturation plan” for radio for six weeks with renewal of three ABC shows from Aug. 7 through Sept. 15. Chance of a Lifetime, Tues.-Thurs., 1:30-1:45 p.m., CDT, Mon.-Wed.-Fri., 1:45-2 p.m., CDT; Quick as a Flash, Tues., 10:30-10:45 a.m., CDT, Mon.-Wed.-Fri., 10:45-11 a.m., CDT, and Carol Douglas Show, five-a-week, 11:15-11:30 a.m., CDT. Agency: Foote, Cone & Belding, Chicago.


BROWN SHOE Co., St. Louis, sponsoring Smilin’ Ed McConnell on NBC, buys half-hour on alternate Saturdays on NBC-TV for film version, starting Aug. 26, 5:30-6 p.m. (CDT), using 14 stations. Agency: Leo Burnett, Chicago.

NASH DIV., Nash Kelvinator, Detroit, Sept. 21 starts Nash Airflyte Theatre, CBS-TV, Thurs. 10-11 p.m. Agency: Geyer, Newell & Ganger, same city.

BLATZ BREWING Co., Milwaukee, renews The Roller Derby, ABC-TV Thurs., 10:30 p.m. to conclusion. Fourteen-city hookup to be used for 52 weeks starting Sept. 26. Agency: Kastor, Farrell, Cheseley & Clifford, N. Y.

BOND CLOTHING STORES, N. Y., to sponsor Hands of Destiny, DuMont TV network, Fri. 9-9:30 p.m. starting Sept. 8 for 52 weeks. Agency: Grey Adv., N. Y.

SUNDIAL SHOE Co., Manchester, N. H., renews Lucky Pup, CBS-TV, Fri., 6:30-6:45 p.m., effective Aug. 18.


ALLEN B. DU MONT LABS, for TV sets, planning national radio and TV shows and spots in upcoming expanded campaign. Agency: Campbell-Ewald, N. Y.

STEUER LABS Inc., Pittsburgh, appoints Susman & Adler, Pittsburgh, to direct advertising. TV to be used in Pittsburgh market.

CANADIAN CELLUCOTTON PRODUCTS Co. Ltd., Toronto (Kleenex), will soon start spot campaign on about 25 Canadian stations. Agency: Spitzer & Mills, Toronto.

TIP TOP FOODS Inc., Oakland (packer Tip Top Cream), appoints Garfield & Guild, S. F. Radio-TV will be used.

FLORSHEIM SHOE Co., Chicago, looking for half or quarter-hour TV show to advertise its women’s shoe line in about 10 markets selectively. Agency: Walter L. Rubens, Chicago.

ILLINOIS MEAT CO., Chicago, auditioning video packages preparatory to sponsorship of live shows, either three-a-week or across board, next fall. Starting markets expected to be Chicago, N. Y. and Detroit. Agency: Arthur Meyerhoff, Chicago.

MARINE BROTHERS Inc., N. Y., TV, radio, electrical appliance dealer, appoints McLaren, Parkin, Kahn Inc., N. Y., as ad agency and public relations counsel.

Ask Your JOHN BLAIR Man

AM TV FM
WDSU NEW ORLEANS
ABC AFFILIATE

Page 10 • July 24, 1950
Not PI but PRARLOC means fair-and-square rates for each advertiser.

PRARLOC (Proved Returns At Rates Listed On Card) is the Westinghouse policy of uniform, published rates for broadcasting services., as opposed to “deals” for station time made on a “Per Inquiry” basis.

What’s wrong with “deals”? Nothing that isn’t wrong with closely-guarded deals in almost any other business. The trouble with “PI” arrangements is that rates are bound to vary for services of equal value. Consequently, someone gets hurt. It could be you.

We believe that adherence to fair and equitable rates benefits the entire advertising industry. And when uniform rates are combined with a record of proved returns, advertisers are sure to profit, as they did in these two examples:

- In a survey recently concluded by one national advertiser, KDKA produced business at the lowest cost recorded in a list of over 50 stations.
- With KYW the only medium used, a manufacturer of diapers obtained a 52 percent sales gain in Philadelphia.

Similar reports come in regularly from Westinghouse stations in Boston, Fort Wayne, and Portland, Oregon. Ask your Free & Peters representative for details!

WESTINGHOUSE RADIO STATIONS Inc
KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
SUMMER hiatus, long the bane of broadcasters and other business executives, has suffered another severe jolt as a result of the summer campaign recently launched by KOIL Omaha in connection with ABC outlet's 25th anniversary.

Pointing to the campaign's success, KOIL executives reported 14 new accounts were sold, 11 accounts reinstated and four accounts increased their schedules.

Promoting the KOIL "Silver Summer," campaign was kicked off with ads in the Omaha and Council Bluffs, Iowa, newspapers. Then, for two weeks, ear-cards appeared in Omaha and Council Bluffs streetcars and busses. Also tied in was a direct mail piece sent to a list of 600 KOIL advertisers, prospects and agency executives.

Along with this, a taxicab sign urged people to "take along a portable" so they wouldn't miss any of KOIL's summer programs.

KOIL personalities also promoted KOIL programs heard on different days in order to expand and reach as much of the KOIL listening audience as possible. Prizes awarded in various contests prepared by KOIL staffers were displayed for a month in a store window in downtown Omaha.

The entire campaign was climax when KOIL stayed on the air all night with special programming commemorating 25 years of service to the community. On July 10, the anniversary day, ABC network shows saluted the station, contest winners were announced and an hour and a half show brought salutes from former KOIL personalities, federal state and city officials.

"One of the Nation's Leading Independents"

In Providence too, it's the Big Independent

Strictly business


dudley

Dudley Brewer, salesman for the Branham Co., station representative firm in Chicago, now sings sweet overtures to agencies instead of strains from "The Mikado" and "Desert Song" to audiences at the Radio City Music Hall and St. Louis Municipal Opera.

A native of St. Louis, Dudley switched from amateur to professional singing after college study and agency work. Interested in advertising, he enrolled in a pre-journalism course at the U. of Missouri and stayed two years. A summer job at D'Arcy Agency in St. Louis became permanent, and he remained in the media department two years.

Advertising slumped during the depression years, and Dudley, who had sung in church choirs and amateur productions for many years, earned a role with the St. Louis Municipal Opera after public auditions. He appeared as a tenor at the city's Gargantuan amphitheatre, which nightly during the summer months has presented light operettas and musicals for 50 years. It has given a start to such stars as Allan Jones and Cary Grant, who trod the boards with Dudley. Some time later, Dudley auditioned with "what seemed like thousands" of singers in New York, passed four eliminations and was hired as a member of the Glee Club which opened Radio City Music Hall in 1932.

He vocalized through four shows daily (five on Sunday), studied voice on a scholarship and appeared each Sunday on a broadcast. This three-way self-act

(Continued on page 75)
To a radio advertiser

who can’t afford Godfrey

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

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

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What’s more, WMT has more sponsors than Godfrey!

WMT’s 2.5 mw contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa’s WMT budgets at $27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes.

Please ask the Katz man for additional data.
A little money does BIG things on WITH.

CALL YOUR HEADLEY-REED MAN FOR THE WHOLE STORY IN BALTIMORE.
COLD REMEDY BUDGETS UP For Radio-TV

By FLORENCE SMALL

SPOT BUDGETS in both radio and television by cold remedy and cold preventive makers, heavy seasonal clients, will measure up to and in some cases exceed those of last year's record breaking outlay, judging by a BROADCASTING survey last week of fall preparations now underway at advertising agencies. The demand is so great that networks cut rates 15%.

Harry B. Cohen, president of Harry B. Cohen Adv. Co., New York, expressed a typical viewpoint in discussing plans of his client, Grove Labs (4-Way Cold Tablets), when he said that “4-Way Cold Tablets will increase its budget in radio and will expand in television.”

The firm will use one-minute TV ads, participation programs and chain breaks in all principal radio markets starting in September or early in October. Last year 4-Way Cold Tablets tested the use of television in a few markets but will increase that number this fall.

Another cold relief advertiser, Musterole Co., Cleveland, through its agency, Erwin Wasey & Co., New York, will use 100 radio markets, starting early in the fall. Seeck & Kade, New York, maker of Pertussin, plans to use a spot schedule in more than 100 radio markets and several television markets. Erwin Wasey & Co., New York, is the agency.

Bristol-Myers' Resistab is planning a strong national spot campaign, plus hitcheskis on its radio and television network shows. Kenyon & Eckhardt, New York, is the agency.

Vicks Plans

Vicks Chemical Co., New York (Vicks Vaporub, Vicks Medicated cough drops, Vicks Inhaler, Vicks Va-Tronon nose and throat drops), is planning to use spot radio for at least three of its products in radio and television. Agency is Morse International, New York.

Emerson Drug Co., Baltimore (Bromo-Seltzer), a year around advertiser, will continue to sponsor Hollywood Star Playhouse on CBS, but will supplement the network show with spots in both radio and television.

ANA STRATEGY SNAGGED Three Networks Reject Rate Meet

By ED JAMES

A CAREFULLY-PLANNED campaign of the Assn. of National Advertisers to force a reduction in radio network rates last week received an abrupt set-back when three of the four major networks decided to reject an ANA invitation to a meeting this week.

Although none had made an official statement of its position at the time this story was written, it was learned authoritatively that ABC, CBS and NBC had made up their minds not to attend. Mutual's feelings on the subject could not be learned.

The precise intentions ANA had in mind when it invited the networks to individual meetings with the ANA Radio and Television Steering Committee [BROADCASTING, July 17] were carefully concealed, although ANA had admitted "advertisers are becoming increasingly concerned at the decline in radio time values."

But the real goal of the ANA, BROADCASTING has learned, was to demand reductions in time rates and talent costs to achieve an over-all decrease of 15% in gross billings.

Cite 30-Page Report

This purpose was made clear in a 30-page report prepared by the ANA Radio and Television Steering Committee and distributed to ANA members within the last fortnight. The membership has been sworn to strict secrecy as to the contents of the report.

It was considered a significant aspect of the ANA strategy that no network was provided with a copy of the steering committee's report. The only document the networks received was an invitation from Paul B. West, ANA president, to attend a meeting July 26 at New York's Waldorf-Astoria Hotel.

The networks were invited to meet individually with the ANA steering committee on that date. According to an ANA spokesman, the association suggested the networks meet with the steering committee individually on the theory that one network might not wish to discuss financial matters in the presence of others.

A different purpose, however, was ascribed to the single-network meetings by some network executives. They sensed in the invitation a possible tactical effort to corner the networks one-by-one in the hopes that one, without reinforcement of the others, would yield to the ANA persuasion.

The steering committee with which the broadcasters were asked to meet is composed of some of the networks' biggest clients, a formidable group to be arrayed in a conference regarding rates.

Act on Legal Advice

As one leading network executive put it: "If the ANA succeeded in getting one network to cut rates, we'd all be in trouble. The excuses given by the three networks in declining Mr. West's invitation were that they were acting on advice of legal counsel.

The discussion of a reduction of rates by networks with an association of advertisers might be interpreted as collusive price fixing and hence a violation of anti-trust laws, the lawyers advised.

The legal reasoning provided a diplomatic excuse for the networks to stay away from the meeting.

No network was willing to antagonize the ANA, and for that reason all networks were loath to discuss for publication the maneuvering surrounding the ANA proposal.

Although the ANA steering committee report was guarded by ANA and its members with greater care than has been lavished on any association document in recent times, this publication learned authoritatively that it was bristled with statistics and interpretations of statistics, all intended to prove that the radio audience has been so well away at television centers that the total value of radio network advertising has declined by 15%.

The steering committee was understood to have taken the position that it did not particularly care how networks cut rates so long as an over-all reduction of 15% in both time and talent costs was accomplished.

The report was said to have underscored a demand for very sizeable rate decreases in television markets, where individual radio rates would have to be slashed by much more than 15% if the national average reduction were to amount to that figure.

Use Nielsen Figures

According to responsible sources, much of the ANA report was based on the steering committee's interpretation of recent Nielsen figures regarding audiences in television markets.

The demand for reduction in radio rates is not new, but the formal investigation of the subject by the ANA steering committee and the solidly organized drive by ANA members to attack the situation with the full force of the association (Continued on page 16)
ANA
(Continued from page 15)

ication were regarded as grave developments which would need to be met by broadcasters with opposition at least as solidly organized as the ANA.

The first serious effort by a national advertiser to depress rates came to light several months ago in an exchange of correspondence with Frank Stanton, CBS president. Mr. Stanton released his letter of response to the advertiser’s demand for rate cutting, although the CBS president withheld his correspondent’s name.

The arguments made by Mr. Stanton at that time still hold good. In addition to specific points that he debated in regard to interpretations the advertiser had made of audience rating figures, Mr. Stanton spoke of broader economic factors affecting broadcasting and all advertising.

Mr. Stanton said that if the advertiser were a maker of automobiles (which he was not) “you would now be paying labor about $1.72 an hour, instead of $1.28 in 1945. You would be paying 88 a ton for steel, instead of $55. And you would be selling your car for $2,000 instead of $1,200.”

Cites Fallacious Reasoning “An advertising medium,” said Mr. Stanton, is a business “controlled by the same economic titles—the same rising costs of doing business” as other enterprises.

Yet advertisers have gone on the assumption that each advertising dollar should buy exactly the same number of people, or more, in 1960 as in 1948 or any other year,” Mr. Stanton said. “Of all factors that make up the country’s production-distribution equation, advertising has probably remained closest to the dollar prices of two, five or 10 years ago.”

Of all advertising media radio has delivered increasingly good dollar values, Mr. Stanton added. In 1948 CBS delivered 134 more prospects per dollar than the largest magazine, he said. In 1950 CBS delivered 163 more.

Yet it is not apparent that advertisers seriously oppose rate increases by magazines, as witness the recent rate rise of “Life,” Radio, meanwhile, has kept its rates low. The advertiser with whom Mr. Stanton exchanged letters last May is reportedly a big one and also a member of ANA.

The DECISION by the Assn. of National Advertisers to seek immediate slashes in network radio rates was made at a meeting of the ANA Radio and Television Steering Committee June 8, BROADCASTING learned last week.

The strategy of the campaign was drawn up at that meeting. In summary, it was:

1. That a serious effort be made for force reduction of rates immediately.

2. That the ANA Radio and TV Steering Committee should prepare a persuasive presentation, re-inforcing its demands for rate reductions with enough statistics to convince the networks that the ANA was well informed on the questions.

3. That once the presentation was prepared it should be revealed to the networks at meetings with the entire ANA Radio and TV Steering Committee present so it would be clear that ANA members were solidly behind the association’s demands.

4. That a subcommittee composed of W. B. Smith of Thomas J. Lipton Inc.; Howard Chapin of General Foods, and George T. Duram of Lever Bros. be given the mission of preparing the presentation.

It was this subcommittee that put together a 30-page argument for rate reductions that it intended to present to the networks at the meetings proposed for this week.

At the strategy meeting of the ANA steering committee it was decided that the meeting itself and the subsequent presentation to be prepared by the subcommittee would be considered confidential among ANA members.

A note accompanying a report of the meeting that was sent to ANA members said: “Please consider this matter confidential in order not to handicap the committee’s efforts in your behalf.”

Procedure Set

A similar warning accompanied the presentation prepared by the subcommittee when it was sent to ANA members. The strategy of the ANA, it was clear, was to keep its intentions secret until it could entice the networks, one-by-one, into the disadvantageous tactical position of being confronted by the imposing membership of the ANA steering committee this week.

The ANA Radio and TV Steering Committee members were advised of some audience studies made by individual members who asserted they were convinced that television had made such serious inroads into radio as to justify a demand for lower radio rates.

A. N. Halverstadt, of Procter & Gamble, was understood to have told the committee that he had figures showing that radio’s cost-per-thousand in principal television markets had risen substantially.

He said he reached that conclusion after this process of deduction: He obtained from radio stations in principal TV markets the own estimates of the number of radio homes they reached. He then deducted from those figures the estimated number of homes having TV in each area. Taking the evening radio rate for the stations, he estimated cost-per-thousand available homes before and after deducting for television and arrived at his conclusion that in television markets radio’s cost-per-thousand had gone up.

There was no indication in the committee’s report that Mr. Halverstadt had taken other factors into consideration.

Mr. Smith, of Lipton, introduced data which he said substantiated the claim that radio rates had declined in television areas.

All members agreed, at the June 8 meeting, that in making its presentation the ANA should not submit specific rate adjustments. This instruction was followed by the subcommittee in preparing its presentation, in that the networks were to be told that an over-all reduction of 15% in time and talent costs was wanted, but the ANA did not care how the networks adjusted to that end.

Billings of the four major networks last year were $187,830,789.

Mr. Stanton, the powerful ANA steering committee are William B. Smith, Lipton Tea; A. N. Halverstadt, Procter & Gamble; Howard M. Chapin, General Foods; Walter Langer, Maxwell House; Tex M. M. Budd, Campbell Soup; Stanley Clark, Sterling Drug; A. S. Dempwolfe, Celanese Corp.; Gordon El- dredge, Ford Motor Co.; Patrick Gorman, Philip Morris; Robert M. Gray, Esso; Donald Hause, Ar- mour & Co.; Robert Healy, Colgate-Palmolive-Peet; C. J. Hibbard, Pet Milk; Robert Keener, Coca-Cola; Stanley Mann, Stromberg-Carlson; J. Ward Maurer, Wild- root; A. S. McGlness, Firestone Tire & Rubber; R. J. Piggott, Grove Labs.; Henry Schachte, Bor- den Co.; Ed G. Smith, General Mills; William M. Stedman, American Home Products, and George T. Duram, Lever Bros.

Folsom Salary Raise

FRANK M. FOLSOM, president of RCA, has been granted a salary raise to $155,000, BROADCASTING learned last week. Mr. Folsom’s salary and fees from RCA during 1949 totaled $140,000. The new salary rate began June 1, 1950, and continues in effect until Mr. Fol- som’s present contract terminates Dec. 31, 1952.

How It Was Planned

DRAKE RESIGNS
To Leave WDGY Post

MEL DRAKE, vice president and general manager of WDGY Minneapolis, has announced his resigna- tion. He plans to remain at WDGY, however, until his succes- sor has been named.

Mr. Drake is president of the Minnesota Broad- casters Assn. and has served as a member of NAB’s Unaffiliated Sta- tions Committee for the last two years. He also is a director of the Stuart Investment Co. which owns KOIL Omaha and KFOR Lincoln, in addition to WDGY. His future plans were not announced.

Mr. Drake

“ALL this and heaven, too!”

Drawn for BROADCASTING by Sid Hix

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ANA RATE MOVE

NBC ASKS EXTRA TIME

NBC pitched its argument for a network daytime hour across the board, to replace current station time, to about 30 executives of key affiliate stations meeting in Chicago Thursday.

Charles R. Denny, executive vice president and acting head of NBC radio, conducted a morning session at the Stevens Hotel. He presented the network’s request for allocation of a one-hour daily slot from the stations to the network for sale to four sponsors. The time period which NBC wants relinquished is 1 to 2 p.m. EDT, 11 to 12 p.m. CDT and 9 to 10 a.m. Pacific time.

Although the business meeting was closed, it is understood complete plans of the potential sponsors were outlined. Oct. 1 is deadline for answer from the affiliates. The four 15-minute stripes would originate in New York to the Midwest and West Coast from 11 to 12 p.m. CDT, with a tape repeated broadcasting for the East Coast between 1 and 2 p.m. EDT.

Four Take Option

Four advertisers have taken no option on the 1-2 p.m. NBC daytime period and are ready to start sponsor- ship of programs shows well if the network is able to clear the station time.

All heavy radio users, the advertisers are Armour & Co., Chicago; Kellogg Co., Battle Creek; Manhattan Soap Co., New York; and Bristol-Myers, New York.

Manhattan Soap Co. is expecting to switch its show We Love and Learn, currently in the 11:15 a.m. time in New York, to 1:45-2 p.m. Duane Jones Co., New York, is the agency.

The other three advertisers will sponsor new programs. Mary Margaret McConnell, WOR's current W24, New York, from 1-2 p.m., will be switched to another time segment, most likely starting at noon.

In response to the NBC proposal to place network shows in the 1-2 p.m. station time, spokesmen for the affiliates were understood to have pointed out that two principal difficulties confronted them in considering the network request.

One was that their revenue would be decreased if they yielded the time to the network. Their income from network commercials is considerably lower than that from local accounts.

The other was that many of them already have a possibility to local advertisers in that time period.

They said they would have to weigh the network's argument (that the insertion of the network programming in the 1-2 p.m. spot would strengthen the entire network lineup) against the disadvantages of loss in revenue and possible antagonism of local spon- sors.

The network did not press for a immediate decision by the stations, although its representatives advised affiliates they hoped to have their replies soon.

Some of the affiliates asked Joseph H. McConnell, NBC presi- dent, for clarification of his views as to the future of network radio rates—a subject he had treated in length in an address three weeks ago before a meeting of the South Carolina Broadcasters Assn. [BROADCASTING, July 10].

Mr. McConnell said that although he had said in that speech that an eventual decrease in radio rates seemed inevitable, it was not indicated soon.

True Analysis Urged

He emphasized that close re-exa- mination of his speech would show that its principal point was that radio rates were still real, and that radio was still a good buy.

The planned day-long meeting presumably went so well for the network that it was cut to a morning session, followed by luncheon.

The meeting talked among affiliates of clearing at least a half-hour (two 15-minute segments) on an additional time, rather than a swap for other programs within network time.

Station men attending were not revealed, but among station repre- sented from all areas of the country, aside from NBC owned outlets were WBAP Fort Worth, KSTP St. Paul-Minneapolis, West- inghouse and Steinman groups, WWJ Detroit, WTIC Hartford.

WHO Des Moines, WOC Davenport, WTMJ Milwaukee, WLW Cincinnati, WPRT Raleigh, WMC Memphis and WDAK Kansas City.

Niles Trammell, board chairman, welcomed the group, after which NBC President McConnell was intro- duced. Mr. Denny presided.

NABC officials on hand included E. E. Esherman, Central Division vice president; Paul McElver, NBC Chicago network AM chief; Hugh M. Beville Jr., research director; Robert C. Kopf, administrative vice president; William Brooks, vice president in charge of news; Sydney Eiges, vice president in charge of public relations; Gustav B. Mar- graf, vice president and general counsel; David C. Adams, assistant to Mr. Denny; Easton C. Wooley, director, Stations Dept.; Burton K. Adams, director, station relations.

CBS Show on NBC?

KELLOGG CO., Battle Creek, through its agency, Kenyon & Eckhardt, New York, has bought an option on the Burns & Allen show for day- time presentation. Novel as- pect of the deal—aside from the renewed impetus it gives to the trend of big nighttime stations switching to daytime radio—is the fact that the show is a CBS package which the firm hopes to air on NBC, 1-2 p.m. EDT, if the affiliates clear the time.

As far as is known, it will mark the first time that one major network will “own” a show on another system.

THOMAS TO WOR

Mr. THOMAS

THOMAS TO WOR

To Head Video Operations


Announcement of the appoint- ment was made Friday by Theodore E. Streibele, president of Teleradio Inc. to whom Mr. Thom- as will report. Mr. Thomas, a 15-year veteran in the WOR or- ganization, will assume his new duties within the next few weeks.

He plans to take a vacation follow- ing FCC approval of the WOIC sale, expected momentarily.

Mr. Thomas was in the fore-

(Continued on page 58)

MITCHELL SUCCESSOR

SPEECULATION on the successor to Maurice B. Mitchell, who re- signed as director of Broadcast Ad- vertising Bureau to accept an execut- utive sales position with NBC [BROADCASTING, July 17], mounted last week as the special NAB board committee on BAB operations fo- cused eyes on its upcoming session in Washington Thursday and Fri- day.

Whether a successor would be named for Mr. Mitchell before Thursday was not known, though the outgoing BAB director is ex- pected to attend the sessions. His resignation is effective Aug. 15.

The search for the position for the Mitchell post last week was Eugene S. Thomas, general manager of WOIC (TV) Washington [CLOSED CIRCUIT, July 17]. He was eliminated last Friday, how- ever, when President T. C. Streib- ert of Teleradio Inc., New York, announced Mr. Thomas’ appoint- ment of TV operations (WOR- TV).

The name of Frank Pellegrin, national sales manager for Trans Radio Inc., also cropped up, though it was pointed out that NAB board rules prohibit anyone holding stock interest in stations from serving on the NAB staff without board dispensation.

Mr. Pellegrin is a third owner of the Oak Ridge, Tenn., 85% owner of KSTL St. Louis, Mo., and a major stockholder in Hamtramck Radio Corp., proposed granter of a new AM station in Hamtramck, Mich.

From Radio Field

William B. Ryan, NAB general manager, has indicated that Mr. Mitchell's successor will come from the broadcast field, and that he would be selected "immediately." There was some interest in a movement designed to influence Mr. Mitchell to reconsider his resigna- tion. Paul G. White, general manager of WEIR Weirton, W. Va., wired NAB directors to "rouse" its membership to organize a "concerted drive" against the resigna- tion. Mr. Mitchell had "no com- ment" on the proposals.

The sessions slated for Thursday and Friday will deal in general with BAB affairs, and specifically with preliminary plans for separa- tion of BAB from the association itself. Target date for separation of the bureau is April 1, 1951.

A five-man committee, headed by Robert D. Swetsy, WDSU-TV New Orleans, was instructed by the board last June to prepare a plan for separation of the sales arm of the association looking toward inde- pendent financial status. BAB's current budget is roughly $700,000.

Other members of the special ad- visory group who will convene this week include: Edgar Kobak, WTWA Thomson, Ga.; Charles Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.; and William B. Quanton, WMT Cedar Rapids, Iowa.

Speculation Mounts

July 24, 1950 • Page 17
Coversing Korea

Radio-TV Impact Eyed

COVERING KOREA

TV Reflects Sincerity

IN THE VIEW of network news chiefs, the cooperation of Gen. MacArthur’s headquarters in news coverage of the Korean War has been irreprescible, considering the suddenness of U.S. commitment to battle. No instances of either direct or indirect censorship of radio correspondents—save for the obvious withholding of intelligence that would violate security—have been reported by our news chiefs told BROADCASTING last week.

All pointed out the difficulty of radio coverage of the action because of the absence of communication facilities at the battleground, but they also agreed that this was unavoidable.

News reached New York that the Army was endeavoring to establish a mobile transmitter unit in Korea, although details were lacking. Since the fall of Seoul, no radio facilities have been available anywher in Korea.

The installation in Korea of a mobile transmitter, capable of relaying through Tokyo to the U.S., would, of course, immeasurably assist in the radio coverage of the war.

The news chiefs applauded Gen. MacArthur’s policy of avoiding censorship by the military. All said they were hostile to the self security directive issued by Secretary of Defense Louis Johnson (see story page 36).

Generally, they said, the Public Information Office in Tokyo has been helpful to radio reporters. In the early stages of the war, there were instances of inefficiency, but the newsmen agreed this could be attributed to the fact that the PIO, like the rest of our forces, was unprepared for the unexpected Korean war.

A particular difficulty which was cited by the newsmen was the inadequacy of briefings in Tokyo during the first weeks of the operation. This has since been corrected.

Staffs Reinforced

By last week all networks had reinforced their news staffs in the battle area.

ABC, although without a full-time staffer on the scene, has taken numerous reports from Jimmy Cannon, also of the New York Post; John Rich and Ray Falk, both INS.

CBS has its own veteran correspondents, Bill Downs and Bill Costello, as well as Commentator Edward R. Murrow, shuttling between Korea and Tokyo.

CBS has Robert Stewart in Tokyo and is taking reports from William and Edward Simons, of the Chicago Tribune; Pat Michaels and Jack Reed, both INS.

NBC has George Thomas Folster and William Dunn, both veterans of World War II Pacific campaigns.

Directing coverage from New York are Thomas Velotta, ABC vice president in charge of news and special events; Edmund A. Chester, CBS director of news; A. A. Starcher, MBS president in charge of news, special events and publicity, and William F. Brooks, NBC vice president for news and special events for sound broadcasting.

RCA Pledges Aid

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week pledged RCA’s “full cooperation” in U.S. efforts to curb aggression. He telegraphed congratulations to President Truman for the President’s broadcasting messages to the Congress and the people of the United States” and said that RCA was “at your service.”

By JOHN OSBON

RADIO and television manufacturers last week were mulling the ramifications of President Truman’s request for a system of priorities and allocations — part of a civilian mobilization which portended cutbacks in production of electronic equipment and component parts.

Also indicated was a drain on the civilian labor force of communications, electronic, and other key specialists, who were tabbed for early duty by the Army and Air Forces.

On the heels of Mr. Truman’s message to Congress Wednesday, legislators proposed a “Defense Production Bill” designed to give the President power to divert present existing production of military and civilian communications equipment to military needs.

Immediate military needs for electronic equipment and component parts have not been disclosed by the National Security Resources Board and Munitions Board. But early estimates indicate requirements for the Korean situation can be met without serious cutbacks in radio-TV civilian production.

All needs are not expected to exceed 20% of industry output, according to Robert C. Sprague, president of RTMA (BROADCASTING, July 17).

In any event the industry appears far better prepared for an all-out emergency today than it was at the outbreak of the last war, Mr. Sprague feels.

It was generally felt that new legislation to give the President power to control materials to fulfill military needs would have relatively little immediate effect on electronic manufacturing in the next two or three months.

Set Makers Apprise

Individual set manufacturers last week, however, were looking ahead in view of the threatened allocation of essential materials. They agreed that the prospect of increased military purchases would aggravate an anticipated fall shortage of TV receivers.

Arthur Freed, president of Freed Radio Corp., urged dealers to set commitments for the remainder of 1950 before the usual mid-August buying period.

Warning that TV manufacturers may not be able to feel the impact of rearmament, Mr. Freed noted that resistors and condensers used for transmitters may be “critical materials before long” in the light of their demand for use as electronic military equipment. His company presently is engaged in government work, he revealed.

Freed, president of Andrea Radio Corp., foresees a huge television boom this fall because of the threat of electronic parts being diverted to military needs. He fears some of TV receivers now being held by manufacturers, distributors and dealers (Continued on page 58).

