WOR has the largest audience during the day and during the night—from Maine to North Carolina—of any station in America.

during the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

Frankly, how can you not buy WOR to sell what you want to sell?

P.S. We can qualify and improve on these statements in a very colorful and quite engaging folder which you may have by merely dropping a postcard to WOR at 1440 Broadway, in New York; or calling LONGace 4-8000.
Looking for the right key
to open doors in Richmond?
Look no further. For the Havens
and Martin stations — Virginia’s
pioneer audio and video institution —
not only open doors but are welcomed
into the hearths and homes of
Richmond’s expanding community.
First to unlock the magic of radio
and television, WMBG, WTVR and WCOD
continue to show the way to getting the
most out of your national advertising
dollar in Richmond. Ask your Blair man.

Havens & Martin Stations are the only
complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV
WCOD FM

Pioneer NBC outlets for Virginia’s first market.
Represented nationally by
John Blair & Company.
10,000 WATTS IN SEPTEMBER

Coffeyville, Kansas
10,000 Day-5,000 Night

The Most Powerful ABC Station Day and Night in Kansas!

Advertisers Placing Contracts Before The Power Increase
Will Receive Present Rates with 52 Weeks Protection

OUR 20th YEAR Represented By WEED and CO.
NEW PLAN for Broadcast Advertising Bureau being evolved by special NAB Board Committee (see story page 7) could change, or put new life in, Bureau activities, who would then use new theme, in light of changes precipitated by war-time economy. Project, to be considered at special NAB board meeting Aug. 7-8, entails appointment of important figure in advertising-public relations as bureau head, with eventual enlarged budget over current $200,000 figure.

BY-PRODUCT of foray of Assn. of National Advertisers for AM rate reduction in TV markets is expected revival of Sindicler's Radox. Announcement shortly will be made of renewed subscriptions by certain networks to enable expansion of Radox installations in Philadelphia test market where AM can be automatically measured against three TV operations.

DESPITE nose-to-grindstone consideration of color TV issue, FCC probably won't be able to hit its preliminary target date of Aug. 1. Best inside guess now is it will be Labor Day before release of written opinion on color standards. Of course, there's always possibility, in touch-and-feel war situation, that final judgment may be justifiably postponed though present work-thesis remains "business as usual."

SUBJECT of speculation is effect of war emergency on deliberations of President's Communications Policy Board headed by U. of W. Va. president and former FCC Commr. Irwin Stewart. Board, created last February, was commissioned to devise policy on spectrum allocation as between government and industry (through FCC). Because of military needs during periods of stress, it's felt requirements will diminish as war effort intensifies.


REPORT of development of new recording storage tube (cathode-ray type) is arousing interest of FCC technicians working on color TV case. They think it might permit network program material sent on one set of TV standards, for instance, to be reproduced and transmitted by station which uses entirely different standards. It's described by R. C. Hergenrother of Raytheon and B. C. Gardner of Varian Assn. in July Proceedings of IRE.

ANNOUNCEMENT will be forthcoming shortly that important TV station in major Eastern market beginning this fall will sign on at 9:30 a.m. and run solid to 2 a.m. following morning, Mondays through Fridays. 16 1/2 hour schedule will be maintained indefinitely.

MAN in charge of those pre-reorganization surveys at CBS is Charles Koblenz, who made studies which led to creation of Common Carrier and Safety-Special Services bureaus, (Continued on page 74)
KCMO...the ONE and ONLY

50,000 Watt Station for Mid-America in Greater Kansas City

Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO

ONE Does it in Mid-America
- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
D A Y T I M E
810 kc. 10,000 WATTS
N I G H T

KCMO-FM...94.9 Megacycles
Operating Transit Radio in Greater Kansas City...reach them...sell them...on their way to buy...at new low costs!

KANSAS CITY 6, MISSOURI
Basic ABC For Mid-America

National Representative: John E. Pearson Company
To the national advertiser, this means that any one of the five ROBERT MEEKER offices now can supply you quickly with facts and figures on both our AM and TV operations.

Station WTTS (5000 WATTSS—1370 K.C.) is located in the heart of the world-famous limestone center, in Bloomington, Indiana, which is also the home of Indiana University.

Bloomington is the only little city of its size (between 25 and 30 thousand) in the whole nation with its own television station.

Station WTTV affiliations include NBC-TV ... ABC-TV ... CBS-TV, and Dumont Television Network.

With balanced audience (rural, industrial and urban population) we offer an ideal test market at low cost.
This is CBS in summer, 1950... creating "top 20" programs for '51

Last season 7 of the "top 20" shows were CBS-sponsored, CBS-produced.
Talent sought: My Big Fat Greek Wedding, Crime Photographer, etc.

More advertisers are sponsoring more programs on CBS than on any other network — 16% more than last summer.

The list of big ones for 1951 includes: Different shows of all types and genres: comedy, variety, drama, quiz, and more.
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<th>Time</th>
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<td>Adam Hall, Drums Percussion</td>
<td>Max E. Masch</td>
<td>Singing Marshall</td>
<td>Catholic Hour</td>
<td>Meet Life Ins. Atlantic Jackson (21)</td>
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### NEDNESDAY

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<th>Program Name</th>
<th>Director</th>
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<th>Voice Artist</th>
<th>Guest Star</th>
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<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>The Hidden Truth</td>
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<td>6:00 PM</td>
<td>CBS</td>
<td>The Shadow</td>
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<td>6:00 PM</td>
<td>NBC</td>
<td>The Love of Money</td>
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### SATURDAY

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<th>Time</th>
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<th>Program Name</th>
<th>Director</th>
<th>Writer</th>
<th>Voice Artist</th>
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**Notes:**
- Programs marked with an asterisk (*) are repeat broadcasts.
- Special events and programs are noted with an exclamation mark (!).
- Time slots are marked with a colon (:) for network-specific times.

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**Announcements:**
- Weather updates and special event notices are provided throughout the day.
- Emergency bulletins are announced immediately.
- Community events and public service announcements are featured.

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**Broadcasting:**
- All programs are broadcast live from studios.
- Technicians and engineers ensure quality sound and picture.
- Viewer feedback is encouraged through social media and email.

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**Copywrite:**
- Copyright 1950
- All rights reserved.
New York listens most to WCBS

MOST IN THE MORNING
(44% more than to second-place station B.)

MOST IN THE AFTERNOON
(14% more than to second-place station C.)

MOST AT NIGHT
(19% more than to second-place station C.)
new business

MAJESTIC MFG. Co., St. Louis (combination range), appoints Warner Schulenburg, Todd & Assoc., same city, to direct advertising. Radio will be used.

SKINNER & PELTON, Chicago (Silavox, TV earphone attachment), names Gourfain-Cobb, same city, to direct advertising. Radio-TV spots will be used.

WOLVERINE POTATO CHIP Co., Detroit, Mich., appoints Ruse & Urban, same city, to direct advertising. Radio-TV will be used. Florentine Urban account executive.

MASTERPIECE REPRODUCTIONS Co., N. Y., appoints Grayson Assoc. Inc., same city, to direct advertising for its series of 48 color reproductions of famous paintings. Radio-TV will be used. Arnold J. Deutschmann, account executive.

GLAMOUR PRODUCTS Co., L. A. (Vitrex, dietary supplement), appoints O'Brien & Dorrance Inc., N. Y., to direct advertising. TV will be used in N. Y. and East Coast markets. William R. Seth account executive.

BRISTOL-MYERS, N. Y. (Ipana), seeking spot TV availabilities on inter-connected TV stations. Agency: Doherty, Clifford & Shenefield, N. Y.

NEWSPAPER GUILD OF NEW YORK appoints Arista Adv. Co. Radio will be used.

VITALIS HAIR DRESSING lining up availabilities before and after football games in scattered markets. Agency: Doherty, Clifford & Shenefield, N. Y.

AMERICAN CHICLE Co., N. Y., appoints Dancer-Fitzgerald-Sample, N. Y., to direct advertising for new product, as yet unnamed, to start in fall, and include radio-TV spots.

SUPPLEE SEALTEST, Phila. (Sealtest fruit salad cottage cheese), names N. W. Ayer & Son, same city, to direct advertising. Campaign to start in Phila., Southern N. J. and Del. markets. Radio-TV will be used.

ECLIPSE SLEEP PRODUCTS Inc., N. Y. (mattresses), starts radio-TV campaign Aug. 15. Radio participation will be used in N. Y., Phila., Washington, Boston, and other East Coast major markets, with firm looking for availabilities. TV participation will be used in N. Y. Agency: E. T. Howard Co., Inc., N. Y.

Network Accounts... 


MANHATTAN SOAP Co., N. Y., starts One Man's Family on NBC-TV, Sat., 7:30 p.m. Agency: Duane Jones Co., N. Y.


BUICK Motor Div., Flint, Mich., to sponsor hour long TV show (as yet undecided) on CBS-TV, Wed., 9-10 p.m. starting in 1951. Agency: Kudner Agency N. Y.

PURE OIL Co., Chicago to sponsor Who Said That?, NBC-TV co-op, on stations in Chicago, Cincinnati, Dayton and Columbus from Sept. 11; in 11 other markets from Oct. 2 for 13 weeks. Most telecasts will be live [CLOSED CIRCUIT, July 10]. Agency: Leo Burnett, Chicago.

HOME CRAFT PUB. Co. sponsors The Wrestling Science, new five-minute show, over 18 stations DuMont TV network following Chicago matches Saturday nights. Agency: Huber Hope & Sons, N. Y.

PROCTOR & GAMBLE, Cincinnati (Camay, Tide), to sponsor hour-long musical comedies and operettas on NBC-TV, alternate Mon., 9:30-10:30 p.m., starting Oct. 2. Bernard Schubert package. Agencies: Pedlar & Ryan and Benton & Bowles, both N. Y.

Adpeople...

CURTIS H. GAGER, director and vice president General Foods, takes over operating responsibilities for Franklin Baker, Maxwell House, Jell-O, Pectin, Minute products, electric cooker division and General Foods Ltd. CHARLES G. MORTIMER Jr., director and vice president in charge of marketing, including advertising, assumes responsibility for Birds Eye-Snider, seafoods and Bireley's divisions.

HADACOL CARAVAN
Headed by Sen. LeBlanc

GOOD-WILL tour of 3,000 miles will be launched Aug. 21 by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, La., producer of Hadacol tonic. The promotion caravan, with entertainers and circus trappings as well as top movie and radio talent, will be staged at a claimed cost of $250,000.

The caravan will visit a long list of southern cities. A hundred trucks loaded with a million dollars worth of Hadacol will be driven on its route. Talent includes Mickey Rooney, Roy Acuff, Minnie Pearl, Sharkey's Dixie Land Band, animal acts and a calliope as well as floats. Beauty contests will be held in a number of cities and baseball parks have been reserved. Hadacol box-top will be the only admission required. Accompanying Sen. LeBlanc, president pro tem of the Louisiana Senate, will be about 50 legislators. LeBlanc Corp. is spending $400,000 a month on advertising, including 502 stations carrying from four to 16 spots a day. The product is distributed in 22 states. Special radio and newspaper schedules will be used 10 days preceding arrival of the caravan, with a minimum of 50 spots a day in key cities. Television shows are being signed for presentation prior to the presentations. Hadacol agency is Hedrick & Towner, Houston. Sales of the product are said to be $2 million a month.
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives

JOHN BLAIR & CO.
Still Buffalo's Best Radio Buy!

AFTER 20 YEARS—Still Buffalo's No. 1 Station

WBEN is the Buffalo Station Most People Listen to Most of the Time

WBEN

Basic NBC • 5000 Watts

REPRESENTED NATIONALLY BY PETRY

FOR the second consecutive year, a display by members of the Maine Broadcasting System—WCSH Portland, WLBZ Bangor and WRDO Augusta—occupies the windows of the State of Maine Information Bureau in the RCA Bldg., Rockefeller Center, New York. Emphasizing the three NBC outlets' listening by transients, the display carries the theme: "Anywhere you vacation in Maine you'll enjoy good radio reception from a Maine Broadcasting System station.
feature of the week

strictly business

When Carlton E. Morse's One Man's Family took its first television sponsor, Manhattan Soap Co., New York (Sweetheart soap), last Saturday, (July 29) Mr. Morse passed another milestone in a successful career hitherto concentrated primarily on radio. He has been writer, producer, director of One Man's Family on NBC through 18 years and three generations of Barbour, and of 15-year-old I Love a Mystery on MBS for the past year. For the past 30 weeks the busy Mr. Morse has been guiding a brand new family of Barbour, one of the best-known families on radio, through its television pace on the NBC-TV network on a sustaining basis. (All shows come under the banner of Calton E. Morse Productions.)

One Man's Family made its appearance on NBC in 1932 as half-hour Sunday weekly series. It has enjoyed almost uninterrupted sponsorship since Wason Oil and Snowdrift took it in January 1933, nine months after its inception. Two years later Standard Brands signed for the program, in what turned out to be 15 years of sponsorship, introducing Tender Leaf Tea for first time. Tremendous sponsor identification of the product was proved when listeners continued to identify the program with the tea after Standard Brands had introduced some of its other products on it.

An example of the show's popularity was the receipt of over one-half million requests for a One Man's Family scrapbook offered on the program during Standard Brands sponsorship.

And, in 1949, when the firm dropped all radio advertising and cancelled the Family, the cast made two announcements on program asking for a show of loyalty to the old sponsor, and put out a plea for a new one. Within two weeks over 100,000 letters had been received from listeners expressing loyalty to the program.

Miles Labs, Elkhart, Ind. (Bac-tine, Taben germicides), took over radio sponsorship of program in

(Continued on page 8)

"Batters' Platters"

With CHARLEY BATTERS

In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners... potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:30-8:00 PM!

This excellent time availability is supported by a strong promotion campaign... and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

First in Washington

5,000 Watts - 980 KC

Represented by NBC Spot Sales

Page 14 * July 31, 1950

Ben Paschall isn't quite sure whether it was his sales ability or a violent blow on a prospective client's head (accidental) that landed not only the client but his biggest sale. There is, however, no doubt as to Ben's ability in his present job.

Owner of Western Radio Sales of Los Angeles and newly-opened (July 1) San Francisco branch, West Coast Radio Sales, the kinetic Benton Paschall currently represents 18 western radio stations in California, Nevada, Oregon and Arizona. He is also West Coast manager of Liberty Broadcasting System, several of whose stations he represents.

The aforementioned stricken client was an executive of San Joaquin Baking Co., Fresno, Calif. The accident occurred while he was showing Ben, then commercial manager of KARM Fresno, through the bakery plant. In the course of the tour, a conveyor slipped down and struck the guide on the head. Shortly after, Ben obtained his signature to an $18,000 year's contract for newscasts on KARM.

Ben went to Hollywood July 4, 1945, as manager and co-owner of Western Radio Sales with Lincoln Dollar, President KXOA Sacramento, KXOB Stockton, KXOC Chico. He became full owner the following year when he purchased Mr. Dollar's share of the representative firm. Now, two years later there are few people in the industry who don't know the enthusiastic Ben Paschall.

In 1935 he was graduated from University of Commerce work preparing radio programs on three Fresno stations, Ben came in contact with many radio people. In 1947 he had the opportunity to put to work this new radio experience with his business and sales experience. Clyde Combs, general manager of KARM, offered him a position at station's commercial manager. After two years there he shifted to KROY Sacramento in an executive capacity, when KARM management bought that station.

Next step a year later was Hollywood where he had always wanted to live since his first view of Vine St. in 1923. At that time such a yearning was almost sacrilegious for then he was still a native of Texas, where he was born in Olney in 1913.

Early schooling was gathered in Texas, in Ranger, Breckenridge, Graham and Fort Worth as he followed the fortunes of his father, an oil man. In 1930 the family moved to Fresno where Ben remained until joining KROY.

Ben is a three-year member (elected last year) of the board of directors of Hollywood Advertising Club, a Mason and Shriner (Al Malakah Temple). He keeps up with baseball and football, swims and golf in his spare time.

In 1933, before entering his junior year at college, he married a classmate, Wilma Hallock. The Paschalls make their home in Westwood, outside Los Angeles. They have one daughter, Joan, 16, who attends Beverly Hills High School and wants to go into, of all things, advertising.

Ben • • • a four and one-half year course at Fresno State College with an AB in Business Administration and an AB in Music. He had plans then to become a public school music teacher.

In his first job on the sales staff of Union Oil Co., Fresno, Ben filled in spare time playing the piano in his own dance band six nights a week; taking business courses at night school several times a week; giving private piano lessons all day Saturday, and during his daily lunch hour teaching the boys' glee club of Fresno High School.

After seven years, he left Union Oil in 1942 to become sales manager for Bekins Van & Storage Co. in Fresno. Putting his extra-curricular energies to Junior Cham-
In Des Moines
December thru April
1950 Hooper Over-all
Index as compared same
period in 1949 shows
KSO gains 35.7%

IS IT ANY WONDER THE TREND
IN DES MOINES IS TO KSO

Iowa is a rich market
with an average farm
income of $9,888.54

Reach this Market through KSO

KSO
DES MOINES, IOWA
5000 watts 1460 kilocycles

CBS for Central Iowa
KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
Likes 'Big Story'
EDITOR, Broadcasting:
...Your story in the July 3 issue of BROADCASTING-TELECASTING on Pall Mall's Big Story... was excellently handled and the layout is really fine.

Alan C. Garratt
Advertising Manager
American Cigarette &
Cigar Co.
New York

Johnny Gillin Laundered
...All of us in broadcasting are shocked to learn of Johnny Gillin's passing. Here was one of America's great pioneer broadcasters whose inspirational leadership has contributed immeasurably to the advance of our system of free broadcasting.

Mr. Gillin's service to this association for more than two decades as a member of the board of directors, as a committee man, and as a citizen of the radio and television world always will be a goal to which the nation's broadcasters can aspire. We mourn the death of a good friend, a wise counselor and an outstanding servant of his own community.

Justin Miller
President,
NAB

[EDITOR'S NOTE: Judge Miller's sentiments originally were expressed in a telegram to Lyle DeMoss, program director, KXOK-AM, Omaha, on the occasion of Mr. Gillin's death July 16.]

* * *
EDITOR, Broadcasting:
For several days broadcasters have been talking about the passing of one of its most prominent leaders-John J. Gillin Jr.

Many of us have known "Johnny," some of us intimately—but all who've been fortunate to come within his circle of charm miss this gentleman with the rose—Radio's Ambassador of Goodwill. ...

...His leaving us left behind the memory of an unforgettable statesman—liked and regarded by all as a kind, generous, and good gentleman.

Franklin O. Pease, Gen. Mgr.
RRR-Radio TV Employ-
ment Bureau
Philadelphia

* * *

Intelligent Fourth
EDITOR, Broadcasting:
I cannot think of a more intelligent way to celebrate this wonderful day (July 4) than to renew my subscription to BROADCASTING and thus renew my informational contact with a swell gang of Americans whose business hinges upon FREEDOM OF THE WAVES, and whose service enriches the lives of countless thousands and contributes to an alert national citizenship. 

William P. Pence
Chamber of Commerce Inc.
Salisbury, N. C.

* * *
Seeks Radio Set Count
EDITOR, Broadcasting:
We always read with interest news stories which give the number of TV sets in various areas. Before radio gets buried prematurely, wouldn't it be a good comparison to give the estimated number of radio sets in the same area?

Claude Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

[EDITOR'S NOTE: The 1950 BROADCASTING MARKETBOOK will show AM receivers at near saturation point throughout the United States. The same situation was true when the 1949 MARKETBOOK was published.]

* * *
Salute for 'Fusion'
EDITOR, Broadcasting:
Not a 21 gun salute but a 22 gun salute to you for your editorial "Road Toward Fusion".

I was not asked to repeat my term on the NAB engineering committee representing small stations when I kept punching at the fact that NAB missed its best bet and real purpose for its existence when it did not push for joint meetings of FCC, RMA and NAB to determine the future of radio broadcasting and guide it along an equitable and reasonable path.

I have always contended NAB engineering was the weakest link in its chain—yet it is the foundation of the industry.

Engineering is the basis for power, location (band) and allocation of radio and, by NAB, the most neglected—yes, we have very fine maps, engineering standards, etc.

But why and how did we have the famous FM shift (only to have the vacated frequencies taken by TV), the split TV bands (now a third band to be added) and on and on we go? Black and white vs. color? I think it is about time the group got some sense and injected some of it in the industry.

James V. Coesan
Eec. V. P. and Gen. Mgr.
WPAT Paterson, N. J.

Boston U. Institute
STUDENTS of Boston U. enrolled in the 36th annual summer session, which opened July 10 and continues through Aug. 19, have taken over broadcasting operation of WBUR-FM Boston, university-owned station. School is holding a six-week broadcasting institute for non-professional people, according to Dr. Daniel Marsh, Boston U. presi-
dent, and Dean Atlee Perzy, sum-
mer term director. Courses are announced by Prof. Samuel B. Gould.
Hold Everything
Mr. Time-Buyer!

THERE'S SOMETHING NEW IN THE
RADIO PICTURE IN WINSTON-SALEM

WTOb goes CBS Sept. 1st

WINSTON-SALEM, N. C.

1000 WATTS - DAY AND NIGHT

BROADCASTING • Telecasting

TAYLOR COMPANY — NATIONAL REPRESENTATIVES

July 31, 1950 • Page 17
NORTH CAROLINA IS THE SOUTH’S No. 1 STATE AND NORTH CAROLINA’S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

* also WPTF-FM *
RALEIGH, North Carolina

National Representative FREE & PETERS INC.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State. More North Carolinians Listen to WPTF Than to Any Other Station.
ANA’s Rate Pushes

By ED JAMES

ALTHOUGH temporarily repulsed by unexpected resistance from the major networks, the offensive of the Assn. of National Advertisers against radio rates has by no means been abandoned, BROADCASTING learned last week.

The networks’ rejection of invitations to meet individually or as a group with ANA’s powerful Radio and Television Steering Committee [BROADCASTING, July 24] threw a surprise obstacle in the association’s plan, but ANA intends to prosecute its attack on other fronts.

At week’s end ANA executives were in strategy conferences deciding their next move, but the general plan that they would follow had already been outlined by the steering committee.

The steering committee’s confidential report, which so far has been officially withheld from all but ANA members, recommended a course of action to be pursued in the association’s main purpose of forcing radio rate reductions.

Although the report was still a closely guarded secret, BROADCASTING obtained a copy from a source that cannot be identified. It contains the battle plan for the greatest organized onslaught by a group of advertisers in modern media history.

Original Plans

As originally conceived, the plan called for the steering committee to unveil its argument at individual meetings with the networks when the networks would have been asked to “consider the problem carefully” and then meet again with the steering committee to “suggest a method of handling the problem that will be fair and acceptable to advertisers.”

That part of the plan was, of course, negated by the refusal of the networks to attend the first meeting. Other maneuvers, however, were proposed in the steering committee’s blueprint, and they are yet to come.

“In order that the viewpoints as expressed by the steering committee may be clearly understood by the stations themselves,” the report proposed, “it may be advisable to hold further meetings with some of the station representatives.”

That the ANA steering committee hoped to soften up the networks and stations before the end of this summer was clearly indicated in the fact that the committee planned a “full airing of the situation and a progress report” at the ANA fall meeting in Chicago.

Urges Support

To the steering committee’s report, when circulated to ANA members, was attached a form which members were asked to fill out, including a statement of support for the committee’s proposals. Members were urged to “return the attached questionnaire right now so that your steering committee can undertake discussions promptly and authoritatively, with a show of strength indicating the consensus of all the radio-TV group members in support of its position.”

It was learned that most if not all members did as they were asked. To reinforce its argument for reduction of radio rates, ANA drew upon both A. C. Nielsen Co. and C. E. Hooper Inc. research, which it interpreted to mean that the radio audience, particularly at night, had gone to pot in television markets.

Whether networks were preparing counter-arguments with which they hoped to bat down ANA’s statistical foundation could not be learned. Both CBS and NBC have invigorated their promotion research in recent months, and last week NBC was beginning to show a new presentation arguing strongly for network radio (see story page 21).

No Direct Answers

Neither, however, so far as could be learned, was preparing direct answers to ANA.

The basic conclusions of the ANA report were outlined in a covering letter mailed with the report to ANA members. The letter read in part: “Attached is a very important confidential memorandum from your Radio and Television Steering Committee. Its length is forbidding, but its content is of vital concern to every radio advertiser. Briefly, it brings out with facts and figures that:

1. On an overall national basis:
   “1. In the case of those evening network radio programs occupying the same time spot this year as last, the average cost per thousand listeners had risen 21% on one network, 18% on another in a year’s time due to declines in the number of homes listening to those programs.
   “2. Despite a gain of 3.6% in the number of homes equipped with radio, the number of homes listening to radio is below a year ago except during morning hours. The most serious drop is noted from 8-11 p.m. during which time the number of homes listening to radio shows an average decline of 12.7% from a year earlier.

TV Homes Listening

3. In television homes, radio listening during evening hours is off 86%. For all practical purposes, each new TV installation signifies the virtual elimination of one more home from the total of actual or potential RADIO listening during evening hours.

4. With the prospect of about (Continued on page 30)

CONFIDENTIAL REPORT DETAILS PLANS

McFARLAND BILL REVIVED

By DAVE BERLYN

THE McFARLAND BILL to streamline FCC procedures was closer to Congressional passage than at any time in its turbulent history when the Senate passed the measure as an amendment to another bill last Wednesday and earmarked it for joint House-Senate conference.

The proposed amendment to the Communications Act, passed by the Senate last year, was modified only slightly to bring it up to date. It was reported to the Senate this time as an amendment to a House-approved bill (HR 4251) to permit FCC to acquire land for radio monitoring purposes.

Action came swiftly by the Senate Wednesday afternoon following a report on the new version two days earlier by Chairman E. W. McFarland (D-Ariz.) of the Commerce committee’s Communications Subcommittee. Sen. Ed C. Johnson (D-Col.), chairman of the Commerce group, Sens. McFarland, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.), all members of the Senate Commerce Committee, were appointed conferees by the Senate. The House recessed Thursday until Monday (today) without appointing conferees.

The bill, as authored by Sen. McFarland last year (S1972), passed the Senate in August 1949 [BROADCASTING, Aug. 15, 1949] and has since been awaiting House action.

Little Difference

In his report, which differed little from his report on S 1973 a year ago, Sen. McFarland said the revisions — or amendments — were included “as a matter of comity between the two Houses of Congress.” The bill, he reiterated, would bring about “a major improvement” in FCC organization and functions. Sen. McFarland repeated his statement of a year ago that the bill “has the unanimous approval of every broadcast-
DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF INFORMATION
WASHINGTON 25, D.C.

EDITOR, BROADCASTING:
My attention has been called to your thoughtfulness in printing the entire
text of the "Code of Wartime Practices for American Broadcasters" as well as
other informative and patriotic articles on the Korean war and the relation-
ship of broadcasters to this war effort.

Such support of the military effort is timely and patriotic and certainly is
a good example of the public support we are now receiving. I want you and
your staff to know how much the Department of the Army appreciates your
efforts and work and how helpful it has been to us in a particularly difficult
period.

I hope we can continue to merit your interest and support and that we can
work together on problems and projects of mutual concern.

With best wishes,

F. L. PARKS
MAJOR GENERAL, GSC
CHIEF OF INFORMATION

Radio-TV Talks Underway

Radio-TV Talks Underway

NAB '51 MEET

Chicago Favored In Survey

NAB '51 MEET

Chicago Favored In Survey

EXPLORATORY discussions con-

templating participation of radio-
television forces in government
mobilization-planning—and looking

forward to a New Year's agenda

embracing Broadcasters Defense
Council—commanded the attention of
NAB, network and station execu-

tives in a session held late Tuesday in Washington.

Meeting was called by NAB Gen-

eral Manager William B. Ryan

following formal request by John H.

Steelman, special Presidential

assistant, that such a group be

formed in pursuance of NAB's offer
to assist the government "in any feasible way" in the present
emergency [BROADCASTING, July 24].

Outline of the proposed plan

was presented informally to offi-
cials of CBS, NBC, Radio-Tele-
vision Mfrs. Assn., DuMont Tele-
vision, MBS, and NAB board mem-
bers.

