here are facts that mean dollars and cents to you:

1. At times when WOR and a major New York station program identically with news, WOR's local audiences are approximately 40% greater than those of the competing station.

2. For every dollar you spend in local radio advertising, WOR brings you 30% more homes per dollar on its daytime participating programs than one of the most popular New York network stations.

dollar for dollar, and penny for penny, there's no buy anywhere in radio like buying ...
AND thousands of students in classrooms throughout the Midwest put down their books and pencils and listen to WLS SCHOOL TIME.

For the past fourteen years WLS has broadcast this daily educational program of in-school listening for the enrichment of our country's future citizens. For, in the classrooms of today are the builders of tomorrow. These students, in a few short years, will be the bankers and farmers, the scientists and statesmen, the homemakers and business leaders who will determine the future of our nation. WLS, aware of this responsibility, has consistently emphasized the value of radio in filling this educational need.

Thus, WLS SCHOOL TIME, with its support and cooperation from local, regional and national educational leaders, is inspiring in the youth of today a pride in our American heritage of freedom and an awareness of individual responsibility toward preserving the American way of life.

Filling educational needs, as well as religious, business and entertainment requirements, has built a kinship between WLS and its vast audience of listeners—a kinship which has prompted a unique loyalty and acceptance... two good reasons why WLS achieves such outstanding advertising results.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by JOHN BLAIR & COMPANY
In the combined market of
Fall River - New Bedford and Providence

Representing the 2nd largest market in New England and the
16th largest market in the U. S. 

Check these facts

1. More than 1,100,000 people dwell within these markets.

2. In one year, winter 1949 — winter 1950, WSAR's share of audience in Fall River—New Bedford has increased over 30%.

3. WSAR is now 1st of the local stations and 2nd of all stations, by size of audience in Fall River — New Bedford.

4. WHIM delivers larger audiences in Providence than three of the network stations and all other independents.

5. In one year, fall-winter 1949 — fall-winter 1950 WHIM's audience in Providence has increased over 100%.

WSAR
5000 W ABC FALL RIVER-NEW BEDFORD

WHIM
1000 W IND. PROVIDENCE

For the complete story, contact your Headley-Reed salesman. (WSAR—Headley-Reed Represented.)
Upcoming

Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 56)

Bulletins

CBS announced renewal, effective Sept. 16, of Stars 90 TV Hollywood, Sat., 11:30-10 p.m., by Armour & Co., Chicago, and Let's Pretend, Sat., 11:05-11:30 a.m., by Cream of Wheat Corp., Minneapolis. Foote, Cone & Belding, Chicago, is Armour agency and BDBD handles Cream of Wheat.

DEFENSE ASKS CURBS ON TROOP REPORTS

VOLUNTARY curb on certain reports of movements of Air Force-Army-Navy units within U. S. asked Friday of radio and press by defense officers during regular Korean "briefing" session at Pentagon. Censorship in Korean war being studied in Defense Dept. and at Gen. Douglas MacArthur’s Tokyo headquarters, it was revealed. Army official, who said he knew of “no breach” thus far, added praise for radio and press for past cooperation in not using round-ups of National Guard and reserve units called to service. He urged curbs “to make it more difficult for hostile intelligence ... to find out what is going on.”

AAAA HITS FEAR COPY

AMERICAN Assn. of Advertising Agencies has launched plan to check advertising which attempts to capitalize on fear of shortages or which makes objectionable use of defense themes. AAAA has sent folder on subject to members for distribution to key personnel and has invited non-member advertisers to take part in plan.

AFRA BOARD BACKS DRIVE AGAINST COMMUNISM

AFRA national board Friday unanimously sanctioned proposal for authorized government agencies to air truths about the Communist party and its methods.” Board also proposed regular broadcast series telling facts about Communists and communism, what it wants, how it works.

Pledging complete cooperation, board agreed to waive fee on members taking part. Resolutions slated for Saturday vote by convention delegates in Chicago (see story page 34).

EXECUTIVE Secretary A. Frank Reel said negotiations with phonograph recording companies on behalf of AFRA singers expected to be concluded within two weeks. RCA, Columbia, Capitol and Decca have received AFRA proposals.

Business Briefly


WILDROOT CONTRACT • Wildroot Co., Buffalo, to sponsor show, probably mystery, on NBC, Sun. 5:30-6 p.m. Also plans heavy TV spot schedule in autumn. Agency, BBDO, New York.

COFFEE SPOTS • Chase & Sanborn increasing schedule of spots on weekly basis this autumn using same 40 markets heretofore employed. Agency, Compton Adv., New York.


BYRDE, RICHARD & POUND FORMED IN AGENCY MERGER


Mathew Beecher, Funkhouse executive, named creative director and account executive on French National Railroad, and Harry Wright, account executive with Funkhouse, will handle O’ Sullivan Rubber Corp., Victor Products Corp., Web Truss Co., and Stickell-Wheeler Yacht Co. Offices temporarily at 381 Fourth Ave. and Ransow office will remain open to handle accounts in Shenandoah Valley area.

MEXICAN VISITOR

MIGUEL PEREYRA, Mexican director of telecommunications, was slated to arrive in Washington Sunday night to discuss television allocations and other problems with State Dept. and FCC [Closed Circuit, Aug. 7]. State Dept. officials said Friday, besides TV discussions are expected to encompass preparations for Sept. 6 resumption of NARBA negotiations and perhaps coordination of non-broadcast frequency assignments below 4000 kc.

RTMA-IRE MEETING

TECHNICAL progress in radio and TV equipment to be discussed by electronic engineers at annual fall meeting of Radio-Television Mfrs. Assn. and Institute of Radio Engineers scheduled Oct. 30-Nov. 1 at Hotel Syracuse, Syracuse, N. Y. RTMA President Robert C. Sprague, Sprague Electric Co., to deliver banquet address Oct. 31, with Dr. W. R. G. Baker, General Electric Co., as toastmaster.

Page 4 • August 14, 1950
**COMPARATIVE ANALYSIS**

Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes</th>
<th>Total Weekly Audience Families</th>
<th>Average Daily Audience Families</th>
<th>Number Counties</th>
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</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 143,670</td>
<td>D 82,080</td>
<td>D 57,009</td>
<td>D 42</td>
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<td>N 53,850</td>
<td>N 33,786</td>
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<td>N 83,320</td>
<td>N 46,070</td>
<td>N 31,578</td>
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</tr>
<tr>
<td>Savannah Station &quot;A&quot;</td>
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<td>D 30,470</td>
<td>D 19,323</td>
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<td></td>
<td>N 44,800</td>
<td>N 28,430</td>
<td>N 16,996</td>
<td>N 3</td>
</tr>
</tbody>
</table>

It's **630** in Savannah **WSAV**

Represented by Hollingbery
Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stumped the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

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

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING...

Super-SAP, Separate from NAB, Proposed 15
NAB Cost Study Finds Revenue Up—By Richard P. 15
Doherty
Defense and Sales Top NAB List 16
ABC Refutes ANA Attack on Radio Rates 17
Horse Hearing Begins on McFarland Bill 17
Test Survey Meet Set in New York 18
NAB Begins District Meetings In Seattle 18
Gov. Moses Fears Fears of Radio-TV Control 19
Electronics Mobilization Group Formed 19
Sidney Weber Inc. Finds Radio Sells 20
Real, Fitzpatrick Called in Richards Probe 22
Radio, TV Portrays UN Sago 22
Independent FM Committee Formed 24

Telecasting Begins on Page 47

DEPARTMENTS

Agency Beat 8
Aircasters 46
Allied Arts 44
On An Account 9
Editorial 40
Our Respect To 46
FCC Actions 64
Announcing Promotions 67
FCC Roundup 71
Premiums 67
Feature of the Week 81
Strictly Business 21
Front Office 42
Upcoming 56

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank
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Classified Advertising Manager; Eleanor Schaefer,
Doris Oommen, Study Martha; S. F. Quick, Treasurer;
Irving C. Miller, Auditor and Office Manager; Eunice
Weston.

CIRCULATION AND READERS SERVICE: JOHN P.
COSGROVE, Manager; Elaine Haskell, Grace Motta,
Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU
480 Madison Ave., Zone 22
Phone 5-8355; EDITORIAL: Edwin R. James, New
York Editor; Florence Small, Agency Editor; Rollin
Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, Senior Associate Editor

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

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1
General, 6-6133, William L. Thompson, Manager; Jane
Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28, HEnrystead, 2242; David Glick-
man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, ELincoln 3175;
James Mansfield.

Broadcasting * Magazine is published in 1931 by
Broadcasting Publications Inc., under the title: Broadcasting * The News Magazine of the Fifth
Estate. Broadcast Advertising was acquired in 1932
and Broadcast Reporter in 1932.

*Reg. U. S. Patent Office
Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy
YOU MIGHT CAST A TROUT FLY 183 FEET*—

BUT...

YOU NEED WKZO-TV TO CATCH VIEWERS IN WESTERN MICHIGAN!

Comprehensive surveys show that as of June 1 there were 57,222 sets within 40 miles of WKZO-TV, 70,012 sets within 50 miles.

In three short summer months, WKZO-TV has already established itself as the favorite station for most of these TV families in Western Michigan and Northern Indiana.

Why? Because WKZO-TV is programmed and promoted with the same aggressiveness that has always distinguished the Fetzer AM stations—WKZO, Kalamazoo, and WJEF, Grand Rapids. We believe you know what that means. . . .

Check this rich TV market, and you’ll want the full story. Avery-Knodel, Inc. have all the facts!

*Dick Miller of Huntington Beach, California holds this world’s record.

WJEF  
**Top 4** in Grand Rapids and Kent County (CBS)

WKZO-TV  
**Top 4** in Western Michigan and Northern Indiana (CBS)

WKZO  
**Top 4** in Kalamazoo and Greater Western Michigan (CBS)

All three owned and operated by

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

CHRISTY WILBERT, account executive Charles Slaffeit & Co., N.Y., named vice president of agency.


NORMAN GLADNEY to Franklin, Berlin & Tragerman Inc., N.Y., as vice president and TV director. As of Nov. 1, firm changes name to Franklin, Gladney & Tragerman. DAVID D. POLON, associate TV director Scheck Adv., Newark, N. J., to firm as director TV programming and production.


MONROE H. SHAW, National Biscuit Co. and Schenley Inc., to McLaren, Parkin, Kahn Inc., N.Y., as account executive.

HAL STEBBINS Inc., L.A., adds public relations department. JACK COURTNEY, public relations department Union Oil Co., to Stebbins to head new department.

RICHARD M. BRADSHAW, Phillips H. Lord program supervisor, to Geyer, Newell & Ganger, N.Y., as traffic supervisor.

ELEANOR DUNN, Worton, Wilcox & Co., elected vice president Lindsay Advertising Agency, N.Y.

J. D. PARENT, sales manager Grocery Store Products Co., Chicago, to Poole, Cone & Belding, S.F., as merchandising director.

Francis J. Fitzgerald, Dayton Rubber Co., to Geyer, Newell & Ganger, Dayton office, as production manager.

Walter M. Boland, General Electric Co., S.F., to Walther-Boland Assoc., S.F., as partner. He is brother of Barry W. Boland, cofounder with Gene Walther of W-B agency.

Jerome Y. Corin, Puritan Beef Co., sales, advertising manager, to William Von Zehle & Co., N.Y., as account executive, consultant to agency clients on distribution, merchandising.

Deedee Diggins, media-secretary Platt-Ferrers Inc., S.F., named traffic manager.

Alex Archibald, secretary-treasurer Cockfield, Brown & Co., Montreal, elected a director.

Richard E. Forrest, to vice president in charge of creative services Victor A. Bennett Co., N.Y.


Ira L. Steiner, William Morris Agency Inc., N.Y., to Ted Ashley Assoc., N.Y.


Mr. Colodzin

FRANCIS J. FITZGERALD, Dayton Rubber Co., to Geyer, Newell & Ganger, Dayton office, as production manager.

WALTER M. BOLAND, General Electric Co., S.F., to Walther-Boland Assoc., S.F., as partner. He is brother of BARRY W. BOLAND, co-founder with GENE WALther of W-B agency.

JEROME Y. CORIN, Puritan Beef Co., sales, advertising manager, to William Von Zehle & Co., N.Y., as account executive, consultant to agency clients on distribution, merchandising.

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RICHARD E. FORREST, to vice president in charge of creative services Victor A. Bennett Co., N.Y.


IRA L. STEINER, William Morris Agency Inc., N.Y., to Ted Ashley Assoc., N.Y.

JOHN R. GILLINGHAM, Westhouse Electric Corp., to James R. Lunke & Assoc., Oakland, as director of client-public relations and sales promotion. STANLEY MORRIS, Lithotype Process Co., DEE DANCY,
Planning your Fall SPOT Campaign?

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N. Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it’s heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M., Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M., Monday through Saturday: 6:20 to 6:30 P.M., Monday through Friday.

Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M., Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

ASK YOUR NEAREST HOLLINGBERY REPRESENTATIVE

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc

August 14, 1950 • Page 9

In MANY a textbook advertising is described, in brief words, as “the dramatic account of a dynamic economy!” Perhaps this is why Theodore B. Pitman Jr., radio and television director, John C. Dowd Inc., Boston advertising agency, is so well equipped for his job.

Boston born and bred, Ted Pitman graduated from Rollins College, Winter Park, Fla., one of the leading dramatic schools in the country. At Rollins, Ted majored in economics and minored in dramatic production.

There can be little doubt that the knowledge of both these fields has come in handy at the Dowd agency. As radio and TV director of the agency, Ted has produced all of the firm's live shows and all spot announcements for both radio and television.

After college Ted, following the path of so many young men in those years leading up to World War II, entered the service as an Army buck private. However, just prior to the outbreak of the war, he transferred to the Navy and in 1946 was released with the rank of lieutenant commander.

It was then that young Pitman struck out on his own to find his niche in the business world. First stop was Air Instruments Inc. where he was employed as a technical sales representative. When this company became the Endicott Corp., Ted became sales manager.

Resigning from this position, Ted entered the advertising field. He was appointed assistant advertising manager for the First National Bank of Boston where he handled the bank's outdoor advertising, display, public relations and assisted in the production of First National's successful Sunday radio show which featured Arthur Fiedler and the Boston Pops orchestra. Ted also helped produce the bank's video venture Weather Or Not with Dr. James Austin (WBZ Boston) and at the same time worked on spot announcements for both radio and TV.

This was Ted's ground breaking for agency work. In 1949, he resigned from the bank to assume the position he now holds at the Dowd agency. In addition to producing radio-TV shows, Ted is active in handling various public service shows with which the agency is connected, such as the Red Cross and the Community Fund campaigns. An assistant, Helen Gara-
They Know Where To Pick Peaches!

Atlanta's astute businessmen find it fruitful to place more local business with WGST than on any other Atlanta station! They know, because they live here, that the friendly WGST voice, loaded with local and ABC shows, gathers in a great and diversified audience. An audience that believes what WGST says! Your client or your product can pick a pleasant harvest from this rich Georgia market, using "more-for-your-money" WGST.

WGST

ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR, IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business


SIXTH ARMY, S.F., appoints West-Marquis Inc., S.F. Radio will be used.

UNITED AIRLINES looking for quarter-hour TV shows after football games in New York and Los Angeles. Advertiser has already bought similar time on WGN-TV Chicago and WTOP-TV Washington. Agency: N. W. Ayer & Son, N. Y.


CLIQUET CLUB BOTTLING Co., Oakland, appoints Jewell Adv., same city. Radio will be used.

JACOB ROHNER Ltd., N. Y., initiating campaign Sept. 1 for imported Swiss fabrics. Unique method of fabric cut will be demonstrated on TV spots, probably to be bought cooperatively with local stores throughout nation. Agency: Dundon Assoc., N.Y.


Network Accounts...

ALLIS-CHALMERS Mfg. Co., Milwaukee, renews The National Farm and Home Hour, NBC. Contract 52 weeks, Sat. 12 noon-12:30 p.m., CDT, effective Sept. 9. West Coast repeat at 1:30 p.m. Agency: Henri, Hurst & McDonald, Chicago.

KELLOGG Co., Battle Creek, will sponsor program tentatively called Space Cadet, packaged by Rockhill Productions, N. Y., on CBS-TV three times weekly, 6:45-7 p.m., starting early fall. Agency: Kenyon & Eckhardt, N. Y.


Adpeople...

E. L. SCHUJAHN, director general flour sales for General Mills, Minneapolis, to vice president. Started with GM in 1924.

BERNARD T. DUCEY named sales manager O'Cedar Corp., Chicago map company which uses national TV spot. He was Chicago sales manager Van Cleef Bros. and sales executive with Blatz Brewing Co. ROBERT E. SMITH, advertising, sales promotion office manager O-Cedar Corp., appointed advertising, sales promotion manager.

JOHN S. HEWITT, vice president Andrew Jergens Co., Cincinnati, to general manager and vice president Anshat Co., N.Y.
According to the 1949 BMB, KXOK's audience is 10.2% greater, daytime—9% greater, nighttime, than in 1946. An audience growth that exceeds all other St. Louis network stations. This, Mr. Advertiser, is a plus for KXOK clients . . . a plus not reflected in rates. Only minor revisions have been made in KXOK rates since May, 1948. KXOK rates are still based on listeners. KXOK rates still deliver the lowest cost-per-thousand listeners of any St. Louis network station. That's why we say KXOK costs up to 20% less than in 1948.
Earl Godwin, Dean of Washington news men—a "name" in Capital and national news circles is now available on WRC, at choice time, 6:15-6:30 p.m. Monday through Friday.

Godwin's down-to-earth style is a potent selling force in this rich market.

The combination of a prestige program with the timeliness of Earl Godwin's news style means audience loyalty for any product.

This availability demands your careful attention—call WRC or National Spot Sales.

Monday thru Friday
6:15 — 6:30 P.M.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC
5,000 Watts - 880 KC
Represented by NBC SPOT SALES

THE Western record field has received a big shot in the arm with the purchase by Rexall Drug Co. of 360 transcribed 15-minute open-end shows for use by 10,000 independent franchised Rexall dealers, known as Rexallites.

Produced in Hollywood by the radio production division of Counselors Advertising Agency, the show is called Rexall Rhythm Roundup. It features Garry Goodwin as mc, and simulates on-stage appearances of western folk and hillbilly recording stars.

May Expand

Present plans call for using Rexall Rhythm Roundup in 400 to 650 local markets on a three-a-week to five-a-week basis. While calling for only 280 shows, the initial contract provides an option and Rexall expects it will develop into a continuous series of 1,040 shows.

Mr. Goodwin adds to the "live" show simulation by using voice tracks. Following each voice track a current recording or new release by the artist speaking on the voice track is promoted on the show.

The show's production staff is headed by Will Scott. It is written by Earl McDaniel. Mr. Goodwin, assisted by Joe Green, handles public relations with the various record companies and artists. Ré C. Atchison, manager of Rexallite advertising, coordinates production for Rexall with the assistance of Sam Zaiss.

Mr. Wallace and his department are responsible for such effective and important promotion pieces as the latest NBC presentation on the efficacy of network radio in 1960-61 [Broadcasting, July 21].

Born in Springville, N. Y., in 1914, George Wallace received his B. S. degree at the Wharton School of Commerce, U. of Pennsylvania. Significantly, the subject of his thesis was radio.

Sets Radio Goal

Although his first job, with the Niagara Hudson Power Co., Buffalo, was obviously not in radio, Mr. Wallace even then had set upon broadcasting as his ultimate field. Consequently, when an opportunity arose for him to learn the business from its base as a member of the NBC guest relations staff in New York, he grasped at the chance.

His advance was rapid and his manifest talents were eventually utilized on practically every aspect of the business side of radio from advertising copywriter to his present post as manager of all radio promotion and advertising enterprises.

Mr. Wallace's career, however, did suffer one interruption—the war. He served in the infantry as a first lieutenant and was awarded the bronze and silver stars in combat.