Covering Korea

Newsmen Cite Military Aid

Planned Aid

RCA pledges aid to Congress Wednesday in the wake of President Truman’s request for a system of priorities and allocations. For the first time, the industry is well prepared for this eventuality.

The plan does not envisage a large-scale industrial curtailment, but does call for a more efficient use of available manpower. It is expected that the new proposals will not lead to a severe cutback in new TV set production.

The cost of this reorganization, however, will be high. Modern television manufacturing is very labor-intensive. A skilled technician is a hard-won asset; it takes time and skill to train new minds to understand and handle the complexities of electronic television.

By William W. Godfrey

The Central Plains Television Council, in cooperation with the World Radio Conference, is planning a general conference on radio and television broadcasting, to be held at the Palace Hotel, Kansas City, Mo., June 20-23, 1950.

The conference, to be held under the auspices of the American Radio Relay League, will include sessions on problems of coverage, technical operation, and personnel training.

Mobilization Plans

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WAR CRISIS BOOSTS NEWS AUDIENCE

Air Time Up

The first statistics on radio news listening available since the outbreak of the Korean war showed last week a spectacular increase in size of the audience that tuned in for news broadcasts at the same time, a broadcasting survey disclosed a considerable rise in the amount of time devoted to news broadcasts.

A special Hooper survey conducted during week-days in the period July 5-11 showed that average ratings for news programs of all major networks in the early evening hours were far greater than for new programs in similar periods in the first week of July 1949.

The same survey disclosed that listening to all types of programs in the same period was up 24% over the first week of July 1949.

The Hooper survey, made on order of NBC, showed that network which has led in news programs in the period studies than any other network, achieved a 73% increase in average ratings of its news.

Generally, there has been an increase in time devoted to news programs among all networks. Except for some public affairs programs to focus their interest on the Korean war, broadcasting learned.

War in Korea has thus far increased the time devoted to news on radio and TV, but without a proportionate increase in actual sponsorship, according to networks and stations queried by broadcasting.

Among the networks, only CBS reports any perceptible affect upon sales. Since June 26 cooperative ABC news shows have been sold to 46 cities, whereas for the same period last year only about 18 cities were buyers.

Expects Renewals

ABC also reports that three, and possibly four, new programs which sponsors expected to drop before the Korean war are now expected to be renewed. One new 10-minute spot to begin in late August has been sold, apparently because of the sudden spurt of public interest in the war front.

NBC, while reporting no increase in sponsorship attributable to the crisis, has found queries from agencies and advertisers asking back toward those of the war years. Studies of the 1940-45 period are underway, and it is recalled that by 1946 most networks prime evening time was filled. The effect upon news media, it is re- membered, was a decline of advertising impressions in printed matter at the same time that the rate-of-inflation was rising in radio.

CBS reports no sales increase attributable to the international news and is reviewing its position until a survey of its operations is completed sometime this week.

MBS reports no perceptible effect in its sales. Although a recent query of MBS stations revealed the surge of public interest in news which seems to be general, it is felt that it is too early to judge the manner in which that interest will be reflected in sales.

Many advertisers, it is believed, consider the present picture too uncertain for the war years has inclined for the present to "wait and see."

The TV picture roughly parallels that of radio, insofar as any sales effect is discernible.

New York Picture

Among New York radio stations, only WOR and WMGM have experienced any sales rise attributable to the war. WOR reports sponsorship of "military" second 15-minute spots, plus increased demand for spots and station break near news programs. WMGM, after a slight rise in time sold, is shifting its current presentation with that in mind.

Of one thing the survey indicated there is no question. The intensified thirst for news which characterized the war years has re- peared again, and network and stations without exception have responded to it.

Of the networks, only CBS has added new news staff members. But there has been either a shift to sales, or it is probable that sales effect is discernible.

CBS has adapted its "You Are . . . series, scheduling You and Korea and You and Military Service for war-switching most discussion and public service shows to kindred topics.

NBC considers the news schedule developed by it during the last war and employing extensive "break-ins" as "ideal," whether for war or peace. But it has added an estimated 15 minutes per day in bulletin "break-in" news, altered its 11:15-11:30 a.m. news spot to Report on Korea, and shifted the topics of scheduled news and public service programs.

Mutual Technique

MBS, besides changing scheduled programs to timely subjects and employing extensive "break-ins," has added Major George Fielding Elliott, Sunday at 10:30 p.m., and special reports on Korea nightly at 11 and 11:55.

ABC also has shifted to the topic of the day on scheduled programs such as Town Meeting, Tuesday, 9-9:30 p.m., and United or Not, Monday at 10 p.m. ABC had revamped news schedules on June 20, and when the Korean news broke had two 15-minute, five-day spots set up. Subsequently a third 15-minute spot has been added.

What happened in the networks happened also among the stations. WOR last week added 56 "capsule news summaries," almost every hour on the hour, to its 110 15-minute news programs per week previously scheduled. WVO New York took similar measures which includes double the same time scheduled for news, providing hourly coverage regularly and intermittently "quarter-hour reports. WMCA New York also doubled its news air time, adding spots every half hour to its previously scheduled reports on the hour. WMGM increased its scheduled news by 30%, including that the censors "should shows and one extra 15-minute spot five-days.

There was comment to the effect that now is a poor time for at- tempting to judge the effect of war in Korea, both because of the relatively short duration of the fighting to date, and because this is the off-season in radio sales. Other re- marks included a feeling that sales-wise the effect of crisis is only of accentuation, that the wider reach and later news afforded by radio-TV over other media simply becomes more impressive when the public is under tension.

Security Issue Rises

Price's 1945 observations that some people feel "the censors should commit in the name of security all of the errors which have helped often enough heretofore to discredit censorships, to divorce their purpose from that of a free society. He dictates of common sense, and in the end weaken greatly their effectiveness."

That would not be "wise or expedient," Price felt.

The developments relating to the ouster of the AP and UP cor- respondents from the Korean war zone drew strong protest from the NARND president, Mr. Price felt.

In a telegram sent to Defense Secretary Johnson, the NARND president, Mr. Price felt.

Censorship Question

Question of censorship — and the problem of military, second 15- versus freedom of information— arose into sharper focus last week among broadcasters, press association correspondents who furnish stations, and legislators on Capitol Hill, some of whom "erupted" over public disclo- sure of news which might affect the war effort.

Meanwhile, key officials of the National Security Resources Board continued to study blueprints which envision an Office of Censorship similar to World War II.

Week's Highlights

Among the week's developments:
- Protest by the National Assn. of Radio News Directors over ouster of AP and UP correspondents from Korea, and demand for a "uniform military censorship" . . . a matter consonant with security.
- Demands by Capitol Hill solons for tightening up the release of military information "at the source.
- Advice to stations by NAB that they be "cautious in handling news," with emphasis that Defense Secretary Louis Johnson's military directive is "not censorship, voluntary or otherwise."

NSRB officials made plain last week that blueprints providing for the creation of an Office of Censorship would be in the form of recommend- ations to the President, and submitted only in the event of all- out emergency and mobilization. They indicated the office would be abolished when war was declared, headed by Byron Price in the last war, and expressed concurrence with most of his sentiments.

For the present, they felt that broadcasters could be guided largely by the text of Secretary Johnson's directive on the disclo- sure of certain military data and statistics and the wartime code of wartime practices [broadcast- ing, July 17].

Any potential censorship office, they confirmed, would be manned by representatives of radio, tele- vision, press, motion picture and other media. Appointment of a di- rector would, of course, rest with the President.

The problem, they affirmed, re- solves itself into two groups: (1) withholding of information at the source, and (2) actual censorship of information. They noted that the military probably would exer- cise the upper hand in decisions involving the former.

They backed up one of Mr.
An Insurance Firm’s Radio Policy
With a Healthy Dividend

By DICK FERGUSON
ASSISTANT TO DIRECTOR OF ADVERTISING, MFA MUTUAL INSURANCE CO., COLUMBIA, MO.

IN FOUR short years the MFA Mutual Insurance Co., Columbia, Mo., has gained national prominence in the insurance industry. It is now one of the leading risk carriers in the state, and much of the success in its phenomenal rise stems from the use of sponsored radio time. Participating in nearly four hours of radio time each day, on programs originating from 13 different Missouri stations, the company’s management is sold on this medium because it sells insurance!

The MFA Mutual Insurance Co. was founded Aug. 31, 1946 and actually commenced business operations Jan. 1, 1946. Growth of the company has been rapid and it has performed excellent services for its policyholders. Since organization, the company has written gross premiums in the amount of $6,018,456 and paid net dividends to its policyholders totaling $1,525,768. It being a mutual company, there are no stockholders and all surplus earnings belong to the policyholders payable to them in the form of dividends. Total net dividends paid to policyholders since organization amount to $737,196.

Lines of insurance written are: Automobile, Farm and Personal Liability, Fire, Hospital and Surgical Benefits, General Public Liability, Glass, School Bus and Farm Equipment. The rating of this company is A+. (Excellent)—so reads Dunne’s Insurance Report on MFA Mutual for 1950.

First Coordinated Radio Started in 1945

MFA Mutual is but one of the 30 or more major units which, along with 250 local retail Exchanges and 125,000 farmer members, make up the Missouri Farmers Assn. Some of these major units had been making scattered use of radio from time to time, but it was in 1945 that the home office of the Missouri Farmers Assn. got interested in radio and started working with the stations to coordinate the programs and sales copy. This coordination was expedited by MFA Mutual which tied right into radio when it was organized. Operating on a state-wide basis MFA Mutual is the only unit that shares in the sponsorship of programs on all of the 13 stations. On one station MFA Mutual shares sponsorship with two other units, but the number of sponsoring agencies ranges upward on others to a total of 17 units and Exchanges sharing in the cost of the MFA Radio Roundup on KWRE Warrenton.

Interested particularly in reaching farmers, the MFA Mutual Insurance Co., from its home offices in Columbia, has concentrated on smaller stations that make up in local interest and listener loyalty for what they lack in kilowatt power. Formats of the MFA programs are varied. For instance: A Visit With Your MFA Neighbors is the title of a man-at-the-Exchange program heard daily on KFRU Columbia, 1 to 1:15 p.m. Now in its fifth year, the program is conducted by KFRU Program Manager Harold Douglas, who has remote equipment set up in the local Exchange for interviewing customers.

Chick Interview
Drew Phone Orders

Many amusing interviews have originated on this program. For example, the prospect of interviewing a chicken over the radio may not appear illuminating to listeners, but it has been done over KFRU. One afternoon Mr. Douglas ran out of courageous conversationists, but not discouraged he pushed his mike into a nearby box of baby chicks to see what sort of response he could get. He was not disappointed, for the folks in Columbia still laugh about this interview.

Questions arose as to the content of the chicks’ conversations, but more important were the orders phoned in for baby chicks. Keynote to the 15-minute program is informality. Mr. Douglas never uses a script, and the word “rehearsal” makes him raise one eyebrow in consternation.

Similar MFA Neighbor interview type of programs, with local variations, are carried on KIRX Kirksville, KMMO Marshall, KCEO Mexico and KCII Chillicothe.

Bulletin Board Service
Has Neighborly Appeal

Serving as a community bulletin board, the Man-at-the-Exchange and MFA Neighbor programs are among the most listened-to programs on the stations carrying them. They serve the local community in much the same way as the local newspaper. People turn to the local paper for news about their neighbors and to the MFA Neighbor program to hear their neighbors talk.

Another appeal is the unpredictable feature of the shows. No longer are listeners surprised to hear the neighbor on the next farm followed by a movie star or a man who makes his living by being shot out of a cannon. And the subjects discussed are without limit.

The MFA knows that radio does a selling job, so it is not particularly interested in mail pull. A recent test, however, showed good results.

Almanac Offer
Drew Deluge

Along in October of 1949 Dr. C. E. Lemmon, pastor of the First Christian Church in Columbia, and the news brothers quartet, print and distribute a farmers almanac for the coming year. It took a few days for the “almanac” commercials to work, but when they bit it hit hard. An original order for 10,000 copies was printed. Then, without previous notice, one spot announcement was made on each of 11 broadcasts inviting listeners to write in to the station to which they were listening for a free copy. From this one announcement over 3,000 postal requests were received.

In all, 15,000 almanacs were mailed out from the home office, and the company plans to have another almanac available in 1951. Missouri listeners made up 81% of the number requesting almanacs from radio announcements.

From the first programs used by MFA there has been no hesitation to try something new and different. Commercials read by a preacher, interviews with movie stars, announcers who sell MFA Mutual Insurance on the side and hillbilly musicians who plug MFA on their personal appearances in theatres and city halls—that’s the way MFA Mutual keeps the interest of listeners.

Formats of the early MFA programs were varied. On KWTO Springfield, for instance, MFA units had a quarter-hour program devoted largely to vocal music provided by a hymn singer and the Missouri two insurance quartet. Each of the brothers was an ordained minister. Matt, the eldest, announced numbers, read the “MFA” copy, and interviewed persons who visited the program from time to time.

Currently sponsored by the

(Continued on page 52)
RICHARDS HEARING

CONTINUED reaction to its proposal that audience research firms The Pulse Inc. and C. E. Hooper Inc. submit to a radio audience test in the San Francisco-Oakland area, was reported last week by KJBS San Francisco.

The station's proposal—that the test consist of Pulse and Hooper ratings of the area checked against an over-view coincidental survey made concurrently—appeared as a full-page ad in the July 3 issue of Broadcast. The survey was prepared by Stanley G. Breyer, KJBS commercial manager.

Mr. Breyer revealed that Sydney Bud, director of The Pulse Inc., and Mr. Hooper, had been invited by the station to serve as personal representatives of their respective firms on the proposed committee which would conduct the survey test. Messrs. Roslow and Hooper already have accepted, with qualifications, the KJBS invitation to submit to the test. [Broadcasting, July 17, 10.]

Initial response to the advertisement was heavy, according to Mr. Breyer, who last week released a statement in connection with KJBS proposal. Letters were received from William N. Berech, advertising and sales promotion manager, Piel Bros. (Light Piel's Beer), Brooklyn, N. Y.; Garrett E. Hollihan, radio and television director, Brisacher, Wheeler & Staff, San Francisco; James A. Gray, media department, Stockton, West, Burkhart Inc., Cincinnati. Similar endorsement of the proposal was given by Benson M. Sherman, of Benson M. Sherman Inc., San Francisco advertising agency.

Needs One Service

With certain reservations, all agreed with KJBS that the industry, as Mr. Hollihan expressed it, "needs only one audience measurement service—an audience measurement that fulfills requirements agreed upon and fixed by NAB and JAAS jointly." Mr. Hollihan questioned, however, results to be obtained from the proposed test-survery and said he doubted whether the test would dis-
JOHN J. GILLIN, Jr., 45, one of radio's energetic "first generation" broadcasters, died last Tuesday night of heart seizure.

Mr. Gillin, president and general manager of WOW-AM-FM-TV Omaha, had been stricken the preceding day while vacationing with his family at Dainman Country Club, Boulder Junction, Wis. He was moved to St. Mary's Hospital at Rhinelander, Wis., where he died early Tuesday night. He had been under doctor's care because of a coronary condition for the past year.

Funeral services were held in Omaha last Saturday at St. Cecilia's Cathedral, with rosary said the preceding evening at the John A. Gentleman Mortuary. Among the mourners were Francis P. Matthews, Secretary of the Navy, who flew from Washington. Secretary Matthews is vice president, a director and general counsel of WOW Inc. and its parent company.

Top NBC executives and many midwest broadcasters also attended.

Development of WOW

Mr. Gillin, recognized as ambassador at large for radio, was active in every phase of the industry prior to discovery of his heart ailment a year ago. While he was forced to forego much of this extra-curricular activity, he, nevertheless, directed the re-organization of WOW, acquired by the corporation in which Mr. Gillin held a one-fourth interest in 1946 from the Woodmen of the World, fraternal and life insurance organization. It was because of Mr. Gillin's development of the WOW properties and his contribution to radio generally that Woodmen officials specified he should participate in ownership.

"Johnny" Gillin was as colorful as he was vigorous. Impeccably attired, he was known widely as the man with the rose. A fresh tea rose always adorned his lapel. Mr. Gillin served several terms as NAB director and held many of its important committee functions. He was chairman of the 1949 NAB Sales managers committee and a member of the committee every other year.

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Joey Gillin was as colorful as he was vigorous. Impeccably attired, he was known widely as the man with the rose. A fresh tea rose always adorned his lapel. Mr. Gillin served several terms as NAB director and held many of its important committee functions. He was chairman of the 1949 NAB Sales managers committee and a member of the committee every other year.

He attended many annual conventions of the Canadian Assn. of Broadcasters as the official delegate from the NABC.

Surviving are his widow, the former Marjorie Johanna Paulsen of Omaha, a daughter, Joan Marjorie, 18, a son, John J., 15, his mother, and sister, Mary Alice Gillin, of Omaha, and a brother, William, long identified with Midwest radio.

Omaha Native

Johnny Gillin was as native to Omaha as the wagon wheel. He was born in the midwestern metropolis on March 1, 1906. His father had been head of a firm of certified public accountants. He was a graduate of Creighton U. Preparatory School and there proved to be one of the swiftest sprint athletes in the state, winning four track letters. He also picked up three letters in football and two in baseball.

He found time, too, to serve as class president for four years and to become a member of the debating team and to win the elocution contest in his junior year.

He majored in philosophy and history at Creighton and he held the presidency of his class for three years; a member of the track team for two years; college elocution contest winner and achieved scholastic standing of fair stature.

He represented Creighton at the canonization of St. Aloysius Gonzaga in Rome in 1926. He was elected to Alpha Sigma Nu, national honorary society.

At 22, Johnny turned to radio. He became assistant manager of the Chicago offices of National Radio Advertising Inc., early day non-exclusive station representatives. Two years later, he returned to Omaha for one of his clients, Kozak Inc., manufacturer of a dry wash. He represented the organization in the state he was to radio. He also attended Creighton Law School, completing his law class in 1931, but he returned to radio and became chief announcer of WOW. A year later, he headed the station staff as commercial program manager.

Johnny had hobbies. They were his family and people.

**NBC PAYS RESPECTS**

To John Gillin

NBC AFFILIATES meeting in Chicago last Thursday (story page 17), passed the following resolution:

*Whereas:* John J. Gillin Jr. had for many years devoted himself ceaselessly and with constant zeal and devotion to the causes and standards and ideals of the broadcasting industry and

*Whereas:* He had without stint or thought to his own personal strength given of his energy, physical and spiritual, to the solution of the broadcasting industry's problems,

*Resolved:* We do hereby express our appreciation for his service to this Association and in doing so, we do hereby extend to him, his family and associates our most sincere sympathy over his loss.

**SALES MEETING**

RSN Session July 29-30

NATIONAL meeting of the Radio Sales Network will be held July 29-30 at Hotel Texas, Fort Worth, according to Curtis Bowles, president of Bowles & Co., national representative, and RSN.

Sessions will include a two-day panel discussion on the operation and function of the network.

Affiliate station managers and national directors scheduled to attend are the following:

*Missouri*:

- C. H. DeWitt, KDET, Kansas City, Mo.; H. A. Day, KGCA, KCMO, Kansas City, Mo.; G. A. Smith, KMBC, Kansas City, Mo.

*Texas*:

- H. S. Stidham, WHAM, Houston, Texas; H. H. Pope, WSB, WEA, WREX, WAB, WHTX, Dallas, Texas.

*Washington*:


*Oregon*:


*California*:

- W. A. McClellan, KEZU, Fremont, Calif.; E. P. Nelson, KFMB, San Diego, Calif.

*Montana*:

- W. F. Wilson, KOAI, Butte, Mont.; D. E. Jackson, KLOI, Great Falls, Mont.

*New Mexico*:

- W. D. Milam, KTVB, Fort Worth, Texas; J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*Idaho*:


*Idaho*:

- W. George, KHJ, Los Angeles, Calif.; J. O. Mccutcheon, KFRC, San Francisco, Calif.

*California*:


*Oregon*:


*California*:

- J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*New Mexico*:

- W. D. Milam, KTVB, Fort Worth, Texas; J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*California*:


*Oregon*:


*California*:

- J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

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- W. D. Milam, KTVB, Fort Worth, Texas; J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*California*:


*Oregon*:


*California*:

- J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*New Mexico*:

- W. D. Milam, KTVB, Fort Worth, Texas; J. C. Hall, KUKI, Gallup, N. M.; D. M. Hardin, KNOX, Santa Fe.

*California*:

Your Spot Radio Dollar
Is A Better Bargain Than Ever

WHO Costs 52% Less
Than in 1944, and Influences
66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of home radio sets, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that sets make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.)

If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for home sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa Plus."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

IOWA MARKET COMPARISONS

<table>
<thead>
<tr>
<th></th>
<th>1944</th>
<th>1949</th>
<th>1949 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,240,315,000</td>
<td>$2,423,608,400</td>
<td>95%</td>
</tr>
<tr>
<td>Income</td>
<td>$2,287,000,000</td>
<td>$3,797,100,000</td>
<td>66%</td>
</tr>
<tr>
<td>Farm Income</td>
<td>$1,627,000,000</td>
<td>$2,265,000,000</td>
<td>33%</td>
</tr>
<tr>
<td>Bank Check Transactions</td>
<td>$2,058,885,000</td>
<td>$3,159,176,000</td>
<td>53%</td>
</tr>
</tbody>
</table>

Σ for Iowa PLUS Σ

Des Moines ... 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Maybe you don't have any chores to be done in Syracuse, or St. Louis or Portland . . . but how about the other markets listed at the right? Whatever you need, ask the Colonel! All those cities are "hometown" to us because we're constantly checking them, studying them, working in them. We know the ropes, and it would please us a lot to be helpful. Say when!

Free & Peters, inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta   Detroit   Ft. Worth   Chicago   Hollywood   San Francisco
ST. LOUIS ... OR PORTLAND?

**EAST, SOUTHEAST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
<td>5,000</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WGH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
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**MIDWEST, SOUTHWEST**

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<th>Station</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
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<tr>
<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000*</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>ABC</td>
<td>10,000</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
<td>5,000</td>
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<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
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<td>Omaha</td>
<td>CBS</td>
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<td>CBS</td>
<td>5,000</td>
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<td>KSD</td>
<td>St. Louis</td>
<td>NBC</td>
<td>5,000</td>
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<td>Beaumont</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
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<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
<td>50,000</td>
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<tr>
<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KTSA</td>
<td>San Antonio</td>
<td>CBS</td>
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**MOUNTAIN AND WEST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
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<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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</tbody>
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*CP
APPLICATION for sale of KFWB Hollywood by Warner Bros. Pictures Inc to Harry Maizlish and Schine Chain Theatres Inc for $350,000 was tendered for filing with the FCC last Thursday (Columbia Club, July 10).

Mr. Maizlish, general manager of 51% owner of the outlet while Schine, principal owner of WPTR Albany, N.Y., would hold remaining 49% interest. An independent outlet, KFWB is assigned 5 kc fulltime on 980 kc. The station was established in 1925.

The sale price includes $250,000 to be paid for the stock of Warner Bros. Broadcasting Corp., licensee of the station and wholly-owned Warner subsidiary, and $100,000 to be paid for the station's transmitter site. The buyers have obtained a condition loan of $350,000 from the First National Bank of Boston to cover the transaction upon FCC approval. Current assets of KFWB are current liabilities totaling about $110,000, the application said, which will continue to be available to the licensee in operating the station.

Mr. Maizlish and Schine have formed KFWB Broadcasting Corp., a new firm which will acquire the stock in the licensee from Warner Bros. Pictures. They also have formed KFWB Realty Corp. which will acquire the station's transmitter site and lease it to KFWB Broadcasting. The latter would become licensee upon eventual dissolution of Warner Bros. Broadcasting after the transfer is approved.

Mr. Maizlish is president of KFWB Broadcasting while his personal attorney, Harry E. Sololov, is secretary. Mr. Maizlish’s assistant and secretary for 11 years, Theola R. Sanders, is a director of the firm. Representing the Schine interests as KFWB officers are G. David Schine, vice president, and George Harnagel Jr., treasurer.

Agreements between the KFWB stockholders provide that Mr. Maizlish will be employed as station manager at $25,000 per year and that any stockholder wishing to withdraw or sell part of his holdings must first offer it to the other stockholders.

All of the stock of Schine Chain Theatres is owned beneficially by Schinebro Inc., Gloversville, N.Y. J. Myer Schine is 65% owner of this latter firm while the remaining 35% is owned by A. Schine. Mr. Harnagle is with the Los Angeles law firm of McCutchen, Thomas, Matthew, Gribbs & Greene. G. David Schine, president and general manager of WPTR (BROADCASTING, July 17), is also vice president of Hilderman Corp., Gloversville hotel operator.

Transfer papers were filed with FCC by the Washington radio law firm of Cohn & Marks.

_____

**Thomas**

(Continued from page 17)

front of those being considered for directorship of NAB’s Broadcast Advertising Bureau in succession to Maurice D. Mitchell, whose resignation becomes effective Aug. 15. Mr. Streibert’s announcement eliminated Mr. Thomas from consideration.

Mr. Thomas has headed WOIC since December 1935. During World War II, he was managing director of the New York Advertising Club from 1942 to 1945. Mr. Thomas has been with the Washington Star for the past 18 years.

Earlier in his career, Mr. Thomas reported for the Washington Herald, was copy editor and reporter for the Washington Daily News, and was feature writer for the Washington Star. Then he did public relations work for Thomas E. Shipp Inc., Atwater Kent Mfg. Co., General Motors, NBC and other corporations. He managed Atwater Kent’s national radio auditions.

Mr. Thomas headed the radio department of H. W. Kastor & Sons, Chicago advertising agency, before he left to join WOR in 1934. There he served successively as director of sales promotion, and advertising, assistant sales manager, sales manager and secretary of the executive committee.

Educated in Washington public schools, George Washington U. and Harvard U.’s Graduate School of Business Administration, Mr. Thomas is married to the former Sharyn Maxwell, they have a son, Bruce M. Thomas.

**Maizlish, Schine Buy From Warner Bros.**

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All of the stock of Schine Chain Theatres is owned beneficially by Schinebro Inc., Gloversville, N.Y. J. Myer Schine is 65% owner of this latter firm while the remaining 35% is owned by A. Schine. Mr. Harnagle is with the Los Angeles law firm of McCutchen, Thomas, Matthew, Gribbs & Greene. G. David Schine, president and general manager of WPTR (BROADCASTING, July 17), is also vice president of Hilderman Corp., Gloversville hotel operator.

Transfer papers were filed with FCC by the Washington radio law firm of Cohn & Marks.

Mr. Thomas has headed WOIC since December 1935. During World War II, he was managing director of the New York Advertising Club from 1942 to 1945. Mr. Thomas has been with the Washington Star for the past 18 years.

Earlier in his career, Mr. Thomas reported for the Washington Herald, was copy editor and reporter for the Washington Daily News, and was feature writer for the Washington Star. Then he did public relations work for Thomas E. Shipp Inc., Atwater Kent Mfg. Co., General Motors, NBC and other corporations. He managed Atwater Kent’s national radio auditions.

Mr. Thomas headed the radio department of H. W. Kastor & Sons, Chicago advertising agency, before he left to join WOR in 1934. There he served successively as director of sales promotion, and advertising, assistant sales manager, sales manager and secretary of the executive committee.

Educated in Washington public schools, George Washington U. and Harvard U.’s Graduate School of Business Administration, Mr. Thomas is married to the former Sharyn Maxwell, they have a son, Bruce M. Thomas.
The biggest non-pressure group in America

They have no name, no federation, no newspaper headlines. Yet they make up the most important group in America.

Who are they? **They are the savers**—more than 100 million of them. On their savings depends much of America’s growth.

These thrifty, self-reliant people constitute the backbone of America. Among them are the 80 million men and women who own life insurance. They are providing for themselves and their families.

Beyond that, the money they have saved is not idle. Far from it! It is providing plants and tools for industry and business. It is helping to make jobs, build homes, finance Government.

These savings are a vital force in America’s vast production and are helping to make opportunity for all of us.

**3 ways to protect the buying power of your savings**

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

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

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

When Americans have the facts, they make the right decisions. That is why the life insurance companies and their agents bring you this message. To protect the buying power of savings is the job of each and every one of us.

**Institute of Life Insurance**

488 Madison Ave., New York 22, N.Y.
WOR-TV uses 11 cameras like these—6 mounted on RCA Studio Pedestals and 5 mounted on RCA Crane-type Dollys.
America's Leading Stations Use RCA TV Equipment

...WOR-TV, for instance

One of the newest and most carefully planned television stations in the East, this great Mutual Network Station is now delivering video shows to more than 1,500,000 homes in the New York metropolitan area.

Widely known for excellence of its technical facilities, WOR-TV is backed by one of the most able engineering staffs in the business. Not satisfied to recommend studio and field equipment from specifications alone, this staff carefully tested and compared the equipment of several manufacturers.

Today WOR-TV is supported by a complete installation of RCA TV Studio Equipment. Eleven studio cameras like those pictured here. Eight RCA Field Cameras— that help give New York the widest sports coverage in television. A complete RCA push-button video relay-switching system to serve the master control room and three studio control rooms. Complete RCA film camera chains . . . picture monitors . . . stabilizing amplifiers . . . synchronizing generators . . . distribution amplifiers . . . power supplies.

When you plan for TV ... or add equipment to your set-up . . . follow the networks. Go RCA!

Your RCA TV Equipment Sales Engineer will help you plan. Call him. Or write Dept. 19-GD, RCA Engineering Products, Camden, N. J.
Richards Hearing
(Continued from page 21)

[for testimony] about the preparation of evidence which Radio News Club brought to the attention of the Commission.

Mr. Starrels said it "tried to follow Mr. FCC's order on news slanting as much as possible," but didn't always carry out the owner's instructions. When he thought Mr. Richards, independent reporter to the radio, he said, "we tried to sent as objective a newscast as possible."