The session was described as
"preliminary and informal" and

reportedly touched only generally
on such topics as civil defense,
mobilization, censorship, methods
of cooperation which the industry

could offer the government, pro-
duction and information.

A second meeting was slated for

this week, with date undetermined.

Out of this and succeeding sessions are expected to evolve appoint-
ment of members (by NAB Presi-
dent Justin Miller) to serve on
committees, each dealing with a

specific area of activity, and plans
for participation of industry
groups.

It was expected that eventually
such groups as Radio-Television
Mfrs. Assn., Television Broadcast-
ers Assn., The Advertising Council
and many others would be invited
to take part. And it was

understood that NAB would carry the story of its role in government
planning to its membership in the

upcoming series of district meet-

ings.

Attending the Tuesday session
were Earl Gammons and Ted Roop,
for CBS; Frank M. (Scoop) Rus-
sell and Ed Wheeler, NBC; James
Secret, RTMA; Richard Noel, Du-
mont; Edgar Kobak, WTTA

Thomson, Ga.; Hollis Seavey,

MBS; Ben Strouse, WWDC Wash-

ington, and Eugene Thomas, WOR

New York, NAB board members;
and Robert K. Richards, NAB pub-

clic affairs director, and Mr. Ryan.

Frank Fletcher, WARL Arlington,

Va., another board member, did not attend. ABC was not rep-
resented, although Robert Hinkel-

ley, vice president, had been in-

vited.

Council Idea

The proposed council idea devel-

oped out of discussions between
Mr. Steelman and Ralph Hardy,
NAB government relations direc-
tor, at the White House. NAB had
been considering such a plan, cov-

ering various phases of activity,
over a period of months and, when
the Korean situation developed, was among the first industry
groups to offer its services, accord-
ing to Mr. Hardy.

Specifically, it had mulled the
idea of setting up a broadcasters' com-

mittee to advise on military
planning [CLOSED CIRCUIT, July 17].

Mr. Hardy is expected to work
with Charles Jackson, in Mr. Steel-

man's office, on the various ways
in which the industry may be of

assistance to the government. Mr.
Jackson also serves as liaison be-
tween the government and the Ad-
vertising Council, which is making
available its services for informa-
tion aids.

NAB presumably would be ex-
pected to support government re-
quests for recruiting and public

service announcements, accor-

dings, to cooperate in addition of
new defense programs (such as
possible revival of the Army Hour)

and in general to lend cooperation
of the industry on Presidential
addresses dealing with important
subjects to the American taxpayer.

Mr. Steelman extended hearty
approval of NAB's cooperation on

and thought formation of the council,
which he said arose from his dis-
cussions with Mr. Hardy, "the best
way to render service to the gov-

ernment as required.

Members of the broadcasters'
council committees are expected to

confer, along with Mr. Hardy, with

military and other government offi-
cials, including National Security
Resources Board and Munitions
Board.

As an example, NAB already
has given the industry stand before
the military on television's impor-
tance, touching particularly on
construction of additional network
table and relay facilities. NAB was
understood to have stressed the
value of television as a training
medium in civil defense.

Mr. Steelman's letter to Mr. Hardy:

May I take this opportunity to

thank you for the cooperation the
red cross committees of the

United States gave us on that part
of the President's address which ex-

plained that no food shortages exist
at the present time. The fact that you
people initiated this without receiv-
ing a request from the government is
especially gratifying. All of us are
deeply appreciative.

 Doubtless there will be other oc-
casions in the near future when your
cooperation will be extremely useful.
I hope you will not consider it pre-
sumptive if I ask that the (NAB)
take immediate steps to organize the

entire broadcasting industry in some
manner in which it would be instantly
available to the government as re-
quired.

I have asked (Charles Jackson) of
my office to work closely with you
and may you feel free to call upon
him for any cooperation you may
need.

The problems facing us now are
somewhat different than they have
been in the past because of the grow-
ing importance of television. We will

be especially interested in a program

(Continued on page 36)
P&G LEADS MAY NETWORK USERS

Sterling Second

PROCTOR & GAMBLE Co., radio's top advertiser, again headed the list of radio network time purchasers in May, with a gross billing of $1,694,711 for the month, accounting for 10.2% of the gross network sales of $16,854,126, according to Publishers Information Bureau.

The PIB figures showed P&G was the only network advertiser to spend over $1 million in May.

Sterling Drug Co., climbing from fourth place in April, was the second largest network client, spending $821,450 in May. General Mills increased its buying to rank third, while Miles Labs dropped from third in April to fourth in May. General Foods fell from second in April to sixth in May, while American Tobacco Co. and Liggett & Myers merely switched positions and the others remained the same.

Table I (top 10 network advertisers) lists first 10 network advertisers, in rank according to expenditures.

By product groups, Food & Food Products advertisers spent $4,183,-

TABLE I

TOP 10 NETWORK ADVERTISERS

| Product Group | Month | April
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>May</td>
<td>$487,917</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>May</td>
<td>171,126</td>
</tr>
<tr>
<td>Automotive, Audio-Visual Equipment &amp; Supplies</td>
<td>May</td>
<td>410,720</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>May</td>
<td>256,041</td>
</tr>
<tr>
<td>Building, Materials, Equipment &amp; Fixtures</td>
<td>May</td>
<td>121,377</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>May</td>
<td>162,517</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>May</td>
<td>2,265,768</td>
</tr>
<tr>
<td>Drag &amp; Remedies</td>
<td>May</td>
<td>4,163,970</td>
</tr>
<tr>
<td>Entertainment &amp; Amusement</td>
<td>May</td>
<td>809,003</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>May</td>
<td>17,616</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>May</td>
<td>2,253,805</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>May</td>
<td>188,985</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>May</td>
<td>227,016</td>
</tr>
</tbody>
</table>

970, placing them first in time bought for May. Toiletries & Toilet Goods followed with Drugs & Remedies third, Smoking Materials fourth, and Soaps, Cleaners & Polishes, fifth. The same order was indicated for the January-May period.

May Reduction

A slight reduction was noticeable in the May total figures of 1949 and 1950, with the May period of this year about 2.8% less than last year. The January-May 1949 period was approximately 4.3% more than the gross sales in the same period this year.

Table II presents the gross network time sales for the May 1949 and 1950, and January-May 1949-1950, by product groups as compiled by P&G. Leading advertiser in each product group is indicated in Table III.

NBC last week was beginning to show advertisers and agencies an elaborate new presentation intended to reinforce the network's radio and network radio, despite the growth of television, is still the best mass medium advertising buy.

The presentation admits that the national radio audience has been diluted by television, but asserts its cost per thousand circulation cannot be matched by other media.

NBC estimates there will be 10 million television homes in an average week of the 1950-51 broadcasting season and there will be 42,977,000 radio homes. According to NBC, even if its quota per NBC has been a 72% decline in evening listening in TV homes.

Taking 72% of the 10 million TV homes as the total ignoring radio, you still have 35,097,000 radio families left, according to NBC.

That figure represents a total potential audience only 6.7% less than the audience in 1948 the peak year before TV development became a serious factor.

Even with 10 million families in its potential audience, however, TV is still the ideal medium, according to the NBC presentation points out. An advertiser who wants to reach all of America cannot depend upon TV. He can depend on radio, it says.

Uses Research Figures

The presentation draws upon numerous research studies to argue its case that radio listening is the people's favorite leisure time activity, that people listen in "fabulous numbers," that radio claims more of their time than any other activity besides working and sleeping, that they listen not only at home but away from it as well.

As for costs, network radio is cheap, considering its bignes. For $21,000 an advertiser can buy a full network half-hour evening program, including time and talent, at a time when there are 34 million families as his potential audience.

To match that circulation with newspapers, he would have to buy 1,145 of them. To do it with magazines he would have to buy nine of the leading publications. His $21,-

---

Mr. Meehan, a veteran of 25 years in newspapers, radio and public relations fields, Mr. Meehan joined Westinghouse in 1944, serving first in Westinghouse's public relations department in Pittsburgh.

Wiggins resigns

JOHN S. WIGGINS resigned Friday as director of research and sales promotion at CBS Western Division offices in Chicago, where he worked four years. Before that he was in research and promotion at CBS New York and senior marketing analyst for Firestone Tire & Rubber Co.

TABLE II

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

| Product Group | May 1950 | May 1949
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$487,917</td>
<td>$450,000</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>171,126</td>
<td>120,000</td>
</tr>
<tr>
<td>Automotive, Audio-Visual Equipment &amp; Supplies</td>
<td>410,720</td>
<td>380,000</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>256,041</td>
<td>235,000</td>
</tr>
<tr>
<td>Building, Materials, Equipment &amp; Fixtures</td>
<td>121,377</td>
<td>110,000</td>
</tr>
<tr>
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<td>162,517</td>
<td>150,000</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>2,265,768</td>
<td>2,100,000</td>
</tr>
<tr>
<td>Drag &amp; Remedies</td>
<td>4,163,970</td>
<td>3,900,000</td>
</tr>
<tr>
<td>Entertainment &amp; Amusement</td>
<td>809,003</td>
<td>750,000</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>17,616</td>
<td>15,000</td>
</tr>
<tr>
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<td>2,253,805</td>
<td>2,100,000</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>188,985</td>
<td>175,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>227,016</td>
<td>190,000</td>
</tr>
</tbody>
</table>

NBC's Pitch

Supports Network Radio

---

(Continued on page 38)
CENSUS REPORT

NEW YORK's metropolitan area population soared to nearly 13 million in 1950 and Los Angeles metropolitan area gained more than 50% since 1940, according to preliminary figures on 12 metropolitan areas released by the Census Bureau yesterday. Tabulations break down each area to show population within the city as well as the census count for the remainder of the area, and are the first such 1950 reports to be issued. Other metropolitan area computations are expected to be released soon.

The Los Angeles metropolitan area preliminary totals of nearly 4 1/2 million was exceeded only by the metropolitan totals for New York and Chicago (see adjacent table). Of the 12 areas listed, the Los Angeles breakdown was the only one in which population in the remainder of the area outside the city was in excess of city population itself.

Percentage-wise, the next greatest increases among the cities announced were for Washington, D. C. and San Francisco metropolitan areas.

Unabated growth of an urban and industrialized United States is the picture being put together from preliminary reports coming into the Census Bureau. Such facts as the unprecedented rise of the West Coast and the concentration of population in 28 states bordering the Atlantic, Gulf, Pacific coastlines and the Great Lakes are pointed up in bold relief.

California alone accounted for about one fifth of the country's growth from 1940 to 1950, according to the Bureau.

Other data of the past week completed population figures for all U. S. regions. Latest figures show the Rocky Mountain States (eight in number) with a gain of about 21.5% over 1940 and the three Pacific Coast States with a rise of about 47.4%. Greatest gain in the latter region was recorded in California where population increased 51.6% from 6,907,887 in 1940 to the present 10,472,248. All other regional computations already have been revealed [Broadcasting, July 24, 1951].

Preliminary figures show an increase nationwide of 19 million persons in the 10-year period. Population jumped from 101,600,275 to 150,520,000 as of April 1, 1960 when the 17th Decennial Census is dated. A breakdown of states revealed a majority with healthy gains (see accompanying table).

That the huge increase of individuals in the U. S. is having its effect on the nation was shown when the listing of at least 15 cities which have joined the 100,000 and over category (incorporated limits). Pointed out, however, was the fact that many cities had acquired additional area in the past 10 years.

The cities in this list with both 1940 and 1950 population figures shown were:

<table>
<thead>
<tr>
<th>City</th>
<th>1950</th>
<th>1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>2,177,621</td>
<td>1,406,805</td>
</tr>
<tr>
<td>Chicago</td>
<td>895,100</td>
<td>650,025</td>
</tr>
<tr>
<td>Boston</td>
<td>770,816</td>
<td>528,542</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1,267,270</td>
<td>878,336</td>
</tr>
<tr>
<td>New Orleans</td>
<td>2,967,210</td>
<td>2,177,621</td>
</tr>
</tbody>
</table>

Of the 100,000-plus class, Lowell, Mass., was the only city reported doubled as its population doubled from 103,036 in 1940 to 369,809. To date, the Bureau said, the number of cities in the 100,000 and more for the 1950 Census stands at 50.

The nationwide total of over 160,000 persons represents almost a doubling in U. S. population in 50 years, and the 10-year 1950-1940 population gain is the greatest numerically for any decade in American history, the Bureau said.

Commerce Secretary Sawyer, who announced the nationwide total, uncovered other significant facts. New York retained its rank as the most populous state. California moved from fifth place in 1940 to second place, passing Pennsylvania.

(Continued on page 29)
Civilian Radio-TV Cutbacks Mulled

RESERVE SPECIALISTS

Demand Detailed

THE "Indian" in plain clothes (1) Les Biederman, general manager of the Paul Bunyan Network (WTCM Traverse City, WATT Cleveland, WATZ Alpena, WMNB Petoskey, Mich.), on behalf of MBS, receives an authentic Ottawa drum from Chief Mose Minnie of the Ottawa Tribe. Presentation was made to MBS in appreciation for its airing of the Straight Arrow Program.

sets no longer would decline, as they have the past year, and that, in fact, prices would begin to taper off. While manufacturers have not yet taken such action as a group, Emerson Radio-Television last week announced a retail price boost (Continued on page 86)

President Mulled

Civilian Radio-TV Cutbacks Mulled

O U T L I N E

Radio-TV manufacturers last week contemplated the prospect of mounting orders for military electronics equipment and potential civilian cutbacks in the output of radio-television set and parts as Congress moves to provide additional funds to step up the government's program for stockpiling critical materials.

Plans for conversion of manufacture systems to accommodate military production and estimates on cutbacks to be expected in fall production of civilian radio and television sets were revealed last week by a number of manufacturers, among them Westinghouse Electric Corp. and General Electric Co., both heavy producers of government equipment during World War II.

In a semi-annual stockpile report to Congress, the Munitions Board revealed that it now has on hand materials valued at $1,556,154,352—38% of the total objective—and an additional 12.2% or $495 million worth of items on order, a total of 50.6% of the total stockpile objective.

With a goal of $4 billion, the board hopes to increase that percentage to 57% by June 30, 1951, if Congress votes additional appropriations.

In his overall $10.5 billion request for arms funds, President Truman has set aside $2.6 billion for electronics equipment, tanks and guns, with electronics set for about $1 billion of that total. [CLOSED CIRCUIT, July 24]. Altogether, the sum to be allotted for such equipment was placed at roughly $1.5 billion, taking into account an estimated $500 million under the Mutual Assistance Act, which would apply cutbacks to local recruiting stations.

Uniform Policy

The Defense Dept. is working on a uniform policy for deferments for reservists. Meanwhile, the Navy has decided to grant deferments only to reservists working at key industrial jobs vital to national defense. The Air Force is also adhering to this policy at present. The Army has made no decision.

The Munitions Board already has set up a list of some 300 skills deemed scarce in wartime, and Board Chairman Herbert Howard has indicated that "persons having one of these skills will be drafted" in numbers to be gauged by demands on the services.

How this would apply to the radio-television and manufacturing industries was conjectural and dependent, it was believed, upon the needs met by the services and the seriousness of the emergency.

Production

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BROADCASTING • Telecasting

July 31, 1950 • Page 23
RATING BATTLE

ARTHUR C. NIELSEN, president of A. C. Nielsen Co., has joined the ranks of interested parties in the audience rating battle shaping up on the West Coast [Broadcasting, July 24, 17].

Adding a new note to the fray, Mr. Nielsen offered to submit his rating service of the entire area covered by stations in a particular city for comparison with the Hooper and Pulse surveys. Since his firm does not have an adequate supply of audimeters installed in the San Francisco-Oakland area, Mr. Nielsen suggested a test made concurrently with surveys by Hooper and Pulse—of the New York or Chicago areas.

The head of the Nielsen firm, which issues national radio-TV ratings, wrote Stanley G. Breyer, KJBS San Francisco commercial manager, that both his “interest and my sympathy were aroused by your ad which appeared in the June 15 issue of Broadcasting . . .”

Other prominent leaders in the industry reported their reactions to Mr. Breyer whose station has pro-

vided the Nielsen firm with a volume of data that aroused the firm's interest.

Approach Lauded

Maurice B. Mitchell, outgoing di-

rector of Broadcast Advertising Bureau of New York, endorsed KJBS' position: “a fearless approach to the complex problem of local audience measure-

ment.” Expressing agreement with Mr. Breyer's sentiments, Mr. Mitchell commented:

“The fact that two large re-

search services cannot come up with the same listening pattern is a sad commentary on the caliber and quality of their research. It is going to take a lot of irate spank-

ing, verbal and economic, from broadcasters like yourself to put things back on a sensible basis.”

Typical of the remarks received at KJBS was this statement from Bert Ferguson, manager, WDIV Memphis: "May I suggest, any-

other interested survey firms be in-
vited to make their particular type surveys at the same time . . . " From Robert E. Wood, president, WONE and WTWO Dayton, Ohio: “I shall appreciate knowing the result of your chal-

lenge to Hooper and Pulse.”

Cites Differences

Another broadcaster, George Ar-

nona of KMID-TV, San Mateo, Calif., in a statement to Broadcast-

ing doubted that the “San Francisco-Oakland Hooper rating” measured approximately the same audiences as that of Pulse inc.'s San Francisco Metropolitan market rating.

“In fact the total population of the Metropolitan market is roughly double the city zone of San Fran-

cisco-Oakland covered by Mr. Hooper,” he said, pointing out the probability of wide divergence in the respective reports.

Mr. Nielsen mentioned his belief that each survey supported the accuracy of its findings within the limits of the area it covered.

A Canadian broadcaster, H. F. Cooper of Toronto, told Mr. Breyer that “here in Canada we have much the same problems and I feel quite sure that your findings will be very indicative of the Canadian research methods.”

Really Started Something

Frederick Seid, owner of the adver-
tising agency in San Francisco hearing his name, said: “You have really started something . . . I think you will get results. Con-

gratulations for doing a coura-
geous and highly constructive job for your industry.”

A copy of a letter written by J. D. Chase, radio director, Hon-

nier Cooper Co., New York advertising agency, to American Assn. of Ad-

vertising Agencies' special com-

mittee on radio-TV research serv-

ices, was sent to KJBS by Mr. 

Davis along with the comment: "I hope it will be possible to bring order out of the present rating confusion." In his letter to AAAA, Mr. Davis attacked "duplication in rating services and lack of an "acceptable kind of rating service. As an "an-

swer" to the problem, Mr. Davis said he was sending along a clip-

ping of KJBS' advertisement placed in Broadcasting calling upon the committee to set up such a study of rating services and sup-

ervise the "field work."

Mr. Nielsen, outlining in great 
tal of the differences be-

tween the coincidental and the recall survey methods, commented: "One of the great unsolved mys-
teries of broadcasting is that the logical attitude you have taken has not been expressed by hundreds of other stations years ago."

Generally, Mr. Nielsen said, agreement of Hooper and Pulse figures are unobtainable because: (1) They almost never cover the same weeks and the same days of the week; (2) they seldom cover the identical areas (he agreed with Mr. Arnold that Hooper usually covers the city itself, plus some or all of the suburbs while Pulse may cover the city and several coun-

tainy); (3) differences are in "home availability" (percentage responding); (4) Hooper is limited to homes with phones, Pulse covers both; (5) differences in time inter-
nal of interviews, program prefer-

ences and educational differences of families, etc.

Nielsen Offers Survey

CAPT. LATHROP

KENI KFAR Owner Killed

CAPT. AUSTIN E. LATHROP, 84, president of the Midnight Sun 

Broadcasting Co., licensee of KFAR Fairbanks and KENT An-

corage, was killed last Wed-

nesday when he fell off a coal car and was crushed beneath the 

wheels.

According to reports from his Healy River Coal 

Corp. holdings at Suntana, Capt. 

Lathrop had been supervising a work area when he climbed aboard a coal car being switched.

Capt. Lathrop was Alaska's lead-

ing industrialist and wealthiest 

man. In addition to KFAR and 

KENI and his coal holdings, he 

owned the Fairbanks Newsmin-

er.

Renews 'Lombardo'

FIRST NATIONAL STORES 

(New England supermarkets) re-

news the Frederic W. Ziv Co.'s 

syndicated transcribed Guy Lom-

bardo Show for 52 weeks over New 

England Regional Network and 

supplemental stations. Agency is 

John C. Dowd, Boston.

Nielsen's Brief

For Radio-TV's Health

RE the Coverage of Radio and TV and the Survey Methods Used

AROUSED over recent indications that "some broadcasters lack faith in any program rating service," Arthur C. Nielsen, president of A. C. Nielsen Co., last week invited Broadcast-

ing to look over a typical client service presentation of radio-TV program coverage and performance.

Instructing that radio-TV program ratings "tell no more of the whole story than a thermometer reading tells the doctor whether a patient is sick or well," Mr. Nielsen stressed the need for more com-

prehensive audience measurement research "over and above the mere rating of programs within limited areas or in such parts of market areas available through local tele-

phone calls."

The audience of any radio sta-

tion extends far beyond city bound-

aries, and varies by program ap-

pearance. Mr. Nielsen said. He spoke of his plans for unveiling a station coverage presentation in time. Mr. Nielsen's presentation goes into one of emphasized the importance of four-week coverage in addition to ratings over a shorter period. Due to peculiarities of living habits and the same week measure more accurately represents radio program coverage, Nielsen maintains. As part of its comprehensive client service, the Nielsen company keeps tabs on the increasing cost of reaching a home via radio. For example, in March 1948 the top 10 daytime shows reached 1,033 homes per dollar, as com-

pared with 824 homes in March of this year. In April 1948 the count was 947 homes, and last April, 942 homes per dollar.

The company had this to say about radio-televison trends in general:

During last April, radio was 16% below the year-ago level on an overall basis. Radio's heaviest losses were in the metropolitan cities at nighttime, or about 24% off.

Radio's losses now are about 11% in the afternoons hours and 7% in the late morning hours.

Television, as of June 1, accounted for about 14% of the radio-television national audience (all hours). Television's share during the important 10 hours jumps up like this— 

8% from 2 to 5 p.m.; 11% from 5 to 8 p.m.; 23% from 9 to 11 p.m.
POTTSVILLE'S PROOF

RADIO stations, regardless of whether they be the metropolitan clear, or the whistle stop's pride and joy, have two activities in common — increasing sales, and demonstrating radio's effectiveness to users and non-users of the medium alike.

Authority for this statement — authority is the right word in view of his station's success in making these two activities pay — is Louis H. Murray, manager of WPAM-AM-FM Pottsville, Pa.

Pottsville is a city of 25,000 in the anthracite coal fields of Pennsylvania. It has a trading area of 175,830 people to draw from and is the largest city in a county with 228,381 residents.

WPAM has just completed a successful campaign which shows how one station in this site market went all-out to merchandise and promote, by radio alone, sponsor products. Project was the WPAM-sponsored Schuylkill County Parade of Business Exposition.

Commenting on the exposition, Mr. Murray said its success is now past history and radio is in the Pottsville market to stay.

"Local police records show that no event in the city's history attracted so many people to so concentrated an area at any one time. We had estimated that we would have about 15,000 people pass through our exhibition hall during the life of the show—that was to be a seven night total," he said.

"Yet," Mr. Murray went on, "the first night the Schuylkill County Parade of Business Exposition was open, 10,000 people were clocked through the doors. When the doors opened at 7 p.m. that first night, there was a line, two abreast, extending for six blocks—and best of all, radio, and only radio had brought them there."

Cites Direct Sales

Not only did they come and listen but they bought as well. Not one of the exhibitors failed to make up, in direct sales, the original cost of his booth space. Typical were an Admiral television dealer who sold 18 television sets; a Kaiser-Frazer dealer who sold two cars in the first hour of the show; a heating contractor who sold 15 furnace installations direct from his booth; an Atlantic gasoline distributor who signed two quantity users to long-time contracts. There were many others.

In conceiving exhibition plans, Mr. Murray and his staff were confronted with the fact that WPAM, founded in 1947, was a relative newcomer to the local advertising picture. That meant a fulltime, year-long uphill battle to sell radio to businesses in the Pottsville area.

After a careful study of these and other problems a radio station is faced with, it was decided that some visible evidence of the outlet's effectiveness had to be produced. WPAM had Conlon surveys, BMB maps, plus the usual assortment of coverage maps and literature, but these were merely figures on paper, Mr. Murray pointed out, "How could the station give some tangible evidence of its power and influence over the shopping public of the Pottsville trading area?"

The answer, which turned out to be a four-in-one bullseye, was a business fair. "We could invite businesses to cooperate that normally do not use radio," Mr. Murray said, "but who have used the exhibition approach successfully in the past, and by means of a space-time package acquaint these non-users with our medium. We could put on a bang-up show for the community in general, thus giving us a solid community promotion we're always eager to undertake. Finally, we could promote the business fair by radio only and prove our effectiveness by the crowds of people attracted — concrete evidence of our medium's effectiveness."

Plans Are Set

From that point, WPAM leased the largest available hall, 25,000 square feet of exposition space. Then floor plans were drawn, brochures printed and air publicity begun. The name Schuylkill County Parade of Business Exposition was picked after the station figured the county-wide approach far better than a single city identification.

In arranging the exposition, WPAM continually emphasized that the promotion was to be strictly a radio one except for the space solicitation brochures mailed to the local prospect list.

WPAM's space-time package to participants was $125 for 8 x 10 ft. booths, a few larger booths selling for $300, one half of the amount paid being used in advertising on WPAM. In return for the booth (Continued on page 38)
Mobilization

No RTMA Committee Seen

NO MOBILIZATION committee is contemplated by Radio-Television Mfrs. Assn. at this time in view of the formation of the Government Electronic Industry Advisory Committee. RTMA President Robert C. Sprague announced last Wednesday:

"RTMA recently offered to cooperate with national defense officials in expediting the procurement of radio and electronic parts and equipment for our armed services. However, we expect to maintain a constant liaison between the industry and the defense officials throughout this national emergency."

He felt a special mobilization committee now would merely duplicate the work of the Electronic Industry Advisory Committee which represents all segments of radio-television manufacturing." Advisory group was established jointly by the Munitions Board and National Security Resources Board.

"If later developments indicate the desirability of establishing a special RTMA committee to work with any of the defense agencies which may be set up, we will act promptly to assist the government and protect the interests of the radio-television industry," he stated.

Mr. Sprague recalled that RTMA encouraged the formation of the present committee in 1948 after its Mobilization Policy Committee had drafted a recommended plan for radio and electronics. The RTMA group was dissolved when the MB-NSRB unit was formed.

Members of the Electronic Industry Advisory Committee are:

- Industry Chairman, F. R. Lack, Western Electric Co.;
- Benjamin W. E. Baker, General Electric Co.;
- Max F. Balcom, Sylvania Electric Products Inc.;
- E. S. Butler, Federal Telephone & Radio Corp.;
- Robert W. Carter, Carrier Motor Co.;
- Monte Cohen, F. W. Sickles Co.;
- A. C. Crossley, Electric Products Laboratories Inc.;
- R. G. Driver, Wilber B. Driver Co.;
- W. E. Baker, General Electric Co.;
- Ray C. Ellis, Raytheon Mfg. Co.;
- Walter Braun, Westinghouse Electric Corp.;
- Frank M. Fosbom, Radio Corp. of America; and
- Slim E., M., Gardner, Wards-Gardner Co.;
- W. H. Halligan, The Littelfords Co.;
- Robert J. Perry, Philco Corp.;
- W. S. P. Hillard, Bendix Radio, Div. Bendix Corp.;
- J. H. Lathen, American Lava Corp.;
- G. A. Macdonald, AM/FM Broadcast Corp.;
- R. G. Olesen, Western Electrical Instrument Co.;
- D. D. Paterson, Inc., Indiana Steel Products Co.;
- C. E. T. Thies, General Radio Co.;
- A. B. Mr. Superior Tube Co.; and
- G. E. Wright, Sprague Electric Co.

Wartime Policy

Reinstated for NBC Personnel

REINSTATEMENT at NBC of wartime policies concerning personnel entering military service was announced last week by Ernest de la Ossa, director of personnel.

Regular employees who volunteer or are called for military service will be granted leave of absence without pay for such period of service. Reinstatement after service will be in accord with Selective Service Act provisions.