Mr. Wallace is married to the former Mary Jane Stokes. They have one child, Susan, 15 months old. Mrs. Wallace is director of textile advertising for the Celanese Corp. of America, and the family live in Washington Square in New York City.

Mr. Wallace is a member of the Sales Executive Club, Radio Sales Club, American Television Society, and Beta Gamma Sigma, the honor fraternity of business colleges.

Wrong Number

AN ERROR in rerouting by telephone connections the broadcast of a concert by the Gypsies from Hoover Auditorium, Lakewood, Ohio, Saturday night, July 8, sent the program to Toledo instead of WLEC Sandusky, Ohio. Sole audience was a Toledo long-distance operator whose hooperating certainly was 100%.
KICKOFF

...ON AN ALL STAR SCHEDULE!

LIBERTY brings you...

TED HUSING and

GORDON McLENDON

from coast to coast with the most comprehensive football schedule ever carried by a major network! Every week... top games... top announcing... top listenership... with this all-star lineup of top sports entertainment:

SCHEDULE

Aug. 12 New York Yankees vs. Chicago Bears
Aug. 19 New York Yankees vs. Chicago Cardinals
Sept. 4 New York Yankees vs. Baltimore Colts
Sept. 7 New York Yankees vs. Washington Redskins
Sept. 17 New York Yankees vs. San Francisco Forty-Niners
Sept. 22 New York Yankees vs. Los Angeles Rams
Sept. 23 Louisiana State University vs. Kentucky
Sept. 30 Army vs. Colgate

WEST COAST GAME OF THE WEEK
Louisiana State University vs. College of the Pacific

Oct. 1 New York Giants vs. Cleveland Browns
Oct. 2 New York Yankees vs. Detroit Lions
Oct. 7 Army vs. Penn State

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Rice

Oct. 8 New York Yankees vs. Green Bay Packers
Oct. 12 New York Yankees vs. San Francisco Forty-Niners
Oct. 14 Army vs. Michigan

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Georgia Tech

Oct. 15 New York Giants vs. Pittsburgh Steelers
Oct. 21 Army vs. Harvard

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Georgia

Oct. 22 New York Yankees vs. Green Bay Packers
Oct. 28 Army vs. Columbia

WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Oct. 29 New York Yankees vs. Chicago Bears
Nov. 4 Army vs. Pennsylvania

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Mississippi

Nov. 5 New York Giants vs. Washington Redskins
Nov. 11 Louisiana State University vs. Vanderbilt
WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Nov. 12 New York Yankees vs. Chicago Bears
Nov. 15 New York Giants vs. Pittsburgh Steelers
Nov. 21 Army vs. Harvard

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Georgia Tech

Nov. 22 New York Yankees vs. Green Bay Packers
Nov. 28 Army vs. Columbia

WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Nov. 29 New York Yankees vs. Chicago Bears
Dec. 4 Army vs. Pennsylvania

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Mississippi

Dec. 5 New York Giants vs. Washington Redskins
Dec. 11 Louisiana State University vs. Vanderbilt
WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Dec. 12 New York Yankees vs. Chicago Bears
Dec. 18 New York Giants vs. Washington Redskins
Dec. 21 Army vs. Harvard

WEST COAST GAME OF THE WEEK
Louisiana State University vs. Georgia Tech

Dec. 22 New York Yankees vs. Green Bay Packers
Dec. 28 Army vs. Columbia

WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Dec. 23 New York Yankees vs. Detroit Lions
Dec. 24 Louisiana State University vs. Villanova
Nov. 25 TO BE ANNOUNCED

WEST COAST GAME OF THE WEEK
TO BE ANNOUNCED

Dec. 26 Tulane vs. Louisiana State
Dec. 27 New York Yankees vs. New York Giants
Dec. 28 Texas vs. Louisiana State University
Dec. 29 New York Yankees vs. Baltimore Colts

LIBERTY BROADCASTING COMPANY
AMERICA'S THIRD LARGEST NETWORK
You get a lot for a little*

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE
SUPER-BAB PROJECTED

By J. FRANK BEATTY

A SUPER-BAB (Broadcast Advertising Bureau) supported by a million-dollar budget and headed by the best available executive in the broadcasting industry will be set up under NAB auspices and then given complete autonomy to operate as a separate agency.

Unanimous decision of the NAB board to comply with the demands of many member stations by creating this non-NAB sales promotion project was reached at an emergency board meeting held last week in Washington (see separate board story page 16).

With the industry calling for action, the board came through with a sweeping mandate to set up a selling unit designed to give all broadcasters media promotion on a par and eventually superior to the plishy and heavily financed projects maintained by other advertising media.

Even before many of the board members had left Washington, the NAB headquarters staff and the board's own BAB committee were working on plans to incorporate BAB separately in New York State, with headquarters remaining in New York City. A new name will be selected.

Top Industry Names

More important, they were discussing top industry names in an effort to find the right man to undertake this new industry assignment. High—very high—salary and top executives were being considered.

An immediate sales job—the sale of the super-BAB idea to the NAB membership—received quick attention. Robert D. Swezey, WDSU New Orleans, who heads the board's BAB committee, dropped vacation plans and agreed to fly to Seattle for the opening NAB district meeting today (see story page 18).

Mr. Swezey will tell the whole story at the District 17 meeting in Seattle, and then meet with District 18 broadcasters in Monterey, Calif., and District 16 members in Los Angeles.

Other committee members are to take up the assignment and at least one member is to appear at every meeting in the entire series, ending Nov. 9-10 with the District 5 meeting in Atlanta.

Something big had to be done, and quick, about aural radio's sales problems in the opinion of the board. There was no mincing of words about aural station's needs, with other media increasing the pressure on advertisers and TV's impact being felt in some markets.

The board accepted its BAB committee's belief that BAB must be freed entirely from NAB and set up as a super-BAB that can carry on and greatly expand the work started by its first director, Maurice B. Mitchell.

The board highly praised the work of Mr. Mitchell as he leaves BAB this week to join the NBC sales department. It lauded his skill and diligence in nursing BAB from infancy a year ago into a hard-hitting sales promotion agency that has furrowed the brows of competing media executives.

It was felt he had performed miracles in getting BAB under way with limited funds.

From its conception, BAB has been conceived by the board as an agency separate from NAB but the board did not take a firm stand on separation until last week. BAB has not been 100% welcome in the industry, and some NAB board members have argued that its aggressive selling against newspapers was the reason back of a number of newspaper station resignations.

Allow More Freedom

Completely separate from NAB, the super-BAB will be able to hit where it pleases without worrying about newspaper stations. Many board members frankly stated that separation of BAB should bring back into NAB some of the newspaper stations that have resigned in the last year.

In the search for a BAB president, board members tossed around such names as Niles Trammell, NBC board chairman, along with Edgar Kobak, WTWA Thomson, Ga., and Mr. Swezey, who is a nationally known broadcast executive but who disclaimed personal interest in the key assignment.

Left out in the cold to a considerable extent in this new and greater BAB project is television. During the interim period before BAB breaks loose from NAB, several pending TV projects will be maintained.

BAB's TV achievements include a video version of "Mitch's Pitch," sobriquet applied to Mr. Mitchell's various sales presentations.

Should TV feel the need for customers, or feel a competitive pinch, NAB will take up the idea of a separate TV-BAB but this is strictly a matter for future decision. At present NAB is more interested in serving aural stations both AM and FM. A strong plea for FM attention in BAB's activities was made to the board.

(Continued on page 88)

STATION REVENUE UP

By RICHARD P. DOHERTY

DIRECTOR

EMPLOYEE-EMPLOYER RELATIONS

NAB

DURING 1949 the average broadcasting station rapped up more sales revenue in its cash register than during 1948, but a higher percentage of those income dollars flowed out into operating costs. Thus, the margin of profit (before taxes) was the lowest in the industry's history.

These and other interesting economic and financial facts were revealed in the Second Annual Costs Study recently completed by the Research Department and the Employee-Employer Relations Department of NAB.

A total of approximately 900 questionnaires were received, thereby giving a well balanced sample of the radio broadcasting industry.

Some of the more significant facts concerning the 1949 financial operations, payroll and employment of the broadcasting stations of the nation are as follows:

1. Total operating expenses—those stations which stayed in the black—absorbed 85.3% of revenue, leaving 14.7% as the gross margin of profit before taxes. The operating expense ratio for 1949 was the highest in the recorded history of the industry. It is interesting to note that, from the FCC industry-wide figures, the highest previous operating ratio was 85% in 1938.

(2) The brighter side of the cost

NAB Study Shows

picture was the fact that the long prevailing upward trend in the industry's operating expense ratio seemed to show some flattening out. From 1948 to 1949, the rise was from 84.2% to 85.3%; from 1947 to 1948 it rose from 79% to 84.2%; from 1946 to 1947 it jumped from 70% to 79%; from 1945 to 1946 it went up from 69% to 74% and rose from 64% in 1944 to 69% in 1945. From 1938 to 1944 there were steady decreases in the annual ratio between expenses and income.

One Third Total

(3) On the other hand, sub-marginal stations continued to aggregate nearly one-third of the total stations on the air during 1949. In 1948 approximately 32% of the stations in the industry lost money. NAB's 1949 survey indicates an estimate of about 30% of all licensees operated "in the red" during the past year.

(4) Some interesting facts concerning those 1949 "loss" units were that 49% of them were local stations, 46% regional stations, and 5% were clear channel li-

(Continued on page 16)

August 14, 1950 • Page 15
Revenue Up

(Continued from page 15)

censes. Contrary to the opinion of some observers, these moderate operations were not all "Johnnies come lately." Approximately 17% of these "loss" stations have been on the air 10 or more years and another 7% have been in operation 5 to 10 years. The remainder (76%) have come into existence since 1945. Incidentally, these red ink stations were pretty well distributed among all regions of the nation; 55% were network affiliates and 45% were non-affiliates.

(5) The larger segment of station costs is not incurred in compensation paid to employees amounted to approximately 50% of revenue or nearly 60% of all operating expenses.

(6) The broadcaster's revenue dollar was distributed as follows: 15% for technical expenses; 29% for program expenses; 12% for selling expenses; 24% for general administrative—leaving about 15% as gross profit before taxes.

Decline Trend

(7) Operating cost ratios tended to show a declining trend with higher station income. For example, station income less than $50,000 per year spent 89% for total operating expenses while stations in the "above $1 million class" had an operating ratio of 64%. Between these two extremes the expense ratio had a persistent tendency to fall. These facts—verified by the results of last year's FCC data for previous periods—lend credence to the EERD's contention that the most significant factor affecting station operating ratios is the level of income. Other factors such as geographic location, wattage, etc. do have a bearing upon the typical broadcaster's questions of when he is justified in mounting to operate my station?" However, except for the competence of individual management, none of these circumstances affects operating ratios so much as does the volume of income.

(8) The average income "per station" showed some variation from region to region. The highest average station income ($507,831) prevailed in the Northeastern States; the North Central area average was $277,633; for the Southwestern stations it was $195,348; for the South Central it was $168,939 and for the Pacific and Mountain stations it was $177,448.

(9) On the other hand, the higher average "per station" income regions also tended to have the higher operating cost conditions.

(10) An analysis of identical "profitable" stations which reported both in the 1948 and 1949 NAB Cost Studies offered proof that some broadcasters have done a good job at cost control. In fact, 35% of these stations actually reduced their operating costs for 1949 as compared with 1948. Many of these broadcasters refer to the NAB "Cost Yardsticks" a valuable tool by which they could appraise their own costs according to industry-wide and comparable station-experiences.

One obvious conclusion which is reached by any analysis of station operating costs, is that the major influence upon income and cost is management. In radio, as in other fields of business, management is the mainspring of a successful and profitable enterprise.

The control, or reduction, of operating costs, is one of the most pressing problems facing the majority of broadcasters throughout the industry. The ways and means of achieving the lower break-even point must, of necessity, vary from station to station but no manager will find the answer in some easy simple formula.

However, one of the very first costs control steps which should be taken by the owner or manager of every radio station should be the analysis of his own operating expenses according to comparable standards and yardsticks. Self-appraisal and the analysis of one's operating cost structure is the foundation for effective cost control.

DEFENSE AND SALES

TWO major industry emergencies—defense and sales—will be attacked with new weapons being shaped this week at NAB headquarters under orders from the board of directors.

First, NAB is picking members to serve on an industry committee to counsel with government agencies in guiding broadcasting's public service during the present national defense emergency.

Second, radio's sales crisis will be met head on by a projected million-dollar Broadcast Advertising Bureau headed by one of the biggest names in industry and eventually operated completely outside NAB (see BAB story page 18).

The board held emergency sessions last week to meet the two situations. With this limited agenda, the directors went right to work Monday morning on the mobilization problem. By afternoon they had prepared a plan for industry service and by evening had worked out most details of the BAB project.

Tuesday, the second day, was spent with FCC Chairman Wayne Coy and John R. Steelman, Assistant to the President.

Out of these high-level government conferences came assurance that no controls over broadcasting beyond those imposed in the last war are foreseen at this time. This was augmented by suggestions on how broadcasters could serve the country.

NAB President Justin Miller and William B. Ryan, general manager, were to confer today on the broadcaster's defense group, a project that had been endorsed by Mr. Steelman.

FOR the second successive year broadcasters can analyze their current operating costs in the light of industry experience as a result of the NAB's industrywide survey. As a nationally known economist and labor specialist, Mr. Doherty was asked by Broadcasting to analyze station costs from a nationwide perspective. He is discussing details of the NAB cost analysis study, as applied to individual markets and stations, at the NAB district meetings which open today (Mcnday) in Seattle.

"Now this set will hit the movies hard.... It has a built-in popcorn machine!"

NBC SUNDAY PLAN

Propose 1½ Hour Radio Show

AN HOUR-AND-HALF Sunday evening radio show—counterpart of the popular Saturday Night Revue launched last season—will be undertaken by NBC beginning next fall.

The program, tentatively scheduled for 6:30-8 p.m., is intended to reinforce the NBC opposition to the rival CBS line-up of Our Miss Brooks, Jack Benny and Amos 'n' Andy. The show is scheduled to make its bow for some months of the television audience back to radio as well.

As now conceived, the program will be offered to three sponsors, each paying one-third of the total cost, and all rotating in the three half-hour segments of the show. Under this plan an advertiser would get his commercials in the 6:30-7 p.m. period one week, the 7:30-8 p.m. period the next and so on.

Top NAB List

Not yet clear is the scope of this council's membership. Originally it had been conceived only an industry group, formed under NAB auspices and including network, aural, TV, and perhaps advertising and manufacturer representation. It was apparent at the weekend that not all related industry groups were in favor of an industrywide council appointed under NAB auspices.

While the personnel side of the defense emergency was receiving attention, action was seen around NAB as its Public Affairs Dept. prepared to carry out a Steelman-sponsored plan to set up a special emergency information service for broadcasters.

BAB Action

And there was action, too, on the BAB front. Robert D. Sweezy, WDSU New Orleans, as chairman of the board's BAB Advisory Committee, flew to Seattle late last week for today's opening of the NAB district meeting series (see direct meeting story page 18).

FCC Chairman Coy made clear broadcasters had shown in World War II that they can meet national emergencies on a voluntary basis. He offered this comment after Gilmore N. Nunn, president of the Nunn Stations, had asked, "Mr. Coy, do you feel you can say as chairman of the FCC that in your opinion the controls and measures taken in broadcasting during the last war were sufficient to the emergencies—and do you feel that you were inclined to recommend any more stringent controls than those in the current emergency, or any foreseeable development of it?"

In reply Chairman Coy said he saw no needs for controls beyond those employed in the last conflict (Continued on page 71)
ABC LAST WEEK brought up a heavy wind for the industry when it announced it had decided against the campaign to boost television at the expense of radio. The network began showing a presentation in the hope of changing the industry’s perspectives about both radio and television, and aimed at countering the Assn. of National Advertisers’ drive to get the media to decide the question of the “climax reached by ABC is that radio is the best, quickest and easiest way to conduct a national advertising campaign.

ABC, which points out that it is in both the radio and television business, admits that TV is “the greatest sales force ever developed in the history of advertising,” but it emphasizes that as yet television has serious limitations for the national advertiser.

Ninety-five percent of all U. S. homes have radios; only 16% have television sets, ABC says. Further, radio is still growing—and at a rate even faster than the phenomenal growth of TV. In 1949 more than two and a half times as many radio sets were sold as television sets.

The margin of radio circulation over that of television is even greater when the some 20 million portables, auto radios and other instruments available for out-of-home radio listening are considered.

No matter how you measure it, “America’s greatest national advertising medium is radio, the presentation says.

Audience statistics regarding an unidentified program that was simulcast on a radio and television network are used to emphasize the fact that radio leads television on every important basis.

Audience Statistics

Last April, based on Nielsen figures, the program reached a total audience of 8,933,200 homes—both radio and television. Of these homes, 75.6% were radio homes and 24.4% were television.

In television cities alone the same program reached a total audience of 4,409,900 homes—51.6% of them radio and 48.4% television. The clincher to the argument is the audience in New York where the program had an audience of 1,934,000 homes, 56.8% of them radio and 41.2% of them television.

“Even in television’s own back-yard, radio does a better job than television,” the presentation says.

A breakdown of the costs of circulation for the same program in New York provides a strong argument against reduction of radio rates.

The cost-per-thousand homes reached by radio version of the show was $3.78, against a cost of television $3.78. These costs were for time and facilities only.

“Other media may supplement radio,” the presentation concludes. “None can supplant it.”

The presentation was prepared under the supervision of Theodore I. Oberfelder, ABC director of advertising, promotion and research.

ABC GROSS SALES

Reports $11 Million Plus

ABC last week reported gross sales, less discounts, returns and allowances, of $11,131,966 in the second quarter of 1950, in information on file with the Securities Exchange Commission.

In a corresponding period of 1949, the network’s gross sales, less discounts, returns and allowances, was $10,483,046.

RADIO STILL BEST

ABC Refutes ANA Attack

ABC last week brought up a heavy wind for the industry when it announced it had decided against the campaign to boost television at the expense of radio. The network began showing a presentation in the hope of changing the industry’s perspectives about both radio and television, and aimed at countering the Assn. of National Advertisers’ drive to get the media to decide the question of the "climax reached by ABC is that radio is the best, quickest and easiest way to conduct a national advertising campaign.

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FLORIDA GROUP

Switches Citrus Account

FLORIDA Citrus Commission, in a reportedly surprise move, last week announced it was switching its $2 million advertising account from Benton & Bowles to J. Walter Thompson Co., both New York.

The commission, already a heavy season post radio user, is turning to radio heavily this year. Whether TV reportedly is being considered for greater "local level" emphasis.

Benton & Bowles, which has handled the account for seven years, was given notice under its present contract to replace advertising already underway for summer promotion of canned citrus juice sales. The decision to go with J. Walter Thompson will become effective immediately so work can begin on fall plans to promote fresh citrus. Don Francie, JWT vice president, will supervise the account.

Only a few weeks ago the commission's advertising committee had recommended Benton & Bowles, but last Wednesday the commission voted in favor of JWT. Thompson plans to open an office at Lakeland to service the account.

The commission last week also tentatively adopted its $2 million advertising budget for the 1950-51 season. It includes $1,250,000 for consumer advertising, $180,000 for promotion and consumer publicity, and the rest for point-of-sale promotion, medical and dental advertising, salaries and expenses.

Mr. F. Edward Reed is inclined toward local level rather than national promotion for the commission. This would entail community media such as radio, TV and newspapers rather than national magazines.

Dawson Newton, advertising manager of the commission, stated he is looking forward to a profitable year for the commission and Mr. Francisco. He told Broadcasting that radio and television plans will be considered in the overall operation, with definite details to be announced later.

McFARLAND BILL

THE DRIVE to enact the first major radio legislation since 1934 was opened last week in House Interstate Commerce Committee hearings on the McFarland Bill (S-1973), which appeared to have strong support—reportedly including the leadership—despite general opposition of the FCC.