He said Mr. Richards had told him to "try to handle items with a mixture about communism and sometimes gave orders to ridi- cule, play down, or completely omit news stories about certain persons. He testified he was told to use editorials in newscasts, and that he used part of a Westbrook Pegler column in a newscast.

Fred B. Davis, assistant general manager and program director of KLAC and KLAC-TV Hollywood, also testified he sometimes used newspaper items and editorial material in newscasts. Mr. Richards' request during his tenure as associate news editor in 1940-41.

When Mr. Burns objected to questions on the "showman" owner's "personal views," Mr. Ford re- phrased that charges of anti-Semitism had been made and said his line of questioning was to determine whether Mr. Richards had had such an attitude.

Mr. Henry testified that Mr. Richards had referred to former Treasury Secretary Henry Morgenthau as a "damn Jew" and to the late President Roosevelt as a "Jew lover." Under cross-examination he said that, so far as he knew, KMPC never broadcast any false or deceiving statement while he was employed there.

Archibald Hall, a newscaster and newscast editor for KMPC from early 1943, testified he was ordered to broadcast unfavorable stories about some prominent Democrats. He said that after he edited an item concerning President Roosevelt which Mr. Richards as- serted had dictated and ordered broadcast, the station owner called him a "Jew lover."

Fond of Mr. Richards

Mr. Hall conceded to Examiner Cunningham, however, that he had never purposely omitted from KMPC newscasts anything favor- ous to the Roosevelt family. He told Mr. Cunningham he had been "very fond" of Mr. Richards, and identi- fied a letter which he sent to the station owner shortly before he left for military service. In the letter, he praised Mr. Richards as a "damn good boss and a stalwart Yank."

Mr. Fulton cross-examined Mr. Hall at length on his participation in the activities of the now-defunct Davis Motor Car Co. of Van Nuys, Calif. The witness acknowledged he had used sound effects to simulate a "production line" in making a promotional transcription to be used on various stations.

L.A. MASS MEET

Mass MEETING to demand Congres- sional investigation of the al- leged bias of FCC and to demand ouster of Vtr. Auditors. Wilson and the State Dept. and other federal agencies was held in Hollywood's American Legion Hall at 2038 N. Highland Ave. last Thursday night.

During the meeting, Don Field, a transportation execu- tive and former California state assemblyman from Glendale,

breath of the meeting, said the gathering was open to "every good American who wants free speech over radio and who wants to get rid of the traitors and carriers of the bias of FCC to be gone."

Richard's request during

The resolutions also de- manded that "the protection of Communism by certain networks and members of Nationalist China, the dividing of Korea, the blocking of efforts to arm South Korea against Commu- nist conquest."

"Americans who want to expose Communism and the New Deal," Mr. Fields said, "find it almost im- possible to get time on the radio."

Such harassment of radio station owners as is now going on by the FCC, sitting as both judge and prosecutor, makes it impossible for stations of their financial power to let the truth be told over their stations. We hear seven or eight leftwing commen- tators to every good American on the air," Mr. Field said.

Mr. Fulton claimed these tran- scribed broadcasts were intended to deceive the public into the belief the motor firm. He succeeded in having subpoenas issued for scripts, transcrip- tion, and records which Messrs. Hall and Roberts made for the Davis firm.

Mr. Fulton said his request for the records was "to show that these men [Messrs. Hall and Roberts] who had such high standards that they refused to broadcast certain material over KMPC because they considered it derogatory to the late President Roosevelt, did not object to making false statements intended to convince the public that [the Davis company] was a large, bus- tling factory ready to produce large numbers of automobiles."

Mr. Hall, it was brought out, had been advertising manager and later general manager of the Davis firm. He and Mr. Roberts conducted a publicizing false statement agency after they left KMPC.

Examiner Cunningham refused, however, to issue subpoenas for Davis company material assertedly printed over KMPC, or for the appearance of the Los Angeles County deputy district attor- ney who is prosecuting Gary Davis company for violating Davis law.

Mr. Hall's opening statement of grand theft involving alleged sale of franchises for dis- tribution of the proposed Davis three-wheel automobile. Mr. Cun- ningham explained that he did not intend to litigate the Davis case in the FCC hearing.

Other witnesses for FCC were William W. Kenneally, director of news and special events of KFMM Hollywood; Walter S. Arnold, ABC Hollywood; Mr. Henry, KMPC Hollywood distributor of a coin-in-the-slot TV receiver. All are former KMPC employees and all testified during the first Rich- ards hearing in March, the record for which was striking following the death of the then examiner.

Examiner Cunningham stopped Mr. Fulton when he described, on a "production line" in making a "false

Mr. Fulton told the examiner he was trying to show that the union-owned station carries liberal items that other stations would not consider news- worthy, but Examiner Cunningham stopped him and said he was not prepared to go into detail in the hearing on KMPC.

Mr. Keenelly said he had re- ceived "instructions" from Mr. Richards on the handling of cer- tain items but sometimes ignored them.

Cites Job Warning

He said his superiors in the KMPC newsroom told him that "Mr. Richards exercised direct control over and had great personal interest in the station," and asserted he recalled two tele- phone conversations with the station owner.

He said that in one Mr. Richards ordered inclusion of an item on a foreign-born labor organizer, re- marking that "he is a Jew and all Jews are Communists." In the other, he testified, Mr. Richards warned that "if the President and incumbent administration remain in power, jobs of all KMPC em- ployees were in jeopardy."

Mr. Keenelly further said most of Tuesday afternoon identifying newscasts, testifying that many items included were ordered by Mr. Richards; later, news editor, or Mr. Roberts.

Mr. Fulton also testified that some news- scripts were "short," but didn't im- ply they had been "tampered with."

Mr. Ahlström, with KMPC in 1941-42, testified he was ordered by Mr. Richards to use anti-administration newspaper items and editorials on newscasts. Asked on cross-exami- nation if he thought the broadcast "false or misleading," he declared: "No, I wouldn't say so."

Mr. Carle, news editor of KMPC from March 1, 1945, said he "heard as much as possible from Mr. Richards that editorials and certain news stories published in certain Los Angeles newspapers he included on KMPC news programs."

When he argued about the "eth- ics" of a request for the use of a copy of a newspaper story on a broadcast, he testified, Mr. Richards replied: "The hell with all that stuff."

Repeating testimony presented at the March hearing, Mr. Carle said on one occasion Gene Carr, the editor of another station, had laid an order to broadcast an editorial. He quoted Mr. Carr as say- ing: "Walter, if he loses his license, if he pays a fine, if he goes to jail, just sign his name on the paper."

Mr. Carle said he refused to do so and offered his resignation but was told to "sit tight." When he later, in the year, had a similar request, he said, "the station owner was "very friendly."

RICHARDS PLEDGE

Sent to President

FCC'S HEARING on the news poli- cies of G. A. (Dick) Richards was called to President Truman's atten- tion last Thursday, in a letter sent by the station owner offering "our every facility and effort to assist in the Korean war and the campaign against communism."

Pledging the services of his three stations "to you and our beloved country," Mr. Richards of- fered his "every facility and effort to assist the United States and United Nations to end North Korean aggression and to prevent communism at home or abroad from threatening world peace and the American way of life."

"The stations will air every news item or recording of content with interference with commercial programs and consequent loss of rev- enue as they did during World War II and in other emergencies."

Mr. Richards is principal owner of KMPC Los Angeles, WJR De- troit, and WGR Cleveland (also see story page 21).

WWTM LABEL SUIT

Kelly Is Denied Retrial

APPLICATION of Lloyd Kelly, deputy director of public safety, Trenton, N. J., for new trial of his libel action against WTTM, a New Jersey Superior Court Judge Richard J. Hughes, it was reported last week. The ruling upheld the earlier ver- dict of "no evidence" of malice in the court [BROADCASTING, July 11, 1949].

Judge Hughes, however, pre- pared to overrule the TTWM verdict as to a pending complaint respecting the Trentonian's and its editor, Arthur D. Hoffman, co- defendants with WTTM. The court's new action eliminated the question of actual malice on the retrial and also limited damages to compensatory damages only. Cause of the suit was a news com- ment in the Trentonian during the Trentonian's pro- gram on WTTM, the decision said.

BROADCASTING  *  Telecasting
NOW—by transcription...
this Sensational New Quarter-Hour Series!

THE ALL NEW

beatrice kay show

starting

beatrice kay
with all-star
supporting cast!

The Equal of Top-Rating Network Shows...for Less than the Cost of Local Talent!
The inimitable Beatrice Kay...plus ex-Glenn Miller-
Claude Thornhill-vocalist Artie Malvin...music by the
Kay Jammers...large male chorus...guest stars! Humor,
variety, human interest...beloved oldies and sparkling
new melodies...a timely answer to America's latest
touch of nostalgia! MC-ed brilliantly by Bea, herself—
never more entertaining—seldom more heart-warming!
A fast-moving well-knit show offering local, regional
and national advertisers—by transcription—the pres-
tige, listener loyalty and merchandising opportunities
of the finest network programs. 156 quarter-hour
programs. Complete promotion kit. Tested kick-
off promotion gimmick. Write, wire or phone for
full audition presentation.

RICHARD H. ULLMAN, Inc.
"Competes with the best...outrates the rest!"

295 Delaware Avenue
Buffalo 2, New York

Phone Cleve1and 2066
A CONGRESSIONAL subcommittee last week began hearings on President Truman's proposal to expand the State Dept.'s information program and request for an additional $89 million to implement the Voice of America's facilities and programming functions.

The group, headed by Rep. John J. Rooney (D-N.Y.), held daily hearings during which he heard key State Dept. information officials testify in behalf of the President's recommendations to meet the challenge of Soviet Russia's stepped-up propaganda campaign.

The proposal complements a resolution (S.R. & S. 245) sponsored by Sen. William Benton (D-Conn.) and 12 Senate colleagues and designed to expand the Voice, on which a Senate Foreign Relations subcommittee previously had held hearings.

The Benton proposal had the unqualified support of Brig. Gen. David Sarnoff, board chairman of RCA, who urged creation of a $200 million worldwide radio network; high State Dept. officials, including Secretary of State Dean Acheson; top-level military personalities, like Gen. Dwight Eisenhower and George Marshall, and a number of legislators (Broadcasting, July 17, 10).

The President's request was taken up in closed sessions last week, Monday through Thursday, as part of an overall supplemental bill for a number of government agencies. Subcommittee also.commissioned Reps. Daniel Flood (D-Pa.), Karl Stefan (R-Neb.) and Cliff Clevel-


euler.

ranged by the Justice Dept. and the Federal Trade Commission of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks was urged Thurs-

day by Rep. Harry R. Sheppard (D-Calif.).

Admitting that his pending bill (HR 7310) to require FCC licensing of networks had only a slim chance of enactment this session, Rep. Sheppard asked that the govern-

gment agencies report their findings to Congress and take "corrective action."

Initiated early this year, the Sheppard measure would set up licensing of networks similar to the established station-licensing procedures. Additionally, stations would be permitted to rebroadcast any network program with permission of its sponsor and other programs with permission of the originating station (Broadcasting, Feb. 20).

In a scathing attack on network broadcasting, Rep. Sheppard charged ABC, NBC, CBS and MBS with flouting under the Act as "taming the hawks" with which this country has ever seen (and) has grown to such proportions that it dictates what entertainment and what information the public shall hear "outside the public's own airways."

The alleged "dictatorial" power, the Californian said, "is made possible because of a clause in the contract between ABA and the licensees of radio stations, called an option time clause, which gives the power to the radio chains to force any local radio program off the air through intimidation of the license of the radio station."

Extending his attack to include the NAB, whose officers he alleged are "working for the radio network monopolies," Rep. Sheppard bitterly denounced them for attempting to block distribution of copies of his proposed bill among NAB convention delegates in Chicago last April. He later told BROADCASTING that he was referring to the effort of Gordon Brown, WSAY Rochester, N. Y. (WSAY is not an NAB member) and others to edit copies of the bill at the convention.

Mr. Brown has pending a suit against the four networks charging conspiracy to keep WSAY from carrying network programs.

Rebroadcast Profitable

Emphasizing that rebroadcasting of radio programs "can be very profitable to the sponsors of these programs because it enables the sponsor to procure additional listeners at a very low cost," the Congressmen said little East Coast rebroadcasting is done because "there is little or no option time available on the East Coast network stations."

Rep. Sheppard said there is a radio station that "is attempting to negotiate with the sponsors of these radio programs" for rebroadcasting but that the networks have prohibited such action. In his com-

munications to a Newsweek after the speech, he explained that actually another $41 million covering new language programs and additional language desk personnel.

The facilities would be centered both in the U. S. and in Europe and would fund efforts to break Soviet jamming operations. They also would be used to extend the information program to critical areas in Europe and in the Far East not presently covered by the U. S.

In closed sessions last week Mr. Kohler, IBD chief, supported the President's plea for additional funds. It was understood he advised the Rooney subcommittee that the Voice would take top priority in any funds Congress should consider, to be followed by Voice or Radio; UNESCO would be excised out among all media. Mr. Kohler reportedly cited purposes in the above-mentioned breakdown for which the funds would be utilized.

Importance Stressed

Mr. Kohler was understood to have stressed the importance of Voice investigations to combat Soviet psychological warfare, and the need for at least doubling the present programming of the International Broadcasting Division.

Meanwhile, the U. S. Advisory (Continued on page 51)
Radio WFMW Station

"The Radio Voice of The Messenger"

OWNED AND OPERATED BY
MESSENGER BROADCASTING COMPANY
Madisonville, Ky.
16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will make a reservation on the games.

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Radio Station WFMW

H. W. Wells, Station Mgr.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area...to build bigger, better audience for you. Get in touch with him now...or write direct to Advertising Manager.

ZENITH RADIO CORPORATION • 6001 Dickens • Chicago, Illinois

PUBLICITY • TELECASTING
Censorship

(Continued from page 19)

mines the faith of American radio listeners in freedom of news reporters representing them to describe accurately conditions at the front.

"Uniform military censorship as applied during World War II in combat areas might be the best approach to the Korea coverage problem, but banning of newsmen who violated no security rules is indefensible," Mr. Shelley felt.

Spokesmen at the Defense Dept. information office said they had no knowledge of any reply filed by Secretary Johnson, and expressed belief that the problem no longer is an issue in view of Gen. MacArthur's action reinstating the correspondents.

Mr. Shelley, a former war correspondent who covered both the European and Pacific theatres for WHO Des Moines, Iowa, told Broadcasting he felt "nothing but uniform military censorship will provide a reasonably satisfactory method of regulating reporting...in a manner consonant with security:"

"It seems to me the height of the unfair to say to a group of newsmen "we'll trust you to use your own judgment; there'll be no censorship"—and then to jerk them when they exercise that judgment," he said this "extremely important principle" for all media is at stake.

Issue in Korea

The security issue arose on the Korean war front July 15 when the Army Command, under Col. M. P. Echols, Gen. MacArthur's information officer, imposed a ban on AP's Tom Lambert and UP's Peter Kalischer. They were ordered to leave the area for "disclosing information that would be of value to the enemy and would have a bad morale and psychological effect on our own troops."

Gen. MacArthur, subsequently lifting the ban, called on reporters to exercise judgment and selectivity in reporting the news from the front. He said that "formal censorship" was abhorrent to him, but pointed out that several correspondents had requested censorship.

It was understood that a general number of the 260 correspondents now in the theatre favor complete and clear guidance, if not actual censorship. A large number of radio stations depend on AP and Gen. MacArthur for news coverage of the Korean war.

Defense Secretary Johnson's directive on security measures, issued recently to the three services, was expected to provide some aid along that line.

The two news associations correspondents were not challenged on the accuracy of their stories, merely on their judgment in reporting events supposedly made by American soldiers delving into the question of American military aid.

Another correspondent, Mar- guerite Higgins of the New York Herald Tribune, also was ordered from the front but reinstated by Gen. MacArthur's command.

Congressional sentiment for security restrictions reflected growing wariness on Capitol Hill. Sen. Scott Lucas (D-Ill.) spoke for some of his colleagues and presumably for the administration when he called for censorship—"either voluntary or legislative, which no one wants"—to protect American lives. He indicated he is particularly disturbed by newspaper accounts from Korea.

"It seems almost criminal," he declared, "for commentators, columnists, and other newspapermen to tell the world exactly where our troops are congregating, where they are going, and the total amount of their equipment, especially in view of the great emergency which exists at this time."

Voluntary Restraint

The Senate Majority Leader stressed that he did not advocate "rigorous censorship, but there certainly should be a voluntary censorship of information of that sort." He thought the President should request it. Speaking as majority leader, Sen. Lucas urged "all possible restraint" by radio and press in the interest of unity.

Sen. Lucas made his statement after certain members of the House had scored newspaper accounts dealing with the movements of American troops to Korea. One—Rep. Harold Hagen (R-Minn.)—charged American radio and press with "alarmist" reporting of holi-

ties. He cited Gen. MacArthur's earlier statement that casualties had been exaggerated in press dispatches.

Other House members who de- plored such disclosures included Reps. Wayne Hays (D-Ohio), Daniel Reed (R-N.Y.), and Thomas Lane (D-Mass.). They joined in demanding that the Defense Dept. tighten up on release of statistical information relating to troop movements, numbers, units, etc. On the Senate side, Sen. Style Bridges (R-N.H.) also called on the depart- ment to cease such "public dis- closing" as a "measure of ele-

The policy also would be extended to the stations' news desks.

"Stand Welcome"

It was a telegram from the newspaper's managing editor, Milburn P. Akers, to Gen. MacArthur that precipitated the latter's statement with respect to self-censorship by the press in Korea. The General described the Sun-Times' stand as "welcome support to this command."

He stated:

"It reflects the most commendable determination to fulfill the responsibility which the press alone should assume in an emergency such as this responsibility which it may not effectively share with any other segment of society, least of all the military not trained in journalism and which should devote its entire energies to the conduct of military opera-

"There is probably no more misuse nor less understood term than press censorship. Contrary to what many believe, no precise rule can make it effective nor were any two military censors ever in agreement on detail.

"If its purpose is to be served, cen- sorship must be of the spirit and ap-

"Col. Edgerton said last week that, when NSRB completes its master plan, encompassing provision for censorship enforcement, its Secur-

(Continued on page 56)
Where more people listen to WMAQ daily than to any other station

In the great, booming Midwest area blanketed by WMAQ, live some 5,000,000 families... more than ten percent of all the families in the entire country.

These 5,000,000 families own one out of every ten radios in the United States... earn one out of every ten pay checks earned in the United States... and spend one out of every ten dollars spent in the United States. This IS a market!

And in this mighty Lake Michigan States Market WMAQ is listened to by more people daily than any other station.

Use WMAQ... the favored station... to reach this market of millions. Write, wire or phone WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office for help in planning an advertising schedule that will mean greater sales of your product in a great market.

Source of all statistics other than daily listening (BMB Study No. 2, 6-7 days per week) is U. S. Bureau of Census.
DEFENSE AID

BROADCASTERS last week were preparing on different fronts for services to defense authorities as various adequate safeguards. Transit Radio outlet—all properties operating all transit FM cities to the Air Force Defense Dept. communications section, showing emergency applications of the service. This proposal already has drawn favorable comment in issues of the Army-Navy Union News and the Armed Forces.

Meanwhile, Captain Samuel Sloan III, Air Force public information officers at Fort Richardson, Alaska, reported that the air base commander is “most pleased with the fine cooperation offered by Anchorage radio stations.”

Captain Sloan’s letter outlined arrangements made between Gen. Hutchinson and Anchorage stations in the event of attack. The proposed order of action is: KFYR, KBUR all have agreed to make necessary air time available “as soon as the alert siren is blown.” Plans provide that the stations are to be called immediately. In the case of simulated alerts, the stations will carry frequent announcements, to avoid “undeceive alarm.”

Provisions also have been made for military personnel to be dispatched to all stations in the event of actual emergency. Radio also will have a major role to perform if evacuation of civilians becomes necessary.

In New York the city’s civil defense director, Arthur Wallander, reported that his organization would use radio, television and other media—“the most important and useful of our resources”—to keep people informed of safety measures being taken by his office.

SURRICK NAMED

To WFBF Executive Staff

JOHN E. SURRICK, sales director of WFIL AM-TV Philadelphia, has been appointed vice president and general manager of WFBF Baltimore, it was announced last week. The appointment becomes effective August 15.

Mr. Surrick joined WFIL in 1940. Previous to this he was with N. W. Ayer & Son as an account executive.

WKCT To Join ABC

WKCT Bowling Green, Ky., Daily News Broadcasting Co. station, will become an ABC affiliate in the network’s south central group, effective Sept. 1. Station operates on 930 kc with 1 kw daytime and 500 w nighttime. Paul Huddleston is station manager.

NAB AM GROUP Membership Announced: TV Unit Pending

MEMBERSHIP of NAB’s 1960 AM group to replace the old technical groups—president Justin Miller.

Still slated to be named, almost all the other groups—AM and FM units will comprise the basic advisory committee structure of the association under plans adopted by the board last June. Heading the AM committee is Hugh B. Terry, KLZ Denver. Other members are:

H. Quentin Cox, KGW Portland, Ore.; Simon Goldman, WJTN Jamestown, N. Y.; Milton L. Greenebaun, WSAM Saginaw, Mich.; Edgar Kobak, WTWA Thomson, Ga.; Paul W. Mor- e, WTIC Hartford, Conn.; Glenn Shaw, KLX Oakland, Calif.; F. C. Sewell, WLAC Nashville; Lee B. Waltes, WWVA Wheeling, W. Va. Alternates: S. C. Fantle Jr., KELO Sioux Falls, S. D.; B. J. Rewan, WGYF committee—one of three designed was announced Thursday by NAB momentarily, is a TV committee, 

Schenectady, N. Y.; and William E. Ware, KSTL St. Louis, Mo.

Three members—Messrs. Kobak, Shaw and Morency—are present NAB board members. One alternate was still to be named. No meeting date was set until next fall.

The AM committee, under the chairmanship of Ben Strouse, WWDC Washington general manager, is slated to hold its first meeting in Washington on Aug. 7. [BROADCASTING, July 12]. First day sessions will be open to all broadcasters who wish to participate with committee members in an exploratory discussion of FM industry problems.
"HI, PARTNER!"

Yes, Partners—In Building, Developing, and Using
For Everybody's Benefit, The Greatest System
of Highways in the World!

Every time you meet a truck on America's highways, you meet—not just a "truck"—but a partner.
- A partner who drives his truck safely. Who is first to stop and help when you are stalled with engine or tire trouble.
- A partner who, by being the major connecting link between farms and markets, makes modern farming possible. Who transports farm production, all or part of its way to food factories and stores and thence to your home.
- A partner who has helped to bring the country nearer to the city. Who helps bring you everything you eat, buy, use or wear—from your morning milk to the clothes you wear on your back.
- A partner who is not only your partner but the partner of all American industry. Who brings the raw materials to plants; then fans out the finished products to America's retail stores so that everything you eat, buy, use, or wear can come to you at prices you can afford to pay.

What's more: A partner in highway construction and maintenance, who pays about one-third of all taxes paid by all motor vehicles for highway use. But—a partner who uses only a relatively small portion of the highways, all of which are open to you.

Yes— you, and the trucks, and the busses, are partners—in one great enterprise.

For you, and the trucks, and the busses, pay the taxes that build and maintain America's highways.

And use these highways to help make the American way of life the finest in the world.

THE AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations
It's GATES again!!! at KATL --- Houston

You can be sure the KATL slice of Texas is honey covered. They do it the Gatesway which is the smart broadcaster's way to better broadcasting. With quality plus in the new Gates 5KW transmitters both KATL clients and listeners are automatically assured of the finest, richest and result pulling 5000 watts that ever hit the Lone Star State.

They do things big in Texas. Perhaps that's why over 40 Texas stations are fully Gates equipped—more than any other make by a large margin!

GATES OFFERS TWO GREAT FIVE KILOWATT TRANSMITTERS—The popular BC-5A and the distinctive BC-5B providing colorful transmission for the colorful station.
FOR A SLICE OF TEXAS

KATL

Houston advertisers KNOW the effectiveness of KATL . . . That is the reason KATL has become such an integral part of successful Houston business.

WE WOULD LIKE TO TELL YOU OUR STORY!

. . . Just write, wire, telephone, or come by INDEPENDENT METROPOLITAN SALES in Chicago and New York—Gene Grant on the West Coast—or check with KING H. ROBINSON, General Manager in Houston.

***

Houston's Oldest Independent

LIBERTY BROADCASTING SYSTEM and A.I.M.S. FOR HOUSTON
ADVERTISING Assn. of the West, cooperating with Stanford U., will present a special advertising and sales symposium at the ninth annual Standard Business Conference this week.

Dr. Sumner H. Slichter of Harvard will head business leaders from all over the nation at the conference.

Advertising executives participating will include:


The conference begins today (Monday) and runs through Friday. Registrations are being entered through Stanford Graduate School of Business.

PATHOUGE GRANT

FCC Examiners Recommend

GRANT of 250 kc during the ten-year period to Patchogue, N. Y. to Patchogue Broadcasting Co. was recommended last Thursday by FCC Hearing Examiner Hugh B. Hutchison for a competitive bid for competitive purposes.

The initial decision reversed the recommendation made by Examiner Hutchison previously. The examiner noted that the grant for Patchogue Broadcasting Co. would be denied.

In the revised decision the examiner ruled that the grant should be made to Patchogue Broadcasting Co. because the majority of the stockholders of Patchogue Broadcasting Co. would be fully satisfied with the grant for Patchogue Broadcasting Co.

In the revised decision the examiner noted that the grant for Patchogue Broadcasting Co. should be denied.

SPOKANE SALES SURVEY

Radio Tops Newspapers in ARBI Tests on KREM

ABILITY of radio to out-pull newspapers in promoting retail sales [BROADCASTING, June 26] was shown again in a second series of Spokane tests conducted by Advertising Research Bureau Inc.

Joseph B. Ward, ARBI research director, told Spokane agency executives that tests on KREM Spokane confirmed results in earlier studies conducted on KXLY Spokane.

The second Spokane test was conducted on KREM, the last day of the KREM tests. The test was conducted by ARBI, which purchased advertising in KREM and in each medium to be measured.

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In both studies, ARBI pitted stations against newspapers by spending the same amount of money in each medium to promote a test article.

"In the past few weeks we have done four surveys in Spokane for KXLY, CBS outlet, and now we have just completed two surveys for KREM, 250 w independent," Mr. Ward said. "In all six surveys radio outpulled the newspapers on an equal dollar basis.

Whether this indicates that radio is the more effective medium for the same money in the Spokane area, I cannot say. Certainly it is a trend and that it definitely points to radio as the more effective medium in comparison to newspapers.

ARBI is not concerned with the inter-media results, Mr. Ward said, but added that in the vast majority of some dozen surveys done in the Pacific Northwest radio has proved more effective than newspapers in developing store traffic.

First KREM results, according to ARBI, cover new and used pianos, Wylie Piano Co. (no relation to Cole E. Wylie operator of KREM), with $105 spent June 12-13-14 on KREM and $105.29 in the Spokesman-Review. Results follow:

- Traffic-Purchasing — Radio 75%, newspaper 87%, both and other 0.0%.

- Traffic dropped from 66.6% to 62.0% on the first day to 33.3% the second day and rose to 40% the third day; newspaper traffic started at 16.7% and rose to 50% the second day and to 60% the third day.

- Radio customers purchased more than five times as much in dollar volume as newspaper customers, according to ARBI.

Second KREM test was conducted at Bell Furniture Co., Spokane, which spent $155.60 in Daily Chronicle June 15-16-17 and $157.92 on KREM to advertise $99.50 dinette set. The results:

- Traffic-Radio 42.1%, newspaper 31.6%, both 5.6%, other 21.5%

- Traffic Purchasing Test Item — Radio 62.5%, newspaper 25%, both 12.5%.

- Radio traffic was 33.3% the first day, 45.4% the second, 40% the third; no newspaper traffic the first day, 36.4% the second, 40% the third; 35% of radio traffic came from outside Spokane, with all newspaper traffic coming from the city.

Summarying the two surveys, ARBI found radio developed 44.4% of traffic, newspapers 36.1%, both 5.6%, 13.9% other. Of total purchases 68.7% of radio traffic bought, 46.1% newspaper traffic, and 50% of traffic developed by both media.

Ed Craney, operating the XL stations, said the combined ARBI studies show some persons never read a newspaper but listen to radio, with others reading newspapers though seldom listening to radio. "How can a merchant reach both of those people unless he uses both media?" he asked.

WOW APPEAL

D. C. Court Reverses FCC

FCC's action in denying WOW Omaha opportunity to seek relief from KCSJ Pueblo, Colo., was reversed last week by the U. S. Court of Appeals for the District of Columbia and the case was remanded to the Commission for hearing.

WOW had requested the Commission to set KCSJ's license renewal application for hearing on the interference issue [BROADCASTING, Nov. 3, 1949]. WOW, assigned 5 kw in time on 510, protested that KCSJ was causing objectionable interference within its normally protected daytime contour. KCSJ is assigned 1 kw fulltime on 590 kc.

The court noted WOW had not protested the original KCSJ grant because engineering evidence, based on FCC's soil conductivity map in its engineering standards, showed no interference would result. The soil conductivity map was found to be in error, however, when KCSJ began operations and WOW suffered interference, the court stated.

The court noted that FCC's license renewal provisions "contemplate the possibility of changes in conditions after the original grant and also of errors in the original grant." Thus it felt WOW was entitled to opportunity for securing appropriate relief. The court dismissed WOW's alternate appeal from a Commission order refusing to direct KCSJ to cause why its license shouldn't be modified to provide WOW daytime protection.

CANADA 'TUNE-O'

Silver Firm Buys Rights

ALL-CANADA Radio Facilities Ltd. and International Silver Co. have arranged contracts for a full year's broadcast rights to 'Tune-O throughout Canada it was announced by Dr. C. D. Ullman Jr., Ullman Inc., Buffalo, producer of the program. The sale was negotiated on behalf of International Silver by Young & Rubicam.

The program is now running in several hundred stations in the U. S., Canada, Alaska and Hawaii, the Ullman company said. The firm also produces Dollar Derby, Jimmy Durante, the Bob Hope monologues and Joe McCarthy Speaks.