Employees of at least six months will be paid the difference between their military pay and their regular pay while out of service. Any lesser amount will be paid as additional pay on their return.

N. J. Defense

FM Network Planned

PLANS for an emergency FM network to cover New Jersey for civilian defense use were announced last week by Carl Mark, president of the New Jersey Broadcasters Assn. and manager of WTTM, Trenton, following presentations of representatives of NJBC.

James L. Howe, president and manager of WCTC New Brunswick, has been appointed NJBA civilian defense coordinator, it was also announced.

Appointed to a technical planning committee were: Jerome P. McCarthy, WTOA Trenton, chairman; Roland Tremblay, public relations director; WAAT Newark; and Paul Alger, manager, WSNJ Bridgeton.

Foreign Shows

PROPOSAL has been made final by FCC relaxing its rules to allow informal rather than formal applications to be made for authority to transmit programs abroad. [Broadcasting, May 30, 1949].

Formal requests will be required as heretofore, however, if the programs are not to be also aired in the U. S. or the applicant is not an existing licensee or permittee.
COMMUNICATIONS

PLANS for construction of a "supplemental communications installation" near Frederick, Md., presumably to serve as an alternate "nerve" center for the vast network of communications facilities in the event of an atomic attack, were announced by the Dept. of Defense last Wednesday.

Signal Corps declined comment on the statement: "Plans are going forward for the establishment of a supplemental communications installation at and nearby Camp Ritchie, Md. . . ." It described those plans as part of a "highly classified nature."

"Decision to locate the supplemental facilities is the result of long range planning which was begun shortly after the close of World War II."

That planning, it was recalled, dealt with creation of an alternate general headquarters and provision for a vast network of communications facilities and personnel patterned after the system utilized in the Pentagon.

The announcement revived speculation over the importance of a supplemental center to implement plans for the whole wide range of civil defense involving radio networks and stations, telephone and telegraph companies, amateur radio operators, and other groups. It presumably contemplates an Air Defense Control Center for the nation's capital, and recalls one recommendation set forth in the famous 1948 Hopley report now used as a guide for National Security Resources Board planning:

GUIDE REPORT

Within each Air Defense Control Area the Air Force will set up an Air Defense Control Center in charge of an Area Air Defense Commander who will be responsible for the air defense of the area. The control center will be operated by personnel of the Air Force. It should also be the operated by a Civil Defense Air Raid Warning Chief, in order to assure prompt utilization of air raid information gathered by the Air Force and for its transmission for use of Civil Defense organizations.

Alternate centers may be established or radar installations in the control area may be designated for emergency use as an Air Defense control center.

In the event the primary center is made inoperative . . . each . . . center will be interconnected by appropriate communications facilities with all the available and necessary sources, so as to receive all information concerning air activity in the area . . .

Similar Plans

Similar plans were suggested in the book, Star Spangled Radio, authored by Col. Edward M. Kirby, now recalled to active duty by the Army, and Jack Harris, general manager of KPRC Houston, a colonel in the Army reserve. Col. Kirby and Harris wrote:

"With Washington likely to be the Number 1 target in the next war, provision should be made for the broadcasting of communications and news from bomb-proof studios throughout the nation. Both government and radio must be mobile. Provision must be made for the interconnecting of all network and non-network stations. . . There must be alternate facilities which could be brought to use . . ."

"With the first radio-controlled missile . . . with the first terrifying blast of atomic energy some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy our army's lines of communications, and you destroy the army . . ."

That also was echoed by the Hopley report which stressed that communications are the 'nerve system' of civil defense."

RECORDING EXEMPTION

House Passes Duty Bill

THE HOUSE last week passed legislation to aid clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty. The bills, approved by the House Ways and Means Committee a fortnight ago [BROADCASTING, June 17], were sent to the Senate Wednesday.

Of particular interest to broadcasters is the recordings measure (HR 8726), sponsored by Rep. Aime J. Forand (D-R.I.). It would cut red tape broadcasters have met in customs for clearance of incoming tape and disc recordings made by correspondents abroad.

The Voice of America recordings bill (HR 8514), sponsored by Rep. Robert L. Dooughton (D-N.C.), in behalf of the State Dept., would exempt Voice discs from duties under the 1930 Tariff Act. A companion measure in the Senate already has been approved by committee action and awaits consideration by the chamber.

ATTEND BROADCASTING *

Bab Talks

NAB IS "thinking bigger" about the scope and functions of its Broadcast Advertising Bureau, it was learned Friday following a two-day session of the special NAB board committee on BAB operations.

The war situation has altered the committee's approach, since a different kind of selling will be entailed if and when situations develop in normal consumer forms. Committee met to discuss the whole BAB setup looking toward recommendations it will present on question of partial or total severance from NAB.

Members met Thursday—afternoon and evening—and were scheduled to conclude again Friday. First sessions were described as "preliminary," with some progress made on the plan to give the NAB a 's a financially independent status. Target date for separation is April 1, 1951.

COLUMBUS, Ga., stations WRBL WDAK WGBA get certificates of appreciation from the Army at a June 28 luncheon for public service—timely reminder of radio-military cooperation. L to r: Maj. Rex W. Seavey, Columbus recruiting station; Allan Woodall, WDAK; Jim Woodruff Jr., WRBL; Walter Windsor, WGBA, and Lt. Col. Romeyn T. Uhler, deputy for recruiting, Georgia Military district, who presented awards.

NAB Takes Larger View

Attending the sessions, under the chairmanship of Robert D. Swezy, WDSU-TV New Orleans, La., were Edgar Kobak, WTWA Thomson, Ga.; Charles Caley, WMHD Peoria, Ill.; Allen Woodall, WDAK Columbus, Ga., and William B. Quarton, WMT Cedar Rapids, Iowa. Maurice B. Mitchell, outgoing BAB director, also attended.

Mitchell Successor

Successor to Mr. Mitchell at the BAB helm remained conjectural Thursday. Frank Pellegrin, mentioned as a possible successor, was reported as "unavailable."

Mr. Pellegrin is vice president and sales director of Transit Radio Inc., and holds minority interests in three independent station projects. A former department head of NAB, Mr. Pellegrin has a wide following.

The Swezy committee, it is understood, talked scope of BAB rather than individual candidates for the directorship. It was generally felt that the complexion of the bureau's functions has been changed virtually overnight because of the war picture.

The Committee is not necessarily thinking in terms of $17,000 salary ceiling for the director's post. The pay scale will go to $20,000 and higher, it was thought, depending upon the stature of the executive.
Showdown Expected

Senate Group Circulates Report

License Fees

PROPOSITIONS to levy license fees on commercial stations and recipients of other "special" government services, long smoldering on Capitol Hill, were referred last week to the appropriate Senate committees for independent study and action.

The issue was dropped into the lap of key committee chairmen, including Sen. Ed C. Johnson (D-Col.), who heads the Senate Interstate and Foreign Commerce Committee, and has jurisdiction over FCC affairs, by the Senate Executive Expenditures Committee. The latter had been laying groundwork on the fees assessment question since March [Broadcasting, March 20, 13].

In its report (No. 2120), prepared under the direction of the chairman, Sen. John L. McClellan (D-Ark.), the group summarized findings of its staff investigation of services rendered by some 12 government agencies. The study looked into the services performed and emphasized those which might be assessed.

Questioned about the report last Thursday, the chairman admitted he had not yet received it. But, he said, any such proposal—that government agencies impose fees on certain of its special services—was not yet "a thing of real significance." The report points to FCC as a prime example of an agency which "renders services the benefits of which accrue wholly to special interests which derive therefrom the means of financial success."

According to the investigators:

"The FCC renders a tremendous variety of services, a substantial number of which would lend themselves to equitable fees. The Commission processes applications and grants permits for the construction and operation of commercial radio stations. Such an operating permit is in effect a franchise to a segment of the radio audience."

"Costly Process"

"The Federal Government sees to it that the right to that audience is not disturbed, and the operator is able to insure to purchasers of time over his facilities access to the market addressed. Construction permits the Commission's highest workload, involving in an increasing number the necessity of formal hearings so as to provide a sound basis for granting or denying an application. This is a costly process and one which the government renders without charge."

"True, the applicant himself may be put to some personal expense in the filling of his application and through attendance at a subsequent hearing, but he does not defray any of the cost to which the general public is put to conduct a proceeding which may assure to the applicant a remunerative business under special Federal protection. This is an outstanding example of a service for which a fee may most appropriately be assessed."

In more specific terms, the report said: "Commercial services provided by the Commission are being particularly applicable to an assessment:"

(1) Radio-station construction permits.

(2) Radio-station operating license and renewal thereof.

(3) Authority for assignment of license.

(4) Radio-operator license.

(5) Applications for authorizations under Title II of the Communications Act and under the Cable Broadcasting Act (involving certificates of convenience and necessity).

(6) Equipment approval.

Not Revenue Category

While staff members maintained the proposals were not technically in the direct revenue raising category, authorities noted that Congress might authorize such fees which would formally change the nature of current FCC practices. However, it was pointed out that the proposals would have the effect indicated.

Meanwhile, the probe into the background of news operations at Mr. Richards' KMPC Los Angeles—and particularly the role played by Mr. Richards—continued throughout the rest of the week's sessions.

FCC witnesses—former KMPC newsmen—emphasized the station owner's active interest in KMPC newscasts and told of conversations in which, they said, he voiced his own views on public issues and personalities and gave instructions for news handling:

Counsel for Mr. Richards put the newsmen on the stand and detailed cross-examination in an effort to punch holes in their testimony.

Frequent exchanges between opposing counsel—Mr. Cottone and Attorney Fred Ford for FCC, and Attorneys Fulton and Joseph Burns for the station owner—continued to mark the sessions.

Based on charges by Mr. Richards, ordered news slanted according to his own political and social beliefs, the hearing involves the license renewal applications of KMPC, WJR, WTB, and WGBV Cleveland, all controlled by Mr. Richards, and a proposal to transfer control to a trusteeship.

Fitzpatrick Called

General Counsel Cottone meanwhile asked Mr. Cottone and chairmen of WRF Buffalo and former vice president and general manager of WJR, to appear as witnesses to identify correspondence purportedly passed between him and Mr. Richards during his tenure at the Detroit station. Mr. Fitzpatrick replied that he knew "little or nothing" about KMPC operations.

He said Mr. Richards was "consistent in my opinion that I may be required to give should be in connection with WJR when and if there is a hearing in Detroit," he asserted.

In last week's sessions Eddie Lyon, KFWB Hollywood announcer, and one-time KMPC newsletter, testified that Mr. Richards once said during a staff meeting that "we must have uninhibited news, bold, straight down the middle," and then asked everybody to "get a job" and start a rumor about Eleanor Roosevelt and Henry Wallace running for office on the same ticket?

He said Mr. Richards was a de-voted Republican and wanted the GOP picture emphasized in newscasts. "Infamous" stories about the Democratic administration omitted.

Mr. Lyon said he inserted a Los Angeles Examiner news story into a political roundup broadcast at Mr. Richards' instruction.

He said that "many times" he followed instructions which Mr. Richards had given, that "many times I fronted for him, and that "many times I toned them down."

Mr. Lyon said he accepted promotion to news director of KMPC after salary adjustments had been made for Mr. Cottone and General Manager Robert O. Reynolds had agreed that Mr. Richards was to "lay off the phone calls." Before that, he said, he hadn't wanted the job because of confusion resulting from Mr. Richards' "interference."

He succeeded Clete Roberts, now one of FCC's witnesses.

Mr. Lyon expressed belief that Mr. Richards sometimes telephoned just to "get something off his chest. He was just boiling over and wanted to talk about concealed [stories in the news] but then there were other times. . . ."

He said "carried out what I believed he wanted me to do on numerous occasions when he sometimes rebelled. Once, he said, Mr. Richards told him by telephone to refer to President (Continued on page 61)
Census
(Continued from page 22)
sylvania, Illinois and Ohio in that order. Texas—largest state geographically — remained sixth in population rank. Nevada, with 158,578 persons, was last.
Five states in the preliminary count appeared to have had population losses in the 10-year period. These were Arkansas, Missouri, Nebraska, North Dakota and Oklahoma.
The upsurge in population re-
sulted largely from an increase in the birth rate, chiefly of the great number of wartime marriages, coupled with a decline in the death rate giving a longer life span. Regional movements, the Bureau said, reflected the effect of World War II, economic prosperity, migration of workers, and other factors.
The states' totals, the Bureau stressed, do not add up to the U. S. total because of 700,000 persons still to be distributed to states. Final population total of any state, it was explained, may differ with the preliminary count because of revisions: persons recorded elsewhere, counting of crews of vessels docked at ports in a particular state, etc.

HUSBING SIGNED
For Liberty Gridcasts
TED HUSBING has been signed to broadcast seven Army football games and seven New York Giants (pro football) games for the Liberty Broadcasting System, James Foster, general manager of LBS, announced Thursday in Dallas. Negotiations for Mr. Husb ing were handled by Bert Lebar, executive director of WMGM New York.
Mr. Foster also disclosed that all of the New York Yankees (pro football) schedule and all of the Louisiana State U. games will be broadcast over Liberty with Gordon McClellon, president of LBS, at the mike.
Liberty will offer its stations three games on most Saturdays during the fall, reflecting the effect of World War II, economic prosperity, migration of workers, and other factors.

SIX BANKS BUY
WBS Transcribed Show
SPONSORSHIP by banks in six additional communities of the World Broadcasting System's Forward America series was announced last week.
The transcribed half-hour show features Walter Huston and includes readings and music identified with America. Recently added sponsors and stations are:
Liberty National Bank on KTRE, Lufkin, Tex.; Marion National Bank on WMEV Marion, Ill.; National States Bank of Eau Claire, Wis. on WIBS Eau Claire; First National Bank of Evans ville, Ind. on WBOE Evans ville; First Bank of Davenport, Iowa on WOCQ and State Bank of Winchester, Tex.

106 Cities Over 100,000 Population
(According to Preliminary Figures of Census Bureau and subject to possible revision.)

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>New York</td>
<td>7,841,610</td>
</tr>
<tr>
<td>Chicago</td>
<td>3,631,835</td>
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<tr>
<td>Philadelphia</td>
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<tr>
<td>Los Angeles</td>
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<td>Detroit</td>
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<td>Mobile, Ala.</td>
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<td>Wilkes Barre, Pa.</td>
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<td>Little Rock, Ark.</td>
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PROMOTION CLINIC
Set by CBS This Week
CBS Program Promotion Managers Clinic for 1950, at which the network's fall campaign plans will be announced, will be held in New York July 31 and Aug. 1.
Attending will be CBS executives, including President Frank Stanton, and more than 150 program promotion managers.
The July 31 meeting will be at the Waldorf-Astoria, and the Aug. 1 meeting in CBS' studios. Seminars on art and production, presentation, media, and related subjects, will be conducted.

Robert P. Samardick, associated with WOW since its inception, has been named vice president, the station announced. WOW Inc., in addition to being licensee of WOW-AM-TV, also is licensee of KODY North Platte, Neb.

A native Nebraskan and attorney, Secretary Matthews also is a member of the Federal Communications Bar Assn. Mr. Samardick also is president of Samardick & Co., Omaha armored car money collection service. Mr. de Moss, in radio since 1923 and with WOW since 1927, was named assistant manager two years ago.

J. DICKENS J. WRIGHT will become general manager of WPAT Paterson, N. J., effective Aug. 1, it was announced last week by Richard Dukker, president of the New Jersey Broadcasting Co. which owns WPAT.
Mr. Wright, until recently general manager of WICC Bridgeport, Conn., has had 16 years experience on metropolitan stations, and station representative firms in and around New York. His past associations include WOV New York, CBS Radio Sales, ABC Spot Sales, WMCA New York and WMGN New York.
As general manager of WPAT Mr. Wright will supervise all station operations.
Ana’s Rate Putsch
(Continued from page 19)

9 million TV homes by January 1951 we should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours, as compared with 1949.

"B. Actually the problem is a series of local situations, each of a different magnitude at the moment and each growing more acute as more sets are installed. Consequently, the need for radio rate adjustments must be approached on a local basis in order to be equitable for both the network advertisers and the spot advertiser, for both the indi-stations and entire networks.

"C. A reasonable mathematical basis for recalculating radio time values to the advertiser in the light of local television development indicates that reductions in value for some individual stations would run as high as 50% and 65% of their present rate. In fact, the composite of individual station adjustments would work out to 14.9% for the full CBS network and (purely reasonable) 14.9% for the full NBC network."

Note of Thanks

The report itself opened with a note of thanks to A.C. Nielsen Co., which "has generously made available to the ANA for this study certain of its copyrighted data and has offered us its help and counsel on this occasion." It is noted that only a fraction of the ANA members using radio and/or TV are subscribers who support the National Nielsen Index and the National Nielsen Television Index.

Gratitude was also expressed to C. E. Hooper Inc. which "has been very helpful in making available copyrighted data from TV City Hooper- atings and other Hooper services to facilitate evaluation of the situations being created in the local broadcast audiences through the advent of TV."

The note of thanks added that "Mr. Hooper also has been generous in making his services available to your Radio-TV Steering Committee as a dollar-a-year consultant."

The report drew upon Nielsen average audience figures to show that CBS and NBC evening programs occupying the same time periods without change during the compared years had experienced "significant declines in average radio audience ratings" in January-February 1950 as contrasted with January-February 1949.

Also basing its remarks on Nielsen average audience figures, the ANA committee pointed out there had been a considerable decline in percent of total homes using radio.

"In the face of these percentage audience losses, we often hear the proposition that there are more radio homes and radio sets, and that true values are expressed in numbers, not percentages," the report said. "Ever looking into account the increase in number of total radio homes, Nielsen figures show that fewer homes are being reached by these same programs, the report pointed out.

"Consequently, between March-April 1949 and March-April 1960 there were alarming increases in average radio time lost on sand homes reached—21% in the case of the 19 CBS programs, 18% in the case of the 16 NBC programs," the report said.

Despite a gain of 3.6% in the estimated total number of homes equipped with radio, Nielsen data for March 1949 and March 1950 "shows fewer homes using radio, except in the morning hours," the report said. "Between 6 and 11 p.m. the total number of homes using radio was off 10.5%, but in premium 8-11 p.m. time the drop was 12.7%.

"What's happening to the night-time radio audience?" the report asked and added "Is the radio audience just dying up, or is it being converted from radio to television?" Nielsen radio and television figures show a "departure in time spent listening to radio" towards evening hours.

"Prior to the installation of TV, the report said, "377 out of 1,000 radio homes can be expected to be using radio, at the average minute, between 7 and 11 p.m.—and each sponsor can expect this share of his potential audience.

"With television installed in each of these 1,000 homes, the potential for a radio program between 7 and 11 p.m. will be only 65 homes (instead of 377) or only 17% as many."

Evening Loss

"Thus it may be said that, based on indications to date, each radio home that has installed TV has lost 85% of its evening potential for the radio advertiser."

Acknowledging that these figures may not be perfectly accurate, the ANA committee said that for the time being "it is reasonable to take the position that each new TV installation signifies reduction of one more home from the total of actual or potential radio listening during evening broadcast hours.

Noting that in March 1950 the total number of homes using radio during prime evening time was 12.7% less than it had been a year before, the committee said "in the period of April 1, 1950, NBC estimated there were 5,992,000 TV homes, or 12.5% of total radio homes."

"By January 1951, we can expect about 54% of homes in home TV homes—22% or more of today's total radio homes," the report said. "Thus we should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours by January 1951 compared with 1949."

The conclusion at this stage of its report was that "time costs must come down."

"At some point most advertisers must face the prospect of giving up radio or getting relief in the form of rate reductions," the report said. "At that same point radio networks will have to face the prospect of a growing ratio of costly sustaining time or probably less costly adjustment of rates to re-establish and preserve affordable time costs for advertisers.

"Your steering committee believes that the time for rate adjustments by the radio networks is now. And it feels that further adjustments will be required to hold time to time in the future until the relationship between radio and television audiences stabilizes."

Turning to what it described as the "local problem," the report said: "While the problem of declining radio time values is national in total, it really is the sum of a number of local situations each of a different character and magnitude. And each situation will differ from itself with the passage of time, requiring constant review and recalculation as TV continues to build up its encroachment on radio listening."

Cities 60 Markets

Television's adverse effect on radio listening occurs currently in only 60 city or market areas, the report said. "It is these—not in the hundreds of other station areas without TV—where radio values are being destroyed and the consequent need for rate adjustments exists."

"It would seem fair that only the stations involved to an important degree should be the ones from which rate adjustments should be secured by the networks. Furthermore, the user of spot radio must be considered. He should be entitled to an equitable rate in each individual market."

Such adjustment on a local basis should be of vital interest to each station, since it must be able to sell spot time on an equitable basis or face the prospect of being eliminated by spot advertisers who can no longer consider it worth the price in terms of delivered audience."

The report cited TV City Hooper- atings showing TV share of total broadcast audiences in television markets of the extent and rapidity with which TV is taking over the total evening broadcast audience (radio plus TV) throughout the country.

The committee proposed a method of rate adjustments by radio stations in TV markets "based on the use of a dynamic growth of television homes."

The arithmetic formula assumes that each new TV installation signifies the virtual elimination of one more home from the total of actual or potential radio listening during the evening broadcast hours.

"There still is, of course, some slippage from radio to TV listeners in TV homes. In the calculations that follow, it is valued at zero."

Method Explained

The explanation of the method of readjusting radio costs was: "For the NBC and CBS networks we have listed every television city in the network with an affiliate. We have also shown the number of radio homes covered by the AM stations in each of those cities. These coverage figures are the result of an attempt to determine the size of the stations concerned. In those instances where stations did not answer the questionnaire, we used the BMB nighttime audience figures based on listening only one hour times per week. Where no BMB figures were available we used our own estimates based on the stations' own reports.

"We have also shown for each city the number of television homes within the 40-mile area as of Jan. 1, 1951, as used by Jan. 1, 1961, as released by the microcomputer for the coming broadcast year. The number of TV homes will actually be somewhat fewer in September and greater to an equal degree next June."

"We assume that each television home was previously a radio home, but that after acquiring a TV set, it was reduced by the average time of radio listening to zero. Then the radio homes claimed by each station should be reduced by the ratio of TV homes to the number of stations.

"... In some instances TV coverage areas are greater than AM coverage areas. In such cases, we have limited the percent of TV to the ratio of TV homes to the number of stations within the 40-mile area. We have rounded off these percentage figures to the next lowest 5% for simplicity's sake and have reduced the number of TV homes by this amount times the number of homes in television within the 40-mile area."

At this stage we must consider the effect of passage of time on the loss of radio audience. We have already shown the 1950-1951 change in the number of homes using radio. A similar calculation for 1951-1952 can be made and so for any time period."

The report concluded: For example, if we assume the rate of decline of 12.5% per year, we can use the formula: x = (1 − r)^t, where x is the percentage of radio homes remaining after time t, r is the rate of decline per year, and t is the number of years. We can use this formula to calculate the percentage of radio homes remaining for any time period.

The report then calculated the reduction in radio audience for various time periods, starting with 1951 and extending to 1955 and 1960. For example, for the period from 1951 to 1955, the reduction in radio audience would be calculated as follows:

x = (1 − 0.125)^4 = 0.5608

This means that by 1955, 56.08% of the radio homes previously existed would still be using radio.

"We have also been able to show the effectiveness of this method of readjusting radio rates. By applying the method to the first 50 cities listed in the BMB annual report, we have calculated the following average rates for the period from 1951 to 1955:

- Average radio rate for the period was reduced by 15%
- Average radio rate for the period was reduced by 20%
- Average radio rate for the period was reduced by 25%

The report concluded: "These results indicate that the method of readjusting radio rates is effective and should be used in all cases where the percentage of radio homes remaining is less than 50%."

"In conclusion, we believe that the method of readjusting radio rates is a fair and equitable solution to the problem of declining radio audience and should be adopted by all radio networks."

The report ended with a call for action by radio networks to adopt the method of readjusting radio rates and to work together to ensure the future of radio as a vital medium.

(Continued on page 38)
INDEPENDENT

THE

BIG

WITH THE

BIG

AUDIENCE

WITH THE

BIG

RESULTS

BIGGER AUDIENCE-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE!

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE WITH STORY

WITH

IN BALTIMORE
ANE’s Rate Putsch

(Continued from page 30)

reduced in this fashion, the overall reduction in total full network gross night, hourly costs is 14.9% for NBC and (purely a coincidence) 14.9% for CBS.

“By January 1951 we anticipate that there will be over 9 million TV homes in the US, of which 13.1 million will be equipped with 40,700,000 AM homes. This would seem to indicate that AM rates should be reduced by almost 25%.

The arithmetic comes out lower because, while TV stations are located in the larger and more economical AM markets.”

The committee then listed its proposed changes of radio rates on CBS radio affiliates in 51 TV cities and NBC radio affiliates in 53.

Some comparative situations may be selected from the ANA lists to show how the ANA committee did its figuring.

Minneapolis: 126,000 TV homes, constituting 14% of the 902,120 radio homes claimed by the CBS AM station, WCCO, and 28% of the 447,000 radio homes claimed by NBC’s KSTP. ANA proposed a 10% reduction in WCCO’s gross night hour rate and a 25% cut in KSTP’s.

Los Angeles: 686,000 TV homes, constituting 45% of the 1,625,060 radio homes covered by CBS’s KNX and 38% of the 1,790,950 radio homes covered by NBC’s KFI. ANA proposed a 45% cut in KNX’s night hour rate and a 35% cut in KFI’s.

Detroit: 374,000 TV homes, constituting 20% of the 1,902,670 radio homes covered by CBS’s WJR and 37% of the 1,605,850 radio homes covered by NBC’s WWJ. ANA proposed a 20% cut in the WJR gross night hour rate and a 35% reduction in WWJ’s.

Atlanta: 75,000 TV homes, constituting 30% of the 70,840 radio homes covered by CBS’s WAGA and 10% of radio homes covered by NBC’s WB. ANA suggested a 50% reduction in WAGA’s night hour rate and a 10% cut in WB’s.

New York: 2,079,000 TV homes, constituting 50% of the 4,165,200 radio homes covered by CBS’s WCB and 30% of the 4,304,660 radio homes covered by NBC’s WNBC. ANA recommended a 50% cut in WCB’s gross night hour rate and a 55% cut in WNBC’s.

Using this method to adjust radio rates in TV markets, the ANA committee came up with a “revaluation of two networks based on television displacement of AM as of Jan. 1, 1951, the mid-point of the coming broadcast year.”


crossley study

MBS tops in 116 Markets

MBS last week released results of a Crossley Inc. coincident survey of 116 markets in 42 states where Mutual has the only network affiliate, showing Mutual’s share of audience is 25% more acute with the growth of TV and cannot be offset by claimed additional AM homes. . . . Nighttime rates need to be adjusted downward right now and will need further adjustment as TV grows.

ST. LOUIS NETWORK

City System Starts Today

OPERATION as a network entity of The Greater St. Louis Broadcasting System, St. Louis’ own city network, were scheduled to begin today (July 31). First program to be aired Monday is “The Bob Pearson Show” (Mon.-Fri. 10-11 a.m.), originating from KXNL. In addition to KXNL, The Greater St. Louis Broadcasting System is composed of KSTL WEW WTMW.

ZIV ADDS FOUR

To Sales Staff

FOUR additions to the Frederic W. Ziv Co. sales staff were announced last week.

Donald Donahue, from the sales department of WBKB Buffalo, will be located at Bradford, Pa., and will cover Western Pennsylvania.

Al Godwin, recently with KFPW Fort Smith, Ark., will cover Louisiana out of New Orleans.

Victor J. Rickey, who has headed his own advertising and talent agency in Milwaukee, will be stationed at Appleton, Wis., and will cover the northern part of that state.

C. E. (Doc) Hoffman Jr., former sales manager of the Glastic Corp., Kansas City, will cover Western Missouri and all of Kansas from Kansas City.

network probe

SheppardHints Further Action

REP. HARRY R. SHEPPARD (D-Calif.) said last week he may take further action if the Justice Dept. fails to acknowledge his request for an investigation of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks [Broadcasting, July 24].

What form of action the Congressman would take was not divulged. Usual procedure is for legislator to write or personally contact officials in the government agency directing them to his request.