FCC testimony, which consumed most of the two days devoted to the measure last week, was marked by one substantial deviation from its earlier statement on the bill. This time the Commission added a proposal, adapted from the pending Sadowski Bill (HR-8848), which would empower FCC to levy fines and suspend licenses in addition to its existing revocation powers. Instead, the House Commerce Committee was already approving the McFarland Bill.

Twice Passed

The McFarland measure has passed the Senate twice—once in its original form, and again in a slightly modified version which was approved as an amendment to a bill (HR-4251) considered by the Senate and substitute bill which the House [Broadcasting, July 31].

The bill also has the endorsement of the major television broadcasters Assn., the Federal Communications Bar Assn., CBS, and RCA-NBC, who presented their views last week or were slated to do so when the sessions resume today (Monday) for what may be the final session. Sen. E. W. McFarland (D-Ariz), author of the bill, submitted a letter which, though not yet formally entered in the record, was assumed to make a strong plea for his measure.

Brown Gordon of WSAW Rochester also listed as a proponent but was expected to deal more extensively with what he considers an urgent need for stricter controls on radio stations affiliated by other networks. The Justice Dept.'s Anti-Trust Division, too, was expected to present a strong statement urging effective anti-monopoly safeguards.

Signifying the committee's interest in the measure, some 17 members of the committee were on hand during portions of the opening session. Committee Chairman Robert Closser (D-Ohio) delegated the duties of presiding officer to Rep. Dwight L. Rogers (D-Fla.).

FCC Chairman Wayne Coy detailed FCC's position on the McFarland Bill in a 74-page statement which he presented in part during the opening session on Wednesday and completed when the hearing resumed Friday.

Aside from open espousal of the administrative sanctions which the Sadowski Bill would give to FCC [Broadcasting, Jan. 30], the Commission statement did not deviate in substance—and in many instances, not in language—from the statement and substitute bill which the Commission submitted five months ago [Broadcasting, March 8].

Briefly, the proposed new "sanctions" provision would authorize FCC not only to revoke licenses for certain offenses but also, lesser penalties, to issue cease-and-desist orders. The bill would also license for as much as 90 days, or to impose fines up to $500 for each day on which an offense was found to have occurred. Before taking any of these steps, the Commission would be required to serve notice on the licensee and give him an opportunity for hearing.

The Sadowski-FCC plan also would give FCC further strings on the network's. It would authorize suspension or revocation proceedings against any license which "has engaged in a course of conduct designed to persuade, induce, or coerce any other licensee" to violate any law or FCC rule or "to engage in any course of conduct which . . . would warrant the Commission in refusing to grant a license or permit to such other party under the Power Act." In explanation, Chairman Coy said:

This provision would apply to the licensees of contracts owned by networks which engage in activities resulting in arrangements with affiliated stations which contravene the Commission's Chain Broadcasting Regulations. In these situations, the positions of the networks vis-a-vis their affiliates is generally such that the network is equally, if not more, responsible for such arrangements than the affiliates.

Modify Revocations

Existing grounds for revocation would be modified so that licensees could be suspended or revoked only where the specified offense was "knowingly," "willfully" or "repeatedly." Mr. Coy felt this would "serve to dispel any fear that the revocation or suspension sanction would be utilized . . . with respect to conduct which is inactive or to impose sanctions short of the death penalty of revocation. But Mr. Coy emphasized: . . . I wish to make clear that the provisions of our proposed amendment, authorizing the Commission to issue cease and desist orders and to (Continued on page 71)
FIRST meeting of the six-man committee appointed to draw up plans for the national circuit of Hooper and Pulse survey methods is scheduled Aug. 22 in New York.

The meeting was called by Dr. Kenneth H. Baker, NAB research director, at the request of Fred Manchee, BBDO, New York, temporary chairman of the committee appointed by Stanley Breyer, KJBS, San Francisco (Broadcasting, Aug. 7).

Mr. Manchee, who is on the West Coast, asked that Dr. Baker set a time for the first meeting in New York because of the geographical problem of making arrangements from that distance.

The committee represents agency, advertiser, broadcaster and station representative groups as well as heads of the Hooper and Pulse survey firms. Its first job is to decide how to go about arranging the meeting.

This show-down has developed into an issue of national industry interest since it was proposed by KJBS in an advertisement that appeared in the July 3 Broadcasting.

When membership of the committee of six was announced in early August, Dr. Sydney Roslov, head of The Pulse Inc., claimed he had not been given the promised opportunity to approve its composition.

Accepting appointment on the committee, besides Mr. Manchee and Dr. Baker, were Lewis H. Avery, of Avery-Knodel, station representatives; Alex W. Low, director of Market Analysis Dept., General Mills; Dr. Roslov, and C. E. Hooper, head of the Hooper research firm, also are members.

In accepting appointment, Mr. Hooper wired Mr. Breyer:

Hooper Accepts

"I accept your invitation to serve on the test survey committee. The best indication yet of the national significance of the San Francisco-Oakland test lies in the calibre of the four men who have accepted membership on this committee, to supervise the project.

"The problem calls for a balance between buyers and sellers of broadcast time and its personnel combines thorough knowledge of research techniques and skill with the seasoned approach of top management. I congratulate KJBS on its wisdom of choice, aggressiveness of action and look forward to constructive resolution of this problem."

Mr. Breyer, in reply to Dr. Roslov, pointed out that the KJBS objective is the same as Dr. Roslov's—"to attempt to bring order out of confusion." He wrote that Dr. Roslov's only specific qualification covering the committee had been that it "must be acceptable to Pulse and must be composed of recognized research people who are friends of ours." (San Francisco locale.)

Answering this claim, Mr. Breyer said, "At no time did you ask, nor did we promise, that we would submit the membership for your approval. However, now that you know the membership of the committee, you should feel free to state your plans for creation of the committee.

"Your Aug. 3 letter also stated that 'by research people, I mean those who are doing radio research day by day as their job.'

"As the committee will observe rather than conduct the survey, it is preferable to have the committee composed of those who know the problems of making those doing radio research day after day, such as Dr. Baker, Mr. Hooper and yourself—half of the committee.

"Further point raised in your Aug. 3 letter was that our original committee was to include a Pulse and a Hooper station subscriber. As our proposed survey moved from local to a national level, we progressed from a Hooper and Pulse station representative to the NAB (Dr. Baker) and National Assn. of Radio Station Executives (Mr. Avery) participation in the survey."

NAB DISTRICT MEETS OPEN

In Seattle

DEFENSE, Broadcast Advertising Bureau and NAB itself provide basic themes for the series of 17 NAB district meetings that got under way recently (Aug. 16) in the Benjamin Franklin Hotel, Seattle.

The annual regional roundups of broadcasters take on added interest this year in view of the national emergency and the brand new plan to expand BAB into a million-dollar agency entirely outside NAB (see board and BAB stories, page 15 and page 15).

Harry R. Spence, KXRO Aberdeen, Wash., told Broadcasting last week that a full day of the District 17 (Wash.) audience meeting would be devoted to BAB. Robert D. Swezey, WDUN New Orleans, chairman of the NAB boards BAB committee, will tell the whole story of the BAB project.

Lee Hart, BAB assistant director, will take part in the Seattle meeting and is expected to make the entire national circuit. He will describe BAB operations, review plans for future work and serve as advertising consultant. This is the BAB done during the circuit last year by Maurice B. Mitchell, who retires this week as BAB director.

Mr. Spence said J. Archie Morton, KJR Seattle, chairman of the host committee for District 17, had wired all stations last week that Mr. Swezey would attend and that the committee would be given on national defense services.

Walter Hardy, NAB government affairs director, will discuss defense and other meeting as substitute for BAB committee members as will Director Spence. Mr. Hardy also will present NAB's new slide film presentation in which association services are graphically portrayed.

New Projector

A new LaBelle automatic slide film projector, remotely controlled, has been obtained by NAB for the district meetings. A series of slides has been prepared by Robert K. Richards, public affairs director, and his assistant, Jack Hardesty.

William B. Ryan, NAB general manager, had been expected to attend the meeting as substitute for President Justin Miller, who had to stay in Washington because of defense activities. He was forced to cancel, however. Judge Miller attended the 15 remaining meetings.

Richard F. Doherty, NAB employee-employer relations director, will review the second annual NAB study of operating costs and income conducted in cooperation with Dr. Kenneth H. Baker, NAB research director (see article page 15). Mr. Doherty will go into local and regional aspects of the extensive cost survey. In addition he will hold a labor relations clinic and consult with individual broadcasters.

TV Clinic Set

Charles A. Batis, NAB television director, will conduct a television clinic. This clinic will be a feature of at least 15 of the district meetings, depending on wishes of individual district directors.

Cari Haverlin, president of Broadcast Music Inc., will discuss industry music developments.

District 17 will elect a new director to succeed Mr. Spence, no longer eligible under a new NAB by-laws to serve two consecutive terms. Mr. Spence has been a board member since 1939.

Nominated by mail to run for the directorship were Lee W. Cope, past president and manager, KXSI, Portland, Ore., and H. Quentin Cox, KGW Portland, Ore. Additional nominations can be made from the floor.
FEARS that broadcasters may be subject to far more stringent controls in an all-out emergency than during World War II and reports that the military faces a "Situation A" because of conflicts with radar frequencies were discounted last week by responsible communications officials on three government levels -- the Defense Dept., the National Security Resources Board, and the National Security Resources Board.

Simultaneously, a high Defense Dept. communications officer revealed that one solution to the "radio silence" problem -- encompassing the possibility that American radio signals lend themselves to "homing" of enemy aircraft -- had been recommended for consideration of the Air Force, as well as the FCC and NSRB.

It was emphasized, however, that the military had evolved no final policy on the controversial problem of radio silence, and that any eventual decision would rest largely on continued study of the problem by FCC's technical staff.

Highlight of Week

These revelations highlighted a week during which government officials -- John R. Steelman and Charles Jackson, representing the Executive Office of the President, and FCC Chairman Wayne C. Lack, held meetings with members of the NAB board to discuss the emergency situation (see story page 16).

A Disaster Radio Network, for which FCC announced proposed rules Aug. 3 [Broadcasting, Aug. 7], also drew the attention of broadcasters. The proposal was explanation of the need for frequency coordination with the National Security Resources Board (NSRB) on emergency and war powers. Mr. Lack pointed out, however, that such coordinated efforts would not interfere with TV, radio, or telegraph communications.

Leighton Peebles, communications director of the National Security Resources Board, charged with planning the nation's mobilization effort, told BROADCASTING that the question of excessive power, which may lend itself to "homing" of enemy craft, would "rest largely" with FCC's technical staff and with the military.

The former is currently studying the problem on the operational level, the latter reserves ultimate policy decision during wartime as it bears on radio silence.

With respect to TV-FM interference, Mr. Peebles said the matter would rest with FCC and, in turn, with manufacturers of radio transmitter and receiver equipment. He cited a speech made last June by Chairman Coy at the annual convention of Radio-Television Mfrs. Assn. in Chicago which dealt partly with New radio manufacturing committee to direct mobilization from a top policy level, in cooperation with high government officials, was formed last Tuesday by Radio-Television Mfrs. Assn. and National Security Industrial Assn. (NSIA). It is known as the National Electronics Mobilization Committee (NEMC).

Confined to policy and advisory functions, this committee will supplement the Electronics Industry Advisory Committee (Elac) appointed in 1948 by the Munitions Board and the National Security Resources Board, governmental agencies.

Chairman of the new policy committee is Fred J. Lack, Western Electric Co., who also serves as one of two co-chairmen of Elac. The new committee will set up a Washington office to maintain constant liaison with national defense officials and all agencies involved in industrial mobilization and military procurement of radio and electronics products.

RTMA President-Board Chairman Robert C. Sprague, Sprague Electric Co., and H. Polson, RCA, president of NSIA, jointly appointed the new advisory committee. NSIA is an all-industry group designed to coordinate U. S. productive facilities and mobilization activities. The new NEMC was set up following a special Tuesday meeting of the RTMA board of directors.

The board took up problems of coordinating radio-television industry production and the expected $1 billion to $1.5 billion in electronic production which the military will need in the next 15 months. Manufacturers have advised defense officials the industry is ready to give priority to radio and television transmitters and speed up production of essential radio and electronics equipment and components.

NEMC Members


Meanwhile, Mr. Lack and other members of the Electronics Industry Advisory Committee, are preparing to confer today (Monday) at the Pentagon with officials of the Munitions Board and National Security Resources Board, which the industry committee serves in consulting capacity.

Military needs in the whole equipment material field, including components and accessories, are handled by the NEMC. The FEC is charged with determining which electronics manufacturers who hold membership on the committee. Air Force and Navy requirements relating to output of radar sets and other major items probably will be broached at this session.

The Elac meeting originally had been set for Sept. 24 but was pushed up because of a general speedup in the President's procurement and stockpiling program, according to Marvin Hobbs, communications-electronics division chief, Munitions Board, who will attend today's meeting along with Leighton Peebles, communications director of the National Security Resources Board.

Out of the meeting is expected to develop a clearer understanding among manufacturers of what percentage of present civilian output may be diverted to military channels [Broadcasting, Aug. 7].

BROADCASTING • Telecasting

Official Allay Fears

THREE new AM stations, one new FM outlet granted by FCC last week. Nine stations are approved. One AM permit revoked, two FM permits deleted. Details of these and other FCC actions may be found on pages 64 and FCC Roundup on page 73.

FCC Actions

NEMC Formed

Sporadic, R. Mallory & Co.
LAST AUGUST Sidney Weber, St. Louis Dodge dealer, faced his first postwar crisis. With new 1950 Dodge trucks enroute from the factory, Mr. Weber still had 103 outdated 1949 models on hand. Other members of the St. Louis Dodge Dealers Assn. were caught in a similar predicament, but they quickly unloaded their year-old models at a loss.

Not Sidney Weber. Although he sold only 14 leftover trucks in the first two weeks of the new Dodge year, he held firm to his price schedule. If he had to take a loss, he reasoned, ‘he’d rather put some money into merchandising the trucks via radio. If he didn’t succeed in moving all of them, at least he would reap some gain from advertising the Weber name.

Sales Success

Last Sept. 6, Sidney Weber Inc. inaugurated a radio campaign that enabled the company to dispose of its remaining 89 outdated trucks at full price by Christmas. Thirty-nine trucks were sold in the 22 working days left in September, 21 in October, 17 in November, and 12 in December. His success prompted Mr. Weber to earmark 90% of his 1950 advertising budget of $30,000 for radio.

The successful truck campaign also greatly broadened the Weber trade area for passenger cars as well as commercial vehicles. Prior to last fall, the company drew most of its patrons from within 50 miles of St. Louis. Radio now attracts buyers 160 miles away. It draws new truck customers from a wide range of pursuits, such as laundering, bottling, road construction, electrical contracting, heating and air conditioning, long distance hauling, auto transport, package delivery, and general contracting.

One party bought a Weber truck to sell chili con carne, and a board of education specified that a vehicle be outfitted as a 48-passenger school bus.

Mr. Weber built his successful 1949 fall radio campaign around KXOK St. Louis’ durable news director, Bruce Barrington. Supplemeneting the Barrington newscasts, Monday through Friday, 7:30-7:45 a.m., were 12 transcribed spot announcements daily on WIL St. Louis, and eight spots daily on KMOX St. Louis. In addition, Charlie Stookey, KXOK’s farm director, broadcast livestock reports five minutes a day, six days a week for the firm.

Campaign Costs

Cost of the accelerated truck campaign was $1,794 for the WIL spots, $1,105 for Mr. Stookey’s reports, $640 for the KMOX spots, $250 for transcriptions, plus $230.50 weekly for Mr. Barrington’s newscasts, which run throughout the year.

Founded in 1936, Sidney Weber Inc. had a total advertising budget of only $5,400 by 1945. In 1946, the figure jumped to $15,418, of which $9,065 went for radio. This was the company’s first year in the “new medium,” and it started modestly with brief daily newscasts on KMOX. Later it added Russ Brown’s My Lucky Day, half-hour Sunday program on KMOX, and in 1947 took on KSD St. Louis’ Bandstand Revue, a Saturday night brass band concert. This program carried the Weber label through 1948. In the fall of that year, the company sponsored four hours of football every Saturday over KSTL St. Louis.

Throughout its four years of radio, Sidney Weber Inc. has had a flexible policy regarding newscasts, adding brief periods to its KXOK mainstay, Mr. Barrington, from time to time. Currently, it sponsors news on KSD from 6 to 6:05 p.m. Monday through Friday, in addition to Mr. Barrington’s program.

Since there is little possibility of an overabundance of cars this fall, the company has no immediate plans for concentrated sales promotion via radio. Always alert as to the need for improving its service facilities, however, it recently launched a spot campaign on WIL to promote its free taxi service from garage to office. This has resulted in a considerable increase in Weber’s service business.

Prominent in Sports

Radio-minded Mr. Weber lives on a 16-acre estate in Des Peres, Mo., west of St. Louis. A well-known sportsman in his home area, he trains dogs for field trials and rides to the hounds for recreation. He is a member of the Greater St. Louis Automobile Assn. and St. Louis Dodge Dealers Assn., each of which has honored him with a presidency in recent years. He is present head of the Missouri Automobile Dealers Assn.

While Mr. Weber subscribes to the radio promotional programs of the St. Louis Dodge Dealers Assn., he is the only Dodge dealer who also uses radio independently of the dealer group.

Mr. Weber formed the company which bears his name in February 1936 with $50,000 capitalization. In 1950, the closed corporation had $200,000 in capital stock with Mr. Weber as majority holder. There is a $405,000 surplus.

The company’s operations embrace four St. Louis locations. Headquarters for new passenger cars, used cars, and service is at 2218 Locust St. and has a floor area of 36,000 square feet. Across the street is a parts division about half the size of the main building.

New truck sales are handled in a separate building at 23rd and Pine Sts., with 20,000 square feet of floor space. An additional 15,000 square feet at Compton and Pine Sts. is for truck servicing.

A St. Louis Dodge Dealer

Finds Radio Answers the Challenge

Harold Barker is vice president of the company and is in charge of truck sales. William A. Kirchhoff is secretary-treasurer and is retail passenger car sales manager.

Sidney Weber advertising is handled by Ruthrauff & Ryan’s St. Louis office, whose Vice President Ray Stricker laid the groundwork for the company’s entrance into radio. At present, David Mars is handling the account for R&R.
**PETER PAUL**

Plans Extensive Radio-TV Use

PETER PAUL Inc., manufacturer of chocolate coconut candy bars, Naugatuck, Conn., will launch the most extensive advertising and merchandising campaign in its history. All major media will be used.

The candy firm will sponsor Edward R. Murrow on the CBS Pacific Network. This program plus sponsorship of local news shows and a national spot campaign is designed to deliver Peter Paul sales messages into all major sales territories.

In television the firm has purchased the Hank McCune Show on NBC-TV, Saturday evening starting Sept. 9. The show will be produced in Hollywood and distributed on film.

Maxon Inc., New York, is the advertising agency.

**MARSHALL TERRY**

Resigns Crosley Post

MARSHALL N. TERRY, vice president in charge of merchandising for Crosley Broadcasting Corp., has announced his resignation from the post to devote full-time to outside business interests. The resignation becomes effective Tuesday (Aug. 15).

A native of Cleveland, Mr. Terry joined Crosley in 1944 as director of promotional activities. Three years later he was elected an officer of the corporation and in August 1948, was appointed vice president in charge of television activities. In the latter capacity he handled the administrative responsibilities of WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWA (TV) St. Louis, and WBKB (TV) Chicago.

In October 1949, Mr. Terry returned to duties in the merchandising field, including those for television as well as WLY (AM). Mr. Terry is a graduate of the University of Michigan, where he majored in economics.

**RCA CAPITAL**

To Sell $40 Million in Notes

RCA will sell $40 million worth of notes, bearing 3% interest and maturing May 1, 1974, to acquire additional working capital, Brig. Gen. David Sarnoff, RCA chairman of the board, announced last week.

