IN THE FACE of constant stories that AM radio is losing audience and that the public's interest is turning elsewhere, WLS listener mail in the first six months of 1950 was the largest of any like period in the station's history.

WLS has always proved its audience and the responsiveness of that audience by letters from listeners. For twenty years we have been proud of the fact that more than a million listeners wrote the station each year. This year only slightly less than a million letters were received in the first six months.

This mail increase was not prompted by any extraordinary incentives. Only usual program offers were used. It certainly is proof that the WLS audience is not being led away; that it listens—and responds.

For case histories on how this responsiveness has produced sales for WLS advertisers, write WLS, CHICAGO 7, or call any John Blair man.

The Largest Listener Mail in WLS History!

THE WLS MARKET is worthy of your consideration. 16,922,600 people in this WLS coverage area spent 15 1/2 billion dollars on retail sales last year out of their effective buying income of $24,209,870,000. These people can best be reached by radio—most effectively and economically by WLS.

Source: 1950 Survey of Buying Power. 1949 BMB, WLS daytime, 10-100% coverage.
Look at TELEVISION IN THE WHAS TRADITION

"Sportraits" the only complete TV sports roundup program in Louisville. Hosted by Phil Suttenfield, veteran sportscaster, this show includes a fast, visual rundown of the day in sports, up to the minute sports films by International News Service, and interviews with outstanding sports personalities. It's a fast results show. The 7th Annual Kentucky Oaks was run at 4:30 p.m., at Churchill Downs. The movie of the race was on Sportraits two hours later. 15 minute format.

"T-Bar-V Ranch" Take one part cowboy, one part moppets with six guns and a pair of eyes—and two parts MC and you have the ingredients that make T-Bar-V Ranch the most popular small fry show on the American video range. Randy Archer, singing cowboy, and "Cactus" his ranch cook indulge in antics, comedy, adventure and fun with the nursery kids. A rip-roaring serial is included in the show and the show's impact has already sold out the beanie hats for a local bottling sponsor. 30 minute format.

3 WHAS-TV live talent productions especially for Participating Sponsors

"Walton Calling" From the Top-rated radio version, the much beloved Jim Walton moved his "keep 'em laughing" talents to television without a break. Long before the WHAS Transmitter reached its first picture, Walton was showing his radio persona with stunts throughout the local studio audience and a result: a smash-hit program. "Walton Calling" to large studio audience each week. A show where nobody is safe except the lucky sponsor. 30 minute format.

A Basic CBS Affiliate . . . and the cable is coming in October

WHAS-TV Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
In Intermountain America, KSL's 55-county primary listening area and the vast Salt Lake City wholesale distribution area are a perfect match.

Because these areas coincide almost exactly, county for county, 50,000-watt KSL delivers customers where you deliver your product. Thus, your advertising and your distribution go hand in hand. Without waste . . . without duplication.

What's more, with KSL you can cut the finest sales figure in all Intermountain America. Because the more-than-a-million people in KSL's primary area spend more than $750,000,000 annually in retail sales. And because throughout this wealthy market KSL — with an average 34.9% share of audience all week long* — gives you far more customers at less cost than any other station or regional network!

The pattern is simple: to sell Intermountain America you need KSL — and KSL is the one and only station you need.

KSL 50,000 WATTS
SALT LAKE CITY'S CBS OUTLET
REPRESENTED BY RADIO SALES

*INSIDE Salt Lake City, KSL has 50% more listeners than the second station.
All source material available on request.
Closed Circuit

**Upcoming**

**Business Briefly**

**Plan** for Broadcasters Defense Council, gathering momentum since first broached by Presidential Assistant John R. Steelman three weeks ago, may flower into actuality shortly.

Such names as David Sarnoff, William S. Paley, Edward J. Noble, T. C. Streibert and James D. Shouse mentioned for membership on top policy council under probable chairmanship of NAB President, John Miller.

**Report** published Friday in Charlotte (N.C.) *News* that WBTV's Charles Crutchfield may head new Federal censorship and information agency unformal in official quarters.

Mr. Crutchfield noncommittal but it's known he spent several days in Washington last week conferring with high authorities. Eventual censorship office and part of World War II Office of War Information being discussed by President with military and special agencies as well as legislators.

It's presumed Mr. Crutchfield's possible availability for one or other top job (censorship or information) is being explored.

**Amid** talk of reinstatement of censorship, question appears to be whether it shall be civilian or military. In last war it was civilian with Censorship Director Byron Price reporting direct to President, skirting military entirely. That, according to those who were through that grind, was reason for its outstanding success.

NAB special board meeting today and tomorrow will follow defense theme. Wayne Coy, FCC Chairman, meets with board at 9 a.m. session Tuesday. Board meets at White House with Presidential Assistant Steelman at 3 p.m.

**Concern** evidenced in agency as well as station quarters over counter TV stations are especially susceptible to use as "homing" devices for enemy guided missiles and accordingly would pose potentially serious threat in wartime. Technical authorities don't discount idea of "homing" on almost any radio signal—AM, PM and TV included—but point out on other hand that it involves many difficult factors, particularly in case of guided missiles as distinguished from piloted craft.

From "homing" standpoint, experts can make out good case against blackout of U. S. radio unless Canadian and Mexican stations are silenced too. The say enemy could "home" to U. S. target on signal of strong border station in that area, though in case of guided missiles in particular it would be tricky job to make cut-off accurately on target.

**Legislative** step to make possible sale of Don Lee property taken with posting of "notice of intention to sell on and after Aug. 8" by Public Administrator Ben H. Brown. Posting understood formality which makes sale possible within one year. So far as known, no deal is imminent. The question of bidders for properties of property, including CBS bid for

**Bullets**

**SINGLE PACKAGE**, $34 million appropriation bill, providing funds for FCC, State Dept. and other government agencies

**ARMOUR & CO.**, Chicago, for Dial soan, Chiffon Flakes and other products, will sponsor 11:15-11:30 a.m. (CDT) period five weeks on entire NBC network starting Sept. 4 for 52 weeks. Program, as yet unchosen, will originate at this time for Central, Mountain and West Coast time zones, and will be repeated via tape for East, at 1:15 p.m. Army, Foote, Cone & Belding, Chicago.

**STANDBY** wage-rationing legislation, providing exemption for time rates charged by radio-TV stations, abandoned late Friday by House of Representatives (early story page 61).

**PONTIAC** MOTOR CARS to start Sept. 24 national AM and TV spot campaign for eight weeks through MacManus, John & Adams, Detroit. Availability being studied.

**Jimmy Durante** signed by NBC to exclusive five-year radio-television contract at figure reported in excess of million dollars. He is to alternate with Ed Wynn, Danny Thomas and Spike Jones on NBC-TV Wednesday night show starting Oct. 18. Deal calls for ten guest appearances per year for first two years.

**RTMA Board to Hold Emergency Meeting**

Emergency session of board of Radio-Television Mfrs. Assn. to be held Tuesday at Roosevelt Hotel, New York. Meeting called Friday by RTMA President K. C. Sprague, of Sprague Electric Co., because of re-organization program. Regular board meeting scheduled Sept. 20 in New York.

Vital problems affecting manufacturing industry to be taken up, President Sprague said, with military officials having indicated industry will be called on to produce 1 to 14 billion dollars worth of electronic items in the next 12 to 15 months as part of rearmament.

**NBC Names Munson**

BRIG. GEN. Edward Lyman Munson, former 20th Century-Fox producer, Friday appointed director of NBC-TV Film Division. Munson joined 20th Century-Fox after 24 years of Army service, including assignments as chief of Army Pictorial Service and administration of Army Information Division.

**NAB, RTMA File Protests on 10% TV Set Tax**

PROTESTS filed Friday by NAB and Radio-Television Mfrs. Assn. against proposal of John W. Snyder, Secretary of Treasury, that 10% excise tax on radio sets be extended to TV receivers.

In letter to Sen. Walter F. George (D-Ga.), chairman of Senate Finance Committee, RTMA Excise Tax Committee termed Snyder proposal contrary to public interest. Proposed TV tax was killed by House committee. Letter signed by Allen B. DuMont, Allen B. DuMont Labs, chairman, and A. M. Freeman, RCA Victor, vice chairman.

RTMA asked chance to be heard by Senate committee, explaining TV is important medium of public information and not just form of entertainment.

Don Petty, NAB general counsel, wrote Sen. George, TV sets should be made as readily and economically available to all income groups as is consistent with necessary allocation of essential materials. He noted armed forces have used TV as medium of mass instruction and emphasized its value for emergency training in critical centers.

**Association Chartered**

**Electronic Parts Mfrs. Assn.** filed incorporation papers Friday in District of Columbia, according to Charles C. Koch, newly elected president. He said group comprises leading components and parts makers, 15 of whom met last week in Chicago. First regular meeting to be held in Chicago Aug. 16. Mr. Koch said organization will coordinate parts company efforts with requirements of armed services. He is president of Merit Transformer Corp., Chicago.

**Foreign Radio Plan Okayed**

OUTLAY of $41,288,000 for construction of six high powered radio stations and purchase of 200,000 low-cost sets for foreign listeners tentatively approved Friday by House Appropriations subcommittee, headed by Rep. John J. Rooney (D-N.Y.). Funds originally sought by President Truman in supplemental request (see story page 33; also story page 21).

**Oppenheim Appointed**

DAVID Oppenheim appointed music director for Masterworks Division of Columbia Records Inc. A performing musician of extensive experience, Mr. Oppenheim is graduate of Eastman School of Music.
The WDEL-TV audience in the rich Wilmington, Delaware market

In fourteen months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth* of this market—make it a unique buy. In the first year of telecasting, set sales in its area jumped more than 700%! You can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

* Sales Management's 1950 Survey of Buying Power places Wilmington first in income per family among all U. S. Metropolitan centers of 100,000 or over. Figures released by U. S. Census Bureau, 7/2/50, report Delaware as having highest per capita retail store expenditure of any State, topped only by District of Columbia.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate
As he sews, so his sponsors reap

Skillful in direct selling as well as in prestige-building, he stitches a sturdy fabric from the news. His "needlework" is heard by approximately 13,500,000 listeners weekly.

As Mr. P. K. Smith of P. K. Smith & Co. wrote to Station WTSP, both of St. Petersburg, Florida:

"We feature a cross section of merchandise which appeals to the masses of the people. On numerous occasions we have introduced or offered new items exclusively through the Fulton Lewis, Jr. program. Therefore, we feel qualified to state unconditionally that this medium of advertising is highly effective..." "It is our firm belief that this is one of the finest prestige programs on the air today."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Two ways to call hogs...

You see the porkers come a-runnin' when a champion hog caller gives out with those melodious, come-hither tones that carry for miles. But the call that brings them to market is the solid clink of cash on the line.

And with 4,000 meat packers putting their cash on the barrelheads every day, each of them has to make his money shout loudly enough to attract the necessary supplies to his own plant.

As each packer bids for animals he has to keep two sets of opposing figures in mind. The prices he pays must be high enough to be acceptable to farmers, who want to come out ahead on the "board-and-keep" bills run up by their pigs, lambs and steers. On the other hand, the meat packer must buy on a basis that permits him to compete with other packers when it comes to selling meat.

This competition for supplies and markets helps keep the price of meat animals and meat at the natural levels set by the law of supply and demand.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
TESTING—
ONE, TWO, THREE...
OR MORE!

So many factors blend into salesmanship—product, package, distribution, dealers, to name a few—that even the shrewdest planning, soundest copy slant, painstaking choice of medium may fail to ring the bell when the results are in.

That’s why a well-timed test, with prompt returns to check...from one market or from many, is often your wisest investment.

Spot radio means testing at its surest, promptest efficiency. Spot takes soundings, charts the shoals and channels, helps you set a swift and direct course. Spot shows results in days instead of weeks, or weeks instead of months. And on the stations listed here, Spot performs its best-developed job —

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<thead>
<tr>
<th>City</th>
<th>Station Code</th>
<th>Network</th>
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<td>Atlanta</td>
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<td>Wichita</td>
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THE YANKEE NETWORK
TEXAS QUALITY NETWORK

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

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA
Paul Iasander, president Nat. Radio Productions, Detroit, to head new radio-TV department William Wilbur Adv., N. Y.


Geoffrey C. Doyle, Cecil & Presbrey Inc., N. Y., to Robert Conahay & Assoc., N. Y., as account executive.


Charles J. Zeller, AM-TV director Guenther Bradford & Co., Chicago, named vice president in charge of radio-TV. He is father of boy, William Patrick.


Jean F. Wirth, account executive Dorland Inc., N. Y., to supervisor of accounts Colman, Prentis & Varley Inc., N. Y.

Edgar W. Gilbert, Fuller & Smith & Ross Inc., N. Y., to Ruthrauff

The career of Peter Finney, account executive on Admiral Radio for Kudner Agency, New York, seems to validate the principle that “you can’t keep a good man down.”

Mr. Finney came to his present work from a field only slightly less hazardous than radio and television. He was a test pilot.

Prior to taming gremlins for Bell Aircraft he served as copywriter and public relations man for the Leo Burnett Agency in Chicago.

Before that he was with Reader’s Digest in an executive role after a freelance tilt with magazines and radio, notably as a writer on some of the March of Time programs.

Nor does his background overlook newspapers. As a newspaperman he served on the old New York World, the Washington Herald, and the Jacksonville Journal, among others.

Mr. Finney has been employed in his present capacity at Kudner since October 1949. Before that he was a member of the agency’s public relations directorate.

In that position he handled two hour-long network shows called Salute To the Shriners for the Shriners Crippled Children’s Hospital, featuring such stars as Bob Hope and Dinah Shore. Other clients he serviced for the agency were General Motors, National Distillers, Cleveland Diesel, Benson & Hedges, Texas Co. and Admiral Radio.

It was while working on the latter account that Mr. Finney did such a significant job that the agency awarded him the title of account executive.

As an account executive on Admiral Radio he supervises all advertising projects for the client, including its television properties, Lights Out on NBC-TV and half of the hour-long Stop The Music show on ABC-TV.

Mr. Finney is married to the former Annie Daivies. They have five children: Kathleen, 11; Patrick, 10; Michael, 6; Lenore, 4, and Davies, 2. The family lives in Bedford Village, New York.

Mr. Finney lists “writing” as his only hobby.
beat

& Ryan, N. Y., as copywriter.

GERALD M. McCUE, production manager, to account executive Wilson Haight Inc., Hartford, Conn. ROBERT F. DAWSO, assistant production manager, to production manager. G. FRED PELHAM to assistant production manager.

DOUGLAS STEWART, contact work on Armour account at Foote, Cone & Belding, Chicago, to Ruthrauff & Ryan, same city, as assistant account executive on Red Top Beer and Goodall.

JOHN BARTON MORRIS, national sales manager Helbro Watch Co., to William H. Weintraub & Co., N. Y., as assistant director marketing service.

ERNEST DAVIDS, head Ernest Davids & Co., N. Y., advertising consultants, to vice president in charge of business administration, newly created post at Dordland Inc., N. Y.


EDWARD K. HARRISON, dean of men Washington U., St. Louis, to Warner, Schuleenburg, Todd & Assoc., same city, as account service director. Was principal in Harrison-Rippey Adv., St. Louis.


M. WARREN Jr., D. P. Brother, Detroit, appointed executive on Oldsmobile account. CLARENCE HATCH JR., executive vice president, continues as supervisor of account.

MORRIS E. JACOBS, Bozell & Jacobs Inc., Omaha, elected to board of directors D. A. Schulte Inc. chain stores.

ALAN L. HAUSMAN, Scheek Adv., Newark, to Franklin, Bertin & Tragerman Inc., N. Y., as account executive.

REID PARKHURST, senior vice president and copy chief, Samuel Croot Co., N. Y., to William von Zehle & Co., N. Y., as plans board and creative staff member.

T. M. GRIFFITH, elected president and treasurer, R. E. McCARTHY, executive vice president, of newly formed Griffith-McCarthy Inc., St. Petersburg and Tampa, Fla., after merger of individual agencies owned by Messrs. Griffith and McCarthy.

KENNETH COWAN, account executive staff Henry J. Kaufman & Assoc., Washington advertising agency, father of boy, Richard Craig, July 31. Mrs. Cowan is former Joanne Taishoff.

CHARLES McCANN, research director Ruthrauff & Ryan, Chicago, leaves Aug. 10 for active service with AAF.

GERTRUDE R. DALE, N. W. Ayer & Son, N. Y. and GEOFFREY R. KEAN, Cecil & Presbrey, N. Y., to public relations department Hewitt, Ogilvy, Benson & Mather, N. Y.

EMIL BISCHACHER, president, Bischer, Wheeler & Staff, N. Y., returns to desk after six week's study of economic conditions in Sweden, Norway and Denmark.

ED FRANCK, Young & Rubicam, N. Y., named agency director We The People, NBC, Fri., 8:30-9 p.m. DAN SEYMOUR named production supervisor.


BROADCASTING • Telecasting

To a Big City Ad Man

unaccustomed to 5 o'clock shadows

5 o'clock in the morning is either awfully early or a mighty late. If you've approached it only from the tired city side you have probably missed its most invigorating aspects. Iowans fare better. Instead of barren asphalt jungles they see fruitful fields with dew glistening in the sunrise. In a place of night-deserted buildings they see busy barnyard bustle. They see the shadows of fattening beeves whose composite market weight in 1949 was 2 billion 316 million pounds. Iowa grows more cattle—and makes more money at it—than any of the legendary range states.

They see the shadow of a fantastic "pork barrel" worth over $737 million in 1949. Iowa marketed one-fourth of all the pork in the country last year. They see the shadow of a gigantic egg which provides pin money for Iowa farm wives of $200 million annually. The egg and Iowa nestle cosily at the top of the nation's market basket.

The substance of all these shadows is $2 billion 11½ million for Iowa cash farm income in 1949—first for the nation according to Sales Management. Industrial Iowa adds another $2 billion to total individual income. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS, 600 KC

WMT

BASIC COLUMBIA NETWORK

August 7, 1950 • Page 11
new business

LETRICOVERS Inc., N. Y. (electric blankets), names Walter Weir Inc., N. Y., as advertising agency. Spot campaign in radio and TV, covering all major markets of Chicago will begin in early fall. Increase in campaign will follow extension of distribution regionally.

BYMART Inc. (Tintair, hair dye) planning radio participation daytime programs starting Aug. 18. Agency: Cecil & Presbrey, N. Y.


PEARSON PHARMACAL Co., N. Y., names Harry B. Cohen Adv. Co., N. Y., to handle Ennids (chlorophy tablet that eliminates body and breath odors internally). Radio-TV will be used.


NYO-LENE LABS Ltd. (Filmasque facial) names O'Brien & Dorrance Inc., N. Y., to direct advertising. Radio will be used.

HABRO TRADING CO. of AMERICA, Herring Board of Scotland (kippers), names Victor A. Bennett Co., N. Y. Radio will be used.

WYLER & Co., Chicago (soup mixes, dehydrated celery, mint, pepper and mixed flake vegetables), names Weiss & Geller, Chicago, to direct its national advertising. Firm plans to sponsor Mary Margaret McBride in Chicago and N. Y. in fall. Other radio plans being made.

ESSO STANDARD OIL Co. will sponsor U. of Arkansas football games on Arkansas football network, composed of 26 stations in state. Agency: Marshalk & Pratt Co., N. Y.

Network Accounts

GENERAL FOODS shifts two radio shows, Hopalong Cassidy from Mutual to CBS, Sat., 8:30-9 p.m. and My Favorite Husband from CBS Sun., 6-6:30 p.m., to same network, Sat., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

ESQUIRE BOOT POLISH about to sign contract for sponsorship of Hold that Camera, West Hooker package, on DuMont TV Network, starting Sept. 15, Fri., 8:30-9 p.m.

KROGER Co., Cincinnati, starts sponsorship Alan Young Show on 18 CBS-TV Midwest and Southern stations, effective Sept. 14, Thurs., 9-9:30 p.m. Agency: Ralph H. Jones Co., Cincinnati.

GENERAL MILLS, Minneapolis, buys half-hour for show on ABC-TV, Sat., 7:30-8 p.m., starting Oct. 21. Agency: Dancer-Fitzgerald-Sample, N. Y.

Adpeople

FRED F. DRUCKER, account executive Newby & Peron Inc., Chicago, to R. Gerber & Co., Chicago, as director of sales and advertising. Newby & Peron is Gerber agency.

DR. HANS ZEISEL, associate director of research McCann-Erickson, N. Y., to Tea Bureau, N. Y., as director of research, replacing EINAR ANDERSON, resigned to become director of research for Thomas J. Lipton Inc., Hoboken, N. J.

RALPH T. JOHANSON, executive vice president G. Heileman Brewing Co., La Crosse, Wis., elected president. ROY E. KUMM, comptroller, named treasurer.

VERNON S. MULLEN JR., advertising manager Miller Brewing Co., Milwaukee, father of boy, Terrence Michael, July 2.
feature of the week

Completing the contract for airing Oklahoma U. games on K TOK are seated (l to r): M. E. Lane, general manager, Greenlease Moore Chevrolet Co. and president, Oklahoma Chevrolet Motor Car Dealers Advertising Assn.; Bud Wilkinson, athletic director and coach, Oklahoma U.; standing, Mr. Bell, and Ralph Bolen, president Downtown Chevrolet Motor Co. and secretary-treasurer of the dealers association.

THE INK is dry on a single-station football contract that looks as one of the largest in Oklahoma's radio history. The price tag for the football package, involving 21 stations, is tabbed at about $30,000 [Closeh Circuit, July 21].

The contract has been signed by K TOK Oklahoma City and the Oklahoma Chevrolet Motor Car Dealers Advertising Assn. for sponsorship of all Oklahoma U. football games both home and away.

As the key station, K TOK will originate all the broadcasts and relay them to 20 stations in the state. According to Edgar T. Bell, K TOK general manager who has been working out the details with Campbell-Evall in Detroit, the contract is the biggest of its kind in the state.

Play by play will be handled by (Continued on page 41)

strictly business

age of that imperfectly cylindrical fruit, a banana was at best a pleasant thing to eat, and at worst an unhandy thing to slip on. But since the professional advent of Mr. Partridge, that pulpy perennial of the lunch-pail has bloomed as a thing of glamour in four colors with a home at times on the "Hit Parade."

As a significant development in its civilizing process, the banana also has achieved a given name: Chiquita. Mr. Partridge is the man who gave it.

Inferentially, then, Mr. Partridge also has endowed it with a sex. In fact "Chiquita Banana" has achieved a celebrity unequaled by any of her countrywomen, save perhaps Carmen Miranda who is reliably reported to have made her mark the hard way, and without the help of Mr. Partridge.

Nor does Mr. Partridge scrimp financially on his tasty Galatea. He directs the spending of a mil-

(Continued on page 41)
HERE's proof that KWKH know-how, built through 24 years of experience, pays off in larger audiences and in greater audience-loyalty.

The 1949 BMB Report credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—or more than 75% of its total weekly audience!

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets top ratings, Morning, Afternoon and Evening!

Yes, know-how pays! Get all the facts about KWKH, today!

**HOOPERS TALK, TOO!**

<table>
<thead>
<tr>
<th>Share of Audience (March-April, 1950)</th>
<th>KWKH</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
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<tbody>
<tr>
<td>Weekday Mornings</td>
<td>44.6%</td>
<td>17.0%</td>
<td>25.2%</td>
<td>12.9%</td>
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<tr>
<td>Weekday Afternoons</td>
<td>41.6%</td>
<td>26.8%</td>
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<tr>
<td>Evenings (Sun. thru Sat.)</td>
<td>46.4%</td>
<td>28.3%</td>
<td>12.2%</td>
<td>14.2%</td>
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<tr>
<td>Sunday Afternoons</td>
<td>27.9%</td>
<td>23.2%</td>
<td>18.5%</td>
<td>26.4%</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>43.5%</td>
<td>24.0%</td>
<td>15.5%</td>
<td>15.4%</td>
</tr>
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</table>

KWKH

50,000 Watts • CBS •

Shreveport Louisiana

Texas

Arkansas

The Branham Company

Representatives

Henry Clay, General Manager
RATING SHOWDOWN

Test Survey Committee Named

Mr. Hooper
Mr. Roslow
Mr. Avery
Mr. Manchee
Dr. Baker
Mr. Wilbor

NEWS SPONSORSHIP

Phillips Petroleum Co. (Phillips 86 gasoline), which sponsors about 25 news programs across the country in as many markets, is considering buying additional news shows in other markets. Two news programs were bought last week on KFW Wichita and WEEK Peoria.

Serutan Schedule
Serutan Co., New York, on Sept. 11 and 18 will start sponsorship of two news programs—a five-minute newscast and a 15-minute news segment on 200 ABC stations [Broadcasting, July 31]. Roy S. Durantine, New York, is the agency.

Another advertiser, as yet unrevealed, is understood to be seriously contemplating sponsorship of Report from Korea, 11:15-11:30 a.m. on NBC.
Cbs Net Income '50 Half Tops $3 Million

Net income of CBS in the first half of '50 was $3,182,070, payable $1.51 million bigger than the net for the same period last year, a network financial report showed last week.

Cross income in the first six months of 1950 was $60,027,585, compared with $52,885,319 in the similar period last year. Operating expenses were also bigger in 1950 than in 1949 and directorship this year, compared with $43,999,524 last. The net income of $3,182,070 was calculated after deductions for discounts, commissions and returns, for operating and general expenses and for provision for federal income taxes.

Earnings per share in the first half of '50 were $1.86, compared with $1 in the same part of 1949. A cash dividend of 40 cents a share on both Class A and Class B stock payable Sept. 1 to stockholders of record Aug. 31 as part of the business Aug. 18 was voted by the CBS board at its regular meeting last Wednesday.

Israel Music

Sesac Sets Contract

SESAC Inc. has arranged an exclusive contract to represent all the music, both present and future, controlled by the Israeli Publishers Agency (IPA), and also that of the Israel Society of Composers (ISCAM), according to K. A. Jadassohn, general manager of the New York firm.

Mr. Jadassohn brought the contract with him on his return from a trip to Israel. He said some of the important new publishers included in the IPA roster were Edith Hasmer, Edith Fisman and Edith Gil-Ron, all located in Tel Aviv.

In addition, IPA has made a reciprocal agreement with SESAC to make available over there the SESAC library of 150,000 musical compositions listed in more than 200 American music publishers' catalogs affiliated with SESAC.

Motorola Plans

Motorola Inc., Chicago, through Rutherfurd & Ryan, New York, plans an extensive $600,000 national radio spot campaign beginning in mid-September for six weeks. From 2 to 130 1-minute spots per day over 100 stations in TV cities are planned.

Campbell Soup Signs

CAMPBELL SOUP Co. (Franco-American spaghetti and Franco-American macaroni) will sponsor Double 'O' Nothing five times weekly, 2-3:30 p.m. on NBC starting Aug. 14. Dancer-Fitzgerald-Sample, New York, is the agency.

Chesterfield

Ties In Local Disc Shows

LIGGETT & MYERS, New York (Chesterfield cigarettes), has launched a unique local tie-in arrangement in conjunction with its summer CBS network show, Chesterfield's ABC's of Music. The advertiser is buying supplementary spot time on the home-town programs of the guest disc jockeys who are a feature of the national program.

So far, spots on 22 disc jockey shows have been contracted for 13 weeks each by Chesterfield's agency, Cunningham & Walsh, New York. These are in addition to the four disc jockey shows regularly sponsored by the advertiser: Martin Block on WNEW New York; Zack Hurst on Texas Network State; Eddie Hubbard on WIND Chicago and Grady Cole on WBT Charlotte.

The disc jockey programs lined up are: Starting June 6, Hop Ellis on KOLT Scotta Buff, Neb., five times weekly, and Bob Story on WNOP Norfolk, Va., six times weekly.

Starting June 12, Don Roberts on WKNE Keene, N. H., five times weekly, and Jack Davis on WQUA Moline, Ill., three 15-minute segments weekly.

Starting June 19, Joe Wilson on WCPA Clearfield, Pa., five times weekly, and Maury Farrell on WAAJ Birmingham, Ala., five times weekly.

On June 26, Steve Evans on KRUL Corvallis, Ore., three times weekly, and Paul Brenner on WAAAT Newark, three 10-minute segments weekly.

Starting July 7, Rosemary Wayne on WJJJ Chicago, one spot weekly.

Starting July 8, Jack Mills, KSIB Creston, Iowa, five times weekly, and Eddie Gailsher on WTOP Washington, six times weekly.

On July 10, Roger Davison, WMJS Natchez, Miss., five times weekly; Bill O'Connor on WGBS Miami, six times weekly, and Ray Perkins, KFEL Denver, six times weekly.

On July 17, Jimmy Lyons, KNBC San Francisco, six times weekly; Stan Stephens, KOJM Havre, Mont., five times weekly, and Leroy Miller on WFIL Philadelphia, six times weekly.

On July 24, Jon Farmer, WAGA Atlanta, five times weekly, and Dick Bills, KOB Albuquerque, N. M., five times weekly.

On July 31, Felix Grant, WWDC Washington, five times weekly; Frank Hassett, KCKN Kansas City, three times weekly, and Joe Deane on WHEC Rochester, three times weekly.

On Aug. 7, Bob Craeger, WWCO Waterbury, Conn., six times weekly.

The network program will remain main on CBS Wednesday, 9:30-10 p.m. until the return Sept. 27 of Chesterfield's fall show featuring Bing Crosby.

Kool Promotion

Bates Agency Maps Plans

EXECUTIVES at the Ted Bates Agency, New York, last week called a meeting of station representatives to present a merchandising-promotion plan for its client Brown & Williamson's Kool cigarettes. The promotion plan includes a contest to recognize the Kool commercial jingle without the lyrics to be played on station disc jockey shows.

It was understood that the agency would place the merchandising device on one station as a test before any extended campaign was started.

Yankee Games

Lbs To Air Football

FOOTBALL games of the New York Yankees (professional) will be broadcast on a coast-to-coast hookup of Liberty Broadcasting System, with 300 stations in all 46 states participating, according to a joint announcement by Ted Collins, Yankee owner, and Gordon McLendon, Liberty president. WINS New York will be New York outlet.

Mr. McLendon will announce Yankee games and Ted Husing is to broadcast seven Army and five New York Giants games over Liberty [BROADCASTING, July 31].

The schedule starts with the Forty-Niners game at San Francisco Sept. 17 and concludes Dec. 10 with the Yankee-Baltimore Colt game in New York. All games will be direct-from-the-field, Liberty announced.

Johnston Named

Joins Ward-Wheelock Co.

RUSS JOHNSTON, formerly vice president and director of Jerry Fairbanks Inc., Hollywood, has joined Ward Wheelock Co., New York and Philadelphia's advertising agency, as vice president and director of radio and television. His appointment was effective Aug. 1.

Mr. Johnston's position at Ward Wheelock has been newly created, according to the agency. The company also announced election of Carroll Carroll as vice president and director of its Hollywood operations. Mr. Johnston has worked for both CBS and NBC, with the former as Hollywood program chief in 1945, and director of the latter's film division in 1948. In the radio- TV fields for the past 27 years, Mr. Johnston has authored and directed top network programs as well as serving in an executive position with McCann-Erickson for six years.

Carl Levin

Directs Weintraub P. O. Office

WILLIAM H. WEINTRAUB Inc., New York advertising agency, has appointed the New York Herald Tribune's White House reporter, Carl Levin, to head up a Washington public relations firm, it was learned last week.