William F. Lochridge

FUNERAL services were conducted last Wednesday for William F. Lochridge, 60, vice president and director of J. Walter Thompson Co., Chicago, who died July 16, in his Evanston Ill. home. Mr. Lochridge, one-time city editor of the Kansas City Post, was an executive in sales and advertising for both the Kansas City Star and the J.W.T. in 1926. Surviving are his widow, Florence, and six sons, Wil- lard, Benjamin, William, Robert, Wilson and John.

Page 40 • July 24, 1950
When does a STATISTIC make news?

Frankly, we don't know. We'll leave that to the men who do know -- the capable reporters, editors and publishers of America's free press.

But it seems somewhat surprising that one figure hasn't found its way into the galleys of copy written about coal during the past few years. Here it is:

Coal fills (1) out of every (5) carloads of freight carried by America's railroads.

Last year, the nation's class I railroads hauled more than 1.2 billion tons of freight of all kinds. Of this, coal and coke represented more than 376 million tons -- or almost 31% of total tonnage.

An average of 36,000 freight cars leave the mines every working day -- enough for a train 300 miles long ... enough to provide 28 pounds of coal for every man, woman and child in America! This year, America's coal consumption (bituminous and anthracite) probably will exceed 500 million tons -- an increase of about 14% over the yearly average during 1935-1939.

America's peacetime progress is paced by coal. America's defense security depends on coal as two world wars have clearly proved. To supply power, light and heat for this nation in time of war, coal is the only fuel available in sufficient supply. And it is the only fuel that can go to war without deserting the home front.

But coal mines cannot be turned on and off like a faucet. Continuance of a strong and vigorous industry equal to any emergency is vital. That is why excessive imports of foreign crude and heavy residual oils that do such lasting damage to this country's mines have evoked so strong a protest.
WRITE TODAY FOR "ZIV-PLANNED" SELLING AIDS, AUDITI

• MEET THE MENJOUS
• CALLING ALL GIRLS
• PHILO VANCE

• PLEASURE PARADE
• OLD CORRAL
• MANHUNT

• WAYNE KING SHOW
• KORN KOBBLERS
• LIGHTNING JIM

• BARRY WOOD SHOW
• DEAREST MOTHER
• FORBIDDEN DIARY

• FAVORITE STORY
• ONE FOR THE BOOK
(SAM BALTER)
WITH ZIV'S

"BOSTON BLACKIE"

Radio's most exciting half-hour mystery-adventure show!

ZANESVILLE  KANSAS CITY  MOBILE  ASHVILLE
26.0  19.8  20.5  19.1

Radio's greatest point-per-dollar buy. Consistently . . beats all
competition on stations from coast to coast!

WITH ZIV'S

"CISCO KID"

The sensational half-hour low priced western that should
be on your station!

NOW IN  NOW IN  NOW IN  NOW IN
3rd  5th  4th  2nd
YEAR FOR YEAR FOR YEAR FOR YEAR FOR
PIONEER INTERSTATE KILPATRICK KERN'S
BAKERIES! BAKERIES! BAKERIES! BAKERIES!
Backed by a sensational promotion campaign — from buttons to
guns — breaking traffic records!

WITH ZIV'S

"GUY LOMBARDO SHOW"

A star studded half-hour, chock full of musical showmanship!

"The Sweetest Music This Side of Heaven" is
the sweetest "buy" this side of heaven!

ON DISCS, AND LOCAL RATES!

★ EASY ACES
★ CAREER OF ALICE BLAIR
★ SONGS OF GOOD CHEER
★ SINCERELY, KENNY BAKER
★ SHOWTIME FROM HOLLYWOOD

FREDERICK W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD  CINCINNATI 6, OHIO
NEW YORK  HOLLYWOOD
Ryan and Reason

WHITHER BAB?
Who will succeed Maurice Mitchell? Will BAB get the money and the leadership to do battle against the competitive Philistines in quest of the advertising dollar? You have the answer. BAB is a going concern. There won't be another Mitch heading it because there's no one who fits that precise inspirational selling pattern.

The NAB board committee on BAB meets in Washington this week. It is concerned with policy and procedure, not personnel. NAB personnel is in the competent catcher's-mitt sized hands of William B. Ryan, who has performed wonders against the odds in his two-and-one-half month tenure as general manager.

As general manager, Bill Ryan is the NAB's business manager too. BAB is the business-getting adjunct of the NAB. Mitch performed a super-sonic, jet-propelled job of selling BAB. He has left for what all of us fervently hope are greener fields at NBC.
The job ahead is one of organization, administration and follow-through. It is the long pull. It is selling against all other media. BAB doesn't have to be sold to broadcasters. Mitch did that job in exemplary fashion.

There are a dozen top flight broadcasters, long on selling and organization, who can be drafted for the BAB directorship. One of them inevitably will be But the man to supervise the business operation is Bill Ryan, whose entire background admirably equips him for that post.

Censorship Censored
IT WAS NOT ONLY the beleaguered American Army that was taking a beating in South Korea last week. For about 24 hours the United States Constitution was rudely pushed around too.

Gen. MacArthur's public information chief, in a grotesque interpretation of his authority, exiled two able correspondents from the battlefields on the grounds that their dispatches gave "aid and comfort to the enemy." Gen. MacArthur's subsequent restoration of status to the newsmen in no way alters the disagreeable fact that for a while the last rights of radio and press were abrogated.

Neither Tom Lambert of AP nor Peter Kalischer of UF were guilty of inaccuracy or of disclosing material information that can be of value to the adversary. By the staff officer's own admission, it was just that their stories gave "aid and comfort to the enemy" because they made our forces look bad.

Gen. MacArthur is to be congratulated for countermanding his subordinate's order and for reiterating his intention to avoid military censorship in the Korean war.

The responsibility for judging news as to its intelligence value to the enemy, said Gen. MacArthur, is one that only newcomers can assume. They cannot share it with "any other segment of society, least of all the military (which is) not trained in journalism and which should devote its entire energies to the conduct of military operations."

During World War II the record of radio and press, working under voluntary censorship, was excellent, a fact that may be attributed at least in part to the cooperative attitude of Byron Price, chief of the Office of Censorship. It was Mr. Price's view that censorship should be invoked only to assure security and not to suppress gloomy news or legitimate criticism of the government or the military.

It is a lugubrious fact, however, that others than Mr. Price exerted influence over news in World War II and did so without his wisdom. The censorship authority given to commanders in the field was not always applied wisely.

Repetitions of the misuse of authoritarian powers as exemplified in last week's witless action against Messrs. Lambert and Kalischer must be avoided.

At the moment there is no need for an Office of Censorship like Mr. Price's in World War II. If the configuration spreads and it becomes necessary to organize such a governmental unit, broadcasters may fervently hope that a man like Mr. Price will be put in charge.

Meanwhile, we suggest that broadcasters study the World War II voluntary censorship code and abide by its principles [full text in Broadcasting, July 17]. The cleaner the record of radio in this phase of our military operations, the less chance there will be for a dictatorial usurpation of censorship powers by the government if the war spreads beyond Korea.

Broadcasters, we know, will follow the pattern set during World War II when many a newsmen passed up a story if there seemed the slightest possibility that its broadcast would endanger American lives.

John Joseph Gillin Jr.
BACK IN 1934, we published a "Respects Sketch," with this lead paragraph: "A young man—a youth—pint—spout—three times—phrase so often used to describe radio. As Exhibit A, we cite John Joseph Gillin Jr., who at 26 is the head of one of the Middle West's most progressive stations."

In this issue we report that John Joseph Gillin Jr., age 45, is gone, the victim of a heart seizure. He was a charming, good-natured personality. He had become the head and part owner of the properties he helped build from scratch—properties where practically every employee called the boss by his first name. He pioneered in Midwest TV as he had pioneered in radio. His heart gave out before he reached that which is called the prime in ordinary pursuits.

We have witnessed all too many radio casualties in the last four years. They were those young men who didn't learn how to slow down.

Those tall antennas of the WOW stations are monuments to Johnny Gillin. He was another of that vanishing tribe of radio's early settlers who have left this radio whirligig better than they found it.

The sympathies of all in radio go to his bereaved family. To know Johnny Gillin was to love and revere him.

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Albert Edward Foster

THE future of radio is not black, it is not doubtful, nor is it exactly rosy against the newest and greatest advertising medium—television. Radio will have to make giant efforts, and it will. There's no time for complacency or defeatism, for as radio didn't supplant newspapers, television won't supplant radio.

This, in part, reflects the radio philosophy of Albert Edward Foster, manager of WLAW Lawrence, Mass., and former media director of Leyer Bros. During his long association with the latter company—from 1922 until last January—Mr. Foster expounded, and continues to do so today, the value of research.

As an illustration, he goes back to the early stages of his Lever days when one of the company's most famous products, Lifebuoy soap, wasn't doing so well in Bridgeport, Conn. At that time Lever had no research department.

(Continued on page 50)

Static and Snow
By AWFREY QUINCY

The Cremation of FCC

There are strange things done down in Washington by the men on the public roll

The Capital trails have their secret tales not found in record or scroll.

The District lights have seen queer sights, but the strangest they ever did see Was the Desperado from Colorado unfreezing the FCC.

Now the FCC as all agree was once an appetitive snap

Till the mystery entitled TV came along to set a trap;

Nobody knew what the waves would do when they hit the troposphere,

And the grinning beast who knew the least was 'called the engineer.

They dotted the nation with many a station, cementing the tie that binds

With Mosaic flow of ghost and snow and fancy Venetian blinds.

As the images danced they issued more grants, upsetting every barrier

While interference made its appearance in every primary area.

The trouble they made caused a great fusillade

(Continued on page 49)

Broadcasting * Telecasting
WHIO-TV  DAYTON'S FIRST TELEVISION STATION
announces the appointment of

The George P. Hollingbery Company

CHICAGO • NEW YORK • ATLANTA • LOS ANGELES • SAN FRANCISCO
AS NATIONAL REPRESENTATIVE
EFFECTIVE AUGUST 1, 1950

The George P. Hollingbery Company
now represents
both WHIO Radio and Television.
Your inquiry
for complete facts is invited.

Affiliated with The Dayton Daily News and Journal-Herald

CHANNEL 13
WHIO-TV - AM - FM
DAYTON, OHIO

Complete News and Sports Television Coverage
CBS, ABC, DuMont Television's Best Shows

BROADCASTING • Telecasting
ROBERT W. BUIS, program director WFMU (FM) Crawfordsville, Ind., appointed station manager. Succeeds MAC JONES, resigned. CARL SCHLEMMER, salesman, named commercial manager.

MALCOLM GREEP, general manager Owensboro On The Air Inc., named vice president of corporation, operator WVJS-AM-FM Owensboro, Ky. Succeeds J. MILLARD HAYNES, whose stock was purchased by V. J. STEELE, president of firm.

ROBERT EMCH, chief engineer and supervisor WARQ Rochester, N. Y. construction, named operations director, newly-created position. Will supervise operating personnel, all of whom have moved to 2670 Clinton Ave.

MYRON A. ELGES, sales manager KCBS San Francisco, to George D. Close Inc., West Coast representative of Branham Co.

DUNCAN McCOLL, member sales staff KOA Denver for 13 years, appointed sales manager, succeeding BERRY LONG Jr [BROADCASTING, July 17]. JERRY LAWTON to KOA as account executive.

JACK TOLEN, news editor KFRU Columbia, Mo., to WDTV (TV) Pittsburgh in executive position.

WALLY SEIDLER, manager KSMA Santa Maria, Calif., to KVEN Ventura in charge of Oxnard area.

JOE ANDERSON succeeds JACK MULHALL on sales staff KTRI Sioux City, Iowa. Mr. Mulhall resigned to enter Paulist Fathers novitiate in New Jersey.

MONROE H. LONG JR., recent college graduate, to The Branham Co., station representative, at New York office in radio-TV department.

JOHN MOWBRAY, KRON-TV San Francisco, to KSMO San Mateo sales staff.

IRVING F. TEETSELL, WFIL-AM-TV Philadelphia, to WENT Gloversville, N. Y., as manager. Was manager WFPG Atlantic City, N. J.

ROBERT E. TRACE, salesman and sports announcer WMGW Meadville, Pa., appointed manager, succeeding DAVE DAVIES, resigned to join Weimer Assoc., Columbus, Ohio, public relations and publicity departments. JAKE HANKS named WMGW commercial manager.

JOHN M. HABERLAN, district manager Personal Products Corp., Oklahoma City, to sales department WKY Oklahoma City.

ROBERT LYONS, program director WFEC Miami, Fla., appointed station manager, succeeding LYLE WILLIAMS, resigned.

RALPH J. MYERS, WKY Oklahoma City, to KLRA Little Rock, Ark., as administrative assistant.

FRED KUNZ to sales staff WTMJ Milwaukee. JIM TEMPLETON, AM salesman, transfers to TV sales.

THEODORE F. SHAKER, sales department Farm & Ranch with South ern Agriculturist, to Katz Agency Inc., Chicago, sales staff.

PERSONALS...

ADRIAN MURPHY, CBS vice president and general executive, and FRANK FAULKNER, network vice president in charge of program operation, in Hollywood for preliminary talks on network plans for its

WBT reaches a market

On All Accounts
(Continued from page 9)

horseman in Chicago, where he was a cannonier on the lead horse in the 122d field artillery horseraw National Guard unit. He's liked horses, and movies, ever since.

Returning to Chicago with an AFRA card and $7 clutched in his hand, Jim toured the souper and stock circuits and walked into Grant Advertising when he was ready to put theories of commercialism and artistry to the test. Snaring an interview with Lew Valentine (the original Dr. J. Q.), he was put on the job as assistant radio director by Will Grant an hour and one-half later. Jim thought he was going out faster than he had come in when, five minutes later, Mr. Grant called, said he had reconsidered, and gave Jim a $50 a month raise.

Placed in charge of agency publicity and public relations, Jim drafted himself as advance man for Dale Carnegie, who wanted publicity on his national tours of instruction on winning friends and influencing people. After four years at Grant, Jim joined McCann-Erickson, Chicago, in 1941 as assistant radio director.

Among his shows were Musical Millwheel for Pilisburry and Auction Quiz for Standard Oil of Indiana, both on the Blue Network, and Clara, Lou and Em for Pilisbury on CBS. He became radio director in 1942, remaining until 1944 when he went into the Marine Corps.

After drilling recruits on the colonel's staff in San Diego and Hawaii, Jim went back to McCann-Erickson in 1946 as radio account executive on Standard Oil and supervisor of special events. He went into TV for the first time last fall when Standard bought the Wayne King Show on NBC-TV after Jim made the presentation, compiling it for four months.

Radio and television director since January, he plans and supervises national tours for Standard, Swift & Co., Canadian Harvester and Hyde Park Beer, which use broadcasting media regularly. Other accounts include Maytag, Trans-Canada Air Lines and Allied Van Lines.

Married to the former Marie Louise Sine of Tampa, Fla., Jim and his wife have two children, Judy, 8, a ballerina who has studied since she was 3, Jimmy Jr., 9.

Jim has given up violin playing, "because I'm surrounded by talent at home." Now he's a deep-sea fishing devotee, jaunting to Florida twice yearly and swapping fish stories with fellow-lifers in Chicago Radio Management Club, Television Council and Federated Advertising Club.

DISCOVERY that golf championships run in the Lindsay family of Decatur, Ill., is made by Matt McEniry, public affairs director at KIZ Denver, during the Missouri Women's Western Golf Tournament held last month. Mr. McEniry interviews Marjorie Lindsay, winner of the recent Trans-Mississippi contest and participant in the Denver tournament. Marjorie is the sister of Merrill Lindsay, WSOY Decatur general manager, who won the Broadcasting golf competition at the NAB convention this year.

Canadian Radio Week
CANADIAN Radio Week is being held this year from Sept. 30 to Oct. 7, with a joint promotion by the Canadian independent stations and the Canadian Radio Mfrs. Assn.
RALSTON BROOKE to WRNL, Richmond, Va., in charge of publicity and promotion.

STERLING WRIGHT rejoins WDXY (FM) Spartanburg, S. C., as program director. Helped put WDXY on air 10 years ago.

ERNE KERNs, morning man WCSJ Columbus, Ind., named promotion director, in charge of duties on Kern for Breakfast show.

DAVE CHASE to announcers’ staff WMJ-AM-TV Milwaukee. Was with KALI Asheville, La., and WMMJ Peoria, Ill. AL BUETTNER, m.c. Music ‘Til Past Midnight on WMJ, to staff announcer for both AM and TV.


LLOYD MOSS, WAZY New Haven, Conn., announcer, to WHL-AM-FM Hempstead, L.I., announcing staff.

CAL CARTER, news editor WFEC Miami, Fla., appointed program director, succeeding ROBERT LYONS (see Fibber McGee).

BARRY SHERMAN, member production staff WLEE Richmond, Va., to WSCR Seranton, as program and sports director.

LUIS MARTINEZ, NBC Hollywood budget clerk, to network program department.

JOHN RICKWA to announcing staff KTRI Sioux City, Iowa.

GEORGE W. FAUST, assistant traffic manager, DuMont TV Network, named traffic manager.

RICHARD W. LONG, chief announcer WFMU (FM) Crawfordville, Fla., named program director succeeding ROBERT W. BUSH (see Fibber McGee). SUE COVLIN, continuity director, appointed woman’s director, succeeding FRANK PARKER, resigned. JOHN MARSHALL joins summer announcing.

HENRY L. DOUGLAS, WLWT (TV) Cincinnati, Ohio, appointed assistant to DuMont TV president since 1949, to production staff.

JEAN RIEMAN, KGO San Francisco secretary, promoted to program coordinator KGO-TV, WILMA KING, KGO audience mail, mail department, to production department.

MERRIE VIRGINIA FENTON joins KEK Portland, Ore., to conduct Merrie Virgin Show, weekdays, 4:45 p.m.

VERNON APPELEY, floor manager KTGY (TV) Los Angeles, to KPIX (TV) San Francisco in same capacity.

TAL HOD, WCRB Waltham, Mass., to announcing staff WFPM Fitchburg, Mass.

CLOYTE P. HOWARD, instructor Don Martin School of Radio Arts, Hollywood, to ABC Hollywood announcing staff. PAUL STUART, KFWE Hollywood announcer, and ORVAL B. ANDERSON, chief announcer KFJG Los Angeles, to network’s vacation announcing staff.

BANDIE EMM, cartoonist for Colliers, The New Yorker and others, to WSPB Sarasota, Fla., as m.c. at ‘At Home With Bandie Link. RUTH E. HEARN, WCAY Charleston, W. Va., to WSPB continuity staff.

C. G. (Tiny) RENIER, director Pasadena Institute for Radio, Pasadena, to KLAC Hollywood as program director. Was program director KMPC Hollywood.

ROBERT (CARRINGTON) RADEL, formerly known as Mark Roberts, WSRs Cleveland, to announcing staff DuMont TV Network and WABD (TV) New York. Was chief announcer WHVR Hanover, Pa., inadvertently identified as WHBR Hanover, N. H., in this column last week.

ZANE KNAUSS, news editor WMGW Meadville, Pa., named program director.

VAIL BROWN, KLYL Salt Lake City, to NBC Hollywood announcing staff.

JOHN BAADE, with FBI in Boston, to service staff WOAI-TV San Antonio, Texas.

ETHEL GREY, WQUA Malone, N. Y., and WFRP Savannah, Ga., to WMTW Portland, Me., as director of women’s activities.

JOSEPH J. HERGET, program director WPIL Huntington, W. Va., to similar position WTIP Charleston, W. Va.

RICHARD F. VAN WINKLE, KPRO Phoenix continuity chief, resigns to join Graphic Arts Co., North Hollywood.

BOB NEAL, sports director WERE Cleveland, named program director in addition to present duties.

JOHN BROOKMAN replaces LARRY AUERBACH on NBC Chicago’s AM production staff. Mr. Auerbach transferred to TV production. WILLIAM FALLS, transcription production, replaces Mr. Brookman as director Daylight Saving Time delayed broadcasts. DONALD HASSLER succeeds Mr. Fall.

ED HERR, graduate Twin Cities Television Workshop, Minneapolis, to WTKR-TV Cincinnati.

DAVE PAGE, announcer KIRO Seattle, elected president Seattle AFRA, succeeding SAM PEARCE, KOMO same city.

SIGVARD RUBENOWITZ on training assignment at KDKA Pittsburgh through arrangements made by Westinghouse Electric International Co. through National Student Assn. at Mass. Institute of Technology.

JEANNE DE VIVIER, continuity writer KFBC Cheyenne, Wyo., to program assistant KFXK Sacramento.

DON MEIER, NBC Chicago TV producer, and Lorena Mae Bennett married July 8.


JACK VAN COEVERING, m.c. Woods and Waters on WXYZ-TV Detroit, awarded special recognition for “outstanding work in field of conservation in 1949” by Michigan Outdoor Writers’ Assn.


DON RYAN, assistant film director WWJ-TV, Detroit, and Violet Ford married June 25.

GLORIA FORD, assistant sales promotion man for ABC, father of boy, July 21.

News...

MARK A. WEAVER, WKY Oklahoma City, to KLEA Little Rock, Ark., as news director.

RAY JOHNSON, journalism instructor U. of Oregon, to KNBC San Francisco news staff.

JOHNNY McNEVIN, sports announcer WNRD Syracuse, N. Y., rejoins WMFD Atlantic City, N. J., as sports announcer and disc jockey.


CHARLES and GENE JONES, photographers for Washington Post and Washington Times-Herald, respectively, to Korea to cover war for NBC-TV.

Col. ALBERT S. BAKER, columnist and newscaster WJL Concord, N. H., resigns to join public relations department The Brown Co., Berlin, N. H.

BOB BOWER, program director WTIP Charleston, W. Va., appointed director of sports and special events.

JAMES CALLOWAY, WBAP Fort Worth newscaster, father of girl.

1930-1950 20th Anniversary Year

46.0 "HOOPER** (average 5 periods winter, 1950)

proves the best buy in DANVILLE, VA.

BROADCASTING • Telecasting

Rep: HOLLINGER

5kw (d) A.B.C. 1kw (n)
SPORTS RIGHTS

INTENSIVE study of the hotly disputed California State Athletic Commission proposal to regulate broadcasting and telecasting of boxing and wrestling matches is being made by Asst. Atty. Gen. Kenneth Lynch before a decision on legality of measure can be rendered [BROADCASTING, June 26].

This was revealed at a public hearing in Los Angeles July 14 when radio-TV spokesmen attacked the wisdom of the measure, identified as Rule 542. They termed it unconstitutional on several grounds.

Donn B. Tatum, president of California State Broadcasters Assn., and vice president and counsel of Don Lee Broadcasting System, charged the commission was "getting into the sensitive field of censorship." He reminded that radio and television already are under FCC regulation and therefore it is beyond the athletic commission's legal power. He further charged that the commission is trying to institute a rule which was rejected by the 1949 State Legislature.

Mr. Lynch, counsel for commission, asked if opponents to the proposed rule didn't think it the duty of the board to act if "continuation of television means the end of boxing and wrestling in the state." He made it plain that the state is interested in its tax revenues from these athletic events.

John Hearn, counsel for KLAC-TV Hollywood and other California stations, challenged the inference of the commission to the effect that either media is hurting gate receipts. He declared that the board had no right to "discriminate" against radio or television.

Charging "premature" judgment Bryan Moore, counsel for ABC Western Division, argued it was "premature" to judge television as harmful to boxing.

Although he did not elaborate, Commissioner Joe Phillips of San Francisco came back with: "We already have evidence of that."

Charles L. Glett, vice president in charge of television for Don Lee Broadcasting System, declared his organization "lost $79,000 and gave away $9,000 worth of advertising time" telecasting boxing matches at the Hollywood Legion Stadium.

Joe Stanley, fight manager, came back quickly with: "The Legion lost $55,000. I think Don hurt the Legion more than the Legion hurt Don Lee." He was the only fight manager to voice an opinion.

Expressing himself in no uncertain terms, Don Fedderson, vice president and general manager of KLAC-AM-TV, declared: "I think the commission has...temerity to even consider such a measure. In one phrase, may I say, this is America."

Proposed Rule 542 would prohibit any licensed club from exhibiting in or on radio broadcasts, telecasting or filming of boxing or wrestling matches without the commission's written consent.

WJVA KICK GRANT

PETITIONS to grant renewal of licenses without hearing to WJVA South Bend, Ind., and Kick Springfield, Mo., were filed with FCC last week. The Commission scheduled an unusual set of hearings to determine whether ownership of each station had been transferred without approval [BROADCASTING, May 22, June 8].

WJVA's petition outlined its ownership history, explaining the licensee was composed of some 56 local people from all walks of life "without previous radio experience" who "may have committed technical violations" of FCC's rules. WJVA contended, however, that such violations were without intent to conceal or deceive "but resulted solely from the lack of familiarity" with FCC's rules and "the absence of competent legal advice." WJVA told FCC full compliance in the future is assured and fulltime Washington counsel has been retained.

Similarly, KICK explained no purpose would be obtained through hearing since all pertinent facts have been supplied to FCC regarding ownership interests. An opposition to this view, however, was filed by KTTS Springfield, Ill., earlier sought reconsideration of FCC's license grant to KICK. KTTS asked the hearing be held.

WJVA is assigned 250 w daytime on 1580 kc; KICK 250 w fulltime on 1340 kc.

DEDICATION of monument to first amateur and shortwave radio message flashed across Atlantic set for exhibition in fall at Greenwich, Conn. Monument sponsored by The Radio Club of America.
purchased

Page 50

WILCOX

Crusade

radio
teaching position

General

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employment office of Lever Bros. in Cambridge, one hot day in August, and asked for a job. I gave them my background . . . the genetic gentleman, and, I got a job in the soap works shoveling soap into vats . . . the temperature is 110° . . . I took it, but graduated from the advertising department in very fast fashion and continued with Lever in various research, advertising and radio capacities for 28 years.

When radio came on the scene, Lever made a late start, but a fast one, Mr. Foster says, and he was naturally interested in shows that came and went on the Lever air in 15 years, some were good, some were phenomenal and others were just plain "turkeys," he says.

Decisive Action Policy

Commenting on this, Mr. Foster remarks that if more sponsors were more courageous they'd drop radio properties at the first sign they weren't selling goods and radio would probably have more big name shows today. As it now stands, he said, there's not a major network after year, he points out.

When Lever left Boston last year, Mr. Foster elected to remain in the city. Jan. 3, 1950, found himself presiding over the destinies of WLAW.

Mr. Foster is married to the former Mildred A. Clark. His hobbies include business reading. He belongs to the Radio Executives Club of Boston.

Recently, Mr. Foster made a speech in which he preached "New England Opportunities" to the people. By his record it would appear that there are few better equipped to expound that theme.

NEWS LIAISON

Special NARN Group Named

LIAISON committee to keep the affiliated network heads informed of government policy decisions regarding radio's role in the current international situation which has been appointed by NARN President Jack Shelley of WHO Des Moines.

Committee members include Ted Koop, director of news and public affairs for CBS, and Cash Keller, news and special events director of NBC, both in Washington, D. C. Mr. Shelley also has asked Robert E. Richards, NAB public affairs director, to work closely with this committee.

He pointed out that the group "has authority to offer NARN's services and to speak for the association when its opinion may be needed in emergencies which do not allow time for consultation with the membership, while it also will attend several conferences with government officials to discuss what will be expected of the radio industry and of radio news coverage in case of a national emergency.

The NARN has a membership of 200 radio news editors and broadcasters in every state.

Respects

(Continued from page 44)

but did have a man who believed in research.

For the benefit of any study of sales and advertising history of the city, Mr. Foster's superior ordered him to Bridgeport. There, he walked the streets for two days, and as the present-modifications in scent, shape, size, color of products are a standing research and production procedure. Here at least is one case where, at the expense of a few bunions, sales curves were fattened.

During his 28 years with Lever Bros.—media director for 26—Mr. Foster had a first-hand opportunity to see his ideas projected through radio advertising. That long experience also thoroughly familiarized him with radio and eminently qualified him. He found out that Lifebuoy was the brand people "weren't liking the most." The reason was the scent. He went, "back to Cambridge," he said, "and vigorously recommended modification of the scent.

"At first nobody could see this," he relates. "But soon the logic of it prevailed and from that day, even to the present, modifications in scent, shape, size, color of products are a standing research and production procedure. Here at least is one case where, at the expense of a few bunions, sales curves were fattened."
QUARTERLY reports and new registrations for January-March, dealing with activities of broadcast station and industry representatives opposing restrictive radio-TV legislation under the 1946 Lobbying Act, were outlined in a voluminous document filed with Congress by the House Clerk and Senate Secretary. 

Among those filing reports under the act were officials of networks, NAB, Radio-Television Mfrs. Assn., and the Clear Channel Broadcasting Service and others. Reflecting in the registrations was the allied industry's genuine concern over stringent Congressional proposals to (1) license networks and sever network and station operations; (2) break down the clear channels and impose a ceiling on Class I-A station power; (3) give FCC additional sanctions over licenses, permittees, etc.; (4) vest certain administrative functions of FCC in the Commission Chairman; (5) create a Radio Frequency Control Board or "super FCC." 

One proposal which the industry supported rather than opposed was the now moribund bill sponsored by Sen. Ernest W. McFarland (D-Ariz.), to realign FCC along procedural lines. 

Ralph Hardy, NAB legislative liaison on Capitol Hill and newly registered under the Lobbying Act, was listed for an annual salary of $17,500 for services performed while director of NAB's radio division and "no specific amount" for legislative expenses. He reported a general expense account was provided. 

Don Petty, former NAB legislative counsel, reported that he received $3,700 as a retainer fee from NAB during the period January-March, and a total of $1,007.05 for business expenses in connection with activities in all fields of law relating to NAB as a client. 

Says Not Applicable 

According to the report, Mr. Petty felt, however, that the 1946 Lobbying Act was not applicable to him on grounds that his activities relating to Congressional legislation were "incidental" to those as "attorney for NAB." He pointed out he had registered anyway to carry out his duties as attorney so as to nullify any question being raised as to propriety of his actions with respect to any legislation. 