The notes will be underwritten through Lehman Bros., to investing institutions. The new notes will make a total of $100 million in notes arranged by RCA in the past 16 months.

**STANDARD OIL**

Reports Radio-TV Plans

STANDARD OIL of Indiana reported earnings during the first quarter of 1949 were down as compared with last year, but said the second quarter net showed a gain because of heavy demand last spring for fuel oils and gasoline. This was revealed in Chicago last week by Board Chairman Robert E. Wilson and President A. W. Peake in the semi-annual report.

Consolidated net earnings for six months ending June 30 were $52,498,494, or $3.43 a share. This contrasts with $66,719,608 or $3.32 a share for the same period last year.

The company plans to continue with a heavy schedule of radio and TV programming this fall in its Midwest distribution area. Head- ing the TV lineup is Wayne King Show on NBC-TV split, which returns to the air Aug. 3 for 44 weeks. Firm will also sponsor Chicago Bears Quarterback Club on WBKB (TV) Chicago once weekly for half-hour from Sept. 19.

AM-wise, Standard has bought 180 newscasts weekly in a 14-state Midwest area, and 70 football games, including schedules of seven state universities — Wisconsin, Michigan, Minnesota, Kansas, Nebraska, Colorado and Iowa. All but one will start Sept. 1. Twelve games of the Chicago Bears will be carried on radio also, as will pre-season games of the Bears. McCann-Erickson, Chicago, is the agency.

**LIBERTY EXPANDS**

Fulltime in 48 States Soon

FULLTIME network operation in all 48 states will be started Oct. 1 by Liberty Broadcasting System, according to James Foster, network vice president and general manager, who said in 34 states it already signed to affiliation contracts.

The number of stations will be at least 100 by Oct. 2, Mr. Foster said, realizing Liberty's goal of America's third largest network. Liberty operates almost entirely on a cooperative programming basis, he added, feeding programs that can be sold locally. Sixteen-hour daily operation is planned. Each affiliate will pay a set fee for the programs, depending on the market.

"On most programs, we can't afford to sell nationally," Mr. Foster declared. "It just costs everybody money. Take our Musical Bingo program, for instance. We had four national sponsors who all wanted it, and we wanted to sell it. Our stations vetoed the idea just as they had done many times before because they told us, and we knew that they could get six or seven times as much on local sale as they'd get from our network account after discounts. So I think that we'll always be fairly much cooperative in our sales approach."

**MOTOROLA PLANS**

Radio-TV Gets $600,000

MOTOROLA INC., Chicago, has launched a tremendous advertising campaign with a budget of $15 million, approximately $600,000 of which will go into radio and television spots.

Starting about Aug. 15 the firm will spend $750,000 in major consumer magazines. The campaign will extend through December and will include magazines and Sunday supplement publications. Gourfain-Cobb Agency, Chicago, will handle the magazine ads.

Their national campaign on a national plane will be handled by Warwick & Legier Inc., New York. The newspaper ads will promote television in general.

In the television campaign [Broadcasting, Aug. 7] more than 100 stations will be used to 10 spots a day on each station. Hollywood celebrities will be used on the spots. Ruthrauff & Rya: New York, is the agency.

Motorola's cooperative advertising program includes local radio spots sponsored by distributo r and dealers.

**SINATRA SIGNS**

CBS Contract for Radio-TV

ANNOUNCEMENT of its signing of Frank Sinatra to a long-term contract for the singer's services in radio and television was made by CBS last week.

Tentative plans call for Mr. Sinatra to be featured in a weekly Saturday night television show and a weekly half-hour radio program.

**GENERAL FOODS**

Baker Div. Staff Realigned

EXECUTIVE realignment of personnel of the Franklin Baker division of General Foods Corp., New York, is announced by Clifford Spiller, general manager of the division.

Hugh R. Conklin, formerly associate sales manager for all grocery products in the division, has been promoted to manager of grocer sales.

William W. Prout, formerly associate advertising manager for all grocery products, has been promoted to the newly created position of product manager in charge of Baker's Premium Shred and Southern Style Coconut, Log Cabin Syrup and Wigwam Syrup. Sumner Rulon-Miller, formerly account executive with Hanly, Hicks & Montgomery Adv. Agency, will be assistant product manager.

Paul Elliott-Smith, executive vice president of Murray Brees' Assoc., has been named product manager in charge of advertising for La France and Satina. Henry P. Stockbridge will be assistant product manager.

**CBS UNIT NAMES**

Three Acct. Executives

APPOINTMENT of three account executives in the New York office of Radio Sales, Radio & Television Stations Representative, CBS, was announced last week.

They are John P. Altius, former advertising manager of a U. S. Polo Assn. program book; Harvey Struthers, in the Chicago office of Radio Sales since May 1948 and Gil Johnston, former representative for WBBM Chicago on the New York radio sales staff, and before that sales manager of KMOS St. Louis.

**Romaine Resigns**

PIERCE L. ROMAINE, for years with Paul H. Raymer Co., television station representative, has resigned from the company. For eight years he was vice president of the New York firm. He said he will announce future plans soon.

August 14, 1950 • Page
Robert O. Reynolds suggested "something about making my peace with Mr. Richards," but "I said it was going to cost me more money not to do it." He added that "Mr. Richards would be an admission on my part that in the future I would submit to what he told me to do with the news.

Mr. Roberts said he offered to resign but that Mr. Reynolds refused, saying "you are doing a wonderful job. We want you to stay on."

He denied he was given his choice of either following KMPC policies or quitting. Referred to a memo in which Mr. Reynolds said Mr. Richards knew "he must agree to go along with station policy" if he wanted to stay at KMPC, the witness said "Mr. Reynolds in that memo was quite obviously not telling the truth.

"I then told Mr. Richards that if he didn't agree to be "off base" that I might have to get KMPC's license revoked. He once told Mr. Richards, he said, that he might be charged with violating FCC rules because of news slanting and giving only one side of controversial questions. Mr. Richards' reply, he said, was: "I will tell the FCC Let them take our license away. We will go down with all flags flying."

Under cross-examination, Mr. Roberts said he had no feeling of personal vengeance toward KMPC, toward Mr. Richards, "or toward anyone who represents the station profitably."

He testified that he was "surprised to learn" by Hugh Fulton, chief trial attorney for Mr. Richards, he also denied he sought to get KMPC's license revoked.

Past Employment

Mr. Fulton delved into Mr. Roberts' employment record to bring forth admissions that he had been discharged from four radio jobs and resigned from two others.

"Did you ever tell anyone you were fired from every good job you ever had?" Mr. Fulton asked.

Mr. Roberts replied that he may have made such a statement but had no definite recollection of it. He was asked if he had written letters, scripts and other documents to the station. Mr. Roberts called them his "personal records" and said he kept them for two years. "Anything Mr. Richards wrote me in his own handwriting I considered my personal property," he declared.

Mr. Fulton accused him of traveling under an assumed name, asserting his legal name was Cletus Enoch Bernard Haase. The witness said he had used the name Clete Roberts for the past 12 years.

In this connection Examiner Cunningham reaffirmed that on the basis of the present record he was prepared to enforce a subpoena to compel Mr. Richards' attendance.

Mr. Roberts' testimony, which consumed virtually all of the week, was interrupted Tuesday to permit General Manager Reynolds to answer a subpoena relating to the missing memorandum written by Eddie Lyon, former KMPC newscaster-news editor. As

suggested at written at Mr. Reynolds' request, the statement pertained to an affidavit which Mr. Lyon had made for FCC investigators.

Mr. Reynolds testified he had seen the original copy but didn't know what became of it, although a diligent search was made.

When Mr. Roberts testified Wednesday that some of Mr. Richards' letters "seemed to want the sort of thing you would want to leave lying around" for staff members to see and referred to one as "appropriate," he was asked if he complied with FCC rules, Mr. Fulton pointed out that many of the documents later showed up in the complaint filed with FCC.

In Thursday cross-examination Mr. Fulton asked to have these documents and relative testimony stricken from the record on the ground they were not station instructions. Examiner Cunningham denied the motion.

Subpoena Ream, Fitzpatrick

Josef H. Ream, executive vice president of CBS, and Leo Fitzpatrick, board chairman of WJR Buffalo, were subpoenaed last week to testify in the G. A. (Dick) Richards hearing which enters its ninth week in Los Angeles today (Monday).

They had been slated to fly to Los Angeles over the weekend for appearance in the hearing probably to discuss the discussions between counsel and the presiding officer during last Wednesday's session, however, led to a decision that they may testify in Cleveland, or Detroit when the hearing moves to those cities upon completion of the Los Angeles phase.

Mr. Ream presumably will be questioned in connection with a wartime program series, Victory F.D.R., which Mr. Richards' WJR Detroit fed to some 110 CBS stations and which FCC counsel have claimed was used in 1944 to promote the Republican cause [BROADCASTING, July 3].

To Identify Memos

Mr. Fitzpatrick is former WJR vice president in charge of management. FCC counsel have indicated they want him to identify certain correspondence which passed between him and Mr. Richards during his tenure at WJR. Mr. Fitzpatrick made clear that he is not familiar with operations of Mr. Richards' KMPC Los Angeles, which is the subject of the Los Angeles sessions; that he does not wish to become involved in the controversy, and that he would testify "only in response to a subpoena" [BROADCASTING, July 31].

The hearing, being conducted by FCC Hearing Examiner James D. Cunningham, involves charges that Mr. Richards ordered newsmen to slant news according to his personal views, in applications of KMPC, WJR, and WGAN Cleveland, of which Mr. Richards is principal owner, are at issue. Richards has proposed to transfer control of the outlets to a trusteeship.

Last week's sessions were devoted primarily to testimony by Clete Roberts, KFWB and KLAC-TV Hollywood newscaster and former KMPC public affairs director, who is regarded as one of the key witnesses in the case. His testimony, and particularly cross-examination, brought frequent outbursts between counsel.

Mr. Roberts testified he was dismissed from KMPC in February 1948 a few days after he failed to carry out a Richards order that he, Douglass Edwards, do the news on the popular daytime FM program, which Richards became angered, and that he was discharged.

A few days after the last MacArthur broadcast, he said, Vice President and General Manager

Radio and TV have played a vital part in bringing to the American people the historic August Security Council sessions of the United Nations.

Television was by far the most successful means of accomplishing the full significance of the Council proceedings. As Jakob Malik, Soviet representative, assumed his post at the UN headquarters, the tense and worried expressions of the Council members into the homes of video-viewers.

CBS-TV has carried every meeting from beginning to conclusion since the members convened Aug. 1. While speeches were being translated into various languages, CBS-TV, through its correspondents, Don Hollenbeck, Ned Calmer, Larry Lesueur and George Herman, have interviewed personalities in the audience, including Margaret Truman, Ambassador Chester A. Nimitz, Ambassador Ernest Gross, Charles Bolte, and many of the UN employees.

On its regular newscast, Douglas Edwards and the News, 7:30-7:45 p.m., CBS-TV has picked up Don Hollenbeck in the empty horse-shoe-shaped chamber of the Council, giving the day's final UN highlights.

Shows canceled by CBS-TV during telecasts of Council sessions have been, Homemakers Exchange (participating), Chuck Wagon, Life With Snarky Parker, Lucky Pan, Bob Howard (participating) and The Andy Williams TV show.

NBC-TV, sharing pick-ups with CBS, covered sessions but when meetings became parliamentary, left the scene at about 5 p.m. The network featured Ben Grauer as on-the-spot commentator, who interviewed Margaret Truman and other notables in the audience.

NBC Cancellations

NBC-TV canceled Howdy Doody Aug. 1-3, 5:30 p.m., to carry the proceedings. An interesting sidelight in network cooperation was Ben Grauer's commitment to interview Warren Austin just after 5 p.m. for NBC. The network left the air, but Mr. Grauer presented the significant interview over CBS-TV with the blessings of all.

ABC-TV carried the sessions Aug. 2-4 using the pooled operation, but has eliminated it now to concentrate on radio coverage.

CBS and NBC therefore continue as the only two networks telecasting the proceedings.

Radio, however, while less dramatically forceful, has performed an excellent reporting service. The ABC network is the only one to air each session for its listeners completely. Pauline Frederick and Gordon Fraser, as ABC UN correspondents, briefly discuss and explain the proceedings in English as they are being translated.

At 10:30 p.m. ABC presents a half-hour recorded edition of the day's happenings, left from the UN in Geneva, for WJZ New York at 11:00 p.m. In addition, the regularly scheduled show, United or Not, 10:30-11:10 p.m., Monday, in cooperation with the United Nations Correspondents Assn., has caught leading UN figures discussing their views of the proceedings.

ABC, for duration of the session, has dropped sustaining shows, Hamilton Cobb, Take It Easy, Chicago and Conversation With Casey. CBS, which lost Memorial Day AM coverage every afternoon, 3:30-4:30, p.m. and 4:30-5:15, p.m., then at 6 p.m. switches to the UN for live broadcasts. The final analysis of the day's UN events are spotted in.

ABC's radio coverage was being presented on its newscasts by featured correspondents, utilizing recordings of the highlights of the meetings, also.

Special daily programs trans- (Continued on page 7)
In the interest of improved radio research, KOA, Denver, commissioned Research Services, Inc., the Mountain States leading research organization, to study the listening habits of the entire states of Colorado and Wyoming. The results represent a progressive step forward in audience measurement in the West...a scientific yardstick for intelligent radio buying in this vast and wealthy area.

For the first time, the Colorado-Wyoming Diary Study provides advertisers with an abundance of documented data on all Colorado-Wyoming listening. How many people listen to each program? What programs attract an audience best suited for your product? How is each program’s audience divided as to economic status, age, sex, location of listeners? These and dozens of other provocative questions are answered in the Colorado-Wyoming Diary Study.

Planning an advertising schedule in the West? You’ll find the Colorado-Wyoming Diary Study an indispensable tool in helping you to select the right setting for your product. May we send you a copy?
FM COMMITTEE

Independent Agency Is Set Up

The FM industry once again has its own weapon to fight FM's battles.

New agency is a committee of five FM broadcasters, supported by $10 donations pledged by FM stations. Little more than an informal paper project at this point, the committee was set up last Monday by FM stations meeting at NAB Washington headquarters.

Though still just a list of five names, the committee carries the hopes of FM broadcasters for a hard-hitting agency that will work independently of NAB but on a cooperating basis. No date has been set for the committee's first meeting.

Named to this five-man group were Raymond S. Green, WFLN (FM) Philadelphia; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM) Cleveland; Ray Furr, WIST (FM) Charlotte, N. C.; Elliott M. Sanger, WQXR-FM New York. Mr. Novik was proposed as chairman but it was understood he preferred merely to be a committee member.

First, some 26 broadcasters met in the NAB board room as guests of the NAB FM Committee, headed by Ben Strouse, WWDC-FM Washington, an NAB board member for FM. All morning and well into the afternoon the NAB committee heard these representative FM operators recite their grievances and propose steps to solve FM's economic and engineering problems. Ed Selera, NAB FM director, represented NAB in the discussions.

After the gamut of FM troubles had been covered, the broadcasters started a new meeting which was declared to be entirely independent and non-NAB in character. This was based on the theory that NAB, as an all-inclusive industry trade association, could not aggressively fight FM's battles or promote it as an advertising medium.

The resolutions adopted by the first meeting, and re-adopted by the non-NAB meeting of the same broadcasters, were taken up for the third time by the NAB FM Committee, which met Monday evening after the open sessions had adjourned. The NAB FM Committee endorsed most of these resolutions, with minor changes, and passed them on for board action.

One provocative resolution was passed by the NAB FM Committee. This proposed an organized campaign to promote FM by broadcast-
110 Kilocycles

5000 WATTS DAY & NIGHT

With this low frequency and great increase in power, WDSM is now entitled to your full consideration. Before you place your "Fall Schedule" ask for WDSM availabilities. WDSM ratings are HIGH... WDSM rates are LOW. Call, write or wire Free & Peters, Inc. or WDSM, Duluth, Minnesota.

- 89.87% Increase in COVERAGE!
- NO Increase in RATES!

WDSM
DULUTH-SUPERIOR
The ABC Station

Affiliated with the Duluth Herald and News-Tribune
The Coast listens most
to Columbia Pacific
You can reach more families on Columbia Pacific than on any other Coast network.

Columbia Pacific reaches more people during the day . . . more people at night.

And . . .

Columbia Pacific delivers higher average ratings — for both regional and coast-to-coast programs — than any other Coast network.*

Any way you look at it, the Coast's most effective network is . . .


Columbia Pacific

... the IDEA Network
Super-BAB
(Continued from page 15)
by the NAB FM Committee (see FM story page 24). This plea was turned over to the board's BAB committee.

But aural radio, whose troubles were regarded as matters of future significance yet worthy of present concern, will get what it wanted when BAB was spawned a little over a year ago. That desire of broadcast stations is a two-fisted agency that will do an efficient job of sales expertise for the industry as a whole and a sales-promotion job for stations.

The board's BAB committees— and many board members, too— felt that such matters as the Assn. of National Advertisers drive to cut radio rates could be disposed of before their birth if the industry had a BAB supported by ample funds and adequate personnel.

That's why the board, in taking the advice of its committee, decided that the biggest names in the entire industry should be canvassed in the search for a BAB head who can: (1) bring a million dollars a year into BAB from stations, networks, representatives, program and transcription firms and other industry segments; (2) whip up a working organization that can surpass the million-dollar-plus machines maintained by competing advertising media.

At the moment BAB is operating with a staff of two assistant directors—Lee Hart and Meg Zahrt. These two experienced broadcast sales executives are carrying on the list of projects started under Mr. Mitchell's direction. Miss Hart, however, has been assigned to make the NAB district meetings for BAB membership-contact.

Mr. Swezey and other board committee men will handle the super-BAB development project. Most of their problems, aside from selection of a BAB head, will boil down to one assignment—arousing enough interest to provide the million-dollar budget the board feels radio requires and deserves. Present BAB budget is about $168,000, and this includes some TV activities. To sell radio nationally, regionally and locally, in the board's opinion, the entire industry must rally around BAB. Networks, for example, will support a big-time sales agency that does a national selling job, the board believes.

Others to Join
Representatives, too, are expected to join the buildup campaign along with program firms, transcription producers and other industry elements drawing their livelihood from radio advertising.

By next April 1, the board hopes, BAB will have a minimum of $200,000 to start its fiscal year. At that time it will be almost separated from NAB. By April 1, 1952, BAB is to be out on its own with no formal relation to NAB.

In the interim year starting next spring NAB members will get a 30% discount in membership fees if they elect to stay outside BAB, which is to get 30% of all member dues.

Details of the super-BAB dues structure have not been worked out, but the board's committee suggested non-NAB stations pay a monthly fee equal to half the highest hourly published rate prior to April 1952. After that time this rate would apply to all BAB members, with BAB entirely disassociated from NAB. Rates are to be set up for non-station members of BAB, but the board believes the rate should be not be set up or their O&O stations would pay at the normal station rate.

Members of the board's BAB Advisory Committee, which was reappointed by the directors, besides Chairman Swezey, are Mr. Kobak; Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.; and William B. Quarton, WMT Cedar Rapids, Iowa. This committee had met in Washington July 27-28 [Broadcasting, July 31].

The board referred to the BAB Committee a resolution from the NAB FM Committee asking BAB sales aids on behalf of FM. The resolution, introduced by Ben Strouse, WWDC-FM Washington and chairman of the FM Committee as well as NAB board member for FM, follows:

Resolved, that BAB give full consideration to FM in its works with both stations and agencies in:
1—Putting out such studies and analyses of FM programs as may be appropriate.
2—Pointing out how FM coverage in the case of duplicating stations increases the value of the advertising dollar.
3—Emphasizing the audience niche that FM-only stations have earned for themselves through their programs.
4—Putting FM consideration to all the facets of FM in its purging of radio broadcasting as a whole.

As originally adopted by the FM Committee the resolution had asked BAB to point out specialized FM services such as storecasting and transitcasting, but it was felt these are not broadcast services.