Mr. Levin, who has been with the Tribune for 20 years and one of its foreign correspondents for a period during World War II, will resign from the New York newspaper's staff. One of Mr. Levin's chief functions will be to serve the agency and some of its clients with information on Washington affairs. He has been the Tribune's White House reporter since 1943.
RADIO broadcasting, encompassing television and facsimile—as well as networks and stations "engaged in the sale of time"—was declared an "essential industry" in a compilation revealed by the Commerce Dept. last Thursday.

Coincidentally, the Dept. of Labor announced a list of critical occupations for use of the Dept. of Defense in expanding the Armed Forces. The military also announced that it deferred the enlistment of members of its civilian components, including the Reserves and National Guard, based on the Commerce Dept. classifications.

"The list of essential activities is very broad in its coverage of essential industries and will be subject to revision from time to time as the national emergency requires," Secretary of Commerce Charles Sawyer announced. The rating placed radio broadcasting on a footing equal to that it enjoyed during World War II.

Three criteria were used in assembling the categories, he added. There were activities "(1) directly contributory to the production of war materials, (2) necessary for maintenance of the production of war materials, and (3) essential for the maintenance of national health and interest.

Manufacturers of military equipment—ordnance and accessories—also was included in the group, as was telecommunications companies furnishing point-to-point communications services, by wire or radio, "and whether intended to be received aurally or visually."

Essential Listing

The "essential" listing for radio broadcasting covers "radio and television stations primarily engaged in activities involving the transmission of radio communications, either aurally or visually, intended to be received by the public through receiving sets, and networks primarily engaged in activities involving the transmission of program material by wire or radio to stations serving as network outlets."

It also includes "radio stations and networks engaged in the sale of time for broadcast purposes, and the furnishing of program material or services." Printing, publishing and allied industries, as well as motion picture producers and distributors also were included in the classifications.

The Labor Dept. list was divided into two categories—professional and related occupations, and those adjudged to be "skilled."

"Selection of specific occupations was made on the basis of three major considerations," Secretary Tobin said: (1) The demand in essential industries and activities for persons qualified to work in the occupations would exceed the total supply under conditions of full mobilization; (2) a minimum training period of two years (or the equivalent in work experience) is necessary to the satisfactory performance of the major tasks found in the occupation; and (3) the occupation is essential to the functioning of the industries or activities in which it is used."

Included in the critical list were electrical engineers who "plan and supervise construction and installation of...wire communication; design and develop radio, television, electronic and allied equipment."

"Professional occupations were described by the Labor Dept. as concerned "with the performance of supervisory administrative or research work based on the established principles of a profession or science. Such occupations require either extensive and comprehensive academic study or experience of such scope and character as to provide an equivalent background." The Defense Dept. said the Labor Dept. list, together with the Dept. of Commerce list of "essential activities," would serve as the "basic criteria" of reservists in key civilian occupations such as electronics specialists and others. Funded by 3% of the deferred, the reservists deferred must be in a critical occupation "necessarily to a highly essential activity and he will be deferred only until he can be satisfactorily replaced in that occupation."

Maximum of six months was placed on initial deferments. Policy would be delegated to the three military branches in the Dept. of Defense as it concerns their reserve components, it was said.

Deferrals in all cases will be made on an individual basis and may be terminated at any time "because of overriding military considerations," Defense Secretary Louis Johnson stressed.

Requests for delay in call to active duty by civilian component members will not be considered unless they have actually received orders to report, he said. Requests received in advance of such orders will be held and acted on when orders come through, he added.

NEW SPOT HIGH

Representatives See $125 Million

ALTHOUGH the total volume of radio network business has been running slightly behind last year's level, the same situation does not apply to spot, according to an official spokesman for the station representative group.

Spot, he said last week, will in 1950 hit an all-time high of business, totaling some $125 million. This estimate was confirmed by an executive of the National Assn. of Station Representatives who told Broadcasting that it tallies with information collected by NARS.

He further stated that all signs point to a continued upward trend in spot billings in the foreseeable future, adding that this prediction should hold even in the event of another global war. He pointed out that the greatest gains in spot billings occurred in the five-year period between 1940 and 1945, encompassing the World War II period.

Stories of spot activity in recent issues of Broadcasting indicate that spot radio will be extensively used this fall by a long list of advertisers promoting a wide variety of products that range from light bulbs to hair tonics, from radios to cold remedies. Among the major advertisers who have lately lined up spot campaigns for this fall are Motorola Inc., Procter & Gamble, General Electric Co., Whitall Tatum Pharmacal Co., Grove Labs, General Foods, Prestone, Vicks Chemical Co. and Bristol-Myers Co.

Spot Billing Up 10%

While the total spot billing for this year will probably exceed last year's by more than 10%, it was pointed out that not all stations will experience comparable increases in their individual incomes. Some stations will, of course, show much greater increases, but many major stations in major markets have been sold out for years and unless they have recently raised their rates, which few have, they cannot anticipate any significant rise in revenue this year. Some stations, particularly those in highly competitive markets, will doubtless wind up the year with spot billings well below their 1949 totals.

For the country as a whole, the 1950 spot picture is decidedly optimistic. Broadcasting Yearbook tabulation of radio billings shows that spot, or national non-network net time sales, totaled $13,805,200 in 1935, rose to $37,140,444 in 1940 and from then on climbed sharply to $46,981,099 in 1941, $51,059,159 in 1942, $55,689,170 in 1943, $57,312,899 in 1944, $76,696,468 in 1945.

In the postwar years the rise in spot billings has been almost as precipitous. $52,177,505 in 1946, $91,681,241 in 1947, $104,759,761 in 1948 and an estimated $112 million in 1949.

GATHERING of radio and movie executives July 27 at Mike Lyman's Restaurant in Los Angeles as guests of Broadcast Music Inc., included (1 to r): Calvin J. Smith, president-general manager, KFAC Los Angeles and NAB 16th District director; Robert J. Burton, vice president in charge of publisher relations of BMI and general manager BMI Canada Ltd.; William Harold Moon, BMI Canada assistant general manager, and Maj. Victor Duclos, Canadian trade commissioner for California. BMI Canada offerings topped luncheon discussion agenda.
Committee that "nighttime radio rates need to be adjusted downward right now and will need further adjustment as TV grows."

Using audience data provided by A. C. Nielsen Co. and C. E. Hooper Inc., the committee noted with apprehension declines in evening radio audiences in TV cities and concluded that these statistics would justify reductions in evening station rates as large as 60% or 85% in some cases. For the full NBC and CBS radio networks, the composite rate reductions would work out to 14.9% for each network, the committee found.

The report (summarized in detail in Broadcasting, July 31) bristles with statistics of similar purport, leading the committee to state this "conclusion regarding the national radio situation: "Time costs must come down!"
The steering committee further expressed the belief that the time for network rate adjustments is "already here" and that further adjustments will be necessary until the radio-TV audience relationship stabilizes.

Commenting on this conclusion, Mr. West said: "This does not imply that radio is not still—and will not continue to be—a very effective advertising medium and a good buy for many advertisers. What is at issue is the fact that the old pattern is changing measurably, and it is time advertisers and broadcasters made a critical and constructive contribution to the changes that have occurred and are indicated for the future, by individual markets rather than general averages."

The object of presenting this report to broadcasters, Mr. West stated, "is to make available to them, for such benefit as it may contain, in helping them reach both individual and competitive business decisions more intelligently, the collective views of ANA radio users—"to the end that this important advertising medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public."

Urges Meeting
"We feel," Mr. West went on, "that a very real and timely opportunity has been missed—we hope only temporarily—through the decision last fall of the steering committee to cancel the annual galas—which, we believe, and past experience has proved, is an essential part of the old-fashioned way of talking to one another face-to-face across a table. More often than not, it is the socialization and the substance of the interchange of views that is the all-important factor which no words in cold type can convey."

The broadcasting business and that of the advertisers, to the extent that mutual problems exist, can both suffer measurably, we believe, in the absence of such opportunities for joint personal discussion."

DENVER broadcasters joined in the festivities at Cheyenne, Wyo., when the 54th annual Frontier Days celebration opened. L to r: William C. Grove, general manager, KBFC Cheyenne; Lloyd E. Yoder, general manager, KOA Denver; Bill Meyer, president, KMYR Denver; Eugene P. O'Fallon, president, KFEL Denver; Hugh B. Terry, vice president and general manager, KLZ Denver; Tracy McCracken, president, KBFC and publisher of Wyoming Eagle & Tribune.

AN ELABORATE diary study of radio listening in Colorado and Wyoming, conducted for KOA Denver, has turned up a swarm of statistics reinforcing radio's claim to media leadership.

Among the conclusions found in the study was the fact that on the average, residents of those two states spend more than three and a half times as much time listening to their radios than they do reading newspapers and seven and a half times as much time as reading magazines.

Comparative Time Expenditures
The diary study conducted among a carefully chosen cross-section of the general population, found that among inhabitants of the two states the average time spent listening to the radio was the hour and 15 minutes, the average time spent reading newspapers was 39 minutes and the average time read in magazines 18 minutes.

Because the diary sample was representative of the entire population of the two states, the percentage figures obtained in it are projectable to the total population. On that basis, it was found that in Colorado and Wyoming a total of 189,000 people listen to the radio in the average daytime quarter-hour, 127,000 in the average afternoon quarter-hour, and 307,600 in the average quarter-hour at night. The total population of the two states is about 1.5 million.

The figures were further broken down to show composition of the audience—by age, sex, city size, and other factors. The figures were used to show composition of the audience—by age, sex, city size, and other factors. The figures were used to show composition of the audience—by age, sex, city size, and other factors. The figures were used to show composition of the audience—by age, sex, city size, and other factors. The figures were used to show composition of the audience—by age, sex, city size, and other factors. The figures were used to show composition of the audience—by age, sex, city size, and other factors.
DEFENSE TOPS NAB BOARD AGENDA

By J. FRANK BEATTY

BROADCAST plan to guide the broadcasting industry into maximum national service as the defense situation becomes increasingly grave will be drawn up by the NAB board at a two-day emergency meeting opening today (Monday). The board will try to chart the future course of NAB’s Broadcast Advertising Bureau and the problem of selecting a new BAB director as a prominent part of the summons of directors to Washington [BROADCASTING, July 31], the turn of international events directed special attention to the broadcasting industry’s role in mobilizing the nation.

NAB General Manager William B. Ryan will present to the board a radio defense program submitted last week to John B. Steelman, special assistant to the President. Along with it he will have results of a last-minute study of radio’s relation to specific government and defense agencies.

Basic defense project developed at NAB’s instigation will be a Broadcasters Defense Council. General plans for the council were submitted to Mr. Steelman at his request.

On behalf of Mr. Steelman, Charles Jackson, his assistant and liaison between the government and the Advertising Council, forwarded White House reactions to Mr. Ryan. Mr. Jackson indicated the White House recommendations were merely "suggestions" and added that NAB, of course, would take any action it felt appropriate.

Place of Radio-TV

Place of radio and television in the whole mobilization picture will receive serious board consideration. NAB’s and NAB officials appear in agreement that the first step will be creation of an overall broadcast policy committee. After a study has been made of the radio-television relationship, it is likely the top committee will be broken down into subcommittees to handle specific functions. At the weekend NAB staff officials were reviewing needs of government agencies.

It appeared obvious that government and NAB officials agree broadcasting and television stations must be kept operating at high technical efficiency if they are to meet their responsibilities in serving the nation. The board is expected to go into the equipment problem during its meeting.

Composition of the broadcaster committee will be another problem before the NAB board. This committee, it is felt at NAB, should be representative of network and station segments of the industry and include persons who can carry on the defense projects.

The problem of what to do about BAB is threefold. First, the board faces the issue of separating BAB from NAB without crippling in any way the overall association functioning. The board is committed to separation by next summer.

Second, the board will take up recommendations of the special BAB Committee, which met July 27-28 at NAB Washington headquarters. This committee drew up a plan for separation of BAB from NAB and the plan will be taken up by the board. Chairman of the BAB Committee is Robert D. Swezy, WDUS New Orleans, an NAB board member representing TV.

Third, the all-important appointment of a successor to Maurice B. Mitchell, who has resigned as BAB director, will be considered. At the weekend it appeared that NAB headquarters officials had deferred the appointment temporarily because of the gravity of the world situation.

Some talk has been heard of naming a director of nationwide advertising reputation and perhaps increasing the salary limit, well above the current $17,000 limit.

The board was polled recently on its views but no disclosure was made of results.

Though the board’s announced agenda covers only defense and BAB, other topics can be taken up by unanimous consent.

District Meetings

For example, district meetings will open Aug. 14 in Seattle and board members are likely to talk about their special agendas in the light of recent international developments. Defense topics are expected to take a prominent place on meeting programs.

Then there is BAB, the hit of 1949 district meetings when Mr. Mitchell’s famed “pitch” technique captivated the membership. For a time it was hoped that a new BAB director would be on the job in time to make the district-meeting circuit. This appeared unlikely at the weekend, however.

One suggestion at NAB headquarters was that Lee Hart, an assistant director of BAB, make the 17-district swing. Familiar with BAB functioning and a good speaker, it was felt Miss Hart could carry out the BAB role and also introduce the second BAB slide film titled "How to Pick a Winner.”

As an experienced radio executive she would be in a position to analyze the changing sales picture. She already is booked for several district meetings.

The main task of presenting the NAB headquarters roll to stations and familiarizing members and non-members with the association’s services, will be carried out by Robert K. Richards, public affairs director, and Ralph W. Hardy, government relations director. Mr. Hardy will attend western meetings and Mr. Richards will cover (Continued on page 63)

McFARLAND BILL

Hearing Begins Wednesday

Hearings on the controversial McFarland Bill, set to open Wednesday morning, seemed destined last week to involve the House Interstate & Foreign Commerce Committee in a consideration of the entire field of radio legislation. At BROADCASTING’s deadline the details of the agenda were not yet complete. And while staff members could only point out that the hearings had been called to consider the McFarland Bill (S-3973) [BROADCASTING, July 31], there were indications that the House study would spread in a baffle manner from point to counter point of legislative proposals.

At least two developments underscore such a possibility:

(1) The FCC’s proposals on communications legislation [BROADCASTING, March 6] have been printed in bill form by the committee and are being distributed to committee members and to key industry representatives on request.

Parties Notified

(2) The House committee has informed “interested” parties of the hearing date. They include the FCC, the Justice Dept., the Civil Service Commission, the radio networks, the telephone, telegraph and other communications companies, and such broadcasters with specific views as Gordon Brown, operator of WSAY Rochester, N.Y., an active proponent of the Sheppard bill (HR-7310) to license networks. Sen. E. W. McFarland (D-Ariz.), sponsor of the bill to reorganize FCC procedures, also has been contacted.

It was certain that the FCC, first to testify under normal procedure, would explain its proposals in detailed form. An attempt assuredly will be made to single out differences of opinion existing between the FCC and the proposed legislation. (Continued on page 63)

NEW YORK timebuyers en route to Jackson Hole, Wyo., for a week’s fishing, arrive in Tulsa to look over the city and inspect KRGM, new 50 kw ABC affiliate, of which Sen. Robert S. Kerr (D-Okla.), and president of Kerr-McGee Oil Industries Inc., is principal stockholder. L to r are: Fred C. Mueller, vice president and general manager of WEEK Peoria; Fred Kelly, Macom-Erickson (on plane steps) C. B. (Brownie) Akes, vice president of KRGM, and William White, Pedlar & Ryan; John Cran-...
Oil Buying Considered

It's the feeling of our agency, based on consumer research, that the public does not consider the choice of gasoline as serious a purchase as they do the selection of a particular brand of lubricating oil. Whereas they may drive a mile or two for their favorite brand of oil, only the most technologically-minded motorists seem to worry about getting home safely if they stop to fill up with any well known brand of gasoline.

Therefore, why should we take the presentations of our gasoline copy story too seriously? (Note I say presentation—because we do stick to good reason—why appeals in the copy itself.)

With this strategy in mind, we first switched the outdoor advertising from pictorial travel copy to a cartoon presentation of our so-called slogan: "Go Farther with Signal," which has been used consistently for 15 years.

The cartoons, which were executed by Tony Barlow of New York, pictured in a humorous way the original series of drawings and provided the newspaper columns an opportunity to feature the "Go Farther with Signal" copy in new and interesting ways.

Consumption research checks showed that this cartoon presentation had far more than average identification and remembrance value.

Based upon this consumer reaction, we started using limericks on our radio program to dramatize similar predicaments—for example:

There once was a driver named Shuster Who's getting more miles than he uses. Since Signal he's tried, His car has become a ride And Shuster's a Signal Gas booster! A skeptical fellow named Star Trin' out every gas in his car. On business or pleasure His mileage he'd measure, And found Signal better by far!

Years later, these limericks were printed in a big travel book for every one that was used on the air. Naturally this sky-rocketed the sales! Over a period of several months, more than 10,000 were received from the six Signal states: California, Oregon, Washington, Idaho, Nevada and Arizona.

Month by month the "needling" by our friends for being so corny drove us to make a survey of the public's reactions. As a result of an independent research organization engaged to telephone families identified as Whistler listeners through our regular coincident and random calls.

We gave these Whistler fans two chances to indicate their reaction to the advertising techniques. The first question was whether or not they had noticed anything you particularly like or dislike about the advertising part of the program? Results showed that only 1.2% registered a negative response. Of the respondents, 78.4% volunteered complimentary remarks about the advertising.

To make doubly sure we were getting a real reaction from the public's reaction. We asked our friends to comment on the advertising part of the program? On such a high-rating show, if people find less to criticize about the advertising than they do about the entertainment aspect of the program.

In addition, research showed that sponsor identification—which after all is one of the all-important elements in successful broadcasting—an increased by 38% in a few months' time.

So who should worry whether or not sophisticated advertisers think limericks are corny? I can assure you Signal Oil Co. executives are more concerned with the public's reaction. After all, they're the people whose patronage makes the client's advertising possible.

P.S.—What about singing commercials? The so-called experts told us they would destroy the mood of our dramatic program, but we used short musical identification plugs in the opening of the show, immediately following the limerick, and at the close of the program. A survey on this point showed that only 1.9% had any unfavorable reaction.

When commercial broadcasting made its debut in 1920, A. J. (Tony) Fiore—with $1,000 borrowed capital—founded the Fiore Coal & Oil Co. in Madison, Wis.

Since that time, radio and Mr. Fiore's enterprise have become twin sagas of success and, from 1926, the Fiore firm has been a consistent radio advertiser. Grossing close to $3 million annually, the Fiore Coal & Oil Co. is reported to be the top petroleum distributor in Dane County.

Mr. Fiore, who is one of the biggest radio advertisers and one of broadcast advertising's biggest boosters in the state of Wisconsin, Tony, as he is known in petroleum circles across the nation, came to the U. S. as an Italian immigrant in 1910 and served for 18 months in the Navy during World War I. While in the Navy he launched his company—without prior experience in either the coal or oil field—Mr. Fiore shortly means of promoting his products. He turned to radio and the youthful WIBA Madison in 1926, sponsoring daily newscasts over that station and later over WIBU Poinsette, Wis.

In another stroke with Ralph O'Connor, manager of WIBU and current manager of WISC Madison, he prepared a musical show with the title "Fiore Fiesta." And the Fiore Lieders, a Light Opera of German tunes, "Fiore Fiesta" achieved instant popularity on WIBU and WIBA Madison. It still is an integral part of the company's radio program.

Ten years prior to inauguration of Fiore Fiesta, Mr. Fiore pioneered sponsored programming of WISC in Madison. For the last two seasons he has sponsored them over both WISC and WIBA-FM.

This sponsorship even extended east to Madison Square Garden, with exclusive broadcasts in 1941 when Wisconsin won the NCAA title. Another Fiore exclusive was chalked up this year when Wisconsin was vying with Ohio State for the Big Ten title. Play by play reports were given over WIBU from Urbana, Ill., and Minneapolis.

25 Years as Sponsor

In his 25 years as a sponsor, Mr. Fiore has been associated with such broadcasting luminaries as Johnny Olsen of ABC's "Ladies Be Seated!"; Art Lentz, director of sports publicity for the U. of Wisconsin; Bill Walker, Wisconsin radio executive, and Larry Clark, sports director of WTMJ-TV Milwaukee.

Tony, therefore, feels radio should spread to other fields. He is president of 20th Century Markets and Yellow Truck Lines in Madison and has interests in other far-flung enterprises.

Active interested in civic affairs, Mr. Fiore is a familiar figure at the State Capitol and at other Madison meetings. Most important of all, Wisconsin calls him a staunch citizen.

Illustrating his complete faith in the use of broadcast advertising, the Fiore Coal & Oil Co. has used radio advertising exclusively for the last 25 years.

"For the business man like myself," Mr. Fiore says, "radio is the most effective advertising medium available today—providing it is used consistently."

Pointing out that radio "dominates for less...dominates more effectively" than newspapers or other media, Mr. Fiore thinks of radio as a "family affair." With the newspaper, every person has his section, he says—the children the comics, the father the sports section, and so on. Radio, on the other hand, appeals to the entire family, entertains and edifies the group as a whole, he maintains.

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Mr. Fiore (1) and Mr. O'Connor discuss plans for the broadcast of U. of Wisconsin basketball games for the 19th consecutive season.
A PRINCIPAL part of the CBS fall promotion campaign will be a cooperative newspaper advertising effort by the network and some 90% of its affiliated stations, the network announced last week.

Details of the plan were discussed in a CBS program promotion managers clinic held in New York last Monday and Tuesday. A summary of the network's fall promotion activities was given to CBS advertisers and their agencies at a luncheon in New York Thursday.

The campaign, under the supervision of Louis Hausman, who last week was elected CBS vice president in charge of sales promotion and advertising (see story this page), will be the biggest in CBS history.

Media Plans Set

The newspaper schedule—core of the fall campaign—will be vigorously supplemented with on-the-air and magazine promotion.

As outlined by John Cowden, general manager of the CBS promotion department, the network and its cooperating stations will buy newspaper advertising for 39 nighttime network programs. The cooperative schedule totals some 12,000 insertions in 220 daily papers. This will be supplemented by newspaper space buying by some affiliates individually, and the total of the cooperative plus independent newspaper schedules was estimated by Mr. Cowden to promise 20,000 insertions in about 300 papers.

CBS has prepared mats for use by the stations in placing the newspaper schedules. The mats utilize the theme for the fall campaign: "This Is CBS—The Stars' Address." Each is one column wide and 46 lines deep.

Additionally, copies of the finished art work for the newspaper ads will be provided to the affiliates. The stations may use this art work for making posters, cards, billboards or other display advertising that they wish to finance themselves.

The magazine campaign includes eight half-pages per issue in five consecutive issues of Look, beginning Sept. 25, for the nighttime programs, and one three-page insertion in Look for daytime shows. In addition, the entire October issue of Radio Mirror, both editorial and advertising content, is devoted to CBS.

On-the-air promotion, directed by Charles Oppenheim, CBS director of program promotion, will include jingles, announcements recorded by the stars themselves, as well as other announcements.

GATHERED in New York to discuss the new CBS promotion are (l to r): Cody Plantieh, WTFV Washington; Nate Cook, WIBX Utica, N. Y.; Warren Journoy, WFEA Manchester, N. H.; Jack Stone, WRVA Richmond, Va.; Louis Hausman, CBS vice president in charge of advertising and sales promotion; George Coleman, WQNE Scranton, Pa.; Carl George, WGAR Cleveland, and Leo Cole, WMJ Cedar Rapids, Iowa.

Mr. Hausman resigned to join R. H. Macy Co. as advertising chief last year.

Mr. Hausman joined CBS in 1940. A year later he was named manager of the presentation division of the sales promotion department. He became associate director of the sales promotion and advertising department in 1947 and director in 1949.

From 1930 to 1938 Mr. Hausman was in the advertising and sales promotion department of American Safety Razor Co. and from 1938 to 1940 was advertising and sales promotion manager for the electric shaver division of Remington Rand Inc.

COOPERATIVE CAMPAIGN SET

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, proposed last week that the U. S. disperse quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

Gen. Sarnoff's suggestion was made during his appearance on Meet the Press on NBC-TV July 30.

Asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propaganda efforts now enjoy, Gen. Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as $2 apiece, and I think that they could be made available to the people behind the Iron Curtain."

Gen. Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit, but he felt it unwise to amplify this matter in an open forum.

Gen. Sarnoff previously had urged a $200 million world-wide network of stations as part of the government's proposed expansion of U. S. overseas radio and other information activities [Broadcasting, July 10]. He also suggested that the Voice of America be vested in a government agency of cabinet rank rather than in the State Dept.

No Senate Action

A Senate Foreign Relations subcommittee, headed up by Sen. Elbert Thomas (D-Ida.), has taken no action yet on the Sarnoff and other proposals which the subcommittee heard last month during hearings on the resolution authored by Sen. William Benton (D-Conn.) and 12 colleagues to expand the information program. Sen. Thomas is known to feel, however, that the present Munhall-Smith Act provides ample legislative authority to implement current Voice operations.

Still pending also is President Truman's $89 million request for the Voice and other information activities. The measure was taken during hearings on supplemental appropriations for the State Dept. and other government branches by a House Appropriations subcommittee last month [Broadcasting, July 24]. State Dept. officials testified they expect to channel a major portion—possibly 90%—of the $89 million sum, if approved in its entirety, to the Voice.

The House group, under the chairmanship of Rep. John Rooney (D-N. Y.), last week was still considering supplemental funds, and authorities had no idea when the full committee would make its report to the House, or just how much of the $89 million it would approve. It was believed, however, that the sum would be pared—probably somewhere between 10% and 30%.

Meanwhile, Secretary of State Dean Acheson has transmitted to the Senate and its Foreign Relations Committee a semi-annual report on the U. S. International Information and Educational Exchange program for the period July 1 to Dec. 31, 1949.

In a fall promotion kit being sent to affiliates, there are about 1,000 different spot announcements to be scattered by the stations throughout their program schedules. Recordings of announcements made by CBS stars issuing personal invitations to listeners to tune in their programs will be sent to all affiliates. These announcements by the stars will be made after regular schedules by closed circuit, and the stations will make their own records of them for playback at their own discretion.

The network is urging stations to rely heavily on local disc jockey and women's programs for network promotion, and has included in the

(Continued on page 70)
WHOLESALE SALES

APPROXIMATELY 69% of the nation's wholesale sales in 1948 were concentrated in 50 counties, according to preliminary data released yesterday (Saturday) by Director Roy V. Peel of the Bureau of the Census. These 50 counties accounted for $158 billion of the national total of $185 billion in wholesale sales for the year. They also accounted for $88 billion of the $130 billion by which wholesale sales increased from 1939 to 1948.

New York County (Manhattan Borough) was reported as the leader among the 50 largest counties with wholesale sales of over $52.5 billion in 1948. This was 18% of the national total.

The next largest counties in order were reported as: Cook County (Chicago, Los Angeles County, Philadelphia County and Suffolk County (Boston). These are the same counties which led in wholesale sales in 1939, but between 1939 and 1948 Los Angeles County's

Census Lists '48 Figures

the largest state, is shown as Boston, Mass., with 788,552 people. The national capital, Washington, ranks slightly larger with 792,234 (BROADCASTING, July 31). The preliminary population total is

KOEPP TO RTMA

Will Assist Secret

JOHN K. KOEPP, at one time Washington manager and TV manager of the Fort Industry stations, has joined Radio Television Mfrs. Asm. as assistant to James D. Hoffman, RTMA general manager.

Recently Mr. Koepf has been sales and public relations director of Cincinnati, Newport & Covington Railway Co. He held the Fort Industry post two years following World War II. During the war he was a lieutenant commander in the Navy, serving four years. Prior to the war he was with the Cincinnati Post, WJW Cincinnati and the Procter & Gamble Co. advertising department. At P&G he was the company's first TV supervisor.

STATE CAPITALS

COMBINED population of the nation's 48 state capital cities is 6,233,789, according to preliminary figures released today (Monday) by the Bureau of the Census. The population of the Territory of Hawaii increased 16.5% between 1940 and 1950 while the population of Puerto Rico gained 18% for the same period in the same Bureau data released last week shows.

An increase of 877,975 was registered in the combined population of the nation's 48 capital cities between 1940 and 1950. The 1940 Census total was 5,356,414 as compared with the preliminary 1950 tabulation of 5,358,785.

The largest state capital is New York City, with 7,711,706 people, or 12% of the nation's population. The capital cities account for 493,437, or 6.2% of the national total.

1950 population of each of the 48 state capital cities is shown as follows:

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NEWS PROGRAMS

BAB Prepares Selling Aid

A 54-PAGE desk-top presentation to aid in selling news pro-
grams is near completion by Broadcast Advertising Bureau, Maurice B. Mitchell, BAB director, announced last week.

The presentation, "Radio -- America's Star Reporter and Super-salesman," is the second desk-top sales aid to be prepared by BAB. The first, "Radio's Feminine Touch," was distributed several months ago.

The new program presentation will be offered to NAB members at $7.50 per copy, accompanied by a directory of radio news programs now being prepared by the research department. The desk-
top sales aid will be off the press Aug. 18.
**FM's Future**

FIRST open meeting for discussion will be held starting today (Monday) at NAB headquarters under auspices of the FM Committee, of which Ben Strouse, WDPC Washington, is chairman, will hold a closed meeting to take up problems raised during the open session as well as other FM business and the role FM can take in case of war.

Chairman Strouse stated the response to the invitation to stations was “rather amazing.” He added: “The feeling of optimism reflected in these letters makes me even more certain that the authority suppos edly written for FM can very definitely be considered unlikely ever to reach print.”

Ed Sellers, director of the NAB FM Dept., will represent NAB headquarters in the discussions.

On the opening day's agenda were problems involving supply, demand and quality of FM receivers; receiver promotion by manufacturers; auto sets and farm battery sets. In the agency field the discussion will cover ways of selling FM to timebuyers; research and surveys; promotion; SMB and BAB.

**Network Phases**

Going into network phases of FM the open meeting will discuss ways of making FM attractive to network recognition of FM’s additional coverage in case of duplication; research and surveys; promotion and advertising.

The duplication problem will include number of hours duplicated, desirability of requiring FM to duplicate AM shows and the question of giving away FM circulation.

Network relay problems will be taken up, including telephone company refusal of partial use of connecting lines for network relays. Finally, the open meeting will consider such networkized services as store broadcasting, transit, functional, multiplexing and facsimile. Suggestion that FM stations ask the FCC for an immediate decision on status of specialized services will be discussed.

On the agenda of the Tuesday closed meeting are consideration of resolutions and suggestions of FM broadcasters; means by which NAB can serve FM stations, and questions centering around promotion budgets.


Among those who had accepted invitations to attend, in addition to committee members, were R. Stanford

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**NAB Group To Air Problems Today**

The appointment of Mr. Frank J. Shakespeare Jr. and Mr. C. Brearley to be WOR and WOR-TV was announced last week by R. C. Maddux, vice president in charge of sales for both stations.

Mr. Shakespeare, recently national spot sales representative for WOR-TV (TV) Washington until its sale to WTOP there, is the new WOR-TV sales executive. Mr. Brearley, account executive for the WOR Recording Service for nearly five years, will act in a similar capacity for WOR.

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**Military Status**

**NAB Surveys Radio Personnel**

**Survey** of the “military status” of U. S. broadcasting stations was started last week by Dr. Kenneth H. Baker, NAB research director. A selected sample of 200 stations is expected to provide a speedy picture of the personnel situation.

NAB expects to turn up data showing the number of active reserve servants employed by stations; number of inactive reservists; age brackets, marital and dependency status of employees; number of World War II veterans now employed.

**NAB President Justin Miller** said “patriotic fervor for recognition of American broadcasting as an essential industry in time of emergency was established in the last war.”