Mr. Petty cited specifically during the first quarter of 1950 such legislation as S 1973 (the McFarland bill to reorganize FCC along procedural lines); S 1847 (by Sen. William Langer (R-N.D.) to outlaw alcoholic beverage advertising on radio-TV); the President's Plan 11 (to reorganize FCC); HR 6949 (by Rep. George Sadowski (D-Mich.) to create a "super-FCC" and give FCC additional sanctions), and a tax proposed before the House Ways & Means Committee (to levy a 10% excise tax on television receivers). 

Mr. Petty listed $342.76 for expenses covering letters sent to NAB board of directors on the Langer liquor bill, wires to TV stations on the proposed TV set excise, letters to the networks on the controversial Sadowski bill. 

Earl Gammons, president and director of CBS Washington operations, specified interest in all legislation affecting the radio-television industry, particularly in the McFarland and Sadowski bills and also in a measure by Rep. Harry Sheppard (D-Calif.), to license networks and divorse network-station operation functions. 

For expenditures Mr. Gammons listed a total of $125 for travel, food, lodging, entertainment, etc., during the period January-March. 

RTMA Representatives 

Joseph E. Casey, representing Radio-Television Mfrs. Assn., said he is receiving a $5,000 retainer and $1,000 a month plus expenses to run for the remainder of 1950. He was retained, during the first quarter, on behalf of the proposed TV set tax. 

Bond Geddes, also of RTMA, reported expenses of $61.00 including $49.60 for expenses of conferences and meetings with the association's excise tax committee. He also mentioned opposition to the Treasury Dept.'s suggested TV set levy. 

Frank M. (Scoop) Russell, vice president in charge of NBC Washington operations, reported $461 in expenditures to be deferred by NBC for the first quarter—comprising telephone, telegraph, food, travel, lodging, etc. 

Mr. Russell registered interest in the McFarland-Sheppard-Sadowski measures, especially those provisions dealing with network licensing, FCC reorganization, a proposed Radio Frequency Control Board, and libel and slander in political broadcasts. In general, he reported interest in all legislation "affecting radio-communication or manufacturing companies." 

The Clear Channel Broadcasting Service reported $56,619 for expenses during January-March, and assessments from 15 member stations in the Class I-A standard broadcast class. Money was not received or expended "solely or principally" for purposes falling within the Lobbying Act, the report noted. 

CCBS, through its director, Ward Quaal, has been on record as opposing proposed legislation, S 491 by Sen. Ed Johnson (D-Colo.) and HR 4004, a companion bill by Rep. Robert L. Ramsay (D-Wash.), calling for breakdown of Class I-A or clear channel ceiling on power of Class I-A stations. 

Mr. Quaal listed expenditures of $588.24 for the first 1950 quarter, although "only a portion of his activities came within the purview of the Lobbying Act," according to the report. He also listed expenses for NAB convention registration ($50), use of the Joint Hill Recording Facility ($15.00) and other functions. 

NAB DISTRICTS 

Meeting Schedule Completed 

NAB last week put the finishing touches on its schedule for 1950 district meetings to get underway next month and conclude in November. 

As originally planned, District 16 will hold its meeting at the San Carlos Hotel, Monterey, Calif., Aug. 21-22, with Glenn Shaw, KLX Oakland, presiding as director. The District 16 meet is slated for the Roosevelt Hotel, Hollywood, Aug. 24-25, with Calvin J. Smith, KYKX Los Angeles, as director. 

C. E. Arney Jr., NAB secretary-treasurer, who announced the schedule, also said that the St. Paul Hotel had been selected as head quarters for the District 11 conclave in St. Paul, Sept. 25-26, John F. Meagher, KYSM Mankato, Minn., is district director. 

The 17 district meetings will be launched Aug. 14 in Seattle. 

WHERE are they now?—The pioneers of radio who reached their peak in the broadcasting field and then retired or turned to other business interests? 

In most cases, the former radio executives have made successful careers of their new ventures. Typical of these is Clarence G. Cosby of Long Beach, Calif. 

Before going into his new business, Mr. Cosby had a h and decorated candles—Mr. Cosby had put behind him a lengthy career in broadcasting. For 10 years he was general manager of KWK St. Louis; for four years, in a similar position at KXOK St. Louis; then general manager of WINS New York, where he remained until the Crosley interests of Cincinnati bought the station. 

Heads Westward 

Mr. Cosby's next move was to N. W. Ayer & Son Inc. where for two years he was chief timebuyer. After that, he went into business in Forest Hills, N. Y., but several years later he and Mrs. Cosby decided they needed a vacation, sold the business and went to California. There they found a candle-making company was for sale and bought it. 

Mr. Cosby (center) examines one of his candle-making processes. 

Big factor in their successful venture is Mrs. Cosby's background of art and woodwork. Because of this, the hand-decorated candle business is sort of second nature to her, Mr. Cosby said, and to son, Don, formerly with the Ford Motor Co. 

"If Crosby can go into the fruit juice and cracker business, which is certainly not upheavals, why not 'Candles by Crosby?'" asks Mr. Cosby. 

Congress Gets Quarterly Review 

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Says Not Applicable 

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SHOOTIN' THE WORKS ON SLAUGHTERS (Ky.)

Why fire advertising ammunition at Slaughters? With WAVE you can probably hit this State's sales mark around Louisville sales alone.

We lay our sights on just one target—the 57-county Louisville Trading Area. We score half our eyes with 215,000 radio families who are really worth hitting—people who buy nearly as much merchandise as all the rest of Kentucky combined!

Aim to kill, boys. We'll do a hang-up job without crippling your budget. Ask us for Free Report for all the facts.

Louisville's WAVE

Here's where you'll find MFA radio programs

GKRG Springfield
6:45 a.m. M.W.F. Music

KTTS Springfield
8:55 a.m. M.W.F. Weather

KFGQ St. Joseph
11:45 a.m. Music, Weather, News

KWTO Springfield
12 noon Music, Markets, Weather

KFGQ St. Joseph
12:15 p.m. Interviews

KWTO Springfield
12:15 p.m. Music

KMMO Marshall
12:15 p.m. "Man-at-the-Exchange"

KWRE Warrenton
12:15 p.m. Music, Markets, Weather, News

KCHI Chillicothe

12:30 p.m. "Man-at-the-Exchange"

KWTO Springfield
12:30 p.m. News

KXEK Mexico
12:30 p.m. Markets, News

KBOA Kennett
12:30 p.m. Music, Markets, Weather, News

KIRK Kirksville
12:45 p.m. "Man-at-the-Exchange"

KHMO Hannibal
12:45 p.m. News, Weather

KFRU Columbia
1 p.m. "Man-at-the-Exchange"

KNCM Moberly
12 m. Music, News

This schedule does not include spot announcements.

To follow her advice and get MFA Mutual Insurance protection. Radio advertising pays!

Farm Program Director Harold K. Schmitz, at KFGQ St. Joseph, Missouri, has great following of listeners in Northeast Missouri. Much of his popularity is due to his Just Wonderins' program, a 10-minute feature presented daily 12:15 to 12:25 p.m.

In advance of his broadcast he wanders over the country with his portable tape-recorder and makes interviews with people on things of interest he meets along the way.

Another KFGQ program, sponsored by MFA Mutual and other units, is in its fifth broadcasting year. Sometimes live talent, sometimes recorded music, this KFGQ program is always available to MFA personnel, or others with a valuable and interesting message.

Time Buying Problems

Programs and the buying of time have been handled by Mr. Wyatt, who was formerly director of information for the Chicago office of the U. S. Dept. of Agriculture. Mr. Wyatt well acquainted with the radio and press operations, having put in several years in that capacity with various USDA agencies throughout the eastern half of the nation.

In addition to the regularly scheduled radio programs, individual MFA units and insurance agencies make use of the spot time on other stations. For example, the Lebanon Exchange uses spot announcements on KLWT Lebanon. Telecasting of Dairy, Grain & Feed Co., St. Joseph, sponsors broadcasts of the night games of the St. Joseph Cardinals of the Western Assn.

This year, our radio unit also sponsors U. of Missouri football and basketball broadcasts on KFGQ. To reach motorists on their way to U. of Missouri football games the insurance company, the MFA Oil Co. sponsor a 15-minute man-in-the-stands interview type program prior to the broadcast of all Missouri home games on KFRU.

Few companies or organizations in the state make a greater use of radio than do the MFA Mutual Insurance Co. and the Missouri Farmers Assn. Radio provides the MFA with a rapid and a flexible means of reaching its 125,-000 members and more than 75,000 persons holding their insurance and sponsored programs and advertising.

In recent months there has been a listener desire to hear company officials talk on the air about types of insurance and services offered. To fill this bill a tape recorder is in near-constant use in Mr. Wyatt's office. From master tapes "dubs" are made by KFRU technicians and are shipped out weekly to stations broadcasting MFA programs. Good reception from the use of these tapes has been experienced, and it is planned to make heavier use of them in the future.

The latest trend is toward a taped interview for a specific station, mentioning plenty of names of local people in the listening area of the station. In addition to MFA Mutual Insurance, everything from MFA Hybrid Seed Corn to Leonard refrigerators is sold, along with information about MFA's state convention.

MFA's first appearance in television was in 1949 when Mr. Wyatt sent a letter to WMCT (TV) Memphis, describing a color movie he had just completed for the MFA Oil Co. The reception was good and WMCT requested permission to use the half-hour movie on television. Showings were made on June 21, 1949.

It is claimed to be the first motion picture produced by a farmer cooperative to be shown on television. Included in the movie, besides sequences on MFA Oil Co. petroleum products, are scenes featuring the St. Louis Cardinals baseball club and a running presentation of comedian Jack Taylor, formerly with the Associated Press in Chicago and New York. This Wyatt-directed show is MFA's first appearance on television, but it is not necessarily the last.

MFA Mutual President J. M. Silvey, who is also general manager of the MFA Farm Supply Division, handles this selling and information medium.

Commercial advertising is an important part of the advertising program. Several are written by local personnel and are chosen by the advertising crew.

Officers of the MFA Mutual Insurance Co., in addition to President Silvey, are A. D. Sappington, vice president and general counsel; Paul Keithley, secretary; F. V. Heinkel, chairman of the board and president of the Missouri Farmers Assn., and A. J. Rosier, secretary of the board and secretary of the Missouri Farmers Assn. The board is comprised of seven members.

The MFA Mutual Insurance Co. spends approximately $80,000 annually on all advertising, and radio's share of this amount is in the neighborhood of $20,000.

Other Recent Articles On Insurance Firms Using Radio


Harold G. McCoy

HAROLD GLIDDEN McCoy, 60, vice president of Lewis & Gilman Inc., Philadelphia advertising and public relations firm and a native of Wisconsin and of Illinois, was killed July 15 at his home in nearby Malvern after a long illness. Born in Cortland, N. Y., he was a veteran newspaperman and long-time leader of public relations. Prior to his association with Lewis & Gilman, he was in charge of public relations accounts serviced by N. W. Ayer & Son, Philadelphia.
Mobilization Plans  
(Continued from page 18)  
"will be quickly depleted" by civilian buyers.
He noted that components now used in TV sets would be directed toward manufacture of electronic equipment for such war uses as radar, aerial navigation systems, submarine detection devices, scanning and observation equipment, inter-unit communication and television apparatus for mass education programs at training centers.
Mr. Andrea also pointed out that the U. S. Air Force alone, during the last week of June, placed 36 contracts for such equipment, each for sums of $10,000 or more, and totaling in excess of $36 million.
"If the action in Korea continues and expands in scope," he added, "there is no doubt that electronic manufacturers will be required to change over quickly from the production of consumer goods to war materials."

Defense Priority

Companion bills, introduced by Sen. Burnet Maybank (D-S.C.) and Rep. Royal B. Sunyi (D-Ky.), chairman of the Senate and House Banking committees respectively, would authorize the President to (1) require priority on defense contracts over all others, including those held by radio and TV manufacturers; (2) control materials and facilities to guarantee full production of military and "essential civilian" needs; (3) requisition property for national defense; (4) curtail installment buying.

Under the program for increasing military strength, . . . military and related procurement will need to be expanded at a more rapid rate than total production can be expanded," the President told Congress.
"The substantial speedup of military procurement will intensify these shortages (listed). Action must be taken to insure that these shortages do not interfere with or delay the materials and the supplies needed for the national defense."

He stated further:

First, we should adopt such direct measures as are now necessary to assure prompt and adequate supplies of goods for military and essential civilian use. I therefore recommend that the Congress enact legislation authorizing the Government to establish priorities and allocate materials as necessary to promote the national security; to limit the use of materials for non-essential purposes; to prevent speculation and hoarding; and to requisition supplies and materials needed for the national defense, particularly those scarce and unnecessary inventories.

Second, we must promptly adopt some general measures to compensate for the growth of demand caused by the expansion of military programs in a period of high civilian incomes. I have authorized the Executive to conduct a detailed review of Government programs, for the purpose of modifying them wherever practicable to lessen the demand upon services, commodities, raw materials, manpower, and facilities which are in competition with those needed for national defense. The Government, as well as the public, must exercise great care in the use of such funds and services which are needed for our increased defense efforts.

President Truman did not mention any of the many consumer goods which presumably would fall in the category of heavy inventories in the less essential group. It was believed that, in the long run, his proposal to curtail consumer credit would serve to cut back purchases of radio and TV sets now available and that the system of allocations would divert purchases in this field to military production.

But the proposed legislation clearly included "component parts" along with "any equipment, supplies, stores or facilities for manufacture, servicing, or operation of such equipment."

Loan Guarantees

To increase the production of essential materials, products and services, Mr. Truman urged Congress to approve loan guarantees to increase output of certain materials. He did not identify them save to describe them as "in short supply."

The President also said he had asked Defense Secretary Louis Johnson to "exceed the budgeted strength of military personnel for the Army, Navy and Air Force" and to assure selective service where necessary.

Simultaneously, the Air Force and Army announced that reservists most needed are specialists in electronics, communications, and other technical branches—for both enlisted and officer personnel.

Support of President Truman's proposal for partial mobilization was evident on Capitol Hill, as some legislators called for all-out mobilization. But some Republicans thought Mr. Truman's proposal for controls should be closely scrutinized.

Congress also has taken note of scarcity of strategic materials, and the nation's whole stockpiling program, especially copper. The House last week voted to continue, for a full year, the exemption of the two cents-per-pound levy on copper imports. The Senate will consider the proposal (H R J Res 502) soon.

It was brought out in floor debate that the U. S. copper reserve is at its lowest level since 1944, and that domestic supply falls far short of demand. Question arose as to whether the import levy would serve to hamper U. S. recovery of the nation's supply, much of which is used in television, radio and other electrical appliances.

Rep. Thomas Martin (R-Iowa) said that the import of the copper tariff, which the resolution would seek to extend, has not enabled industry to create industrial plants and transact the past three years to meet any war emergency. The U. S. has similar levies on lead, zinc and other materials, it was pointed out.

"If there is insufficient copper

EUROPE SYMPHONY

SERIES of one-hour programs featuring European symphony orchestras, prepared at the suggestion of broadcasters by Economic Cooperation Administration, will be sent by the United States to the MBS commentariat's alleged relations with the U. S. by the Department of State for the growth of demand that has arisen as a result of the expansion of equipment and facilities already in existence. The programs feature outstanding orchestras, conductors and composers of the Marshall Plan countries, according to Wallace Gade, ECA radio and TV director. Edward Gruskin, ECA's European radio chief, and Margaret O'Neill headed an ECA crew that spent eight months preparing the programs and recording them in the countries.

Standard and contemporary composers are represented in broadcasts by the Vienna Philharmonic, Concertgebouw of Amsterdam, BBC Symphony and orchestras from such nations as Ireland, Norway, and Turkey. Each one-hour program, consisting of four sides 33 1/2 rpm, has a short commentary on European rehabilitation by Frank Garvis, former Collier's correspondent.

LEWIS CHARGED

Denies Nazi Relations

FULTON LEWIS Jr. last week brushed off charges voiced on the Senate floor by Sen. Hubert Humphrey (D-Minn.), former governor of Minnesota, dealing with the MBS commentator's alleged relations with the Nazi government in 1940.

Mr. Lewis described statements produced by Sen. Humphrey, Fair Dealings Democrat, as "falsifications out of the whole cloth," and added that the Senator "knew and had proof of that fact when he gave them to the press."

The commentator said Sen. Humphrey had "carefully" withheld "reputation of the documents," and charged this reflected on the legator's "ethics and intellectual integrity."

BOOKLET listing 170 sponsored network radio programs remaining on air over four major network through-out summer distributed by Executives Radio Service.

Mrs. Lucille Simmons Lakes-Skyro-Sherman Muncie, Ind.

Dear Lucille:

In y'ere time buying, don't overlook this here market served by WCHS.

WCHS, better known better all th' time, just seen th' report of th' Federal Service Bank in Richmond and boy oh boy do I love Charleston, WV. WCHS show up in de-pendencies, city or sales? For th' month of May, 1950, they was up 9 percent over th' same period before! Thas was more in three times at million gate as any other city to th' whole fifth district. I won't even show you th' chart that don't show a good deal in drab area I don't know what th' shore sump thing it falls like you glad for knol, ain't it Lucille?

Yr. Alps
'Voice' Expansion
(Continued from page 38)

Commission on Information backed President Truman in his plea for an additional $80 million to expand the Voice in America and whole information program. In a letter to Mr. Truman, the commission said it felt Congress should act on the request before it adjourns. "The time element is such that the United States must move as rapidly as possible," it told the President. "We do too little now and next year may be too late in many areas. The propaganda effort of the USSR, now bordering on open psychological warfare, is a major threat to this government's foreign policy objectives."

The commission said it has reviewed field studies by the State Dept. in recent weeks dealing with necessary facilities "to reach critical areas of the world and to counter, as best it may be done, the tremendous jamming effort which the Russians are making."

The proposals were incorporated in a marked up Budget Bureau in the form of the supplemental bill considered last week by the House Appropriations subcommittee. The commission said it supported them fully.

The advisory group also noted a disparity in recent years between some $15 billion for defense and some $1 billion for economic aid, on the one hand, and slightly in excess of $30 million for the information program.

Campaign Needed

It stressed that a "campaign for truth" is even more imperative—and the information field more "fruitful"—in light of the Korean aggression and "because the Kremelin has revealed itself and its intentions more clearly than at any time since the end of the war."

The proposal was endorsed by commission members including Chairman Mark Ethridge, Justin Miller, NAB president; Erwin D. Canham, Chatham Science Monitor; Philip D. Reed, General Electric, and Mark May, Yale U.

Support for the President's information program was also offered in Capitol Hill by Sen. Style Bridges (R-N.H.) as part of his 25-point program to stop Communist aggression, and other legislators. In a statement on the Senate floor last Tuesday, Sen. Bridges called for strengthening of our overseas propaganda. He asserted:

"This can be a powerful weapon in our total effort. We need a much better and more effective program of truth. We need more vigorous, resourceful, and effective personnel to carry it out. We must tell the 800 million common people behind the Iron Curtain that we are their friends...""

Cordell Hull, former Secretary of State, also threw his backing behind the President's proposal in a letter to Sen. Thomas of the Foreign Relations subcommittee. He urged approval of the $80 million request "as speedily as possible" to counteract Communist distortions, misrepresentations, and "barages of falsehoods and twisted accusations" leveled against the U.S.

"In this situation we must in every way make our own purposes and objectives clear to mankind," he asserted.

The regular Voice appropriation encountered stormy opposition in the Senate. A move to restore the full budget request of $38.6 million to the State Dept. information program was beaten in Congress, which settled on the $32.7 million recommended by the Senate Appropriations Committee [Broadcasting, July 17].

$11 Million for Voice

About $11 million of this amount is earmarked for the Voice program. The sum, together with a sizable portion of the supplemental, would give the radio program upwards of $90 million if the full supplemental is approved, it was understood.

Total of $200,000 in the regular $11 million outlay is directed for educational programs to Western Europe.

Congress cut the Voice despite warnings that the information program would face severe adjustments if it went along with the Senate economy bloc, including Sen. Pat McCarran (D-Nev.). Sen. J. William Fulbright (D-Ark.), cited estimates showing that the radio program would cost $406,000, and thus require elimination of broadcasting schedules abroad and "other promotional activities designed to expand the overseas listening audience."

Moreover, he pointed out, it would mean that the State Dept.'s International Broadcasting Division would be unable to activate new minority language programs in the USSR as contemplated.

Both Congressional appropriations groups had characterized the program schedules as "extra- vagent" when they held hearings on Voice funds.

WHDH RATE CARD

Injects Eye Appeal

NEW RATE card with eye appeal, which WHDH Boston says gets away from the standard card that often is "cumbersome and confusing," has been released by the station. WHDH has sent the card, reflecting a general lowering of nighttime rates and raising of daytime rates, along with a letter to agency timebuyers.

General daytime rates are up 9.1%, general evening rates are down 14.3% and Sunday day rates are up 14.3%. Participating programs, which have been listed separately, are up 19.8%.

The card, which becomes effective Aug. 1, resembles the familiar graph with weekday and Sunday time segments listed down the left side with the rate for each time segment and length of announce ment or time purchased printed across the page. Folder uses the basic rate for each segment as a key dollar figure.

WHDH's new rate card, which is changed from four to three rate classifications, lists the basic hourly rate for Class A time as $306, for Class B time as $204 and Class C time as $153. Announcements are $40, $30 and $20 respectively.

New Ziv Sales


Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc., Mpls.

THE NUNN STATIONS

The Nunn Stations, WLAP, Lexington, Ky., other stations Kennedy's second market, 5000 watt, ABC affiliate, wants local talent. Write references, reason for desiring change, recent picture, etc. Dropout account against denomination. Only best, experienced talent considered.

For rates—Broadcasting
SELLING POWER
...CONCENTRATED

- This is the job for Spot TV: to take the incredible selling power of television and spotlight it into the markets where you need it most.

Sight, sound, action! Very simple, very direct, and — as more and more advertisers are finding out — very potent selling.

As most advertisers have discovered, this is the most potent, hard selling list of stations your TV dollar can buy.

WSB-TV . . . . . . . . . . . . Atlanta
WBAL-TV . . . . . . . . . . . . Baltimore
WNAC-TV . . . . . . . . . . . . Boston
KFI-TV . . . . . . . . . . . . Los Angeles
WHAS-TV . . . . . . . . . . . . Louisville
KSTP-TV . . . . . . . . . . . . Minneapolis-St. Paul
WSM-TV* . . . . . . . . . . . . Nashville
WTAR-TV . . . . . . . . . . . . Norfolk
KPHO-TV . . . . . . . . . . . . Phoenix
WOAI-TV . . . . . . . . . . . . San Antonio

*On the air September

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in 50-70 minutes (once-a-week) of bone-crushing action and Gargantuan hilarity. Film-recorded as telecast over KTLA. Top West Coast TV sports event for 1949-50! Los Angeles Hooper for April-May — 38.8 Telerating, semifinal period. Now shown in more than 20 markets.

Most popular children’s TV show on West Coast! Whimsical puppet adventure series (5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; bluff Uncle-Captain Horatio Huff’n’puff; the tripe-dyed meanie, Dishonest John, and a host of other delightful puppet characters. Highest rated multi-weekly TV show in Los Angeles for past 8 months. Now building audiences in 22 TV markets.

“A glorious American era recaptured!” New hep-step revival of Mississippi sidewheeler entertainment (30 minutes once-a-week) featuring Nappy LaMare’s Strawhat Strutters Orchestra; outstanding guest stars and acts; the dancing Dixiettes and oldtime minstrel routines by Popcorn & Peanuts. M.C.’d by Captain Dick Lane, movie veteran just voted “King of Hollywood TV” by West Coast televiewers. Los Angeles Hooper for May-June — 11.8 Telerating.

Paramount’s TRANSCRIBED SHOWS offer a wide range of tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Write, wire or phone for audition prints.

Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • H0lywood 9-6363
FCC COLOR CAUCUS

IN A SERIES of all-day sessions inevitably tinged by the Korean crisis, FCC members and their top staff advisors last week canvassed, at least preliminarily, virtually all phases of the complex color television question.

The discussions at some points reportedly ranged away from the basic color issue onto such crisis-born questions as the possibility that television may have to give up some of its spectrum space—in the UHF if not VHF—to meet emergency needs of the military and safety and special services.

The question of delaying the color decision because of the international situation also was said to have been broached to at least one Commissioner. But the possibility that FCC would take this course was largely discounted—unless the nation has to convert to full wartime status.

The same feeling prevailed with respect to the possibility of postponing the UHF television hearings, which are slated to get under way shortly after the color decision is reached—possibly in September.

Talk of delay in both cases was based on the possibility that military needs may become so dominant that television transmission and receiver production will be reduced to a standstill, in which case the UHF development as well as further VHF growth would have to await the return of peace.

Will Make Decision

Thus far, however, the Commission appears definitely determined to get out a color decision—one which, in one form or another, will authorize color operations.

But, thorough as they have been, the discussions to date have not progressed far enough to indicate which of the proposed systems may get the nod or whether multiple standards approved by the so-called Condon Committee [TELECASTING, July 17] may be set up.

The Commission devoted four full days to the color question last week and plans to resume its study this week.

Participants said they could not recall so thorough an approach to any other Commission problem. Chairman Wayne Coy refused to open any session until all seven Commissioners were on hand. Much of the early sessions was devoted to analyses and reports prepared by the Commission staff, but all of the Commissioners took part in the discussions.

Meanwhile, the fight between RCA and CBS, which with Color Television Inc. are sponsors of the three rival color systems under consideration, broke out again in letters to Chairman Coy.

Letter to Condon

CBS also sent a letter to Dr. Edward U. Condon, director of the National Bureau of Standards and chairman of the Condon Committee, characterizing the committee's report as "highly constructive and clarifying" in "many respects," but asserting that in "many places" it seems to "minimize the superiority of the CBS system both for novices and the future in the market." In the CBS-RCA battle, Judge Samuel I. Rosenman, counsel for Columbia, opened with a barrage against the reply brief filed by RCA answering the proposed findings which had been submitted by CBS [TELECASTING, July 3, 17].

Judge Rosenman said FCC should ignore the RCA reply "in its entirety," charging that it contained "irresponsible and inaccurate charges, gross distortions of the record, half truths, mis-citations, and errors."

He said RCA failed to comply with FCC's requirements by not following its own findings with respect to the CBS system, and charged that RCA put "new" material into its reply rather than into its original findings, "possibly realizing that such an attack on CBS could not withstand analysis."

Won't Ask Reply Time

Judge Rosenman said CBS "does not require any further reply to the brief, not only because it believes that further delay is contrary to the public interest, but because it believes that RCA's document has so far passed beyond the bounds of accuracy, and its procedure the bounds of fair play, that the document should be given no weight."

In answer, John T. Cahill, counsel for RCA, wrote Chairman Coy that "Judge Rosenman's characterizations of the RCA Statement in Reply are entirely unjustified and unsupported by any findings with respect to the CBS system."

He also contended that "on many vital issues [CBS] failed to refer to evidence that is contrary to the position it urged," and that "the effect could be highly misleading to the Commission and prejudicial to RCA, in view of the CBS pretension to completeness."

Cahill Charges

Mr. Cahill charged that the CBS findings "went to the extreme of denying that the RCA system is compatible" but "failed to mention" that Dr. Peter C. Goldmark, developer of the CBS system, "had admitted the RCA system is compatible."

He labeled "ridiculous" the CBS claim that its own color technique "is the most nearly compatible of the three systems." The Condon Committee, he said, "confirmed in two words (what everybody knows) that the CBS system is Not Compatible." The Committee also rated the RCA system "excellent" on compatibility, he added.

"In fact," Mr. Cahill said, "the CBS document of June 26 [pro-"

(Continued on page 86)
E. Hill, account executive for Ted Bates Co. agency; Bob Smith, "Howdy Doody's" alter ego, and William H. Kearns, account executive, Bates Co. The segment sponsored by Minute Maid is telecast Friday 3:45-6 p.m. EDT.

COMPLETING contracts for sponsorship of 23 Monday evening feature movies and Wednesday wrestling matches on KFMB-TV San Diego are these San Diego County Chevrolet dealers and station personnel: Seated: Roy Miller, owner of City Chevrolet Co., San Diego. Standing (1 to r): Wilson Edwards, m. c., KFMB-TV; Lou Kornik, owner, Guaranty Chevrolet Co., San Diego; Jack Gross, owner-manager, KFMB-TV; Lou Renna Jr., owner, South Bay Chevrolet Co., Chula Vista; Al Flanagan, KFMB-TV program director.

CONTRACT for Official Television Inc.'s film library to be used on three NBC owned and operated stations, is set by James M. Gaines (seated), director of owned and operated stations for NBC. With him are Alex Rosenman (l), executive vice president, Official Television Inc., and Robert P. Myers, assistant general attorney for NBC.

IT'S smiles all around as George Mitchell (seated r), advertising manager, Appliance Service Corp., Charlotte, N. C., completes agreement to sponsor the Mon.-Fri. Coolerator Merchandiser board on WFMY-TV Greensboro, Daily News-Record outlet. Seated at left is Larry Miller, vice president, Appliance Service. Standing (1 to r): John Wirtz, Appliance Service sales manager; Charlie Harville, sports director for WFMY-TV, and Robert Lambo, WFMY-TV commercial manager. Appliance Corp. is Coolerator products distributor for the Carolinas.

DAWSON APPOINTED
To Head Petry Video Division

THOMAS H. DAWSON last week was appointed director of the television division of Edward Petry and Co., Inc., radio and television station manager of Petry company. He succeeds Keith Kiggins, who has been appointed general manager of the television division.

Mr. Dawson, upon graduating from the U. of Minnesota in 1936, was employed by Pillsbury Mills in its advertising department. From there he went to WCCO Minneapolis as a salesman, and later became sales manager. Subsequently he was associated with WBBM Chicago as a sales executive. After three years as a naval aviator during the war, he left the service with the rank of Lt. Comdr.