CAMPBELL-EWALD
Expands N.Y. Offices
CAMPBELL-EWALD Co.'s New York office will expand this week and take over another floor and a half in its present location at 1 E. 57th St. The new space will be devoted to overall eastern operations, Winslow H. Case, senior vice president, announced.

The agency also is opening new branch offices in Atlanta, Ga., this month.

New RCA-Victor Show
RCA-VICTOR will sponsor the program Take It Or Leave It under a new title "65 Question," Sunday, 10:10:30 p.m. on NBC, starting mid-September, through the Blow Co. Latter agency owns the program. J. Walter Thompson Co., New York agency which handled advertising for RCA-Victor, will continue to handle all other campaigns.

In Buffalo WGR's ratings are higher than ever
Leo J. "Fitz" Fitzpatrick
I. R. "Ike" Lounsbury

Broadcasting Corporation
COLUMBIA NETWORK

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.
KAA-284 is of "inestimable value" to Northern Natural Gas Company

Radio Station KAA-284, Owatonna, Minn., is part of a radio network used in the operation of a pipe line system owned by the Northern Natural Gas Company, Omaha, Nebraska. Typical equipment is the Motorola special FM transmitter, operating on 33.18 megacycles, 500 watt input, 250 watt output. Station range is approximately 100 miles.

The Truscon tower at Owatonna, Minn. is one unit of this system which in total consists of twenty-one fixed stations used in connection with 150 mobile units in cars, trucks and two airplanes. "They are of inestimable value for communication in control of line pressures, emergency repairs, and general operation and maintenance," according to the Northern Natural Gas Company.

Truscon Radio Towers are serving all types of communication and broadcasting needs, under a wide variety of conditions in all parts of the world. Truscon can draw upon this extensive experience in engineering and erecting exactly the tower you need—tall or small . . . gounded or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

BROADCASTING • Telecasting

August 14, 1950 • Page 2
WARD BAKING
Drops Martha Deane Spots
WARD BAKING CO. summarily cancelled participations in the Martha Deane program on WOR New York after Owen Lattimore, who was unsuccessfully accused as a Communist by Sen. Joseph McCarthy (R-Wis.), appeared as a guest. BROADCASTING learned last week.

Although no official comment could be obtained from the sponsor, its agency, J. Walter Thompson, or the station, it was learned authoritatively that within a few hours after Mr. Lattimore's appearance the baking company, through the agency, telegraphed a cancellation to WOR. The company had been using five participations a week.

Mr. Lattimore's appearance evoked other and more immediate response. Within an hour after the program, Aug. 1, 521 telephone calls flooded the station, 517 of them protesting and four approving Mr. Lattimore's appearance on the air.

In the next few days the Martha Deane office at the station received 162 letters objecting to Mr. Lattimore and 99 approving his appearance. Some of the letters of protest included newspaper clippings from the New York Journal-American, which hastened to run a story on the subject.

A STATEMENT OF POLICY

We believe . . .

That the local radio station is the backbone of national spot advertising.

That national advertisers should allocate a larger share of their national spot dollars to local radio stations.

That local radio stations, whether in small or major markets, should be given full time representation in the national spot field.

That full time representation for the local radio station can prove profitable for the station and advertiser alike.

If your station is located in a market of 50,000 population or less, then you should be interested in this company's operation. We would be pleased to give you further information.

DEVNEY & COMPANY
535 Fifth Avenue, New York 17, N. Y.
now representing 17 local radio stations

HEATED controversy on the subject of freedom of the press—and indirectly that of radio—flavored House authorization's defense production bill exemptions for advertising rates periodicals.

The amendment was sponsored by Rep. Frank Buchanan (D-Pa.) as a provision of the home-front controls bill (HR 9176) which the House paged giving the President standby wage-price-rationing authority. It originally had been abandoned by the House 10 days ago (BROADCASTING, Aug. 7).

In the case of radio-TV stations, it means that advertising time rates would not be subject to price ceilings and licensing provisions inherent in World War II OPA legislation. Newspapers, magazines, motion picture theatres and others also were included.

Celler Questions

The controversy arose in the House Wednesday over whether it is feasible to leave radio rates charged by newspapers while at the same time freezing prices on items it advertises in its columns, and imposing ceilings on wages of its staff personnel. The question was posed by Rep. Emanuel Celler (D-N. Y.), with specific reference to newspapers.

He was promptly challenged by Rep. Clarence J. Brown (R-Ohio), who pointed out that "whenever there is a scarcity of goods to sell and whenever rationing is in effect, the right of the American people to get information without having those who would like to have a controlled economy foisted on us to break down all dissemination of news and to control it through prices and rationing."

Exclusion From Control Reinstated in Bill

POLITICAL TIME

 Parties Eye Budgets

RADIO and television budgets for September and October preceding the off-year Congressional elections, now commanding exploratory attention by last week on the Republican party officials, are expected to crystallize sometime next month or whenever Congress adjourns.

Neither the Democratic nor Republican National Committee has "tipped" its hand yet on plans for expenditures to be siphoned off to radio campaigning, but it was indicated that radio and television would derive a fair share, especially in key areas where Senatorial and Congressional seats appear to be at stake.

Predict Time Buys

Network time purchases of between $100,000 and $200,000 by the Democratic National Committee were predicted last week by Kenneth Fry, committee radio-TV director, for the fall months, with the reservation that allocations may depend on the seriousness of the international situation.

Ed Ingle, Republican National Committee radio-TV chief, felt the GOP probably "will use more" radio-TV time, but added that funds would be left up to the Congressional and Senatorial Campaign Committees.

INDEPENDENT OPERATION VS. NETWORK OPERATION

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY

CINCINNATI

BROADCASTING • Telecasting
A far-reaching program for rail transportation — designed to meet the rising needs of commerce and the demands of national defense — was adopted by the member lines of the Association of American Railroads at a meeting in Chicago on July 28.

As part of that program, the railroads have placed, or are in the process of placing, orders for more than $500,000,000 worth of new freight cars. This brings the total spent on improvements in railroad plant and equipment since World War II to more than 5 billion dollars.

In the past ten years, the railroads have built and bought 600,000 new, bigger and better freight cars, 11,000 new Diesel units, and 1,700 new and improved steam locomotives, besides making great improvements in tracks, terminals, signals, shops, and every part of the railroad plant.

In addition, railroads are speeding up the return to service of freight cars awaiting repair, and are taking steps — with the cooperation of shippers and government agencies — to secure the maximum utilization of all available cars.

The program of the railroads is an essential part of any increase in national production — for neither in commerce nor in defense can America produce and use more of anything than can be hauled. There is no way in which the nation's effective hauling capacity can be expanded so quickly and with such small demands upon man power and materials, as by adding to the serviceable freight car fleet of the railroads.

In meeting transportation demands in World War II, the railroads enjoyed splendid cooperation from users of transportation, much of it organized and carried out through the Shippers Advisory Boards and their local Car Efficiency Committees; and the helpful assistance of an outstanding government agency, the Office of Defense Transportation. With this same sort of cooperation and with an opportunity to secure necessary man power and materials, the railroads will reach the goal to which they are pledged — adequate transportation for all America, in peace and in war.
**BAN ON REDS**

**In Radio-TV Proposed**

WHILE a new demand was made on Capitol Hill that radio and television facilities be denied U. S. Communists, FBI Director J. Edgar Hoover last week told both media as instruments in combating communism in the United States.

Rep. Alvin E. O'Konski (E. Wis.) called for immediate legislation to "deny all radio, press and television facilities for their (communists) traitorous propaganda and lies." He asked for other actions, such as outlawing the Communist Party, freezing its bank deposit funds, inspection of offices and meeting places, compulsion to register, prohibition of the mails and detention of "all Communist spies and traitors . . ."

The chief of the FBI, in a copyrighted interview published in last week's issue of United States News & World Report, said communism in this country can be run aground "by an alert and aroused public opinion." Mr. Hoover, in answer to a question on the effectiveness of "pitiless publicity" directed against communism, said: "Communism can be defeated by an alert and aroused public opinion, conscious of the evils of Marxist-Leninist chicanery. The newspapers and magazines, the radio and television, by informing the nation of the true character of communism, are rendering invaluable services."

Rep. O'Konski, claiming 58,000 "spies and agents" are operating for Stalin in the U. S., said: "It is sickening that our government even permits these traitors to use the radio, television, and even the mails to plot the betrayal of our country."

**Drop 'Harvest' Show**

INTERNATIONAL Harvester Co., effective Sept. 17 will cancel its five-year program "Harvest of Stars" featuring James Melton, Sun. 5:30-6 p.m. on NBC. The official reason given was a "general economy cut because of uncertain war conditions." McCann-Erickson, New York, is agency.

**XENT, XEG**

**18-Hour P. I. Tape Shows To Be Beamed to U. S.**

The P. I. is coming back to haunt U. S. broadcasters—via 18-hour transcribed program schedules on two powerful Mexican border stations, XENT Nuevo Laredo and XEG Monterrey.

Produced by Harold S. Schwartz of Burton A. Neuberger, the programs also introduce to the Mexican stations two factors which many U. S. broadcasters deem essential: Block programming and the development of radio personalities.

Mr. Schwartz has charge of all English-language programs and business for XENT and XEG, both of which beam programs into the U.S. for 18 hours daily. XENT currently is the object of State Dept. protests and has been accused of "roadhog tactics" by Rep. Overton Brooks (D-La.), as a result of its switch a few months ago from 1140 ke to 1550 kc, formerly a Mexico City assignment (see story this page).

Mr. Schwartz' block-programming plan for the two stations integrates commercials with program content—reportedly for the first time in Mexico. The commercials include both direct-sale and per inquiry advertising.

Under the supervision of Mr. Neuberger, the current plan provides for transcription of 18 hours of shows and commercials daily for each station, the entire 18 hours being tape-recorded in new studios at Schwartz headquarters on Chicago's far north side.

Four announcers, each with a U.S. following, have changed their names and are selling high-priced products, club memberships to the lovelorn, arthritis remedies, information on tax lands in California, and life insurance. The announcers specialize in hillbilly, western, folk and gospel music and programming.

**Time Signals**

To give the programs immediacy, they record time signals giving the hour at which each show is broadcast from Mexico. There is no requirement in Mexico that transcribed shows be identified as such, so the entire schedule sounds live.

Although per inquiry advertising is the forte of both stations, the American management firm is building direct time sale business with more "legitimate" items. Taped or canned programs, produced by an agency to include a format along gospel, hillbilly, and/or western lines, will be carried by the outlets.

Such shows, integrated into the concept of block programming, will be designed to attract the average Mexican-station listener—who Mr. Neuberger describes as a resident of a medium to small town or rural area, of average or low income; a family man, a "joiner," a believer in American folk law, who likes to buy things by mail.

Both stations reach approximately the same U.S. audiences. The mail-order audience was described as concentrated in an area bounded on the north by Iowa and Nebraska, on the east by Georgia, Tennessee and Kentucky, and on the west by Arizona and Colorado.

**Air Spanish Shows**

Although XENT and XEG are beamed primarily at the States, Spanish language shows are aired during the day for, as an example, the 500,000 persons in Monterrey. The initial aim—to hit U.S. rural areas nationally—is designed to "fill a listening gap," Mr. Neuberger said.

The "gap" which schedules on the stations are designed to fill, through a direct appeal from personalities who establish a rural-type rapport with listeners, include rural and fringe areas which receive inadequate AM service and audiences less interested in network shows and top-caliber entertainment in the accepted metropolitan sense.

XEG operates with 100 kw on 1600 kc. XENT, on 1550 kc., is limited to 50 kw. Both have Texas addresses. Mr. Neuberger said five Mexican border stations beam their broadcasts to the U.S. but that XEG and XENT are the only ones to use planned, up-to-date programming that has been "cleaned up."

**BROOKS PROTEST**

New Attacks May Follow

FURTHER and more bitter attacks against XENT Nuevo Laredo, Mexico, were promised last week by Rep. Overton Brooks (D-La.) who accused the station nearly a fortnight ago [BROADCASTING, Aug. 7] of "roadhog tactics" on the air waves. He had claimed that "intolerable interference" by XENT threatened the existence of KENT Shreveport, La., which operates on 1550 kc. frequency employed by XENT.

Rep. Brooks declared that he would "name names" on the floor of the House and mount the force of his attack against XENT if remedial measures are not forthcoming. The Congressman said he has been in frequent consultation with State Dept. officials over the situation.

**BROCHURE describing Phileco microwave communications systems and firm's plus amplitude modulated (PAM) amplifiers now available for distribution. Copies obtainable from Phileco Corp., Industrial Div., Phila. 34.
GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW Andrew MULTI-V FM ANTENNA

<table>
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<tr>
<td>1302</td>
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<td>1.6</td>
<td>320</td>
</tr>
</tbody>
</table>

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World’s Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ Twice as much power gain per dollar as any other FM transmitting antenna!
★ Top performance, yet half the cost of competitive antennas.
★ Side mounting construction permits installation on towers too light to support heavier antennas.
★ Circular radiation pattern.
★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.
AFRA MEET

NEW NETWORK contracts, progress of Television Authority, possible governmental wage freeze and a drastically readjusted scale for talent involved in production of transcriptions were expected to get top billing at the 11th annual convention of Artists as 150 delegates met in Chicago Thursday.

Although the four-day session at the Sheraton Hotel was scheduled to get off to a slow start Thursday night with formal welcomes and the reading of standing committee reports, the convention promised extended debate and discussion on several issues.

Almost all of AFRA's 40 locals throughout the country have been demanding action on a revision of the union's transcription code, which was set in 1946. Since that time, the situation in radio has changed, claims one AFRA spokes-

man, because transcribed commercials are now re-air d repeatedly in line with the trend toward repetition. The transcription code affects actors, singers, announcers and sound effects men working on the production of all transcribed radio shows.

TV Discussion Set

Television, and the progress of the combined-union Television Authority, was to have occupied the entire convention Saturday afternoon. George Hefler, national executive secretary of TVA, agreed to lead discussion. Almost all AFRA locals are in TVA areas, and this is the third year TV has appeared on the agenda. AFRA sends 10 representatives to the TVA board.

Although any discussion of the possibility of governmental controls on wages would be theoretical, it is understood AFRA executives plan to adhere to a policy of frozen profits and prices if wages are controlled. Settlement of code revisions and network negotiations would be strongly affected by such government action. One proposal was expected to be establishment of separate contracts for AFRA card-holders employed full time at the production centers involved in any network contract—New York, Chicago, Los Angeles and San Francisco.

Private problems of "smaller locals"—those apart from the four major contracts mentioned above—were submitted by area representatives Thursday night at a closed caucus. Some of these problems were to have been reheard at an open meeting Friday morning, in addition to a report from the field locals committee. This committee aids locals outside the four major production areas.

Friday afternoon's agenda concentrated on conditions in AFRA codes, wage negotiations and working conditions. Either Bud Collyer, national president, or Virginia Pagan, the convention secretary, was expected to conduct this session.

Concluding event of the meeting was election of new officers, planned for Sunday morning. Retiring officers are Bud Collyer, national president, Al Cohn, national vice president, and Mrs. Collyer, Miss Payne; four other vice presidents, Knox Manning, Bill Gavin, Nelson Case and Evelyn Freeman; Nell; Mrs. Collyer, secretary, and Harry Von Zell, treasurer.

It was thought there might be some constitutional amendment providing for two-year terms of office and biannual conventions.

BLACKLISTING

N. Y. AFRA Downs Measure

NEW YORK AFRA members defeated by a vote of 475 to 270 a resolution proposed by the group's leaders, which was alleged "blacklisting" by employers, a referendum by mail of the entire membership last week disclosed.

Resolution 2, as it was known, was passed at a special membership meeting in New York on June 26, and thereafter submitted to a referendum. The measure provided for the meeting of a local board of AFRA in New York with representatives of the Radio and TV Directors Guild, Radio Western Guild, and other unions in the industry for the purpose of "initiating and implementing action to eliminate the practice of blacklist." It provided also for a meeting of the national board of AFRA, through the New York local board, with advertising agencies and the networks and for publicizing the matter.

STREET APPOINTED

Joins ABC Hollywood

ROBERT A. STREET, 20-year veteran of broadcasting, joins ABC Hollywood as radio and television account executive. Prior to leaving the broadcasting field in 1948 for a ranch in Arizona, Mr. Street was a five years national sales manager of McClatchy Broadcasting Co. Before that he was commercial manager, WCAU Philadelphia.

In new post Mr. Street will handle network and national spot sales for ABC radio and television properties, in addition to representing network eastern stations in New York, Chicago, Detroit and Washington. D. C. He reports directly to Robert Laws, ABC Western Division sales manager.

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The Ekotape Network Model tape recorder has many features that make it popular with a large number of broadcasting stations. First, it is moderately priced and within range of many budgets. It is especially adapted to AM stations which want the 7 1/2" per second tape speed for long playing time. It is simple to operate! A single knob controls record, playback, rewind and stop. A safety button interlock prevents accidental erasing. Fast forward (ten times normal) permits rapid cueing and selection of a desired portion of a program.

Other quality features are: overall signal to noise ratio, including tape, is approximately 40 db... overall frequency response is within plus and minus 3 db from 80 to 6000 cycles per second... large, magnetically shielded motor is used to give 7 1/2" per second tape speed... heavy balanced flywheel and integral capstan insure positive tape drive with a maximum "wow" of less than 0.1%. But the best way to appreciate the outstanding quality is to have the Ekotape Network Model demonstrated. Call Western Union Operator 25 for the name of your nearest dealer, or write direct.

WEBSTER ELECTRIC
Webster Electric Company, Racine, Wisconsin, Est. 1909
"Where Quality is a Responsibility and Fair Dealing an Obligation"
EXECUTIVES attending a recent NBC Western Division affiliates meeting in Hollywood were (l to r): seated Frank Berend, Henry Moos, Helen Murray Hall and Sidney N. Strotes, all NBC Hollywood; Carl E. Haywood, KIT Yakima, Wash.; Harry Butcher, KIST Santa Barbara, Calif.; (standing) Lewis S. Frost, NBC Hollywood; Ewing C. Kelly and John Dpell, KCRA Sacramento, Calif.; Gene De-Young, KERO Bakersfield, Calif.; Bernard Cooney, KMED Medford, Ore.; Hugh Kees, KOH Reno, Nev.; Jennings Pierce, NBC Western Division manager of station relations, public affairs, education and guest relations, who resigned effective Aug. 1 to join KMED as general manager [Broadcasting, July 24]; Paul Bartlett, KERO; Vernon Robinson, KMED; Oscar Turner, NBC Hollywood; Leo Ricketts, KOH.

BAB MAILERS

‘Series B’ Is Completed BROADCAST Advertising Bureau, New York, has issued “Series B” in its direct mail project—a seven card series of mailers designed for local use by stations. Series is available to NAB members at $4 per hundred or 700 for $28.

The seven cards illustrate basic points about radio as an advertising medium: (1) you can time your messages best on radio; (2) radio permits effective repetition; (3) radio’s spoken word has specific advantages; (4) radio lets you speak for yourself; (5) six essential radio advantages; (6) radio is fast, meets today’s changing needs; (7) radio reaches the most people, listeners are receptive and responsive. Cards are humorously written and illustrated, using historical characters as copy material.

THE OLD SEA-HORSE SAYS:

‘YOU AIN’T SEEN NOTHIN’ UNTIL YOU’VE LOOKED UP THE STORY . . .’

WVMI

Biloxi

MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES
NOW—by transcription...
this Sensational New Quarter-Hour Series!

THE ALL NEW

**beatrice kay show**

**starring**

beatrice kay

with all-star supporting cast!

The Equal of Top-Rating Network Shows... for Less than the Cost of Local Talent!

The inimitable Beatrice Kay... plus ex-Glenn Miller-Claude Thornhill-vocalist Artie Malvin... music by the Kay Jammers... large male chorus... guest stars! Humor, variety, human interest... beloved oldies and sparkling new melodies... a timely answer to America's latest touch of nostalgia! MC-ed brilliantly by Bea, herself—never more entertaining—seldom more heart-warming!