Our effort here is to measure the manpower needs of broadcasting against the potential number of employees who conceivably might be called to service.

“Such vital information will assist us in our discussions with appropriate government agencies. Naturally, a prime consideration is a sufficient manpower pool to keep broadcasting stations operating efficiently during a period when their personnel will be called upon by the government to perform many necessary functions in the conduct of the nation’s affairs during the emergency.”

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**Sponsorship of Kate Smith Speaks on WOR New York and other MBS outlets by Cook & Dunn Paint Corp.**

Newark, is discussed by (l to r) David Strauss III, A. W. Lewis Co. acct. exec.; Adam G. Dunn, pres., Cook & Dunn; Val Tomasz, Cook & Dunn adv. dir.; Miss Smith; Robert Brenner, radio dir., Lewin Co.

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THE ROLE of electronics manufacturers in the government's equipment procurement and stockpiling program and the prospective ratio between military and civilian needs was discussed at a meeting of the present mobilization period.

Indication that manufacturers soon may be apprised of what to expect relating to accommodation of military requirements was projected last week with announcement that the Electronic Industry Advisory Committee will consult with Munitions Board officials next Monday, Aug. 17.

The group, headed by F. R. Lack, Western Electric Co., and comprising representatives of nearly 30 major and small manufacturing firms (members of Radio-Television Manufacturers Assn.), will meet with Marvin Hobbs, communications - electronics division director, and other Munitions Board officials at the Pennsylvania Hotel to deal with production requirements, scarcity of critical materials which make up component parts and other topics, according to Mr. Hobbs.

Meeting Moved Up

The meeting, originally slated for Sept. 24, was moved up because of acceleration of the government's procurement and stockpile program resulting from the Korean situation, Mr. Hobbs said.

The discussion is expected to evolve a clearer estimate of what the radio-television-electronic industry may expect in the way of civilian and military requirements and output. Estimates of fall curtailments have ranged from 10% to 50% on the basis of the present production shutdown, and the more conservative guess places civilian cutbacks around 20%, though it is conceded that figure would increase sharply if full-scale war materializes [Broadcasting, July 31, 24]. A number of manufacturers already have received or are negotiating contracts for more military material.

The importance of early fulfillment of military equipment needs has been stressed by Maj. Gen. S. B. Akin, Signal Corps' chief signal officer, who announced he had visited a number of electronic manufacturers late last month. The Signal Corps program embraces over 200 specific equipment items in the communications field, including radio relay signal units, relay equipment and antennae, as well as vacuum tubes and other parts.

To cover military contracts for such equipment, President Truman already has asked Congress for a supplemental outlay of $10.5 billion, including roughly $1 billion for electronics items. This sum, together with an estimated $500 million in the original Korean aid bill, would siphon off about $1.5 billion for such equipment.

Substantial amounts to cover contracts let by the Army, Signal Corps, Air Force and Navy, relating to communications systems and networks, will be sought in the supplemental request.

Meanwhile on Capitol Hill, the Senate Banking & Currency Committee last week took up the Defense Production Act, which would give the President authority to divert existing plant facilities, materials and services to military uses, and to requisition property as needed. The House debated a companion piece (HR 9176) and discussed a proposal to give the Chief Executive certain standing controls over wages, prices, etc.

Other developments on the Hill included creation of House Armed Services subcommittee on stockpiling, headed by Rep. Carl Durham (D-N. C.), and on radar defenses, under Rep. L. Mendel Rivers (D-S. C.). Latter is expected to deal with the development of such defenses and procurement by the services through contracts with electronics companies. Radar development actually will be turned out in great quantity by key TV manufacturers.

Need Prompt Allocation

During hearings before the House Banking & Currency Committee last month, W. Stuart Symington, chief of the National Security Resources Board, told representatives of television and radio that the NSRB, which has been fighting a battle to ensure adequate steel or aluminum to handle the new military orders unless allocation is provided promptly. Both are in radio-TV manufacturing.

Mr. Symington also explained that in the last war there were serious shortages of electronic equipment and felt that small companies will need credit arrangements "to supplement the equipment and the work that can be obtained from the large companies like General Electric or Westinghouse or RCA."

Commerce, Interior Roles

The NSRB chief also felt that, if Congress approved controls asked by the President, the Commerce Dept. and Interior Dept. would have operational authority for allocation of materials, plant conversion and other provisions—subject to the President.

The President's requisitioning power would cover raw materials, articles, commodities, products, supplies, components, technical information and processes. During House Banking Committee hearings, it was brought out by counsel for the National Security Resources Board, who reportedly drew up the Defense Production Bill, that "technical information" does not cover patents "as such."

"Patents may be used by the government under a 1910 act which...

(Continued on page 66)

Mobilization Chief

Truman May Name

The local defense office would also cooperate with government and non-government agencies, and include a board headed by Mr. Friede and other department officials.

Chairman Emanuel Celler (D-N. Y.) of the House Judiciary Committee, meanwhile, has indicated he will confer with administration officials to provide for an alternate capitol in case of emergency. A bill, introduced by Rep. Chet Holifield (D-Calif.), would provide for such a contingency by establishing a seven-man commission comprising members of NSRB, Congress, the National Security Resources Board, National Security Council, Supreme Court and Atomic Energy Commission.

Communications, the Dept. of Defense has announced it will construct a supplemental installation near Camp Ritchie, Md., presumably to serve as an alternate general headquarters and center for its vast communications network in case of air attack [Broadcasting, July 31].
if

you're interested in the
Baltimore radio audience
— low cost results
— more listeners-per-dollar

then

you're interested in

WITH

IN BALTIMORE

See your Headley-Reed man for the whole W-I-T-H story
THE PARADE of former KMPC Los Angeles newsmen testifying against Owner G. A. (Dick) Richards in FCC's hearings on his news policies continued last week—the seventh—while authorities predicted the sessions may run through mid-October.

The sessions again were marked by frequent clashes between opposing counsel.

Examiner James D. Cunningham accused Richards' Attorney Joseph Burns of over-stepping his authority when the lawyer disclosed Wednesday that KMPC Vice President and General Manager Robert O. Reynolds would not appear the following day in answer to a subpoena, but would return not later than Tuesday (Aug. 8) instead.

Witness Vacationing

In an unsuccessful effort to withdraw acceptance of the subpoena for Mr. Reynolds the attorney had argued that Mr. Reynolds is on vacation, that he already had been subjected to 18 days of examination and last 15 pounds in the process, and that FCC General Counsel Benedict P. Cottone, who insisted upon his recall, was trying to "wreck" his health.

Earlier, Examiner Cunningham reprimanded counsel for both sides for making "strong implications" against each other.

He labeled "scandalous and scurrilous" and struck from the record Mr. Burns' implied charge that FCC was responsible for two "confidential" affidavits against Mr. Richards being published in the Daily Peoples World, which Mr. Burns branded as a "communist newspaper." Mr. Burns also claimed that a few days after their publication the affidavits which were made to FCC were mentioned in a nation-wide broadcast by Mrs. Eleanor Roosevelt and her daughter.

In the ensuing argument between Mr. Burns and Mr. Cottone—who demanded that Mr. Burns identify the person who turned the affidavits over to the newspaper—Examiner Cunningham interjected:

There is a pretty strong implication in that language [of Mr. Burns], it seems to me, that the Commission counsel were aware of certain communist-front organizations and sympathizers being identified with the complaint.

I have heard nothing and I have seen no evidence which would suggest that even in the remotest degree, I agree with counsel for the Commission, and this isn't the first time that that has come up during progress of this hearing. The remark is scandalous and scurrilous and it is improper. It has no basis whatever in fact. I have been listening to testimony and argument for the past five or six seven weeks. I am going to admonish counsel henceforth he shall avoid any such references as this.

Examiner Cunningham also struck from the record FCC Attorney Fred Ford's charge that counsel for Mr. Richards "unlawfully seized by trick and stealth" certain documents of the Hollywood Radio News Club, whose charges against Mr. Richards initiated FCC's investigation. He ruled there was nothing improper in Mr. Richards' counsel having photostatic copies made of the documents or using them. He did not accept them in evidence, but refused to suppress them.

Mr. Ford charged that attorneys for Mr. Richards are presenting two cases—one in the hearing room and one outside through a public relations firm.

Terminating a lengthy argument, Examiner Cunningham cautioned the opposing attorneys to "stop talking strictly to him [Richards] and "to the issue," and admonished them to "keep this hearing in the four corners of this courtroom."

Mr. Burns meanwhile reported that Dr. H. B. Steinbach, Detroit specialist, will be in Los Angeles—where the hearing has been in progress since mid—"around Aug. 19" to testify on the status of Mr. Richards' health and his ability to appear in the hearing.

Examiner Cunningham ruled the week before that Mr. Richards' attorneys must produce Dr. Steinbach for testimony or a subpoena for the station owner would be enforced [Broadcasting, July 31]. Defense counsel have claimed that requiring Mr. Richards to testify might affect him, due to his heart condition.

Former KMPC newsmen presented by FCC counsel during the week included:

(Continued on page 80)

THE QUESTION of a newspaper's obligation to carry program logs and other listings of a station which competes with the newspaper's own radio outlet last week was among FCC decisions in a case involving WRJN and WRAC.

WRAC claimed the Racine Journal-Times, owner of WRJN, is "attempting to keep from its readers the fact that Racine has a new radio voice," and that "the conclusion is inescapable that the newspaper is attempting to perpetuate the monopoly it enjoyed prior to the time the Commission authorized a second station in Racine."

The newspaper filed a statement with FCC Thursday denying the charge and asserting it has carried advertising of and news stories about WRAC; that it lists the logs of networks rather than individual stations, and that it no longer identifies any station including WRJN—with the log of the network with which it is affiliated.

WRJN, an affiliate of ABC, is currently operating a temporary license pending FCC's decision in the case. WRAC's complaints were filed by Jerome Sill, president, and Seymour Krieger of the Washington law firm of Krieger & Jorgensen, counsel for WRAC.

Writes to FCC

Mr. Sill wrote the Commission early last month saying that ever since it went on the air June 3 WRAC had sought to have its logs carried by the Journal-Times, which he noted is Racine's only daily newspaper. The paper was carrying and logs of WRJN and WBIM, WGN, and WMAQ Chicago, he pointed out.

In a subsequent letter Mr. Krieger reminded FCC that in the Lomax-Jounes case it had held that a newspaper which sought to suppress competition was not qualified to become a broadcast licensee. He claimed the Racine Journal-Times was giving WRJN a "silent treatment" which raised questions as to the newspaper owners' radio qualifications.

Modification of the Journal-Times newspaper policy, effective July 24, was reported to FCC by both the newspaper and Mr. Krieger.

Harry R. LePoidevin, secretary-treasurer of the Journal-Times Co. and general manager of WRJN, wrote that the paper had previously carried the WRJN, WGN, WBBM, WGN, and WMAQ logs because in Racine they were the best-received outlets of the respective networks. Under the revised policy, he said, the logs of the networks themselves would be carried without being identified with any station.

Mr. Krieger took exception to Mr. LePoidevin's assertion that the same conditions are applicable to WRAC and WRJN. He noted that the radio page listed AM network and non-network frequencies heard in Racine but did not show the cities where the stations are located, whereas the cities were listed in the Valley Today sections.

Cities Paper Policy

He said the newspaper officials "apparently . . . cannot bring themselves to give the cities of the radio stations because then they would have to disclose the fact that WRAC is located in Racine, Wis." He also claimed that, in the radio page for the day the change in policy became effective, "the call letters 'WRJN' appear in the largest type used on the entire page."

In its answer last Thursday, filed by E. D. Johnston of the Washington law firm of Fleming, Green, Martin & Ellis, the newspaper said it solicited and published a story about WRAC at the time of its opening and had since carried another, even though WRAC did not request it. The paper said it has carried 48 advertisements of WRAC, totaling $27,000; that the law firm of which Mr. Krieger cited was in a paid advertisement of WRJN, and that the paper identified the television stations by cities as a service to readers because television is "quite new."

WRAC Charges Monopoly

In a separate letter Mr. Krieger reminded FCC that in the Lomax-Jounes case it had held that a newspaper which sought to suppress competition was not qualified to become a broadcast licensee. He claimed the Racine Journal-Times was giving WRJN a "silent treatment" which raised questions as to the newspaper owners' radio qualifications.

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He said the newspaper officials "apparently . . . cannot bring themselves to give the cities of the radio stations because then they would have to disclose the fact that WRAC is located in Racine, Wis." He also claimed that, in the radio page for the day the change in policy became effective, "the call letters 'WRJN' appear in the largest type used on the entire page."

In its answer last Thursday, filed by E. D. Johnston of the Washington law firm of Fleming, Green, Martin & Ellis, the newspaper said it solicited and published a story about WRAC at the time of its opening and had since carried another, even though WRAC did not request it. The paper said it has carried 48 advertisements of WRAC, totaling $27,000; that the law firm of which Mr. Krieger cited was in a paid advertisement of WRJN, and that the paper identified the television stations by cities as a service to readers because television is "quite new."
DEMAND that U. S. representatives at the United Nations "immediately draft and propose a resolution" giving Gen. Douglas MacArthur authority to enforce security regulations on the Korean front was voiced on Capitol Hill last week.

Sen. Styles Bridges (R-N.H.) in a statement said that "a radio newscaster spread the word all over the world" recently when the 2nd Division landed in Korea and men prepared to move in on the beach. He did not identify the newscaster.

"This landing was not announced by the Pentagon," Sen. Bridges noted. "It was not announced by Gen. MacArthur. But, it was announced by a radio correspondent. The troops were given no chance to get into position . . ."

War Is UN Action

The legislator pointed out that, since the war is a UN action, Gen. MacArthur as UN commander "cannot impose security censorship regulations because the UN has no provisions for granting such authority." He felt the "use of voluntary good judgment" has failed in this case, and urged U. S. representatives to draw up a resolution giving Gen. MacArthur such authority "to protect American fighting men."

Earlier, within the past fortnight, the Army had asked wire services, which furnish spot news to radio and television stations and newspapers, to curb news reports dealing with compilations of National Guard and Reserve units called to active duty. The request was made by Gen. Floyd L. Parks, Army chief information officer.

Some radio stations and newspapers, which customarily abide by official requests on questions involving military security, already observe voluntary censorship in news programs.

They have been guided by the World War II Code of Wartime Practices for American Broadcasters and by Defense Secretary Louis Johnson's security directives to all military branches [BROADCASTING, July 17].

Rep. Thor C. Tollefson (R-Wash.), in another statement, said "it is only natural that the problem of censorship of press and radio should arise now that we are engaged in a shooting war," but cautioned that censorship should be handled "on a common-sense basis" by military authorities "along intelligent lines and not with a regiment of unified blue-pencil fanatics."

U. S. Could Learn

He felt the U. S. could "learn something" from the manner in which the British handled censorship in World War II by impressing the public with the importance of "not spreading rumors."

"To my mind this is more important that checking on editors and publishers and radio stations who have been through two world wars and are alert to the danger of conveying any information to the enemy that might prove harmful," he added.

ANTI-HOARDING

Radio Adds to Support

FURTHER support of President Truman's statement that hoarding is foolish and declarations of war against using commercial copy to encourage crisis-scare buying was voiced last week by broadcasters throughout the country. Typical of stations' anti-hoarding stands were the following:

In a letter to the President, Howard B. Hayes, president and general manager of WPIK Alexandria, Va., said he has established the practice of including the following statement each and every time station identification is announced: "Remember, hoarding is foolish and helps no one but the enemy."

During the course of a normal day, Mr. Hayes stated, the announcement is aired from 30 to 50 times. Copies of the letter were sent to FCC Chairman Wayne Coy and Judge Justin Miller, president of NAB.

Banning of all commercials trading on fear of shortages from WOR-AM-TV New York was announced by Theodore C. Streibert, president of the stations. "Hoarders, buying in panic, help cause inflation," Mr. Streibert said. "Neither they nor persons who would profit by them should be encouraged. Advertisers who want to trade on fear or shortages to further their own ends simply won't get a hearing through either WOR or WOR-TV."

KIRO Seattle declared a two-front war against commercial copy which would encourage such buying. The CBS affiliate has instructed its continuity editors to blue-pencil all commercial copy carrying "shortage" appeals based upon the action in Korea or the world crisis. In addition, William F. Tucker, commercial manager, has notified agency executives and other advertisers whose copy was beginning to show signs of what he described as "war-scare thinking" that the station would enforce as a matter of policy the government's injunction against encouragement of hoarding.

Let WIBW Tie Up Your Kansas Sales

WIBW carries your sales message straight into the homes of the state's biggest, wealthiest group of buyers . . . the Kansas farm and small town families.

In this agricultural state with over a billion dollar farm income*, these families are your mass market, because about three-quarters of them live outside a metropolitan area*.

It takes a down-to-earth, personal approach to sell these families. It takes the kind of talk, entertainment, and service that has made WIBW the station "listened to most" by the MASS MARKET OF KANSAS.

Let WIBW tie up this market for YOU.

* Sales Mgr.'s '50

WIBW • TOPEKA, KANSAS • WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM

August 7, 1950 • Page 27
—that power-full station—
is pleased to present the most startling series
of statements ever issued
by an American radio station.

WOR
believes that this material should prove of great value
to advertisers, timebuyers, account executives
and any personnel concerned with selling more people,
more often, at the least cost.

WOR
would like to add that this material merely accentuates
the story the station has repeatedly told
in national magazines, major newspapers, the trade press
and on the air
for a period of more than 28 years.
The facts are as follows

1

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

2

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.

3

WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!)

4

WOR's average daily audience is greater than the weekday circulation of any newspaper in America.

5

In Metropolitan New York, WOR's audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIERS, TIME and NEWSWEEK!

Continued...
This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.

WOR DAYTIME AUDIENCE AREA
BMB STUDY No. 2—SPRING 1949

The maps show where and...
WOR
NIGHTTIME AUDIENCE AREA
BMB STUDY No. 2 – SPRING 1949

This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.

WOR NIGHTTIME AUDIENCE
(by Penetration Levels)

<table>
<thead>
<tr>
<th>Penetration Level</th>
<th>Total BMB Radio Families</th>
<th>WOR Radio Families</th>
</tr>
</thead>
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<tr>
<td>80-89%</td>
<td>978,700</td>
<td>788,090</td>
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<tr>
<td>70-79</td>
<td>1,373,030</td>
<td>1,021,630</td>
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<td>60-69</td>
<td>2,040,340</td>
<td>1,360,040</td>
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<tr>
<td>50-59</td>
<td>323,220</td>
<td>191,100</td>
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<td>Total 50% or Over</td>
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<td>3,350,880</td>
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<tr>
<td>40-49%</td>
<td>345,510</td>
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<td>30-39</td>
<td>396,300</td>
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<td>20-29</td>
<td>1,190,520</td>
<td>280,190</td>
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<tr>
<td>10-19</td>
<td>957,650</td>
<td>126,090</td>
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<tr>
<td>Total 10-49%</td>
<td>2,890,980</td>
<td>699,910</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>7,608,290</td>
<td>4,050,790</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week.

HOW INTENSELY WOR IS HEARD, DURING THE DAY AND DURING THE NIGHT –

Continued . . .
FRANKLY

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

...our address is WOR

that power-full station
at 1440 Broadway, in New York
FCC FUNDS

FCC FACED a general 10-14% cut in operating funds for this fiscal year last Friday as the result of a Senate appropriations bill by an economy-minded Senate bloc.

This was the preliminary estimate agency budget planners.

By approving an amendment, supported by Sens. Styles Bridges (R-N. H.) and Harry F. Byrd (D-Va.), the Senate sliced the omnibus bill about $800 million in a 50-31 vote late Thursday.

The Senate looked for final passage of the omnibus measure Friday or early this week.

The overall reduction of government agencies in the Defense Dept. and the Atomic Energy Commission, would leave the FCC with an approximate $5,962,500 for operating funds for fiscal year 1951.

This amount would be a $662,500 reduction from $6,655,000, its allotment under the House-approved measure. In addition, FCC has estimated that it must operate with a $200,000 less than that of last year because of new salary increases.

First reaction at FCC was to consider the proposed additional reduction as a burden which would have to be met by a heavy slash in expenses. The brunt of this new cut would probably fall on personnel, since the latter make up 90% of the operating expenditures. Such things as travel and equipment on offshore missions, since cut 4% in FCC's proposed allotment under the President's budget.

FCC spokesmen said such a cut had not been anticipated and that any additional approval of the overall economy move would mean immediate revision of the operating budget. The House had already cut about 4% in FCC's proposed allotment under the President's budget.

Congress recently gave the FCC an additional supplemental appropriation of $119,000 to enable it to partly absorb salary and per diem increases up to June 30 as provided in 1949. Increases amounted to $212,000 which was included as part of FCC's 1949-50 budget. But cuts during the current year will have to be absorbed from the new expenditure.

The cut will force further reduction of programs operating in other agencies as well. The international information program, which may receive a special appropriation of $89 million now pending in the Senate, if it is passed, would suffer an immediate additional cut of about $3 million bringing its 1951 operating budget to about $29.5 million.

It was undetermined whether Voice of America radio broadcasts would receive $200,000 of this allotment as had been proposed by the House or whether it would also fall victim to the 10% overall economy measure.

Proportionate 10% cuts probably would have to be applied to the Commerce Dept.'s Bureau of the Census proposed allotment of $28.5 million; the National Bureau of Standards allocation for radio propagation, and the Federal Trade Commission's $3,216,095 earmarked for 1951.

H. M. ANDERSON
Kudner Executive Dies

HAYWARD M. ANDERSON, 53, vice president and secretary of the Kudner Agency Inc., New York, died Aug. 2 in the Lawrence Hospital, Bronxville, N. Y.

Mr. Anderson began his advertising career in York, Pa., in 1922. Later, in New York, he was promotion manager for Time Magazine Inc., which he left to join J. Walter Thompson Inc. in 1927. Following that, he worked as copywriter for Lerner & Mitchell, Ford & Thomas, J. Stirling Getchell and Benton & Bowles until 1935 when he joined the Arthur Kudner Inc. agency as vice president and assistant copy chief. Upon reorganization of the agency as Kudner Advertising Inc. in 1945, he was advanced to copy chief.

Surviving are his widow, Lucille, his son, Hayward Anderson Jr., and daughter, Phoebe Anderson.

WRUL CASE

Renewal Grant Asked

WORLD WIDE Broadcasting Corp., licensee of 20-year-old international broadcast station WRUL Boston, last week petitioned FCC to cancel its investigation of program and operating policies and to renew the station's license without hearing. World Wide claimed FCC already has been supplied with full details and further proceeding would be neither desirable or feasible.

FCC's hearing, ordered last November on WRUL's license renewal bid and requested an additional power from 20 kw to 90 kw, also includes the AM application of Greenwich Broadcasting Corp., operator of WGCH (FM) Greenwich, Conn., and controlled by Walter S. Lemmon, principal stockholder in World Wide [BROADCASTING, Nov. 21, 1949]. The consolidated hearing is scheduled Aug. 15 at Boston but a petition is pending for continuance.

WRUL's facilities, including the former international stations WRUS, WRW, WRUX and WRUA, are located in Scituate, Mass., with studios in Boston. The facilities are leased by the Dept. of State for Voice of America broadcasts, but World Wide reclaims a portion of the time and uses it for broadcasts by the non-profit World Wide Broadcasting Foundation. Under the law up to 25% of the time may be reclaimed and World Wide is the only international licensee to reclaim any.

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations (aside from portions under State Dept. direction) to questions regarding the future program time has been made available in "return for secondary contributions," representations concerning the "non-profit and non-commercial character," of the stations, and whether FCC's rules on announcement of sponsored programs have been met.

World Wide's petition, filed by Leonard H. Marks, Washington counsel, contended meetings with FCC personnel who had been long investigating the stations have disclosed no instances of violations and that as a result of the FCC's programming and the Foundation's activities merit renewal. World Wide also explained full disclosures of all ownership and program programming data have been made through the years so that WIDE has been aware of all phases of the operations.

Bolger Audition Delayed

AN audition scheduled to be cut last week by NBC affiliate WIL, New York, featuring Ray Bolger in a half-hour radio program, was cut due to scheduling problems, was cancelled when the dancer-comedian turned down the project under doctor's orders.

Face 10-14% Cut
By Senate

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area.

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon...

Network Station A 26.0%
INDEPENDENT WERD 17.5%
Network Station B 16.0%
Network Station C 13.0%

WERD, America's first and only Negro owned radio station, offers YOU the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:
Interstate United Newspapers, Inc.
NEW YORK • CHICAGO • DALLAS
DISASTER SERVICE  FCC Issues Proposed Rules

WORKING under an accelerated schedule in view of the present international situation, FCC last week released its suggested rules for the proposed nationwide disaster communications service [BROADCASTING, June 15]. Broadcasters, if warranted. The subsequent pressure of recent world events, the Commission said, "makes the early establishment of such a service both highly desirable and necessary. Accordingly, the Commission has accelerated the preparation of the proposed rules based on the data obtained at the conference." Disaster Explained. The proposed rules specify that disaster stations "will provide communications in connection with disasters and other incidents involving loss of communications facilities normally available or demanding the temporary establishment of communications facilities beyond those normally available." The term "disaster and other incidents" was explained to mean "an occurrence of such a nature as to involve the health and safety of a community or larger area and shall include, but not be limited to, floods, earthquakes, hurricanes, explosions and consequences of armed attack." The rules state that authorizations to operate in the disaster service will be issued to any person eligible under the Communications Act provided the station will operate as an element of a disaster communications network set up under a locally coordinated disaster plan. Stations already licensed by FCC in all fixed, land or mobile categories are eligible, as are most commercial and amateur operators. FCC also would consider applications to establish a station for disaster network use only.

Under the rules stations of various classes would be assigned voluntarily into area networks, several such networks being possible in the same area but all subject to coordinated planning and functioning. Individual stations could use a special "sense of disaster" frequency at any time the safety of life and property were in danger as the result of a disaster.

Terms of license would be concurrent with the term of the license of existing stations authorized by the Commission. New stations licenses would be good for one to four years and then renewable on a four-year basis. Existent stations would use their present call signs when operating in the disaster service and new stations would receive special calls to be assigned.

Among the communications permitted under the proposed rules would be those "directly concerning the accumulation and dissemination of information regarding safety of life, preservation of property, or maintenance of law and order by authorized government agencies." Such communications were given fourth order of priority.

Communications allowable when there is no impending or actual disaster would include necessary drills and tests to provide training.

WINE, women and song! With Effective Buying Income 38.2% higher than the national average, our "landed gentry" can certainly afford the gay life!

What's more they've got plenty left over for soup and soap, housewares and hair tonic. That's where WDAY comes in, because no station in the Northwest can match WDAY for both rural and urban coverage!

A new 22-county North Dakota Agricultural Survey proves that WDAY is preferred by 78.8% of the farmers in these 22 counties . . . Station "B" by only 4.4%!

Hoopers prove that WDAY is an overwhelming favorite in Fargo. For Total Rated Periods, Dec. '49-Apr. '50, for example, WDAY got a 63.5% Share of Audience—the next station 16.0%!

Write to us or ask Free & Peters for all the amazing facts!

"Bubbles like ginger ale, don't it, Mirandey?"
Hardy perennials -- home grown!

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

EDITOR, Broadcasting:

I am ashamed that I have not previously dropped you a note to tell you what I thought about your plan for a fused radio and television overall association which would include not only broadcasters, but manufacturers as well.

I think the idea is a logical one and a swell one, but I would be afraid that the manufacturers would prove as difficult in such an overall association as Russia has proved in the United Nations.

I recall that five or six years ago, the NAB and RMA entered into an offensive and defensive alliance to promote broadcasting and each contributed, I believe it was $7,500, for this purpose. We had hardly made the new pact before the radio set manufacturers started a campaign of considerable proportions in the newspapers and spent a whale of a lot of money on that. I need not tell you that the effect produced upon the broadcasters was not good.

Even today, we see tremendous amounts of money being spent in newspapers all over the country by manufacturers, distributors and dealers in television sets, where a corresponding sum is not being spent on the air. Yet, without television and radio, these same manufacturers, distributors and dealers would be absolutely out of business. Somehow, they never seem to have appreciated what it is that sells their sets.

And so, while saluting the idea as a statesmanlike one, I cannot but have severe doubts as to its ultimate success.

J. Harold Ryan
Vice Pres-Treasurer
Fort Industry Co.
Toledo, Ohio

Novelty Worn Off

EDITOR, Broadcasting:

I keep noticing reports in the trade press about long distance reception of TV.

During the month that we have been operating KPRC-TV, we have received over 500 letters from out-of-state listeners, predominantly in the mid-West, Canada and the far-West.

It seems to me, however, that the novelty by now must have worn off on DX reports for television as they have for radio.

Jack Harris
General Manager
KPRC-TV Houston, Tex.

Good Copy Pays Off

EDITOR, Broadcasting:

So often one hears, "Does trade paper advertising really get read?"

I might refer those who ask this question to one of our most recent ads on behalf of station WMT [Cedar Rapids], which appeared in Broadcasting on July 10.

This advertising, captioned, "To a radio advertiser who can't afford Godfrey," left our office with high hopes that it was a well-written piece of copy. After it appeared in Broadcasting, we know it is.

Busy executives actually took time to sit down and write to Bill Quarton, general manager of WMT, telling him how effective they considered this advertising.

Just a couple of quotes are indicative of the type of remarks received . . . "One of the best pieces of timely copy I've seen in ages. Orchids to the writer, and a bundle of roses to the station exec, who approved it. Wonderful ads with a humorous twist often find their way into the morgue rather than into print." . . . "I read it aloud at a merchandising meeting yesterday when things got a bit tense, and we then all faced west and salaamed in the direction of WMT. They loved it." . . . "This is one of the best ads I've ever read—whimsical, humorous but factually so."

I think that all this proves that a good piece of copy in the right medium always adds up to results.

I think, as does Ted Mandelstam, who authored this piece of copy . . . that this proves the point that the same amount of thought and time must go into trade paper copy as into consumer advertising. We have approached it in that manner and are happy to see it pays off.

William F. Sigmund
Henry J. Kaufman & Assoc.
Washington

Toning Down News

EDITOR, Broadcasting:

Since the Korean bubble burst I have heard too many "screaming" announcers. I hope that every station manager and program director will take it upon himself/herself to do a piecemeal job of toning down some "of these guys."

To be sure, the people of this nation need re-awakening on occasions, but not day after day, and not throughout every newcast . . . When we need to alarm the people let's do it—but enough is enough.

How about it, fellas? . . .

Les Eugene
Station Manager
KTPS Texarkana, Tex.
The New Era In Thesaurus Brings You Another Big Star—

Johnny Desmond

Under the direction of Hugo Winterhalter

He made his first big sensation as featured vocalist with the Glenn Miller Band. That was when the nation got to know him as "Sergeant Johnny Desmond." Since then, Johnny has become a bright young star . . . a great name in radio, television and recording.

Now Johnny stars on "The Music of Manhattan" — a program series that reflects the gaiety of nighttime New York . . . the stability of lasting material and the freshness of big-name talent additions. Hugo Winterhalter's augmented orchestra provides a masterful accompaniment. Available immediately for broadcast as two 1/4-hours or five 1/4-hours a week.