Mr. Kiggins, a former sales representative of ABC, is widely-experienced in station operation and management, both as network executive and as station owner. He rejoined the Petry company last August to organize the TV division.

Also announced by the Petry firm was the appointment of Robert T. Hutton Jr., as TV promotion manager. He will be assisted by

MURALO'S FLAIR CAMPAIGN
Snowballs After WJZ-TV Test Show

AN ENTIRE CAMPAIGN to introduce a new product is growing from one 15-minute TV demonstration show over WJZ-TV New York, according to the R. T. O'Connell Advertising Co., New York. It began with a problem: Flair, a new latex-based paint of the Muralo Co. of New York, was going on dealers' shelves in the middle of the summer, off-season for paint sales. Pending a full-scale campaign in September, how could interest in the product be kept alive?

A quarter-hour was scheduled on WJZ-TV July 12 from 12 noon to 12:15 p.m. With Walter Herlihy as m.c., and Ben Locio, Muralo advertising manager, as demonstrator, a jury of five housewives was selected from a studio audience.

Shown to Jury

Without rehearsal, the selling points of the product were demonstrated for the jury, and for a chemist familiar with paints, selected from the telephone book.

"The freshness and impact of the spontaneous comments of the housewives surprised us," said David Lowens, speaking for the O'Connell Co., said. "Literally before our eyes the campaign itself took shape.

"We had become convinced that too many advertisers were jumping into TV without really merchandising it. We felt that we should at least try to scratch the surface," Mr. Lowens said.

The show was recorded by Vita-pix. And with some editing, plus a new opening and close, the recording will be used nationally as a sales presentation for new dealers.

Pictures of the jury, together with the testimonial of its members and an analysis of the product by the chemist, have been used in a handicap with which the markets will be flooded during the summer.

In September a full-scale campaign, using TV, radio and other media, will “follow through.” It will penetrate the West Coast, East Coast, parts of New England, Florida, Georgia, and Texas, and Milwaukee, Chicago and Detroit. Also Muralo plans a New York TV show in the fall, offering interior decorating service to housewives.

Pioneer Names

PIioneer Scientific Corp, licensee of Polareid Corp, Cambridge (polaroid television filters and sun glasses) has appointed William Von Zeha, New York, to handle its advertising. An extensive spot campaign in television and radio will be used this fall.
IN A FIELD where there is understandably an abundance of first-timers, WPTZ (TV) Philadelphia is a veteran. That best explains how the station stands in the business of telecasting.

The postwar period's hurry and scuffle to put things right in the video business came with expectation that sooner or later television would rush through the front door of millions of American family homes.

Chance, fortified by foresight, was responsible for WPTZ's position in the forefront. Thanks to a dozen or more years of telecasting experience and scientific development by its parent company, Philco Corp., WPTZ already had one foot in the door when the industry began its expansion.

Philco first began experimenting with television in 1928. Then, backed with the preliminary research by the company's experts, Philco obtained permission of the old Federal Radio Commission to operate an all-electronic television system. An experimental station — W3XE (which was to become WPTZ) — was established June 28, 1932.

As early as 1939, W3XE inaugurated regular program service — a far cry from top-rated network shows of today but enjoyable nevertheless to the minute audience served. At that time, there were only 250 sets in the area and since newspapers didn't log televised programs, WPTZ had to post-card its listeners with daily schedules; a practice that lasted until early 1947 when, with sets reaching the 5,000 mark, Philadelphia papers began adding a TV listing.

Set Ownership Grows

In the ensuing three years, television set families have mushroomed in the Philadelphia area. Today, the Quaker City is credited with some half a million sets, ranking the metropolis fourth TV-wise in the nation.

There's little doubt that this spiraling set population, to a great extent, has been influenced by the aggressiveness of WPTZ, particularly so because the city has only three TV stations.

Throughout its history — WPTZ was granted a commercial license and officially acquired its call letters in 1941 — the station has concentrated on up-to-the-minute engineering and know-how.

Regardless of the competitive nature of "clams" in the business of telecasting, WPTZ, an NBC affiliate, feels it has gained undisputed place as a true pioneer in the development of television engineering, programming and in the managerial aspect.

Only last spring, it was WPTZ which helped take daytime television out of the ranks of "experiments" and make it stand on its own. After much checking by its staff members, WPTZ decided the feature film was a big attraction for daytime viewers. Instrument of this brief was Hollywood Playhouse, which presents a film each afternoon Monday-Friday. The series came up with a startling 27.1 on the American Research Bureau rating for April.

Rates 27.1

In concrete terms, on the basis of 440,000 sets estimated for April in the Philadelphia area, the 27.1 rating would mean that nearly 120,000 set owners watched the show every afternoon in the 2-3 p.m. period (the figures also boosted the area's sets-in-use figure for all stations in that time spot to a healthy 31.2).

WPTZ's success in daytime television was no less spectacular than earlier attempts to seek TV fare for its audience. At a time when program planners had to second-guess engineering technique, WPTZ came up with a telecast of U. of...
KECA-TV ‘TRIPLE FEATURE’
Brings Brilliant Results for Chevrolet

Evidence of the remarkable pull of "saturation sponsorship" in television came from Martin Pollard, president of the Chevrolet Dealers of Southern California, commenting on the brilliant results of his group's sponsorship of Chevrolet Triple Feature Theatre on KECA-TV Los Angeles.

"We have never enjoyed better business than we have had from the advertising on Chevrolet Triple Theatre," he said. "Results have been tremendous. Although the program has been on the air only for the past four months, the month of June was the biggest month in both sales of new and used cars and service. Floor play in all of the dealerships in the area has grown during the past few months more than ever before."

Show in Top 10

Four months ago the Southern California dealers through their agency, Campbell-Ewald Co., New York, signed a contract to sponsor Triple Feature Theatre, an entire evening of films filling Monday nights on KECA-TV. Since then the show has moved into the list of the top 10 programs in the Los Angeles area. Figures released by Dale Francis, vice president in charge of Campbell-Ewald's Los Angeles office, show that the three telecast films pull ratings from 10 to 20 points higher than competing half-hour and full-hour shows for the entire four hours.

The latest Tele-Que survey puts the series in fifth place among all programs seen in Los Angeles, both network and local. The latest Videodex report gives Triple Feature Theatre a high of 41.5. Even at the end of the four hours, the rating was strong and the overall Videodex a 35. Its nearest competitors on Monday night rank far back with 27.6 and 14 ratings.

COMMUNITY CHESTS
Audio-Visual Kit Issued

COMMUNITY CHESTS of America Inc., New York, has issued its audio-visual aids kit for use by stations in the Chest's countrywide 1950 Red Feather campaign.

Indexed in six sections, the kit contains chapters on organization, spot announcements, features, transcriptions, television and films. Stations also are given suggestions on organizing their campaigns, people who should serve on committees and hints on how to carry out the campaigns.

WARNER BROS.
Speculation on TV Plans

Although Warner Bros. has let it be known that the studio will make no motion pictures for television release during its coming year's program, speculation in Hollywood is that the firm has long-range plans in that direction.

Jack L. Warner, vice president in charge of production, at a national meeting of sales executives a fortnight ago said: "The only screens to carry Warner Bros. pictures will be the screens of motion picture theaters the world over." Despite this, consensus is that video plans will be elevated to equal status with film production on lifting of the FCC freeze. With additional stations in operation, it would be a more profitable venture and Warner Bros. would gear its production accordingly.

Warner Bros., a few years ago, had ambitions to own its own television stations and negotiated with Dorothy Schiff to buy KLAC-TV Hollywood along with KLAC-JM and KVA San Francisco. Deal, involving more than $1 million, hung fire for several months and fell through when FCC failed to give quick action in sanctioning. Since then, through various spokesmen, the film studio has stated it was no longer interested in video.

TRIAXIAL SPEAKER
Jensen Claims Wider Range

The TRIAXIAL, loudspeaker which the inventor claims has four times the frequency range of the average radio and TV receiver, is being introduced by Jensen Mfg. Co., Chicago, a division of the Muter Co., manufacturer of radio and television components.

The new speaker was developed by Jensen, which also invented the coaxial speaker. The Triaxial consists of three separate loudspeaker units combined into a single assembly the same size as the conventional 16-inch speaker. An electrical crossover and control network is built into a separate chassis, and divides the input into frequency bands which are fed to individual speaker units.

SDGA INITIATION
TV Directors' Fee Raised

SCREEN DIRECTORS Guild of America has sent letters to all television directors who are not guild members acquainting them with a recent SDGA resolution that raises initiation fee for directors of television films from $10 to $600, effective Aug. 1.

Encouraging directors to join SDGA before that date and thus save additional fee, the letter also stated that the guild has contracts with several television film producers that "precluded anyone not a guild member from directing such motion pictures for television release." The letter was signed by Philip Booth, KECA-TV Hollywood director and chairman of SDGA membership committee.

KTSU UNIFIES

Coordinating Activities

COORDINATING all its production-technical activities under one roof, KTSU (TV) Hollywood is setting up a new "process studio" type of master control system in its Vine Street studios, it was announced last Friday by Willet H. Brown, president, Don Lee Broadcasting System.

With completion of the project expected within 30 days, all production operations will be removed from the present base at Mt. Lee to the main studios. The network feels the move will eliminate all elements of risk and hazards of dead air, lapses, slips, etc., between related but separate production and technical functions and bring maximum flexibility and mobility between the two operations.

it's
later
than
you
think
Mr. Station Manager

Your best advertising value of the year—BROADCASTING'S 1950 Marketbook—goes to press soon. Final advertising deadline is July 29, no proof.

Please wire (collect) your reservation today. 16,500 circulation will reach all important radio buyers.
Daytime Television Gets Results -
(on WGN-TV, that is)

"TELEPHONE GAME"
4:30 P.M., Monday thru Friday
Over 100,000 responses since the program started, averaging approximately 6,000 calls per week from viewers.

"FLORENCE BOURKE ELLIS"
4:00 P.M., Thursdays
1100 cards and letters from one announcement.

"INDIVIDUALLY YOURS"
10:40 A.M., Mondays
744 responses received by sponsor on first program, even though program had changed time.

"CHICAGO COOKS with BARBARA BARKLEY"
11:00 A.M., Monday thru Friday
A cook book, offered for three weeks, pulled 9,363 requests. During the same period, two announcements were made on three additional booklets. Requests for these were 4,663, 2,724 and 1,376 respectively.

"THE TOM WALLACE SHOW"
10:00 A.M. & 12 Noon, Monday thru Friday
Chicago State Street stores reported an average increase of 164% in sales of an electric houseware item after two weeks on the show.

...WITH RESULTS LIKE THESE, HOW CAN YOU AFFORD NOT TO BE ON WGN-TV?
As one agency writes, "I only wish there were fifty WGN-TVs in this country."
PLAY BALL!

PHILLIES and ATHLETICS

Games on

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

All Saturday home games of these two teams are telecast over these two stations. This baseball feature is important because of its strong appeal in these markets. Because it is only one of many popular features, the result of effective long-range programming. These stations are keeping their audiences growing, loyal and responsive. They offer TV advertisers a fine opportunity for market testing for profitable business.

WeDEL-TV, Wilmington, Del. Only TV station in this rich Pennsylvania section. Presents top shows of NBC, CBS, ABC, DuMont.

Clair R. McCollough, General Manager

STEINMAN STATIONS

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles

NBC TV Associates

Telestatus

REGULAR VIEWING of daytime television is on the increase, according to a report released last week by Advertiser Research, New Brunswick, N. J. Information was gathered through 846 personal interviews in TV homes throughout the New York-New Jersey television area. Respondents were questioned only on the period Monday through Friday and daytime television in the report refers only to the time before 5 p.m.

Regular viewers of daytime television were found in 33.3% of the homes contacted. An additional 10.7% of the respondents said they were occasional viewers. Total daytime viewing was reported in 44% of the homes for June 1950 as compared to 29.5% in March 1949.

Of the respondents who reported regular daytime television, 48.9% tuned the set on after 3 p.m. and 31.5% started using the set before noon and good. Asked if they would watch daytime TV if different types of programs were presented, 21.5% said "yes." Variety programs were named most often.

Guide-Post Surveys

TV Set Buying

FAMILIES who do not have a TV set "because they interfere with other activities in the home" are probably justifying their inability to buy, according to C. F. Ackenheil of Guide-Post Research, Pittsburgh. Mr. Ackenheil, on the basis of a survey just completed by Guide-Post, points out that 96% of the television owning families covered say they would buy a television set, if they had it to do over again.

Decision on Purchase

In 70% of the families covered, the male head of the house decided which TV set to buy. In the remaining homes the female head of the family made the decision in 25% of the cases and it was a joint male-female decision in the other 15%.

Of the present owners, Guide-Post reports, 79% own an exclusive TV set, 11% own a radio-TV combination and 16% own a radio-TV-phonograph combination. If they were making the purchase again, only 56% of these families said they would buy an exclusive television set. Radio-TV combinations would be bought by 10% of the families while 94% said they would buy a radio-TV-phonograph combination.

TV Cuts Transit Riders

Dallas Firm Reports

TELEVISION figures in an application in Dallas for raising street.

(Continued on page 68)
EVERY CALL IS A BUSINESS CALL

...When you've got "Hollywood on the Line," a new series of 13 films especially built for television. Each program features a simulated long-distance call to a famous movie star. And each of these person-to-person calls is a business call for you. For "Hollywood on the Line" uses the proved box-office appeal of big-name Hollywood talent to attract television audiences...and to make sales for your product.

Each interview is conducted by a local "live" personality hand-picked by you. He places the call from your studios and is then shown (live) interviewing the star (on film). And he introduces your sales story into the picture painlessly and effectively. To get "Hollywood on the Line" (subject of course to prior sale in each area), just call your nearest Radio Sales office.

ACBS-TV Syndicated Film—represented nationally by Radio Sales with offices in New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles

*Continuous running print, complete script and cues, title card and preview trailer supplied with each program.
N. Y. ‘TV TOWN’
O’Dwyer Opens Drive

A CAMPAIGN to “make New York TV Town” was launched last week by Mayor O’Dwyer, with ceremonies at City Hall inaugurating “Television Week,” proclaimed July 16-23.

Sponsored by the City Dept. of Commerce, a joint committee of TV broadcasters and manufacturers, the New York Convention & Visitors Bureau, and other local organizations, the City Hall celebration set off an intensive drive for public attention. J. R. Poppele, WNYC New York manager, of Television Broadcasters Assn., was chairman of the mayor’s committee for TV Week.

Following the City Hall ceremony, a meeting at the Waldorf-Astoria was given by Tex and Jinx Falkenburg. A half-hour TV show from the party, over the NBC-TV network and WOR-AM, showed the predictions of Brig. Gen. David Sarnoff, Mayor O’Dwyer, Samuel Goldwyn, Bernard Gimbel, and other celebrities.

Gen. Sarnoff predicted the solution of some of the problems incident to spanning oceans with a world TV network and cited the “airlift” relay method already at hand.

“Families sitting in their homes,” Gen. Sarnoff said, “will be able to see for themselves events transpiring half-way around the globe.”

In observance of TV Week, Lt. Gen. H. A. Drum, president of the Empire State Building, announced the beginning of construction of a 217-foot television tower at its top. Following a “cornerstone laying,” Mayor O’Dwyer officiated, and which was held on a crowd’s nest suspended 1250 feet above the street, work on the project was started immediately. The tower will support antennas of five TV networks and stations, and is expected to be completed some time this fall.


HOPPY’ SELLS MILK

The Hopalong Cassidy program not only rate highest of any TV show in the Oklahoma City area but also sells milk, according to Sherman P. Lawton, coordinator of broadcasting, U. of Oklahoma.

Telecast by WKY-TV Oklahoma City, the “Hoppy” show is spon- sored by Meadow Gold Milk and Dr. Lawton stated children know that Meadow Gold sponsors the show on WKY- TV and, knowing the Meadow Gold milk song, ask their parents to buy that brand of milk more frequently than they ask them to purchase any other product advertised on TV.

Furthermore, Mr. Lawton points out, grocery report their sales of Meadow Gold milk have increased since the company bought the western film series. New customers, grocery store, gave TV advertising as a reason for purchasing the product most frequently when their children view the program regularly.

Mr. Lawton’s report, based on data gathered when the program was only three months old in the area, contained answers to six questions: Do they listen? Do they buy the product? How do they respond to the characters? Do they know the sponsor? Do they know the Meadow Gold Song? Do they like homogenized milk?

His report is accompanied by tables and charts comparing two top favorite programs of children, regularity of listening to Hopalong Cassidy, children’s favor- ite TV programs as reported by both parents and children, increase in requests for Meadow Gold and homogenized milk, etc.

The survey, conducted by the firm of Sherman P. Lawton, coordinator of broadcasting, U. of Oklahoma.

Gold and homogenized milk, etc.

In conducting the survey, Mr. Lawton sent return-type postal cards to 500 TV set owners. Three types of questionnaires were also used— one for Meadow Gold cus- tomers, one for grocers and a third for personal interviews with chil- dren.

Pulling Power

As an example of “Hoppy’s” pulling power, it was mentioned as first choice of TV programs by 62.5% of the children quizzed, as against 9.5% for the show next in popularity.

RATE INCREASES

WENR-TV WGN-TV Raises

TWO MORE video stations in Chi- cago plan to increase their rates by as much as 60% next fall.

WNQ, NBC O & O station, will up its time costs then also [Broad- casting, July 17].

ABC O & O outlet, WENR-TV plans to adjust its basic hourly rate, Class A Time, from $750 to $1,000, the same as WQNB. The WENR-TV one-minute spot rate will increase from $125 to $200.

Rate Card No. 4 will go into effect Sept. 1, with the usual six-month protection for advertisers using the former rate card which was issued March 1.

WGN-TV, Chicago Tribune sta- tion affiliated with DuMont, will revise its rate structure in Septem- ber, when Rate Card No. 5 goes into effect. Last rates were ef- fected March 1 and call for $750 per hour, $105 for one-minute spots. Minimum hike of 20% is expected.

SPECIALY designed television lamp which eliminates eye fatigue for view- ers to be given away as standard equipment with every new Sylvania television receiver, firm has announced.

SENGATE LEAGUE

NBC-TV Has First Live Show
FIRST “live” television show in the history of the Senate Radio Corre- spondents Gallery originated there last Wednesday. NBC news corre- spondents, Robert McCormick, Richard Harkness and Earl God- win, gave a round robin analysis of President Truman’s message to Congress on the Korean situation a few minutes after it was deliv- ered.

Telecast was microwaved to WNBW (TV), NBC’s Washington outlet, and relayed to the network (1-1-1). Discussion took place against the backdrop of a “typical day” at the gallery.

D. Harold McGrath, gallery super- intendent, was shown at his desk while newsmen hurried to and fro in the background. First radio broadcast originated by NBC at the Senate radio gallery was 1940, according to Bill McAndrew, general manager, WNBW and WRC-AM.

J. G. ARMSTRONG

TELEVISION PIONEER Julian G. Armstrong, 52, died after a long illness, July 17, at the Post Graduate Hospital in New York.

Mr. Armstrong, director of network planning and development for the DuMont television network, had joined the DuMont Labs Inc. July 1, 1944, as an engineer of the Lorain timer project, a major Navy contract.

This followed WGN-AM’s War II government serv- ice in which Mr. Armstrong joined the Navy Dept.

Mr. Armstrong was born in Washington, Assigned to the Air- borne Communications and Radar Division of the Bureau of Ships, he was lost to the War Production Board, had been contracted for contributing greatly to the development of a materials control plan which expedited many critical contracts.

His television experience and success dates from Jan. 1945, when the DuMont Labs presented him with the task of rebuiding WGN (TV), Pittsburgh’s only outlet, and WABD (TV) New York, are produced by Mr. Arm- strong’s supervision and planning.

Before he entered the communications field, Mr. Armstrong had served with all constructing forces in Italy during World War I and after the War entered the Ad- Vertising business in Chicago. From 1927 to 1941 he was counse- llor in marketing and cost analysis.

In 1938 he married the former Mary Louise Caldwell of Roanoke, Va. They home was in Weston, Conn.

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He sees a WKRC contract in Mr. Advertiser's pocket, and he knows that whether it calls for WKRC, WKRC-TV, or WKRC-FM-Transit Radio, it will mean a sales increase . . . because,

in addition to top audience, this campaign will be backed up by—

THE KEY ITEM PLAN

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your sales story and your product.

Get the Complete Story

Radio Cincinnati, Inc. - Affiliated with the Cincinnati Times-Star

Represented by

The Katz Agency—WKRC (AM & TV) — Transit Radio—WKRC-FM

WKRC  WKRC-TV  WKRC-FM
CLEARING the way for TV and radio to carry fights at Madison Square Garden and St. Nicholas arena this fall, the New York Boxing Masonic Temple, the boxing group announced a new contract with Madison Square Garden last week.

The guild accepted a guarantee from radio and TV receipts of $2,950 for each main event fighter, with 35 cards scheduled. The guarantee last year was $1,000.

The new contract also provides for a choice between the guaranteed $2,950 and a 25% share of TV and radio receipts; the latter should exceed $4,500. This right probably will be of value only in championship matches.

Further provisions related to "delayed TV" film recordings. It was stipulated that they should not be shown within 72 hours after the fight. R fond, nor on nights when live fights are scheduled.

Although sponsorship will probably not be revealed until later in the summer, the Madison Square Garden rights in the past have been handled by the Clear Safety Razor Co. over ABC radio and over NBC-TV.

UNESCO AIMS
Use of TV-Radio Urged

TELEVISION and radio alike offer "innumerable ways" for effectively amplifying the voice of UNESCO and furthering its objectives, outlined by the U. S. National Commission in a booklet released last week.

The booklet, titled "The UNESCO Story," calls on groups to ask local stations to carry available UNESCO programs, support network presentations, utilize community talent for writing the programs, and to arrange forums with their local stations.

The commission also observed: "The resources of television...have been underutilized. "Worlds can never be as effective as visual presentations in achieving an understanding of other peoples...UNESCO groups should apply to television most of the suggestions made in regard to radio—realizing that it represents one of the most effective media of the future.

CHINA LEAF TEA
Sets Fall Spot Campaign

CHINA LEAF TEA, new import property of Sem bodja Corp., New York, will begin its national spot campaign starting in the early fall.

Guest TV program will be used first, followed by a regional TV spot campaign in New York, Chi-

nese. With extension of distribution, the campaign will become nation-wide. Radio also will be used. Agency for the ac-

count is Dunoon Assoc., New York.

posed findings) is not proposed "findings" at all or even a marsh-

aling of the "major" or "relevant" evidence. It is, instead, a highly argu-

able report."

The CBS letter to Dr. Condon, sent by Vice President Arthur Murphy with copies to FCC mem-

bers and Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, found flaws in the committee re-

port's tabular rating of the various color systems and also questioned its use of "theoretical ulti-

mate performance characteristics."

Mr. Murphy noted that the Committee's tabular rating gave RCA "superior" ranking for both "adapt-

ability" and "compatibility," which CBS felt "amounts to award-

ing two accolades for one and the same factor."

Cites Duplication

He also considered the table guilty of duplication in that it contained a category of "effectiveness- ness, Channel 3 Advantage," as well as a separate category for each of its component parts. Further, he said, to be consistent with the policy of support the table should have rated the CBS system as "excellent" instead of "good" on the point of "Flicker-

Brightness Relationship for Large Areas."

Mr. Murphy continued: In our opinion the report, by deal-

ing primarily with theoretical ulti-

mate performance characteristics,

which may or may not be achievable, to some extent obscures the compara-

tive readiness of the respective sys-

tems to render satisfactory commer-

cial service in the home on both a local and network basis.

Moreover, we feel that some con-

fusion on this score results from the third, and fourth, columns on page 44 of the report which, in brief, state: "It is the opinion of the committee that the CBS systems has progressively furthest toward full real-

ization of its potentialities. . . . The CTI system, being less fully devel-

oped, has seen what greater possibi-

lities for future improvement. . . .

The RCA system also has considerable opportunity for future improve-

ment."

The paragraphs referred to on the one hand do not explicitly cope with relative readiness, and on the other they seem to indicate, by impli-

cation, that a system has an advantage because it has more difficulties yet to be overcome. This seems tantamount to implying that in the 150-yard dash a 15-second man is more promising than a 16-second man because the for-

mer has greater "opportunity for im-

provement."

Mr. Murphy told Dr. Condon he was sending the letter because CBS felt, by view, as a color system and the sponsor of one of the compet-

ing systems, it had a "certain obligation" to acquaint the Com-

mittee with its reactions.

TVA-SAG MEETING

Hopes To Aid Reconciliation

HOPE for reconciliation of differences between Television Authority and Screen Actors Guild was expressed last week by George Hel-

ler, national executive secretary of TVA now in Hollywood, in giving, for a general TVA membership meeting next Monday (July 31). The members will review TVA and SAG activity in the current tele-

vision controversy and discuss differ-

ent rate structures set up for tele-

vision actors by both groups.

Special invitations to the meet-

ing have been issued to TVA mem-

bers. The meeting is to be held in the Musicians Bldg. Mr. Heller has been meeting with film and live television producers on wages and working conditions.

Condon Report Prints

AUTHORIZATION has been given for government printing of the full text of the Condon Committee report on color television. The Senate Interstate and Foreign Commerce Committee, which received the report last month, has announced last week copies will be made available later this month at the Government Printing Office, Washington, D. C., at a cost of 20¢ each, with a "Pres-

ent Status of Color TV," Senate Document 197. Requests for more than 1,400 copies already have been received, it is understood.
ON THE FACE of it, taking space to talk about programs that we won't even consider selling, may sound a little ridiculous.

For instance, there's "Public Invited"—a daily program on WPTZ which brings before the cameras some of the most interesting people and ideas seen on TV. Several sponsors have indicated an interest, but the show is not for sale.

Or there's "Community Call Board"—WPTZ's afternoon round-up of news on the neighborhood level...news that may never make headlines in the daily press but nonetheless has an important place in the lives of the folks in our area. Sorry, you can’t buy that either.

Or "Young Philadelphia Presents"—the Board of Education show which consistently pulled down Tele-Pulse ratings of 14-16 all Spring. Even so, you won’t find this program on WPTZ's list of availabilities...nor will you find "How's Your Social I.Q.?" or "The World At Your Door".

No, none of these programs are for sale but nonetheless these shows are mighty important to you as a buyer or potential buyer of WPTZ time. We're convinced that our public service programming over the period of the past eleven years is a very important factor in developing Philadelphians' entrenched habit of tuning to WPTZ. It's a habit that shows up in bigger audiences when your program goes out over Channel 3.

Incidentally, we do have some highly attractive programs that are for sale. For complete information give us a call or get in touch with your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building Philadephia 3, Penna.
vanilla but smiles
under our umbrella!
self, two directors and two secretaries, Mr. Took often doubled as floor manager, cameraman, co-reader and anything else needed at the time.

Commercial manager is Alexander W. Dannenbaum Jr., a veteran Philadelphia radio executive who joined WNAS there in 1926. Mr. Dannenbaum, formerly a commercial manager at WPEN Philadelphia, has been directing the station’s sales picture since 1948.

### Technical Staff

Chief Engineer Raymond J. Bowley heads a technical staff of 34, averaging better than four years of television experience per man. Mr. Bowley, in TV since 1934, supervised the station’s half-million-dollar modernization program.

WPTZ prides itself on its technical proficiency. But, in addition, the station also has compiled a telling story of programming. A testimonial in itself is Gimbel’s Handy Man show, a department store feature that has already started its fourth straight year under the same sponsor. That it is increasing in popularity and has appeal to its sponsors is evidenced by the fact that Gimbel’s has added a half-hour extension in light of its new series, an addition to the original program, which is seen 3:30-4 p.m.

During the three years on the air for Gimbel Brothers, Department Store, the Handy Man has put together some astounding success stories. One broadcast alone sold

$8,000 worth of hams, $3,000 worth of luncheon meats, another, $2,500 worth of popcorn pippers which retailed at $8.85. It was the popcorn pippers sale that touched off sales all over the store. "The Handy Man," unable to get the ppopper going a week prior to the sale, asked his audience not to buy until he had a chance to make it work. The very next day, 75 customers asked for the popper that the "Handy Man" couldn’t work.

A regular daytimer, Deadline for Dinner, Monday and Tuesday, 3:30 p.m., features a visiting chef from one of the area’s country clubs, hotels or chefs. A shopping trip for "Shirking, Lameau" brought 2,000 requests for the recipe in two days. The request load became so heavy that the station’s publicity department sent out a letter to every name on its mailing list, giving the recipe.

Current WPTZ sponsors’ list reads like a “Who’s Who” of Philadelphia business. Names include: Seaboard Supply Co., (Sealtest), Philadelphia Electric Co., Sylvan Seal Dairy, Philadelphia Gas Works, RCA Victor, Philko Dealers, Oppenheim Collins (TV equipment). In addition to Gimbel appear on the list. WPTZ averages about 65 hours of program operation each week with slightly over 25% of each time slot sponsored. A total of 135 advertisers (local and network) purchased time on WPTZ as of late spring. Significantly, the station has been operating in the profit column this year.

WPTZ, which operates on Channel 3 (60.5 mC) with 8.1 kw aural and 162 kw visual power, has modern studios, new equipment and mobile units.

Remodels Completely

After the war, WPTZ scrapped at least six complete camera chains, master control equipment, its transmission equipment and every other bit of gear it had used up through 1948. Today, about the only part left of the original WPTZ installation is the physical building at the transmitter site at Wyndmoor, Pa., Philadelphia suburb. Even that has been overhauled. A conservative cost estimate of the 1948 redevelopment program is placed at over a half million dollars.

Today, it has a formidable array of the latest and most modern cameras, facilities for both 16 and 35mm film, latest sound and switchers. It has Transmission facilities, full control and projection facilities and an effective lighting arrangement.

WPTZ studios are located in the Philco-Westinghouse Radio and Television Center, 1619 Walnut St. in downtown Philadelphia. Administrative and commercial offices are on the first floor of the Architects Bldg., 17th & Sansom Sts., about 50 yards from the studios. Station has two studios where such NBC network programs as The Nature of Things and Melody, Harmony and Rhythm have originated. Another studio frequently used is the Westinghouse Station KYW 200-seat auditorium.