A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.

"Competes with the best... outrates the rest!"

**RICHARD H. ULLMAN, Inc.**

295 Delaware Avenue
Buffalo 2, New York

Phone Cleveland 2066
THE LATEST WCKY STORY

Dear Time Buyer:

Here is a story to remember, if you want to get the most for your money in Cincinnati:

WCKY's unduplicated independent programming has more audience in Cincinnati than 3 of the network stations and is exceeded by only one station. *

<table>
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(** - Includes Baseball
* - Pulse May June 1950)

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

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI—
YOUR BEST BUY
IS WCKY

SUMMER AND WINTER, WCKY'S UNDUPlicated INde-
PENDENT PROGRAMS PULL THE AUDIENCE — —

AND

WCKY’S 50,000 WATTS OF POWER GIVES YOU A LARGE
BONUS COVERAGE OUTSIDE CINCINNATI AT NO EXTRA COST.

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
Ears of America

THIS YEAR the text books of the nation will be revised. The base will be the U. S. population census—first in a decade. The statistics will show that from a nation of 131 million in 1940, the U. S. A. now has a population exceeding 150 million. They will show that the number of families has reached 41 million and that there have been shifts in population of a gradual rather than a sweeping degree.

Distilled from this census data are facts and figures which make up an integral part of the 1950 BROADCASTING-Telecasting MARKETBOOK, distributed as Part II of the current issue of this journal. Many of the figures are being published for the first time, thanks to the excellent cooperation of Census Bureau Director Roy V. Peel and his efficient staff.

It comes as no surprise that radio "population" more than kept pace with the increase in families. More than 95% of the homes of America have at least one radio receiver. A home without a radio is more of a rarity than a hole without inside plumbing.

A decade ago there were 28,500,000 radio homes. Today there are nearly 40 million—a pace that almost doubled the increase in population. From other studies we know that 10 years ago they used to listen 3 ½ hours a day; now it exceeds 4 hours and 44 minutes as a national average.

The full facts to be derived from the census won't be known until next year. Enough is known, however, to prove beyond a shadow of statistical doubt that radio is the universal medium. The rich and the poor, the educated and the illiterate, the young and the old, regard radio as indispensable as the food they eat and the clothes they wear.

The ears of America are attuned to radio.

ANACHRONISM

OF MORE than cursory interest is the move—coordinated or happenstance—of top consumer publications toward rate increases. These may be laid partially on circulation increases. The real incentive is increased overhead. Newspapers talk in the same vein. For several years the trend has been upward or toward consolidations.

Radio, which isn’t immune from stepped up overhead, finds itself in the extraordinary position of staving off a unified thrust by the Assn. of National Advertisers for rate reductions. ANA bases its claims on rating declines in TV markets in making its unprecedented pitch for what amounts to price-fixing. We can raise no instance in which advertisers have banded together to fix prices on newspapers, magazines, billboards or even direct-by-mail. In a competitive economy the seller fixes his price and the customer buys or not as he pleases.

The ANA approach is unique in other particulars. It uses "cost per thousand" along with ratings to reach its ends. These artificial devices are not used in the publication field. It’s circulation alone. Radio’s "circulation" is at an all-time high, higher than that of the homes of America.

Still of more than cursory interest is the round-robin of the Grocery Mfrs. of America Inc., soliciting the cooperation of stations to help abate scare buying—cooperation which radio always has gladly provided. The letter from President Paul S. Willim appeals to stations because of their "great influence" and because of the "confidence listeners have in you."

Radio readily admits that. More than that, it points to a record of cooperation in every emergency since radio’s advent 30 years ago. It points to greater "circulation" than all of the printed media combined—media that are now asking increased rates from the homes of America.

For the record, some of the companies represented in the Grocery Mfrs. of America Inc., include General Foods, Procter & Gamble, Kraft Foods, Coca-Cola, Pillsbury Mills, General Foods-Black-Pepper, Borden, Best Foods, Libby, McNeill & Libby, National Biscuit, Babbitt, Stokely-Van Camp. Or, for the full list, just check food product people on ANA’s roster. The memberships are practically interchangeable.

We’re impressed particularly because of the Grocery Mfrs. obeisance to radio’s "great influence" and "confidence of listeners" and the diametrically opposite inference which must be drawn from the fact that TV’s roads should bring radio rate reductions.

Or could it be that ANA believes it is more blessed to give than to receive?

BAB Inc.

ALERTED by recent events which could torpedo the economic integrity of radio, the BAB board of directors last week voted unanimously to cut the Gordian knot that has kept the Broadcast Advertising Bureau in the pouch of the NAB. By April 1951 the BAB (or an organization with a new name) will be an independent corporate entity, to sell radio at all levels against the competitive field.

The quest is for a big radio name—Niles Trammell is mentioned—to get the BAB ball rolling. Instead of the $200,000 budget now earmarked, the goal is a minimum annual operating budget of $1 million. This would be derived not only from stations, but from all segments of radio (and later of TV).

To that extent, the plan envisages a variation of the Pimlico Model. The BAB project has advocated wherein all elements in the mass radio arts, whether broadcast or manufacturing, sales or programming, would unite under a policy "Congressmen's Council."

We applaud the board’s action. It is a strong, affirmative move. It was unanimous.

Bob Sweezy’s committee did its job well.

The big task lies ahead. Most of the missionary work was done ably by Maurice Mitch. They’ve cut the Gordian knot that has handicapped the right organization. It is a task of raising the money, and of healing the hurts that caused some networks and stations to drop out of NAB.

BAB, or its successor, must have the manpower and the means to carry the thrusts of the competitive media. The newspapers’ Bureau of Advertising has a current budget of $1,120,000. The magazines have spent at least that much. They have done effective jobs (writing the Bureau of National Advertisers on their tails for rate reductions). We wonder who in radio can remember the name of a single executive of either the newspaper or magazine business-getting associations?

A strong move is needed to get the new BAB afloat and that means getting the money. After that, it is not a job of drum-beating, but of solid presentation and peddling. The facts are there, crying to be told.

Radio cannot afford to offer too little too late.

our respects to:

WALTER ALBERT BUCK

WALTER ALBERT BUCK began his "second career" when he joined the Radio Corp. of America after his retirement from the Navy in March 1948. At that time he was named president of Radiomarine Corp. of America, a service of RCA. He was transferred to the RCA Victor Division in January 1949, as operating vice president, the position he held before his recent appointment as vice president and general manager of the RCA Victor Division.

There is a natural temptation to use nautical terminology when referring to Walter Buck, for his "first career" was with the U. S. Navy, where he performed 30 years of distinguished service, retiring as a rear admiral. However no ship’s lantern or boat’s pipe adorns his office at the Camden headquarters, hard by the Delaware river. Admiral Buck is proud of the rank he earned and even prouder of the U. S.

(Continued on page 69-A)

Static and Snow

By AWFREY QUINCY

NOW they’re emphasizing the "homing" qualities of radio signals. It’s not the first time that broadcasters have been regarded as pigeons. * * * * *

Because "weighting" has always been a favored technique with the pollsters, it occurs to us that the current vogue of "rating" sweepstakes should have an official handicap. A little guy like "Hoopy" might be giving away lots of pounds and inches to an outfit like Videodex or Sfindler. But regardless of weight or reach, we think a better plan is to strip them all down to the buff, give each a pair of waterwings and let ’em sink or swim, preferably in the San Francisco Bay. * * * * *

Apart from its wartime functions, the Broad- caster's Defense Council is a pleasing euphe- mism. According to the great generals and winning football coaches, the best defense is a strong offense. Somehow or other, to us, that spells P-U-S-I-O-N.

* * * * *

College education by television is bound to spread and one of the inevitable consequences is that many a viewer will receive degrees from more than one institution of higher learning. When the traditional game comes around, in order to show proper loyalty, the

(Continued on page 62-D)
WOV's "Daily Triple"

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

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

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

IN NEW YORK AT NIGHT...

THE BIG SWING IS TO THE INDEPENDENTS!

Rome Studios: Via del Bufalo 126

National Representative John E. Pearson Co.
PHIL BECK to WCSI (FM) Columbus, Ind., sales staff.

TED W. AUSTIN, WFMY-FM-TV Greensboro, N.C., program director, to WOIC Fulton, N.Y., as general manager. WOSC withdraws from Oswego County Network to operate independently.

DUDLEY TICHENOR, WKBW Buffalo in national sales, to KANS Wichita as commercial manager. Was manager WNAO Raleigh.

J. HARRY CALLAWAY to WSGN-AM-FM Birmingham, Ala., as manager general sales. Replaces JULIAN FLINT, resigned. Mr. Callaway was with WHAS Louisville as administrative assistant to president, and general sales manager WBEX Chillicothe, Ohio.

CLARENCE (Bud) RISER to head commercial department Southern Virginia Regional stations.

GEORGE FIRESTONE, advertising and sales promotion staff NBC Chicago, to WMAQ Chicago sales, replacing JACK SCHNEIDER, resigned to join Radio Sales, Radio and Television Stations Representative, CBS, TV division.

WALT LAKE, graduate Pasadena Institute for Radio, Pasadena, Calif., to KWEI Weiser, Idaho, as commercial manager and announcer.

ROUDOLPH R. PICARELLI, special agent Prudential Insurance Co., L.A., to KTTV(TV) Los Angeles as sales service coordinator. He succeeds JOHN ROVICK, returning to station program department.

BOSS MERRITT, writer-producer ABC Chicago, to WBEM Chicago Aug. 21 as sales service manager. Was sales promotion manager Radio Time Inc. He replaces SAM MAXWELL who goes to local sales as account executive.

PHILIP SCHLOEDER Jr. to assistant treasurer Avery-Knodel Inc., station representative, N.Y.

**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.

**WOC-AM** 5,000 W. 1420 Kc.

**WOC-FM** 47 Kw. 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 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-inter-connected), local and film programs reach over 14,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

**Basic NBC Affiliate**

Col. B. J. Palmer, President
Ernest Sanders, General Manager

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

---

**front office**

PRENtie WHITE, auditor and controller, Berg-Allenberg talent agency, to CBS Hollywood as administrative assistant.

SCHERP-REIMER Co., N. Y., appointed national sales representative for WTCJ Shakawo, Wis.

F. C. SITTER to local sales staff WISN Milwaukee.

KLOK San Jose, Calif., and WGTC Greenville, N.C., appoint John E. Pearson Co., New York, to represent them. KLOK's Pacific Coast representative is Gene Grant & Co.

HARRY PATTERSON, commercial manager KFVD Los Angeles, to KLAC Hollywood, Sept. 1, in same capacity. MAURY GRESHAM, KLAC commercial manager, shifts to KLAC-TV sales.


HAROLD G. ROBATOR, special features man WSPR Springfield, Mass., to station manager WREB Holyoke, Mass.

WHLI Hempstead, N.Y., increases rates 15% effective Nov. 1. Current advertisers are protected until expiration of contracts, with new rates applying to all buying time on or after Nov. 1.

JAMES C. FLETCHER, sales staff KFAR Fairbanks, Alaska, to eastern sales manager Midnight Sun Broadcasting Co. (KFAR, KENI Anchorage). He will open offices for KFAR and KENI in N. Y. late this month.


JOHN F. CONBOY, territorial representative Kraft Food Products, to WDVA Danville, Va., as sales representative.

WEDR Atlanta, Ga., appoints Interstate United Newspapers Inc. as national representative.

MALCOM KENNEDY to sales staff WIBG Philadelphia. Was with WIP same city and WKDN Camden, N.J.

ROBERT BLUM, KMPC Hollywood, to KEN San Jose, Calif., as sales manager.

AL BIORGE, sales manager KGEM Boise, Idaho, to account executive KSL-AM-TV Salt Lake City.

STEPHEN A. CISLER, vice president Radio Kentucky Inc. (WKYW Louisville), owner and officer WXW Indianapolis, WXGI Richmond, Va., and WWOSO Springfield, Ohio, to active service as Capt. in U. S.
PERSONALS

ROGER W. CLIFF, general manager WPIL-AM-TV Philadelphia, appointed radio-TV representative Philadelphia Defense Board, as member of communication section. . . PATRICIA CUNNINGHAM, secretary to E. R. VADEBONCORAH, vice president WSYB-AM-TV Syracuse, N. Y., and Fred L. Percival were married July 29.

GENE TIBBETT, manager WLOX Biloxi, Miss., elected vice commander of American Legion for Mississippi. Also elected Southern Commander of Past Commanders Club. . . HAROLD C. HURKE, general manager WORZ Baltimore, spoke on "Telling Your Story by Radio" to Maryland and District of Columbia Oil Industry Information Committees July 24. . . J. R. POPPELE, vice president in charge of engineering WOR New York, appointed chairman communications committee New Jersey technical advisory committee for civil defense.

FRANK DeROSA, salesman WMAQ Chicago, father of girl, Susan Dale, July 29. . . ROBERT J. McANDREWS, managing director Southern California Broadcasters Asso., to give presentation of "The 1950 Profile of Southern Calif. Radio" today (Mon.) before Santa Barbara (Calif.) Advertising and Sales Club. . . JOHN MOWBRAY, KSMO San Mateo, Calif., salesman, father of boy.


EUGENE D. HILL, manager WORZ Orlando, Fla., elected chairman Orange County chapter National Foundation of Infantile Paralysis. . . NORMAN S. McGEE, vice president in charge of sales WQXR New York, and EILEEN M. MAYONE, WLIB Detroit, were married July 26. . . GIL BERRY, midwest sales manager DuMont TV network, father of boy, Charles Stuart, Aug. 1.

WORLD JINGLES

Extensive Sales Announced

WORLD Broadcasting System Inc., last week announced sales of commercial jingles as follows:

Broadcast jingles: To Heimbach Bakery, over WKAP Allentown, Pa.; to Doyle's Bakery, over CFOS Kingston, Ont.; to McGilhara's Bakery, over CFOS Owen Sound, Ont.; to Furst Bros., over KFRA Akron, Ohio.

For jingles: To All's Furs, over WKAP Allentown, Pa.; to McKay's Furs, over CFOS Kingston, Ont.; to Meyer's Furs, over KFAP Hingham, N. Y.; to Owen Sound Furs Co., over CFOS Owen Sound, Ont.; to Hertzberg Furs, over KELE, Centralia, Wash.; to Carson-Werner's Cleaners, over WCAE Pittsburgh, Pa.

Show jingles: To Uhilhann Motors, over KELE Centralia, Wash.; to Carson-Werner Motors Co., over KEBS Corpus Christi, Tex.; to Gene Baker Motor Co., over WKIC Harrisburg, Pa.; to Hergard-Vann, over WEED Rocky Mount, N. C.; to Quincy Auto Exchange, over WJDA Quincy, Mass.; to Thriftlife Motor Co., over WWGP Vidalia, Ga.; to Sexton Motor Sales, over WWGP Sanford, N. C.

Furniture jingles: To Allen Furniture Co., over KEBS Corpus Christi, Tex.; to Leattish Furniture, over WFBM Minneapolis, Minn.; to Heilig-Myers, over WEED Rockford, N. C.; to Legate Furniture Co., over CFOS Owen Sound, Ont.; to Branston Furniture Co., over WWGP Vidalia, Ga.

FRANK E. HURT

KFXD Owner Killed

FRANK E. HURT, 60, co-owner, president and general manager of KFXD Nampa, Idaho, was killed Aug. 3 when his car left the highway and plunged down an embankment near Horseeshoe Bend, Idaho. Police said he sustained a skull fracture and internal injuries. A native of Macon County, Mo., Mr. Hurt went to Idaho in 1900. In 1928 he founded KFXD in Shoshone, moving the MBS outlet to its Nampa location in 1930. He was a charter member of NAB and of the Radio Pioneers. He leaves his widow, Blanche; a son, Edward, co-owner of KFXD; two brothers and two sisters.

Collective Bargaining

MANAGEMENT at WNMP Evans- ton and WKRS Waukegan, Ill., have been notified by the International Brotherhood of Electrical Workers (IBEW) that technical, and engineers at the stations have authorized the union to represent them in collective bargaining. Men affected by the action include four at WKRS and three at WNMP, both non-union shops. Negotiations between union and management representatives are expected shortly.

All Accounts

(Continued from page 9)

bedian, aids Ted with a good slice of the radio production detail to leave him free for increasing TV work.

Ted stands on the doorstep of big things to come. The Dowd agency has expanded. It has purchased the old Blaker agency and has combined with the Redfield, Johnstone Agency becoming Dowd, Redfield & Johnstone in New York but for the time being, retaining the John C. Dowd Inc. title in Boston.

Cites Ambitions

Whatever Ted's position in the new agency, he has but one thing in mind: "My ambitions are purely and simply to constantly strive to bring new and original entertainment to the television audience" while continuing to maintain a high standard in radio production.

When Ted gets a chance he takes part in his favorite hobby—sailing. Ted and his wife find their primary interest in their nine-month-old son.


How Many Yardsticks?

When you select a market, you naturally use more than one yardstick to measure its value. If you select your radio station in Miami by the same intelligent measurement, you will certainly want some of WIOD!

For every foot of our story . . . call our Rep

George P. Hollingbery Co.
GERRY O'BRIEN, production director WTUC Tucson, Ariz., to Western division World Broadcasting System, Hollywood, as sales representative.

ERIC E. SUNDQUIST elected vice president A. C. Nielsen Co., Chicago. Continues as member radio-TV index sales division. Has been with company since 1948, having worked with advertising and marketing research organizations for past 12 years.

WILLIAM M. MERTZ Jr. to MGM Radio Attractions as Chicago manager, from midwest sales manager MacGregor Transcription Co.

ZELMA COHEN to becooker Atlantic Television Corp. Was with Telecast Films Inc. and Cinetel Corp.

MRS. GEORGE G. (Buddy) DESYLYA elected to board of directors of Capitol Records Inc., L.A., to succeed her late husband.


NANCY EVANS, featured singer with Wayne King, leaves orchestra and NBC TV show to open own production office in Chicago. She will work as performer and producer-director.

JUANITA UNDERWOOD, general manager John Paul Lee & Assoc., to George K. Turpin & Assoc., Fort Worth, promotional sales firm, as sales manager.

BUDDY BASCH, publicist, N. Y., moves to new offices at 17 E. 45th St., N. Y. 17, Murray Hill 7-5351. Former location was 2 W. 46th St.

LEE HOLLINGSWORTH, head Ascension Audience Rating Program, reports show sold to WLOI E. Liverpool, Ohio. Already on WRB Providence, R. l., WGCE(FM) Greenwich, Conn., WBKBS Oyster Bay, N. Y.

HARRY S. GOODMAN Productions begins production-quarter-hour syndicated program, Music of the Stars, and acquires sole sales, distribution rights to The Ted Lewis Show and Arthur Smith and the Crackerskills.

CLINTON J. (Pat) SCOLLARD, Paramount Pictures, elected executive vice president United Artists Corp.

RICHARD MULFORD radio-TV department Roche, Williams & Cleary, Chicago, to Atlas Films Corp., same city, as assistant to TV Director Norman C. Lindquist.

HARRY P. WESTON, vice president-treasurer Graham-Paige Corp., N. Y., to Reeves Soundcraft Corp., Long Island City, N. Y., as executive vice president.

MARTIN ROTHMAN named Bendix radio and TV district merchandiser for northern N. J. ED NISEBERG named merchandiser for Chicago area.

JACK L. HOBBY, sales promotion manager Capehart-Farnsworth Corp., Fort Wayne, Ind., to advertising and sales promotion manager Andrea Radio Corp., N. Y.

HARRY E. AUSTIN, S. F. district manager RCA Communications, elected vice president in charge of Pacific Coast district for RCA Communications Inc.

JOHN H. B. Soo, graduate U. of Illinois school of engineering, to head industrial sales correspondence department, Simpson Electric Co., Chicago maker electronic equipment, testing devices.