Rep. Sheppard, who had admitted his pending bill (HR 7310) to require FCC licencing of networks stood slim chances of passage this session, called for report of the Justice Dept. and the Federal Trade Commission to the Congress for the agencies to take “corrective” action. He charged the networks as “monopolistic” and “dictatorial.”

murrow for tide

P&G Buys New Show

PROCTOR & GAMBLE’S Tide, a detergent, is reportedly one of the first advertisers to be influenced in its selection of a radio program by the Korean War. The firm has signed to sponsor Edward R. Murrow, 7:45-8 p.m., five-weeks nightly on 31 midwestern CBS stations starting today (July 31).

Benton & Bowles, New York, is the agency.

Mr. Murrow is sponsored in the East by American Oil Co. (Amoco) and in the West by Quaker State Oil Refining Corp. Joseph Katz Co., Baltimore, is the agency for American Oil and E. & J. Kenyon & Eckhardt, New York, for Quaker State.

ATLASS EXPANDS

Seeks Approval To Buy KIOA

RALPH ATLASS added another station to his broadcasting interests Wednesday when he purchased KIOA Des Moines, Iowa, from Independent Broadcasting Co., subject to FCC approval.

Mr. Atllass, who is general manager of WIND Chicago, consultant to WMCA New York and chief owner, vice president and treasurer of WLOL Minneapolis, personally owns 67% of KIOA stock. He declined to disclose the purchase price.

KIOA stockholders with him are the same men who own WLOL—David and Charles Winton of Minneapolis, John Carey, commercial manager of WIND, and Arthur F. Hare, general manager of WJJD Chicago.

Mr. Atllass said he has no plans to change the station’s affiliation (Mutual) at present. He will take active ownership of the station, he said. H. E. Baker is former president of KIOA, which began operations two years ago. Station operates on 940 kc with 10 kw day and 5 kw night.

HAMANN NAMED

Manager of WBRC-AM-TV

APPOINTMENT of G. P. Hamann as general manager of WBRC-AM-TV Birmingham, Ala., has been announced by Eloise Smith Hanna, president of Birmingham Broadcasting Co. He succeeds Mrs. Hanna, who continues as president of the organization.

Mr. Hamann got his first radio experience in 1930 as a wireless operator in the Maritime Service. He has served with Radioamine Corp. of America, Page & Davis, consultant engineers of Washington, has instructed in several colleges and has been connected with WSBM since 1940, was connected with WSMB New Orleans. At WBRC he has served as technical director and manager of FM and TV operations.

NBC’s Pitch

(Continued from page 81)

Hofstra study found out was that network radio had the lowest cost-per thousand circulation of any medium in Boston.

To reach 1,000 listeners to a program or noters of a printed ad in Boston costs the advertiser: $1.92 for network radio (NBC); $3.33 for television (NBC-TV); $3.43 for Life magazine; $3.59 for Time This Week magazine, and $3.95 for the Boston Herald.

“arithmetic,” in the words of the NBC presentation, “network radio is big, dramatic, exciting, fast and flexible, more powerful in its impact, the biggest salesman of all time, and lowest in cost.”

Page 32 • July 31, 1950
an open letter
TO AMERICAN BROADCASTERS

I AM writing this letter as the owner of a station in a small community (WTWA-Thomson, Georgia) and as a former network executive. Recently I was elected to the board of the National Association of Broadcasters by the owners and operators of small stations. I did not feel that I could give enough time to serve on the board and do justice to the problems confronting our industry. But I agreed to serve because I felt that regardless of my service to my clients, it was also up to me to contribute time and energy and money to help the industry that has been kind to me. When I agreed to serve I knew that the N A B wasn't as well operated as it might be (what association or business is?), but I felt that perhaps I might contribute from my experience. In addition it means a lot to me as an owner of a small station as well as a stockholder in large corporations that have investments in radio and TV stations to see that we have a strong industry association. The easiest way is to resign from N A B and save the $180.00 a year dues and the demands on my time and let someone else carry the ball.

But I have found from experience, the hard way, that when an association is in trouble that that is the time when all members of the industry must pitch in and help. Getting out after gaining benefits for years, even though you have given more than you have received, does not correct the situation. If the association is badly managed, or the by-laws are wrong or you are misunderstood, then the thing to do is to continue as a member and be sure that your better ideas are carried out. These matters take time, but not as long as they will take when you are on the outside looking in—or on. N A B won't fold, it may even lose a few more members, but it will gain new ones and gradually correct the troubles it now has.

I have pledged my best efforts during the year I am to serve and so have the other board members. We may not agree among ourselves but we will work hard to come out with a stronger and better trade association. We can do a better job if those who have resigned in recent years were to come back in and help and those who have never joined were to join now. With everyone in the fold and helping we can soon lick our problems and with everyone in the family we can reduce dues and do a better job. So consider this a call from an oldtimer in the industry who is anxious to see his industry go forward with a united family. The country faces a serious crisis and a war and this is time for the entire industry to be working together.

So I hope that this letter will encourage all of you not now members to join and help to build a stronger N A B and a stronger industry.

EDGAR KOBAK
Business Consultant
341 Park Avenue, New York City
Owner, Radio Station WTWA,
Thomson, Georgia
Director of NAB

July 31, 1950
McFarland Bill Revised
(Continued from page 19)
the meantime), readjusting the salary limits for certain key personnel and permitting the Commissioners to receive payment from publications for technical or professional assistance.

Job-jumping bans also would be changed to a degree in the new bill. Where a Commissioner who resigned could not for the remainder of his appointed term represent any interest within FCC jurisdiction under the terms of the old bill, the new McFarland proposal would permit such participation for one year after leaving the Commission. This restriction would not apply to a Commissioner who has served the full appointed term, however.

As in the original, the new McFarland proposal also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employ.

All job-jumping limitations would become effective one year after the measure becomes law.

The original McFarland bill had set the Commissioner's annual salary at $15,000. However, approval by Congress last year of the General Government Salary Act and the Civil Service Classification Act of 1949 out dated this provision.

Similarly the salaries for certain FCC members were made to conform more in line with recent changes under the Civil Service Act which raised the chief engineer, chief accountant and general counsel from $10,500 to the $11,200-$12,000 level. The $11,200 figure is stipulated in the new measure. Secretaries to the Commissioners would be permitted a maximum salary of $5,000, a modification of the original bill.

Sen. McFarland authored his original bill as a non-policy and non-controversial measure in the expectation that it would speed FCC action on its workload. He also sought to clarify respective rights and responsibilities of FCC and applicants.

With Congress at a loss on an actual adjournment date due to the current international situation and defense needs on the homefront, the time element on the measure seemed to pose no problem.

First Since 1934
If passed by both Houses and signed by the President, it will be the second major communications legislation enacted since adoption of the Communications Act in 1934. Retained in the new bill is the section which sets “deadlines” for FCC action on applications. This provision would establish a statutory “objective” of action on original application, renewal and transfer cases within three months of filing. It would also place the time marker on all hearing cases within six months of the hearing’s completion. If it failed to meet these requirements, the Commission would have to explain to Congress. It is this particular section which has met strong objection at the FCC.

Also provided in the measure:
- A re-interpretation of the FCC staff along functional lines into Broadcasting, Common Carrier, and Safety and Special Services Divisions. (A similar reorganization is now in progress, to include a fourth bureau to handle field engineering and monitoring functions.)
- A Commission would be required to notify applicants before closing applications for hearing. Grants in aid without hearing would remain subject to protest for 30 days. Also timetabled would be a requirement for FCC to act on applications within 18 months of filing.
- FCC would be permitted to issue cease-and-desist orders against violators of Commission rules and regulations.

Other highlights of the measure in brief are: Limiting of FCC’s authority in antitrust cases, reducing from three to two the number of assistant generals on original applications for personal legal assistants, and assistant chief engineers, and assistant chief accountants.

‘Buffer’ Staff
In addition, a so-called “buffer” staff would be created between the Commission and the regular staff. It would be responsible to the Commission for preparation and review of decisions, orders, rules and other memoranda upon assignment.

FCC action would hinge on a finding that the public interest would be served and the applicant for renewal would no longer have within 18 months of the same presentation as required of original applicants. Also included in a radio fraud law that would be similar to the postal fraud statute.

The first major communication legislation (provision would be made for an appeal from the Court of Appeals direct to the Supreme Court on revocations and non-renewals and Supreme Court review on other cases upon writ of certiorari as under present procedure).

As it did last year, the Senate adopted the measure on a call of the consent calendar. The bill was read in the chamber and printed in the Congressional Record. It was passed without objection.

WVAM-WARD
ALTOONA JOHNSTOWN
FIRST FIRST
You’re on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

HOOPER RATINGS
Time  WARD  B  C
8-12 47.6 25.6 26.1
12-4 37.4 34.5 26.6
6-10 39.4 33.5 25.9
Total 40.4 32.1 26.2

SCHLODER NAMED R&R Head Timebuyer
STAN SCHLODER, timebuyer with Radio R & R in New York, since last April, has been named head timebuyer of the media department for the agency. He was formerly timebuyer at Benton & Bowles, New York.

Helen Hartwig, head timebuyer at R&R, has resigned effective Aug. 15. She plans to take a vacation in Bermuda and will announce future plans upon her return.
About Oil Imports and a Strong America

Today, imports of foreign oil are 100% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 50% greater than a year ago. About one half of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign oil for U.S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 25,000 miners lose a day's work every day that foreign oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 50 million tons.

The long-range consequences are of even greater importance. The dumped oil is hurting many other basic industries, including domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal is fighting to stem the tide of foreign oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it—and back it.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.
of from $10 to $60 on its models.

Condr. Eugene F. McDonald, president of Zenith Radio Corp., has informed Zenith stockholders that the company’s entire capacity at the present time is devoted to production for civilian use, but that the international situation may cause us to change over some of our production to government needs.

He also revealed that Zenith now has substantial quantities of many critical materials, but pointed out that shortages of other materials are threatened. "Barring the international situation," he added, the firm’s financial outlook "has never been brighter."

With respect to types of equipment called for in military orders, these would be expected to include such stock items as resistor tubes, resistors, condensers, etc. High on the list of military demands are proximity fuses and wire spares as well as a radar. Most of these utilize vital and scarce materials now being stockpiled by the Munitions Board, such as copper, tungsten, aluminum.

Stockpiles Incomplete

The Munitions Board in its report pointed out that stockpile procurement for the past fiscal year, ending June 30, "lagged somewhat behind the rate established during the previous year... due in part to the difficulty in obtaining materials because of heightened industrial activity." It reported stockpile inadequacies in copper, zinc and rubber.

A systematic and continuing program of material conservation research is in progress, the board also reported, looking toward substitution of materials for the more scarce items. Additionally, the board revealed, the Army and Navy are highly interested in developing procurement programs in communication equipment, radar, and other electronic devices to reduce requirements by scaling down the size of the equipment.

"While results of some of these may not be appreciable for years, other programs may have an early favorable impact on military uses of these materials," the board told Congress.

As an indication of present military needs, the services (Army, Navy, Air Force) are periodically negotiating contracts with private electronics firms for equipment. Contracts of $50,000 or more were awarded this past month by the Army and Navy, respectively.

Among the items covered were 46 radio sets for the Army by the Signal Corps Procurement Agency, Philadephia, to General Electric Co., at a value of $53,000; radar sets, control units, parts and connectors, to Harlco & Williamson Inc., Bristol, Me., 6,129,32; a mobile television system and spare parts, to RCA, Camden, N. J., $150,871; and control units, parts and connectors, to Western Electric Co., $385,946.

Included in the Navy Dept electronics contracts were 46 radio sets for Federal Telephone & Radio Corp., Clinton, N. J., $100,800; approximately 18 new-type electron tubes, same firm, $50,000; 11 direction finding, to Bendix Radio Div. of Bendix Aviation Corp., $80,000; $7 radar test sets, to General Communication Co., Boston, $78,006; 16 radio transmitting sets, to Electronic Measurements Co., Red Bank, N. J., $28,500.

A partial list of other negotiated "unclassified" contract awards as released by the Dept. of Defense and Commerce are listed in the table above. Over 100 manufacturing concerns are now engaged in radio-television set production. The normal production potential of the entire electronics industry capacity has been placed at approximately $2 billion.

What Congress will specify in the way of funds for the military’s multi-hundred-million dollar radar screen now being installed, was a matter of speculation at week’s end.

Meanwhile, President Truman last week made plain that at the present time he has no plans to ask for complete controls—total mobilization—as proposed by Bernard Baruch. Mr. Baruch’s suggestion for overall controls was beaten down by the House Banking Committee. At the same time the Senate Republican Policy Committee made plain it will fight to retain every more drastic provision sought by the President under the Defense Production Bill in the Senate.

Mr. Baruch commented that "while we were stocking our homes with refrigerators and television sets, the Soviets were stocking tanks and radar." He appeared before the Senate committee Wednesday.

The bill would give the President power to require on all contracts; control materials and facilities to guarantee military needs; curtail installment buying, and requisition property for national defense (Broadcasting, July 24).

Hears Sington

The Senate Banking & Currency Committee, which also is considering the President’s bill, last week heard W. Stuart Symington, a Missouri Democrat, Charles Sawyer, Secretary of Commerce; and J. Howard McGrath, Attorney General.

Secretary Sawyer told the Senate committee Tuesday voluntary controls should be tried first if Congress votes the necessary authority. The Attorney General stated that a "system of compulsory allocation and priorities is far more equitable to all concerned than a voluntary one.

Mr. Symington stressed that "manpower shortage in this emergency will be more pressing than ever before." (Present legislation does not touch on the manpower problem.) He said all fields will feel the effect. Mr. Symington also added that his office hopes to have a civilian defense "grassroots" program ready for Congress Sept. 1.

President Truman, who also delivered his midyear economic report last Wednesday, stressed the importance of civilian demand for automobiles and other hard goods because of shortages of critical materials. Presumably, but not specifically he included TV sets in this group.

Defense

(Continued from page 20)

which can use both media to fulfill its goals.

Meanwhile, on Capitol Hill Sens. Ed Johnson (D-Colo.), chairman of the Senate Interstate & Foreign Commerce Committee, indicated he will ask for new eyes to look at the "voluntary moves of the broadcasting industry to successfully meet this crisis."

In a statement prepared for distribution to members through NAB, Sen. Johnson declared:

The President... has called for a united front to halt the rushing tide of inflation and the judgment... is there is no more vital than the role of radio and television in furthering the efforts and interests of our people to achieve this objective. As communications are in a dictatorship, they are vastly more significant in a democracy where we count on an informed citizenry to work and plan in an atmosphere of understanding and strong determination to supplant falsehood and oppression with truth and freedom.

The Senate Commerce and Foreign Commerce Committee will be asked to consider all legislative considerations involving communications arising out of the President’s recommendation. My colleagues and I will watch with great interest the voluntary moves of the broadcasting industry to successfully meet this crisis, realizing the tremendous impact the self-initiated activities of one of the few truly free broadcasting services will have on the rest of the world.

McFarland Statement

Sen. Ernest W. McFarland (D-Ariz.) chairman of a Senate Interstate & Foreign Commerce subcommittee, also issued a statement along similar lines. He asserted:

In crises such as the one now confronting our nation, the importance of communications are greatly magnified... Broadcasting and telecasting are in a position to inform the public and to respond to the demands of the people. We can well be proud of the manner in which our communication companies are responding to meet the already grow- ing demands for our facilities, and we need have no fear of the manner in which they will meet the challenge of the days ahead.

Try WTTH for Size!

COMPLETE COVERAGE

of

Eastern Michigan’s Prosperous BLUE WATER DISTRICT

1380 AM

99.1 FM

Port Huron, Michigan

ABC NETWORK

Weed & Co.

National Representatives
Here's a line you won't have to change for any shift in frequency, a line that can be used in any portion of the present or proposed TV band!

The new CP Super Transmission Line makes use of the new Dupont plastic, Teflon — the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unbreakable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadband service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator face is corrected. The special shape of the groove under the insulator decreases the overall insulator shunt capacitance to a point where the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment...plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
before, the exhibitor was supplied with proper lighting and other means of showing his merchandise, as well as 24-hour police protection.

The air time advertising promoted the exhibition in general, exhibitor’s booth and business in particular. It was presented in the form of one-minute commercial announcements on WPAM’s regular participation programs.

An average berth fee of $125 would entitle the exhibitor to 15 spot announcements—one each day, during the life of the show—and depending on the number of spots credited, one each day prior to the show to complete the schedule.

Long before the show opened, Mr. Murray said, booth space was 100% sold out. “Furthermore,” he stated, “more than half of the exhibitors represented had never used our medium before.

Nightly Door Prizes

On top of this package, WPAM awarded $200 nightly as door awards, a total of $1,400 for the season. Nineteen days after the first exhibition, Nightly shows were broadcast from the auditorium stage, including local and MBS network talent.

Some of the businesses represented were lumber suppliers, plumbing and heating contractors, department stores, stock brokers, real estate firms, banks, plus a contingent of finance dealers and home furnishers.

Although pleased with the progress of plans, Mr. Murray still faced a formidable hurdle. As the exhibition date drew near, many exhibitors grew apprehensive over the fact that no other medium except radio was being used to promote the affair.

“Our own station’s sales staff would come into my office, day by day,” Mr. Murray recalls, “with stories of apprehension and doubt gathered in their daily calls. Under the strain of constant barrage, WPAM’s sales department began to weaken and as the deadline drew near, made the request that, after all, perhaps the station had better take some newspaper space. Not being exposed to the daily cross-fire as was the sales department, I remained firm in my determination to make this a radio show.

“I wish it were possible for me to say that I just passed these doubts off with a snap of the fingers. But, they were there and couldn’t be ignored. Their arguments were too disconcerting for such as that. It was pointed out in no uncertain terms that we were placing ourselves in the most vulnerable position. The exhibitors represented almost 50% of the local business in our trading area. About half of that number were having their first taste of radio, thanks to the space-time package. The remainder of the exhibitors were regular advertisers, but radio was still a new medium to them.

‘The Press Waited’

“If we failed to pull a crowd,” he continued, “we were worse off than we were at the outset, back in early 1947. It could well be a blow from which we would never recover. The local press sat back, gleefully waiting to pick up the pieces.”

Fortunately, says Mr. Murray, the opening day of the exposition was upon WPAM before it could be sufficiently undermined in the outlet’s determination to make it strictly a radio venture.

“It was a scared group of local broadcasters who opened the door that first day,” he says, “and our fears were short-lived—for radio proved itself more than equal to the challenge in Pottsville.”

There were no complaints. Not only did exhibitors sell merchandise from the floor itself but the radio announcements sold goods too. The very exhibitors who were loudest in their demands for newspaper coverage were first to sing the praises of radio.

One lumber dealer was stunned by how effective radio proved to be. A lady drove up to his place in a family car and asked her, “Do you think that radio was equal to what you advertised?” Her husband, a successful coal operator, had heard the lumber firm’s advertising. The husband recalled that he had gone to school with the contractor but had not known of his connection with the lumber business. They were planning a new home—result, a contract for the $25,000 home for the contractor.

He told Mr. Murray: “I’ve been in this business 30 years, and have used other advertising off and on without tangible results; then a radio promotion came along that cost me less than a good dinner drops a $25,000 contract in my lap.”

There were many others just as effective.

MEDIA SURVEY

Tops British Columbia Meet

MEDIA survey and promotion plans highlight the annual two-day meeting of British Columbia Ass’n of Broadcasters held July 10-11 at Kamloops. BCAB elected F. H. Elphicke, CKWX Vancouver, president.

New survey method of measuring effectiveness of the advertising dollar in all media was discussed.

Ike Peake, CKPG Penticton, led the commercial

A commercialauditorium stage, including

particular.

The show, aired on 40 NBC-TV and 125 Midwestern stations, is presented live from New York under Sweetheart soap sponsorship and kinescopied for later showing on the West Coast. Agency for Sweetheart soap is Duane Jones Co., New York.

Mr. Morse has gone back to original radio scripts, rewriting the basic plot using techniques required by RCA for two successive test runs.

For the TV show, an entirely new family of Barbour’s was given birth. The new group, although based upon the same characters originally written, is a distinctly different group of characters.

For Sweetheart soap whose first TV venture it is, the prospects look good, judging by past Family records.

FEDERAL Trade Commission

FEDERAL Trade Commission has received more than 100 complaints from customers about trade-in allowances offered by radio and television stores.

The complaints charge the radio and television stores with not giving customers percentage savings or “trade-in” allowances as advertised. Other charges were alleged sale by Zlotnick of “old, damaged, obsolete” furniture and other merchandise, and same garment to two or more purchasers. Officers of the corporation cited were Samuel D. Zlotnick, president; Sidney Zlotnick, treasurer, and Mrs. Renee Z. Kraft, secretary. Firm and officers were served 21 days prior to the complaint with hearing set for Sept. 12. Zlotnick has been a heavy user of radio.

 FTC cites Furrier.

FEDERAL Trade Commission last week cited Zlotnick the Furrier Inc., Washington, D. C., which operates three stores in that city, with false representation in its newspaper and radio advertisement.

Complaint charges the furrier with giving customers percentage savings or “trade-in” allowances as advertised. Other charges were alleged sale by Zlotnick of “old, damaged, obsolete” furniture and other merchandise, and same garment to two or more purchasers. Officers of the corporation cited were Samuel D. Zlotnick, president; Sidney Zlotnick, treasurer, and Mrs. Renee Z. Kraft, secretary. Firm and officers were served 21 days prior to the complaint with hearing set for Sept. 12. Zlotnick has been a heavy user of radio.

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One of the
WORLD'S GREATEST JOBS
OF MASS EDUCATION!

IN RESPONSE to requests from government agencies, private organizations and individuals, a total of 34 public service advertising programs is currently carried on by The Advertising Council. Those illustrated here are only a few of the many.

These programs of mass education grapple with problems of national import and their messages are brought to all the American people everywhere, day after day, month after month.

Never before has information on questions of great public moment been spread abroad by advertising on such a gigantic scale. Never before has American business demonstrated so fully its concern with the public good.

In planning and producing these campaigns, advertising agencies throughout the United States render their services without charge. Media owners donate space and time. Advertisers sponsor and pay for public service advertisements.

Advertisers and Media Owners... Your Help is Needed!
The success of the many programs of The Advertising Council depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations, will mean a lot. And remember... What helps America helps you!

Yours for the Asking
Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council... how it started... what it is... what it does... Or ask for material on specific campaigns. Address: The Advertising Council, 25 West 45th Street, New York 19, N.Y.
THE LEADING MARKET: More automobiles are registered in Los Angeles County than in any other county in the nation. More than in New York's five boroughs combined. More than in any one of 41 states.

Los Angeles County's 6,729 service stations sold $87,474,000 worth of gasoline, oil and other automotive supplies last year. Auto supply dealers sold $35,000,000 worth of parts and accessories.

If you sell automobiles or automotive supplies, you can lead in the leading market by telling your sales story on...

THE LEADING STATION: KNX, the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of eighteen one-hour time periods, Monday through Friday... and first in total rated time periods.
Holding the Rate Line

IT IS QUITE obvious that radio broadcasters, not only networks but also station operators, must brace themselves if they hope to avoid caving in beneath the powerful pressures exerted by the Assn. of National Advertisers to drive down radio rates. Unless the broadcasters can put up a stiff fight, the day is not far off when rates will collapse below any sensible levels. The decision by the networks to boycott meetings proposed by the ANA only staves off the reckoning. The major battle is yet to be joined.

Now is the time for the broadcasters to store up all the ammunition they can lay their hands on. They will need it to counter the arguments that have been carefully prepared by ANA in support of its campaign to drive radio deeper into the bargain basement.

We believe that broadcasters can make a successful stand, for they are provided with great reserves of strength which, if properly applied, ought to make the defense impregnable.

The fact that the radio audience has been diluted by television cannot be disproved. A more basic fact, however, is that radio is still the cheapest way to reach a mass audience. Every network and every station of consequence has statistics to prove it.

If radio's total circulation has been diminished since its peak years and since the development of television, the broadcasters are still greatly to be grateful that they were able to buy it in peak years at prices that were ridiculously low. Radio's cost-per-thousand may have gone up since pre-television days (in certain markets), but it is still lower than that of any other medium of comparable circulation.

In the long run, radio rates in television markets seems destined for adjustment, assuming that television is permitted to continue its present pattern of development. But the possibility that television may be affected by the nation's rearmament program should not be ignored.

Any radio broadcaster who reduces his rates today in anticipation of television expansion tomorrow is going to feel foolish if that expansion is impeded by conversion of the electronics industry to military production, or by continuance of the allocation freeze.

Now is the time for broadcasters to unite in a defense of their medium. The ANA's obvious tactics are to probe around in the hope of finding a weak spot in the broadcasters' line. If the advertisers are unable to find one, their attack has little chance to succeed.

ED KORAK believes in advertising. On another page in this issue is an "open letter" to broadcasters implored them to stick with the NAB toward a "stronger and better" trade association. He advertises as a business consultant and is a small station director of NAB by virtue of his ownership of WTMA Thomson, Ga. The ad coat is more than double WTMA's annual dues to NAB. There will be those who will wonder why Mr. Korak did it. After reading the "open letter" we're convinced it was motivated by logic and savvy.

War Footing

OFFICIAL WASHINGTON is as barren as the desert wastes on the scope, extent and effect of the national emergency upon our national economy.

Everyone realizes that important developments impede, but there are no pat answers to when and how. Increased taxes, multi-billion dollar rearmament, cutbacks in civilian production are seen as inevitable concomitants of a war-time economy. From that point, however, all await the President and the Congress.

Since there have been no decisions, there can be no answers for radio, other than business as usual, except for radio's voluntary participation in the President's program, and observance of the voluntary restraints in the handling of news. How seriously radio or TV will be affected by material shortages or drains on manpower, likewise cannot be assayed.

Through the NAB, radio placed itself at the disposal of the Government. Steps toward formation of the Broadcasters Defense Council will be taken by the organization. President Assistant John R. Steelman. A point of contact for coordination of all of the radio pursuits thereby was established. The NAB was on the ball.

All fronts must be watched diligently in any emergency. Radio cannot rest on its World War II laurels. TV gets its war baptism.

There are fronts to be watched, in addition to security and all it implies, and to the manpower and strategic material shortages. At the outset of the last war there were moves to prevent expenditure of money derived from Government contracts for institutional advertising—advertising that would keep trade names and brands alive. There were intensified moves toward grade-labeling supported primarily by anti-advertising groups.

We have no doubt that all media will be on the alert for overt moves in these fields. Even if the Korean conflict should fold up in a few weeks, which all of us fervently hope, the emergency will continue until our military strength is built to requisite levels. Important industries and pursuits will continue on a war footing. Radio was on that footing when the first shot was fired on Korea five weeks ago.

Who's the Umpire?

IN THE MONTH that has passed since KJBS San Francisco proposed a showdown on local audience measurement because of the disparity in the San Francisco area, enough has happened to denote that there's need to bring order out of what could be impending chaos.

The Pulse and Hooper have joined issue. But they have proposed conditions that entail arbitration. Agencies, advertisers and other rating services have evinced profound interest. It is evident that local surveys generally will be suspect until there is a satisfactory answer.

How much business at the local level has been lost because of inconsistent research we do not know. One agency, Benson M. Sherman of San Francisco, supplies a clue. He has no research department. He, like hundreds of local agencies, has neither the background nor the time to evaluate the merits of the various survey methods.

"Because of the conflicting figures offered me," he wrote this journal, "I find that I am more inclined to use other media at the expense of radio."

Bitter medicine.

The job now is to get an umpire to officiate. There are volunteers. We wonder, however, whether this isn't the kind of assignment that could well be taken over by the NAB?

(Continued on page 62)

Static & Snow

By Awfrey Quincy

Fusion note: Korea has less than 1% of the world's population, yet the current mess already has caused serious talk about tube shortages, rate adjustments, television curtailment, etc. Nothing is more vulnerable than broadcasting, however . . . tune up that fiddle, Nero, while we throw another industry on the fire.

The brutality-wise Fighting Irish seem to understand that television can sell universities, even as it sells goods and services. There'll be red faces in the Big Ten and other conferences when some of the home town lads who should matriculate at the State U. begin showing up in the Gold and Blue of Notre Dame.