The new era in Thesaurus arms you with the most salable ready-to-air shows in radio. You get the names, talent, production and comprehensive programming it takes to boost profits. You get the hits before they're hits . . . weekly continuity . . . special shows. Voice-tracks, tie-ins, cross-plugs, sound effects, mood music, time and weather jingles. Lots of production "extras." Scripts by network-experienced writers. NEW THESAURUS sets you up for SALES!
SIGNAL CORPS
Advisory Council Planned

BRIG. GEN. David Sarnoff, chairman of the board of RCA, and other leaders in the communications and electronics industries met last Tuesday with top-ranking Army officers at the Pentagon and discussed formation of an Army Signal Corps Advisory Council to assist in military expansion affecting those fields.

The proposed council would be patterned after a group that functioned during World War II and would advise the Signal Corps on major policies and programs relative to those of Gen. Stilwell, research, development, mobilization planning and production were explored in Tuesday's meeting, it was understood.

Additionally, the council would assist the corps in industry relations, help provide technical and military assistance in obtaining equipment and personnel in fields vital to the corps, and also advise on training of Signal personnel with industry.

It also was learned that the council has been delegated to prepare special studies relating to problems inherent in these particular fields.

Presumably, the council is expected to touch on the effect of military planning on such phases of the radio-television industry as manpower, availability of communication specialists, broadcasters' role in overall defense, equipment specifications and requirements, research programs in which manufacturers engage for the government, procurement and diversion of production needs, and a host of related topics. The Signal-Corps is charged with supervision of military communications planning and operates a vast network of communications facilities throughout the world.

ATTEND MEETING

Also attending last week's meeting, in addition to industries. Radio, Signal Corps reserve officer of brigadier-general rank, were William H. Harrison, president, International Telephone & Telegraph Co., a major general in SCR; Carroll O. Bickelhaupt, vice president and secretary, American Telephone & Telegraph Co., brigadier general in SCR; W. W. Watts, vice president in charge of engineering products, RCA, Signal Corps reserve colonel. Mr. Watts also was vice president of the Armed Forces Communications Assn.


Photographic industry also is represented on the proposed council. Daryl F. Zanuck, vice president in charge of production, 20th Century-Fox Film Corp., was en route to Europe. After his visit to Europe he will join the group about Aug. 14, according to the Dept. of Defense.

HILL RECORDING

Senate Approves Report

THE SENATE last week approved a joint Senate-House conference report involving certain objections of Congressional radio correspondents to a bill involving the Joint Recording Facility on Capitol Hill [BROADCASTING, June 26].

One provision deleted was that governing Administrator Robert Coar's jurisdiction over making arrangements of time for radio broadcasts of such readings involving interviews with Congressional members. This particular section was opposed by members of the Radio Correspondents Assn.

Other provisions restored were return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House and the deletion of the word "supplemental" to use of the public address system.

The conference report must be approved by the House before being sent to the White House for the President's signature.

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Louisville's WAVE

Nbc affiliate
Free & Peters, Inc.
5000 WATTS - 970 KC
National Representatives

BROADCASTING  •  Telecasting

WAVE CAN'T SURF YOU IN HARBOR (Ky.)!

No matter whether it blows fair or foul, WAVE doesn't roll into Harbor (Ky.)! The goin's too rough, Sailor, and there just isn't much cargo there, anyway. ... WAVE makes its big splash in the Louisville Trading Area. We completely cover the 27 rich counties around this big port, where sales are close to the billion dollar mark. Actually, the over-all standard of living here is at least 40% higher than that of the people in the backwash districts of our State. . . .

What say, mate? Pass the word, and we'll throw out a life-line over the bounding WAVE!
Speaking of bargains in time-buying, consider this: on WOWO, you can reach one dozen markets in Indiana and Ohio (including the 13-county Fort Wayne area) for less than it would cost to reach Fort Wayne alone on another medium!

And when we say “reach,” we mean really intensive coverage...from 23% to 91% (BMB Study #2).

For further details on WOWO’s economical penetration of this 49-county Midwest market-area (in which the Census counts almost 2 million customers), call on WOWO or Free & Peters.
SALES NETWORK

FIRST STEPS to sign stations were taken by Radio Sales Network at a July 29 meeting held at the Hotel Texas, Fort Worth, with Curtis Bowles, president of Bowles & Co., national representative, presiding as head of RSN. The network, according to Mr. Bowles, is to be a national selling group of smaller stations competing with larger metropolitan outlets [BroadcStIng, July 24]. Some of those attending the meeting said they had not definitely decided to sign.

With a score of station managers and RSN officials attending, the network meeting went into the problems of signing affiliates, completing organization and starting actual operations. Target date for complete network operation is Oct. 1, Mr. Bowles said.

RSN contemplates coverage of almost every county in the nation, he told the meeting, with national advertisers able to buy any part of RSN. "They tell us the area they want to cover, and we pick out our stations and total the basic rate of our stations," he added.

Western, central and eastern divisions will be subdivided into smaller groupings.

**Stations Signed**

Stations already under contract, Mr. Bowles said, include KDET Center, Tex.; KDDD Dumas, Tex.; KSIW Woodward, Okla.; KSTB Breckenridge, Tex.; WMGY Montgomery, Ala. Other small stations around the nation are being contacted by RSN representatives and by mail, he said.

RSN and Bowles & Co. propose to offer national representation, a sale representative to be supplied at RSN expense to a maximum of three stations, and who also will supply production advice, all without pay from local or regional sales from individual stations; single charge to the station of a $50 weekly affiliation fee. Affiliate offices would be located in Detroit, Cleveland, San Francisco, Atlanta, Boston, Kansas City and Raleigh, N. C., in addition to Fort Worth headquarters and Chicago and New York branches. A national sales staff of 63 is projected.

Mr. Bowles told Broadcasting he is sole owner of Bowles & Co. and said RSN is a subsidiary. He said he had formerly been with KNOE Monroe, La., and WNOE New Orleans in a managerial capacity. He said Harry Bekleman is managing director of the RSN New York office, with Dan Jenkins at Hollywood and Lloyd Leonard in Chicago in similar capacities. RSN has been operating since 1942, he added.

In Attendance

Attending the Fort Worth meeting, according to Mr. Bowles, were: R. G. Terrill, KSKY Dallas; Roy G. Terry, KOCA Kilgore, Tex.; Edward Ryan, KSIW Woodward, Okla.; Ken Duke, KDDD Dumas, Tex.; Mrs. Duke; Warren Gilpin, WCOB Lebanon, Tenn.; Edward Ryan, KSIW Woodward, Okla.; R. G. Terrill, KSKY Dallas; Robert Horst, Transcription Sales Inc.; bottom row, Ken Duke, KDDD Dumas, Tex.; Mrs. Duke; Mrs. Mary Lasswell, Bowles & Co.; Mrs. Curtis Bowles; David Timmons, WBAP-TV Fort Worth.

**RSN Is Organizing Small Stations**

RADIO workshop, offering classes in writing, acting, announcing, production and music taught by staff personnel, organized for employees at KNBC San Francisco. More than 50 staff members have signed for courses.
ion dollars a year to get Chiquita into the right homes and out of the refrigerator, and he does it by methods that never occurred to Florenz Ziegfeld or Billy Rose, except presumably when the latter was writing "Yes, We Have No Bananas."

All but the musically retarded are by now familiar with Mr. Partridge's radio spot jingle that launched, if not a thousand, then certainly several score new ships on the United Fruit line. But fewer may be aware that besides patronizing the acts as sponsor of the tune, "Chiquita Banana," Mr. Partridge was perhaps the first man to synchronize live action and animation in his minute television movies, among the earliest to exploit television cooking schools, and the first living human ever to use four color banana ads in national magazines. He also is the discoverer of bananas and sour cream.

Recent Victory

His most recent accomplishment was to secure the insertion of a 16-page reprographic section of famous banana recipes in the 1950 *Partridge's Almanac*, a 158-year-old publication hitherto concerned with such things as tides and fast days.

Mr. Partridge is hand-man to no tradition, except perhaps the banana split. For example: Normally an advertising agency selects a potential client and then prepares an exhaustive presentation to impress that client with its ascendant knowledge of his needs. That's normally. But Mr. Partridge saw the flaw in that at once. No agency knew the needs of the banana as well as he. So he prepared the presentation, and he presented it to the agency, BBDO. It was accepted.

"My business philosophy," Mr. Partridge is fond of saying, "is to extend the usefulness of one of nature's fundamental fruits, the banana, to serve mankind in all applicable ways begining with the infant's disease of celiac through geriatrics."

Mr. Partridge is married to an ex-newspaperwoman, and freelance writer, Thelda Bedford. The couple live at the Seawane Harbour Club, Hewitt, L.I., during the summer, and on Park Ave. in New York the rest of the year.

He is a member of the Harvard Club, St. Nicholas Club, Seawane Harbour Club and the New England Society in New York.

Mr. Partridge says he sustains the extraordinary vigor necessary to the proper prosecution of his chosen work by hanging by his arms at least twice a day from a specially constructed U-shaped gas pipe in his office.

Feature

(Continued from page 13)

Jack Payne, former Oklahoma U. student and veteran sports announcer.

Stations included in the package are: KOME Tulsa; KSWI Woodward; KCRG Cedar Rapids; KNOR Norman; KASA Elkhart City; KSWO Lawton; KTMC McAlester; KWOK Clinton; KGFF Shawnee; KADA Ada; KVSO Ardmore; KWHW Altus; KIHN Hugo; KEOS Durant; KSMI Seminole; KHBG Okmulgee; KLGW Miami, KTAT Frederick; KRHD Duncan.

**RADIO PULLS $**

**WABI Holds Media Survey**

A SPECIFIC sampling at a men's store in Bangor, Me., has shown 36% more customers hear radio ads than do newspaper ads. The survey was conducted by WABI Bangor to ascertain effectiveness of newspaper vs. radio advertising, Murray Carpenter, station manager, reports.

It was found that 11% more was spent by radio customers than by newspaper customers. Also, radio produced more customers and more dollar volume than newspaper ads primarily because the former attracted more women customers (19 to 10 as against 18 to 16 men customers). Twenty-seven percent of the customers (61 out of 221) proved they had seen or heard an ad during the test period. Of these 66% had heard radio ads, 41% had read ads; 3% had been and heard ads.

Survey was conducted for Father's Day week ending June 17 at the Allan Lewis men's store in downtown Bangor. During the week preceding the test, the store placed two ads in the Bangor Daily News at a cost of $88. An equivalent amount ($88.40) was spent for WABI time. Two men interviewed customers, limiting their queries only to those customers who conclusively showed by specific association that they had heard or seen a store ad during the test week. Station also points out that the newspaper advertising was calculated at contract rates while the radio advertising was figured on a single week rate.

**HISTORY CAMPAIGN**

from... (Continued from page 13)

**ZIV Radio Productions**

ZIV Radio Productions

357 Madison Road • Cincinnati 6, Ohio

Hollywood

*ABC*

**IS THE PEAK IN TOPEKA**

REPRESENTED BY WEA & COMPANY

*Broadcasting* • *Telecasting*

August 7, 1950 • Page 41
South's Greatest Audience Builder, Too

Our advertisers get the benefit of all these — 24-sheet posters, streetcar dash signs, full-page newspaper ads, store displays, personal calls on jobbers and key retailers.

He Piles Up Biggest Ratings, of Course

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience is equal to the next two stations combined.
South's Greatest Salesman
in South's Greatest City
SELLS Rich Rural Market

Southland farmers depend on WWL for complete authentic coverage of their special interests—welcome activities such as WWL's Herd Improvement Contests, farm service broadcasts, weather reports, on-the-scene rural reports. WWL advertisers enjoy particular preference when these newly-prosperous folks go shopping for everything that means better living.

Gives You Multi-State Coverage

WWL takes you into 330 counties of the rich Southland—gives you primary coverage in 134 of them.
rates can wait: war can't
radio is at war on two fronts. at a time when it and its customers should be directing all their energies to the shooting war, radio finds itself in a wholly fatuous conflict on rates.

recompression serve no useful purpose. failure to raise rates when circulation reached virtual saturation is an overhead more than doubled, can be laid only at radio's doorstep. the fact that radio rates are still low at the moment falls on deaf ears. we feel, however, that a case for increases can be made.

the job at hand is the preservation of our kind of democracy. the magnitude of controls to come is unknown, but controls there will be. there will be material shortages. paper again may be rationed. some sort of censorship is obvious. it is more likely than not that all stops will be called out during the weeks ahead.

memories will be short indeed if advertisers didn't recall the onslaughts of the professorial intelligentsia. the do-gooders to force grade-labeling, suppress brand-name advertising, and foster legislation against expenditure of war contract money for institutional advertising.

you're individual advertisers for trying to strike the best bargain possible. but any concerted move by organized advertisers against an entire medium is subject to question, morally and perhaps legally, even in normal times. in any event there are other glaringly apparent reasons that militate against rate-cutting pressure.

every available fact underscores the fallacy of the rate-cut crusade. it is unfortunate that the nature of radio's behavior in making rate-adjustments—upward—during the last decade. no station can readily sell its time for much more than a network charges for the same facility.

the law of supply and demand should govern. why reduce radio rates when there is no slackening of demand for time? the national spot and local advertisers know they are receiving good value. since tv's advent, radio has intensified its sales efforts. the pay-off has come at both national spot and local levels. networks can do the same without reducing rates. sheer force of fact and logic will do it.

it should be obvious that the hot war and the tv revolution have changed our entire economy. radio is helped, not hindered, by this regrettable emergency. radio became the number one medium for news in world war ii. the experiment failed. radio hasn't relinquished that leadership.

the artful talk that pegs tv as radio's main, and by some sleight-of-hand, its only competitor, is hard to fathom. magazines, newspapers, billboards, direct mail, mail order, are all competitors. certainly a family viewing tv three-four hours a night isn't going to spend that average (before tv) of 14 minutes a day at a newspaper. magazines! ask the newsdealer, what about billboards, and when gas is rationed. they use jets now.

ana, we hope, will lay aside its shearers and paste-pot and put radio's rates back in those active files. let them make all the surveys they like, but let them take their eyes and minds off radio as tv's target, and look at the all-media picture realistically. let them check radio as against other media at the point-of-sale, dollar for dollar, as is being done with selling pressure on other media.

the time to discuss rates is after the war is won. the first skirmish for the man with something to sell, in his own self-interest, is against those politicians and parasites who would kill advertising altogether, using the war emergency as the springboard.

rates can wait: war can't

college goes to tv

as a factor in formal education makes its bow this fall in an experiment that will be watched by avideye and with healthy interest, since education is an indispensable revolutionary effect upon adult education.

wwj-tv detroit and the famed u. of michigan have agreed upon a tv extension course using a regularly scheduled program on the air for which enrollees will pay tuition fees and receive special certificates upon completion of the prescribed courses. this, however, is regarded as merely the first step. the goal is a degree equivalent to bachelor of science.

the importance of this experiment to higher education can hardly be exaggerated. many colleges are finding it increasingly difficult to meet overhead through campus and regular extension course. the tv extension courses could open college enrollments to tens of thousands who otherwise find it inexpedient.

the first wwj-tv-michigan u. course will run on sundays, for one hour. it will be broken down into time increments. the station is allowing $100 to the university for each program, to be shared by the participating faculty members, plus the station's time.

it isn't surprising that these michigan institutions should lead the way in this project. the detroit news, which owns the wwj properties, pioneered in radio 30 years ago, and in tv immediately after the war. u. of michigan was one of the first schools to introduce radio as part of its journalism curriculum.
There's a POT OF GOLD in these 50 COUNTIES in addition to AMERICA'S 50th MARKET

POPULATION [Kansas Portion] 850,600 44% OF STATE
RETAIL SALES [Kansas Portion] $965,286,000 49.2% OF STATE
Sales Management, 1950

SELL THIS 50 COUNTY "OUTSIDE" MARKET with KFBI the dominate station

Here are the results of a 54,931 call co-incidental survey in this "outside" area

<table>
<thead>
<tr>
<th>WICHITA STATIONS</th>
<th>AVERAGE SHARE OF AUDIENCE — SUNDAY THROUGH SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBI</td>
<td>MORNING 15.7, AFTERNOON 15.1, TOTAL 15.3</td>
</tr>
<tr>
<td>STATION B</td>
<td>MORNING 11.0, AFTERNOON 9.8, TOTAL 10.1</td>
</tr>
<tr>
<td>STATION C</td>
<td>MORNING 4.8, AFTERNOON 4.5, TOTAL 4.6</td>
</tr>
<tr>
<td>STATION D</td>
<td>MORNING 2.1, AFTERNOON 1.9, TOTAL 2.0</td>
</tr>
</tbody>
</table>

Survey primarily rural. Cities of Hutchinson, Salina, Wichita not included. Standard co-incidental procedure March, 1950, by Robert S. Conlan & Associates. Telephone calls were made in ratio to the number of telephone homes in the rural, small city urban, and rural non-farm homes within each county group.

* WICHITA—FIFTIETH IN NATION IN RETAIL SALES—Sales Management

KFBI
Wichita's Most Powerful Station
AT THE MOST FAVORABLE FREQUENCY 10,000 WATTS DAY 1070 K.C. 1,000 WATTS NIGHT

represented by AVERY KNODEL, Inc.

BROADCASTING • Telecasting August 7, 1950 • Page 45
Take Your Choice

Sitting around last Friday evening, the talk turned to the best way of getting to sleep when it seems you just can't. "The way I always do," says Sandy Johnson, "is to breathe deep and make believe I weigh a ton."

"Just throw away the pillow—it works every time," says Buzz Ellis. When counting sheep came up, right away was the question: What kind of sheep do you count?

From where I sit, you could argue 'til Doomsday and never get complete agreement on a lot of things. Now, take me for example. I'm all for having a glass of beer or ale on occasion. Your "sociable beverage" may be a "Coke"—or buttermilk or maybe a cup of hot coffee.

But enjoying our preferences is a right in this country and each of us is entitled to his own. The important thing is to respect that right in the true democratic spirit of understanding! As a matter of fact, what a tiresome old world this would be if we all did have exactly the same likes and dislikes!
on one announcement brings $3,600 in appliance sales

CASE HISTORY
THE RESULT: $3,600 in actual sales for the $99.50 Rexair Conditioner and Humidifier.

... further proof that your advertising dollar works harder and goes farther with WATV's low-budgeted, hard-selling, television shows.
Paramount Television Productions, Inc.

announces the appointment of

PAUL H. RAYMER COMPANY, Inc.
Radio and Television Representatives

as

National Sales Representative
effective August 1, 1950

for

CHANNEL 5 KTLA LOS ANGELES

LEADING TV STATION ON THE WEST COAST AND KEY STATION OF THE PARAMOUNT TV NETWORK
TELECASTING At WWJ-TV-Michigan U.

TV ENTERS FORMAL EDUCATION

TELEVISION will make its formal entrance in higher education this fall in an ambitious program being developed jointly by the U. of Michigan and WWJ-TV Detroit.

The plan, an experiment via TV in home study on a university level, was announced at Ann Arbor yesterday (Sunday). The university and WWJ-TV will combine facilities and techniques in offering both academic courses and lessons in "modern living" to adult viewers.

A meeting of university officials and WWJ-TV executives was held to outline principal features of the telecast home study courses. While not all the details are complete, a general understanding has been reached on the following:

- A full hour will be devoted to the three-part weekly telecast—probably to be scheduled for Sunday afternoon viewing.
- The first 20 minutes of each hour's telecast will be academic, with lectures tentatively planned to touch on such subjects as history, the fine arts, music and fundamentals of the natural sciences.
- Off-campus adult education courses, generally classified as "modern living," will be reflected in the second 20-minute segment. Stress on "how-to-do" subjects will cover a large range of social living—such as home buying, happiness in later years, etc.
- Laboratory Shots
- Third 20-minute portion of the program is planned to take viewers to research laboratories, workshops and other such "living knowledge" locations.
- All visual aids normally employed in classrooms will be utilized. These include charts, drawings, chalk talks, lantern slides, motion pictures, maps and laboratory table demonstrations.
- The project is experimental and aimed toward eventually granting degrees and completion of adult extension curricula.

Harry Bannister, general manager of WWJ and WWJ-TV, called the joint project "a serious effort to employ the latest offspring of the mechanical revolution in the field of education." Mr. Bannister said the experiment "should prove an answer to those who criticize television for its entertainment lure." By stressing the visual aspect of education it is expected that the home "students" could be quickly "transported" to distant points of the globe where the university's scientific expeditions have conducted geographical and sociological studies.

The so-called "modern living" period of instruction will center on the less formal phase of adult educa-

tion. Here, the stress will be on the practical side of everyday endeavor.

A university committee has authorized Everett J. Soop, director of the extension service, to elaborate on the courses of study. As yet, no final selection of professors or their subjects to be taught has been made.

Mr. Soop in Charge

Still to be determined is the question of whether the university will employ a fulltime producer or production manager to handle this unique venture.

Mr. Soop, however, will be in charge of publishing bulletins, receiving nominal enrollment fees to be charged, conducting examinations and awarding of "certificates of recognition" to those successfully completing prescribed courses.

It is estimated that more than 1 million persons will be able to avail themselves of educational courses via their home receiver, of which some 300,000 are reported to be in WWJ-TV's coverage area. These people will make up the "potential class" to whom faculty members will lecture.

In the first phases of the project, many of the programs will originate from the station's Detroit studios. In the future, or perhaps when necessity calls, telecasts will be beamed from the campus.

What mark this TV entrance in education on a mass viewing basis will leave both on the television industry and on the higher branches of study is a moot question. But it is certain to evoke widespread interest in education and industry circles.

The university itself indicated concentration on the present phase of the project, with future developments hinging upon its initial experiment. Dean Hayward Keniston, of Michigan U.'s college of literature, science and the arts, issued a statement that carried deep conviction:

"We are entering a new era in adult education and the university is in it to stay."

Enthusiastic Response

Other officials were enthusiastic over the opportunity to experiment with an indeterminate amount of new methods and instructional devices which can be adapted to television.

Some, looking far ahead, foresaw the time when complete courses leading to degrees could be offered via video. Such a development would be applicable to meet the demands of those unable to enroll as regular campus-attending students.

An action committee formed to

(Continued on page 59)

TRI-COLOR TUBE

RCA Reports Progress

SUBSTANTIAL advances in the development of its tri-color television picture tube and in color TV receiver circuitry [COLOR CLEAR] may be concluded July 10 [CLEON CLEAR] were reported by RCA last week in the "progress report" to FCC and the industry, released by Dr. C. D. Jolliffe, executive vice president in charge of RCA Labs.

The report said "research work on the RCA tri-color tubes has now progressed to the point where RCA color system receivers utilizing these tubes produce pictures with a highlight brightness of more than 2 foot-lamberts, with resolution capabilities comparable to those provided by the 3mc television channel, and with dot structure and color pattern substantially eliminated."

Simpler and stabler receiver circuits have been developed which, in conjunction with tri-color tube improvements, permit production of a "color picture that has substantially the same resolution and is as stable as the picture produced on a standard monochrome receiver," the report asserted.

The report reiterated that RCA is working toward pilot line produc-
don of tri-color tubes by next January and said it hoped to make samples available to industry this fall for their own study and development work.

"As originally indicated by General Sarnoff [Gen. David Sarnoff, RCA board chairman]," the report continued, "RCA Victor Division is building tri-color tube receivers in Camden and expects to have 35 receivers completed by September, with a schedule thereafter for pilot line assembly of five receivers per week.

Test Requirements

"The color receivers thus being made available will be used to fulfill RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations, and to permit field-test installations in homes in the Washington area."

Testing in Washington is slated about the end of August.

The report said that "for the immediate future" the color sets will use "three-gun tri-color tubes of the type previously demon-

strated, but with at least a 100% increase in brightness," and that those with new phosphors and greater resolution will be added when they become available in quantity.

Receiver Development

It was also pointed out that work is progressing on sets utilizing the single-gun tri-color kine-

scope. These receivers, the report said, "now include means for adjusting color balance at the receiver so that the picture produced is comparable with that obtained on receivers using three-gun kinescopes."

The tri-color tube's increased resolution, the report said, comes from increasing the phosphor dots on the color screen to about 600,000 as compared to 351,000 when the tube was first demonstrated four months ago (TELECASTING, April 8). RCA reiterated that work toward greater resolution "will be continued until the number of phosphor dots is sufficient so that the tube resolution capabilities will be substantially in excess of"..." (Continued on page 59)
WITH SALES almost a standstill, consensus among many Southern California dealers in late 1949 was that the heavy appliance market was pretty well saturated.

The J. N. Ceazan Co., headquartered in Los Angeles and Southern California distributor of Crosley refrigerators, home freezers and other products, had a different opinion. Mose Katzev, advertising and sales promotion director of the firm, and Jimmy Fritz, vice president of Ted H. Factor Agency, servicing the account, declared the saturation point hadn't been reached and produced figures, readily available to the researcher, to bear out this.

At that time approximately 15,000 people entered Southern California each month, the majority intending to remain, figures revealed. These families could not very well get along without refrigerator or stoves, they contended. A few, it was true, moved their household belongings to California. The great majority, however, came empty handed, research surveys showed.

A powerful believer in cooperating with its dealers to the hilt, J. N. Ceazan Co. had long been instrumental in preparing advertising and promotion material to boost dealer sales.

The firm, on a cooperative dealer basis, is a consistent user of local radio time, utilizing spot announcement and program participation schedules on stations in the Southern California area. Newspapers also are used.

But radio and newspapers, while doing a steady year-in-and-year-out job, were not producing the drastic results needed immediately, client and agency executives declared.

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RUSS MORGAN and his nine-piece orchestra spearheaded the musical variety show which is breaking records in selling Crosley products.

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Television was suggested. Others were using it successfully, so why not J. N. Ceazan Co.? The idea was brought forward and elaborated upon at a meeting of top agency executives who included Ted H. Factor, president, and Mr. Fritz. It was generally agreed that variety entertainment had the greatest mass appeal and might be the answer to the client's problem. Facts and figures were exchanged. Mr. Katzev accepted the TV idea immediately.

**

Many package shows were investigated. Several were audited. Then the client and agency agreed upon Music In the Morgan Manor, a weekly, 30-minute, musical-type, variety program on KECA-TV Los Angeles. Sponsorship started Feb. 15 in the Wednesday, 8 p.m., time spot. Packaged and produced by Lou Place, the show features Russ Morgan and his orchestra with guest talent. Released as a live program in Los Angeles, it is kinescopied for release in other markets by ABC.

First product to be advertised on the initial sponsored telecast was Crosley Shelvador, with one three-minute commercial inserted in the middle of that program. The cooperating dealer, Electra City in Hollywood, was instructed to remain open until 10 o'clock that night to handle anticipated business.

The program, as a sales producer, was an instantaneous success, declares Mr. Katzev. The heavy plug given the dealer, plus emphatic mention of his telephone number and the urge to "call now," brought heavy traffic both in phone responses and personal visits by consumers.

Sales of Crosley Shelvadors traced directly to the show topped even the agency's most enthusiastic aspirations, Mr. Fritz admits. By 10 o'clock the following morning 27 refrigerators had been sold off the Electra City floor. In addition many other appliance items, both large and small, had been sold to various consumers.

Before the second program, a problem arose. Mr. Morgan left for the East on a personal appearance tour. The baton-waving and emceeing was left to guest stars among top musicians and performers. Mr. Morgan was a known quality. His style and delivery are popular and his acceptance by the TV audience proved. What would listener reaction be without the Morgan influence? Both client and agency were concerned, they admit.

But the second telecast, with a guest band and entertainers, plus the same commercial in the middle of the show, again hit the jackpot. It looked easy — too easy — so J. N. Ceazan Co., Electra City and Ted H. Factor Agency decided to give television an acid test.

Home freezers, it was pointed out, are not as yet considered a necessity. It takes a definite need, even in a broad sense, before consumers will buy a freezer, according to Mr. Fritz. The Crosley Home Freezer, retailing for $249.95, was chosen for the third program, and for the fourth.

Believe-it-or-not, 65 freezers were sold by Electra City directly as a result of the two programs.

Copy for the freezer established a need through situation: As time for the commercial came during the program, Russ Morgan or guest m.c. informed the maid that guests have been invited for dinner. She then enters the kitchen quite downhearted at the thought of preparing a large meal on such short notice.

Commercial Format

The announcer — Bill Davidson — is in the kitchen and she promptly tells him her troubles. These troubles are similar to what the average housewife might go through under such circumstances and with which she can readily identify herself. From there the maid leads announcer Davidson into the straight commercial. Situations are varied from week to week to give variety, says Mr. Fritz.

Although the program itself is telecast from a Morgan Manor set in ABC Hollywood studios on Vine St., the commercial is presented from a kitchen set on the sound stage of ABC Television Center.

EXECUTIVES behind the successful Music In the Morgan Manor are (1 to 1): Rudy Rudolph, KECA-TV account executive on the show; Mose Katzev, advertising and sales promotion director, J. N. Ceazan Co., co-sponsor; Carl Stuewe, owner of Electra City appliance store, co-sponsor; and Jimmy Fritz, account executive, Ted H. Factor Advertising Agency.
CONVINCINGLY delivering the Crosley sales pitch to televisioners are Bill Davidson, announcer, and the smiling shapely "Connie."

**SOUTH AMERICA**

**First Video Station Airs Test Patterns**

SOUTH AMERICA'S first television station, Radio Tupi at Sao Paulo, Brazil, is now on the air with test patterns and program service is expected to begin momentarily. Owned by Emisoras Associadas, Brazil's major radio network whose head, Dr. Assis Chateaubriand, is a leading up the mountain by cable car, with a midway transfer point where they were shifted from one car to another for the final haul.

GE hopes for better luck in Mexico, where its TV installation for Enilio Ascarranga is again competing with RCA for Television de Mexico S. M., owned by Romulo O'Farrill Sr., publisher of Novedades for first TV operation in Mexico.

**Hazeltine System**

HAZELTINE Electronics Corp. last week repeated demonstrations of its improved color TV system [TELECASTING, June 19] for representatives of RCA, Philco and other Hazeltine licensees. Hazeltine claimed that its RCA dot sequential method of color broadcasting, adding a "constant luminance" development which reduces shimmer and crawl in TV images.

**CONDON REPORT**

**RCA Scores CBS Color Position**

RCA claimed last week that CBS had made "erroneous and unjustified" criticisms of the report of the Condon Committee on color television [TELECASTING, July 17] when actually the committee went "out of its way to be fair" to the CBS color system. RCA's views were presented in a letter sent to Dr. E. U. Condon, director of the National Research Council Standards and chairman of the committee, by Dr. C. B. Jolliffe, executive vice president in charge of RCA's Research Division. The letter answered one sent to Dr. Condon by CBS Vice President Adrian Murphy [TELECASTING, July 24].

Dr. Jolliffe said RCA felt the Condon Committee was "entitled to great credit for its brilliant job in presenting a clear, constructive analysis," but had not planned to comment on the color question—in which RCA, CBS and Color Television Inc. are sponsoring rival systems—is now awaiting FCC decision. "The decision is in the hands of the Commission," he declared.

He noted that CBS claimed "duplication" favoring RCA existed in the committee's tabular presentation. But, he said, CBS "is strangely silent about the dual treatment that it, and no other opponent," proposes a "two-columnar presentation" (one for the CBS system with line interlace and one for CBS dot interlace, the latter of which, RCA pointed out, CBS "expressedly did not propose for standardization).

"RCA does not quarrel with this manner of presentation," Dr. Jolliffe asserted. "It only points to this as an instance in which the committee should be fair to RCA, that, 'for scoring purposes' (to use CBS' own phrase) CBS has received an award (for horizontal resolution) on a basis which CBS itself does not approve of in the Commission for standards."

He noted that the tabular rating gave RCA "superior" awards to eight for CBS ("for the system it proposes for standardization") and six for CTL—a 7.5% advantage for the RCA system over the CBS system.