GENERAL ELECTRIC starts production 17-inch rectangular picture tubes for color, Syracuse plants. Tube (17BP4-A) has neutral-density face plate and is magnetic-focus-and-deflection tube. Firm buys Illinois Cabinet Co., Chicago, electronic equipment, testing devices.

DECCA RECORDS Inc. announces consolidated net earnings, after taxes, of $360,582 for six months ending June 30, or 46 cents per share for 775,580 shares outstanding.

Technical . . .

ROBERT A. WILSON, WEOA Evansville, Ind., to chief engineer WOOD Grand Rapids, Mich.

GENE L. LUKOWSKI, audio-video control engineer, KTTV (TV) Los Angeles, to KECA-TV Los Angeles engineering staff.

FRED TUCKER to WDRC Hartford, Conn., as transmitter engineer. Was with WNBC New Haven, Conn., WMAS Springfield, Mass.

RCA VICTOR announces amplitude modulation monitor, providing direct continuous reading of modulation percentage in AM transmitters operating between 550 and 1500 kc.


ASTATIC Corp., Youngstown, Ohio, announces development of two new TV, FM boosters (Models BT-1 and BT-2).

ANDREW Corp., Chicago, manufacturers transistors, antennas, equipment, issues ¼ inch diameter, ultra low loss coaxial cable (type 736).

GENERAL ELECTRIC Co., Syracuse, announces TV, FM radio amplifier (type TV-16-B) for providing automatic correction of sync, blanking portion TV signal.

INDEPENDENT OPERATION VS. NETWORK OPERATION

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

SB. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER
RADIO, like other industries, has its critics and when the right kind of criticism is directed at radio, it is welcomed. Going a step beyond waiting for criticism to come, one station wants criticism so much that it has recruited into a neighboring college and employed the head of its music departments as critic-educational director.

Little over a month old, this venture was started by KGNC Amarillo, Tex. In this short period of time, it has produced good results and has all the potentialities of pointing to great and widespread improvement in the industry, the station reports.

The idea seems to have been brought to life simultaneously by KGNC’s Manager Tom Kritzer and Assistant Manager Bob Watson, and Dr. Wallace Clark, director of music at West Texas State College at Canyon, 17 miles southwest of Amarillo.

The trio first discussed their conceptions of what was needed to strengthen KGNC’s program presentation. Then Dr. Clark went to Los Angeles, Hollywood and other coast cities to study programming, presentation and techniques, from both the studio and listener viewpoint.

Gains Support

The idea was enthusiastically greeted by Jennings Pierce, NBC’s West Coast manager of public affairs, station and guest relations, as well as by Frank Bartan, NBC Hollywood director. Some of the station officials expressed amazement that radio had been so negligent in not doing something of the sort earlier, especially in helping individual announcers to improve their style and personality.

Dr. Clark’s main job, at least in the early part of the program, is to assist announcers, both in classroom and in private instruction, to develop their voices and personalities to fit in more perfectly with the several programs each presents in the course of his tour of duty. This calls for him to monitor all programs, to note the weaknesses, strong points and other characteristics of the program as a whole, and the work of the announcer in particular.

In considering the need for general improvement at the microphone, Mr. Kritzer and Mr. Watson stressed the fact that, regardless of all that lay between, so far as the listener is concerned, the announcer is the sponsor’s representative so long as he is at the mike. They pointed out that although the listening public may be aware of some of the huge investment and all the details which go to make up a radio program, so far as the listener is concerned, it is the announcer presenting a program sponsored by such and such a company.

Sells Influence

They further pointed out the way in which the announcer presents the program has a large bearing on whether or not the program sells the company’s product.

All too often in the past, according to the KGNC management, the announcer has been on his own with little or no cooperation from the program department or any other members of the staff. His improvement or failure has been entirely his own, on a sink or swim basis, which has not been entirely fair to him. His assignments may or not be fitted to his particular style of delivery, yet he has had the full responsibility for the success or failure of the program and the sponsor’s reaction in continuing or cancelling the contract.

In selecting Dr. Watson to undertake to correct much of this situation, KGNC did so in consideration of his recognized outstanding work with students of voice in the Southwest.

---

**KGNC SEeks Criticism**

Dr. Watson Named to Improve Announcing

---

**Baseball Fans**

Show Sponsor Gratitude

Baseball and other entertainment will be on the bill of fare next Wednesday at Meyers Field, home of the Norfolk Tars baseball team, when listeners to Tar games are expected to turn out on the occasion of “Radio Appreciation Night.”

In addition to the Norfolk-Roanoke game, sports fans will view entertainment directed by WNOF Norfolk’s Bob Story and comprising sporting events handled by Jack Harris, one of two announcers who air Tar games. Event was initiated last year by the sportscasters to show baseball sponsors how much fans appreciated the broadcasts, and drew a record-breaking crowd of 7,000 fans in Portsmouth, Va., across the river, where the idea was first tried.
LOW-POWER FM

ACLU Files Brief on Rules

AMERICAN Civil Liberties Union, through Ex-FCC Chairman James Lawrence Fly, Jr., has told the Commission its present educational low power FM rules reasonably seem to include churches, that such eligibility should not be considered inherent in their status as church institutions. All applicants should have like responsibility, ACLU said.

The ACLU brief was in response to FCC's call for oral argument on the petition of the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas to amend the Commission's rules so as to make non-profit, tax-exempt organizations eligible as noncommercial, low-power FM licensees [BROADCASTING, July 3]. ACLU opposed establishment of radio allocations for church groups as contrary to the First Amendment.

Meanwhile, brief in support of the Southern Baptist petition was filed with FCC by Mr. Leonard Sollenwerck, Washington radio counsel, in behalf of the University Baptist Church of Baltimore, the Christian and Missionary Alliance and the Gospel Fellowship Assoc., the latter composed of about a dozen Baptist schools and other groups. FCC has set no date for oral argument.

FM Multiplex

LICENSE was granted by FCC last week to Multiplex Development Corp. for its FM development station KEZXXI New York, using facilities of the former WGYN (FM) there [BROADCASTING, June 19]. Station has been operating several weeks under program code KEZXXI, for the study of FM multiplex operation. Under this method one or more FM programs are aired simultaneously by multiplexing them in the main aural transmission. Firm reports tests have been highly successful to date. Frequency of 97.9 mc with 4 kw power is being used.

FRANK BROWN, chief announcer KXLY Clayton, Mo., to program director.
W. LAWRENCE HEDGEPETH, Jr., to program director WINX Washington. Was with WDNC Durham, N.C., WJS Columbia, S. C., and WAPO Chattanooga.

JAMES L. McGRATH, staff member WFCB Dunkirk, N. Y., to program director.

LELAND (Lee) JACkAWAY, WWPL Miami, Fla., to announcing staff WMGB Richmond, Va.

PAT BEALL, traffic director WGAY Silver Spring, Md., resigns. Aug. 11, she married Kenneth E. Collins. DOLORES McQUEEN, new to radio, replaces her at WGAY.

JAY SCOTT, producer WMGT (TV) Memphis, Tenn., to production manager. JEAN PERRY to WMGT as associate producer. ROBERT RUSSELL, WHNQ Chicago, to WMGT as producer.

ED JOHNSON, recent graduate Pasadena Institute for Radio, Pasadena, to KVOG Ogden, Utah.

BILL BAILEY, staff announcer WLS Chicago on National Barn Dance, resigns to free lance in radio-TV.

DON DANIELSON, public relations department WBBM Chicago, named assistant director.

MILDRED WRENN, EPX (TV) San Francisco sales, promoted to traffic manager.

ROBERT S. WEBSTER, new director WCQU Lewiston, Me., to program director WTTW St. Johnsbury, Vt., effective Sept. 1. He succeeds GORDON JAMES PLATT, resigned.

MARTIN BROOKSFAM, music director WBMS Boston, to program director.

AL CONSTANT, KRON-TV San Francisco announcer-director, named director of studio.

PAUL BENSON, KAYL Storm Lake, Iowa, continuity department, to KJFF Webster City, Iowa, as production manager.

ROLAND H. BROWN, to announcing staff WXG Richmond, Va.

JACK DOUGLAS, announcer WCSI (FM) Columbus, Ind., resigns.

DON AMECHRE succeeds EDWARD EYRE HORTON as m.c. on Holiday Hotel, sponsored by Packard Motor Co., through its agency, Young

ELENECA BRICE (Mrs. Helen Mc- Nutt), advertising manager Winter Park Herald, Orlando, Fla., to WNRL Richmond, Va., as continuity writer. Was with WGAC Augusta, Ga.

HARRY VON ZELL to m.c. new KNBH (TV) Hollywood Club Celebrity show.

MARK SHEEGER, m.c. Blue Chaser Club, WPIK Alexandria, Va., extends show to Metropolitan Network, WARL Arlington, Va., WGGW Silver Spring, WBCB Bethesda, Md., and WPX Falls Church, Va.

WILLIAM S. ATKINSON, film clerk KECA-TV Hollywood, to active duty with U. S. Marine Corps Reserve.

JIM TRANTER, radio editor Buffalo Evening News, Buffalo, N. Y., to program director.

FRED STUTTMAN, WOR New York, and BOB DAY, KSMO San Mateo, to KGO San Francisco announcing staff.

GEORGE FALCON, manager KECA Hollywood transcription department, appointed public relations director in charge of radio-TV for Calif. Air Force National Guard, 65th Wing.

ARTHUR FELDMAN, m.b. director of special events, father of girl, Lisa Ann, Aug. 7. Mrs. Feldman formerly on U. S. p. s. staff WBBK.

DOWTINE COOK, MS commentator, as special commentator for Conference on Aging, Washington, D.C., at 5:30 p.m.

BOB MICHEL, disc jockey WSTR Syracuse, N. Y., presented full Scottish highland costume.

MARJORIE WALKER, KECA-TV Hollywood, co-hosting at home from foot injuries suffered in recent automobile accident.

BOB EMERY, conductor Small Fry Choir, Mon.-Fri., 6:45 p.m. on DuMont Television Network, made deputy sheriff of Barnstable, Mass.

BILLY GRISKEY, announcer WCN Chicago, father of boy, Ruggero Luigi, drain pipe.

LYN O'BORN, of ABC AM and TV Space Patrol program, in Cedars of Lebanon Hospital, L. A., following emergency appendectomy, Aug. 6.

News . . .

BOB HURLEIGH, commentator WGQ Chicago, substitute for FULTON LEWIS Jr., MBS, during two weeks of Mr. 3const on vacation. HENRY JOSEPH COSSITT, former WOR New York commentator, substitutes for second two weeks, beginning today (Aug. 14).

WILLIAM J. ALBERT, reporter WOA San Antonio, Tex., to active duty with U. S. Marine Corps Reserve.

JIM DILL, asistant to JIM GIBBS, sports director WMAL-AM-TV Washington, resigns to join WCHR Charlottesville, Va., as sports announcer.

Lt. Altert

KECA-TV (TV) Hollywood, co-hosting at home from foot injuries suffered in recent automobile accident.

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A Service of Broadcasting Newsweekly

IN THIS ISSUE:

RCA Tests Intercity Color Transmission
Page 49

Coy Answers Johnson On Color Delay Issue
Page 49

Telefile: KRLD-TV
Page 50

Latest Set Count By Markets
Page 58

Radio Station WCPO
Affiliated with
The Cincinnati Post

July 24, 1950

Mr. C. J. Witting
DuMont Television Network
515 Madison Avenue
New York, New York

Dear Chris:

May I congratulate you on the quality of the teletranscription of the "Cavalcade of Stars" program which we telecast Sunday night July 16. It was the best recording I have ever seen. It was as good as a live network feed.

Cordially,

M. C. Matters
Vice President
General Manager

DU MONT—the first television network—continues to pioneer. New Teletranscription techniques developed in the Du Mont laboratories give better grays, sharper images, minimum flare, higher fidelity sound... and produce unsolicited letters like the above. One more reason why smart sponsors know—

Dollars get more dialers on Du Mont

TELEVISION DU MONT
The Nation's Window on the World
515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

*Teletranscription—shortly known as "bootleg recording"—a Du Mont trade mark.
WSAZ-TV delivers EXCLUSIVE coverage of the HUNTINGTON-CHARLESTON TELEVISION MARKET

West Virginia's ONLY Television Station

WSAZ-TV
Channel 5

ABC-CBS-DTN-NBC

Represented Nationally by THE KATZ AGENCY

The 27th MARKET

INTERCONNECTED SEPT. 1st
WSAZ-TV has under construction a private microwave relay system to pick up four-network service from Cincinnati, Ohio.
RCA DEMONSTRATION

By BRUCE ROBERTSON

RCA last Monday for the first time demonstrated the intercity transmission of its system of all-electronic color television via coaxial cable facilities. The test had been simulated earlier this year (TELECASTING, April 10).

The program originated in the studios of NBC's WNBT (TV) Washington and was sent by regular coaxial facilities to WNBT (TV), New York, for broadcasting. The program was picked up on a color receiver in the RCA Labs at Princeton.

The color transmission was also beamed via microwave radio relay from New York to KC2XAK Bridgeport, NBC's UHF experimental station which rebroadcast the program for reception in black-and-white on experimental UHF sets installed by RCA in the area and in color on a converted VHF color receiver in the Westport, Conn., home of O. B. Hanson, vice president and chief engineer of NBC, some 12 miles from KC2XAK's transmitter. An observer there reported reception of "a very good picture."

Good Results Claimed

Mr. Hanson, who himself watched the program on a VHF color set in his office in Radio City, New York, received from WNBT, said that "results were far better than 1 anticipated, knowing all the problems we were up against." Owners of standard black-and-white TV receivers meanwhile watched the color program in monochrome in both the Washington and New York areas, reception being of a quality which RCA spokesmen felt "effectively demonstrated the compatibility of RCA color system."

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, hailed the initial demonstration networking of the RCA color system as "a new and highly important advance in the development of a color television service for the nation."

The new method of sampling the color images for cable transmission, an RCA spokesman explained, made it possible to increase the transmitted resolution of color images to 160-180 lines. "We feel that we can now put this picture into a home from a station at the other end of the coaxial cable from the point of origin every bit as good as today's black-and-white network TV pictures," he stated.

Observers in the RCA Labs viewed the quarter-hour color network telecast on the company's improved tricolor tube where they could check RCA's claims for greatly increased brightness and resolution against the tube's actual performance. Reception of the same program on another color receiver with an earlier model tube and on a standard black-and-white TV set afforded additional opportunity for evaluation of the new tube.

The images on the new tube were reported as unquestionably brighter, clearer, and more vivid than those on the other color set, whose pictures looked washed out in comparison. As explained by Dr. Jolliffe in his color "progress report" (TELECASTING, Aug. 7), the new tube's brilliance results from an improved red phosphor, "making it possible to remove the red filter from in front of the tube which increases the light output by two to one," and by improved tube techniques.

A highlight brightness of 25 to 30 foot lamberts was produced by the new tube, an RCA spokesman reported, adding that this is "above the flicker threshold of the CBS system" and pointing to the virtual absence of flicker in the picture being watched.

Increased Resolution

Increased resolution of the images from about 100 to 160-180 lines was attributed to a new aperture plate which has 200,000 holes and 600,000 phosphor dots, a 70% increase over the 117,000 holes and 100,000 dots of the original screen. (There are three dots—red, green and blue—for each hole, the angle of the transmission determining which dot is activated and which color reproduced.) The resolution capabilities of this tube are up to the six mc system itself, it was explained, the spokesman adding that even so, RCA intends to work toward a screen with 900,000 dots.

"Our research is now aiming at better phosphors, better guns and better masks," he said, "and we feel sure that in a short time we can again double the output to, say, 40 to 50 foot lamberts, about the same as black-and-white telescopes. We want to go even further, but at this stage that certainly would not be a limiting factor of the 6 mc color system."

An experimental color set employing new circuits which bypass the black-and-white signal and sample only the lower-frequency color components was also demonstrated, producing dot-free color pictures and high quality black-and-white images as well. Circuits were said to be much simpler than in previous color receivers, utilizing only six to eight more tubes than a standard black-and-white set, not counting the color viewing (Continued on page 58)

COLOR DELAY?

IN A FLATTENING disclaimer, FCC Chairman Wayne Coy last week denied knowledge of reports that FCC intends to delay its color television decision because of the Korean crisis.

"That is not to say that such rumors are not afoot," he said. "It is only to say that I, along with other members of the Commission, have been so busy discussing the color TV problem, a part of the decision-making process, that such rumors have not reached me."

Chairman Coy's statement was contained in a reply to a letter from Sen. Ed. C. Johnson (D-Wis.) denouncing "busy-body scandal mongers" who spread such rumors and declaring that, in fact, immediate commercial use of color TV "could be of vast aid to the defense effort."

Exchange came during FCC's fifth week of color deliberations since the hearing record was closed with current FCC action centered on issuance of a formal decision "about Labor Day."

There were indications that the FCC is handling its report piece-meal, writing it section-by-section, but with the final vote yet to be taken. That which already has been drafted, it is believed, would fit a decision in favor of any one of three alternatives: (1) multiplexing of colors, (2) RCA's dot sequential, (5) CBS line sequential.

It's entirely possible that the FCC will finish its consideration this week, but with the final vote, which could go any one of the three indicated courses, to come after the staff completes its job. Such a possibility was detected in the attitude of members of the FCC last week. They seemed more relaxed, in contrast to their demeanor during the preceding weeks when color sessions were held almost daily.

Want No Hold-Up

Sen. Johnson, television-conscious chairman of the Senate Interstate and Foreign Commerce Committee, which was asked by the FCC chief after RCA and CBS, sponsors of two of the three rival color systems under consideration, called FCC's attention to the existence of rumors about delay and reiterating that they want no hold-up of the decision.

Sen. Johnson wrote:

"These letters from the Columbia Broadcasting System and the Radio Corp. prove conclusively once and for all that the selfish interests conspiring for delays are not the pioneers who have fought the hard battle in the laboratory and expended millions of dollars to make this amazing recreational and educational development available now to the American people."

On the other hand, busy-body scandal mongers are spreading these stories (about delay) for a wicked purpose and obviously not in the public interest. They ignore the nine months of tedious, detailed and searching hearings only recently completed—the most intensive ever held by an administrative agency. They forget the time and money spent by CTI, RCA and CBS in presenting their cases. They overlook the patience, the continuous attendance, and the intense study and concentration which each Commissioner has given the mass of testimony which was presented in the tense atmosphere of good American rivalry and free enterprise competition.

They overlook, too, the fact that this vital matter has been before the Commission for almost a full decade. Any further delay would place us far behind the rest of the world in this (Continued on page 58)
In true Texas style, television is coming into its own in a big way in Dallas. KRLD-TV, CBS affiliate, on the air since Dec. 3, 1949, is climbing into the TV cockpit in the Southwest with unbridled momentum.

From the outset, executives and staff at KRLD were obliged to use their ingenuity. As Clyde W. Rembert, general manager, recalls: "We learned the television business through trial and error."

An operational chestnut had to be cracked with the TV station's opening. Since the new building was not yet ready to house the AM, FM and TV facilities, it was necessary to operate the TV facility from three different locations.

However, with radio and television now under one roof, the operation is integrated. And, in keeping with its tradition of working closely with its parent, the Dallas Times Herald, KRLD has tucked the new medium under its wing as an essential part of the overall service provided the Fort Worth-Dallas area.

Opens With Gridcast

First big camera job for the station was the telecast of the SMU-Notre Dame football tussle immediately after KRLD-TV went on the air. From then on, its TV coverage broadened. Its mobile units have accomplished nearly every type of remote control telecast--ice hockey from the Dallas rink; wrestling and square-circle events from the Dallas Auditorium; home games of the Dallas baseball team, member of the Texas League.

In the Dixie belt it's said that Dallas' radio-TV area is destined to be a Southwest center for the media with merchants distinctly air minded. An indication of this trend was the June 1 opening by Eastman Kodak Co. of a new film development plant in Dallas, specializing in film for TV stations.