Little Connecticut apparently is big enough to accommodate both the Messers. Benton & Bowles, but if Sullivan, Stauffer, Colwell & Bayles Inc. ever decide to call it a day, nothing smaller than Texas will hold 'em.

A problem arises with the sponsorship of Airwick of a new television show, I Cover Times Square. Any authentic reproduction of that locale should give out that peculiar odor which pervades Broadway and 43d, and if so, should it be deliberate or merely coincidental?
More advertisers are spending more dollars on WTOP than ever before!

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

*65% more total week share of audience than the next station (Pulse Survey: May-June, 1950)
SANDY MEIK, last 16 years program director WOOD Grand Rapids, Mich., to WH&C Holland, Mich., as manager. Succeeds Paul W. Nesper Jr., resigned to join faculty Concordia Teachers College, Seward, Neb.

GENE ACKERLEY, program director KID Idaho Falls, Idaho, to KCOW Alliance, Neb., as manager.

JACK SCHNEIDER, salesman WGN Chicago, to TV staff Radio Sales, Radio and Television Stations Representative, CBS, Chicago.

ROBERT MEIKER Assoc. appointed national representative by WGAT Utica, N. Y.

HEADLEY-REED Co. and Headley-Reed TV, radio and TV representatives, Sept. 1 to open branch office in International Trade Mart Bldg., Camp and Common Sts., New Orleans. MILTON R. DeREYNA Jr., divisional advertising manager Falstaff Brewing Corp., to head office. CARLTON A. HIGGINS, research department Headley-Reed N. Y. office, appointed assistant director of research and promotion.

W. D. (Dub) ROGERS, vice president KEYL (TV) San Antonio, Tex., assumes general managership, succeeding W. B. MILLER, resigned to become management consultant.

ROGERS ANSON LARRABEE to sales staff KMBC-KRPM Kansas City, Mo.

LES EUGENE, station manager KTFS Texarkana, Tex., resigns effective Aug. 15. Plans to retire from radio temporarily. No successor announced.

J. LESLIE FOX, manager Los Angeles office Paul H. Rayner Co. to KVoe Santa Ana, Calif., sales staff.

BURL OTTSTEDT also joins KVoe sales staff.

GEORGE C. BLACKWELL, at one time assistant secretary old Federal Radio Commission, to WDNE Elkins, Va., as assistant manager.

LEN STEVENS, program director WNLC New London, Conn., to assistant station manager WVNY Newark, N. J.

KCRA Sacramento names Western Radio Sales, Hollywood, as representative in Southern Calif.

LOYD E. MOFFAT is sole owner CKY Winnipeg, following approval of sale of shares by CBC board.

CLARENCE (Bob) RISER appointed sales representative WSVES-AM-FM Crewe, Va.

BILL SPARLING, promotion manager WHK Cleveland, to sales department.

MURRAY J. WENZEL, new to radio, to sales staff KXOK-FM St. Louis. Was assistant circulation manager St. Louis Star-Times, owner-operator KXOK-AM-FM.

SCHIFF-HEINER Co., N. Y., named national sales representative for WJEL Springfield, Ohio.

JACK SHORTREED named commercial manager CJGX Yorkton.

PERSONALS...

CHARLES CRUTCHFIELD, general manager WBT Charlotte, N. C., appointed to public information committee of Governor's committee for study of highway safety. ERNEST L. SPENCER, president and general manager KVOE Santa Ana, Calif., named vice president Southern California Broadcasters Assn., succeeding CLYDE SCOTT, deceased.

KLAUS LANDSBERG, general manager KTLA (TV) Los Angeles, and vice president, Paramount Television Productions Inc., will give as yet untitled talk on TV at Aug. 8 meeting Los Angeles Advertising Club. JOSEPH M. NASSAU, president and general manager WAEB Allentown, Pa., and Marion M. Hodgson married July 19.

HIGHEST IN DES MOINES, HOOPER-WISE!

WHEN YOU'RE ON KRNT, YOU'RE ON THE BEAM!

C. E. HOOPER SHARE OF AUDIENCE

APRIL-MAY, 1950

DES MOINES, CITY ZONE

17,445 CALLS

<table>
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<tr>
<th>Time</th>
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LOWEST PER-IMPACT COST!

BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW THE VOICE OF KANSAS IN TOPEKA

Page 44 • July 31, 1950

BROADCASTING • Telecasting
In a Quandary Over Sales Costs?

Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesets. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World —60 Stations

515 Madison Avenue, New York 22, N. Y. • Phone MIrray Hill 8-2600

Copyright 1950, A Division of the Allen B. Du Mont Laboratories, Inc.
Big Time Operation - that's television in Southern California, where you reach the nation's second largest TV audience via KTTV...smack in the middle of this dynamic market!

With joint support from the Los Angeles Times and CBS...both BTO's from way back...

we've cornered a big audience that looks and stays and buys. Today many KTTV shows originate from Hollywood's newest, most modern motion picture studios...with big plans for even brighter, sales-producing shows tomorrow. Who, for example, but KTTV would take the air at 1 pm, with the Jack Gregson Show from the Country Club Hotel swimming pool? (Note: participations available.)

To sell in Southern California in the Big Time, ask Radio Sales for KTTV LOS ANGELES TIMES-CBS TELEVISION
SPOT TV FILM SALES

THE FIRST step in an ambitious campaign by station representatives to introduce a direct competition between national spot advertising interests and the major networks was taken last week when three top representative firms announced they would sell filmed television programs on a spot basis.

The three companies, Blair-TV Inc., Free & Peters Inc. and The Katz Agency Inc., announced they have embarked on a joint undertaking to acquire television program properties for exclusive sale on a national spot basis.

Although only three companies have united in the coordinated effort, the programs they acquire will be available for placement on all TV stations through their national representatives.

The announced plan of the three representatives is regarded as the opening phase of what is intended to become a general movement toward a build-up of spot business through program sales, a development that could profoundly change the present relationships of stations, networks and station representatives [Broadcasting, July 17].

Although the participants in the plan announce last week's denial that the question of stations optioning time to their national representatives was involved, it has been reliably reported to TELECASTING that this would be an eventual aim.

Buy One Program

Under the present operations, as envisioned by the three representatives, an advertiser would buy one of the programs being offered by them, would then decide what markets he wanted to place it in, and then would seek—through station representatives—the stations and times he desired.

According to the three companies that are pioneering in this development, there is no intention at present to request stations to assign blocks of time on an option basis to their national representatives.

Eugene Katz, executive vice president of The Katz Agency, said his interpretation of FCC rules was that stations that already had optioned half of their time to one or more networks—the limit imposed by FCC network regulations—could not option additional time to their representatives without risking FCC cooperation.

Mr. Katz conceded, however, that if stations negotiated network contracts that permitted them to option less than half their time to the networks, the difference between the time assigned to the networks and one-half their total operating time could be optioned to national spot business without jeopardy.

Despite the fact that the optioning of time blocks to national spot program sales is not at present a factor, the long range plan of members of the National Assn. of Radio Station Representatives (of which all three of the firms involved in the TV program campaign are members) is known to include the introduction of such a system.

The development of the plan hinges to a great extent on the changes regarded as inevitable in the growth of television as well as characteristics believed to be inherent in television itself.

It is the belief of some NARRN members that as television grows, the nighttime radio network situation will be considerably altered—they hope to the extent that stations can divert prime evening time that is now preempted by network commercials to national spot programs.

AM Shows Considered

In this connection, Joseph Weed, president of Weed & Co., another NARRN member, is known to be auditioning radio programs that can be adapted to national spot sales on a basis similar to that proposed last week by Free & Peters, Blair, and Katz for television.

If Mr. Weed decides that any of a number of programs he is now considering is suitable for such use, it is believed probable that one or more station representatives will established an AM counterpart to the Blair-Free & Peters-Katz TV program sale organization.

The question of option time for spot programming is not expected immediately to arise in radio either. Although regarded by many NARRN members as a long-range goal, national option spot time is not an imminent possibility.

Although different, the situation in television is regarded by NARRN members as favorable to their program plans. They point out that networking expenses for cable or radio are eliminated by the placing of filmed programs on a national spot basis. And they believe that despite the fact that most stations are affiliated with more than one network and hence have considerable choice of network programming, they still will be eager to accept national spot programs of comparable quality, particularly because they can make more money from them.

The intention of the national representatives to get into direct (Continued on page 53)

GE COLOR

A FOURTH and radically different color television system—General Electric's "frequency interlace" system—formally entered the color TV competition before FCC last week.

Speculation immediately arose whether the Commission would give it more than informal perusal and possibly reopen its lengthy, hotly contested color proceeding to put the GE system "on the record."

However, one high FCC representative said, "I want to see it work first."

GE claimed its system:

- Is "inherently compatible" with existing monochrome.
- Is free of twinkle, crawl, flicker, color shifting and of field-sequential color fringing.
- Uses "economical" receiver which requires but six tubes more than the regular black-and-white set.
- Works with tri-color tube.
- Will be ready for "preliminary" demonstration in 90 to 120 days.
- Has been proven in respect to some basic principles by laboratory tests.

GE's new system employs the fundamental principle of frequency multiplexing in contrast to the time multiplex techniques used by RCA, CBS and Color Television Inc. Thus three color frequencies are "sandwiched" so as to be non-interferring" and can be transmitted "simultaneously and with good fidelity" over the standard monochrome video bandwidth of 4 mc, GE said.

Unused Regions

The additional information required for full color is carried in heretofore unused regions of the spectrum lying between the harmonics of the monochrome line scanning frequency, it was explained. Picture information in monochrome transmission is largely concentrated in small regions of the video spectrum lying at or near these harmonics, thus leaving unused regions between, GE said.

If the Commission doesn't wait to see the GE system, it's believed the color decision may be completed before GE could be ready to hold its demonstration [TELECASTING, July 25].

Meanwhile, there was continuing speculation—largely outside the Commission, thus far—that color activity may be delayed by the international situation, particularly if events substantially slow TV production and step-up research work which might be applicable to TV in the future [TELECASTING, July 24].

To date, however, there has been no indication that the Commission will be inclined to hold a color decision because of the Korean crisis and related defense measures thus far taken.

If FCC should decide to reopen the color records to incorporate data on the GE system, it might wish to include other recent developments at the same time—developments by the Baseline Electronics Corp., for example [TELECASTING, June 19].

FCC met only one day on the color case last week compared to four working days the previous week just following receipt of reply briefs from the major proponents in the color proceeding. This week the Commission is expected to resume consideration of the complex case.

Dr. W. R. G. Baker, General (Continued on page 57)

JULY 31, 1950 • Page 47
One-Year-Old WCPO-TV Takes Pride
In Its Local Coverage

CELEBRATION of WCPO-TV Cincinnati's first anniversary was held July 19, with Gov. Frank Lausche of Ohio and city officials taking part in the ceremony. Officially the city's newest TV station began telecasting July 26, 1949.

The formal birthday ceremony, held between games of a Cincinnati Reds double-header at Crosley Field telecast by WCPO-TV, was a fitting event to mark its first year. Viewers were reminded that the first regular telecast aired by WCPO-TV on its opening night in 1949 was a pick-up of the Reds-Boston Braves game.


Acting Mayor Edward N. Waldvogel, proclaimed July 19 "WCPO-TV Day" in Cincinnati, in recognition of the station's outstanding achievement.

Plans Expansion

The first year of operation of the Scripps-Howard station has placed it in high favor with Cincinnati televiewers. The scope of its functions has increased continuously from its first week of existence, to such an extent that work is scheduled to start this month on a new physical plant with almost double the present floor space.

Under the management of M. C. Watters, vice president of Scripps-Howard Radio Inc. and manager of WCPO-AM-FM-TV, the video outlet has developed the relaxed neighborhood type of programming common to its aural sisters. Pulse surveys have given it a high spot in the hearts of Cincinnati folks.

Aiding in the management are experienced executives: Harry LeBrun, station director; Ed Watson, program director; John Patrick Smith, commercial manager, and Chief Engineer Grant Makinson. Mr. Watters not only encourages the staff but gives them a free hand in trying out new ideas.

The result has been an imposing number of "firsts" in television to the station's credit.

Telecasting of all home games of the Cincinnati Reds is a WCPO-TV exclusive feature. In January the station signed a five-year contract for exclusive rights—AM and TV—to the Reds games.

WCPO-TV also feeds the Reds telecasts to WHIO-TV Dayton and WTVN (TV) Columbus. Waite Hoyt, former major league pitching ace, does the play-by-play announcing and Burger Brewing Co. sponsors the game telecasts.

In addition to the home tilts, WCPO-TV telecasts as many of the road games as can be cleared by coaxial cable or micro-wave relay.

Cincinnatians have the opportunity of seeing first hand just what is going on in and around their town. The station has a big mobile unit constantly ready for action and on the spot when the management feels an incident will serve the public interest. During the spring floods of the Ohio river, the unit moved to the waterfront and a pair of cameras, under the direction of Mike Bowdin, brought flood scenes to WCPO-TV viewers.

During Holy Week a 2 1/2 hour Passion Play, long a Cincinnati tradition, was telecast, as was the Christmas Eve Pontifical High Mass from St. Monica's Cathedral.

A camera was set up in the roof garden of the Gibson Hotel last fall while count of the city council election was taking place.

Hourly news bulletins and an evening news picture round-up, make current events really current. Major fires, parades, receptions, etc., also are filmed for television etc., also are filmed for telecasting by WCPO-TV. Viewers in the area have come to feel, and with good reason, that in addition

CHECKING over the busy WCPO-TV schedule are Ed Weston (II), program director, and Harry LeBrun, station director.
NAB TV GROUP NAMED Headed by Swezy

1950-51 NAB Television Committee, headed by Robert D. Swezy, WDSU-TV New Orleans, was named last Thursday by NAB President Justin Miller, thus rounding out the association's basic committee structure.

Other members who will serve on the committee include Roger W. Clipp, WFIL-TV Philadelphia; Ted Cott, WNBT (TV) Cleveland; George J. Higgins, WISH Indianapolis; Clair E. Louis, WGAL-TV Lancaster; Victor A. Sholis, WHAS-TV Louisville, and Eugene M. Thomas, WOR New York. Messrs. Swezy, Higgins and Thomas are NAB board members.

Judge Miller also chose three alternates to the group—George M. Burbach, KSD-TV St. Louis; Leslie C. Johnson, WIBF-TV Rock Island, Ill.; and Van Komenburg, WTNJ-TV Minneapolis.

The TV committee and the recently selected AM and FM groups (Broadcasting, July 24, 17) represent media within the broadcasting field and replace standing technical committees of NAB which heretofore had been patterned along functional lines, such as Government Relations, Employer-Employer Relations, etc.

Members of all groups, however, will devote attention to all media with particular emphasis on their own field. Proposal for the new structure was adopted by NAB board of directors June 21 on the recommendation of General Manager William B. Ryan. Heading the AM and FM groups, respectively, are Hugh B. Terry, KLZ Denver, and Ben Strouse, WWDFC-FM Washington.

DUMONT PACT Setting IATSE Contract

A TWO-YEAR contract between the DuMont Television Network and television, broadcasting, and studio locals of the International Alliance of Theatrical Stage Employees is expected to be signed this week, according to Harry Friedman, head of DuMont personnel relations.

The contract will replace a five-year contract which expired this month with IATSE Local 794, New York; Local 819, Washington; and Local 1820, Pittsburgh. Although no details have been released, Mr. Friedman said that only the Pittsburgh schedule remains to be worked out.

WORLD SERIES
Two Networks Bid for Rights

Two undisclosed networks are seeking exclusive telecast rights to the 1950 World Series after rejection of the Fabian Theatres' attempt to get the games for television on the East Coast. Baseball's executive council turned down the Brooklyn theatre chain's offer for "policy reason," but only for the 1950 season, however.

One consideration of the executive council is reported to be the fact that relatively few theatres are equipped to project large-screen television and RCA theatre-TV equipment is in slow production.

Mutual and Gillette Razor Co. hold an AM exclusive contract, which extends through the current World Series and prevent coexistence with Fairbanks. Mr. Miller, then Fairbanks production manager, was assigned to work out details. On June 8, however, Fairbanks claims, Messrs. Heidt attempted to purchase the Fairbanks firm and prevent consumation of the contract. In the following month, on July 7, Mr. Heidt was reported to have filed a suit at CBS supervised by Mr. Miller, still on the Fairbanks payroll and using "confidential methods, techniques and mechanisms."

Quaker Oats Spots

QUAKER OATS, Chicago, through Sherman & Marquette, same city, begins a 26-week schedule of one-minute TV film spots in New York, Chicago, Boston and Los Angeles tomorrow (Tuesday), with an average of five spots weekly in each area for oats, puffed wheat and rice, Ken-L-Ration dog food, Aunt Jemima pancake mix and perhaps cake mixes.

WBAL-TV POWER

Asks FCC for 100 kw

WBAL-TV Baltimore applied to FCC last week for operation with the maximum 100 kw power, disclosing plans to expand its programming for farm audiences.

The application, which presumably must await the lifting of the current TV freeze before it can be acted upon, asked for an increase in effective radiated power from the present 27 kw visual and 13 kw aural, to 100 kw visual and 50 kw aural. A change from metropolitan to rural classification was requested simultaneously. WBAL-TV is on Channel 11.

Construction costs for the power boost were estimated at $75,000. With its application the Hearst Radio station submits letters from agricultural authorities commending WBAL for its past and present service to rural audiences and expressing pleasure at plans for TV expansion in this field.

Farm Interest

T. B. Symons, dean and director of cooperative extension work in agriculture and home economics for Maryland, wrote that "we are very much interested in this development and are considering making the resources of the U. of Mary-land, especially the College of Agriculture, available with selected personnel as active participants."

Members of the U.S. Agriculture Dept.'s Production & Marketing Administration said that in addition to WBAL's "fine service" to agricultural interests, television "will give us both a greater opportunity to serve the public."

Other letters came from officials of the Maryland Dept. of Education and the Maryland Farm Bureau praising WBAL-AM's contributions to agricultural education and foreseeing further opportunities for service through television.

At least one other 100 kw television application is awaiting FCC action. It was filed by WBEN-TV Buffalo.
TV is May

**WATV Charge**

**Answered by Schimwer**

Radio Features, Chicago, plans to make its nationally syndicated Miss U. S. Television of 1960 beauty and talent contest “the biggest and best of its kind,” Walter Schimwer, presidential, said last week in answer to WATV (TV) Newark’s charge that it telecast a similar show first. WATV objected to Radio Features’ show on grounds that the format of the new package [Broadcasting, July 17] is identical with that of the station’s Miss Television of 1950 contest as well as WATV’s Miss Television of 1949.

Mr. Schimwer, who said no official court petition for a restraining order has been filed, said WATV is only “one of a half a dozen” stations or agencies with a beauty-talent contest format for a video show. He changed the name of the Radio Features package to Miss U. S. Television of 1950, he said, so it would not conflict with WATV’s Miss Television of 1950, as both shows are telecast in the New York area.

WATV has been invited by Mr. Schimwer to file any subsequent claims and objections with his legal staff.

In the meantime, Radio Features is negotiating for network telecasting of the contest finals Sept. 2 from the Chicago Fair lakefront site. Plans should be set this week, Mr. Schimwer said.

**FORD TOP NETWORK USER**

Of TV in May

**Musical Instruments & Phonograph producers,** and **Toiletries & Toilet Goods,** in order, for the five months.

Table II shows gross billings for each client group in May and Jan.-May, 1960.

**DEFENSE BILL**

**NBC-TV Covers Hearings**

NBC television cameras were grinding away last Monday and Tuesday for the benefit of daytime television spectators as the Senate Banking & Currency Committee began hearings on President's Eisenhowe's Defense Production Bill encompassing partial mobilization controls and allocations (see story page 20).

**NBC-TV and its WNBW (TV)**

Washington mobile units covered the hearings under the direction of NBC Producer Ted Ayers. Programs emanated from the Senate Office Bldg. Caucus Room and were aired at 10:30 a.m. Officials caught by the cameras included W. Stuart Symington, chairman of the National Security Resources Board, and Charles Sawyer, Secretary of Commerce.
DuMONT TRANSFER

Filed With FCC Under Protest

APPLICATION for "involuntary transfer of control" of Allen B. DuMont Labs., as licensee and permittee of television stations WABD New York, WTTG Washington and WDTV Pittsburgh, was filed with FCC last week under "protest" by Paramount Pictures Inc.

"Control" is sought to be transferred to Paramount Pictures Corp., one of the two successor corporations in the court-decided dissolution of original Paramount firm. Although Paramount denies its 29% interest in DuMont constitutes control of the TV firm and hence does not require FCC approval to be transferred, the instant transfer application was requested by the Commission in February.

Based on Earlier Decision

FCC based its request for the transfer application on its earlier proposed decision which ruled that Paramount does affect control over the affairs of DuMont in view of conditions apart from the fact that it is the largest minority stockholder in DuMont [BROADCASTING, Dec. 29, 1948]. However, Paul A. Porter, Washington counsel for Paramount, in filing the transfer bid pointed out that oral argument on the proposed ruling has not been heard and it is still pending final decision by the FCC.

"It has been the contention of both DuMont and Paramount that no such transfer exists. That position remains unchanged," Mr. Porter wrote FCC. He indicated both firms agreed to file the application but "with the clear understanding that such application is in no wise an admission of control and that all statements made there relating to control must be considered in the light of this protest."

Transfer in 1949

The stock transfer occurred Dec. 30, 1949, it was indicated, the date when the dissolution of the original Paramount firm was effected. This reorganization of Paramount was required by the anti-trust decree of the U. S. District Court for the Southern District of New York. The theatre-operating activities of Paramount were placed in a new firm called United Paramount Theatres Inc. while picture production and distributing activities went to Paramount Pictures Corp.

Mr. Porter told the Commission an application for consent to transfer control of Paramount Television Productions Inc., licensee of KTLA (KTU) Los Angeles, to Paramount Pictures Corp. was filed with FCC in late December [BROADCASTING, Jan. 9]. "No such application was filed," he said, "with respect to DuMont for the reason that both Paramount and DuMont did not and do not now consider that Paramount controls DuMont and no final decision on the control issue has been reached by the Commission."

FCC has not yet acted on the KTLA transfer nor on the requested transfers of WBBK (TV) and WBB (FM) Chicago and WSMB - AM - FM New Orleans [BROADCASTING, Jan. 2]. Both WBBK and WSMB are being transferred to United Paramount Theatres.

TV'S WAR ROLE

Won't Be 'Casualty'—Mullen

TELEVISION not only will not be a "war casualty" in an all-out war effort, but will become increasingly important if and as emergency grows. This was the prediction of Frank E. Mullen, chairman of board, Jerry Fairbanks Inc., Hollywood, in an address last Wednesday before the Hollywood Authors Club.

"Scare stories that the new medium may be a casualty of defense preparations are completely without foundation," he said. Even though requirements for critical materials by the armed forces may slow down distribution of TV receivers, a war economy will stimulate TV in every direction, he predicted.

"Television will become one of the most vital means of communications between people and government, if major war develops," he continued. "It will be invaluable in demonstration of home defense, first aid and other information necessary to the public."

Citing the tremendous importance radio played during the last war, Mr. Mullen concluded by saying that television would join it in keeping the American people the "best informed and highest moralized nation in the world."

Berle First

In N. Y. TV Hooperting

MILTON BERLE was the television leader in the June-July Hoopertings Pocketnew for New York released last week. Ratings were:

- For Television (TV home base): Milton Berle, 59.2; Toast of the Town, 30.2; Philco TV Playhouse, 25.7; Arthur Godfrey & His Friends, 25.1; Robert Montgomery, 21; Studio One, 20.3; Alan Young, 19.3; Plainclothesman, 19.2; Saturday Night Revue, 17.9, Original Amateur Hour, 17.7; Stop the Music, 17.6; Ford Star Revue, 17.1; Big Story, 16.9; Fred Waring, 16.8; Break the Bank, 16.3.

- For Radio: Walter Winchell, 14.6; Radio Theatre, 7.7; Arthur Godfrey's Talent Scouts, 6.9; Hollywood Stars, 6.8; Groucho Marx, 6.7; The Golden Boys, 6.4; My Friend Irma, 6.2; Stop the Music, 6.1; Bob Hope, 6.0; Louella Parsons, 5.9; Big Town, 5.8; Broadway Is My Beat, 5.5; Theater Guild, 5.4; Ozzie & Harriet, 5.3; Big Story, 5.3; Gangbusters, 5.3.
COMMERCIALS ON BBC? Urged by Peer

SUGGESTIONS that Britain consider the possibility of commercially-sponsored programs in both visual and aural broadcasting, and that the British government abandon its policy of free television have been leveled in the House of Lords.

These revelations highlighted House debate recently on such topics as TV transmission, sponsored programs, and exchange of programs with France, as well as progress of Britain's television industry.

Spearheading the debate was Lord Brabazon, of Tara, a director of Britain's Electric and Musical Industries, who urged expansion of the television industry beyond its present scope and adoption of commercial programs by the BBC similar to the American system.

Lord Brabazon wanted to know whether Britain, by clinging to the 405 line system, “is backing something that foreigners already think is out of date.” He called on the government to clarify its policy and to determine who should develop the industry—including color TV—“or we shall be left behind ... America.”

Lord Brabazon also took a slap at BBC and the whole of English officialdom, true or not, “for its press—for its opposition to commercially sponsored programs. He noted:

... In America, which is a free country, anybody can put up a television station—a thing you cannot do here. They can go broke instantly, or they can make money, according to whether their programs are good or bad. If sponsored programs are so very bad, I do not notice that there is any slackening in the demand for television sets in America. ... Sponsored programs cannot be so disagreeable as we wonder every day.”

He suggested that, since BBC does not transmit programs the entire day, “idle time be given over to sponsored programs.”

"Fly in Ointment"

"But there is a fly in this ointment," he added. "If a firm puts on a better program than the BBC, it would have to be stopped immediately." He was supported by Lord Balfour of Inchrye, who proposed commercial programs in Britain's aural broadcasting system.

Another peer, Lord Foley, however, felt that commercial programs may be "all right in America, where the advertising firm buys time and has control over the program, but over here the general atmosphere is different."

Lord Brabazon pointed to a Treasury decision which permits an English firm to expend $250,000 annually to an American firm for television research "know how" and charged:

"This is a direct encouragement to English firms not to indulge in research, but to hand the whole thing over to America. The BBC claims that it should buy everything, American or British, as they like."

He also felt that, while Great Britain adopted the 405 line system as a first step, the system would probably be discarded, and "questioned the government's standing in remaining unanimous on 405 lines."

"With our experience over some years in 405 line, 10 years later along came the Americans and started their system—with full knowledge of what we have done—with 525 lines," he reminded. At 405 line system also has been widely recommended, he noted.

Waleran's View

Lord Walater, a radio manufacturing company executive, said he backed English technicians and engineers on the 405 line system, which he felt "still capable of a great deal of development."

On that subject, Lord Foley thought 405 lines "lends itself most naturally of all systems" and felt the government was right in holding onto it.

DR. F. A. KOLSTER

Pioneer Inventor Dies

DR. FREDERICK AUGUST KOLSTER, 67, pioneer engineer and inventor, died last Monday in San Francisco.

Dr. Kolster's latest invention was a new improved television antenna and he was working on still another model at the time of his death. His best known contribution to the radio field was his work in developing the radio direction-finders, for which he won national acclaim. His daughter, Muriel Kolster of San Francisco, has been studying plans extending coverage of home TV, Mr. Kolster, TV consultant to Theatre Owners of America and other movie interests.

Funeral services were held last Thursday in San Francisco. Burial followed at Mesa Cemetery in Palo Alto, where his wife, who died 10 years ago, also is buried. Besides his daughter Muriel, he is survived by another daughter, Mrs. Alan Michals of Maryville, Calif.

DuMont Reports Increase in Net Profits

INCRESSES in net profits of 57%, and in sales of 45%, for the Allen B. DuMont Labs during the first 24 weeks of 1950, as compared to a like period last year, were announced by Dr. Allen B. DuMont, president, Monday.

The net profit was $2,797,000, after tax and network loss deductions, and equivalent to $1.18 a share on the 2,460,140 common shares outstanding as of June 18, 1950. Last year's figure was 83 cents a share. It was a record result, Mr. Halpern indicated.