**Equal Mention**

RCA felt the report's recognition of the usefulness of a tricolor tube in all systems entitled RCA to "a家里 of mention with CBS" on the point of "convertibility."

On the convertibility question, Dr. Jolliffe noted that color sets demonstrated to the public soon that the picture size to that of a 7-inch set (using a magnifying lens to give the effect of a 10-inch picture).

But, he reported, "less than 8%" of the 6,600,000 TV sets outstanding do not have "convertibility" (or "less than 1%" of the 525 models offered by manufacturers in their present fall lines are less than 12½ inches, and 88% are larger than 12½ inches. He also quoted CBS as saying that under its system "it isn't practical to convert... anything above a 12½-inch tube..."

Dr. Jolliffe said these "facts of life a bout convertibility" and the CBS system... indicate to use that system, if convertible at all, is convertible only in such an unrealistic and limited sense that the committee on color television is laden with the added fallacy of withholding any finding that CBS is, from the practical standpoint, a convertible system.

He also said the committee tabulation gave CBS the benefit of the "advantages" of using a filter disc but omitted the disc's "disadvantages."

If a disc apparatus is to aid CBS in the categories of color fidelity, registration, convertibility, small area and inter-dot flicker, we believe that... RCA should be entitled to offsetting points under additional categories for electronic vs. mechanical operation and the limitation of picture size, [and] no limitation of viewing angle.

To the CBS claim that "adaptability" and "compatibility" (in both of which the committee rated RCA superior) should be considered in a single category, Dr. Jolliffe said CBS claimed to FCC that the CBS system was superior in both categories and "made no assertion that this applied to dual conversion, or that the two categories..."

(Continued on page 55)

August 7, 1950  •  Page 31
PRESIDENT TRUMAN'S proposal for taxation of television is an attempt to levy a 10% excise tax on television programs and broadcast networks. The proposed tax would be paid for originally by the manufacturer but ultimately find its way to the consumer. Committee members said a television set, costing $200, is sold for $300 and thus the tax boost would up the retail price to about $321.

Earlier in the year when the proposal was brought before the House Ways & Means Committee, it was defeated following extensive hearings. The proposed 10% levy had been reduced to a requested 5% tax at that time.

Expanded Revenue Seen

It was estimated that the levy would collect some $42 million for the government. Another $8 million would be gathered by a 10% tax on home freezers at the manufacturer's level if the committee should have its way. Still another $5 million would be gained by boosting the tax on slot machines.

With this in mind, the Senate Finance group also formally turned thumbs down on the House-approved bill to slash by over $1 billion the excise taxes on luxury items such as furs, jewelry, cosmetics and movie tickets. Still on the committee's agenda was the bulk of President Truman's major tax-increasing proposals including:

- About a $3 billion addition to individual income taxes with the full force of the proposal to reach the public next year.
- Approximately a $1.5 billion total to be gained by hinging corporate income rates. The President asked this rate increase become effective for all 1940 corporation income.
- Another $500 million by closing "loopholes" in the tax law, levying a withholding tax on corporations dividend and placing a tax on the investment income of life insurance companies.
- Secretary of the Treasury John Snyder indicated that the President's emergency tax proposals probably would have to be followed by a "more comprehensive program," possibly taking in an excess profit tax.

Secretary Snyder recommended the tax on TV receivers shortly before the committee voted on that portion of the tax measure. In his statement, Secretary Snyder said: "Television now is a strong competitor with alternative forms of entertainment, such as the radio, motion pictures, and professional sporting events, all of which are subject to the federal excise tax."

A unit stand by Radio-Television Mfrs. Assn., fought the administration proposal to tax TV sets to a standstill when the issue cropped up in House committee. When the House group turned the proposal down it stressed the action was "tentative" and subject to change.

ASCAP TV MUSIC Interim Licenses Extended

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18. Probably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of committees representing the video broadcasters and the society.

Spokesmen, accounting for much TV revenue but not using much music, reportedly continue as the main stumbling block in the negotiations, which have been in progress for nearly a year. The committee of blanket licenses for TV use of ASCAP music last December. Dwight Martin, WLWT(TV) Cincinnati, is chairman of the broadcasters committee.

NETWORK COSTS

AT&T Outlines Charges

TELEVISION network costs—AT&T charges for transmitting video programs from city to city via coaxial cable or radio—have been the subject of considerable industry discussion. The subject is admittedly complicated and AT&T charges, which are frequently quoted, they seldom get down to basic information about actual costs.

In an attempt to obtain information about the telecasting costs, AT&T TELECASTING went directly to the long lines department of AT&T, which provides the network facilities for both radio and television and renders the bills for such services to the networks. Here's what they said:

Average Rates

Based on actual charges made to all television network companies during a recent month, a half-hour program in New York averaged about 10 cents a mile. This 10 cents includes both video and audio channels and all station connection, switching and local channel charges. In other words, telephone company charges for a 3,000-mile network to carry a half-hour program would amount to about $30.

Looking at the charges another way, AT&T told TELECASTING that the average charge per station for a half-hour of program time would be about $10 for a program carried by a station in each of the 28 cities now served by existing Bell System facilities. For a similar one-hour program in New York, which will be linked by the end of the year, the charge would be about $11 per station for a half-hour of program time.

It is estimated that what proportion of the cost of a network program results from telephone company charges, AT&T pointed out that no exact percentage could be established because of the varying production costs of television programs. However, a recent study made by the company indicated that Bell System charges average about 5% of the total cost to the sponsor of many common types of television programs such as dramas and comedy-variety shows.

The telephone company rate is $25 per airline mile for video channels for eight consecutive hours a day, and $10 per airline mile for 240 hours of service. In addition, a rate of $6 per mile per month applies for an associated audio channel of the quality ordinarily secured. For occasional use, the rate of video channels is $1 per mile an hour, and the corresponding audio rate is 15 cents.

Television rates are roughly ten times those for radio since, however, AT&T pointed out, providing network service for television is a complex and costly job. The wide bands required for the transmission of TV signals, for example, has resulted in the necessity of using several bands for each TV channel. Each band of frequencies is assigned a region of the electromagnetic spectrum and the way each is allocated is determined by the FCC. Each band has a specific frequency range within which it may operate. The FCC regulates the use of these bands and assigns them to different services, such as broadcasting, aviation, and military communications.
CABLE DISPUTE

TELECASTS of Minneapolis Millers baseball games have been canceled by KSTP-TV Minneapolis following a city building inspector’s order that the station remove its equipment from a local ball park.

The Minneapolis official said a power cable used by the station was a hazardous and should be removed. KSTP officials pointed out that this is the same cable used since 1949 at the ball park and no objections had been raised before the start of a strike by KSTP-IBEW operators (BROADCASTING, April 10).

The cable in question was used as the main source of power for KSTP-TV equipment installed at the park. It ran from a main power switch in the grandstand to equipment installed in the press box. Before the start of the strike, KSTP officials said, this same cable was used in connection with the station’s remote truck, use of which has now been discontinued by the station because of its accessibility to striking KSTP employees. The city reportedly did not object to the use of the cable with the remote truck.

Stanley E. Hubbard, president and general manager of KSTP-AM-FM-TV, Thursday made the following statement on the situation at Broadcasting:

Again tonight KSTP was unable to bring listeners a telecast of the Minneapolis baseball game. The city of Minneapolis through Electrical Inspector Martin Streed and Building Inspector Ralph Anderson refused to permit the station to televise because of a power cable.

In 1946 a Minneapolis licensed union electrical contractor installed a power box with a plug-in for the portable cable to be used in televising the baseball game. The equipment was used in 1946, 1949 and part of 1950 with no objection. Last week Streed and Anderson decided the equipment was unsafe.

Stations throughout the nation use the same cable and equipment and engineers consider it safe. The management of KSTP would like to point out that no objections to the equipment were voiced until after the start of a strike by KSTP operators.

Tuesday night [July 26] when the station attempted to televise the game its television director was arrested. He was warned that he would be arrested again Wednesday night and any night that an attempt was made to go on the air.

The inspectors were informed that the station would be unable to make any changes in the wirings parts of the current strike of operators. The station told the city it planned to make a test case of the inspector's thought that one arrest would be sufficient to test the law without further depriving hundreds of thousands of viewers of their televised baseball.

KSTP requested that televising continue until the case was heard in court. But this permission was refused.

The trouble started when KSTP operators went on strike April 5. At that time they were making $95 to $110 a week with three weeks paid vacation and unlimited sick leave. They were asking a $10 increase which the station considered unreasonable.

The $95 to $110 a week KSTP scale is $15 to $25 more than operators in other stations in the Twin Cities are receiving with the exception of WCCO which is paid under a Columbia Broadcasting System contract negotiated at the living standards of New York City. Until we get the cooperation of Mayor Hoyt and the electrical and building inspectors, KSTP considers it impossible to further televise the baseball games.

KSTP-TV Cancels Games

Norge Drops TV Plans

NORGE Division of Borg-Warner Corp. has cancelled its NBC-TV contract for a half hour Sunday evening show in the fall because of a general out-of-stock condition on all appliances, J. Walter Thompson announced last week in Chicago. Housewives, fearful of appliance shortages as a result of the Korean outbreak, raided stores throughout the country. Norge, with no products to sell, cancelled most of its advertising in all media until the first of the year, when stocks are expected to be replenished. The small amount of advertising being used continues because contracts were placed and campaigns started. No specific format plans had been made for the NBC-TV show. No other broadcast advertising reportedly had been planned for the near future.

WMAL-TV STUDIOS

Leases Ice Palace

LONG-TERM contract for lease of the Chevy Chase Ice Palace, which will be remodelled to provide television facilities for WMAL-TV Washington, was signed last week by the Evening Star Broadcasting Co., licensee of WMAL-AM-FM-TV (CLOSED CIRCUIT, July 31).

Three large studios will be constructed in the 38,000 square feet now occupied by an ice rink on the second floor of the Chevy Chase Park and Shop Stores Bldg., at 4461 Connecticut Ave., Washington. Transformation of the second floor will begin immediately and studios should be available for use in October, officials said.

Growth of its TV operation during the past two years and demand for additional local programming facilities necessitated the expansion, according to WMAL-TV. During 1950, the station reported, its local programs represented 66% of all programming time, with 34% given over to ABC-TV shows.

Nine studios provide for 40- by 70-ft. sets—the only studios designed for audience-participation shows. The WMAL-TV transmitter will remain, however, at its present site at 2010 First St. S.W. All other programming activity, including film projection equipment, will be moved to the new studios. Present studio is in the Commonwealth Bldg., 1202 K St.

EMPIRE STATE

Sarnoff Lauds TV Tower

"TODAY we are witnessing an important forward step in the development of a new industry—radio," Mr. Sarnoff, RCA chairman of the board, speaking at ceremonies July 27 celebrating beginning of construction of a 217-foot TV tower atop New York’s Empire State Building.

"Five television broadcasters, rising above competitive differences, will transmit their signals simultaneously from one high tower," he continued. "Because of New York’s many tall structures, this location—high above the others—represents an outstanding advantage for telecasters and the public alike."

Mayor William O’Dwyer drove a gold-plated rivet into the foundation of the new tower. Lt. Gen. Hugh A. Drum, president of Empire State Inc., who also spoke, said that television is bringing great changes to our country. It is bringing the market-place of ideas into the heart of the family. It is placing the finest of entertainment talent within arm’s reach of the audience. It is even changing our vocabulary."

NORTHWEST

WMAL-TV STUDIOS

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TELECASTING • BROADCASTING

nothing but smiles
under our umbrella!

August 7, 1950 • Page 33

TVA Names Prouse

COORDINATING its activities on the West Coast, Television Authority last week named Peter Prouse, radio actor and onetime CBS Hollywood production staff member, to head westward in a position Mr. Prouse will handle the group’s public relations in addition to other duties. Other appointments are expected to be made later.

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NEWS POOL

Coast Outlets, Defense Dept.
Start Branch Operation

DEFENSE DEPT.'s present national television newswire pool has been extended to Los Angeles to speed up service to West Coast TV stations, the department announced Friday.

In a letter to representatives of the pool, Frank LaTourette, manager of news and special events for ABC Western Division, and Charles Dillon, chief of the Defense Dept.'s radio-TV branch, said the West Coast pool will work in conjunction with the existing national operation in New York.

Charter members include KTLA (TV) KNBH (TV) KFI-TV KTTV (TV) KLAC-TV, all Los Angeles, and KFMB-TV San Diego. Stations recently set up a meeting attended by Maj. Robert F. Keim, chief of the Defense Dept.'s TV section, who toured west Coast video outlets.

The Los Angeles stations formulated a proposal for a regional office of the main pool. With respect to procedure, a 16mm black-and-white print of each department news release is made available by Mecca Labs, New York, which handles Telenews Inc. processing for the national pool. Print will be made at the expense of Los Angeles TV pool from each duplicate negative loaned by the Defense Dept. Print then will be sent air express to Consolidated Film Industries. All financial arrangements (billings, etc.) will be coordinated directly between the labs concerned, with all work being done at current processing rates.

New stations may join the pool at any time by sharing prorated expenses involved in obtaining, processing and printing defense film releases, the department said. Prior to acceptance of new members in the pool, the Defense Dept. must grant similar accreditation as that now being given charter members. Any accredited station or agency utilizing this footage may do so only for news or news review programs.

Any other use, the Defense Dept. emphasized, must be in accordance with existing regulations governing the use of film footage for motion pictures and television productions. Another requirement is that pool participants credit Defense Dept. cameramen.

The department added that it will continue to notify all television stations, upon request, of all newswire releases.

Queries concerning operation of the West Coast pool should be directed to Mr. LaTourette in Los Angeles.

COLOR ISSUE

Sarnoff Wants No Delay

BRIG. GEN. David Sarnoff, board chairman of RCA, reassured FCC last week that RCA and NBC do not favor "any delay" in commercial standardization of color television.

His statement, contained in a letter to FCC Chairman Wayne Coy, was inspired by reports circulating to the effect that in some quarters there is an inclination to favor postponement of the color decision, usually on the grounds of the Korean crisis and its attendant implications.

FCC has been deliberating on the color issue since the close of the hearing record in early July and is reportedly aiming for a decision by around Sept. 1. Despite its concentration, however, the Commission reportedly had not reached a vote on the issue late last week.

Rival color systems are being advanced by RCA, CBS, and Color Television Inc.

Text of Gen. Sarnoff's letter:

Dear Chairman Coy:

We write with reference to the color television matter which is pending before the Commission.

Items have appeared in the trade press that there are those who are in favor of delay in the disposition of this matter before the Commission.

On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television.

Sincerely yours,

Radio Corp. of America
David Sarnoff
Chairman of the Board.

SEATTLE GAMES

Rights to Insurance Co.

EXCLUSIVE rights to sponsor TV coverage of high school athletic events in Seattle during the 1960-61 season have been awarded to Federal Old Line Insurance Co., according to Frank M. Brock, assistant superintendent of Seattle schools and secretary to the school board.

Mr. Brock said the insurance firm received the television rights to the games "on the basis of their bid of $500 for televising a selected number of events and an option to purchase the remaining rights at $500 subject to agreement on certain conditions proposed in the bid." Earlier, KRSC Seattle was given exclusive radio rights to the games [Broadcasting, July 24].

The games, it is presumed, will be carried on KING-TV Seattle, as this is the only video outlet in the state. King Broadcasting Co., licensee of KING-AM-TV, had earlier submitted a bid of $2,500 for both radio and television coverage.
GODFREY & HIS FRIENDS
sponsored by
Chesterfield, a
CBS Package Program
that's never been
out of network
television's top 10.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
### TV HAS AN ADULT AUDIENCE TOO

Pulse audience composition data are available in TelePulse reports. Adults are in the television audience. Consider the 7-9 PM period in Philadelphia, Chicago and Los Angeles.

#### NUMBER OF VIEWERS PER 100 HOMES

<table>
<thead>
<tr>
<th>City</th>
<th>Men</th>
<th>Women</th>
<th>Teens</th>
<th>Children</th>
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#### 8-9 PM

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<td>106</td>
<td>43</td>
<td>36</td>
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<tr>
<td>Philadelphia</td>
<td>88</td>
<td>94</td>
<td>52</td>
<td>31</td>
</tr>
</tbody>
</table>

### For Information and Other Telefacts

**ASK THE PULSE**

THE PULSE INCORPORATED

15 West 46th Street
New York 19, N.Y.
THE GARRY MOORE SHOW is a good-humored, audience-pleasing CBS Package Program that can do the kind of selling job you like to see.

Music and fun and gifted guests, all sparked by a fellow Variety describes as "potential major TV timber...uncommon puckish quality."
WJAX-TV CASE

FCC Denies Bid for More Time

REVERSING an earlier recommended grant by a hearing examiner, the FCC majority last week voted to deny the City of Jacksonville, Fla., additional time within which to complete construction of WJAX-TV, slated to be companion facility to the city's WJAX-AM-FM there.

Comrs. Paul A. Walker and George E. Sterling in a dissenting opinion voted to approve the extension since it was the first such request by the city and "we believe that the difficulties encountered by the city in the financing of the proposed station warrant the requested extension.

WJAX-TV was assigned Channel 2 (64-60 mc) in August 1948 with completion date of April 1949 specified. The extension request was filed March 26 by Examiner Jack P. Blume recommended granting the extension in latter January [TELECASTING, Feb. 6].

The city told FCC its failure to order necessary transmitting and studio equipment, construct the transmitter building and prepare the transmitter was attributed to financial difficulties. The majority found, however, that "these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant." FCC further ruled the city could not be considered different from any other private applicant.

No Distinction Seen

"We do not think that any distinction can be drawn between a situation where an applicant's financial position actually deteriorates after the grant so that it is unable to build the station," the majority said, "and one where, as here, the lack of money is variously attributed to misinterpretation of the applicable law, to hesitancy to expend funds because of apparent overcaution, and to a failure reasonably to provide available funds." FCC noted that although the city had had necessary authority to borrow funds for TV it has never done so.

ZIV PACKAGES

8 Buy TV Programs

ZIV TELEVISION PROGRAMS Inc., New York, has announced further sales of its package programs.

They are: Yesterday's Newsreel to WSBS-TV Atlanta, Ga., and to Security Storage and Van Co. on WPTA-TV, Norwalk, Ohio; Sports Album and cartoons to WSBT-TV; Easy Access to Sawyer Buick on WTMJ-TV Milwaukee, Wis.; Feature Films to WSBT-TV, WPIL-TV Philadelphia, WPBM-TV Indianapolis and KDYT-TV Salt Lake City; Western Films to WSPD-TV Toledo and WBTV (TV) Charlotte, N. C.

Condon Report

(Continued from page 51)

should be considered as one.

The report, he said, makes clear that "adaptability" and "compatibility are two different things.

Dr. Jolliffe denied CBS' claim that the report deals primarily with theoretical ultimate performance characteristics. He said "the CBS system, perhaps more than any other, is the beneficiary of the committee's painstaking examination of present performance," and that when the committee studied potentials "it did so on a basis which leaned over backwards to favor CBS."

To CBS' assertion that portions of the report implied "that a system has an advantage because it has more difficulties to overcome," Dr. Jolliffe replied that the report itself suggests "the real analogy," that of "principal importance" are "those fundamental capabilities and limitations which relate to the choice of scanning method."

He concluded:

"CBS has made its choice. In doing so it drew a fatal handicap. Its scanning method has placed CBS in the position of the /system a limitation on ultimate performance which accounts for the CBS system's failure to attract attention from that factor."

Dr. Jolliffe sent copies of his letter to those who received the report from CBS—Dr. Condon, FCC members, and Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee.

INTERCITY LINKS

FCC Extends Two Grants

PRIVATE intercity TV relay links were granted by FCC last week on unusual temporary basis to WSM-TV Nashville and WTTV (TV) Bloomington, Ind. Crosley Broadcasting Corp.'s TV relay between WLWC (TV) Columbus and that community's WJAX-TV Dayton was reversed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and that "such facilities are needed until the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relay may interconnect with those of American Telephone & Telegraph Co. [TELECASTING, Dec. 26, 1949].

Total of six relays were granted to WSM-TV for its $158,000 link to AT&T facilities at WHAS-TV Louisville [TELECASTING, May 22]. The grant was for eight months. Dr. Condon told FCC that common carrier service was particularly inadequate to meet its needs and that the service reversal "offered some hope," and reversal is scheduled to become permanent between these cities by April or May 1951.

FCC noted that since AT&T plans to complete a fourth channel between these two cities by April or May 1951 it set June 30, 1951, as deadline for operation of the private Crosley link.

TVA-SAG SCALES

Duality Seen Disastrous

STATING that regardless of jurisdictional differences existing between Television Authority and Screen Actors Guild it would be "disastrous" for two different sets of rates and working conditions to apply in film television, TVA at a membership meeting July 30 in Hollywood, comparing proposals of both groups, agreed to accept some SAG working condition proposals provided that SAG in turn agree to accept certain TVA wage scales.

Membership further approved recommendations by TVA Wages and Working Conditions Committee that committees be appointed from the two groups to coordinate their different demands with the objective of setting up a uniform set of wages and working conditions for film television. This, TVA feels, could be regarded as the ultimate goal for a collective bargaining agreement by both groups.

Proposals Accepted

Among SAG proposals TVA agreed to accept were those on continuous employment (provides for payment to actors of continuous pay from start of role to completion) and overtime provisions on pro-rate basis. On other hand TVA, feeling SAG $55 a day and $176 a week minimum for actors to be inadequate, asked guild to accept their scales of $6 per hour plus program fee as fairer rate.

SAG spokesman stated last week that the TVA proposals would be taken up at a board of directors meeting today (Monday) or at the following Monday's meeting.

WAAM(TV) to DuMont

WAAM (TV) Baltimore, ABC-TV network affiliate, has also become the primary Baltimore outlet for the DuMont TV Network.

T e l e c a s t i n g  •  B R O A D C A S T I N G

August 7, 1950 • Page 55
Further details on a new national television service to supply network ratings and audience composition for the entire country [Telecasting, March 27] were revealed last week by James W. Seiler, director, American Research Bureau, Washington. The firm also released its July TV program ratings for Chicago [Telecasting, July 31].

According to Mr. Seiler, the new ARB service, which starts in October, is designed to answer two questions basic to all television networks and network advertisers: How many people are watching each network show? What kind of people are they?

To secure the answers, ARB will place its regular viewer diary monthly in 2,200 TV homes. Mr. Seiler has developed a probability sample representing all counties in the United States within 150 miles of a television signal. He points out that counties will first be sampled by population according to the 1960 Census and then sampled within the selected points for density of TV set ownership. The sample will be changed each month.

The ARB diaries will "record all viewing done by all members of the family and any visitors," Mr. Seiler said, "and indicate the composition of the viewing audience for the program. The general plan is to treat the entire United States, both urban and rural, as if it were a single big city and to produce audience measurements which apply to the entire country. Results will be issued approximately 10 days after the measured week and will be given in terms of total number of U.S. homes and women, and children reached by each network program. In addition, a competitive rating will be given each program, based only on the area in which the program can be received.

The network report will be entirely separate from the present ARB city reports now issued. Mr. Seiler said plans now are under way to increase the list of cities measured also.

ARB television ratings for Chicago were reported as follows:

1. Godfrey and Friends 40.1
2. Toast of the Town 34.0
3. All-Star Baseball Game 33.1
4. Original Amateur Hour 31.3
5. Premier Playhouse 30.4
6. Father's Day Tribute 29.3
7. Motion Pictures Academy 28.4
8. Lone Ranger Show 28.2
10. Stop the Music 26.3
10. Courtesy Theatre 25.4

*Starch Reports On Cigarette Commercials*

PALL MALL video commercials are shown as the most effective category in advertising in the cigarette field by an analysis of cigarette video promotion over a nine-month period made by Daniel Starch & Staff. Tabulation of cigarette purchases shows the following increases in buying by viewers over the non-viewers for each brand:

- Pall Mall 28%
- Lucky Strike 28%
- Camel 15%
- Philip Morris 11%
- Chesterfield 10%
- Old Gold 3%

Trend Downdown

Noting that Pall Mall's recent trend has been downward and if continued would drop to second or third place in effectiveness, the Starch TV Report states: "Confirmation here of need of forceful rather than bland approach. Degree of forcefulness almost measured by standing of commercial in this table. Swing of trend of Pall Mall indicates that the harder the sell the more often the format of presentation needs to be modified to hold down swing toward strong dislike. Even in this case downward trend coincident with large increase in dislike didn't occur until six months or more. Interesting to note that the two commercials, Chesterfield and Old Gold, with very high-like scores and relatively low dislike were at bottom of list."

Leaders in viewing for each category, Starch reports, are:

- Automotive Cigarettes & Tobacco
  - Mercury 72%
  - Old Gold 16%
  - Pall Mall 9%
(Continued on page 68)

Weekly Television Summary — August 7, 1950, Telecasting Survey
WMAR presents
The Soap Box Derby starring Baltimore's young in heart

News . . . Color . . . Local Coverage . . . Everyday Drama are a few of the reasons why in Maryland most people watch

WMAR-TV
CHANNEL 2

Represented by
THE KATZ AGENCY, Inc.
NEW YORK • DETROIT • KANSAS CITY
SAN FRANCISCO • CHICAGO • ATLANTA
DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
SPORTS ON TV
Open Hours Fewer—Wolff

SPORTS promoters should start worrying about the danger of not being able to get their events on television, rather than fretting about the box office effect of sports telecasting, according to Bob Wolff, Washington sportscaster.

Writing in his "Dugout Chatter" newspaper column which appears as an advertisement paid for by George's Radio & Television Co., Washington, one of his sponsors, Mr. Wolff said TV stations no longer have to worry about filling their open hours. He noted that "networks are programming top-notch music, comedy, variety and mystery shows out of New York, Chicago and Hollywood, backed by sponsors who contract for time on the entire web of stations. Consequently local time is more difficult to find; the bidding for local rights is seriously curtailed."

Mr. Wolff advises local sport promoters to "consider not only how much they'll get if they put their events on TV, but how to get their events on TV at all."

With networks lining up star-studded shows, sports promoters may gradually be forced out of the TV picture altogether "unless they make up their minds to meet this challenge and to do something about it," according to Mr. Wolff.

"Many erstwhile sports fans may be enticed to stay home and watch Bertie, Hope, Allen, Godfrey and many other top-flight entertainers while our local sports attractions suffer," he wrote. "Critics of TV have said that sports on TV is a threat to the box office. But it's now becoming more apparent that sports off of TV may some day be the greatest threat of all."

APPLICATION of Alex Pekarsky for an experimental UHF TV station at Harrisburg, Pa., to re-broadcast programs from WMAR-TV Baltimore was denied by FCC last week on grounds the outlet would not constitute a legitimate experimental project.

The Commission observed that Mr. Pekarsky stated, "Our main purpose for this program is to get a station in Harrisburg as soon as the station freeze is lifted." FCC considered this not in accord with its rules regarding experimental stations.

Mr. Pekarsky, a radio-TV engineer and proprietor of a local appliance store, had also told the Commission he planned to test reception in that area and to develop transmitting and receiving equipment. Three different sites were proposed, FCC said, and Mr. Pekarsky claimed he had most of the material on hand to build the station which would operate in the 560-589 mc band with power of 34 w, using a 70 ft. antenna.

Meanwhile, the Commission granted Associated Broadcasters Inc., licensee of WEST-AM-FM Easton, Pa., authority to modify its UHF TV experimental station at Bethlehem, Pa., and to use a co-channel booster station at Easton. The Bethlehem outlet is assigned 511-519 mc with output power not to exceed 500 w visual and 250 w aurual (ERP 4 kw and 2 kw) with the Easton booster output limited to 50 w visual, 25 w aurual. FCC said that since no public participation is involved, local sound announcements are permitted only at the main transmitter to include the booster.

WILDROOT participation in NBC-TV's two-and-a-half-hour Saturday Night Revue is arranged by (1 to r) Ed Hits, Eastern sales director for NBC-TV; J. Ward Maurer, vice president and advertising director for Wildroot; Gertrude Scanlon, BBDO account executive, Frank Chizaini, NBC account executive.

KT TV SDGA Pact

An agreement was signed for the annual television sales convention of the Screen Directors Guild of America which was held in Los Angeles. The agreement covers all TV shows for broadcast outside the Los Angeles area. The agreement does not apply to the Los Angeles area.

The agreement covers all TV shows for broadcast outside the Los Angeles area. The agreement does not apply to the Los Angeles area.

Individual Negotiation

It was mutually agreed that minimum salaries for directors will be left to individual negotiation until present KT TV reorganization is complete. Current salaries remain in effect except for already scheduled raises.

Terms of the agreement carry no provision for direction of filmed programs. Such productions SDGA says must be done under its Article X Addenda to Independent Producer-Screen Directors' Basic Agreement of 1950, relating to TV films.

Negotiations for similar contracts are currently pending at other local television stations, according to Albert S. Rogell, first vice president, SDGA.

KTTV (TV) Los Angeles and Screen Directors Guild of America have signed a contract covering directors of live television programs in what is the first SDGA basic TV agreement made in the Los Angeles area. Pact was signed by Harrison Dunham, KTTV general manager.

Contract, retroactive to May 11, when negotiations started, will be effective for six months, with a clause providing for re-negotiation at the end of that time. It guarantees a 100% guild shop, screen credits for directors, authority for director to oversee casting, lighting and sound effects, in addition to camera setups, composition and integration of all contributing casts. Screen credit provisions follow the basic pattern set up under SDGA motion picture agreements.

RED CROSS recently released TV and movie short concerning blood transfusions, titled "The Winning Pitch."

"WSYR-TV has come in good"

Chateaugay

160 MILES AWAY

News item from page 1 of the Chateaugay Record of May 27, 1950: "Television reception in Chateaugay is now at its peak, it would not be an accomplished fact for many years became a reality this week...now is enjoying televised programs nightly at his Lake Street home. WSYR-TV is coming in good. Ray reports that when he was down in Syracuse last week the experts down there just couldn't believe television would carry this far."

Chateaugay is 160 air miles from Syracuse. Yet, WSYR-TV really covers the great Central New York Market—and points north, south, east and west.

GOLDBLATT BROS.
Installs Telecasting Unit

GOLDBLATT BROS. is the first Chicago department store to install TV equipment for permanent remote telecasts from the store. The State St. firm, in the city's Loop, will begin a video version of its former AM show, Let's Have Fun, on WBKB (TV) Chicago Aug. 21. The hour-long program will feature emcee Hank Grant, who starred on the radio show broadcast on WGN Chicago.

Goldblatt plans to air the show from 10 to 11 a.m. before an audience from 11 a.m. to noon Monday through Friday. It reportedly will buy time from the station, reselling it commercially on a quarantined slots to four advertisers, each of whom manufactures merchandise sold in the store.
that afforded by the 6 mc channel."

The increased brightness was attributed to the development of an improved red phosphor which permits removal of the red filter from in front of the tube, and to improved tube techniques. Elimination of dot- and moire-pattern, the report said, resulted from the use of improved circuits in the receivers "which make better use of by-pass 'mixed-hights.'"

"Additional research work on the tri-color tube is directed toward a further increase in resolution capabilities, increased brightness, and the construction of shorter tubes," RCA reported.

It said "results of research work on guns, lenses, and masks for tri-color tubes indicate that before long there can be a further increase in brightness of at least 2 to 1 (i.e., of the order of 40-50 ft-lamberts)." Production of tri-color tubes "of approximately the same length as ordinary black-and-white kinescopes" appears feasible, RCA said.