### ABC TV CENTER

Plans Extensive Enlargement

EXTENSIVE enlargement of ABC’s New York TV Center is planned, Frank Marx, vice president in charge of engineering, announced last week.

Studio TV 1, described as the largest in the East by Mr. Marx, will receive installations of permanent scenery, rigging, and lighting equipment for the southern half to match those already installed in the northern half of the studio.

Construction of a new basement studio (TV 5), 3 x 40 feet, will bring the total studio floor space to 20,000 square feet.

ABC also will improve lighting and scenery rigging, as well as add 600 square feet of stage area, at its other New York location, the Ritz Theatre. For remote pick-up telecasts, a TV field truck with cameras and equipment will be purchased.

Where WPTZ rents space. Studios include control room equipment, a master control, film projection rooms, property rooms, set design shops, an art department, client rooms, reception center, dressing rooms, make-up department and other numerous necessities for program perfection.

The station has three complete mobile units, one of them the trailer-type. The latter is almost a self-contained TV unit with no lost space for automotive equipment. These units are necessary in the station’s operation since WPTZ makes practically all pickups for NBC in the Philadelphia area including features and sports events.

The units are employed also to bring church programs to viewers. The station makes it a practice to place cameras in various churches to make these remote an integral part of its service to the public.

Station’s rates are based on $700 per hour for Class A time periods, $600 per hour for Class B time and $420 an hour for Class C time. Announcements are based on the rate of $100 for Class A, $80 for Class B and $60 for Class C. A new feature on the card is the special across-the-board program rate of five programs for the rate of 80% of the card rate.

With 18 years of telecasting experience, WPTZ is well aware that the lean, hard years of struggle have been left behind. As its black side of the ledger books, advertisers now regard television as an important selling medium and a vital part of an effective campaign.

That, Mr. Loveman says, means “... television in the home is becoming as commonplace as radio in the home. And from nothing, the television industry has grown to a $2 billion baby.”

It is Mr. Loveman’s, and other WPTZ executives’ belief, that the Philco station will continue to help point out the road.

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### MEDIA RESERVE

**Pentagon Course Launched**

RESERVE officers of all media are embarking on a 40-weeks indoctrination and orientation course under a program developed by the military public relations unit headed by Col. Edward M. Kirby, new chief of that division.

About 25 or 30 reservists in the Washington, D.C. area, including radio station personnel and lawyers dealing with radio, will be taking lectures during that period, according to Col. Kirby. Chicago and New York programs, initiated by the Navy Dept., also are underway, he added.

Col. Kirby was recalled to active duty duty about a year ago in the office of Maj. Gen. Floyd Parks, information chieftain of the Military Establishment (BROADCASTING, July 10). He heads the Washington unit, designed to create a pool of trained media personnel for assignment when necessary.

RCA Tube Dept. has announced new and completely revised edition of the characteristic booklet titled, “RCA Receiving Tubes for AM, FM and Television Broadcast.” Booklet, form No. 1275-E, covers more than 450 RCA receiving tubes and kinescopes, including more than 50 new RCA types.
Wonderful peacetime "gun" shoots electrons

How a pencil-thin electron stream "paints" television pictures on TV screens

No. 7 in a series outlining high points in television history

Photos from the historical collection of RCA

Through television now is familiar to millions, few know what actually makes pictures on the screens of home receivers. And there's little wonder why! This subject, to most laymen, is a highly complex concept.

Naturally, many factors are involved, but in home receivers the kinescope tube—developed by Dr. V. K. Zworykin of RCA Laboratories—is undoubtedly most important. The face of this tube is the receiver's "screen." On it, an amazing electron gun paints pictures in motion.

Inserted inside the kinescope—in a vacuum 10 times more perfect than that in any standard radio tube—this electron gun is machined and assembled with watchmaker precision...to 1/1000th of an inch. Such care is necessary to assure that the electron stream, emitted by an electrically heated surface, is under perfect control—compressed into a tiny beam, in perfect synchronization with the electron beam of a television camera in a distant station.

In obedience to a signal originating in the camera controls—then telecast and received in your home—this electron beam moves across the luminescent screen of the kinescope...to paint areas of light and shade. In turn, your eye "combines" these areas, and sees a picture!

One of the miracles of all this is that, although the electron beam moves across the face of the kinescope 525 times in a thirtieth of a second—not a single mechanical moving part is involved! Thus there is no chance, in a kinescope, of any mechanical failure.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION
July 14 Decisions . . .

BY COMMISSION EN BANC

HEARING ORDERED

KFTM, Fort Morgan, Colo.—Upon request of licensee ordered hearing on revocation of license of station KFTM to be held in Fort Morgan on Sept. 20, before Comr. B. E. Sterling.

Hearing Designated

WXYT, Ely, Minn.—Designated for hearing on all matters pertinent to Commission's order of revocation of license of said station filed on May 31 by Ely Bestg. Co., is sufficient under provisions of Sec. 312(a) of Act, to suspend order of revocation dated May 23. Further details of hearing to be held at Ely, Minn., commencing Sept. 27 before Comr. Sterling.

July 14 Applications . . .

ACCEPTED FOR FILING

License for CP

WOND, Pleasantville, N. J.—License for CP new AM station.

Extension of Authority

NBC New York City—Extension of authority to transmit programs to stations CBS and CHM and other stations under control of Canadian Bestg. Corp. for period beginning Sept. 15.

NBN New York City—Extension of authority to transmit recorded programs of broadcast stations under control of Canadian authorities that may be heard consistently in the U. S. for period beginning Sept. 15.

SAA—$50 kc

WNYC, New York—Request for extension of SAA to operate additional time between 15 and 17 p.m. est. in New York and the hours of sunset Minneapolis.

Modification of CP

WDEL-FM, Wilmington, Del.—Mod. CP new FM station for extension of completion date.

License for CP

WVTY, South Bristol, N. Y.—License for CP for changes in existing station.

WTRF, Parkersburg, W. Va.—License to cover CP new FM station.

License Renewal

WPTL, Providence, R. I.—Request for license renewal noncommercial educational FM station.

T--60-660 kc

WMTW TV Milwaukee, Wis.—CP commercial TV station to change ERP from 15 kw vis. 10 kw aur. to 25 kw vis., 15 kw aur.

July 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

WABW, Lawrence, Mass.—On Commission's own motion ordered that hearing on re application of WABW be continued from July 19 to Aug. 21 at

PT6-JA

Greatest professional recording value on the market. Portable high fidelity recorder and amplifier on sale at $49.95.

WRITE

To:

Magneecord Inc.

360 N. Michigan Ave.

Chicago 1, Ill.

For FREE Catalog

Broadcasting • Telecasting

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FCC Actions (Continued from page 72)

Decisions Cont.: corporation and to incorporate into record, by reference, amendment accepted.

WKNX, which was granted by Commission on June 3 and record was closed.

By Examiner H. B. Hutcheson

FCC General Counsel—Granted petition requesting extension of time until Sept. 1 in which to file proposed findings of fact and conclusions in proceeding to approve assignment of license of WKNX. 11

Saratoga Bestz Co., Saratoga Springs, N. Y.—Denied petition requesting a “reehring” in proceeding re application and that of Air Express Inc., Saratoga Springs, N. Y.

By Examiner Leo Rensek

Rebuf Williams and Sene Inc., Warsaw, Ind.—Granted request to abandon license

and station.

In undramatic fashion films air to

11. Experience. More than

in

Town,

SAME aggregate.

To the

For fastest shipping action, Air Express.

Express keeps radio, television advertising

Every Scheduled Airline carries Air Express. Frequent service. Air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-mail to 18,000 off-airline offices. Use it regularly!

July 17 Applications . . .

ACCEPTED FOR FILING

Special Authority

Lansing Bestz Co., Lansing, Mich.—Request for authority to transmit programs to CKLW Windsor, Ont.

Application of CP

WLJY Bowling Green, Ky.—Mod. CP to change frequency, power etc. for extension of completion date to 7-15.

WPHR Mayaguez, P. R.—Mod. CP increase power install DA etc. for extension of completion date.

KSFY San Francisco—Mod. CP new FM station for extension of completion date.

License for CP

License to cover CP new FM station: WAVU-FM Albertville, Ala.; WERE-FM Cleveland.

WWAE-FM Warren Pa.—License for CP to make changes in FM station.

July 18 Decisions . . .

BY THE SECRETARY

KOCG (AM) Ontario, Calif.—Granted voluntary assignment of license to new partner composed of three partners; J. E. Danley partner.


WARM Houlton, Me.—Licensed new AM station: 1340 kc 250 w.

KTBS Shreveport, La.—Granted request for voluntary relinquishment of

(Continued on page 79)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 3414 Member AFCC*  

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington, D. C.
Santa Cruz, Cal.
Member AFCC*  

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
Munsey Bldg. Republic 2347
Washington, D. C.
Member AFCC*  

G. D. GILLET
There is no substitute for experience
Glenel D. Gillett
Munsey Bldg. 1137
Washington, D. C.
Member AFCC*  

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCC*  

Everett L. Dillard, Gen. Mgr.
International Bldg., D. 1319
Washington, D. C.
PORTER BLDG., LO. 8821
Kansas City, Mo.  

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513  

Craven, Lohnes & Culver
Munsey Building District 8215
Washington, D. C.
Member AFCC*  

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757  

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCC*  

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236
Member AFCC*  

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
Washington, D. C.
Member AFCC*  

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCC*  

KEAR & KENNEDY
1703 K St., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCC*  

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Wood St.
4742 W. Ruffner
Member AFCC*  

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCC*  

JOHN CREUTZ
319 Bond Bldg. Republic 2151
WASHINGTON, D. C.
Member AFCC*  

Philip Morryman & Associates
* 114 State Street
* Bridgeport 3, Conn.
* Bridgeport 5-4144
RADIO CONSULTANTS  

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8751
Arlington, Texas  

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.  

SILLMAN & BARCLAY
1011 New Hampshire Ave., Re. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas  

LYNNE C. SMEBY
“Registered Professional Engineer”
820 12th St., N. W.
EX. 8073
Washington 5, D. C.  

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.  

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-3153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

CONSULTING RADIO ENGINEERS

CONSULTING RADIO ENGINEERS
Available!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBK-KFRM "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. Recently, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Coloelo" on her two availability!

*Available Tuesday and Thursday.

LANG-WORTH
FEATURE PROGRAMS
113 W. 57th St., New York 19, N.Y.

programs promotion premiums

PRIZE D. J.

WSCR Scranton, Pa., Disc Jockey Mike Woloson was offered to anyone identifying obscure record on Wake Up show by M. C. Alan Cummings. To surprise of all, George Lohmann phoned in identification and insisted on delivery. Mr. Woloson was sent to Lohmann home in cage marked "Don't feed" and "Danger." "Delivery men" were attired as hunters, complete with guns and helmets labeled "WCSR."

PICTURE STORY

KTTY (TV) Los Angeles pictorially records station's year operation in letter-size 34-page folder. Passed in review are scenes of TV shows, shots of top station executives, cameras in action, public service, news, sports and special events coverage. Production and transmission phases of TV also pictured.

DEMPESEY SHOW

WSSV Petersburg, Va., half-hour interview with Jack Dempsey, for former heavyweight champion, sponsored by Ross Jewelers. Included ceremony honoring "Miss Virginia," Gloria Fenderson of that city. M. C. was Jack LaFlin, sportscaster.

BABY BIBS

WHIO-TV Dayton sending plastic bibs to all new mothers of Dayton. Bib has pocket in end, and is imprinted with three little pigs. Pocket carries copy: "Best Wishes from WHIO-TV, Channel 13."

SPONSORS-CAST

WHIT New Bern, N. C. Five co-sponsors of Coastal Plain League baseball game took over play-by-play announcing and read their own commercials recently. Each sponsor did at least one complete inning, with the five rotating. Recordings of their efforts were given them by station. Listener reaction was varied, station reports.

WKY BROCHURE

WKY Oklahoma City sending to trade, brown, yellow and green brochures. Cover says: "Enough to put music in the heart of a time buyer!" Enclosed are letters from sponsors praising station's effectiveness.

STATE QUIZ

PACIFIC Northwest Broadcasters, 1,000-Mile Quiz gives answers to questions about Idaho, Montana, Oregon and Washington. Teams from each of eight cities served by stations compete for weekly prizes of $25 and $15 on show. Questions concern historical and current data about four Pacific Northwest states. Program carried by KXL Portland, KXLV Spokane, KXL Ellensburg, KXL Butte, KXL Missoula, KXKL Helena, KXL Great Falls, KJLQ Bozeman.

LUCKY DIAL

WKTY La Crosse, Wis., Lucky Dial Money Pile. Beginning day La Crosse telephone subscribers got dial phones, announcers broadcast 50-word "Lucky Dial" spot announcements before, after, and during many of station's programs. Following each spot, new dial telephone number is read by announcer. If phone subscriber hears his number and calls WKTY within five minutes, he earns all money in "Lucky Dial Money Pile." Since dollar is added with each announcement, "pile" often reaches large proportions. Each dollar is furnished by sponsor of spot.

BEAUTY PARADE


CAKE-BAKE

WSRS Cleveland's Jim Doney, disc jockey, "baked a cake" to help celebrate his 24th birthday. Cake plus ice cream and cold drinks were served to friends and fans in front of downtown theatre. Pieces of cake were sent to radio editors via models. One editor in New York received piece by air express.

ASPIN SHOWS

WESTERN Slope Broadcasting Co. stations, KFJX Grand Junction and KGLN Glenwood Springs, Col., air regular programs from Aspen Institute at Aspen, Col. Broadcast on Independence Day was highlighted by reading of Declaration of Independence by Clifton Fadiman to Institute. Other nationally and locally prominent people take part in Institute and programs aired by stations.

FREE SERVICE

WJZ-TV New York aided city's observation of "Television Week" by having 25 TV services, on first-call, first-serve basis, visiting homes throughout area to fix sets whose owners requested free service from station. Capital Television, independent TV service organization, co-operated with station.

FLOOD COVERED

WDNE Elkins, W. Va., during floods in area last month, presented listeners story of death and destruction. News Editor Bill Wilson took tape machine via plane and brought back on-scene report of four towns hit by flash floods. MBS used part of tape in nationwide broadcast. On-scene interviews with flood victims also aired.

TV EDUCATION

WBAL-TV Baltimore, through Dr. David E. Weglein, station's public service counselor, and Lynn Poole, public relations director Johns Hopkins U, telecast three programs to students attending summer school at Johns Hopkins. Project is extension of pioneering work by WBAL-TV in field of education. Shows concerned chemistry, visual education and government and were part of regular programming.

CAMP SERIES

WBT Charlotte, N. C., Fri., 8:30-9 p.m., airing eight-week concert series, Your Summer Festival of Music, from Transylvania Music Camp, Brevard, N. C. Orchestras and choir of camp are heard in addition to special guests and outstanding figures in music world. Show produced by Bob Rierson.
CRIME PROBE

WIOD WQAM Cover Hearings

TWO Miami, Fla., outlets have reported giving extensive coverage to hearings held in that city a fortnight ago by the Kefauver Crime Investigating Committee.

WIOD met Sen. Estes Kefauver (D-Tenn.) when the Senator's party arrived at Miami Municipal Airport and later broadcast a recorded interview with the crime investigator. WIOD also broadcast recorded program made in Miami's Federal Building, and aired the final hearing session direct from the courtroom. Besides special bulletins and news reports, WIOD carried 15 courtroom broadcasts for a total of nine-and-one-half hours of air time.

WQAM, reported installing broadcast facilities for all stations and a public address system for the hearing room. Gene Rider, station's chief engineer, fed complete proceedings to a battery of tape recorders set up outside the hearing room by various Miami stations. Tapes were rushed to respective stations, edited, and broadcast throughout the day and evening hours.

WQAM News Editor John Bills prepared three programs daily for WQAM, Miami Herald outlet, during the three-day sessions. On-the-spot recordings also were used on local newscasts.

WATH Opens Sept. 15

WATH Athens, Ohio, is slated to begin operations Sept. 15 on 1560 kc with 1 kw daytime-only, according to James D. Sinyard, owner, and Mr. Kovan of the station. Mr. Kovan will serve as general manager and Mr. Sinyard as chief engineer.

JOHN PRAISE

Senator Lauds KLZ, Terry SEN. ED C. JOHNSON (D-Col.), who has earned a reputation as a Congressional "watchdog" over application of the Communications Act's "public interest" yardstick, last week had warm praise for KLZ Denver and Hugh Terry, its general manager.

In a statement on the Senate floor Tuesday, Sen. Johnson lauded KLZ's new radio series, Let's Talk It Over [BROADCASTING, June 26], as a "concrete example of a program in which a metropolitan station makes a positive effort to bring the listeners more closely and more fully into the operation of the station." The Colorado solon also commended Mr. Terry for a "long and useful record" as a member of Denver community life, and said he has distinguished himself further by initiating the new feature.

GATES 52-CS

For any modest studio control operation either aural or video, the new Gates Studioette is ideal—may be enlarged upon too, via available accessories for future expansion. Amazingly complete in facilities with high level mixing, program and monitoring amplifiers and all big console circuit provisions. Ideal as part of a master control. The Gates Studioette is fully described in the new Gates speech input catalog—yours for the asking. If it's quality, plus modern design you want—always look to Gates.
Help Wanted

Manager

General manager with 15 years experience, wants chief engineer—enquirer, in new station. Must have 10 years experience and balance and help operate. Good money with commission. Box 835F, BROADCASTING.

Manager: Open to qualified special event work. 3 wk midwest network. Send disc,携带, and references. Box 817F, BROADCASTING.

Announcer: Opening soon for announcer—2 wk midwest. Send details, picture, and references and photo. Box 716F, BROADCASTING.

Young man with radio background wanted by station in south Penn. Must have car. Box 730F, BROADCASTING.

Rough market, lots of competition, lots of selling. Good opening for ambitious on air man. Must like to work and can sell solid for station. Must be willing to learn. Plenty of family ready. Must have good voice, write full details first letter, references, and character. Good money with commission, all expenses, good working conditions. Box 825F, BROADCASTING.

Salesman for full time network affiliate in midwest metropolitan area. Must be thoroughly experienced and aggressive. Commissions or guarantee. Opportunity for advancement. Experience, education, references and phone number to Box 839F, BROADCASTING.

Help Wanted

Manager: Experienced announcer-combo engineer 200 watt midwest station. 850 a month plus commission. Must have photo and audition. Box 830F, BROADCASTING.

Sports director 5 kw midwest. Do play-by-play basketball, baseball, football. Send audition disc and full particulars. Box 827F, BROADCASTING.

Local sales manager for rock and roll in New York area. Send all details first letter, references. Box 820F, BROADCASTING.

K Connie affiliate wants top notch combination announcer-engineer with emphasis on sales and selling. Must have references. Box 826F, BROADCASTING.

Two experienced announcers, $25 per wk. 1 wk independent opening September 1st. Send details, disc and photo. Dick Cranes, KNEA, Jonesboro, Arkansas.

Combination man, ABC affiliate. Must have good voice, audition disc and photo with first letter and pertinent details. Box 829F, BROADCASTING.

Wanted immediately, young man or woman with ticket and emphasis on announcing. Must be single and have a working knowledge of music, public and long hair. Job starts at 450 per week, raises will be forthcoming if successful. Must have good voice, disc and all to Cork Cadeiner, WWDM, New Orleans, Louisiana.

We have an opening for an experienced announcer-soldier who can show a productive local record. Good base wage and experience. A chance to get a foot in the door. Apply to Herb Ferguson, KXOA, Sacred Heart, Arkansas.

Announcer: One of America's top independent stations looking for an experienced announcer. Small salary, liberal commission. It's a wonderful opportunity for some one who wants to settle down and make something of his work. Giving full details to Jerome Hill, WWLD, St. Louis, Missouri.

Salesman—announcer to manage redwood station. Excellent opportunity for 25%. Send resume of experience, references, and photo first letter. WSNI, Litchfield, Illinois.

Announcers

All-round announcer for Texas ABC affiliate. Average pay $105 weekly. Box 120F, BROADCASTING.

Announcer: All-woman station, major market, needs announcers with two years experience and references. Must be marital. Good money with commission. Box 818F, BROADCASTING.

Technical

Engineer: 1000 watt directional array, needs operator -cat who knows phases, lights, and general engineering. Must have military training or equivalent. Box 819F, BROADCASTING.

We are looking for an experienced announcer-engineer, who is interested in a new station. He will receive $800 per month and balance and help operate. Good money with commission. Box 835F, BROADCASTING.

Straight salesman for ABC 250 watt, northeast Texas. Salary plus commissions. Great permanent opportunities. Send full details of experience, business and character. Write in care of Box 808F, BROADCASTING.

Salesmen

Assistant sales manager. Western New England major market daytime indie. Must have experience in TV. Write Box 809F, BROADCASTING.

Commercial manager: I am a program director, engineer, writer or anything else. I have been in the network work for several years and am looking for a better opportunity. I am always available. If you are in the market, call me. Box 810F, BROADCASTING.

Commercial manager: I am a program director, engineer, writer or anything else. I have been in the network work for several years and am looking for a better opportunity. I am always available. If you are in the market, call me. Box 810F, BROADCASTING.

Commercial manager: I am a program director, engineer, writer or anything else. I have been in the network work for several years and am looking for a better opportunity. I am always available. If you are in the market, call me. Box 810F, BROADCASTING.
**Announcer**

Quality, mature voice. Build good following on news. Disc shows imagination. Good experience; three—straight announcer; two—producing, direct ing. Enthusiastic. Mid-west prefect. Wrote and produced. Furnish excellent references from all areas. Young, attractive, original, talented, character, etc. No frills, no hot shots. Honest, sincere. Can sell merchandise and satisfy sponsors.

Announcer, fine detailed knowledge in all major sports. Wishes to work as sportscaster. Disc available. Box 75BF, BROADCASTING.

Announced, experienced all-round staff. College trained, presently employed, married, no children. Salary 25,000, will invest if possible. Interview arranged. Box 76BF, BROADCASTING.

Announcer-accountant, 3 years radio. Competent organization. Middle east coast. Box 76BF, BROADCASTING.

Announcer—Seeking first opportunity anywhere. BA Speech, announce- ing, acting. Complete details upon request. Box 764F, BROADCASTING.

Sports announcer—continuity-newsman. Six years experience, Graduate Northwestern University, NBC Summer, Radio Institute, Indiana prop. Western Conference basketball, baseball, football. Married, want small station, anywhere. Box 78BF, BROADCASTING.

Sports announcer, college grad. Play-by-play baseball, basketball, background, single, ambitious. Box 78BF, BROADCASTING.

Top hockey announcer. Live and re-created, disc on both. Other sports. College experience. Will work. Box 80BF, BROADCASTING.

Announcer—3 years experience every type staff; also operate control. Presently employed West Coast, New York. Middle west and also operate control board. Presently employed. Will work anywhere. Needs opportunity. Chicago, Ill. Box 81BF, BROADCASTING.

Top Key 80 kw network announcer in major market. 30, 6 solid years experience. DJ, TV, Up to date sports references; 3 years of college. Will go anywhere in U. S. Box 81BF, BROADCASTING.

Top hockey announcer. Live and re-created, disc on both. Other sports. College experience. Will work. Box 80BF, BROADCASTING.

Announcer, four years experience in all fields of radio. Accept on account. Full details of employment. Box 80BF, BROADCASTING.

Top radio announcer. Knowledge of board. Excellent radio, television sports references, 3 years of college. Will go anywhere in U. S. Box 81BF, BROADCASTING.

Announcer wants experience: College, sports, DJ, some experience FM in National. Box 81BF, BROADCASTING.

Announcer, 1st class phone, 7 months experience, have announced, northeast coast. Young, married. Wife, mother, 2 children. Box 82BF, BROADCASTING.

Announcer seeks position. Northeastern stations, now available. Announcer, 4 years N. Y. area experience. Visiting announcer, port ailing mother, write Box 82BF, BROADCASTING.

Announcer wants experience: College, sports, DJ, some experience FM in National. Box 81BF, BROADCASTING.

Announcer— desires direct control board operator, disc jockeying, sports, commercials. Prefer Texas or New England. Disc on request. Box 82BF, BROADCASTING.

Announcer—no frus. 3 years experience. Will work. Has affili- ate. Box 84BF, BROADCASTING.


Announcer, radio school graduating looking for start. Strong on news, commercials and sports. Will work on disc. Photo available. Box 85BF, BROADCASTING.

Morning, all night DJ, 8 successful years. Retail experience. Combination, married, $80,50. Box 85BF, BROADCASTING.


Combination announcer—announcer, formerly on air fifteen months experience in all phases of radio. Excellent voice, color man on basketball and football. Has experience in news. Veteran, married, have car, free to travel. Graduate of radio and television school. Available after August first. Phone 795 or write Robert E. Steve, 506 Blevins, La Junta, Colorado.


Technician, 1st class telephone, young, ambitious, graduate, leading engineer- ing school. Box 823F, BROADCASTING.

Announcer-engineer—three years broadcasting experience, maintenance, operation and construction of transmitting antennas and desires good paying position. Box 823F, BROADCASTING.

Engineer, 1st phone, wants position with a growing organization and no drifter. Box 85BF, BROADCASTING.

First class phone license, inexperienced, will accept job anywhere. Box 85BF, BROADCASTING.

Engineer, degree, licensed, 12 years experience in radio. Box 75BF, BROADCASTING.

Announced, experienced engineer in AM-FM. Young, single, active, willing to relocate. Prefer midwest. Box 75BF, BROADCASTING.

Engineer, experienced transmitter. Re- moles, console, maintenance. Married, preferably, has car. Box 77BF, BROADCASTING.

First phone license. Young and single. Desires spot where he can get experience, will travel. Box 74BF, BROADCASTING.

Announced, seeking responsible position in FM. Five years experience including clear channel, chief 250 watts. EE degree, 17 years experience. Excellent college background, present 60,000 watt station. Box 78BF, BROADCASTING.

Engineer, completely experienced in operation, maintenance, con- struction, engineering, etc., FM stations including tough directional antennas. Eight months experience. Draft proof. References? The best. Box 82BF, BROADCASTING.

Engineer, first phone, 23 years old, sober, married. Some broadcast experience. Box 84BF, BROADCASTING.

Announced, first class phone license, inexperienced. Will work in New England or New York. Box 85BF, BROADCASTING.

Announced, first phone seeks radio or television position. Single car, will travel. Box 85BF, BROADCASTING.

First phone seeks. Wishing to work, you need me. Arthur Coburn, 99-56th St., Jamaica, N. Y. Box 85BF, BROADCASTING.

Engineer, first, experienced, transmit- ter, receiver, repair, technical, mainte- nance, cable. Immediately. Earl Davis, RR 32, Tell City, Ky.


Production-Programming, others

Young, all-purpose man, wishes to find position, has background in radio ad- verti-sion to television. Experience in an- nouncing, scripting, spot work, 12 years radio school and two years televi- sion training. Has four years experience. Box 88BF, BROADCASTING.

Television

Technical

Vet, first phone, AM studio and trans- mission, but willing to learn. Experienced training on studio and field television equipment, receiver, transmitter. Former member station WPM and Television Workshop, Kansas City. Now in civilian control unit, operate camera, switcher, mike board, will relocate. Box 88BF, BROADCASTING.

For Sale

**Equipment**, etc.

Wanted, used Two mobile unit, RCA or G-E. Prefer West Coast. Box 1855. Wimbledon, Delaware.

Wanted—RCA or 500 L transmitter or equivalent. Call or write Bob Mc leaned, WOPN, Bridgeport, Conn. 06605.

Wanted—27 foot self supporting Blax-Know tower, guaranteed perfect. $1,250.00. Do not call. Eight 300 to 220 feet guyed towers, fourteen hundred dollars each. Recent, type towers, priced to sell. Guyed towers will height up to 700 feet, immediate delivery. All galvanized hardware necessary. Will pay first. Box 89BF, BROADCASTING.

Wanted—Have several used Windcharger towers will sell erected. Tower Construction Co., 104th St., Sioux City, Iowa. Box 88BF, BROADCASTING.

Wanted to Buy

**Equipment, etc.**

Wanted, used TV mobile unit, RCA or G-E. Prefer New Rochelle 8-1830, New York.

Wanted—RCA B or 250 L transmitter or equivalent. Call or write Bob Mc leaned, WOPN, Bridgeport, Conn. 06605.

Miscellaneous

Studio consoles—Prefer Raytheon. Gates, Collins or Western Electric. Must be in good condition. For sale. Station WVOF, Vidalia, Georgia.

Situations Wanted

**Managerial**

**Experienced Manager**

Available immediately. Background includes 15 years of manage- ment of local, regional and clear channel stations in major markets. Extensive experience in field and in- dependent operations thoroughly wide. Widely acquainted in national station giving. Salary secondary to chance of affiliation with progressive prop- erly.

Box 8667, BROADCASTING

(Continued on next page)
**KCRO PERMIT**

FCC Proposes Revocation

INITIAL decision to revoke construction permit of KCRO Englewood, Col., on grounds of financial misrepresentations by one of the station's owners, has been reported by FCC [BROADCASTING, July 17].

FCC Comr. Paul A. Walker, presiding officer in the case, found that R. L. Cunningham, partner in the Colorado Broadcasting Co., KCRO permittee, had misrepresented his financial condition in the original station application. Comr. Walker conditioned Mr. Cunningham's actions "fell far short of the standard expected of a broadcast permittee."

The permit for KCRO was revoked by the Commission last fall but the order was suspended pending disposition of the hearing before Comr. Walker, requested by the station. KCRO is assigned 1 kW daytime on 1380 kc. Other partners include B. C. Cunningham and S. E. Bradford.

**WOND PROGRAMMING**

New Outlet Starts Tests

THIRTY DAYS after ground was broken, WOND Pleasantville, N. J., began program tests on July 9. Harry Zoog, general manager, reports. Station, licensed to Pioneer Broadcasters Inc., operates full-time with 250 w. 1400 kc.