Expanding Coverage

Earl Lucan said the TV service was being pushed ahead and it was hoped that by the end of 1954 television would be available to 80% of the population. The BBC, he continued, was studying plans for extending coverage to the other 20%.

On the question of sponsored television programs, Earl Lucan reported that the Beveridge Committee now has this point under consideration. He told the peers also that a BBC team was going to the French north coast to transmit pictures to England, and if successful, it is hoped to extend to Paris.

PHONEVISION HIT

Halpern Attacks Economics

DR. BENJAMIN A. HALPERN, president of DuMont Laboratories, in his address before the Television Manufacturers Association last week, attacked the economics of Zenith Radio Corp.'s Phonevision and similar pay-as-you-see home TV systems which would feature tour run movie fare for $25.00 a year, and $3.00 a week.

He described Mr. Halpern, TV consultant to Theatre Owners of America and other movie interests.

"Unsustainable price increases in set components and said an effort would be made to hold to the new prices as long as possible despite shortages in some electronic parts.

"Mr. Abrams said existing Emerson prices, established in June to stimulate consumer buying, were then announced as "interim prices" and warning was given that they would shortly be increased. He said the new Emerson prices were still to 15% below those of competing sets.

Mr. Stickel said there is every reason to believe" that the trend of "substantial price increases" in set components would continue. He expressed concern over DuMont models that pointed to "insure stability beyond the Sept. 1 date for the remainder of the year."

COLUMBIA DRIVE

TV Promotes Picture

COLUMBIA PICTURES used television in a 10-day campaign to promote its movie “711 Ocean Drive” in two cities—New York and Los Angeles—resulting in reportedly the biggest New York Paramount movie opening since January and in Los Angeles the biggest opening at the Hill Street and Pantages theatres since Easter. Approximately 175 spots were used in New York on all seven stations for 10 days before the opening date of the movie. The TV campaign was supplemented with a newspaper campaign.

More than $10,000 was spent on the video campaign.

Attacks Price Rise

UNWARRANTED price increases in the cost of televi-

sion parts has been strongly opposed by Roso D. Siragusa, vice-president of Admiral Corp. "Cost increases of component parts do not, in our opinion, warrant price increases at this time and we will maintain our present structure as long as possible," he maintained.

Mr. Siragusa went on to say that price raises at a time like this without sound justification are an "evil thing." This pertains not only to the television industry but for all industry in general, he said.

SET PRICES UP

For DuMont, Emerson INCREASES in TV receiver set prices announced last week by Emerson Radio & Phonograph Corp. and by the Allen B. DuMont Labs.

Emerson's president, Benjamin Abrams, revealed increases of 3 to 16% at factory levels in the entire TV line.

Increases up to 16% in all current DuMont models effective Sept. 1, were announced by Walter L. Stickel, DuMont national sales manager.

Both announcements blamed price increases in set components and said an effort would be made to hold to the new prices as long as possible despite shortages in some electronic parts.

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Spot TV Film Sales
(Continued from page 47)

competition with networks was clearly stated last week by Mr. Katz.

"This technique will enable spot broadcasting to compete for large
(a previous) appreciations that heretofore have been exclusively
devoted to networks," he said.

In most instances, Mr. Katz said, both advertisers and stations will
benefit financially from choosing a spot television program as against
a network show.

Although he said he did not have precise figures at hand, he thought
that a general observation could be made that it would cost an adver-
siser from 10 to 12% less to buy a film program and place it on a spot
basis than to line up a network show on the same stations.

The increase in net revenue to stations would be even more invit-
ing, Mr. Katz said. The most a network affiliate can hope to net
out of a network commercial program is about 30% of its card rate,
said Mr. Katz. From a program placed through its representative
on a national spot basis, the sta-
tion gets about 72% of its card
rate. This figure is reached by the
progressive subtraction of 15%
agency commission and 15% rep-
resentatives' commission from the
station's rate.

Because of the financial induce-
ments for stations to schedule spot
programs in preference to network
shows, Blair, Free & Peters and 
Katz foresee little difficulty in ob-
taining desirable schedules for spot
programs.

The three representative firms
already have obtained sales rights
to two film series, "Sherlock
Holmes" and "Shadows of the
Mind," both of which are owned by
Dryer & Wendon Productions, Inc. The films are to be produced in
England.

Although Blair-TV, Free &
Peters and The Katz Agency an-
nounced they had agreed "to make
available a sizable fund to be used
for the development of sales aids
to promote the sales of the prop-
erties acquired," they said they
would not take any commissions
for handling the programs. The
only revenue they will derive from
the sale of the films is that which
any other representative partici-
pating in the sale will obtain—
commission on the sale of the time
to whichever of his stations is
bought for the telecasts.

Under the proposed system, sta-
tions will be asked to guarantee
schedules in order to participate
in the plan, in short, to promise that the program will be telecast at a
precise period on a regular basis.

This may not constitute "option
time" in its strictest definition, but
the procedures are not too distinctly
related.

Spokesmen for Blair, Free &
Peters and Katz said that "most of
the total of 31 stations represented
by the three companies had already
agreed to "guarantee certain pe-
riods of their own time to accom-
mmodate such business."

The tri-company program sales
campaign is being coordinated by
Welks H. Barnett Jr. for Blair-TV,
Jack Brooke for Free & Peters, and
Ed Codel for The Katz Agency.

The announcement of the new
set-up was jointly made by Wil-
liam H. Weldon, president of Blair-
TV; H. Preston Peters, president
of Free & Peters, and Mr. Katz.

LEE TV PLANS
Will Continue Applications
PERMISSION to continue prosecu-
tion of long-pending applications
for expansion of television activi-
ties was granted last week to the
three Lee stations, Ang-
geles Superiour Judge Newcomb
Condee at the request of PUBLIC
Administrator Ben H. Brown.

Original applications had been
filed with FCC before the death
of Thomas Lee last Jan. 13. And
permission was asked to move
KTSJ (TV). Hollywood facilities
from M. Lee to M. Whitm. Re-
quest also included the permanent
license replacing the experimental
one under which the station now
operates. In addition, application
has been filed with FCC for a
San Francisco TV station.

Under Judge Condee's ruling,
Mr. Brown is empowered to con-
tinue incurring expenses for fur-
therance of the applications.

WOIC SALE
Approved by FCC

CONSENT was granted by FCC
last week to the $1,400,000 sale
of WOIC (TV) Washington to the
Washington Post-controlled WTOP
Inc., licensee of WTOP-AM-FM
there [Telecasting, July 3, June
26]. This is the largest TV station
transaction to date.

WOIC was given up by General
Teleradio, subsidiary of R. H.
Macy & Co. and operator of WOR-
AM-FM-TV New York. General
teleradio told FCC it wished to
divest WTOP-AM-FM's TV outlet
in order to devote more time to
its TV interest in New York, WOR-TV.

WTOP Inc. is owned 55% by the
Post and 45% by CBS, but the Post
exercises complete control with
Publisher Philip L. Graham acting
as voting trustee for the network.

It is expected that WOIC will
become WTOP-TV and will be oper-
ated in conjunction with WTOP
under the management of Vice
President John S. Hayes, general
manager of the AM and FM facili-
ties.

WOIC's History
WOIC, on Channel 9 (186-192
mc), commenced operation in Jan-
uary 1949 and is affiliated with
the CBS-TV network. WOIC manager
Eugene S. Thomas, for a while
considered the most likely nominee
to succeed Maurice B. Mitchell as
head of BAB, returns to the WOR
organization in New York to head
television operations there [Broad-
casting, July 24]. Mr. Mitchell,
who leaves BAB to join NBC in
an executive sales position, former-
ly was commercial manager of
WTOP.

FCC Chairman Wayne Coy, one-
time head of the Post's radio activi-
ties, did not take part in the Com-
motion action approving the sale of
WOIC.

Approval of the sale brings to a
conclusion the long efforts of
WTOP Inc. to secure a television
outlet. Prior to FCC's current
freeze, WTOP Inc. petitioned for the
Commission action for allocation of
Channel 12 to Washington for which it
planned to apply.

LETR ELECTRO VOICE
inc, Buchanan, Mich., has issued bulletin describing
high gain, self-tuning Tune-O-Matic
TV booster. Copies of bulletin, No.
158, may be obtained by writing firm.

More advertisers spend
More money to sell
More merchandise to
More people on

The NAB TV director also quoted
dates and conclusions drawn in
the famous Jordan Study, which
gave an exhaustive analysis of
TV's effect on sports attendance
[Telecasting, May 22]. He termed
the report "an excellent piece of
work for which the television in-
dustry has the greatest apprecia-
tion and respect."

Referring to an AP report last
week showing a 12% decrease
in major league baseball attend-
ance, Mr. Benson noted that the three
teams reporting heaviest receipts
all have television, while Pitts-
burgh — the largest attendance
loser in the N. L.—does not permit it.

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**WFIL-TV Issues New Rates**

New York Area TV Shows Ranked by Nielsen

New York Area Nielsen television ratings released last week showed Godfrey's Talent Scouts as the top program for the four weeks ending July 8. The Top 10 evening, once-a-week programs as reported by A. C. Nielsen Co. were:

- Toast of Town 34.3 45.1 1.8
- Philco Playhouse 29.4 34.1 22.1
- Studio One 33.2 39.0 1.6
- Martin Kane 24.4 32.8 0.0
- Lights Out 23.7 58.2 1.6
- The Goldbergs 37.3 64.4 3.1
- Godfrey & Friends 34.6 41.0 4.0
- The Trap 31.1 54.9 1.4
- Man Against Crime 36.1 48.7 2.7

**Greyhound Campaign**

GREYHOUND Bus Lines Terminals & Subsidaries, through Beaumont & Hohman, Chicago, is preparing a series of TV film commercials for sale to individual Greyhound companies throughout the U.S. Local firms will buy the time. Release will tie in with a national campaign slated to start Sept. 15.

**Weekly Television Summary**

**July 31, 1950, Teletcasting Survey**
PULSE for June shows NINE of TOP TEN television shows telecast once a week in Dayton are on WHIO-TV.

PULSE reports FIVE of TOP TEN television shows broadcast more than once a week in Dayton are on WHIO-TV.

PULSE shows that on the average, more Dayton televiwers watch WHIO-TV from 2 P.M. to 4:15 P.M. and 7 P.M. to 11:30 P.M., Monday through Friday, and from 1:30 P.M. to 9:15 P.M. on Sunday than any other television station.

With over 90,000 sets in the WHIO-TV area, and with a one minute Class A spot budgeting at only $36.00 (52 time rate)—it's easy to see why you can sell more people at a lower cost per viewer when you use WHIO-TV.

PLEASE ASK FOR ADDITIONAL DATA
VIDEO-RADIO ECONOMY ROLE
Contributes $276 Million to '49 National Income

RADIO and television accounted for $276 million of a national income of $216,831 billion by industrial or the average, according to the Survey of Current Business national income number released last week by the U. S. Dept. of Commerce.

The report shows that radio-TV income in 1949 was $19 million over that of 1948 and $19 million over the figure for 1942. In wages and salaries, the two industries paid out $219 million in 1949, against $199 million in 1948 and $72 million in 1942.

In a supplementary report, the survey reveals that radio-TV took in an additional $7 million last year. Before Federal, state income and excess profits taxes, corporate income for both totalled $50 million in 1949. After taxes, radio-TV had an undistributed corporate income of $21 million.

Employment Up
Number of fulltime employees in broadcast and cable was 49,000 in 1948 and 50,000 in 1949. Average annual earnings per fulltime employe in 1949 were $4,234 as against $4,234 in 1948 and $2,967 in 1942.

In 1949 there were 50,000 persons engaged in production by these industries, an increase of 2,000 over 1948 and 26,000 over 1942.

In an overall comment on the current business situation, the Commerce Dept.'s Office of Business Economics said the business upswing continued in June, and with this extension of the cyclical advance, employment climbed to a near-high record during the month.

"With the basic income flow rising due to increases in compensation of employees and in proprietors' incomes," the survey stated, "consumers maintained their purchases of nondurable goods, while purchasing larger quantities of automobiles, new articles and household furnishings which are being financed by a large and rising volume of credit."

LAUDS GOULD
Sen. Johnson Praises Writer
SEN. ED C. JOHNSON (D-Col.), who previously found himself dressed down by Jack Gould, radio editor, for "issuing communiques on what (PCC) should or should not do in highly technical matters" [TELECASTING, Feb. 13], last week lauded the New York Times feature writer for "a timely, hard-hitting article" on radio and TV crime shows.

Sen. Johnson, who qualifies as FCC's chief critic on Capitol Hill, inserted in the Congressional Record a July 16 article by Mr. Gould deploring quantity and quality of crime stories broadcast during hours accessible to children. Sen. Johnson praised it for "merit and interest."

WBAL AID
For Defense Planned
WBAL-AM-TV Baltimore, Md., last week geared to meet the needs of military and civilian defense authorities by launching emergency's programming to keep the public fully informed.

Programming is stressing civil defense education and information by key civic, governmental and military figures. The AM and TV outlets are currently campaigning on an overall pattern of war effort information to help strengthen the Mid-Atlantic area.

In pursuit of that effort, the number of newscasts has been increased materially, and all personalities on local programs are cooperating to assist Red Cross officials in demands for blood bank supplies. WBAL also has proposed a mammoth "Power of Prayer" day broadcast to be held in mid-September with cooperation of various religious, civic and government organizations.

TRENDEX INC.
New Rating Firm Includes TV
TWO EXECUTIVES of C. E. Hooper Inc. have left the company to form their own program rating service, Trendex Inc., which will conduct radio and television program ratings services based on the coincidental telephone technique.

The two are E. G. Hynes Jr., former assistant to Ward Dorrell, Hooper vice president in charge of station relations, and R. B. Rogers, former assistant to C. E. Hooper, president. The first project to be undertaken by the new company is regular publication of monthly ratings reports on network television, the organizers of the firm said.

The television report, to be limited to interconnected network markets, will include program ratings, sets in use, share of audience. Four times a year sponsor identification ratings will be added, and four times a year audience composition figures will be shown. The report will be issued on the 15th of each month, based on interviewing during the first week of the month.

The new company will provide such special surveys as may be requested by clients, its founders said. Investigations of both radio and television can be conducted, they said.

Reports on the network television programs planned by Trendex will differ in some detail from those formerly issued by C. E. Hooper Inc. before Mr. Hooper sold his network rating business to A. C. Nielsen Co.

Hooper TV network reports lumped together both interconnected cities and those whose network programs were on kinescope. They also showed composite ratings that were the average of two broadcasts. The Trendex reports, based on a single week's interviewing, each will be confined to one broadcast.

For the time being the Hooper organization is continuing to gather its network television information, but it is passing on to the Nielsen Co. for distribution.

Headquarters of Trendex have been opened at 347 Madison Ave., New York. Telephone: MU 3-2655.
GE Color

(Continued from page 47)

Electric vice president and general manager of the GE Electronics Div., in a letter to the FCC, Wayne Coy disclosed the new system was evolved by Robert B. Dome, consultant in the GE receiver division, who has been a GE engineer since 1926 and has worked on television receivers since 1934 except for the war period. Copies of his letter were sent to the other Commissioners.

Dr. Baker said he recognized "it is rather late to submit for consideration a new system of color television. Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the system . . . appears to have some potential advantages as to justify serious consideration by the Commission."

The GE executive stated his firm's system "has very important advantages both technically and economically." He indicated it has been "critically studied by our organization and others" and "appears to be technically sound."

"We have not had time to make complete tests on this system," Dr. Baker explained, adding, "However, we have just completed tests to prove what seemed to be critical points." He indicated at present "the major effort of our laboratory is directed to the development of the new system.

GE indicated existing standard monochrome TV transmitters with some modification could transmit the frequency interface system. It was pointed out that because of the more complex and sensitive equipment components were confined to the transmitter, more reliable and simpler receivers were possible.

Possible Disadvantages Some possible disadvantages cited by GE for its system were:

- Requirement of either more accurate receiver alignment and tuning or effective automatic gain control on each color; possible color fringing due to differential time delay in propagation between color carrier frequencies; full 4 me bandwidth is required for relaying in color; possible "second-order" color fringing due to incomplete "physiological filtering" by the eye in viewing rapidly moving objects.

Physiological filtering, or the viewer's eye's persistence of vision, was termed a second unique feature of the GE system aside from its fundamental frequency interlace concept. Physiological filtering is the means used for separating the color signals transmitted in interlaced "bunches" of frequencies.

"Analysis shows that two such frequencies of line-frequency signals are always displaced from each other approximately by one odd multiple of half the line-scanning frequency," GE explained. "Then if a composite of such signals is applied to a picture tube grid, it can be shown that their relative polarities reverse at the usual frame frequency of 30 c.p.s. Thus, if arrangements are made so that only two colors are applied simultaneously to one picture tube grid, the undesired signal is separated out by adding and subtracting the desired signal at frame frequency and its effect will be essentially filtered out in physiological.

ally, i.e., by the persistence of vision in the viewer's eye.

GE explained that with application of the two "fundamental principles of frequency interlace and physiological filtering", many promising forms of color television systems can be envisioned. The one suggested by GE specifies that a green signal, to which mixed hights have been added, is transmitted in the usual 4 me bandwidth. Red and blue subcarriers are modulated respectively by red signals of 1 me bandwidth and blue signals of 0.2 me bandwidth, displaced from each other far enough in frequency so that red and blue can be separated by conventional filter circuits, GE pointed out.

These subcarriers are so displaced with respect to the green carrier (i.e. by odd multiples of half the line-scanning frequency) that they each can be divorced from green by physiological filtering.
null
FOREST RANGERS Inc., Hollywood, new firm set up for production and distribution of series of 44 half-hour radio and TV series, based on adventures of forest rangers. Principals in corporation are Eugene Woods, president; Stuart Reynolds, executive vice president; Leslie Thomas, vice president in charge of television; Herbert Lytton, vice president in charge of radio; Walter W. Fane, secretary-treasurer. First of series scheduled for completion in mid-August.


**TV/films Inc.** and Television Cartoons Inc., N. Y. (TV film commercials and industrial motion picture producers), join forces at 155 W. 46th St., LVL-TV Grand Rapids, Mich. received first INS Super-Projectall to come off production lines and has had it operating for past two weeks. WSM-TV Nashville, Tenn., has ordered immediate installation of Super-Projectall with expected test pattern operation by Sept. 1. Jerry Fairbanks Productions, Hollywood, has completed arrangements with local wrestlers and promoters for syndicated TV film series of weekly wrestling matches from American Legion Stadium, Hollywood. Co-sponsor with Fairbanks organization is Hollywood Post, American Legion. Initial film has been completed. Regular filming is scheduled for fall.

* * *

Video International Inc., New York, announces appointment of Lou Averbach as general sales manager. Mr. Averbach was formerly with sales department of Paramount Pictures and served as assistant mid-eastern division sales manager for three years.

**HITS BIG TEN BAN**

Meck Says Games Will Suffer

“SECOND-STRING” rank is predicted for Big Ten football, which “de-emphasized” its position in the sport by prohibiting telescasts, John S. Meck, president of John Meck Industries and Scott Radio Labs, charged in Chicago last week.

After an analysis of the 1950 season’s TV schedule, Mr. Meck said: “New the Eastern and Southern schools which have been trying for years to get public attention from the Western Conference will find the job is easy. Millions of Americans every Saturday will watch these schools play and become fans, while relegating Big Ten games to reports on scoreboard.”

Join also foresees talented high school football players gradually being attracted to “schools with the biggest public support, and the Big Ten will lose the supply of talent it has always gotten,” he said.

“The Big Ten will find that staying away from television will leave it farther behind the parade than it could ever be by having its games telescast. Its action in banning TV is like the towns that discouraged the automobile years ago—they suffered while the automobile’s progress went on unabated.”

He concluded by saying: “Big Ten officials, like all of us, will learn that television is here to stay, and we must find the best ways to make use of it instead of pretending to pretend it doesn’t exist.”

Plan TV Outlet

Gifford Phillips, president of KGHF Pueblo, Co., and TV applicant at Denver, last week announced he has authorized the KGHF management to begin engineering studies in preparation for filing for a new TV station in that city. Mr. Phillips, who also operates Teveteen Film Co., Hollywood, had returned to Pueblo after an extended period on the Coast.

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**FILM & PRODUCTION SERVICES**

**DIRECTORY**

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GUARANTEED PAID CIRCULATION EXCEEDS 15,000

July 31, 1950 • Page 59
CONSULTING RADIO ENGINEERS

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ADams 2414
Member AFCEE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington, D. C.
Santa Cruz, Cal.
Member AFCEE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCEE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCEE*

WELDON & CARR
WASHINGTON, D. C.
1405 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1738 Wood St.
4742 W. Ruffer
Member AFCEE*

Philip Merryman & Associates
* 114 State Street
* Bridgeport 3, Conn.
* Bridgeport 8-4164
RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

SILLMAN & BARCLAY
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Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
“Registered Professional Engineer”
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EX 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
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Executive 1230 WASHINGTON 6, D. C.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCEE*

RUSSELL P. MAY
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)
Richards

(Continued from page 38)

Truman as a "pipsqueak." He said Mr. Richards hung up in anger when he refused to carry out the instructions, but that nothing more was ever said about the incident.

Under cross-examination he said that because of "the closeness of the claims" he gave one KMPC official a false report on an affidavit he filed with FCC.

Chester (Tiny) G. Renier, program director of KLAC Hollywood and formerly with KMPC in the same capacity, testified that Mr. Richards exercised complete control over the newsroom, and that he had told him to check instructions with Mr. Richards over the telephone regarding editorials. He should take from newspapers for the newscasters.

He said he recalled having a column by Westbrook Pegler included in a newscast and that Mr. Richards said it wasn't necessary to identify it.

Newscasters constantly complained to him about telephoned instructions from the station owner, and he was asserting he would make them use their own judgment when Mr. Reynolds or the news editor was not available for double-checking.

General Manager Reynolds, he asserted, "always said to prepare and present fair, and impartial newscasts."

Examiner Cunningham interjected one point: "Did you believe that nothing displeaseing to Mr. Richards must be broadcast on the station?"

Impartial Policy

Mr. Renier replied that when he joined KMPC Mr. Richards had told him he had difficulty hiring people who would carry out his instructions. "If Mr. Richards called me at my home after working hours I would try and carry out his orders, but would make every effort to check with Mr. Reynolds first."

During cross-examination by Mr. Fulton the witness was shown a "Manual of Operations of KMPC" which directed that news and controversial public issues be treated fairly and impartially. He told Mr. Fulton that, so far as he knew, the policy had been followed and had never been specifically countermanded by either Mr. Richards or Reynolds.

Former KMPC News Editor Vance Graham, now a disc jockey with programs on KMPC and KFWB, testified KMPC's news items about OPA were "beefed up and given more air time," even though former OPA Administrator Paul A. Porter—also one-time FCC chairman—had sent the station a letter a few months ago requesting for assistance during the war.

The letter, produced by counsel for the Richards stations, thanked KMPC Manager Reynolds for assistance to the Los Angeles OPA office by "continually using our broadcasts" and providing broadcast equipment.

Mr. Graham said he knew nothing about the letter and that he had only recall noCELL ever gave the agency. On direct examination he had testified that Mr. Richards told him to point out in news programs that were played after OPA controls were lifted to give other "unfavorable" treatment to OPA. Suggestions from Mr. Richards, he said, were considered instructions.

He said that when Henry Wallace was made an executive of a government-manufacturing company he followed Mr. Richards' instructions to refer to him as "the pin head," and received some unfavorable "fan mail." To comply with Mr. Richards' wishes, he said, items about President Roosevelt were cut to a minimum.

Starrels Cross-Examined

Maurie Starrels, mortgage investment broker and former KMPC employee, was cross-examined at length on testimony he had presented the preceding week.

In connection with an earlier assertion that Mr. Richards had told him to present Howard Hughes "as a good news figure," Mr. Starrels was shown six news and feature stories broadcast about Mr. Hughes. Mr. Starrels said he considered two stories "favorable" and four "not favorable."

In connection with testimony that Mr. Richards had ordered "unfavorable" treatment for Henry Wallace, Mr. Starrels under cross-examination that none of the news scripts presented as evidence by Mr. Burns would be considered "unfavorable."

The scripts had been prepared by Mr. Starrels during his employment by KMPC. Mr. Burns also contended that items about Henry Wallace had not been carried on or followed if they were about Communists, as Mr. Starrels claimed the station owner had ordered. "I can't vouch for the sequence," Mr. Starrels said, "and I don't feel "deliberately" omitting news favorable to Mrs. Eleanor Roosevelt."

Sustains Objections

Examining Cunningham sustained an objection by FCC counsel when Mr. Burns asked whether membership in the Independent Progressive Party might have colored Mr. Starrels' interpretation of alleged instructions about "unfavorable" treatment. Mr. Starrels said Mr. Starrels did not concede he was a member of the Progressive party, though Mr. Burns claimed to have evidence of it.

In presenting testimony Mr. Starrels said he followed instructions to "play down" news about the fighting then going on in Palestine. Under cross-examination, he had admitted he signed off a program prepared and broadcast during December 1947 and January 1948 containing a total of 44 items about the Palestine war. When Mr. Burns asked whether he recalled 126 such items were broadcast by KMPC in a two-week period, Mr. Starrels said he didn't.

Pressed by Mr. Burns to say whether he ever wrote news scripts containing false information, he replied: "They were distorted, out of balance, and gave an untrue impression." He insisted, however, that his own political views did not affect his handling of news.

HOLDS TO NARBA

Daytimers' Petition Denied

HOLDING that continued adherence to the so-called "Gentlemen's Agreement" with Mexico will be advantageous to the U. S. in forthcoming NARBA negotiations, FCC last week refused to allow day-timers to go full-time on the Mexican channels involved.

The Commission denied or dismissed applications and petitions of the Daytimers Petitioners Assn. and six licensee-owners on Mexican 1-A channels who were seeking authority to use the channels full-time. The requests had been pending for many months.

Under the "Gentlemen's Agreement," the U. S. agreed that with specific exceptions it would put no fulltime stations on six channels which were assigned under NARBA for priority use by Mexico (730, 800, 900, 1050, 1220 and 1570 kc). In return Mexico was to accord protection to certain U. S. channels.

The Agreement went into effect in 1941 simultaneously with NARBA. The Daytimers Petitioners Assn. claimed that, since the bilateral treaty was not mentioned in the 1946 Interim Agreement which extended NARBA, it must be considered null and void.

NARBA Interim Agreement itself expired in March 1949 and negotiations for a new overall NARBA treaty are now in progress with sessions scheduled to resume Sept. 6.

CERTIFICATE denoting Daniel W. Kops (I), WAYZ New Haven general manager and vice president, as "Joyce of the Year" is awarded by Richard C. Lee, retiring president of the New Haven Junior Chamber of Commerce. Mr. Kops, also elected to the group's board of directors, was cited for efforts on behalf of the Hoover Report to reorganize the executive branch of the government.

A NEW CONTRACT to clarify the status of Atlas Amusement Corp. as "expert consultant and adviser" to WKOW Madison, Wis., has been filed with the FCC.

The contract, replacing one signed April 13 to become effective June 1, is for $15,000. It was prepared "as of June 1" and undertakes to make clear that Atlas shall render only consultative and advisory services, with control and direction of the station's affairs remaining in the hands of Monona Broadcasting Co., the WKOW licensee.

Unlike the earlier agreement, the contract is for a five-year term, subject to extension if Monona enters television, and provides for Atlas to be paid 50% of the licensee's net profit, before federal and state income taxes, and for Atlas or its nominees to have an option to buy up to 800 shares of 5% convertible preferred stock of Monona at $30 a share. Option deadline is Nov. 30.

The contract provides that if the option is exercised and FCC approval is granted to Atlas, the optionee will be paid the desirable, WKOW and Atlas shall prosecute the FCC application jointly.

Unlike the original contract, the new agreement omits references to recommendations by Atlas for employment of a general manager and sales manager. Since the first agreement, the contract has been signed to a five year contract for the general managership at salary figures indicated in the original contract, starting at $9,500 a year plus 1% of net profits and progressing to $11,000 and 1% of net profits for his services in each of the fourth and fifth years. This new agreement will be submitted to a party on three months' notice, after nine months.