RCA repeated that it is prepared to take orders for studio equipment for experimental use with the RCA system. Four complete camera chains were reported currently under construction for RCA use. Additionally, 10 flying spot scanning equipments are under construction—two for the laboratories of other manufacturers and eight for RCA divisions and companies.

Camera Improvements

Camera improvements were reported to be in progress, with at least one new camera slated to be tested in Washington in September. The first new camera for 2.4 mc sampling is being installed in Washington—where RCA-NBC's WNBW (TV) carries seven hours of color programs and 25 hours of color test patterns per week—"for further investigation and refinement of color transmission over existing coaxial cable circuits."

This equipment, RCA said, "will provide, on both color and monochrome receivers, pictures with resolution substantially equivalent to the standard monochrome picture" as networked over the 2.7 mc cable. The report also listed activities at NBC's experimental UHF station at Bridgeport, Conn., and discussed RCA's approach to the problem of oscillator radiation, which RCA feels "should be dealt with as a matter of receiver design." In the RCA receivers announced last month, the report said, "report also deals with reduction in oscillator radiation is achieved."

The progress report was one in a series which RCA distributes to FCC and the industry in connection with its color television, UHF, and related activities.

NINE-DAY national TV, electrical and food exposition will be held Oct. 10 to Oct. 22 in Pan-Pacific Auditorium, L. A.
ABC PILOT FILM
Sample Picture Planned

ABC has arranged with Walter Wanger for a "pilot," or sample, motion picture to be made expressly for television, it was announced last week.

To be filmed in Hollywood, the 30-minute picture will be titled "Aladdin and His Lamp." Shooting will start within the next 30 days, with the location and cast to be announced later.

Negotiations also are under way for another picture, the details of which will be announced soon. The "pilot" film will be considered with the idea of a series of such productions.

"DRAGON RETREAT"
Ollie Visits Vermont 'Home'

VISITORS to Vermont this summer may have difficulty with small fry who insist on going to "Dragon Retreat." For this mythical village is well-known to viewers of NBC-TV's "Kukla, Fran & Ollie." During June there were many discussions on the program of the cast's coming vacation trip to Dragon Retreat, Vt., home of Oliver J. Dragon, Esq.

Actual summer "retreat" for Gov. Arthur points out an historical marker to Mr. Tillstrom, Kukla and Ollie.

Burr Tillstrom, creator of Kukla and Ollie, and members of his cast were Nantucket, Mass. On their way, they passed through Schenectady and at the invitation of WGY WRGB (TV), spent two days there.

The stations asked Gov. Arthur of Vermont if he'd meet Mr. Tillstrom and cast, as well as WGY WRGB officials, at the New York-Vermont border. The governor agreed to do. At the appointed time, the visitors arrived at the Vermont state line where Gov. Arthur, State Sen. James P. Gigney and other state notables, complete with state police honor guard, welcomed Ollie to the "old homestead."

Dads Root Beer Drive

DADS ROOT BEER Co., Chicago, will expand its present list of TV markets this fall, choosing areas selectively for one-minute spots. Agency is Malcolm-Howard, Chicago.

SNAIDER TELESCRIPIONS Corp., Hollywood, has signed King Cole Trio and Alvin Rey with King Sisters for five three-minute TV musical shorts each. Film producer has completed first of group of 10 telescirptions featuring other noted musical artists...

Woodruff Assoc., New York, package firm, announces addition of complete announcement plans to open branch in western Pennsylvania, with film production unit there.


...Video transcriptions of Dixie Showboat being taped live on KTLA (TV) Los Angeles, to be syndicated nationally.

Science Pictures Inc., New York, makers of TV motion pictures, has rented offices at 5 E. 57th St. ...Chinet Corp., New York, TV film distributor, announces availability of new 15\% to 14-minute show featuring Hy Gardner. Film is compilation of Pathe Pictorial feature shorts.

Adrian Weiss Productions, 4386 Sunset Blvd., Hollywood, has just completed first of 52 half-hour series, Trigger, Tales. Initial film is titled "Gun Blazers" and stars James Warren, Louis Weiss & Co. is exclusive distributor, also distributor of new Craig Kennedy, Criminalist TV film series.

Atlas Film Corp., Oak Park and Chicago, currently producing series of four one-minute spots for Greyhound, through Beaumont & Bohnam, Chicago; eight one-minute announcements for appliances made by Sunbeam Corp., agency, Perrin-Paus, Chicago.

Buy 'Super Circus'

PETE'S SHOE Co., St. Louis, and M, & M Ltd., Newark, for Weather Bird shoes and M & M candy coated chocolate, respectively, will retain sponsorship of the final half hour of Super Circus, Sunday, 4-5 p.m. CDT, on ABC-TV from Aug. 6 and 13. Peters Shoe uses 26 stations, M & M, 29, alternately sponsoring the 4:30-5 p.m. segment.


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

WLW-TELEVISION

than on any other three TV stations in the WLW-Television market -- 2nd largest in the midwest.
KELY OFFICIALS
Announced by New Station
EXECUTIVES at KELY
Ely, Nev., which began operation
4 months last month on 1230 kc with 250 w,
has been announced by the new
station, licensed to White Pine
Broadcasting Co. Officials include
David I. Hansen, former chief en-
gineer at KSVC Richfield, Utah,
and Dale V. Bradley, co-owners
and managers; Don Stewart,
former with Utah stations, program
director and commercial manager
and Hal V. Bradley, new to radio
field.

Station was inaugurated July 11
with brief dedicatory program in-
cluding messages by Sen. Pat Mc-
carran (D-Nev.), Gov. Vail Pitt-
mann of Nevada and local civic of-
icials. KELY operates from 6:30 a.m. to 11 p.m. with studios in the
Hotel Nevada in downtown Ely.

Transmitter is located on a ranch
east of the city. Station uses Cap-
itol program service, INS news fa-
cilities, and in Collins equipped.
The SINDLINGER "Radio" radio-TV rating service will be back in operation by "the first of October," S. Sindlinger, president of Sindlinger & Co. Philadelphia media analysts, told Broadcasting last week [CLOSED CIRCUIT, July 31].

Mr. Sindlinger scored the management of the Assn. of National Advertisers for an AM rate reduction in TV markets as the spur for the revival of his Radox audience measurement device [BROADCASTING, July 31]. The media analyst said negotiations are underway for renewal subscriptions for his service by the radio-TV networks and Philadelphia broadcasters.

Installations Expanded

Expansion of Radox installations in the Philadelphia area once again will set up that city and environs as the marketing area in which AM is measured automatically against TV operations. Mr. Sindlinger said studies would be continued on leisure time consumed by radio, television, motion pictures and other forms of diversion.

Mr. Sindlinger returned to the radio audience analysis field last May with an announcement that qualitative studies would be made on sample data collected by Radox—a system whereby instantaneous radio-TV audience measurements are taken [BROADCASTING, May 22]. The company had operated Radox for 22 months before suspending its operation temporarily in late April [BROADCASTING, May 1].

"Though 'pressure' has been placed on the Sindlinger firm by 'sources' attempting to obtain 'exclusive ownership,' Mr. Sindlinger said the audience measuring system would remain "in my control." Ratings, both radio and TV, will be made available "to everybody," he added.

RADOX RETURNS SHEPPARD

Renews Blast Against Major Networks

IN A NEW BLAST at the major networks, Rep. Harry R. Sheppard (D-Calif.) last Thursday called upon FCC for its interpretation of the law on the rebroadcasting of programs as a prelude to legislation aimed at what he labeled a "deplorable situation."

Rep. Sheppard is the author of a pending Senate bill (S 781) that would permit stations to rebroadcast network programs with permission of the sponsor and other stations with whom the network can or will be originating station, and additionally would require licensing of networks [BROADCASTING, Feb. 20].

Sheppard wrote FCC Chairman Jesse T. Davis that "in any interpretation of the law on rebroadcasting that will allow networks to restrain the right of sponsors to negotiate direct with the radio stations for the rebroadcast of their radio program...certainly requires correction by your Commission or the Congress of the United States.

He said he had found that network-owned stations have been "restraining trade" between network sponsors and affiliated and independent stations."

"This restraint," he said, "is practiced under the guise of Sec. 326 (a) of the Communications Act of 1934 in which the networks prohibit radio stations from rebroadcasting commercial programs of sponsors who use the networks to distribute programs in cases where the sponsors are destitute of having their programs rebroadcast..."

He asked Chairman Coy: "Your Commission interpret the Act to mean that the sponsor cannot negotiate for the rebroadcast of his program with any station without first obtaining permission of the originating station or of his program (which station is invariably owned by the network and hence free to give such permission), or does this section apply solely to noncommercial programs where the cost for the program is not part of the program..."

To Sponsor Browns

EAST Ohio Gas Co. has contracted a sponsor broadcast for the Cleveland Browns schedule of 18 football games, both at home and away, on a seven-station network, according to Ed Stevens, publicity director of WEBR, Cleveland, which will serve as originating outlet. In addition to WEBR, the network includes WJER Akron, WHBC Canton, WWST Cleveland, WJGR Dover and WHHR Warren.
NAB Board Agenda
(Continued from page 19)
the eastern part of the country. They will base their presentations on a new series of motion pictures.

Once again NAB President Justin Miller will cover the district meetings. He issued the July 28 summons for a special board meeting. As he did with members in each district he will describe results of this week's special board meeting and give an overall review of the association's activities. General Manager Ryan is expected to remain at NAB headquarters during most of the meetings.

At the weekend it appeared that Charles A. Batson, NAB's TV director, would hold television clinics at perhaps 14 or 15 district meetings. Two years ago he toured the circuit with comprehensive study of TV construction and operation costs.

Richard P. Doherty, employe-employer relations director, will discuss results of an exhaustive study of station operating costs, based on actual figures submitted by stations. He made a similar study last year. The figures are on an area basis, by major areas and permit comparison of individual station costs with those of similar outlets.

Membership Problem
The board's two-day Washington meeting does not slip into the association's membership problem. Some district directors are understood to be inviting non-members to attend their meetings in order to familiarize them with NAB work. The recent field campaign was interrupted just as the late B. Walter Hufington had gone out on the road to contact station members and sign up new members [BROADCASTING, July 17]. No successor to the field directorship, a post created last spring, has yet been named.

All but two of the NAB board members were expected to attend the meeting. John H. DeWitt Jr., WSM Nashville, elected to the board in June, is on his honeymoon. James B. Shouse, WLW Cincinnati, wrote that he had a prior commitment to represent the Avco board at a distributors meeting in Chicago.

AFRA PROPOSALS
Approaches Recording Firms
CONTRACT proposals by the American Federation of Radio Artists to the recording companies some weeks ago presage a campaign to extend AFRA's jurisdiction to the recording artist field, it was learned last week.

A meeting in New York between union officials and representatives of the major recording companies is reported as having been one of exploration only. A reply by the recording companies, probably in the form of counter-proposals, is expected before the AFRA national convention in Chicago, Aug. 10-13.

AFRA MEETING
Opens Aug. 10 in Chicago

The 11th annual convention of the American Federation of Radio Artists will be held in Chicago Aug. 10-13, at the Hotel Sheraton. Delegates from 32 locals will attend.

Foremost for consideration, it is understood, is renewal of the four major network contracts, all of which expire Oct. 31. Particular attention will be given to the wages of network staff announcers in New York, Chicago, Los Angeles and San Francisco, a union official predicted. Network fees for announcers, he said, have become a minor item with the growing use of package programs; and network wages have not kept pace with those of independent stations in these cities, he said.

Other questions of prominence will include the TVA-SAG jurisdiction controversy, the extension of AFRA jurisdiction to the recording field and four proposed amendments to the AFRA national constitution.

THE SAVANNAH (Ga.) Radio Council's fight against the grant to E. D. Rivers Jr. for a new station at Savannah was back before the FCC last week, less than a week after the Commission dismissed the first complaint but announced plans to probe Mr. Rivers' qualifications when he seeks a license for the station (WJIV).

The fight was renewed via a petition filed by the Council July 28 asking FCC to reconsider its dismissal of the Council's complaint, to set aside Mr. Rivers' grant and designate it for hearing, and in the meantime to stay the effectiveness of the authorized date for commencement of construction.

Mr. Rivers came back Thursday with an objection to FCC to deny the Council's petition "forthwith" and "in toto."

FCC dismissed the Council's original complaint on grounds that the Council, which represents the city's existing Savannah stations, has no legal standing in the case.

Alternate Request Denied
FCC also refused the Council's alternative request that the Commission set aside Mr. Rivers' grant on its own motion. The time limit for such action has expired, FCC noted, since the grant (1 kw, day) was issued last March 6.

The Council charged that Mr. Rivers has not operated his WEAS Decatur in the manner he told FCC he would, and that there is a "serious question as to his qualifications to operate a station in Savannah. Mr. Rivers claimed WEAS kept FCC informed of its program policies, has gone beyond [its] promises" with respect to service to Negro listeners, has emphasized "race, rural [programs] and religion," and that Mr. Rivers has made clear he intends to "build the same type of public service in Savannah."

FCC said its study of the Council's charges and Mr. Rivers' reply left it "unable to conclude that the facts as they are presently known to us warrant revocation proceedings. However, the Commission said in a letter to Mr. Rivers:

In your reply to the [Council's] petition... you stated that WEAS regularly carries educational and discussion programs and you set forth the time when such programs are carried.

Examination of material submitted by the Savannah Radio Council indicates that what programs were broadcast at the specified times are not discussion or educational programs but the Commission's. Accordingly, it appears that the various analyses of your proposed programming submitted with your application [for Savannah] may not have been prepared in strict accord with the Commission's instructions and may therefore not present a correct picture of your proposed programming.

In view of the above, it is requested that you withdraw your application for license to cover construction permit, or prior to the filing thereof, a joint FCC-NAB meeting is scheduled for the next ABC program weekly together with the analyses thereof. In view of the fact that you have stated that the programming of your proposed Savannah station will be similar to the present programming of WEAS, it is also requested that you submit at the same time the program logs for the following days: Jan. 17, March 1, April 6, May 28, July 22, Sept. 10, and Oct. 9, 1949.

The Savannah Radio Council is composed of the following Savannah stations: WCCP WDAR-AM-FM WEPF WSAM-AM-FM and WTCO-AM-FM.

In its petition for reconsideration, filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks, the Council

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McFarland Bill  
(Continued from page 19) 

tion supported by Sen. McFarland. Comr. Robert F. Jones, who has dissented from the majority of his fellow commissioners on certain provisions of the bill, may also be invited to testify.

Spokesmen said the hearings, temporarily at least, will be attended by as many of the full committee as possible. Rep. Dwight L. Rogers (D-Fla.) is expected to be acting chairman because of the illnesses of Reps. George Sadowski (D-Mich.), an avid opponent to S-1973, and A. L. Bulwinkle (D-N.C.).

By mustering a formidable segment of the House Commerce committee it was hoped that the legislators, who on the whole have only given parttime study to the issues involved, will be given the opportunity to become familiar with the varied proposals.

Observers on Capitol Hill pointed out that while Rep. Rogers, noted for his open-mind and the University of Illinois, has voiced a desire to whip a bill into shape at the earliest possible date, he has given but little time in the past to a study of radio measures.

For this reason, in addition to the prospect of a number of other proposals cropping up alongside consideration of the McFarland Bill, it is believed the hearings may consume an unusual length of time. Such a development would seem to work against quick House passage of radio legislation during the remainder of this Congressional session.

The factor seen in forcing hearings on radio legislation at this time was the pressure asserted by the Senate a fortnight ago, when the upper chamber passed the McFarland measure as an amendment to another bill and designated it for joint House-Senate conference.

The House elected not to appoint conference but instead announced the proposal by the Commerce committee on S-1973. Chairman Robert Crosser (D-Ohio) said the action was taken after talks with the FCC were held.

Passed by Senate  

The modified bill, as passed by the Senate but which will not be considered by the House, had only minor changes from the original S-1973. They included the striking of the salary provision for the FCC Commissioners, readjusting the salary limits for certain key personnel, permitting the Commission to pay for publication of technical or professional assistance and certain changes in job-jumping bans.

In passing the committee print of FCC's proposed substitute for the McFarland Bill was the first official release of the document, which was described in detail in Broadcasting March 6 shortly after it was submitted by the Commission.

It represents the views of five of the seven Commissioners. Comr. Robert F. Jones dissented sharply on the question of the FCC staff's proper role in Commission affairs, while Comr. Rosel K. Hyde, who was attending NABBA conferences in Havana when the model bill was drafted, did not take part in its consideration.

In their recommended bill the FCC majority proposed a number of substantial departures from the terms of the McFarland Bill, though they previously had been characterized as being generally in favor of most of the McFarland measure.

Consultation Issue  

One of the chief points of difference involved the question of Commissioners consulting with staff members about contested proceedings. The majority felt the McFarland Bill would cut the Commission off "from any substantial assistance by members of the staff," and accordingly provided in its own draft that the Commission shall be allowed access to staff "expertise" in any case at least until it goes to hearing.

Comr. Jones contended in dissent that "the basic change made by the McFarland Bill would be to require the Commissioners to act like judges," and that he could see no reason why they shouldn't so act in quasi-judicial proceedings. He contended that "behind-the-door consultation with the staff" is not a necessary part of "substantial assistance" from the staff.

Other highlights of FCC's model
Respects (Continued from page 44)
cepting the scholarship offered because her father had died when she was five and Mr. Fulton on graduating took a course at Richards Business College, to more quickly fit him for a job.
During his business course he accepted odd jobs to help pay his tuition. Anticipating that these jobs would be office work, he was surprised to find that the best and most consistent of his assignments was lugging plants from the greenhouses to a florist shop.
In 1941 and 1942 Mr. Fulton accepted employment with Salisbury & Hill Insurance Agency, Savannah, where he began as a stenographer and rose to office manager. His tenure with the insurance company lasted seven years.
His interest in radio began while working with the Little Theatre group, and he began attending weekly plays over WTOC Savannah. The station offered Mr. Fulton occasional work as substitute announcer and newscaster.
A regional broadcasters' convention in 1935 brought him an audition with WJTL Atlanta, and the audition resulted in a full-time job. He stayed with WJTL for three months and then went to WGST Atlanta as an announcer. In 1936 he became program director for the station's associate manager in 1943 and was named general manager in 1946.
Does Sportscasting
In spite of his managerial duties John Fulton has maintained his interest in sports announcing. Last year he broadcast the Louisiana State U. games over a Louisiana network for the Ethyl Corp. He broadcast the Georgia Tech games for 10 years, and for 15 years he did the highly popular broadcast of the Scottish Rites Crippled Children's football game, he received the Atlanta Constitution trophy, for outstanding service.
News events of major interest broadcast by Mr. Fulton, were the first direct quote of Eddie Rickenbacker after his famous Atlanta crash; the eyewitness report of the disastrous Winecoff Hotel fire in Atlanta, and aiding CBS coverage of the death of Franklin Delano Roosevelt.
John Fulton feels that the radio industry has been very good to him and that it offers great opportunity for advancement and again. He is impatient with the people who make their living from radio and are still its harshest critics. The industry sells itself short, he says, by too many round table discussions on what's wrong with radio, rather than by building up its good points.
Radio should sell itself on circulation rather than audience rating, Mr. Fulton says, and BMI or some similar circulation rating should be the yardstick. He is a firm believer in public service programs in which the station participates and profits more than the programs or even the major stations, and activities out of their own programs without supervision.
Mr. Fulton's hobbies, when he can find time to indulge them, are reading and sailing. As a youth he was a radio announcer to the people of the Georgia Assn. of Broadcasters; a member of Sigma Delta Chi and vice president of the Phi Kappa Tau fraternity at Berry U.; president of his civic club, the Buckhead Lions Club; a member of the board of the Variety Club of Atlanta; Knight Commander of the Court of Honor of the Scottish Rite; and a member of the Radio Executives Club of New York.
On October 29, 1938, John Fulton married the former Elizabeth Bodne. They have one son, John Jr., 7.
LISTENING UP Pulse Survey Shows
RADIO LISTENING has shown a marked increase since the outbreak of the Korean situation. This conclusion was born out last week by an analysis of Pulse Inc. ratings by WOR New York and observations of Arthur C. Nielsen, president of A.C. Nielsen Co.
The Nielsen report showed that listening to newscasts of the four network radio stations in New York increased 16% following outbreak of the Korean war. A Nielsen report on national radio listening for early July highlights a sharp reversal in the previous trend. "Radio usage for the entire day now is higher than last year, in contrast with losses earlier this year between 5 and 10%," Mr. Nielsen said. "Nighttime listening is currently on a par with the year-ago level, whereas during the earlier months this year it had been off 10 to 15%.
"Morning and afternoon radio listening, which had been slightly below the 1949 performance, now is up about 5%. As expected, the outstanding increases occurred for news programs."
Pulse ratings for 15-minute newscasts on WOR WCBS WBNC and WJZ, all New York, averaged 3.4 in June, 3.2 in July, and 3.7 in August, after war began.
The WOR analysis pointed out that although the Korean situation was the principal factor in increased news audiences, it was not the only one. Listening to WOR news shows throughout the first six months of this year has been greater than for the same period of 1949, the station said.
WOR's five-a-week newscasts had 8.5% more audience in the January-June period of 1950 than in the first half of 1949, the figure reached by taking into account an average rating increase of 5.3% plus a 3.1% growth in the number of radio families.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.
WOC delivers this rich market to NBC Network, national spot and local advertisers... with 70 to 100% BMB penetration in the two-county Quad City area... 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 K. Video • 12.5 K. Audio
On the Quad Cities' first TV station NBC Network (non-interconnected) and film programming reach over 14,000 Quad Cities' sets... 100% in a 75-mile radius.

Basic NBC Affiliate
Col. B. R. Palmer, President
Ernest Sanders, General Manager

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

FIRST in the QUAD CITIES

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

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DAVENPORT, IOWA
FREE & PETERS, Inc.
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LANGER BILL Senate Group Defeats Again
AN ATTEMPT to bring to life the Langer Bill to ban alcoholic beverage advertising in interstate commerce was defeated last Tuesday by the Senate Interstate & Foreign Commerce Committee. The vote was close—7 to 6—with the "drys" coming out on the losing end.
This was the second, and most likely the last, committee vote on this year's measure (S1847) which would prohibit beer, ale and wine as well as liquor advertising: the first committee tally was taken last April when the Senate group blocked approval of the measure in an executive committee meeting.
The vote then was 6-3. [BROADCASTING, April 17].

Sen. Owen Brewster (R-Me.), a member of the committee, said he offered the motion in committee to reconsider the bill last week because the record was not "clear" as to the full committee's desire on the proposed legislation. Last week's vote sounded the first, at least for this session of Congress, for attempts to revive the ban.
It was understood that pressure from the "drys" block in Congress had led to the move to the full committee once again. While decisive enough as a vote, the April tally by the committee did not include the positions of four committee members. And the Brewster motion failed to reverse the committee's stand.
The Langer proposal had set the "drys" and the "wets" along battle lines with the advertising industry—including radio and television representatives—offering ammunition against the bill. Hearings were held last January before the Senate committee, headed by Sen. Ed C. Johnson (D-Col.).
NAB formally stated its opposition to the proposal following the hearings' conclusion. NAB pointed out it did not condone liquor advertising that conflicted with the public interest but added its own code of practices, as well as the codes of the stations, the networks, and the government were adequate as policing measures. The bill, according to AIA in Chicago, would require "usury" the function of the states to protect their citizens from alcoholic beverages if they so desire.

AFRA Contracts
LOS ANGELES members of the American Federation of Radio Artists have approved and amended recommended changes in union contracts with networks and advertising agencies in an attempt to coordinate demands for presentation at the national AFRA convention in Chicago. Membership further voted strong support to demands of network staff announcers in Los Angeles.
BASEBALL ATTENDANCE
WBUD Official Refutes Frick’s Blame of Radio

NUMEROUS factors may account for the poor attendance at minor league ball parks throughout the country but radio is not one of them, according to Howard (Bus) Saidt, sports director for WBUD Forton, N. J.

Mr. Saidt made this observation in a statement answering Ford Frick, president of the National League who had blamed radio as the "culprit" in reduced attendance last season. The Frick statement had appeared in an AP feature by Gayle Talbot.

"Mr. Frick says that just because hundreds of radio stations throughout the country are broadcasting major league baseball games for the first time, local minor league ball is suffering at the box office," Mr. Saidt declared.

"Nowhere has it ever been proved that the broadcasting of baseball by radio hurt the attendance. To the contrary, most major and minor league magnates will go to any lengths to get their games on the air. And the same can be said for broadcasting major league baseball in minor league areas."

Pointing out that attendance is down at the major league parks, too, Mr. Frick said "everybody" who paid off events and entertainment media have suffered, Mr. Saidt said he preferred to believe that this loss in gate receipts is due primarily "to a leveling off of the economic curve."

"The truth," he said, "is that Mr. Frick’s claims are entirely false. Radio broadcasting builds new friends for the game and gave it its greatest boost. It has been evident that radio broadcasting develops an appetite to see baseball live which television satisfies the appetite."

"We are surprised to hear Mr. Frick say that listeners are getting too much baseball because hundreds of stations, big and little, have hopped on the band wagon this season since they got the green light from Washington. Not being averse to good public relations himself, surely he must realize that the more the game is broadcast, written about and discussed, the more certainly it will continue to be America’s No. 1 pastime."

KSFE INJUNCTION
Reed Forbidden Employment

PRELIMINARY injunction forbidding employment of Floyd Kenyon Reed by KSFE Needles, Calif., has been issued in U. S. District Court for Southern California, pending trial, in a case in which Mr. Shelley transferred his license to Mr. Reed without FCC consent.

Issuance of the injunction was announced by FCC July 27 in a public notice—an unusual procedure which was interpreted as an industry-wide warning in the face of what Commission authorities fear is a growing number of "unauthorized" transfers.

Meanwhile it was reported that an interlocutory injunction had been issue against KPAB Laredo Tex., in another case involving charges of unauthorized transfer [BROADCASTING, July 17].

KSFE, authorized in 1947 and assigned 1840 kc with 250 w, meanwhile faces an FCC license-renewal hearing which is scheduled for Aug. 14.

Judge Leon R. Yankwich of the Southern California court specified that Mr. Reed may not be "in any further KSFE arrangements with Mr. Reed," according to FCC, but provided that Mr. Shelley may employ someone else to manage the station under his own control—but only on a straight salary basis which does not provide for profit-sharing.

The government’s suit against Messrs. Shelley and Reed was filed in FCC’s request, claims Mr. Shelley attempted to sell KSFE even before the station was licensed.

In an alleged contract in June 1948, the government claims, Mr. Shelley agreed to sell the station to Mr. Reed for $30,000. This was later replaced by a partnership agreement between the two, followed by dissolution of the partnership and, subsequently, an application to FCC containing a contract in which Mr. Shelley and his wife agreed to sell to Mr. Reed for $15,000, according to the complaint. The suit alleged that Mr. Reed assumed control of the station last Jan. 6.

The injunction in the KPAB case was the second FCC had sought there, the first having been denied when the U. S. District Court for Southern Texas held that the license had not intentionally violated FCC rules and that Mark Perkins, the station’s owner, had resumed control [BROADCASTING, Feb. 27].

In its second bid, FCC asked for an injunction to keep the station off the air pending disposition of a revocation proceeding, charging Mr. Perkins had relinquished control again, that "such control was assumed or discharged" by Allen K. Tish, and that KPAB "has ceased operation without FCC consent."

RED RADIO BAR
Miss Dick Urges Action

ACTION to permit broadcast stations to bar Communist Party use of their facilities was advocated by Edith Dick, station manager of WWL Woodside, N. Y., in a letter to Ralph W. Hardy, NAB director of government affairs.

Noting that Section 315 of the Communications Act requires stations to "operate for the promotion of the general welfare and interest of the public," Miss Dick said: "To permit Communist propagandists to hide behind this guarantee and use radio to spread their message is to leave the door open to possible eventual destruction of this very freedom of which they take advantage."

Electronics Role
(Continued from page 84)

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Electronics Role
(Continued from page 84)
Test Survey
(Continued from page 15)
mittee has been appointed. "I am satisfied that the job is in far more capable hands than ours," he said.
Mr. Breyer observed that AAAA and ANA members have shown intense interest in the controversy. He noted that the committee has top-level agency, advertiser, representative and broadcaster representation, in addition to the heads of the two research firms around whom the discussion centers.

Text of Dr. Rosow's letter to Mr. Breyer, dated Aug. 3, follows:

Apparent you have proceeded in this Pulse-Hooper San Francisco set-up with complete disregard to my letter of July 14. As chairman of the committee as originally set forth in your advertisement, and insisted that the committee would have to be acceptable to Pulse, and, of course, Hooper would have to find the committee acceptable also.

I have been given no opportunity to express any approval in this situation. You seem to confront me with a "fait accompli" and to reject this committee. The issue involves procedure and the terms of my acceptance. First, your original proposal committee was to include a Pulse subscriber and a Hooper subscriber. I don't see any Pulse subscriber in this list.

Secondly, by research people I mean those who are doing radio research day by day and in their job, rather than those who use the end product of radio research.

Sindlinger Request

Sindlinger & Co., Philadelphia research company using the Radox electron count, and who was asked to enter the audience rating test proposed by KJBS.

In a letter to Mr. Breyer, Albert E. Sindlinger, president of Sindlinger & Co., suggested it is time "every research system is checked for the good of the many heavy investments involved." Mr. Sindlinger proposed that the test be moved from San Francisco to Philadelphia, where he plans to

Sells Vacation

Ford Dealer Buys WDNC Show

WHEN Frances Jarman, editor of Women's News Letter on WDNC Durham, N. C., was making plans for her vacation, she decided there was more to a vacation than just going some place.

Back in her decision, Miss Jarman sold a quarter hour, each day of her vacation, to The Alexander Motor Co., Durham Ford dealer, for the privilege of presenting on-the-spot report of places she visits.

Traveling in a new Ford Tudor through six Southern states, Miss Jarman's reports are taped and each program is mailed to WDNC for presentation on the following day's broadcast. Commercials are built around experiences with Ford driving comfort.

resume operation of surveys using the Radox method (see page 62).

"Since Hooper, Pulse and Nielsen all operate here," he said, "we suggest that the locale of the test be moved from San Francisco to Philadelphia. Since Nielsen has already offered you his cooperation and has testified in our suit that he has 21 Audimeter homes in Philadelphia, we think we are in order in asking him to permit us to connect Radox to the radio and television sets in his 21 Audimeter homes.

"Likewise we will permit Nielsen to connect any number of Audimeters to sets within Radox homes. At the end of each day we will report in a sealed envelope the radio and television activity of these 21 homes (11 should be TV homes as Philadelphia now has 72% TV ownership) to a selected committee.

"The committee can then hold the Radox data for the four to eight weeks necessary for Nielsen to decode and tabulate his tapes. In order that the check of the accuracy of the two systems can be made, we suggest that it be continued for at least six months to determine the working tolerance of each system. We think this test is imperative because the ANA report in our opinion is based on incomplete and inadequate data."

Mr. Breyer continued to receive calls and letters from all facets of the industry. E. L. Deckinger, research director of Biow Co., New York, described the test idea as "splendid." "I don't know but that both services might be of great use ... because of different kinds of information that can be turned up from both," he wrote.

H. D. Cayford, of Beaumont & Hohman Adv., San Francisco, said: "whichever method of audience determination is proved to be the most accurate, you will have performed a service to everyone in the field of advertising. Radio on the whole is to be congratulated for seeing fit to take this problem upon its own shoulders."

Mary Ellen Ryan, Raymond R. Morgan Co., Hollywood, said: "... may we echo with a most fervent amen."

Two research firms offered to serve as impartial conductors of the actual clinical work involved in the project.