Located on the salt meadows between Atlantic City and Pleasantville, WOND is an independent outlet in an area where only affiliates had existed previously, according to Mr. Zoog.

For Sale (Cont'd)

Equipment, etc.

RCA camera dolly (Fearless type) TDSA excellent condition; purchased from RCA 1948; $1750.00. F.O.B. eastern seaport unboxed.

BOX 875F, BROADCASTING

**WPNF BREVARD**

Marks Formal Opening

WPNF Brevard, N. C., operating fulltime on 1240 kc with 250 w., went on the air July 6 with official dedication two days later. Principal speaker at the dedication was Rev. Monroe Redden (D-N.C.). The public was invited to attend the ceremony, broadcast and inspect the station, claimed to be one of the most modern buildings in the Carolinas.

WPNF is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president and station manager; John Anderson, executive director; Robert E. Liverance, program director and chief engineer, and Jack Hammette, commercial and station manager. Station, which is an affiliate of Mutual, plans also to feature local programs of farm, religious and civic nature.

According to Ed N. Anderson, Pisgah Broadcasting Co. has invested some $36,000 in the MBS outlet and, prior to going on the air, sold advertising contracts totaling about $48,000—in a town of less than 5,000 population and county of around 16,000.

Building which houses the modern studios of WPNF, with transmitter shown in the background.

**Veterans Guild**

Radio Unit Plans Expansion

THE Veterans Hospital Radio Guild, an organization originally formed by a group of radio performers, has begun an expansion program which, it is hoped, will result in a nationwide effort.

The guild, whose principal mission is to teach radio production to hospitalized veterans so they may conduct their own programming on the intra-hospital closed-circuit radio facilities, appointed a board of governors composed of leaders in the broadcasting field.

Members of the board, who will soon begin a fund-raising drive and will solicit widespread assistance throughout the industry are:

Ted Cott, general manager, WPNC and CBS-AM-AM, New York; John W. Wilson, general manager, WTAV and WLS, Chicago; Wally Luckenbill, vice president in charge of radio-TV, at William Racy Co. and Read Wight, radio-TV director, J. M. Mathews Co., all in Chicago; Don Sturdivant, general manager, WCBT-AM-AM-TV, New York; Carl Herlinger, president, Broadcast Music Inc. Charles Halin, vice president, WHOM New York; Sydney H. Eiges, vice president in charge of press, NBC; George Condrall, director of press, CBS; Alan Brandt, director of publicity, WNEW New York; Betty Forsling, radio editor, Newsweek; Frank Byler, general manager, WQAN; S. Anthony Pine, general manager, WWLL, New York; Leonard V. Harrison, Community Service Society.

**Catholic Hour**

NCBA Picks Top Show

THE Catholic Hour (NBC), produced by the National Council of Catholic Men, was selected as the top Catholic radio program in a poll taken at the recent convention of the National Catholic Broadcasters' Assn. in St. Louis.

Named as second choice by the delegates was the Sacred Heart Hour, produced at St. Louis U. (Will) under the direction of the Rev. Eugene Murphy S.J., new association president.

**WQAN-FM Joins RRN**

WQAN-FM Scranton, Pa., July 15 became the 13th station, and the first outside New York State, to join the Radio Rural (FM) Network, according to Michael R. Hanna, Rural Network general manager. Owned and operated by the Scranton Times, WQAN-FM is seventh newspaper-owned FM outlet to join RRN in as many months, Mr. Hanna stated.

**BRUCE GEDDES**

UN Engineer Dies Suddenly

FUNERAL SERVICES were held Tuesday afternoon, July 18, at the St. H. Hines Parlor, Washington, for Bruce Bond Geddes, radio broadcast engineer with the United Nations and son of Bond Geddes, executive vice president of the Radio Television Mfrs. Assn. Mr. Geddes died suddenly the morning of July 16 at Great Neck, Long Island.

Associated with CBS Washington for many years, Mr. Geddes, who was born in Omaha, spent most of his life in the nation's capital staff, becoming the UN engineering staff a few months ago. Before his CBS association, Mr. Geddes was with the old Atwater Kent Mfg. Co., Philadelphia. He was a graduate of Central High School, Washington, and also attended Maryland U. and Bliss Electrical School. He was married in 1938 to Marjorie Calvin Merrick in Los Angeles.

Besides his parents and his wife, Mr. Geddes is survived by two daughters, Susan and Ellen, 7, all of Washington. A brother, Gail G. Geddes, died in an automobile accident three years ago.

**WDNE STUDIOs**

Open in Two Communities

WDNE Elkins, W. Va., licensed to West Virginia Radio Corp., has opened studios in two mountain state communities, Parsons and Philippi, the MBS affiliate has reported. Studios will be operated with cooperation of local newspapers.

The Philippi studios began operation fortnight ago with local community news, popular and hillbilly music. Station is under the management of Joseph Jeffcott and Allan Byrnes, joint managing directors of the Barbour County Publishing Co. The Parsons studio will be launched next Monday, July 25 under the supervision of Albert McGlain, owner of the Tucker County Newspapers.

**Newspaper and Radio Station**

$75,000.00

The ideal combination—located in one of the south's best rural markets. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings $200,000.00 a month and future business indications excellent. Here is an unusual opportunity for one or two good operators. Total price for both properties $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

**BROADCASTING** • Telecasting

Page 78 • July 24, 1950
FCC Applications

New Grants, Transfers, Changes, Applications

BROADCASTING

Box Score

SUMMARY TO JULY 20

Summary of Authorizations, Stations On the Air, Applications

| Class | On Air | Licensed | Conditional
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<tr>
<td>AM stations</td>
<td>2,146</td>
<td>2,123</td>
<td>179</td>
</tr>
<tr>
<td>FM stations</td>
<td>893</td>
<td>565</td>
<td>226</td>
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<tr>
<td>TV stations</td>
<td>108</td>
<td>45</td>
<td>62</td>
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**Two on the air.**

CALL ASSIGNMENTS—KBLJ Blackfoot, Ida. (Blackfoot Best, Co., 1490 kc, 230 watts; KBLJ, 1490 kc, 250 watts; call WPJF; licensed May 29, 1950 under limited license) to WPJF, Blackfoot, Ida. (1490 kc, 250 watts unlimited). KFMB Enid, Okla. (Centennial Valley Best, Co. (267 mc), Ch. 244); KFMB, Whittier, Calif. (Whittier Best, Co. (60.9 mc) Ch. 240); KLWN Lawrence, Kan. (Lawrence Best, Co., 1320 mc, 500 watts) to KNBR North Platte, Neb. (John Townsend, 1280 kc, 1 kw day) to WLRK Athabasca, Calif. (Athabasca Best, Inc. (107.1 mc) Ch. 398); WRCF-FM Cincinnati, changed from WCTS (Radio Cincinnati Inc.) to WOPA-FM Oak Park, Ill., changed from WNOI (Village Best, Co.) to WPOE Peoria, Ill., changed from WMJJ (WPEO Inc.) to WOAP Oak Park, Ill., changed from WRD (Village Best, Co.) to WDFM West Bend, Wis. (West Bend Best, Co., 1470 kc, 500 watts) to WRIC Richlands, Va. (Clinch Valley Best, Co., 1900 kc, 1 kw day). 

**Docket Action.**

Patchogue Best, Co., and Mid-Island Radio Inc., Patchogue, N. Y.—Announced initial decision by examiner Hugh H. Hutchinson to grant application of Patchogue Best, Co., for new station on 1380 mc, 250 watts day, conditions and to deny application of Mid-Island Radio Inc., for same facilities at Patchogue. See story on this issue. Decision July 18.

New Applications

**AM Applications**

Lawrenceburg, Tenn.—Aaron B. Robinson, Lawrenceburg Best, Co., 580 kc, 1 kw day. Estimated construction cost $1,900. Mr. Robinson, individual applicant, is majority stockholder and President. WDIX Jackson, Tenn., secretary-treasurer and stockholder. WINK Union, Ga., owner. Filed July 18. 

**AM Applications**


**AM Applications**

KCSU Provo, Utah—License for CP change to frequency. 

**AM Applications**

WSB Bemidjettville, S. C.—Request license renewal.

**AM Applications**

Identification of corporations in principal include: Ralph G. Tanner, assistant engineer and station manager Winiz, San Francisco, Calif., Ralph Tanser Jr., stevedore, 110% Robert A. Matley, employ Winiz, 21% Richard Northey, employs WPTF Fort Lauderdale, 25% Clyde H. Whaley, geologist; 25% Allilacs, Calif.—Con Inc., 570 kc, 1 kw day, requested for new station $34,197. Principals in corporation include: Chester J. Stewart, director, stockholder and chief engineer KRCO Primrose, Ore., to May 150, president 25% Philip N. Good, engineer-analyst, vice-president. W. T. B. Stewart, secretary 25% Margaret A. Good, co-owners 25% live in farms, treasurer 35%. Filed July 20.

Ridgedale, Calif. Indian Wells Best, Co., 1280 kc, 250 watts. Construction cost $29,992. Principals in corporation include: Dr. Frederick Peterson, owner. WRCA elektronics engineer Chinese Lake, Harold Radio Corp. vice-president, general manager. All share 31% interest. Filed July 18.

Fargo, N. D.—Radio Dakota Inc., for license renewal AM station. 

**AM Applications**


**AM Applications**

KSX Provo, Utah—License for CP change to frequency.

**AM Applications**

WSB Bemiddettville, S. C.—Request license renewal.

1220 kc, 1 kw unlimited, directional night. Principals include: Mr. H. Gilbertson, 35% 0.5 kw, S. W. Corwin, 67.5% W. W. and C. Corwin, 90% and We Corwin, has each 4% and 7 kristen 2% Mr. Gilbertson and Mr. Corwin were stockholders in KNYI-AM FM and Mr. Corwin has purchased all assets of that station for $125,000. This equipment to be used in proposed operation. Filed July 18.

**FMP APPLICATIONS**

Panama City, Fla.—Panama City Best, Co., new Class B FM station, Channel 28. (88.3 mc) ERD 1 kw. Panama City Best, Co. is licensee of WDLJ AM outlet there. It is planned to use the equipment of WCAO FM Peninsula, engineers and miscellaneous expenses estimated at $3,500, Filed July 18.

**TRANSFER REQUESTS**

WGVM Greenville, Miss.—Application of license for David M. Segal 12/13 Cotton Belt Best, Co., to new corporation Cotton Belt Best, Co. Principals include: David M. Segal, who will retain 61% interest, Edward Cofel, 40% and Freida P. Rolf, 5%. WGVM is assigned 1 kw day on 1260 kc. Filed July 12.

KJCM McMinville, Ore.—Assignment of license to Yamhill Best, Co., licensee to Yamhill Best, Inc. new corporate, composed of Jack H. and Philip N. Bladin, original partners, and Gayle Hunter Bladin and Margaret G. Bladin. Each will have 25% interest. KJCM is assigned 1 kw day on 1260 kc, directional night. Filed July 12.

**KFFC Rock Hill, S. C.—Transfer of 50% of stock in Tri-County Best, Co., licensee from G. Frank Thomson to W. G. Reid, Mrs. Betha Reid and George Reid purchased 650% after held 650% and acquires 25 additional shares. Mr. Reid requires 15 hours and George Cobb station manager. KFFC is assigned 1 kw day on 1240 kc. Filed July 12.

KTFY Brownsville, Tex.—Assignment of license to Sterling Lake Parish, Mike Allen Barrett and Esther Constance Parmelee, d/b/a Terry County Best, Co., licensee, to Mike Allen. (Continued on page 80)
More on 'Fusion'

EDITOR, Broadcasting:

...I believe this [Radio-TV Fusion] is one of your greatest services to the industry and I hope you keep it up, but something happens.

Andrew Quiny

Somehow in the U.S.A.

EDITOR, Broadcasting:

Your confusing editorial on fusion versus fusion haunts me. I am afraid you wrote that broadcasters will take the matter seriously, give it real thought and eventually come up with the answer—I know I don't have it but you've got me working on the problem. I am digging into my experiences in the electrical industry when I was an editor and publisher and we had similar problems with the Public Utilities in the focal point.

As a part of that industry there were manufacturers, wholesalers, dealers, publishers and Public Service Commissions. We faced the same problems. Later I found similar problems in the field of advertising. Perhaps the review I am making of other industries will help our approach to our own confusion to which you often add your share.

So perhaps I'll be writing you again in the near future. But please do more than toss out a hot potato, offer us some practical ideas and do your bit toward showing how to solve some of our problems. But get out of your ivory tower in Washington, do some visiting away from broadcasters' meetings.

Your reference to battling windmills at recent board meeting is hardly justified. I have just read the minutes of the meeting, much was accomplished and the many new members really took hold. If we were battling a few windmills they were placed there and put in motion by a few well-meaning editors.

See you in Washington...when I go to the special BAB Committee meeting. I'll sit at your feet while you show me how to solve that simple problem.

Keep up the good work!

Edgar Kobak

Consultant, New York

WTWA Thomson, Ga.

Member NAB Board

[FCC Roundup (Continued from page 79)]


WGR Worcester, Mass.—Assignment of license from Eastern Bestie, Corp., licensee, to C. E. L. Williams, Inc. WGR remained Eastern Bestie, Corp., because of the presence of the National Brotherhood of Electrical Workers, which would have been eliminated from bargaining unit by application to balance of the station's operations. Filed June 9. No longer exists. Yankee Network assigned. KMMO is book value of station at $17,950. File August 16

National Broadcasting Co. through Acquisition of control of Wilson Radio Co. Inc. By C. E. L. Williams, through purchase of 152 ch. of stock from C. E. L. for $7,500. WJZT is assigned 1420 kc, 1 kw day. Filed July 12.

[Editor's Note: We submit that Broadcasting executives and staffs have attended a number of meetings and state meetings of broadcasters, telecasters, advertisers and agencies and talked with more of them, of all species and shades, in and out of ivory towers than all other publications combined.]

EDITOR, Broadcasting:

After reading and rereading your lively editorial on radio-television fusion, I find myself in accord with certain portions of it and in decided disagreement with others. I can certainly agree, for example, that there is such a community of interest between radio and television that it would be to the distinct mutual benefit of the operators in both media to "unite under a single banner...to preserve the American System." I cannot readily follow your argument, however, that the manufacturers of radio and TV equipment belong in the same association.

Admittedly, the manufacturers of radio and television equipment have a very basic interest in the preservation of the American System of free communication. Relationships not dissimilar to that between operators and equipment manufacturers form the whole pattern of the economic structure. So far as I know, however, there has been no lack of cooperation between the broadcasters-telecaster group and the manufacturers which could be at all alleviated by their integration in a single association. There is nothing which prevents their presently acting in unison in any instance where there is sufficient mutuality of interest.

How the internal headaches of either group would be lessened, if manufacturers were assured by the proposed amalgamation is difficult for me to see. I am inclined to think that the procedure you recommend might result in friction rather than fusion.

Our present association difficulties, which I honestly believe are less than you point them, arise, in my opinion, from the fact that the diversified membership of NAB has put pressure on the association to be all things to all people. In response to the demands of various segments of the industry, the association has departed to some extent from the normal functions of a trade association in order to perform special services.

I agree with you that those special services, provided by BAB and others, should be put upon a "pay as they use" basis, and the association should devote its resources and energies to the prosecution of those functions of a trade association — the maintenance of sound government and public relations, and the overall promotion and defense of the media it represents.

If properly engaged in this respect, I believe the association can adequately and usefully represent AM, FM and television on that broad common ground of preservation of the American System, without concerning itself with problems of competitive interest or differences among them which would embarrass the association or any element of its membership.

Robert D. Sweezy

WDSD New Orleans

Member NAB Board

DEPUTY Civil Aeronautics Administrator F. B. Lee last week told FCC that CAA endorsed the commission's proposed new annexation standard. He cited on "minor editorial comments" regarding the rules [Broadcasting, May 29, July 10]. The deadline for filing comments in the proceeding was last Friday.

Although the majority of comments on FCC's proposed new Part 17 of its rules had been filed a fortnight ago, additional briefs were received from Port of New York Authority, Wind Turbine Co., Westchester, Pa., and Midland Broadcasting Co., licensee of KMBC Kansas City. If TV approval there, FCC's new rules seek to minimize procedure for obtaining CAA approval to tower sites by establishing a number of criteria which towers can be judged in relation to air navigation problems.

Mr. Lee's brief letter said "CAA urges adoption of the new Part 17 rules that will facilitate the achievement of safety to air navigation and toward the facilitation of selection and approval of radio tower sites." He added that CAA "wished to emphasize" its desire to provide technical assistance through CAA field offices to radio tower applicants concerning the aeronautical aspects of their proposed radio tower sites.

Among CAA's editorial comments was the suggestion that the new Part 17 rules "will be deemed not to involve an objectionable hazard to air navigation" rather than the present wording which "deemed not to involve a hazard..." Among CAA's editorial comments was the suggestion that the new Part 17 rules "will be deemed not to involve an objectionable hazard to air navigation" rather than the present wording which "deemed not to involve a hazard..."

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Sober, family man, presently employed, relocating. Desires permanent affiliation with northeastern station. Finest

KMMO Is Sold

KMMO Marshall, Mo., has been sold by Carl and Harold Fisher to W. C. Evans, former owner of WDOV Dover, subject to FCC approval. Price $42,500. KMMO is on 1300 kc with 500 w daytime. Sale was handled by Blackburn-Hamilton Co.
FM PROBLEMS

Johnson Urges Action

A UNITED EFFORT to seek a solution to FM's problems and to chart its future was suggested by Sen. Ed C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, in a letter released last week.

The letter gave indication of increasing activity in behalf of FM, particularly with respect to installation of FM tuners in all television sets.

It was written to Irving R. Merrill, director of the U. of South Dakota's USBD Vermillion, S. D., who had raised the question in a letter to Sen. Johnson.

Sen. Johnson said he knew of no federal agency having authority "to require manufacturers or to require manufacturers to make any particular device," but observed:

"It seems to me that everybody interested in FM could and would get together and have a frank and frank discussion of their problems and the future of FM and come up with some concrete and specific principles which represent a consensus of views, there would be a good chance of having such views represented to the extent that they can be by the authority of the Commission [FCC]."

Moreover, he said, if their implementation were not within the orbit of administrative action, it would seem likely that "they would get what is a
desirable hearing if they did, in fact, represent the united position of all who are interested in the future of FM."

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that "there would get even a

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Moreover, even Referring attention are likely that about are having authority "to FM's received Johnson said letter of agency Commerce Committee, in the manufacturers

Johnson declared. "And I believe if AM is hosted over the period of the Broadcasting

The proposal, which would amend the Copyright Act to grant performing rights to musicians, also would include a provision to give talent fees to musicians from recordings of TR's broadcast. This was the issue about which AFM President James C. Petriello waged a furious campaign in 1948. The Congressmen's office has been in contact with Oliver Sabin, a New York lawyer practicing in the music and recording business and one of the founders of Music Craft Records. Mr. Sabin, who has no affiliation with AFM, told Broadc

SALESMA

Leading New York independent is looking for a real producer with a proven record of sales. A man who is doing well, (possibly outside of New York), but would like to do better. We want a man who believes in radio and believes in himself. Salary and bonus.

BOX 678F. BROADCASTING

SOME FM stations affiliated with Transit Radio Inc., Cincinnati, currently are running at a profit and others "are close to it," R. C. (Dick) Crisler, president of Transit Radio Inc., has revealed.

He made that observation during the firm's second anniversary week July 10-17, recalling the advent of the service July 10, 1948, in Covington, Ky., and adjoining areas.

Hundreds of sets were originally installed by the Cincinnati, Newport and Covington Railways. Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of $14,000—about 10 times that of a year ago—and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio Inc. Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,600, he estimated.

"With respect to transit FM revenue, he pointed out that all transit companies, with one exception, were reaping a profit, though original expectations for immediate successful operation were not realized without "experience, hard selling and education."

Cites Policy Change

On the phases of public accept ance, Mr. Crisler noted that the St. Louis Post-Dispatch, which had editorialized against music-equipped vehicles, had withdrawn its opposition in the face of a riders' poll overwhelmingly favorable to the service.

On the legal front, he felt that, notwithstanding petitions pending against Transit Radio before FCC, the service is "on firm ground and these petitions are not regarded as a hundred real red flags at this time."

Comparing TR to television, Mr. Crisler said transit music "cannot be affected" because "its impact is established, it delivers a certain, counted guaranteed audience and its cost per thousand is low."

A study of transit radio's effectiveness as an advertising medium was distributed to advertisers and agencies, he added.

Transit's accomplishments were explored by the board of directors of Transit Radio Inc., at its quarterly meeting July 11.

Francis E. Pellegrin, vice president in charge of sales, reported eight new national accounts, bringing the total to 246.

Presiding at the meeting, held at Burlington, Vt., with Hubert Taft Jr., chairman of the TR board. Others present were C. (Chet) Thomas, KXOK, St. Louis; William M. Cottrell, WJAM, Cleveland; Ben Strouse, WWDC Washington; Edgar Kobak, radio consultant, and David G. Gamble, of Taft, Stettinus & Hollister.

RECORDING FEES

Rep. Klein Plans Legislation

REP. ARTHUR G. KLEIN (D., N. Y.) is waiting for additional information from the American Federation of Musicians before drafting a bill which would provide for a talent charge to broadcasters for use of recordings, his office disclosed last week.

The proposal, which would amend the Copyright Act to grant performing rights to musicians, also would include a provision to give talent fees to musicians from recordings of TR's broadcast. This was the issue about which AFM President James C. Petriello waged a furious campaign in 1948. The Congressmen's office has been in contact with Oliver Sabin, a New York lawyer practicing in the music and recording business and one of the founders of Music Craft Records. Mr. Sabin, who has no affiliation with AFM, told Broadc

When its BMI Its Yours

Another BMI "Pin Up" Hit—Published by Duchess

TELL HER YOU LOVE HER


On Transcription: Lenny Herman — Lang Worth; David Street—Standard.

POPULATION UP

Preliminary Totals Issued

POPULATION of the four East South Central states—Kentucky, Tennessee, Alabama, and Mississippii—increased about 8.1% between 1940 and 1950, according to a summary of preliminary totals reported last week by the Census Bureau.

In the same period the population of the South Atlantic states—Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia—increased by about 7.7%.

The highest gain for the East South Central states was 668,139, increasing from 10,778,235 in 1940 to 11,436,364 in 1950. In the South Atlantic states the combined numerical gain was reported at 3,149,643 from 17,823,101 in 1940 to 20,972,794 in 1950.

In the East South Central states the preliminary population totals for 1950 and 1940, respectively, were reported as: Alabama, 3,052-396 from 2,832,961; Kentucky, 2,931,586 from 2,846,627; Mississippi, 2,171,806 from 2,183,796; Tennessee, 3,280,575 from 2,915,841.

For the South Atlantic states, preliminary population totals were reported for 1950 and 1940, respectively, as: Delaware, 316,709 from 266,305; District of Columbia, 792,234 from 665,091; Florida, 4,281,692 from 2,734,086; Georgia, 3,418,130 from 3,123,793; Maryland, 2,322,657 from 1,821,244; North Carolina, 4,034,858 from 3,571,622; South Carolina, 2,197,813 from 1,989,864; South Carolina, 2,471,781 from 2,677,773; West Virginia, 1,998,536 from 1,991,974.

organizations which have a special interest such as ASCAP, AFM and others. As the law now reads, he explained, there is "no control over music once recorded."

Rep. Klein's office said the pressure of business in the House Judiciary Committee, to which such a measure would be referred, has been the prime stumbling block for getting action on a bill.
REPORT ON 19 STATES GIVEN BY CENSUS BUREAU

PRELIMINARY 1950 population figures for three areas, covering 19 states, released by Bureau of Census Friday and Saturday (early story page 81).

East North Central states gained about 13.7% in population between 1940 and 1950. Preliminary 1950 population and 1940 population respectively are: Illinois, 8,666,490 from 7,897,241; Indiana, 3,917,904 from 3,427,796; Ohio, 7,901,791 from 6,907,612; Michigan, 3,854,172 from 3,656,106; Wisconsin, 3,417,372 from 3,137,887.

Middle Atlantic states reported 8.9% gain. Preliminary 1950 and 1940 population respectively: New Jersey, 4,821,714 from 4,160,165; New York, 14,743,210 from 13,491,42; Pennsylvania, 10,455,965 from 9,900,186.

Gain for West Central states shown as 7.4%. Preliminary 1950 and 1940 population respectively: Arkansas, 1,900,246 from 1,949,387; Iowa, 2,607,749 from 2,389,398; Kansas, 1,896,519 from 1,801,058; Louisiana, 2,669,069 from 2,363,880; Minnesota, 2,967,210 from 2,792,300; Missouri, 3,024,220 from 3,784,664; Nebraska, 1,308,994 from 1,315,834; North Dakota, 616,356 from 641,585; Oklahoma, 2,330,253 from 2,363,438; South Dakota, 650,026 from 642,961; Texas, 7,677,060 from 6,414,584.

SOMSON TO ST. LOUIS GROUP

BERT SOMSON, former national representative for Frederic W. Ziv Co., St. Louis, named general manager of Greater St. Louis Broadcasting System Inc., comprising St. Louis independent stations KSTL, RXLW WEG plus WTMV FM by St. Louis. William Ware is president of group.

JENNINGS PIERCE resigns as NBC Western Division manager of station relations, public affairs, education, and guest relations to join KMED Medford, Ore., as general manager effective Aug. 1, it was announced by Sidney N. Strotz, vice president of Western Division.

FCC CLEARS CBS ON TWO COMPLAINTS

TWO COMPLAINTS against CBS dismissed by FCC Friday, including petition by Paul E. Fitzpatrick, chairman of Democratic State Committee on New York, that CBS did not decide FCC's new liaison officer to confer with military on plans regarding radio-TV silence and related questions in event of all-out war.

RESEARCH SUBSIDIARY of Curtis Publishing Co. plans to bid on next BMB survey job. Company, one of most active in consumer research field, has contracted for survey's outside its house magazine operations in varied fields, including radio.

BORDEN CO., New York, through its agency, Kenyon & Eckhardt, same city, considering two programs for possible five-time weekly TV network show. They are 'Winner Take All' and 'The Happy Carmichael Show'.

IN EVENT of full-scale war, FCC will suffer serious manpower losses because of large number of engineers and lawyers in various military reserves. Heading list is Comr. E. M. Webster, who, although physically retired, was called back during last war as Chief of Coast Guard Communications with rank of Commodore. Now 61, he possibly would be subject to call. Of FCC's 1,300 employees, majority of military eligibles are in reserves and most of them in higher bracketed professional jobs.

WILDBOOT Co., Buffalo, New York, through BBDO, New York, considering reallocation its network budget to spot radio and television. Advertiser has cancelled its Sam Spade show on NBC. Budget would probably be more than $1 million. Final decision expected within fortnight.

WHOLE subject of FM now due to come up for consideration by FCC within next two weeks, via that lengthy and long-pending staff report on transit radio and related questions including store- and factory-casting, Muak, etc.

PROCTOR & GAMBLE, Cincinnati, through its agency, Bisco Co., considered plans for spot activity to start in fall for its detergent, Joy Liquid.

WMC NAMES MORELAND

EARL MORELAND, local sales manager, WMC, WMCF (FM) and WMCf (TV) Memphis, Tenn., named commercial manager of stations, replacing Joseph Eggelston who died June 4.

Network Representation Activity Approved by FCC Friday

NETWORKS' right to serve affiliates as advertising representatives was upheld by FCC Friday in partial termination of two-year-old investigation, but door was left open for future rule-making to limit or forbid their activities in this field.

Investigation had been launched following complaint of National Assn. of Radio Station Representatives (NARSR) charging networks' representation of stations for spot sales violates FCC's network rules or at least is contrary to public interest. FCC abided networks on first count, kept second under consideration:

The Commission has reviewed the record in the above proceeding and has found that the evidence ... insufficient to support a finding that the practice of networks representing affiliates for the sale of national spot advertising or other advertising or commercial time violates any of the provisions of the Commission's chain broadcasting regulations... With respect to Issue No. 3 (whether rules should be formulated with respect to network representation) the Commission has made no determination and still has under consideration the question there presented.

FCC said it would hold a full hearing or a meeting to consider its findings and would announce a decision in due course.

Network Representation Activity Approved by FCC Friday

With respect to Issue No. 3 (whether rules should be formulated with respect to network representation) the Commission has made no determination and still has under consideration the question there presented.

Decision was revealed in letter to CBS, first network singled out by NARSR and one of three which has owned-and-operated stations on temporary license at least partially as result of NARSR case. FCC granted regular renewal to CBS outlets which had been on temporary: KCBS San Francisco, WBBM-AM-FM Chicago, WCCO Minneapolis, WEEI-FM Boston, WCBS-AM-TV New York, and to following in which CBS has minority interests: WPNI-FM Washington and experimental stations of KTTV (TV) Los Angeles.

Failure to grant regular renewals to ABC and NBC stations which are on temporary was presumed to be due to fact that additional questions were involved where those networks were concerned, and which has been previously characterized by FCC as similar to those involved in Don Lee Network case, which has since been settled with grant of Don Lee renewals.

Representation question has also been pending in another context, for Justice Dept., which, authorities felt, presumably will now drop it since department has signified it was waiting for FCC's decision.
FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months’ period, growth of set owners more than doubled the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST ... 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of 47.5% from 11 A. M. to 11 P. M. seven days a week, as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience at lower cost than any other combination of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

ON WLW-TELEVISION...

WLW-T  WLW-D  WLW-C
CINCINNATI  DAYTON  COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation
If you're running your feet off trying to keep up with sales conditions in your major markets, cheer up. For Radio Sales has already done most of your legwork for you. Your Radio Sales Account Executive can tell you (and he'll be talking about things he's seen and learned from on-the-spot study) all you want to know about 13 of your most important markets. He can provide you, too, with a wealth of research on how to sell your customers effectively in each of these sales areas. What it amounts to is that you can be in 13 different places at the same time (profitably!) without ever leaving your office. Thanks to...

**Radio Sales** Radio and Television Stations Representative...CBS