Atlas, a new firm, is headed by H. Leslie Elsas Jr., program director of WIND Chicago, and son of the CBS Central Division vice president, John Carey, commercial manager of WIND, is vice president of the consulting company.

The new contract was filed through the Washington law firm of Piersall & Ball and B. W. Hulakamp, WKOW consultant.

WKOW operates on 1070 kc with 10 kw day and 5 kw night. It switched from Mutual to CBS affiliates effective June 5.

WSYR-FM to 10 kw

WSYR-FM Syracuse is now operating with 10 kw, an increase of 1 kw over its former power, according to Broadcasting. WSYR-AM-FM-TV. A four-bay GE antenna has been erected on Sentinel Heights, some 1,440 ft. north of WSYR. The station's transmit power is now on Class B Channel 233 (94.5 mc).
FCC Actions

(Continued from page 58)

Decisions Cont.: 


WBIP Inc., Harrisburg, Pa.—Granted CP for new removal pickup KA-7063.

ABC Station, CA-4805.

Wheeler Beet. Corp., Wheeling, W. Va.—Granted mod. CP KA-4536 to change frequencies to 26.15, 26.35 mc, power from 50 to 40 w and change trans.

KANW Albuquerque, N. M.—Granted mod. CP to change ERP of noncommercial educational FM station from 185 to 350 w and make changes in ant. Guy Gannett Beet. Services, Area Portland, Me.—Granted mod. license KA-5039 to change frequencies to 26.19, 26.25, 26.35 mc.

WJWH Savannah, Ga.—Granted mod. CP for approval of ant. and trans. location.

WDEL Wilmington, Del.—Granted mod. CP for extension of completion date to 2-22-51. Cond. WJMA Bowling Green, Ky.—Same to 11-8-50.

WTLF Toledo, Ohio—Same to 2-8-51.

AM-FM Boone, Ia.—Granted authority to remain silent Aug. 9 in order that CP may attend graduation exercises at Iowa City, la.

KYM Colorado City, Tex.—Granted license to new AM station 1400 kc 500 w.

The Fortune Ind. Co., Miami, Fla.—Granted license KA-4712 change existing new AM station 1460 kc 500 w to 1460 kc 500 w.

KNTR Radio Corp., Hollywood, Calif.—Granted request to cancel CPs and delete remote pickups KA-4990, KMA-756.

Isle of Dreams Beet. Corp., Area Miami, Fla.—Granted request to cancel CPs and delete remote pickups KA-4970, KMA-757.


Edwin H. Armstrong, New York City—Deemed July 1 as applicant does not desire to file for mod. to change frequencies in accordance with new rules.


American Beet. Co., Inc., Los Angeles—Granted request to cancel licenses and delete remote pickups KA-5044-6, KEA-492.


Chicago—Same as KA-4984.


The Fortune Ind. Co., Miami, Fla.—Granted license KA-4712 change existing new AM station 1460 kc 500 w to 1460 kc 500 w.

KXBT San Diego, Calif.—Granted request to cancel CPs and remote pickups KA-7075.


National Beet. Co., Inc., Area Cleveland, Ohio—Granted license to new AM station 1450 kc 500 w.

Kahului Beet. Co., Area Montrose, Colo.—Granted CP new remote AM station 1400 kc 500 w.


The Fortune Ind. Co., Miami, Fla.—Granted license KA-4712 change existing new AM station 1460 kc 500 w to 1460 kc 500 w.

GHTA Summerville, Ga.—Granted mod. CP to change type trans.

KATX Pampa, Tex.—Granted mod. CP for approval ant. and trans and studio location.

WBIP Boneville, Miss.—Granted mod. CP for approval of ant., trans. and studio location.

The Associated Beets, Inc., San Francisco—Granted license increase power, increased change trans., location, mod. DA for new right only and increased mount FM ant. on east element of DA.

KNER La Crescenta, Calif.—Granted mod. license change frequency, power and trans location and intake new trans. and DA-N, 980 kc 1 kw DA-N Unl.

WBAI Eastern Bethesda, Md.—Granted mod. CP to new remote pickup KA-5153; granted voluntary assignment of CP and license to The Yankee Net- work Inc. WMPN-B Co., Inc., San Diego, Calif.—Granted license to new remote pickup KA-5153.

WGAH Daytona Beach—Granted request insofar as to hearing docket.

Grant-Bcstg. Corp., Miami—Granted petition insofar as to hearing docket.

M. Botthof, Publisher

CONSUMER MARKETS

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

WPTR Albany, N. Y., Capital District News, nightly, 7:45 p.m. Glen Walrath, assistant program director, has arranged for nightly two-way phone "beep" conversations with district National Guard in training at Pine Camp, N. Y., for use on news show. Series scheduled to begin Aug. 7, with conversation between Maj. Gen. R. C. Brock and GIs and WPTR news room. Interview will also be held with Albany's mayor, Erastus Corning II, when he visits Pine camp.

**MOLDING SALES**

WIBW Topeka, Kan., sends plastic ice mold suggesting "matching" ice for beverages for lucky and tied guests in "Molded Molding Sales" in studio and tied up switchboards.

**GUEST STAR**

WPAW Pawtucket, R. I., host to Russ Emery, baritone soon to star on Coca Cola program, whose home town is Pawtucket. Interviewed on two-hour disc show by Paul Garnet, m.c. Visitors invited to studio for autographs and pictures. Station reports invitation jammed studio and tied up switchboards.

**WPPB DAY**

WPPB Middletown, Ohio, celebrated second annual "WPPB Day" at LeSourdsville Lake recently. Broadcasts by outlet's stars and free shows emanated from bandstand on midway. In addition, lucky ticket holders received prizes from treasure chests. Tickets were obtained from participating merchants.

**BUSINESS AS USUAL**

KNX Los Angeles distributes gaily illustrated 20-page folders showing house-type barometer with two smiling dummies in doorways, underneath which is printed "Business as usual...great the year round!" Inside folder information and statistics point out that radio advertising is as effective in summer as in winter in Southern California, because of area's great attraction for tourists and fact that most Southern Californians spend vacations in state. "Get business as usual" in Southern California...through KNX...Los Angeles' most listened-to station," folder concludes.

**AA MEET AIRED**

KJFF Webster City, Iowa, made on-the-spot recording of closed meeting of Alcoholics Anonymous. Aims, principles, routines and methods of group discussed. Recording played back several days later over KJFF as public service through cooperation of city's AA group.

**WALKING NEWS**

WCUE Akron, Ohio's latest man is carrying sandwich sign, each side of which is posted with latest news bulletins. "Walking news bulletin board" also carries portable radio giving pedestrians on downtown streets opportunity to hear as well as see latest developments in Korean situation. Across top of boards are signs reading, "WCUE News every hour on the hour!"

**BUYING GUIDE**

K'WTO Springfield, Mo., sends yellow spiral booklet to trade in which data on BMS surveys, station maps, Conlan ratings and other information are included. Illustrations throughout show reactions of Ozark farmer to station's claims.

**INDUSTRY SHOWING**

WRNL Richmond, Va., held three-day showing of new Motorola radio-TV set line in its studios. Manufacturer and distributors extended over 400 invitations to Motorola dealers in area. Station exhibited its modern facilities and technical equipment to visitors. Further cooperation with other distributors in section being considered by WRNL.

**CHACKERBAREL**

WCOG Greensboro, N. C., Rural Roundup weekday morning show features Dick McAdoo, farm director in "chackerbarel" discussions with farmers on their farms, at community general stores, Grange and farm meetings, etc. Topics include discussions of crops, price controls, soil preservation and any subject of interest to farmers. Interviews are recorded for rebroadcast.

**PENNY TALKS**

WDTV (TV) Pittsburgh gave recent example of what penny can do on TV. Penny taped to mimeograph sheet telling success story sent to trade. Natural Foods Institute, through Foster & Davis agency, bought half-hour on outlet and featured its Vita-Mix appliances. WDTV said 460 orders had been taken on time cost of $270 representing 51¢ worth of business for every penny invested.

**BUYING BAIT**

WKWF Key West, Fla., distributing promotion letter holding brightly-colored fisherman's fly and stating: "In Key West, Florida, just as a—a—fly—is used to attract 'wahoos' and 'Kitty Mitchells', WKWF is used to attract customers! Copy describes numerous fish in resort's waters, and numerous commercial advantages of Key West, pointing out that though fly is one of many white fly-able, WKWF is the only radio station in town. WKWF is represented by John H. Perry Assoc., N. Y.

**'SOLD' TRIP**

WOW Omaha, Neb., conducted week-end trip to St. Louis and Chicago for baseball fans July 22. Called "Tip Saggau Special," after its organizer, WOW sports director, complete train, with dining cars, coaches and pullmans, was utilized to transport 350 fans. Night game in St. Louis Saturday and double-header in Chicago on Sunday were highlights.

**SAFE HIGHWAY**

WWJ Detroit cooperates with Michigan State Police in program "Highway Patrol, stressing safety." Fran Harris, WWJ women's editor, and engineer with recording equipment travel with two state policemen in unmarked car over high accident areas of highways. Borderline violators of traffic laws are stopped and interviewed by Mrs. Harris and policemen. Driving errors are pointed out and advice given on safer driving habits. Recordings of show made available to other Detroit stations.

**CAMPAIGN STARTS**

WCCO Minneapolis inaugurates first of series of 13 summer ads in Minneapolis Visitor, magazine listing entertainment activities in area. Campaign is part of WCCO 1950 "Send Your Sales Up With The Temperature" promotion.

**DIAL TUNING**

COLUMBIA Pacific Network sends orange, black and white folder to trade quoting Nielsen Pacific Coast Report, March 1950, to show its leadership. Cover of folder shows dial with spreading white area matching closing white space on inside of folder. Dial is shown again, with call letters and cities of all network members, on inside.

**WBZ PROMOTION**

WBZ Boston issues 22-page folder reintroducing its new Radio and Television Center to listeners and viewers. Center houses WBZ-AM-FM-TV. Photos of studios, engineering equipment, top talent, executives, staff members and technicians at work attractively displayed. Floor plans of two-story building also shown.

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**LANG-WORTH FEATURE PROGRAMS**

**SELL BEER & WINE!**

**LANG-WORTH**

July 31, 1950 • Page 63
BID of KCBS San Jose-San Francisco for boost to 50 kw and move of its transmitter site from San Jose to San Francisco, operating fulltime on 740 kc, was granted by FCC last week. Station now is assigned 6 kw on that channel.

KCBS, formerly KQW and now owned by CBS, has sought the improved facilities for a decade. Engineering conditions are attached to the grant. FCC in latter June reinstated the application following dismissal of a plan once approved by the Commission to switch facilities with KSFO San Francisco [Broadcasting, June 26].

Action on the KCBS application had been withheld pending final decision on the bid of Pacifica Foundation for a new station at Richmond, Calif., on 710 kc with 1 kw daytime. FCC's final ruling to deny the Pacifica request was issued concurrently with the KCBS grant. The Commission made final the initial ruling in the Richmond case which found Pacifica Foundation financially unqualified to construct the proposed outlet.

WHOM Hearing

SECOND BID of WHOM Jersey City, N. J., to move its main studio to New York was designated for hearing last week by FCC. Comrs. George E. Sterling and Frieda B. Hennock, however, voted to grant the new request without hearing. WHOM, which originates nearly all of its programs from New York studios now, renewed its bid for change of site earlier this year [Broadcasting, Feb. 20]. The original request had been dropped by the late Generoso Pope, owner of the station now operated by his family, during unsuccessful negotiations to purchase WINS New York. An initial FCC decision to deny the move had been issued on the first request.

FLOYD GIBSON to WEBr Buffalo, N. Y., as program manager. CHARLES V. MARTI, to WEBr as promotion manager.

JOAN ROSENTHAL, copywriter KDBO Sedalia, Mo., to publicity-promotion staff KXGD St. Louis.

MIKE CRAVER, WBNS Columbus, Ohio, promotion department, to WJK Cleveland as assistant promotion manager.

JIM KILLIAN, program director WBSC Scranton, Pa., to WAAM (TV) Baltimore as announcer. PAUL KANE and ED SARROW, WAAM cameramen, named producer-directors. HARRY SHOUBIN, cameraman, appointed assistant director.

FRED FINLAY, graduate, Pasadena Institute for Radio, Pasadena, Calif., to KYOU Greeley, Colo., as program manager.

JIMMY KIRBY to WEAX Birmingham, Ala., as program director, succeeding AGNES VARRBOUGH, resigned. Was with WRGA Rome, WGST Atlanta and WAPI-AM-TV Birmingham.

MILTON FRIEDEL, office manager and secretary to general manager WBKB (TV) Chicago, named traffic manager.

JUDITH LYNCH, WEEI Boston traffic department, resigns to join radio and public relations department of Smaller Business Assn. of New England.

ART GREEN, disc jockey, takes Art Green Show to WTJV (TV) Miami, daily, 3:30-4 p.m.

JACK DOUGLAS, announcer WCSF Scranton, Pa., to WAAM (TV) Baltimore as announcer.

RAY SCHREINER, WHTN Huntington, W. Va., disc jockey, to WNRN Richmond, Va., as m.c., The Mailbag.

ROGER KRUPP, NBC San Francisco, to WBBW Minneapolis as announcer. Was with CBS Chicago and ABC New York.

BILL CRUSE, KDAC Fort Bragg, Calif., to announcing staff KSVE San Jose, Calif., succeeding JAY DOANE.

FRANK JONES, KTSV Emporia, Kan., as sports editor, disc jockey and announcer, replacing staff WBBW Topexa, Kan.

ROBERT H. SCHULZ, staff announcer WNHC New Haven, Conn., to WMMW Meriden, Conn., in same capacity.

MAG. GEORGE W. BRADEN, garden expert, starts quarter-hour weekly garden information program on KALI Pasadena, Calif.

GUY MAFFUITTE, program department chief KVLV Verdes, Que., to program producer NBC French network.

SAM FULLER, Young & Rubicam Hollywood production supervisor, to NBC New York as supervisor Colgate television shows under the direction of Fred Allen, Jimmy Durante, Eddie Cantor.

MARY LOU GUTH to WSTC-AM-FM Stamford, Conn., as teen-age counsellor. Was WKXW New Brunswick, N. J.

J. SCOTT SMART, of ABC The Fat Man, in Hollywood to star in movie version of radio series being filmed by Universal-International.

ARNOLD WILKES, WRGB Schenectady, N. Y., to WSYR-TV Syracuse as producer. SCOTT PHOENIX to WSYR-TV as photographer, succeeding CHARLES TESSER, resigned to join NBC New York. ROBERT G. NELSON, graduate Syracuse U. radio department, to WSYR as sports announcer. WILLIAM E. BROAN, WENY Elmira, to WSYR-AM-TV announcing staff.

JACK WHINTER, WAEB Allentown, Pa., staff announcer, to Fun Quiz Inc., Baltimore.

TONY WAKEMAN, sportscaster WWDC Washington, takes Tony Wakeman's Sports Review to WTGU (TV) same city, effective Aug. 28. Show will be aired daily, 5:45-6 p.m. and 11:30-12 noon.

BILL BIGGS, graduate Pasadena Institute for Radio, Pasadena, to KCBQ Galveston, Tex.

PRUTH MCFARLON, WLS Chicago Negro tenor, police victim since childhood, honored for his accomplishments on Destination Freedom on WMAQ Chicago.

HARRY EDEN, graduate, Pasadena Institute for Radio, Pasadena, Calif., to KQCS Ontario, Calif.

DON CORDRAY, m.c., Dawn Breaks With Cordray on WJR Detroit, moves show to WERE Cleveland.

JACK GORDON, WMXJ Mt. Vernon, Ill., to WRL Peoria, Ill., as program director.

RUSSELL FURSE, TV manager Cas- cades, Hollywood, to KECA-TV Hollywood as directional assistant to E. CARLTON WINKLER, station manager.

LYNN CHALMERS, assistant to director of community service WTOO Washington, appointed script writer for show, succeeding EILEEN WADLEY, resigned.

ELBERT WALKER named producer for new Fleetwood Lawton Analyzes...
manager must be able to handle in the course of a day's work on behalf of a number of highly competitive members.

That successor is James Dixon Secrest, fortified with five years of experience under Mr. Geddes, assistant in charge of public relations.

Complicating RTMA's problem was the fact that it was hunting for a big-name president for a newly created $50,000-a-year job, a task, of course, left to Hedley Sprague as interim president as well as RTMA board chairman. Mr. Secrest has been taking over the reins gradually from Mr. Geddes who took a July vacation preparatory to formal retirement Aug. 1.

All the little lights and feuds that brighten each day in a trade association executive's life will come naturally to Mr. Secrest, for he has a bit of feudin' background. In fact, his first year out of college he landed instead in the middle of a feud—North Carolina mountain variety.

Served as Principal

His first after-college job—actually it was two jobs—consisted of serving as principal of a three-room school in the Great Smokies. The other job, driving the school bus, added a cozy $10 to his $90-a-month salary.

Having played a bit of school ball, the young principal decided to introduce the game's outdoor version to the mountain boys. Money was raised at an old-fashioned barn dance to buy the necessary equipment.

The school was located in Lower Fines Creek and the boys took eagerly to the new pastime, thrumming a sordid progress at the exasperating youths from Upper Fines Creek, with whom they maintained a persistent and sputtering feud.

Somehow the Lower Fines Creek boys got the wrong notion that Prof. Secrest was going to turn the ball and baskets over to the Upper Fines Creek gang when school let out in the spring. So the LFC boys stole the ball from the school one night. Prof. Secrest phoned the sheriff when he couldn't persuade the miscreants to return the ball and the whole crew landed at the office of the local justice of the peace.

Things looked serious for a while, as mountaineers showed up for the hearing with their shotguns loaded. Fortunately the understanding J. P. had been steeped in the intricacies of Fines Creek feudin' and he set up a compromise. The ball was returned and Prof. Secrest abruptly abandoned pedagogy at the end of the term.

What to do next? The answer was journalism, for Mr. Secrest had edited the college paper and Trinity College, a Methodist school in Durham now better known as Duke. He had graduated magna cum laude with a Phi Beta Kappa key. On the Trinity Chronicle he had written a column, all the editorials and half the news, so the next step was obvious.

The site this time was his native Cincinnati where he went to work as a cub reporter on the news de-funct Commercial-Telegram. A year later the Asheville (N. C.) Times, then published by Dave Ellis (now president of WWNC Asheville), offered him $10 more a week and he moved there. Three years later he became city editor but pulled stakes after he and the managing editor disagreed and headed for Washington, D. C., his wife's home.

Washington Next

The first night in Washington he went to work on the copy desk of the Post, a copy reader having succumbed that day to over-indulgence. For the next 14 years he worked at the Post, mostly writing D. C. news at the Capitol and often turning out editorials. One of his stories criticizing the Capitol police brought considerable fame when the House Sergeant-at-Arms had him physically thrown out of the Capitol.

The Post income was supplemented by work with the Hein radio and television series and opening Broadcasting was founded in 1931 he became the magazine's first copy editor, serving three years while still working for the Post.

In 1941 he left the Post and journalism to join the Office of Emergency Management in charge of its Information Division and directing field offices. OEM and Mr. Secrest were absorbed into the Office of War Information and he took over direction of 60 field offices. Later, when OWI's budget was cut, he moved to New York in charge of publicity and advertising for Pullwood Consuming Industries.

In 1946 Bond Geddes asked him to join RTMA and he soon was named director of public relations. As Mr. Geddes' assistant he became one of the better known executives in the manufacturing and broadcasting industries. He was a key figure in starting the Voice of Democracy radio-essay contest, which last year drew a million entries from high school students. His varied RMA activities have included direction of the Parts Division.

Early in his RMA career he started the weekly newsletter to members, with regular and complete industry statistics and factual reports on government activities.

Mr. Secrest was born June 30, 1903, in Cincinnati, moving to North Carolina at the age of six. He was a valedictorian of his class at Canton (N. C.) High School. He married Miss Page Shepherd, of Washington, in 1929. They have one child, Richard, a junior at Bowdoin College in Maine. Mr. Secrest is a member of the National Press Club.

F. J. Roeheinbeck Jr.

ENS. FRANK J. ROEHRENBECK JR., 24, USN, died July 18 in a carrier landing crash aboard the USS Midway at sea, according to word received by his parents. The elder Roeheinbeck is general manager of WMGM New York. In addition to his father and mother, Ens. Roeheinbeck is survived by one brother, Robert.

HON. James F. Byrnes, successful gubernatorial candidate in South Carolina's Democratic Primary election July 11, thanks the voters in a statement broadcast over a statewide network, originating at WORD WDX (FM) Spartanburg, his home town. The former Secretary of State and Supreme Court justice polled more than three times the number of votes of his three opponents combined.

TREASURY DEPT.

Bond Shows Prepared

OPEN-END transcribed shows, available for local sponsorship and featuring top talent, are being prepared by the U. S. Treasury Dept. Savings Bond Division for fall radio and TV. The musical series will include, one of five-minute programs and the other of quarter-hour shows.

Meanwhile, Treasury officials reported no plans have been made at this time for TV shows featuring defense or war bonds in view of the Korean situation. It was speculated, however, that an increased promotion of some form of defense savings bonds may ensue concurrent with the nation's swing to increased defense mobilization.

The five-minute program series will consist of 52 shows promoting the Treasury's payroll savings plan and will be sent to stations in industrial areas. Scheduled for release in mid-September, the series will cover financial and plant communication use.

The payroll savings series features Win Elliot as m.c. with five musical groups on a rotating basis. These include Alec Templeton and his Electricians, the Johnny Quinari Quintet, Lenny Herman Quintet, Stan Freeman Trio and Joe Bushkin. Each program allows a 10-second billboard sponsor identification and one-minute closing commercial. Treasury is producing 1,000 sets of this series.

Christmas Show Included

The quarter-hour series, comprising 10 shows plus a special Christmas show features Eddy Arnold, ballad singer. To be released Dec. 1, the series will be sent to stations in smaller cities and rural areas. One-minute opening and closing commercials are provided for in this series, of which 1,250 sets have been initially ordered.

Complete promotion kits are being prepared for use by stations and advertisers in local support of the Treasury series.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. Ill -- Marle V. Watson
Julian Montell, Sales Manager

NATIONAL RADIO PERSONALITIES
Pearsall, Illinois

Phone 6-4607

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, over 100 more sales records and of existing exciting series for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
NARND AWARDS
To Cite Radio-TV News Shows
NATIONAL Assn. of Radio News Directors last week announced it would make two awards, one each to radio and television stations, for outstanding presentation of news from Sept. 1, 1949, to Sept. 1, 1950. NARND points out that radio broadcast recordings should be submitted whenever possible, both for regularly scheduled news programs and for outstanding programs. In the case of television, kinescopes or films of regular and special programs should be submitted. Closing date for entries is Sept. 22. They should be sent to the chairman of the awards committee, Ted Koop, CBS director of news and public affairs, Warner Bldg., Washington 4, D.C.

Arthur Ungar
ARTHUR UNGAR, 65, editor of Daily Variety, Hollywood, died July 24 following a heart attack that resulted from a fall while bathing at Del Mar, Calif. Funeral services were held July 26 from Hollywood Cemetery Chapel, Hollywood. Mr. Ungar had been editor of Daily Variety since its establishment 17 years ago, and for 10 years before that was Los Angeles representative for the weekly newspaper. Besides his wife Ella, he leaves two sisters, Jessie Wadsworth, Hollywood agent, and Molly Ungar of St. Louis.

"Suppose I go into a new market," says one well-known Time Buyer, "I turn first to STANDARD RATE to size up the stations in that market, their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money." The WIS Service-Ad shown here is an example of how stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to compare opportunities—facts about coverage, audience, programs, service, for example.


GEORGE T. CASE, program director and acting manager WNAO Raleigh, N. C., to Music Corp. of America as field representative for MGM Radio Attractions.

JOHN C. THOMAS Jr. to The Faught Co. Inc., N. Y., public relations firm.

PEGGY WOOD, Hollywood publicity agent, joins Southern California Broadcasters Assn., effective Aug. 7, as public service contact and researcher.

FRANK S. LYMAN to Montreal office, Canadian Facts Ltd., research organization.


HARRY S. GOODMAN, president Harry S. Goodman Radio Productions, adapts Telephone Game, current TV package show over WJZ-TV New York, WFIL-TV Philadelphia, and WGN-TV Chicago, to theatre show called "U-WIN-O" which opened last week in Bound Brook, N. J.


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MARTHA ROUNTREE, producer radio and TV programs, submits TV package, Washington Party, to agencies. Show will originate in Washington mansion, with Miss Rountree in role of hostess to social and political celebrities.

BEN WILLIAMS named general manager Richmond Television Corp., L. A. Natalie Kalmus TV set a.m., Dolcin shown here.

WALTER KANE Assoc., N. Y. public relations firm, moves to 460 Fifth Ave., N. Y.

HAROLD C. MEYERS & Co., N. Y. public relations agency, adds radio-TV package department.

DAVID B. ROGERS, central northwestern sales representative RCA Recorded Program Services, and Ann Louise Boynton announce their marriage.

Equipment ... 

RON MERRITT, sales and branch manager Radio Specialties Co., Phoenix, Ariz., to instrument division Allen B. Evans Labs, Clifton, N. J., as field sales agent.

SANTFORD B. COUSINS, vice president and general manager New England Telephone & Telegraph Co., elected vice president and director Bell Telephone Labs., N. Y. Will be in charge of staff functions and report to Bell president.

WILLIAM E. Herrmann, group leader in laboratory products section, Special Products Div., General Electric Co., named manager of sales section, and TV Programs, succeeded ROBERT O. HILL, transferred to staff of manager of manufacturing, Large Apparatus Div.

RCA Victor Distributing Corp., acquires properties of Hickford Bros. Co., wholesale distributor in Buffalo and Rochester, N. Y., areas, effective Aug. 1, EARLE HART, RCA, will direct operations. General manager new Buffalo-Rochester branch is present Bickford employee continues with RCA.

Technical ... 

CECIL CHAFFIN, WRLC Toccoa, Ga., to engineering staff WSB Atlanta. Was with WCON Atlanta. ED PERRY to WSB technical staff.

MICHAEL M. McMULLEN, WDAF-TV Kansas City engineer, and WALTER J. STILES, director TV operations KPHO-TV Phoenix, to permanent staff KECA-TV Hollywood. JOHN F. PETERSON, GLEN ARNIS, chief engineers Videotron Co., North Hollywood; RICHARD L. HARDY and GRANT VELIE, commercial photographer, to vacation relief staff.

KEN CALFEE, WYNN KAL and GEORGE PETHOM, camera staff WAAM (TV) Baltimore.

JOHN CRENCH, engineering department WCFS (FM) Columbus, Ind., and SARAH WELLS, continuity department, announce their marriage.

WBBM SALES HIGH
Eight Buy 15-Minute Shows
WBBM (CBS) Chicago hit a sales record last week with purchase of 15-minute shows by eight sponsors. Assistant Station Engineer John Akerman reports.

Shows are Double Quiz (five-a-week, 5:45 to 5:50 p.m.), for Puritan Co., through Schwimmer & Scott; news (five-a-week, 8:30-8:35 p.m.), Ford Motor Co.; Walter Thompson Co.; music (five-a-week, 1:30-1:35 p.m.), Sawyer Biscuit Co., George H. Hartman; Edward M. Morrow News (five-a-week, 6:45-7 p.m.), Philco Distributors, direct.

PATRICK O'Ryan show (five-a-week, 6:15-6:30 p.m.), Paul F. Lillie Co., Lennen & Mitchell; Bill Jenkins show (Mon.-Wed.-Fri., 7:30-8 p.m.), for R. J. Reilly & Co. Der Libbe: Football Preview, 15 minutes scheduled for Thursday night, in Burnett games. Peter Fox Brewing Co., Tim Morrow Agency; Football Review, 15 minutes after weekly game, Chicago Engineers for TV, Olin Advertising.

Buys Ziv Shows
WENR Chicago has signed for three Frederic W. Ziv Co. transcribed shows—"Pleasure Parade," "It's Show Time From Hollywood" and "Barry Wood Show"—in move to lighten evening programming. Shows, in the new 10:30-11 p.m. CDT lineup, are expected to start today (July 31).