Kenneth Fink, director of Princeton Research Service, Princeton, N. J., volunteered his firm's services as "umpire behind the plate."

He added that his firm is "not interested in entering the radio research business in the foreseeable future."

Mervin D. Field, head of Mervin D. Field & Assoc., San Francisco, said his firm obviously would do an impartial job despite its San Francisco locale. He explained the firm does a general research business but has on occasion provided special broadcast service for clients.

KICA Command

Landis Succeeds McAlistor

DeWITT LAN DIS, principal owner of KICA Clovis, N. M., last Tuesday became active manager of the station, succeeding R. B. McAllister, who assumed managerialship of Kgom Albuquerque, N. M., on that date. Mr. McAllister had been manager and minority owner of KICA since June 1, 1943. Prior to that he was associated with Mr. Landis at KYF O Lubbock, Tex.

Mr. Landis returns to active management of KICA after a year's lase. He resigned as manager of KYFO in 1949 after over 13 years as head of the station. A radio veteran of 21 years, he is associated with O. L. (Ted) Taylor at KREG Weslaco, Tex., and KANS Wichita, Kan.

Arkansas Meet

ANNUAL mid-summer meeting of the Arkansas Broadcasters Assn. will be held Aug. 18 at Hot Springs. Reservations should be made at the Jack Tar Court Hotel, according to Ted Rand, ABA secretary-treasurer.
BASEBALL BOOK
WDNC-FM Durham, N. C., offers free baseball booklet to listeners to afternoon Major League baseball games broadcast by Liberty Network. Booklet, sent free of charge to those writing for it, contains 80 pages and has space for scoring 68 games, plus variety of information of interest to baseball fans. Booklet was prepared by Zenith Radio Corp.

CASE HISTORIES
WSTC Stamford, Conn. Let's Live. Actual case histories of accident victims in various stages of recuperation are recorded by station. History of traffic, swimming and other fatalities traced step-by-step by police officers, lifeguards and emergency ward doctors. Tips on how listeners can avoid similar mishaps given.

COMET PROHIBITION
KYW Philadelphia's latest promotion is single sheet with text illustrated by pictures. Story is told of pleased cosmetics manufacturer whose investment in KYW with sample offer paid off. Data is included on Philadelphia market.

NEWS PROMINENCE
KALL Salt Lake City sends trade folder featuring picture of crowd in front of Salt Lake Tribune building watching for latest bulletins on Korean crisis. Reprint of story in paper urging readers to listen to KALL newscasts included. Inside of folder runs microfilm of clippings with pictures and radio biographies of leading KALL news commentators. Coverage map and news availability set forth on back.

FOUR-PART SERIES
WMON Montgomery, W. Va., inaugurates four-part series aiming to correlate problems arising from current hostilities with regional audience. Called Korean War series includes round-table discussions by local authorities on hoarding and shortages, recruiting and draft, outlook for industry and civilian defense measures. Series is public service, running 15 minutes weekly.

GOLF TOURNAMENT
KSTP - A.M. TV Minneapolis and State Professional Golf Assn. offer free instruction to children under 16 years of age. All youths entering at least four of eight offered sessions eligible to enter play-off. Cut-down clubs and practice balls furnished. Tournament divided into age groups with prizes awarded. Promotion divided in charge of Jack Horns, sports director.

KECA-TV DATA
KECA-TV Hollywood distributing to trade new KECA-TV Information Manual. Booklet contains information on station's facilities, specifications for service announcements, time signals, weather reports, title cards, slide teleparencties (rear screen projection), film, coverage of outlet, newest rate card and other pertinent information.

EMPHASIS
WNAX Yankton-SiouxB City, Inquiring Farmer Reporter. During programs of Farm Safety Week, Reporter George B. German was enroute to farm to make an interview on subject "Dangers of Falls in the Farmyard." Forced by rain into another farm, Mr. German slipped and broke his ankle. Interview was cut in doctor's office with members of farmer's family participating.

WEEKLY REMOTES
WTMJ-TV Milwaukee, TV Visits, Sun., 4:30-5:30 p.m. Highlighting places of interest in and around Milwaukee, station will telecast aviation demonstrations, air shows, regattas, interviews with persons arriving and departing at airfield, conversations between control tower and planes at Mitchell Field. Series directed by George Marr, special events director.

MIKE TALKS
KNBC San Francisco sends trade promotion piece featuring picture of KNBC microphone on cover.
**WGBA CHARGED**

CHARGE that WGBA-AM-FM Columbus, Ga., and the Columbus Ledger-Enquirer interests are misrepresenting their ownership status to the public and discriminating against other Columbus stations are made in a petition filed Thursday of Dow, Lohnes & Albertson representing WRBL, Columbus, Ga.

A similar petition is to be filed shortly with the Federal Trade Commission, citing alleged violations of the Clayton antitrust law. WGBA-AM-FM is alleged to have increased daytime AM power from 1 to 5 kw. Listing stockholders of Georgia-Alabama Broadcasting Corp. (WGBA and WDAK along with shares of R. W. Page Corp. which is described as owning all outstanding stock of The Ledger-Enquirer Co., the WRBL petition charges WGBA and WGBA-AM-FM "frequently misrepresented" as "The Ledger-Enquirer Stations." Exhibits are attached which are designed to support this contention.

The Ledger-Enquirer discontinued listings of WRBL and WDAK Columbus in June 1949, the WRBL petition states, demanding that stations pay their logs printed. WRLB and WDAK have refused to pay for listings but the logs of WGBA and WGBA-AM-FM still appear, it is charged.

Paid Advertising

WRBL claims that the Ledger-Enquirer stops printing until last summer, but since that time have not been so designated. NBC and CBS listings are printed though they do not check with the logs of WRBL and WDAK (NBC), the petition charges.

In addition WRBL claims that the Ledger-Enquirer prints The Boyonet, publication edited by personnel of Fort Benning, Ga., but lists only WGBA station logs. The newspapers are declared to retain income from all Boyonet advertising.

WRBL points out that it started a weekly publication in which WRBL and WDAK logs are printed, adding that the logs of WGBA station ownership refuses to supply logs. WRBL contends the newspapers and the stations do not actually trade radio time as newspaper space "in such a manner as would be offered other stations in Columbus" and contends the stations use more space in the newspapers at prevailing rates than do newspapers in the newspapers use radio time on WGBA and WGBA-AM-FM at prevailing rates." In some cases the stations have not paid the newspapers for such difference in value of advertising used, it is claimed.

The Ledger-Enquirer Co. is charged with refusing to publish without charge the program listings of WRBL and WDAK in violation of representation made by the officers and directors of said company to the FCC. Refusal to list WRBL and WDAK programs and "discrimination" in advertising rates made available to WGBA and WGBA-AM-FM are described as violating Section 5 of the Federal Trade Commission Act. The rate charges also are declared to violate Section 2 of the Clayton Act.

Finally it charged that practices of the newspapers and WGBA-AM-FM "show and constitute an attempt to restrain competition and to secure a monopoly in the communications and news field in Columbus, Ga."

Affidavits carry the signatures of J. W. Woodruff, president, and J. W. Woodruff Jr., executive and commercial manager of WRBL.

**IOWA MERGER**

**Cary-Hill Agency Formed**

MERGER of R. H. Cary Inc., and the James L. Hill Co., both Des Moines advertising agencies, to form Cary-Hill Inc., has been announced by the two firms. Staff and personnel of both firms will comprise the new company, it was stated.

Executive appointments were announced as follows: James L. Hill, president; Robert H. Cary II, vice president; Grace Purvis, business manager; George Moret, copy director; Michael V. McCarthy Jr., radio and TV director; Oscar Sparland, art and production director; and Geraldine Allen, space and timebuyer.

R. H. Cary Inc. was organized in 1940 by the late R. H. Cary who previously had been a vice president and account executive with the former Coolidge Advertising Co., Des Moines. The James L. Hill Co. was organized in 1946 by James L. Hill who formerly was an advertising agency account executive. Cary-Hill headquarters are located at 908-910 Liberty Building, Des Moines.

**ZIV PROGRAMS**

4 Take Lombardo, Menjou

THE Frederic W. Ziv Co. last week announced that its Gay Lombardo Show has been renewed by the Lafayette Brewing Co., Lafayette, Ind., over WASS Lafayette for 52 weeks; and added over WDJS Champaign, Ill., for 52 weeks. Admiral Television has bought the same program over WJHP Jackson ville, Fla., for 52 weeks. Stein's Movieland Furs has taken it for 52 weeks over WILK Wilkes-Barre.

Debus Baking Co., Hastings, Neb., will sponsor Ziv's Meet the Menjou, starring Adolph Menjou and Paulette Goddard, for 52 weeks over four Nebraska stations: KHAS Hastings, KKMJ Grand Island, KEKL McCook and KODY North Platte.

**NARSR DIRECTORY**

Lists Firms With Stations

SECOND annual directory of National Assn. of Radio Station Representatives members and the radio and television stations they represent was published last week. The directory lists the 16 member firms of NARSR, the 495 U. S. and 62 Canadian radio stations they represent and the 71 TV stations represented by 13 of the companies.


**Sen. Johnson Named**

SENIORLYN B. JOHNSON (D-Tex.) July 28 was named chairman of the Senate Armed Services "watchdog" subcommittee to maintain a check over the rearrangement program and military activities. His wife, Claudia, owns KTBC Austin, Tex.
CBS Promotion
(Continued from page 81)
promotion kit a number of sug-gested scripts for use on such local programs.
All facets of the promotion cam-paign were based on the theme, "This is CBS—the Stars' Address."
Some 80 CBS affiliated stations were represented at last week's meetings in New York. Those in attendance included:

SET VOLUME
To Remain Steady—Galvin
PRODUCTION of Motorola radio and TV receivers will continue at a very high level for many months, in the opinion of Paul V. Galvin, president of Motorola Inc. Despite the Korean war, Mr. Galvin said, speaking before the New York Society of Security Analysts, he anticipates that production volume will remain steady "through the holiday season."
Comparing the $10 billion to $20 billion expenditure anticipated for the Korean war with the country's "normal" volume of about $50 billion, he foresees a proportionately small effect on the national economy.
Mr. Galvin said that World War II showed more than seven months were required for electronics to convert fully to war, and so far the government has "barely begun to take the first initial steps."
Motorola, he continued, for years has been concerned with developing highly advanced electronic devices for defense use. "When we are called upon for greater effort along these lines, you may be sure our response will be unhesitating, he added.

Orders WKNK Election
NLRB July 28 directed an election at WKNK Muskegon, Mich., among the radio engineers and technicians. IBEW (Radio Broadcast Techni-cians and Engineers Local 1292) claims jurisdiction. WKNK is owned and operated by Nicholas W. Kursi, and operates fulltime on 1000 kc with 1 kw.

EQUAL TIME
Asked in Press, Radio
A NEW YORK congressman last Wednesday called for equal radio time for "all candidates and aspirants to election to public office." Rep. Edwin Arthur Hall, a Republican, offered his views in the form of a House resolution (H. Res. 746).
The congressman said remarks and statements made by "partisan candidates for public office are sometimes accorded more space and attention in newspaper columns and radio programs than those of other candidates for the same office."
Re. Hall told BROADCASTING that he was considering drafting legislation, "if necessary," to implement his demand.
Section 315 of the Communications Act, entitled "Facilities for Candidates for Public Office" states that a licensee shall afford any qualified candidate for public office equal facilities to that permitted other candidates for the office. It also provides that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."
Rep. Hall admitted he was not familiar with this provision but said he had knowledge of certain stations which "apparently do not comply. He did not identify the stations.
The resolution follows:
WHEREAS it has been known to happen that remarks and statements of certain candidates for public office are sometimes accorded more space and attention in newspaper columns and radio programs than those of other candidates for the same office, AND WHEREAS all aspirants for public office under our American sys-tem should have a fair equal opportu-nity to express themselves in running for office, AND WHEREAS in order to carry out the precepts of our Constitution it is necessary that the people be fully informed about the public position and platform of every candidate by his own statements, AND WHEREAS the principal medi-um should be no foreclosed equal opportu-nity to express themselves in election to public office be given fair and equal space in columns of public print and afforded equal time over the airwaves.
**RCA TUBES ...**

the standard of comparison

For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA

The Fountainhead of Modern Tube Development is RCA

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**BBM Station Report**

**BUREAU OF BROADCAST MEASUREMENT.** Toronto, has released a specimen of its new station report to be issued soon for all Canadian member stations, based on a survey made in March 1950. Report features total radio homes in 1949 for each county, census sub-division, city or town, total weekly listening audience, day and night, and audience with percentage of radio homes, day and night coverage, for 6-7 times per week, 3.5 times per week, and 1-2 times per week. Definitions and explanations are printed on the reverse side of the station report.

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**Technical ...**

**LA ROY BIGOS to NBC Chicago recording engineering.**

**Clem Ireland, U. of Saskatchewan electrical engineering graduate, to transmitter staff CBK Watrous, for summer relief.**

**WILFRED C. PRATHER promoted to technical director in TV engineering NBC Chicago.**

**LEO RYMARZ, technician WWJ-TV Detroit, father of boy, Roger John, July 12.**

**RAY MACKAY, commercial navy and marine operator, to CBI Sydney, as station operator.**

**DON BRIENEN, chief engineer WBSC Hartsville, S. C., father of boy, Donald Steven, July 22.**

RCA Engineering Products Dept. releases removable intermediate lens for extending magnification range electron microscope as accessory for all EMU-Type RCA electron microscopes.

**GENERAL ELECTRIC Co. announces new television sync lock unit (type TV-30-A) for handling remote picture signals like local studio production.**

**PHILCO Corp., industrial division, designs new type shelter for microwave repeater stations, to protect microwave antennas from the elements. Shelters will accommodate primary and stand-by repeaters or terminals and other equipment.**

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**YOUNG LADY**

Leading station representative has opening in its Chicago office for a woman of solid experience and wide background. One who knows radio from the inside or buying viewpoint. One who has tact, intelligence, and likes to sell and work in pleasant surroundings.

Write

BOX 998F, BROADCASTING
Julia: 31 Decisions . . .

BY THE SECRETARY

WPTC, Kenton, N. C. — Granted license for new FM station, WPTC, on 105.3 Mc. - Denied application for license in Lyon County, Mo. - Granted license for new TV station, WPTC, on Channel 5. - Granted license for new AM station, WPTC, on 1050 kc.

WPDR, Maysville, Ky. — Granted extension of construction period to August 16, 1958.


KOEL, Oelwein, Ia. — License for new AM station.

WSPG, Saginaw, Mich. — Modification of CP.

WSGF, Saginaw, Mich. — Modification of CP.

WKQX, El Paso, Tex. — License for new AM station.

WKWI, Wilkes-Barre, Pa. — License for new AM station.

WQCD, Cleveland, Ohio — License for new AM station.

WQW, Quincy, Ill. — License for new AM station.

WQX, Fort Wayne, Ind. — License for new FM station.

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**Commercial Radio Equip. Co.**

INTERNATIONAL BLDG.  
WASHINGTON, D. C.  
PORTER BLDG.  
KANSAS CITY, MO.

**GAUTNEY & RAY**

CONSULTING RADIO ENGINEERS  
1032 Warner Bldg.  
Washington, D. C.  
Member AFCCE*

**RAYMOND M. WILMOTTE**

1469 CHURCH ST., N. W.  
WASHINGTON, D. C.

**JOHN J. KEEL**

Warner Bldg., Wash., D. C.  
National 6513

**WELDON & CARR**

WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas  
Seattle, Wash.  
1728 Wood St.  
4742 W. Ruffner

**E. C. PAGE**

CONSULTING RADIO ENGINEERS  
BOND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCCE*

**JOHN CREUTZ**

319 BOND BLDG.  
WASHINGTON, D. C.  
Member AFCCE*

**SILLMAN & BARCLAY**

1011 New Hampshire Ave.  
Washington, D. C.  
2915 Red River  
Austin, Texas

**LYNNE C. SMEBY**

"Registered Professional Engineer"  
820 13th St., N. W.  
EX. 8073  
WASHINGTON, D. C.

**GEORGE P. ADAIR**

Radio Engineering Consultant  
Executive 5851 1833 M STREET, N. W.  
Executive 1220 WASHINGTON 6, D. C.

**GEORGE C. DAVIS**

501-514 Munsey Bldg.—Sterling 0111  
WASHINGTON, D. C.  
Member AFCCE*

**RUSSELL P. MAY**

1422 F St., N. W.  
Kellogg Bldg.  
Washington, D. C.  
Republic 3984  
Member AFCCE*

**JOHN C. KEEL**

1820 Jefferson Place, N. W.  
Washington 6, D. C.  
Republic 7236

**CRAY & KENNEDY**

1703 K ST., N. W.  
STERLING 7932  
WASHINGTON, D. C.  
Member AFCCE*

**A. EARL CULLUM, JR.**

CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS, TEXAS  
JUSTIN 8-6108

**WILLIAM L. FOSS, Inc.**

Formerly Colton & Foss, Inc.  
927 15th St., N. W.  
Republic 3883  
WASHINGTON, D. C.

**GUY C. HUTCHESON**

1100 W. ABRAM ST.  
AR 4-8721  
ARLINGTON, TX

**A. R. BITTER**

CONSULTING RADIO ENGINEER  
4125 Monroe Street  
TOLEDO 13, OHIO  
Telephone—Inglis 9063

**WALTER F. KEAN**

AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

**ADLER ENGINEERING CO.**

18 Grand St., New Rochelle, N. Y.  
New Rochelle 5-1620

Member AFCCE*

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted: Must have copy permit. Help Wanted: $1 minimum. Help Wanted: $2 minimum. Other rates on request. Please charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box reply to Broadcasters, Box No. 62. Telephone for situations, radio, film. Note: Please allow 2 to 3 weeks for replies to Box 62. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Help Wanted (Cont'd)

### Managerial

**Announcers**

Network affiliate Rocky Mountain area has opening for announcer-coproducer. Send resume and recent tape to first letter. Box 959F, BROADCASTING.

Metropolitan station in market of 80,000, interested in announcing from writer who has experience. Must have knowledge of modern studio methods and equipment. Reply Box 895F, BROADCASTING.

Announcer, experienced, field staff position. Send resume and recent tape to Box 955F, BROADCASTING.

### Salesmen

Salesman sells radio and TV commercial production. Experience desired. Must have contacts in advertising agencies. Working knowledge of radio and TV. Reply Box 1675F, BROADCASTING.

Sales manager胜任 desired for station in city of 100,000. Must have at least 5 years' experience in radio production. Box 905F, BROADCASTING.

### Sales

Television

Salesman

TV film show salesman, National Film organization, Boston, Mass., wants management position with opportunity for growth. Please write for further information. Box 965F, BROADCASTING.

### Situations Wanted

Managerial

### Technical

Combination engine-announcer-negotiable. Must have good speaking voice. Reply Box 956F, BROADCASTING.

Combination engine-announcer-negotiable. Must have good speaking voice. Reply Box 956F, BROADCASTING.

### Production-Programming, others

Continuously write. Must be experienced with TV, radio, and film. Apply to Box 957F, BROADCASTING.

### Announcers

Twelve years experience in all phases of radio broadcasting. Has program director, sports director, news director in addition to announcing. Box 965F, BROADCASTING.

### Top Staff

Top staff quality. Experienced in all phases of broadcasting.茚予等次. Box 965F, BROADCASTING.

### Salesmen

Top-notch salesman wants to locate in teens. Box 957F, BROADCASTING.

### Announcer

Top-notch announcer with excellent voice, enjoys working on TV. Box 957F, BROADCASTING.

### Top Staff

Top staff quality. Experienced in all phases of broadcasting.茚予等次. Box 965F, BROADCASTING.
Add "Local News" to your salesmen's selling gimmick. "Real estate, five years in the business" means just what it says, to many a listener. Experienced newscaster knows experience is covering the local beat, adds realism to call-in interviews, sports, and special events. 

Isle of Palm, travel. Box 985F, BROADCASTING.

Sports director, play-play-by football, basketball, and other college and professional sports. Equipped to set up sports features and cover games. Will travel. Box 656F, BROADCASTING.

Announcer, well experienced. Young, married, excellent voice, steady, College and radio school trained. News specialty, sports, MC, production, disc jockey. All phases of radio including voice and music. Have thorough background. Excellent recommendations. Box 961F, BROADCASTING.

Announcer, 2 years experience with Chicago FM stations. Sing, disc jockey voice. Both stations, regional network. Will travel. Box 616F, BROADCASTING.

Announcer, writer, veteran. News and news editing, disc shows. Have thorough background. Have program ideas that are tear-jerkers. Assistant in radio training. College background. Box 972F, BROADCASTING.

Sports announcer, ten years top play-by-play, outstanding sports cast. Box 938F, BROADCASTING.

Combination, 6 years staff announcing in top FM and AM stations. Good all around news man. New with 5000 watt ABC affiliate in large metropolitan area. Excellent recommendations. Box 97F, BROADCASTING.

Announcer with three years experience in all phases of radio. Excellent on hard news, enjoys steady dependable job. News and sports. Will travel. Box 981F, BROADCASTING.

Combination men, work well together. Would like to: One married, car $5000. Good, all around news man. New. Other single, car, licensed four years, two years experience. Dependable, no flusters or drinkers. Box 707F, BROADCASTING.

Announcer Salesman: 3 years experience announcer-engineer 2 stations. 1 year student salesman, reliable, steady, radio and TV experience, disc jockey picture on request, all correspondence answered. Box 722F, BROADCASTING.

Announced, experienced, 1 1/2 years, operate console, strong on commercials, disc jockey, will travel. Box 982F, BROADCASTING.

Football play-by-play. All sports. College and professional. Box 926F, BROADCASTING.

Announcer, 1 year, assistant N. Y. producer, 21/2 years news and sports. Good on all phases of broadcasting and telecasting, announcements, sports, commercials, and special events. Box 98F, BROADCASTING.

Announcer with first phone ticket desired position in midwest states preferred, Chicago area also. Box 826F, BROADCASTING.

Representative, experienced reporter-newscaster-announcer for war reporting. For station, regional network, coast-to-coast. Excellent references. Box 925F, BROADCASTING.

Announcer-program director, no hotshot but good all-around. A former G-4, married, 37, married, settled, now employed. Desire change. Available two weeks notice. Also continuous writer, presently employed as P.D. Box 9G, BROADCASTING.

Morning man, deep voice, showman, 5 years experience. University Radio, Court House Station, Box 76. Telephone 21388, Asheville, N. C.

Experienced newscaster, gathering, writing, continuity, all phases of radio. Equipment includes: 2 FM's and 1 AM, disc available. E. Alcorn, 120 W. 18th, Dallas, Texas.

Announcer, vet, writer, program, top mail pull. Three years experience, disc jockey, sports, newscast, AM, FM. Will travel. Box 362F, Hollywood, Calif.


Ambitious young announcer, director, master of ceremonies, sportswriter, sportsman wants a chance to prove himself in good station. Harry Nungester, 2215 Elsinore St., Orlando, Florida.

Disc shows. Have several used guyed Wincharger towers will sell. Box 838F, BROADCASTING.

Anchors, engineers, production men, secretaries, office personnel. Experienced, 1st day, dependable. Box 912F, BROADCASTING.

Traffic, women's features, continuity. Girl, 22, experience plus college. References and continuity samples on request. Box 97F, BROADCASTING.

Program director. Eight years experience, FM, AM, disc, picture. Chief announcer present station two years. News, sports, all phases programming. Singles, very bright, family. Seek permanent position. Box 949F, BROADCASTING.

Program director, experienced. Excellent references. Desires progressive station or agency that wants a really permanent executive. Box 97F, BROADCASTING.

Sports disc jockey, college graduate. Excellent contacts. Will work Chicago area. Box 97B, BROADCASTING.

MR. D., 1-year-old, a robust little guy that likes to go to the zoo. Box 916F, BROADCASTING.

Combination experienced newscaster, reporter and writer. Newspaper background. Proven ability. Box 933F, BROADCASTING.

Television

Production-Programming, others

Assistant television director. Combine talents of studio director, photography cameraman, advertising executive. Write four original scripts. Box 952F, BROADCASTING.

Television

Equipment, etc.

RCA stabilizing amplifier, TA-5A or TA-5B working condition important. Minimum price, $250. Box 971F, BROADCASTING.

Wanted RCA BTA-576L, GF BT-20-A or equivalent transmitter; limited audio station. Please answer this in a perfect condition, short time used. Write Box No. BROADCASTING.

FM frequency and modulation monitor. Also 15" coax with fittings including gas barister. Write Adams, 1644 Idlewood Road, Glendale 2, California.

Miscellaneous

Edward Friedgen, contact John, KWJ, Portland. Good news.

Interested in filling that important vacant chair? . . .

In early thirties, this heavily experienced, married, college educated executive offers your station:

Over ten years with outlets ranging from 250 to 50,000 watts in various capacities.

- Either side of the mike background includes term as disc jock for 50,000 watt CBS station.

- Producer-writer and then on to Assistant Program Director with some outlet.

- Production Manager of metropolitan Mutual 5000 watt.

- Sales experience with several large stations, and New York City station Representative Firm.

Why not fill that Vacant Chair with the right man!

Good all-around background on both sides of the mike more than qualifies this executive in a strong proposition either on or off the air. If you are interested write at once stating your best offer. I, in turn, will forward your references to your office immediately.

That Vacant Chair need not be vacant for the lack of a good man!

BOX 6G, BROADCASTING.

Equipment, etc.

Save $4,060. 100 kw diesel generator new, even by 9 cylinder radial air cooled engine. Bargain. $7,250 FOB Los Angeles. 19 kw new FM transmitter and 8 bay antenna. P.O. Box 56, Riverside, California.

Western Electric 20A 20 watt transmitter $995. Fifty 4250 tubes new; four GL372 new; four 8593 new; make fancy offer. West Chase Hotel, St. Louis, Mo.


Have several used Gunwhacker towers will sell erected. Tower Const. Co., 167 Fourth St., Sioux City, Iowa. Phone 5-5991.

Wanted to Buy

Stations

Radio station. Radio man now employed as station manager fulltime network station, interested buying small station in midwest area or entering partnership or syndicate to manage station. Twenty years radio experience. Reply Box 926F, BROADCASTING.
Help Wanted

Managerial

Excellent opening in western Pennsylvania for a well-qualified commercial manager. Liberal salary plus commission, and bonus to the right party. A man who is interested in setting down in a small community, will also get many extras and security. Please contact Box 8G, BROADCASTING.

Salesmen

$10,000 JOB OPEN

One of the country’s best radio stations is looking for a man to undertake its Vice President in charge of sales and to direct its promotions. Must be under 40, must have outstanding record of selling locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to BOX 10G, BROADCASTING.

For Sale (Cont’d)

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has been only two years service except for the 250 watt exciter which has been in service three years. Excellent condition. This equipment is priced to sell.

BOX 93F,

BROADCASTING

CITE SUCCESSES

Sponsors Tell Seattle Admen

RADIO contest, Piz-O, now in its second 13-week run on KIRO Seattle for Van de Kamp Bakers and recently extended to Los Angeles for the same sponsor, is “the most successful advertising—regardless of media—that the company has used in 35 years.” This was the assertion of L. H. Fortin, assistant manager of the bakery chain, at a “Retailers Look at Radio” session of the Seattle Advertising and Sales Club July 23.

Mr. Fortin explained that the sponsor sought to increase foot traffic through its retail outlets, observing that a 6% increase would have paid for the show. In the first weeks Piz-O has been on the air, foot traffic has increased 20%, he reported.

John W. Weaver, secretary of Pantorium Cleaners and Launderers, Seattle, said that radio has done its best job for his concern thus far through programs, although spots also have been used. On a service such as his, he said, a personality is needed to help win the customer away from two types of competition—other cleaners and laundries, and the housewife herself, who may prefer a home washing machine.

Television, according to Mr. Weaver, offers “a grand opportunity” to sell with a personality. He called TV “the next thing to selling door to door,” because it can demonstrate the effectiveness of the cleaning process visually.

Federal Old Line Insurance has increased its assets in 13 years from $2,500 to $22 million, and is indebted to radio “in large share” for the increase, Jim Morris of the insurance firm’s Seattle office told the group.

CHURCH PETITION

Files Amendment With FCC

AMENDMENT of its application for a new station at Independence, Mo., to correct alleged deficiencies in legal qualifications has been requested in a petition filed with FCC by the Reorganized Church of Jesus Christ of Latter Day Saints. The church had received a proposed denial for 5 kw daytime on 1380 kc but the ruling has been remanded by FCC for further hearing (BROADCASTING, July 3).

The Reorganized Church told FCC it wished opportunity at further hearing to testify on its proposed amendment, whereby a non-profit corporation as an adjunct of the church would be substituted as the applicant. A question had been raised as to the church’s qualification to be a licensee under the Communications Act because it is an unincorporated membership association and one member of its governing board is a citizen of Australia. The church held the issue is but a technical one and should not preclude a grant.

MORE RADIO USE

Seen in Public Relations

MORE radio, “far beyond anything we have seen to date,” will be used in public relations, Fred A. Palmer, radio consultant and manager, WOL Washington, told a luncheon meeting of the National Capital Forge of the American Public Relations Assn. in the Lee House, Washington, July 17.

Mr. Palmer noted that leaders in the public relations field had revealed to him plans for greater usage of radio for specific public relations problems “to get across a story and to win friends.” Case history of radio use in public relations pointed out by Mr. Palmer was WRPD Worthington, Ohio’s building of good relations between town and country.

Midwest Money-Maker

Established Nine Years

$55,000.00

This is one of the outstanding low priced opportunities of the year; it is a full-time network station located in a rich farm market. This exclusive station is doing better than $5,000.00 monthly and showing good profits on low operating costs. Valuable land and building are included in the realistic price of $55,000.00. Can be bought without building at $40,000.00 with small monthly rental. Liberal financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

BROADCASTING

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C.

James R. Blackburn, Harold H. Washington

Washington Hlgs.
Sterling 3411-2

SALES OFFICE

CHICAGO

Ray V. Halloway
309 N. Michigan
San Francisco

220 Montgomery St.
Exbrook 2-5672

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FEDERAL WAY, WASH.

Fred W. Hahm

3024 Meridian

EUGENE, WASH.

Walter C. Blackerby

306 West 10th

NEW CASTLE, INDIANA

A. J. Bowers

107 S. Maine

COLUMBUS, OREGON

Ralo Blackerby

805 State

WASHINGTON, D.C.

Ray V. Halloway
220 Montgomery St.

Exbrook 2-5672

WPTR Albany, N. Y., presented certificate of appreciation from U. S. Dept. of Defense during special broadcast.

Page 76 • August 7, 1950

BROADCASTING • Telecasting
CONSIDERATION of television as an advertising medium and current trends in radio advertising will be highlighted by the seventh annual Ohio State U. Advertising and Sales Promotion Conference Oct. 6-7, according to Dr. Kenneth Dameron, general conference chairman.

The meeting will be sponsored jointly by the College of Commerce and Administration and the fifth district of the Advertising Federation of America. Dr. Dameron said TV and AM radio media will be considered in special sessions on retail advertising and sales promotion and national advertising. The latter category will encompass industrial and consumer goods as well as advertising agency management and operation.

In addition to Dr. Dameron, members of the conference steering committee include: James C. Yocum, professor of advertising, Ohio State U.; Stanley Schelenger, Buckeye Union Casualty Co., vice president of the AFA; Theodore Brown, Perry-Brown Inc., Cleveland, governor of the fifth district, AFA.