Joints Law Firm
JOSEPH A. NORMANS Jr., graduate of Georgetown U. Law School, has joined the Washington radio law firm of Harry J. Daly, Metropoliton Bldg., Washington. Mr. Hurd is to devote fulltime to the communications field. Robert A. Gingell and Allen Krouse have left the firm.

Page 66 • July 31, 1950
LIBERTY REPLY

LIBERTY Broadcasting System, through its vice president and general manager, James H. Foster, last week told FCC there are no grounds for complaints filed against LBS' handling of major league baseball broadcasts.

Answering protests to FCC by Mutual affiliates KTHT Houston, Tex., and KLIF Dallas, Tex., the reply indicated Mutual is in a more vulnerable position as to the suitability or manner of airing reconstructed and delayed games [Class A Circuit, July 11]. LBS charged the complaints "are not designed to protect the public interest. They are rather the last withering gasps of the Mutual Broadcasting System to retain a semblance of participation in the broadcast of baseball games."

Roy Hofheinz, operator of KTHT, protested to the Commission that in Liberty's reconstruction of major league games "a conscious and deliberate effort is made ... to give the impression that they are contemporaneous play-by-play accounts." Mr. Hofheinz contended such broadcasts were "misleading and deceptive to the public upon the whole" and requested FCC to take "appropriate action" [BROADCASTING, July 3].

The KTHT and WBBQ complaints criticized the LBS reconstructed games because, they charged, background noise sound effects are not identified properly and the programs do not emphasize that the games are re-created.

Reargue Old Protest

Liberty told FCC the complaints reargue a point which had been called to the Commission's attention over two years ago when a protest was filed against the re-created games aired on KLIF Dallas, key originating station for Liberty. KLIF acknowledged in detail FCC's inquiry into the matter, Liberty said, and there "were no further communications from the Commission in this matter, although LBS has continued these broadcasts the past 26 months, is now a network of over 200 affiliates and has millions of listeners."

Liberty explained that with its growth from one station in 1947 to more than 225 outlets covering 30 states today, Mutual's "participation in the broadcast of sports has not only been challenged but now has reached the point where its only hope of survival is somehow or another to stop [LBS] from broadcasting baseball games." LBS asserted it can prove its games are in the public interest with proofs of public response to its broadcasts.

Among the reasons cited by Liberty in its claim for competitive superiority were the following:

LBS carries pre-game show exposition games for a month and a half while Mutual begins its "heart-centered coverage of baseball on the day the season opens." Liberty also has pre-game background show, "most not. LBS aired 128 games through July 5, Mutual 59. LBS has exclusive right to top National League games while both networks air American League games.

Tell FCC Complaints Are Groundless

Liberty's games are always aired the day they are played or are "clearly famous old-time games of long ago, while MBS on many days has re-sorted to rebroadcasting a game played the day or night before.

Liberty airs Sunday and holiday doubleheaders while Mutual airs no Sunday games. LBS airs games at same time throughout country, Mutual delaying until afternoon on West Coast. "When it does not broadcast games played the day before, Mutual broadcasts secondary-interest games for most part" to avoid competition with LBS on same game.

Liberty further charged that in certain instances where MBS affiliates have used delayed play-backs of games, "Mutual has made statements that the games are not delayed." Liberty also asserted it was Mutual, and not LBS, which was the first to re-create a regular season game this year.

Liberty refused Mr. Hofheinz' contention that the time lag in LBS re-created games encourages gambling since "unscrupulous operators have taken advantage of the unknowing listeners by encouraging them to bet on games the outcome of which is already known to the operators." Liberty explained its broadcast occurs within 10 to 12 seconds after each event of a game and noted Mutual's games not only are similarly delayed but some frequently are delayed 24 hours before airing.

Sound Effects

Liberty asserted its use of recorded background noise and sound effects fully complies with FCC's rules, Sec. 3.188(d), which do not require such effects to be identified. LBS also noted there is no specific FCC rule requiring announcement that a game is re-created, but "LBS identifies all re-created games at the beginning and conclusion of the games as re-created in the same way that MBS identifies its transcribed baseball games."

"In addition to the motives which MBS may have had in filing these complaints against LBS (through the former affiliates)," Liberty held, "the two affiliates themselves had their own personal economic motives. One [KTHT] ... holds a construction permit for a station in Dallas (not yet built) which will be in direct competition with KLIF ... The other affiliate [WBBQ] was (formerly) an affiliate of LBS last year and tried desperately to continue this affiliation this year."

SALE of more than $25,000 in European midsummer music festival tours through sole medium of WABF (FM) New York announced by Ira A. Hirshmann, station president.

--2617.ing. Engineer, Veteran, any.

Box 913F, single, married, 28, age 24, will travel, contact Mike Wynn, 370 Columbus Ave., N. Y. C. Phone TR 7-2617. 

Technical

Technician, 1st class telephone, young, ambitious, graduate leading engineering school. Box 838F, BROADCASTING. 

Engineer, 1st phone, wants position with a progressive company where he can get the kind of position he desires and is not a drifter. Box 819F, BROADCASTING. 

Engineer, degree, licensed, 12 years experience in radio. Box 719F, BROADCASTING. 

Engineer, experienced transmitter, re- motes, maintenance, Marcy will travel, have car. Box 737F, BROADCASTING. 

Chief engineer: Completely experienced in operation, maintenance, construction complete broadcasting stations including toughest directional antennas. Draft proof. References The best. Box 841F, BROADCASTING.

Engineer, first phone, 22 years old, sober, married. Some broadcast experience. Box 829F, BROADCASTING. 

Engineer, licensed. Three years experience operation, maintenance, remotes, car, will travel. Permanent. Car. Box 889F, BROADCASTING. 

Engineer, marine radio officer, 4 years experience. Employed at present but wants to settle down ashore, 3 years experience radar technician U. S. Air Force. Box 880F, BROADCASTING. 

Engineering

Engineer, 3 years transmitter, remotes, tape recorders, 3 years radio rdg. Graduate leading radio school. Willing to travel. Box 894F, BROADCASTING. 

Engineer, presently employed, age 41, desires position with progressive station. Fifteen years experience. Box 811F, BROADCASTING. 

Engineer, first phone, veteran, 27, experienced, desires position in technical school graduate. TV. Travel. Box 913F, BROADCASTING. 

Engineer, has stations radio or television position. Graduate SRT- TV single car will travel. Box 918F, BROADCASTING. 

Engineer, first phone, seeks radio or television position. Box 923F, BROADCASTING. 

Engineer, first phone, 17 months transmitter, has car, will travel. AM. Single, veteran, age 28, has car, will travel. Box 923F, BROADCASTING. 

WANTED TO BUY 

Stations

Radio station. Radio man now employed as station manager full time network station, interested buying small station midwest. Reply Box 926F, BROADCASTING. 

Equipment, etc.

Wanted to buy. Good used 1 kw AM transmitter. Buy, sell, trade. 842F, BROADCASTING. 

Wanted to buy—Used 10 kw Western Electric FM transmitter. Give age, list of sales, selling price in first letter. Box 929F, BROADCASTING. 

Miscellaneous

Edward Frigid, contact John, KWWJ, Portland. Good news. 

STATION MANAGER AVAILABLE

Due to youngsters health, must move to Florida or west coast. Presently employed as manager of fulltime 250 watt network station in midwest. 7 years experience all phases of radio with emphasis on sales. Strong community and family man. Have increased profits 100% in two years. Excellent opportunity. Must have experience in medium size stations. Would like salary with bonus or commission on added profits. Very liberal of references.

BOX 886F, BROADCASTING
LIFT RADIO BAN
New Argentine Policy Seen

AN ENFORCED 16-month silence imposed by Argentina on international broadcasts has been broken, temporarily at least, by the transmission of news broadcasts the week of July 9-15 by Ned Calmer for CBS and Herbert M. Clark for ABC (Radio del Bueno, July 24). The South American country has officially banned freedom of information for international broadcasting since March 1949. Argentina’s new policy is seen as both “tact and temporary” since neither the government nor the local broadcasters group (Asociacion de Radiofusores Argentina which initially invoked the ban) has rescinded the restriction in writing. Officials privately attribute this change to improved relations with the U. S. giving strength to hopes of the American Embassy that a fundamental change has been instituted.

Placing of the ban in 1949 was a retaliatory action by the local ADRA against the Inter-American Radio Assn.’s resolution condemning the lack of freedom of speech in Argentina broadcasting as seen in the refusal by the government to permit opponents of Peron’s regime to air their views.

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ADRA’s restriction, denying studio and microphone facilities to any affiliate of IRA and by extension to all foreign correspondents, had official approval. With backing of the Ministry of Communications, ADRA on July 11 permitted Mr. Calmer, visiting the country for three days while on tour, to broadcast although requiring him to sign a contract to be submitted for censorship 24 hours in advance. On July 14, Mr. Clark, news and radio correspondent, was permitted to broadcast for ABC with censorship delay trimmed to one hour.

RADIO HANDBOOK
Reference for Equipment

MOBILE RADIO HANDBOOK. Published by ‘FM-TV Magazine,’ Great Barrington, Mass. 100 pp., $2 paper cover; $4, cloth bound.

THIS IS a first edition of a reference book for those concerned with communications equipment. It is edited by Milton B. Sleeper, with Jeremiah Courtney and Roy Allison as associate editors.

The volume was prepared for company executives and public officers responsible for the planning and purchase of communications equipment, as well as for communications engineers, system supervisors, operators and maintenance men.

Newspaper and Radio Station
$75,000.00

The ideal combination—located in one of the south’s best rural areas. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings $2,000 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.

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn Harold B. Murphy
130 N. Massachusetts Sterling 4341-2
Washington 5, D. C.
SAN FRANCISCO
Ray V. Hamilton
230 Montgomery Randolph 6-6550
Exibook 2-5672
FCC Actions (Continued from page 66)

Decisions Cont.:  

uly 25 Applications ...  

ACCEP TED FOR FILING  

Modification of CP  

Mod. CP new FM station for exten-  

sion of completion date: WSVG-FM  

Fort Lauderdale, Fla.; WCGG-FM  

Colorado Springs, Colo.; and WFLD-  

TV-St. Paul, Minn.—CP ew commercial TV station for exten-  

sion of completion date to 7-15-51.  

TENDED FOR FILING  

AM—1360 kc  

KFFA Helena, Ark.—CP AM station  

change from 1520 to 1530 kc 1 kw unli.  

DA—5 kw unli. DA-N.  

uly 26 Decisions ...  

BY COMMISSION EN BANC  

License Renewal  

Following stations granted renewal  

licenses for period ending Aug. 1,  

1951: KAYS Hayt, Kan.; KIUN Pecos,  

N.M.; KBRI Radio, Berkeley, Calif.; KWN  

artesville, Ohio; WDUZ Green Bay,  

WIS.; WRCI Louisville, Ky.; WNOJ-  

FM Staunton, Va.; WPTF Raleigh,  

N.C.; WGHG Harrisburg, Pa.—Same.  

Temporary Extension  

Following granted temporary exten-  

sion of licenses to Dec. 1: WNEX  

secn. Golson, Miss.; KPTK Kingsport,  

Tenn.; WABE Maywood, Ill.; and WLSB  

iit., Mo., and WLSB Detroit, Mich.  

Crosley Broadcasting Co., granted  

temporary extension of licenses KXU-  

40-44 and KXU-45  

Renewal Granted  

Gates Radio Co., Quincy, III.—Grant-  

ed renewal of license to Dec. 31, 1951.  

Petition Denied  

K9UK Arizona City, Ariz.—By order  

nered to file petition for renewal of  

license, and ant without hearing of application  

CP to change facilities of station.  

July 26 Applications ...  

ACCEP TED FOR FILING  

CP to Replace CP  

WTDX Taylorville, Ill.—III—CP to replace  

existing CP for new station on 1410  

kc 1 kw D.  

AM—960 kc  

WFYC Kinston, N. C.—CP AM station  

change from 1520 to 1530 kc unli.  

DA—5 kw unli. DA-N.  

License Renewal  

KDKR Indio, Calif.—Request for lic-  

sure renewal.  

Modification of CP  

Mod. CP new FM station for exten-  

sion of completion date: WPGY-FM  

Galesburg, Ill.; WCJW Greensburg,  

Pa.; WFTM Burlington, N. J.; WHAZ-FM  

Philadelphia, Pa.; WISN-FM Milwauk-  

ew.  

Renewal Granted  

KXRB-FM Modesto, Calif.—Mod. CP  

FM station to change ERP to 25 kw  

D.  

License Renewal  

KUSC Los Angeles—Request for li-  

sure renewal of noncommercial educa-  

tional FM station.  

License for CP  

KAWN Appleton, N. M.—License for  

CP for noncommercial educational  

FM station.  

TV (54-60 mc)  

KTBL Los Angeles—Mod. CP new  

commercial TV station Ch. 2 (54-60 mc)  

to request further facilities including  

July 27 Applications ...  

ACCEP TED FOR FILING  

AM—560 kc  

WOOF Delano, Calif.—CP AM station  

change from 560 kc 1 kw D to 560  

kc 5 kw D.  

AM—1560 kc  

Southwest Bont, Co., Orange, Calif.  

—CP new AM station 1560 kc, 1 kw D  

AMENDED to change name of station  

from Bernard Corren to Sidney  

(Continued on page 73)
FCC Actions (Continued from page 71)

Applications Cont.:  
Kerner, Saul Levine and A. Milton Young, all of Pacifica Founda-
tion, Richmond, Calif., for waiver of decision May 24 denying application of Pacifica Founda-
tion from proceeding in which it was held to be required to make changes in its station at Richmond on 710 kc, 1 kw, day on
July 24.  

Non-Docket Actions ...  
AM GRANTS  
Flagstaff, Ariz.-CW station KFMA, owned and operated by J. E. 
Gardiner, electronic circuit development engineer for General Electric Co., 
25%; Mary Jane Philipp, ex-women's director for WBBY (FM) Cleveland, 
15%; Allen S. Rollin, real estate sales-
manship, 10%, and William A. Howard, 
WBBY maintenance supervisor, 10% (proposed) for non-commercial AM 
station on 1070 kc, 250 w full-time.  

License for BNAM  
KPST, Phoenix, Ariz.-Grant of 
transfer of control to General Teleradio Inc., licensee for $25,000, 
for non-commercial AM station on 1390 kc.

Class D Grant  
To J. E. Eugene Smitley, San 
Francisco, Calif., for new Class D AM 
station on 1750 kc.

License for CP  
WPRT, Prestonburg, Ky.-Grant of 
new AM station on 1540 kc for extension of 
circuit facilities.

Mod. CP FM stations  
KQFG-FM Denver, Colo.; KDFF-FM Bozeman, Mont.;  
WIFR-FM Champaign, Ill.; KKKK-FM 
Binghamton, N. Y.

58 Stations In 16 States  
Rave the Ratings on

"FIGHT of the WEEK"  
Every Monday Night at 10 p.m.  
Blow by Blow Direct  
From The Scene of Action  
(Such Great Fights As)  

KID GAVILAN vs. BOBBY MANN  
WILLIE PEP vs. BOB TIMPSON  
IKE WILLIAMS vs. "SUGAR" COTTER  
Low Cost To Local Stations  
For Local Sponsorship  
FORTH FURTHER INFORMATION CONTACT  
SPORTS  
BROADCAST NETWORK  
2212 WALNUT STREET  
PHILA., PA. 304  
848-4383
FCC PROCESSING

AM Lines Consolidate To Level Workload

**INDICATION** that FCCs work load in processing AM applications in approaching normalcy after the postwar new-station boom was seen last week in the Commission's consolidation of its two AM application processing lines into a single line.

Processing line 1, which had included applications of a single engineering nature, and line 2, including applications of complex engineering nature, were instituted by the Commission in August 1946 to speed handling of the postwar rush of requests for new stations and changes in facilities for existing outlets [BROADCASTING, Aug. 13, 1946.]

Line 1 assures that each application receives fair attention in its turn according to the file number assigned when it is accepted by the Commission.

Commission spokesmen stated no other changes are involved in FCCs handling of standard applications aside from the consolidation of the two processing lines.

FCC reported that as of July 24 there were a total of 30 new station applications and 195 requests for changes of existing station facilities awaiting engineering action in the consolidated processing line. As of the same date there were approximately 250 new AM station requests pending before the Commission, with 260 in hearing status. Applications in hearing were not part of the processing line, it was explained.

FCCs pending file of applications awaiting decision in the daytime skywave service, including 90 requests for new station and 58 requests for changes of existing facilities, was explained, the file was transferred to the Commission's hearing department.

**FCC 51 FUNDS Clear Senate Debate**

FUNDS earmarked for operation of FCC in 1961 cleared Senate debate last week as the legislative committee continued work on vital portions of the omnibus funds bill [BROADCASTING, July 17].

The single-package measure would allot the Commission $6,600,000 with an additional $25,000 for outside services for a survey of the ways and means in expediting business operations. This would permit FCC to function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30.

Attempts were made in the upper branch of Congress to strike out provisions of the bill dealing with independent offices as reported by the Senate Appropriations Committee. This would permit FCC to function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30. Bills were passed in the House of Representatives providing for an additional $25,000 for outside services.

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**License Fees (Continued from page 28)**

in the day-to-day operation of the government.

Letters have been sent by the Senate group to continue chairman including Sen. Johnson. They direct attention to that part of the report touching upon the agency under consideration.

Originally, the Expenditures Committee had planned to introduce legislation. But on further study they decided in executive session to publish the report as a "useful guide to the standing committees of the Congress having . . . jurisdictional authority" and recommend a new approach to the possibilities in their respective jurisdictions with the view of incorporating in new or existing legislation such provisions as may be pertinent and necessary to accomplish the end desired.**

FCC Not Included

The report noted that FTC would not be included among agencies which provide services to special interests and thus cleared the agency from any proposed fees assessments.

In the House, status of a measure to impose fees on license applications remained unchanged. The bill (HR 7711) by Rep. Cecil R. King (D-Calif.) would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed. It is in the hands of the House Ways and Means Committee which has not yet considered it. The group also is waiting for recommendations of the Treasury Dept. and the Budget Bureau on the legislation's feasibility [BROADCASTING, June 12].

**CHANNEL FOR UN**

**FCC Reserves Class B FM**

RESERVATION of Class B FM Channel 206 (89.1 mc) for use by the United Nations at its new headquar ters building in New York was reported by FCC last week in an amendment to the Commission's rules and regulations effective Sept. 5. The reservation, proposed by FCC in May [BROADCASTING, May 22], was not opposed.
TWO NEW AM STATIONS AUTHORIZED BY FCC

TWO NEW AM stations authorized by FCC Friday in final decisions, one to Conway Broadcasting Co. for 250 w fulltime on 1230 kc at Conway, Ark., and other to George F. Haddican for 260 w fulltime on 1840 kc at Delano, Calif. Competitive bid of Faulkner County Broadcasting Co. at Conway was denied. FCC preferred Conway Broadcasting because of greater local ownership.

Initial decision to grant WJOC Jamestown, N. Y., change from 1 kw day on 1470 to 260 w fulltime on 1840 kc was set aside by FCC and remanded to hearing examiner for further hearing to introduce new evidence on soil conductivity in U. S. WJOC wished to show no interference would occur to CKOX Woodstock, Canada. FCC also dismissed as moot petition filed by Cole Toole. Net incurs protestor's approval of DA system of WMBD Peoria, Ill., and DA was conditionally approved. WMBD is on 1470 kc with 5 kw fulltime.

Hearing examiner in Delano case had ruled in initial decision to deny grant to Mr. Haddican on grounds of alleged inconsistencies in financial representations to FCC, but Commission reversed examiner's "construction of these factors attached to them a significance which is not warranted under the circumstances."

RADIO FREE EUROPE STARTS FUND DRIVE

FIRST STEPS in campaign to promote broadcasts of news and information behind Iron Curtain of Russia and her satellites [Broadcasting, July 17] taken in Chicago by more than 50 civic leaders from many sections of country.

Gen. Lucius D. Clay, former military governor in Germany and now chairman of "Cruise for Freedom," explained that the crusade hopes to enroll hundreds of thousands of Americans who will give support to campaign to set up chain of short-wave stations in Europe, and later in Asia. Stations, independent of Voice of America, would carry voices of exiles and refugees back to their enslaved fellow citizens, he said. Programs of new system, to be called Radio Free Europe, also would carry satires on Soviet propaganda, music, dramas and recorded and live interviews with exiled national leaders.

RCA GROSS TOPS $248 MILLION

Gross income of $248,784,358 in first half of 1950 reported Friday by RCA. Gross in first half of 1949 was $187,207,792. Net income was $20,961,643 in first half of 1950 compared with $10,122,049 in first half 1949. Consolidated reported included contributions of NBC and other subsidiaries for which individual figures not revealed.

ABC-TV FOOTBALL SERIES

SYNDICATED film series of highlights of weekly National Professional Football League games will be offered by ABC to TV affiliates beginning Sept. 11. "Crusade in Europe," now in second run on syndicate basis, will be offered for third run by ABC-TV beginning next fall.

1950 TV SET OUTPUT ALREADY EQUALS 1949's

TV set production for first half of 1950 equalled that of all 1949, setting new industry record of nearly 3,100,000 receivers as of July 1, Radio-Television Mfrs. Assn. announced. Friday set output, sales of radio receiving tubes and TV set shipments for May also showed substantial increases. Radio receiver production jumped about 50% in midyear comparisons.

June TV set figures placed at 388,962, and six-month RTMA-member total at 2,413,145 compared to 913,071 for first half last year. RTMA member companies reported manufacture of 5,283,170 radio sets (auto, portable, conventional home-type) for first half compared to 3,481,585 same period last year. FM and AM-FM receivers totaled 539,852—boost of more than 115,000 over output in 1949 period. Total of 225,672—over 10% of all TV sets reported—had FM.

Radio receiving tubes continued at record level in June, recording 82,480,668 units compared with 13,995,886 for June 1949. 1950 first half-year sales totaled 170,375,921—double sales of tubes during 1949 period.

Breakdown of radio-TV set production reported to RTMA for first half of 1950:

<table>
<thead>
<tr>
<th>TV Home</th>
<th>Radio Sets Available</th>
<th>All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>335,588</td>
<td>476,713</td>
</tr>
<tr>
<td>Feb.</td>
<td>367,046</td>
<td>529,254</td>
</tr>
<tr>
<td>March</td>
<td>359,277</td>
<td>534,691</td>
</tr>
<tr>
<td>April</td>
<td>420,056</td>
<td>648,352</td>
</tr>
<tr>
<td>May</td>
<td>375,967</td>
<td>565,299</td>
</tr>
<tr>
<td>June</td>
<td>388,962</td>
<td>768,104</td>
</tr>
</tbody>
</table>

**Total 2,413,145**

**5-weeks**

GM EXCEEDS $13 MILLION

GENERAL MILLS, Minneapolis, will report yearly earnings of $13,251,218 today (Monday) at annual stockholders meeting, compared with $10,568,126 for 1949. General Mills—America's "first 25 cents"—boost of $2,683,092, or 25.5% per share common stock. General Mills' Board Chairman Harry A. Bullis and President Leslie N. Perrin announced GM's net worth as nearing $100 million.

UDELL BUYS WIMS

WILLIAM M. UDELL, president of Battle Creek, Mich., Lakeview News, has purchased WIMS-AM-FM Michigan City, Ind., for $60,000, 5,854.84 shares stock, exclusive of $20,000 approval. WIMS assigned 1 kw day on 1450 kc, holds permit for 1 kw day, 500 w night, fulltime on channel. Active in radio many years, Mr. Udell was former program director for W.A.L. radio in Battle Creek. Sale handled by Blackburn-Hamilton Co.

SERVICES HELD FOR CHAPMAN

FUNERAL SERVICES for George Chapman, 54, head of Chicago advertising agency bearing his name, were held Friday in Chicago. Mr. Chapman died while vacationing at Eagle River, Wis.

Closed Circuit (Continued from page 4)

will leave before survey of broadcast activity starts. He's joining Booz, Allen & Hamilton management consulting firm which handle recent NBC reorganization, among mid-Augus But first, under directive from Chairman Co he's making preliminary study to see whic functions of FCC should be included in surve looking toward creation of Broadcast Bureau.

ONE OF biggest single-station football co-
tracts for upcoming season has been close by KTKD Oklahoma City with Chevrolet Dealers. Total sales—$395,834—have been worked out by Edgar T. Bell, KTKO general manager, with Campbell-Ewald, Detroit Package involves about $30,000.

FCC this week will become possessor of tv set complete sets of BMB's state area report Ken Baker, acting BMB president and NA research director, is preparing volumes | Chairman Co.

KTSU (Don Lee TV) Los Angeles endeavor to have gotten $13,000 spot contract for Quaker Oats out of $20,000 allocation for ni tioal spot. Schedule of five spots weekly will start today (July 31) for 26 weeks. Agence D'Humieres & Perquette, Chicago. John Blais representative.

GENERAL ELECTRIC BULBS thrOG BBDO, New York, planning 15-week radio spot announcement campaign in 32 market starting Sept. 11.

TWO LONG-STANDING items of unfinished business at FCC due soon to be written off via final decisions—WCAW Pontiac's applica tion to move to Detroit, and WMBO Boston complex and hoary renewal bid. Both considered likely to get FCC approval.

COMPTON ADV. AGENCY, New York, pre paring spot radio campaign for Procter & Gamble's Gamme in about 50 eastern market starting Aug. 21.

WMLA-TV Washington, Evening Star vide outlet and ABC-TV affiliate, will close due sometime this week for rental rights to Chev Chase Palace. Price undisclosed. Static plans to use building for all types of remote TV shows.

HAND behind latest anti-network blast a Rep. Harry R. Sheppard (D-Calif.) is gen erally identified as that of Gordon Brown WSAY Rochester, persistent and vocal net work critic whose travais were among those cited by Rep. Sheppard [Broadcasting, Jul 24].

SHARKEY FILES SUIT

JACK SHARKEY, filing suit in New York Federal Court for $300,000 against NBC Chasebrow Mfg. Co. and McCann-Erickson, alleges telecast of his old fight films on NBC TV's "Greatest Fights of the Century last season constituted improper use. Although complain named McCann-Erickson as defendant, it was Captain, Inc., which placed program. McCann Erickson is property for other Chasebrow business. Action raises question of paying participant for TV use of old sports films.

MAURICE GAFFNEY DIES

MAURICE L. GAFFNEY, 46, ABC directo of sales presentation, died of heart attack Thursday. Mr. Gaffney joined ABC in 1946 after seven years of service with CBS Surviving are wife, Kathryn, and four children.

BROADCASTING • Telecasting
THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

Is The Team's great potential audience responsive, you may ask?
Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.
The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.
To examine this proof, contact KMBC-KFRM, or any Free & Peters "Colonel".

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
**WWDC NOW 3rd in total share of Washington audience**

Big ... big ... BIG! That's the new audience WWDC delivers advertisers with its 5000 watts and its low rates. Only two big network stations have a larger share of audience. WWDC has more than the two other network outlets ... more than all other independents. That's why WWDC is Washington's dominant independent. That's why WWDC is your best buy in Washington. Get the facts from your Forjoe man.

<table>
<thead>
<tr>
<th>Station</th>
<th>Network Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station A</td>
<td>25.1%</td>
</tr>
<tr>
<td>Station B</td>
<td>15.0%</td>
</tr>
<tr>
<td><strong>WWDC</strong></td>
<td><strong>12.8%</strong></td>
</tr>
<tr>
<td>Station C</td>
<td>10.5%</td>
</tr>
<tr>
<td>Station D</td>
<td>5.9%</td>
</tr>
<tr>
<td>Station E</td>
<td>5.8%</td>
</tr>
<tr>
<td>Station F</td>
<td>3.7%</td>
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<tr>
<td>Station G</td>
<td>3.3%</td>
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<tr>
<td>Station H</td>
<td>3.3%</td>
</tr>
<tr>
<td>Station I</td>
<td>3.2%</td>
</tr>
<tr>
<td>Station J</td>
<td>3.1%</td>
</tr>
<tr>
<td>Station K</td>
<td>3.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

*Pulse, May-June, 1950. Share of Audience, 6:00 A.M. to midnight, Monday through Sunday.*