Maizlish Chairman

HARRY MAIZLISH, general manager, KFWB Los Angeles, has been named campaign chairman for the Radio-Television-Recording Charities Inc., Los Angeles. Formed was the first of this year by representatives of radio, television, recording and allied fields to promote a combined drive for eight major charity areas in the city, eliciting separate charity appeal. Expected to be beneficiaries are American Red Cross, American Heart Foundation, YMCA, American Cancer Society, Los Angeles Community Chest, March of Dimes, United Cerebral Palsy. RTTC executive board includes:

Sidney N. Stroitz, administrative vice president in charge of NBC Western Division, president; Larry Shea, vice president, marketing and general counsel, Don Lee, secretary; Wayne T. Price, vice president in charge Hollywood office, HADO, treasurer. First major drive expected to get underway in September.

DONALD S. DOTY, KAAA Red Wing, Minn., to program director at WQK Cleoquet, Minn., succeeding GEORGE B. WILLIAMS (see Front Office).

WILLIS COOPER, radio writer-director-producer, has joined The People, NBC, Fri., 8:30-9 p.m.

RALPH JAMES, news editor KTRY Bastrop, La., to program director.

KATHERINE KERRY, home economist to KSEU-KM FM Sacramento, KJMJ-FM Fresno, KG Stockton, EARN-AM FM Bakersfield, KBEE (FM) Modesto, Calif., and KOH Reno, Nev., to KSY San Francisco as executive-conductor A Woman's Day, half-hour morning show. She replaces RUTH THOMPSON.

DOE WARREN, KKWT Hot Springs, Ark., to announcing staff KFAX Wichita Falls, Tex. JOHNNY LOWE leaves station to enter newspaper, work in Long Beach, Calif. GEORGE CRAIG, program director KFAX, named production director in addition to present duties.

MILTON SHREDNIK, music director KJW Denver, resigns. Succeeded by ED BOWERS, violinist, conductor and composer, who was with NBC.

HARRY CURRAN, WXGI Richmond, Va., sports director, to chief announcer position, succeeds MAY CHARLES WATSON to WXGI as music librarian.

ROD STERLING, writer-producer at WBAL Baltimore, Ohio, and network freelance to WLW Cincinnati as staff writer.

JIM LOWE, WIRE Indianapolis announcer, to WBMB Chicago on Double M.

DAVE MANN, staff announcer WLYN Lynn, Mass., to chief announcer.

JOHN CLEARY, staff CHUM Toronto, resigns to enter U. S. radio.

JIM CRITCHFIELD, staff writer WNYE New York, to Oklahoma City, to assistant to Vance Colvig on Surprise Package show.

DIRK COURTENAY, free lance radio- TV personality, Chicago, to promotion and sales director at WGN Chicago for active duty with Army Air Force. Expecta to be assigned to radio and public relations.

BERNIE CREGHTON and DONALD HOGAN, new to radio, to announcing staff CHB Halifax.

JULIE MITCHUM, singer, dancer and impersonator, starts half-hour weekly program on KJAC-TV Dallas.

LORRAINE PECK, continuity editor WGB Radio Productions, St. Louis, to promotion - merchandising staff KWW and KSL same city.

ROBERT MARTIN, WOR New York announcer, to WNOX Knoxville, Tenn., as announcer.

BILL WOLFF and STAN CHALLIS, staff announcers WNRK Milwaukee, Mich., featured on The Tom & Jerry Kids show, Mon.-Fri., 8-8:30 p.m.

BETTY BRADLEY, vocalist, to WOL Washington as conductor of series of home programs.

CARL CANNON, account executive Brannon Co., N. Y. station representative, to WSBM New Orleans as promotion manager.

FRED BENNETT, WPEN Philadelphia morning man and m.c. Nightcap show, to teaching staff Radio School of Broadcasting of Columbia Institute, Philadelphia.

JEFF SMITH, production manager WOR-TV New York, resigns to enter retail TV and appliance field. Forms Texas-TV Stores, San Antonio, Tex.

ELOISE REEVES, assistant to ABC Hollywood recording manager, to program assistant KECA-TV Hollywood.

HARRY WARD, assistant continuity acceptance editor NBC Chicago, to editor, replacing ROBERT GILBERT, assistant continuity director.

BILLY JENNINGS, former announcer and program host WTOP Washington, to WBMB Chicago.

BETTY WHITE, singer, starts new half-hour weekly program on KLAC-TV Hollywood.

JANE TIFFANY WAGNER, NBC supervisor of education, resigns effective Aug. 15 to join American Home Magazine as editor of home and food services. Joined NBC in 1942.

ARTHUR (Bud) CHASE, announcer WTOP South Bend, Ind., to WONE-WTWO (FM) Dayton as featured disc jockey.

RUS COULIN, program director KBBK Oakland, editor begins Cecil Show, disc program, on station.

DOLORES HAWKINS, ABC vocalist, to cast of The Singer Show, originating at WABC New York and weekly to network of 38 Southern stations.

WILLIE WEBB, staff announcer KNUZ Portland, Tex., to chief announcer.

JOHNIE GOODMAN, staff announcer, to production chief. EDNAH FORSTER, traffic manager, to promotion manager in addition to present duties.

BOB DAVIS, WBAL-TV Baltimore announcer, to WOL Washington as m.c. Mute-Helene Drive-In. 10:15 a.m.-12 noon, daily, and newspaper.

CHARLES VAUGHAN, producer WRLD (TV) Dayton, Ohio, rejoins WRLW (TV) Cincinnati as producer.

PHIL MCKELLAR, announcer of CBI, Sydney, to CBE Windsor.

IRA COOK, DICK HAYNES and BILL STEWART, KAC Hollywood disc m.e.'s will provide a fine list of speculation from WRLW (TV) Department for "generous support during recent Independence Day Drive."

GLADYS K. NESRSTA, to commercial department WOAI-AM TV San Antonio, Texas, as assistant book. Succeeds MARY FRANCES FARRELL, resigned to marry.

JOE CROSSMAN, Atlantic City Press producer, to WMID Atlantic City, N. J., as amusement editor, conducting In the Spotlight, Mon.-Fri., 7:45-8 p.m.

MYRON J. BENNETT, disc jockey KRNT Des Moines, to KXLY St. Louis, as conductor M & B Shows, Mon.-Sat., 8:15 a.m. and 1 p.m.

GEORGE HILL, producer WMAL-TV Washington, father of boy, Christopher.

BILL ALBERT, city staff WOAI San Antonio, called to active service as 1st Lt. in Company C, 20th Infantry, U.S.M.C. Succeeded by CARL DAVID BOND, graduate of U. S. School of Journalism. RALPH FRTZ, assistant night editor WOAI, resigns to devote his time to fiction writing.

JAMES E. WADE, newcomer KFRU Columbia, Mo., to KCOM Sioux City, Iowa.

BOB BALL, WHO Des Moines newscaster, and Lee Peeler have announced their marriage.

CREIGHTON SCOTT, WBBM Chicago, to CBS news staff in N. Y., as part of network's expansion to cover Korean war.

DONALD WRIGHT, June graduate U. of Minnesota School of Journalism, to newscaster department KSYM Fairmont, Minn. Was with WHLB Virginia, Minn.

ROBERT NOBLE to newscroom CHB Halifax, as summer reliever.

The NEW Frontier, series of dramatic programs by Institute for Democratic Education, N. Y., dealing with problems of prejudice, now aired on WRC Washington, Sunday, 11:15-11:30 a.m.

BROADCASTING • Telecasting

CUSTOM-BUILT EQUIPMENT

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your firm's name in this "vacancy" box displayed free to radio and television station owners and managers, chief engineers and technicians/applicants for radio and television facilities.

staff consultants - planning - design - acoustics

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August 7, 1950 • Page 77
CURRENT CHARGE OF SHOWS IN REPORT TO WBBM CALLED "JACKPOT" COURT.

CBS, DeSoto and Plymouth, citing complaints against the three defendants charges (1) misappropriation of dramatic property, (2) unfair trade practices and (3) unfair competition. Hit The Jackpot is a Mark Goodman-Bill Toddman package show leased by the network. Ross, Berchen & Schwantes, Chicago law firm, represents CBS although the regular attorneys for the network in Chicago, Arvey, Hodes & Mantynb, may be brought into actual trial proceedings.

TALENT UNIT OFFER

SERVICES FOR WAR EMERGENCY

Co-ordinating committee for Screen and Radio Artists, Clearing house for free appearances of Hollywood movie and radio talent for public service, patriotic and charity purposes, has volunteered its services to the government in war emergency. In a letter sent to Defense Secretary Louis Johnson, the group stated they were "prepared and ready to perform whatever projects you may see fit to request of us." Letter was signed by George Murphy, committee head.

The group represents American Federation of Radio Artists, networks, Screen Actors Guild, American Guild of Variety Artists, Assn. of Motion Picture Producers, Theatre Authority.

GIVEAWAY STUDY

LOTTERY FINDING BY D. A.

STUDY of giveaway programs as related to Wisconsin's anti-lottery laws continued last week, with the Milwaukee district attorney's office naming Lucky Dial Money Pile on WKTY LaCrosse a lottery. Inasmuch as the opinion was given by the Milwaukee County district attorney's office instead of that in LaCrosse County, the opinion will not automatically lead to definite action.

If the LaCrosse office, or that of the attorney general, concurs in the opinion, WKTY may be asked to take the show off the air. Joseph E. Tierney, Milwaukee County deputy district attorney, rendered his opinion on legality of the show when a Milwaukee advertising agency man sought advice, explaining he wanted to put a similar show on the air.

Format of the show has announced calling off dial telephone numbers. If the telephone subscriber holding that number calls the station within five minutes, he wins money in the Lucky Dial Money Pile. A dollar is added with each announcement, and is supplied by the sponsor of each spot [Broadcasting, July 24].

De Sylva Estate

B. G. (BUDDY) DE SYLVA, Capitol Records Inc. board member, who died in Hollywood July 11 from a heart ailment [Broadcasting, July 17] left an estate estimated at $5 million. With the exception of specific bequests totaling $170,000 the estate was willed to his widow, Mrs. Marie Wallace De Sylva, who is to receive a life income of no less than $2,500 monthly. Upon her death, David Shelley, son by a former marriage, becomes beneficiary. A $50,000 trust fund was left to a minor son, Stephen.

SACRED HEART" PROGRAM

THE Sacred Heart Program, recently named as the second choice of top Catholic programs by the National Catholic Broadcasters' Assn. at their convention in St. Louis, originates on St. Louis U.'s WLS, instead of WJ as appeared in the July 24 issue of Broadcasting.

PROTECT YOURSELF, YOUR STAFF, YOUR CLIENTS FROM THE DAILY HAZARD OF LIE, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY.

Arising from Editorializing, Speeches, Newspapers, Ad Uva, Financial Comment, Mystery Plots, Goodyear Announcements, Man-on-the-Street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER!

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BROADCASTING • Telecasting
fcc actions

applications cont.:

august 2 applications

accepted for filing

modification of license

lwo tv portsmouth, va.—mod. license am station to change studio from po. to 108 brooke ave., norfolk, va.

license renewal

request for renewal of license

mod. cp new fm station for extension of wireless contours

am station

wnag grenada, miss.; wtaa san juan, pu.

modification of cp

fn station

mod. cp new fm station for extension of wireless contours

am station

kcoj louisville, ky., oldest station ky.'s

acceptance of license

knhb los angeles—license for cp new commercial tv station.

fender decision

modification of license

krcq centerville, ia.—mod. license to change from 1600 kc 1 kw untl. to 1400 kc 250 kw untl.

kjay topeka, kan.—cp am station to change from 1640 kc 1 kw untl. to 1540 kc 5 kw untl. da-1.

august 3 decisions

by commission en banc

hearing designated

h. c. young, jr., and southern broadcast

co., wete Atlanta, ga.—designated for consolidated hearing at atlanta, ga., pursuant to action of commission of young with that of southern broadcasting

co. for consolidated hearing of new station on 1470 kc 1 kw d

Louis Watson, pasco, Wash., and kale richland, Wash.—designated for hearing in consolidated proceeding, application for renewal of license of radiowave station on 900 kc 1 kw untl. utilizing different equipment as necessary at which time a decision of consolidated proceeding will be rendered.

extension denied

wbgc atlanta, ga.—denied application for extension of operating license from july 1, 1951, to december 31, 1951, to effect of any internal cross-modulation between WCNB and WCNF.

extension denied

wpec peoria, il.—extension granted to remain silent until sept. 1, to effect pending consolidated change in location or assignment of spectrum area.

petition granted

WLAN Lancaster, Pa.—petition to reconsider in the matter of Southeastern radio corp., licensees to broadcasting station WCNB, grant of work of cp.

KMA Shenandoah, ia. and WRFC Athens, Ga.—mod. cp new fm station of KMA.

new grants, transfers, changes, applications

summary to august 3

summary of authorizations, stations on the air, the application, or the granting of a license pending hearing

class

on air licensed

am stations

1,220

1,220

cps

185

185

tv stations

99

99

*two on the air

DOCKET ACTIONS

final decisions

Conway Broadcasting Co., Conway, Ark.—announced decision of jan. 24, 1951, to change station from pontiac to detroit and change power from 1 kw untl. to 25 kw untl. on 1470 kc, subject to wroc licence.

WCPR Pontiac, Mich.—announced decision of john m. alfred, bestc. co. new station on 1230 kc, 250 kw fulltime. denied application of paulin-

County bestc. Co., same facilities as CONWAY. decision july 28.

WJAC-TV Jacksonville, Fla.—announced decision of june 27, 1951, to change station from jacksonville to gainesville, fla., and utilize separate da for night and day, with application of caddo for license with service to the public, kflk city, okla., and ksmi Seminole, okla.

requests granted

WNDE Des Moines, lowa.—granted request for removal of existing license from 1470 kc for effect of any internal cross-modulation between WNDV and WRJF.

extension denied

WSGE Atlanta, Ga.—denied application for extension of operating license for station which is now on 750 kc 5 kw, vertical antenna and mt station on top of am tower and change trans. and studio locations from july 1 to sept. 1. request for new license was made july 31, 1951.

extension granted

WPEO Peoria, ill.—extension granted on july 24 to station which is now on 1570 kc 1 kw.

petition granted

WLAN Lancaster, Pa.—petition to reconsider in the matter of WCNB, grant of work of cp.

KMA Shenandoah, ia. and WRFC Athens, Ga.—mod. cp new fm station of KMA.

to delete issue no. 4 in commission's order of april 31, 1951, designating radio 
es 200 kw, including in the following as issue 
Wroc license for station on 1450 kc.

KMA Shenandoah, ia. renders primary service beyond its normally assigned radius contour in areas within which operation of station is not a public service and of such nature that it is not in the public interest.

order adopted

Commission on aug. 1 adopted order, effective july 24, correcting error in section 26 of the standards of good engineering practice concerning wireless broadcast stations, to indicate sun-

set of restrictions.

august 3 applications

accepted for filing

license for cp

license to cover cp new am station: wsc state lines, inc., 1150 kc.

license renewal

with fm battleboro, nc.—request for license renewal.

modification of cp

WAPF orange park, fl.—mod. cp new fm station for extension of license.

WAPF Grovetown, Ga.—mod. cp new fm station for extension of license.

WPCF Panama city, fla.—mod. cp new fm station for extension of license.

WPCF Ormond, Fla.—mod. cp new fm station for extension of license.

WKJW milkville, ny.—mod. cp new fm station for extension of license.

WCPA-SFM Los Angeles, cal.—mod. cp new fm station for extension of license.

WRAC Atlanta, Ga.—mod. cp new fm station for extension of license.

WREX Jacksonville, fla.—mod. cp new fm station for extension of license.

WRHC Elk Grove, cal.—mod. cp new fm station for extension of license.

WRMD Fort Lauderdale, fla.—mod. cp new fm station for extension of license.

WRFL hickory, nc.—mod. cp new fm station for extension of license.

WRIO-RF hickory, nc.—mod. cp new fm station for extension of license.

WABI-HF Bangor, me.—mod. cp new fm station for extension of license.

WLAG-DG Oklahoma city, okla.—mod. cp new fm station for extension of license.

WALL-DG Savannah, ga.—mod. cp new fm station for extension of license.

WINK-FM Fort Myers, fla.—mod. cp new fm station for extension of license.

WORR-AM New York, ny.—mod. cp new fm station for extension of license.

WORR-FM New York, ny.—mod. cp new fm station for extension of license.

WORR-AM New York, ny.—mod. cp new fm station for extension of license.

WRAM-AM new orleans, la.—mod. cp new fm station for extension of license.

WRAM-FM New orleans, la.—mod. cp new fm station for extension of license.

WRAM-AM New orleans, la.—mod. cp new fm station for extension of license.

WRAM-FM New orleans, la.—mod. cp new fm station for extension of license.

WRAM-AM New orleans, la.—mod. cp new fm station for extension of license.
Richards Case (Continued from page 26)

w eek supported testimony of early witnesses that Mr. Rich- 
ards ordered staff members to slant news according to his 
personal views, particularly against Mr. Bumpas, owner; 
President Roosevelt and certain minority groups.

Mr. Richards is chief owner of KMPC, WCAR Cleveland and WJR. 
Several of the field reports and applications are at stake in the 
hearing.

Argument over missing scripts and other material was 
thursday afternoon when Mr. Burns reported that a diligent 
search, in response to subpenas, had failed to produce them. 
He read letters from WJR and WCAR saying such material is kept for a 
certain number of years and then destroyed, but assured Examiner 
Cunningham that every effort was made to check the accuracy of the 
requested data as possible.

Clete Roberts, former KMPC public affairs director, who is 
regarded as a star witness of FCC, took the stand and testified 
that what was expected to be several days of testimony.

Now a newscaster of KFWB and KALI, Los Angeles, that 
during his term at KMPC he 
received communications about news handling from Mr. Richards "in the 
form of newspaper clippings, tele-
grams, letters, memos." He said there were "daily phone calls, and sometimes a 
day no conversation.

With the station, the 
and cancellation of previous agreement 
of Mr. Euler and Mr. Denton to indem-
ify WFRM Inc. to the extent of 50% 
any money they might be required to 
pay Mellon National Bank and Trust 
Company, WJR Corp., WCAR Corp., 
announced the sale of The Golden 
Age to the Associated Press.

Under the terms of the agreement the 
newly formed company will take over the 
financial obligations and the radio station, 
the radio plant and all facilities of The 
Golden Age for $150,000 in cash and a 
25% interest in the stock of the new 
company.

The sale was approved by the 
Federal Communications Commission 
and the United Press International.

The sale will be consummated on 
December 31, 1937, and the sale 
price will be paid in cash.

The new company will be known as 
Golden Age Broadcasting.

The sale includes all the assets 
of The Golden Age and the 
radio station, KACE-AM,licensed to 
Tuscaloosa, Alabama.

The sale was approved by the 
Federal Communications Commission 
and the United Press International.

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The sale was approved by the 
Federal Communications Commission
would talk about his personal antagonisms."

Mr. Dehner said there were times when "I didn't broadcast items he took as "screw-ups," especially stories derogatory to Jews."

Mr. Dehner identified 44 pages of anti-Roosevelt, anti-Administrative, and pro-Republican clipping which he said were taken from newspapers and included in newscasts at Mr. Richards' request. Un
der a cross-examination by Hugo Paton, chief defense counsel, Mr. Dehner said he could see "nothing false" in a large number of these items but that "the reason behind the use of these articles and stories in the newscasts . . . gave them a quality of falseness."

"It was wrong, because Mr. Richards told me to use them to reflect his own antagonisms," he declared.

He conceded that if he had checked the KMPC wire service newscasts he might have found some of the same stories available there.

Thorst Testifies
Larry Thor, CBS announcer, who was a KMPC announcer in 1947-48, testified that if "you didn't do as he [Mr. Richards], you didn't work there."

The witness said he was told by Mr. Richards, then KMPC public affairs director, who said he told him that he (Mr. Roberts) was given a free rein and didn't share Mr. Richards' views.

Mr. Thor said that when Mr. Richards was dismissed, newscaster morale was bad and that he took a "sober view of the situation."

"Instructions" during his tenure at KMPC, he said, called for use of an uncommentary story about a Margaret Truman concert; linking of the Stern gang in Palestine with communists, and reference to Maj. Gen. Bennett Meyers as "Benny."

Under cross-examination Mr. Thor was made to admit that he reported a broadcast at KMPC and, after reading various items into the record, said he could see nothing "false" in them. He testified, however, that they were not "complete." Similar characterizations have been made by other witnesses.

George Lewin, now on the Los Angeles Examiner copy desk, said that while he was with KMPC as news supervisor in 1947-48 he had standard orders to look for and use unfavorable stories on the Roosevelt family and administration. The witness said that Mr. Richards' orders were he read a three-page newscast critical of Elliot Roosevelt and that among things he was told to refer to Henry Wallace as "screw-ball!" and "bumbleweed."

At one staff meeting, he said, Mr. Richards "presented a list of people he wanted us to be difficult with."

Mr. Lewin said he followed the station owner's instructions to a substantial extent but that when Mr. Richards was out of hearing of KMPC "we did not use any such involved in the application" of WMEX "and it did not reflect discredit upon any of these men; nor did the facts appear to be such as would give rise to suspicion in the minds of reasonable persons that any subsequent applications with which this group was found identified should be considered unfavorably."

The decision found that as result of threatened law suits and other financial difficulties which Mr. Dresser, president of the group, had with New England Corp., which for a time leased WLOE, "he resolved to conceal his identity and stock ownership of WMEX. The fact that what Mr. Dresser's holdings were in the name of Miss Cunningham, the circumstances suggest strongly the possibility that 'the and associates' and stockholders ... were aware that he was acting in his own behalf and not merely as a representative of Miss Cunningham in WMEX."

Mr. Dresser retired from WMEX in 1948, selling all of his stock to the corporation for the return of his investment.

Serious Consequences
"Serious consequences would attend a finding of willful deception," FCC said, "and we are reluctant to make a final decision unless it is clearly warranted." The decision explained, "The evidence of record ... however, is inconclusive on the issue of Mr. Dresser's knowledge of the misrepresentations."

The decision further noted the record of evidence which "reflects adversely upon the integrity or the personal character and reputation of any of the persons now identified" with WMEX.

FCC concluded it was satisfied that all persons affiliated with WMEX "are aware of their responsibility to supply the Commission with carefully prepared reports and other information when expressly directed or required by our rules to do so. We expect complete diligence in this regard."

NLRB Drops Case
BECAUSE musicians union in Chicago has agreed to drop action against local Musak franchise holder, Brown Electric & Amplifier Corp., National Labor Relations Board will not issue charge against AFM, Robert Ackerberg, acting NLRB regional director, said July 28. Union stopped Musak's service to some Chicago hotels and restaurants a year ago, claiming AFM instead of IBEW members should be record turners for music services. Boom filed unfair labor practices charges with NLRB last October.
FCC AFFIRMS RULING ON KWIK REVOCATION

INITIAL decision affirming FCC's revocation order against KWIK Burbank, Calif. [Broadcasting, Dec. 19, 1949] issued Friday by FCC Comr. E. M. Webster, who conducted hearing. His decision, subject to Commission review upon request, held that control of Burbank Broadcasters Inc., licensee, was transferred without FCC approval; that "on a number of occasions" FCC rules relating to filing of ownership data were disregarded, and that "without question Burbank Broadcasters Inc. is not qualified" for broadcast license.

Subsequent to stock transactions involving in hearing, KWIK was adjudged bankrupt, and application is now pending for FCC consent to transfer it from bankruptcy trustee to International Ladies Garment Workers Union for $40,000 [Broadcasting, July 25, 1949]. If revocation becomes effective, transferred ILGWU owns FM stations KFVM Los Angeles, WFDR New York, WVNUN Chattanooga. KWIK is on 1490 kc with 250 w.

REP. BROOKS PROTESTS MEXICAN OPERATION

XEN'T Nuevo Laredo, Mexico, Friday was accused of other "roadhog tactics" in statement made by Rep. Overton Brooks (D-La.), who claimed "intolerable interference will ruin KENT [Shreveport, La.] if permitted to continue." He charged Mexican station, on Texas border, operates "with no restrictions whatsoever." Both stations operate on 1560 kc.

Rep. Brooks said he had "repeatedly appealed" to the State Dept., which "apparently is vigorous in its opposition, without avail" [Closed Circuit, April 10]. He felt "something more is needed than formal protests to remove this Goliath ... from its preda- toric position," and asserted that "no radio channel in this country is safe from such mon- strosities." He conferred Thursday with James Webb, assistant Secretary of State.

CUBAN TV STATION TO OPEN IN NOVEMBER

CUBA will have television by November or December when CMQ Havana opens its video outlet, according to Rafael M. Conill, president of Mestre, Conill & Co., Havana agency. Mr. Conill is studying TV techniques in New York.

First programs will reach some 1,000 TV sets in public places, he said, predicting 25,000 will be in use six months after telecasts begin.

WRUL HEARING CONTINUED

HEARING on license renewal bid of international broadcast station WRUL Boston continued indefinitely Friday by FCC Hearing Examiner J. D. Pendleton. "A host of questions of World Wide Broadcasting Corp., station operator (see early story page 33).

PAGLIARA RESIGNS

NICHOLAS PAGLIARA, general manager of WEE St. Louis for 10 years, has resigned effective next Friday.

NETWORKS, BELL SYSTEM TO ALLOCATE TV CIRCUITS

REPRESENTATIVES of TV networks will meet this week in New York under aegis of Bell System officials to begin working out allocation AT&T's network facilities for final quarter of 1950.

With opening of radio relay connections between New York and Chicago scheduled for early September, there is no longer any problem along this route, combination of coaxial cable and radio relay facilities providing four westbound and three eastbound circuits for video use. Major problem confronting con- ference is allocation of limited facilities running south from Richmond, west from Chicago and west and south from Dayton to Indianapolis and Louisville.

Network delegations will be headed by: ABC, Ernest Lee Jahnke, vice president in charge of stations; CBS, Frank Falknon, vice president in charge of network operations; Du- mont, Robert Jamieson, manager, station relations for NBC-TV, Carleton Smith, director, TV operations.

STATIONS URGED TO BAN 'SCARE' ADVERTISING

BROADCAST Advertising Bureau suggested last week that TV stations adopt policy to ban "scare" advertising, based on fear of shortages. In memo to NAB members, BAB pointed out that "now is the time to define your policy for all advertisers and all adver- tising. Are you, or are you not, going to allow advertisers to trade on the fear of shortages?"

Memo said listeners and sponsors are al- ready forming opinions about stations as to stand they take for or against "scare" adver- tising.

TELEVISION ANALYSIS ISSUED BY CHAMBERS

TELEVISION and radio will be "highly com- plementary," with both used by same advertisers at different times, according to TV analysis in current issue of Advertising News Letter published by Committee on Advertising of U. S. Chamber of Commerce.

According to C of C analysis radio will con- tinue to be effective for prices charged; clients who can't afford TV will buy radio and get good value; radio will take care of sparsely settled areas for long time, but greater radio audience may be available only in daytime; firms with "real selling job to do" will use TV for their打 prices primarily in insti- tutional promotion will be content with radio," assuming TV will be relatively expensive for few years.

MAGNAVOX BID TO AGENCIES

MAGNAVOX Co., Ft. Wayne, Ind., understood to be talking to other agencies to service its hour-long TV show, alternate Friday nights on CBS-TV. Maxon Inc., New York, current agency, expects regular talent commission in addition to time on show which will be pro- duced by CBS, but it was understood adver- tiser is unwilling to allow talent commission to agency. Late Friday situation remained up in air. Show scheduled to start Sept. 15.

Closed Circuit (Continued from page 4)

KTSL (TV) Los Angeles and present Don Lee headquarters.

HEADQUARTERS organization of Westing- house Radio Stations Inc. will be moved to Washington in late summer or early fall at direction of C. Evans, president. Group, headed by Walter Benoit, WBS vice president, will join legal and engineering staffs previously transferred to Washington and will include management, sales and advertising-promotion staffs.

NEW "progress packet" introduced at NAB by General Manager William B. Ryan to keep work moving. He checks each department head's project list against master list every two weeks as part of drive to bring efficiency and speed.

PRIVATE mobile communications setup for use throughout state by New Hampshire State Democratic Committee reportedly denied by FCC last week as Republican group on Capitol Hill waited to present its case. Committee for sim- ilar GOP facilities should favorable decision have been given. Harry Carlson, Meridian, N. H., Democratic committee man, was said to have prepared draft for mobile units on experi- mental frequency 27,250 mc using Army sur- plus equipment.

FORMATION of Films for Television Inc. in Boston shortly will be announced. Principals include Charles W. Phelan, president, former Yankee Network sales executive, who recently sold WESX Salem, Mass., and Ralph Matheson, former owner of WBDT Boston, located at 115 Newbury St., firm has purchased all equipment to produce complete job from scripts to release prints.

LONG-RANGE explorers of what could hap- pen foresee prospect, in event of total war, that television might at best become strictly local activity. Telephone needs (critical in last war) could commandeer coaxial facilities in quantity and leave network TV to depend on kinescoping, which takes literally miles of film—and any Brownie fan knows film was rarely available even by the roll in World War I. Another option is that radio has no plans for diverting facilities from television to telephone at this time.

CANADIAN NETWORK bookings for fall and winter are slower in coming in this summer than in any previous summer. Indecision of American network advertisers understood to be basic reason for slow renewal of American and Canadian shows for Canadian nets. New Canadian shows also marking time as result of uncertainty of times optioned by American advertisers.

MEXICAN Director of Telecommunications Miguel Pereyra has been invited to Washing- ton for informal chats with FCC and State Dept. officials before preparations for Sept. 6 resumption of NARB negotiations, and Administrative Radio Con- ference scheduled to start Sept. 26 at the Hague on new world frequency list. Author- ities there indicate policies are not intended to influence formal NARB negotiations.

WBKB (TV) CHICAGO, Balaban & Katz theatre chain stations, looking for larger quar- ters better adapted to video facilities than present headquarters in Loop's State-Lake Bldg. B & K reportedly ready to close Gar- rick movie theatre, first in city's Loop to shut up shop because of "bad business."
WORCESTER
A Top-Flight Buying Market of the Nation

Month old U.S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$474,773,000</td>
</tr>
<tr>
<td>Food Sales including Eating Establishments</td>
<td>$175,409,000</td>
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<tr>
<td>Home Furnishings Sales</td>
<td>$24,449,000</td>
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<td>Automotive Sales</td>
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<tr>
<td>Filling Station Sales</td>
<td>$21,402,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$14,194,000</td>
</tr>
</tbody>
</table>

1950 Survey of Buying Power® places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

WTAG
Commands
The Audience in
This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,570 families, 113% greater than the closest second station.

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Industrial Capital of New England

See Raymer for all details
New scientists at RCA Laboratories work with slivers of time too infinitesimal for most of us to imagine. Their new electron tube, the Graphechon, makes it possible.

For instance, in atomic research, a burst of nuclear energy may flare up and vanish in as little as a hundred-millionth of a second. The Graphechon tube oscillograph takes the pattern of this burst from an electronic circuit, "remembers" exactly what happened—and recreates it in a slow motion image which can last for a minute and a half. Scientists may then observe the pattern of the burst at leisure... measure its energy and duration... gain new and useful information about the behavior of the atom.

With Graphechon we can now watch fleeting phenomena which occur at random, outside our control. It is not only applied to nuclear research, but also to studies of electrical current... or in new uses of radar and television. Like so many products of RCA research, Graphechon widens man's horizons.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

Progressive research, like that which gave us the Graphechon tube, accounts for the superiority of RCA Victor's new 1950 home television receivers.