KRLD directors look to Herald Square, where the newspaper and radio-TV studios are located, to be to Dallas in the electronic world what Hollywood and Vine is to Los Angeles and Hollywood.

Heading the KRLD radio and television operation is Mr. Rembert. He started with KRLD as an advertising solicitor and announcer when the radio outlet was opened in 1926.

Station Executives

Under his supervision are the following executives: J. W. Crocker, assistant manager; William A. Roberts, commercial manager; Roy George, program director (both AM and TV); Wes Box, chief announcer; A. H. Plumbie, traffic manager; Douglas Hawley, the Herald's radio editor, publicity.

Chief engineer is Roy M. Flynn. His assistants are John Klutz and Ted Favors, in charge of AM-FM and of TV, respectively. Mr. Flynn has been associated with KRLD for over 20 years and worked with Harvard U. engineers on radar during the war.

Officials of the company, KRLD Radio Corp., are Tom C. Gooch, president of the newspaper firm, president, and D. A. Greenwell, the newspaper's secretary, vice president.

Telefile:

KRLD-TV Marks Its Brand
On the Growing Southwest Market

Since its late 1949 debut, television receivers in the Fort Worth-Dallas area have nearly tripled in number and now are approaching 70,000. If current conditions prevail, it is expected that the number may climb to 100,000 by Jan. 1, 1951. The Dallas-Fort Worth area ranks in the upper quarter in the nation with the most TV receivers in service.

As its operation progresses, the station is making available more

Clyde W. Rembert John W. Runyon Tom C. Gooch D. A. Greenwell General Manager President Board Chairman Vice President
**BIG TEN GAMES**

**Theatres Take Telecasts**

BIG TEN football will be telecast direct to three theatres in Chicago and one in Detroit this fall, it was announced Tuesday in Chicago by officials of the Big Ten Conference and United Paramount Theatres Inc.

It is possible that theatres in Minneapolis and Columbus may be added in an "experimental one-year program" of Big Ten theatre television, Big Ten Commissioner K. L. Wilson said. Mr. Wilson noted that the program is so experimental "we have not yet drawn any financial agreement."

"Considering the limited number of theatres participating, and the exceptionally high cost of installing theatre television equipment, transmission facilities and crews to staff the games, it is unlikely that any worthwhile financial return will be realized for 1950," he said.

Mr. Wilson added that each member of the Big Ten conference intends to air the post-game films of its games via regular telecasts, as previously provided by conference action.

The Big Ten made the joint announcement with United Paramount after its Conference Television Committee, composed of Douglas R. Mills of the U. of Illinois, H. O. Crisler of the U. of Michigan, and Ted B. Payseur of Northwestern, sent a "favorable report" to all conference schools. The report termed the proposed theatre television program "an immensely valuable experiment."

In Chicago, a nine-game schedule of home games of Northwestern and Illinois will be shown in three Balaban & Katz (United Paramount) theatres—the State-Lake, downtown; Uptown, north side; and Tivoli, south side. In Detroit, U. of Michigan games will be shown by United Detroit Theatres in the Michigan Theatre.

The Paramount intermediate film storage process will be installed in the Detroit theatre and in the State-Lake and Uptown theatres in Chicago. In the Tivoli RCA's direct projection equipment will be used. Installation of equipment already is underway in the four theatres.

It is possible that Columbus will be both on the sending and receiving end if the Big Ten theatre-television project is extended to that city, but Minneapolis will be on the receiving end only, due to transmission limitations, Mr. Wilson observed.

In a separate announcement, United Paramount said the company hopes to demonstrate "the potential appeal of theatre television and to explore its operation on a multi-theatre, inter-city basis."

**National System**

"This will lay the foundation for a national theatre television system in the public interest and will also redound to the benefit of all branches of the motion picture industry," the statement said.

Robert H. O'Brien, secretary-treasurer of United Paramount, pointed out in his Fall Report that the "Big Ten" is "the largest and most important" of the theatre television experiments to be conducted. He recalled, however, that Paramount had shown in New York and Chicago theatres a "wide variety of TV events, ranging from the Louis-Walcolet and Walcolet-Charles Chaplin show and station promotions to the World Series to such special events as the Truman inauguration, Churchill's MIT address, sessions of the UN, and President Truman's plans for the country in the Korean crisis."

Mr. O'Brien explained that ticket prices at the theatres would be in excess of the normal rate because "Big Ten Games should be considered a premium attraction just as other special theatre shows." Patrons attending the television portion of the show also will be able to see the remainder of the regular bill, he said.

Commissioner Wilson declared that athletic directors of the various Big Ten schools "have rehearsed they do not know the answers to the many complex problems posed by live television. Throughout the sports world, and in many other phases of our American life, we are trying to adjust to this amazing technological development," he said.

"When confronted with a difficult problem, experiments in the attempt to find a correct and satisfactory solution. The Big Ten, by its action regarding live television, will take an experimental step. At the time, we stated we did not know that such a step would lead to the right answer. Now, it can be said that an experiment is entering another experiment. We do not know that this will answer all of the complex problems. But the Big Ten hopes that by the end of the 1960 football season, it will have collected valuable experience and information from these experiments to guide it in the future."

Mr. Wilson emphasized that all information on the project would be turned over to the television committee of the National Collegiate Athletic Assn.

**Number One Fan**

IT LOOKS as though television has extra appeal to the number one citizen of the U.S., President Truman reportedly has three TV sets in the Blair House, another in his office and still one more television receiver on board his yacht.

**Center Theatre**

NBC Leases Space For Production

WORLD'S LARGEST legitimate theatre, with a seating capacity of 3,000, will soon become the world's largest TV studio, under a lease by which NBC acquires use of the New York's Rockefeller Center.

The Rockefeller Center also houses NBC's Radio City television headquarters.

After several months of study and planning, the conversion of the theatre to video use will begin immediately, with telecasts to originate from there in the fall. The first program will be a nine-game season of the Big Ten Conference Football.

The centre of the theatre is a fixed, 55-foot round, three-level, ring-shaped stage for television, covering a space including what once were the first eight rows of orchestra seats, measures 100 ft. across its widest line and 90 ft. deep, with an overall area of 4,200 square ft. Included is an elaborate elevator in three sections with turntable arrangements.

The Center Theatre is equipped with thousands of square feet of dressing rooms, shops for engineers, carpenters, painters, electricians and other technicians, air conditioning and other facilities, with shops, offices and prop rooms at the basement level.

In announcing the lease, Joseph H. McConnell, NBC president, pointed out that "acquisition of the Center Theatre will provide NBC with excellent facilities to accommodate our tremendously expanded television business."

"In the fall," he said, "will be originating each week more than 100 individual TV programs from New York City. Many of these programs are productions requiring facilities comparable in scope to anything ever attempted on Broadway."

**Greater Productions**

"In addition, the size of the Center Theatre will permit the network to do productions of television herefore impossible in any other theatrical type of presentation. No other theatre anywhere is equipped to handle the types of presentation planned to originate from the Center Theatre."

August 14, 1950  Page 51
TELEVISION—naturally—was the subject of conversation at a recent luncheon in Chicago when I. E. Showerman (r), NBC Chicago vice president, got together with Jules Herbeaux (l), television manager for the network in Chicago, and Luckey North, star at WRC Washington.

VIDEO FUTURE

TELEVISION is one of the most powerful forces in our economy and culture today. Television is a reality which cannot be denied; but it is a reality that must be clarified to make today what it is, and what it can be. This is the conclusion reached by the U. S. Chamber of Commerce's committee on advertising after circulating a 10-point questionnaire on TV dimensions to operators of television stations who are also operators of radio stations [Broad- casting, Aug. 7]. Results appear in the chamber's June-July issue of Advertising News Letter.

The major answer to question 1—"How many television sets will be in use by 1955"—lowest estimate was nine million sets; highest, 50 million. Many replies were qualified with "provided no war." Although doubt that isolated areas may ever receive television, interviewers agreed that lifting of the FCC freeze would bring innovations to saturate the population. Booster or satellite stations will prove important and 90% of continental United States will have better than fair reception eventually, the report said.

Better Adapted

Asked what type of goods or services TV is better adapted than radio to sell, broadcasters replied: "Any product that can be demonstrated in use and all goods that lend itself to counter display and slow room display, especially brand name products." TV, they pointed out, may become a better medium for all goods and services than radio, and enterprises using both house-to-house canvassers and TV report that TV is nearly as effective in moving merchandise as personal selling and much less expensive.

Questioned on the role TV will have assumed in mass education by 1955, station operators were of the opinion that if TV is ever to achieve its full stature as an educational force, "municipalities must find ways to finance it just as they have done for public education, motion pictures and magazines in schools."

The survey brought out the conclusion that TV can teach anything because it can bring the classroom right into the home and will revolutionize higher education. "This has been proved by the Navy's success in TV training classes," the report said. Both television and radio will have established specialized clients by 1955, the questionnaire revealed, and the two media may be highly complementary and both may be used by the same advertisers at different times and in different forms. Furthermore, even those unable to afford TV will, possibly, be in a position to buy radio and get good value.

Radio, it was pointed out, will take care of sparsely settled areas for a long time but it's probable that the greater radio audience will be available only in the daytime. Radio's cost will be less, much less, was the general reply.

U. S. C. of C. Quizzes Broadcasters

KATZ AGENCY is releasing "TV spot advertising cost summary," giving cost of five different spot lengths in five 15-minute time periods at one-time and 260-time rates on Friday. First-time and half-hour at one-time and 55-time rates for Class A film time on 106 TV stations operating as of July 1. Four-page folder also reports the total costs for the first 10, 20, 30, 40, 50 TV markets and for all 62, for all stations and for one station in each market.

Katz Agency Listings

KATZ AGENCY is releasing "TV spot advertising cost summary," giving cost of five different spot lengths in five 15-minute time periods at one-time and 260-time rates on Friday. First-time and half-hour at one-time and 55-time rates for Class A film time on 106 TV stations operating as of July 1. Four-page folder also reports the total costs for the first 10, 20, 30, 40, 50 TV markets and for all 62, for all stations and for one station in each market.

Telecasting  •  Broadcasting

REHEARSING Sincerely Yours, a 15-minute weekly request song show on WHIO-TV Dayton, Ohio, for Miami Valley Cooperative Milk Producers Assn., are (l to r): John Cory, WHIO-TV dir.; Betty Stump, star of show; Joyce Grierson, the program's "Dairy Maid," and Lincoln Schurz, TV dir., Hugo Wernicke & Assoc. agency.

CEREMONY starting construction of the new 217-ft. TV antenna atop New York's Empire State Bldg. finds Mayor O'Dwyer hammering in a gold-plated rivet. Watching are (l to r) Lawrence W. Lowman, CBS vice president; Mark Woods, ABC vice chairman; Dr. Allen B. DuMoat (in background), president, DuMoat Labs.
WFAA-TV
DALLAS

Announces the Appointment
of
EDWARD PETRY & CO., INC.
as
National Representative*

*AM Representative for past 18 years
No 'Dire Effects' Seen
In Wartime Economy

Preparedness, in war or peace, will bring prosperity in electronic production for "the better companies," according to a report by the research department of Television Sales Management Co., Chicago. The firm, which sponsors and distributes Television Fund, notes "a dramatic revaluation of prices in many securities" since the outbreak in Korea, with this trend especially active in the so-called "television" group.

Television Sales concludes that the average investor believes "a war-like economy will have dire effects on the financial success of TV and electronics companies." In an attempt to refute this belief, TV Shares points out that today's "established leaders" in TV were "helped tremendously by World War II, despite wartime taxes, limitation orders and restrictions...

"A warlike economy will once again make the large companies even larger and in certain cases make "big ones out of little ones," as it did during the war," the report said.

The special memorandum released by TV Shares contained total assets, sales and net profit in 1941, 1946 and 1949 for six major companies—Admiral, DuMont, Motorola, Philco, RCA and Zenith. They show

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<tr>
<th>Year</th>
<th>Total Assets</th>
<th>Sales</th>
<th>Net Profit</th>
</tr>
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<tr>
<td>1941</td>
<td>$1,357,478</td>
<td>$3,299,024</td>
<td>$154,424</td>
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<tr>
<td>1946</td>
<td>$2,323,278</td>
<td>$10,551,821</td>
<td>$1,266,925</td>
</tr>
<tr>
<td>1949</td>
<td>$30,527,149</td>
<td>$112,004,351</td>
<td>$8,239,382</td>
</tr>
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Radar and radio plant expansions authorized by the War Production Board between 1941 and 1945 totaled $227 million, divided as follows: Basic Billing, $142 million; Development, $142 million; Financed privately, the report shows.

DuMont Expands
Leases Ambassador Theatre

DuMont TV Network has leased for New York's ambassador Theatre, with options for renewal at the end of that time. Chris J. Witting, DuMont general manager, and Lee Shattuck, later executive vice president, made the contract. The network also signed for space at 488 Madison Ave., New York, to which accounting and other departments not engaged in program production will be moved to provide additional space for expanded daytime programming at the DuMont head quarters at 515 Madison Ave.

The Ambassador, with almost 1,000 seats, is being remodeled for TV use. DuMont also operates the Hotel Adelphi, a theatre in New York in addition to studios at 515 Madison Ave. and the John Wanamaker department store. The theatre will be engaged as an investigating a large building on New York's Upper East Side looking toward additional studios.

GENERAL ELECTRIC
Plans TV Tube Expansion

Expanison program at a cost of $3 million and involving the General Electric tube plants at Schenectady, New Yor K, and, Tell City, Ind., was announced last week by the firm. The added facili ties—134,000 sq. ft. more floor space and new tube making equipment—are required to meet an increased demand for television and "other electronic tubes," according to J. M. Lang, general manager, General Electric tube divisions, Schenectady, N. Y.

Increased demand for tubes has been caused by the rapid expansion of the television industry's set production. Mr. Lang also pointed out that GE's receiving tube operations have been on over-time schedules and production is at an all-time high.

WOR-IBEW Pact
Covers TV, Radio Technicians

The first WOR-AM-TV New York contract with IBEW was signed last week in New York, covering all the station's radio and TV technicians. Contract, effective Aug. 7, will run through March 1952, with a provision for re-opening the wage clause in March 1951.

WOR's contract with the National Association of Broadcast Engineers and Technicians (NABET) expired in April 1949 when WOR technicians voted to leave the union. After a period as an independent union, WOR, March 1949 elected to affiliate with the IBEW. Negotiations between IBEW and WOR-AM-TV have been in progress since that time, culminating in the present contract.

KSTP Strike

Union Answers Hubbard

Local 1216 of Radio Broadcast Technicians (IBEW-AFL), whose members at KSTP-AM-FM-TV St. Paul-Minneapolis have been on strike, in its weekly publication published its differences with Stanley Hubbard, president and general manager of the stations. Attendat dispute is development of KSTP-TV telecasts of Minneapolis Miller's ball games [TELECASTING, Aug. 7].

The baseball telecasts were discontinued when KSTP, because of the strike, was unable to change a power cable at the ball park to conform to requirements of city inspectors. Mr. Hubbard related that although the cable had been used since 1948 without objection, it was condemned after the strike began. Mr. Hubbard said the cable 'had been installed in 1948 by a local "licensed union electrical contractor."

Gene Brautigam, Local 1216 president, said that the strike was "not the same as used during 1948 and 1950." He said: "The installation for 1950 was made after the labor dispute between KSTP and Local 1216 had been in progress for three weeks. It was done by imported technician strike-breakers under the direction of John C. Rose, plant chief engineer, one day prior to the scheduled opening home baseball game."

Mr. Brautigam contended the strike commenced in April "after eight months with KSTP proved futile" although all other Twin Cities stations made satisfactory settlement granting wage increases. The union president charged that shortly after the strike began KSTP "locked out" employees who offered to return pending further negotiations.

Mr. Hubbard replied that the "$95 to $110 a week KSTP scale is $15 to $25 a week more than operators in other stations" there. Mr. Hubbard said that the WCCO, which is paid under CBS contract "negotiated at the living standards of New York City." He considered the union's bid for $15 increase as "unreasonable."

Mr. Brautigam, however, contended the KSTP scale is only $71 to $85 per week with "a few super-gets." He said this is $5 below WDGY and $35 below WCCO. The union chief further held the WCCO contract uses the midwest CBS station scale, lower than New York and Los Angeles.

WPQO-TV Schedule

WPCO-TV Cincinnati today (Aug. 14) increased its hours of operation to 141 per week. Under the new schedule, the Scripps-Howard station goes on the air weekdays at 6 a.m. and ends at 1 a.m., and on Sundays at 12:30 a.m. Weekend scheduling extends from 6 a.m. Friday until 1 a.m. Monday, with disc jockeys handling the all night streaches Friday, Saturday and Sunday.
WKY-TV delivers an undivided television audience!

WKY-TV HAS THE Top Programs ON 4 NETWORKS

Every night's a big night on WKY-TV. With the top shows from the four big networks plus strong, local programs, WKY-TV offers its far-flung audience a solid line-up of top-rated programs seven days and nights a week.

WKY-TV AM TV
CHANNEL 4
OKLAHOMA CITY
Represented by THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
Color Delay
(Continued from page 44)
potentially phenomenal improvement of the television art.
Sen. Johnson said FCC “most certainly” possesses “all of the basic and scientific facts which can be presented,” and by additive process he concluded that “at least a majority” of the Commissioners “will decide that a decision now would in no way prevent future development of improvements in color.”
He pointed out that Comrs. E. M. Reisner and George E. Sterling, in their Senate confirmation hearings went “firmly on the record as favoring a quick and positive decision on color,” and that at least a majority of the seven-member agency—presumably Comrs. Robert F. Jones and Frieda B. Hennock—have “well-known” views as to “the advisability of a speedy and definitive color decision which would authorize immediate operation on existing channels.”

As for Chairman Coys's views, the Coloradan said “I have such confidence in your common sense, responsibility to duty, appreciation for effective public relations, and deep concern for the general public interest that I have no qualms about your personal positions.”

Sen. Johnson said he was “grateful to the present Commissioners for their constructive approach to the imperative need for speeding the commercial operation of color television.”

He made clear that “I have been in this campaign too long to surrender without a fight for an immediate and immediate decision now, the fight must go on . . .”

“You know my deep concern over the color question but I am equally as concerned over the standing and stature of the Commission with the Congress and the public generally,” he said. Everyone realizes that the Commission is itself before the bar of public opinion in this matter.”

Cites Condon Report
Sen. Johnson pointed out that the Condon Committee “has declared unequivocally that color television is ready now.” He was sending a copy of the committee's report to each Senator; that the Government Printing Office has sold more than 1,100 copies, and that he would send more and more copies for their constituents.” His letter continued.

The employment of the current Korean crisis as an adi for delay by the detractors of color television shows how desperate they are for any excuse for procrastination. Anyway, or weasely worded proposed findings which would have the deadly effect of delay itself . . . It is wholly unrealistic for these selfish interests to seize upon the war needs as an excuse; it indicates an utter lack of appreciation of the important part played by electronics in modern war.

The immediate commercial utilization of color television could be of vast aid to the defense effort in testing jet engine flame colors, observation of guided missile launchings, observation of various atomic processes, and in a number of other still secret processes of development. Without a doubt, the Korean conflict, or even a major expansion of it, would seriously affect production in the electronics industry as a whole.

Korea is not part of the testimony in the record and even if it were honestly believed that a decision for immediate utilization of color could not be put into effect because of the war, the Commission could not see any reason or even right to use such an anticipated development as a prop for a delay in the final decision, or final decision, or for anything other than a clear-cut definitive decision based on the record before it.

Sen. Johnson inserted his letter, along with those sent by CBS and RCA to the Commission, in the Congressional Record for last Tuesday.

Columbia's, sent by President Frank Stanton, cited “talk in industry circles that some groups would welcome delay” of the color decision.

“I would like,” Mr. Stanton said, “to underscore what the record already makes clear—that Columbia has always wanted and now wants a prompt and definitive decision adopting a system of color television and fixing full commercial standards therefor. We are not and have never been in favor of any deferment or favor of a definite color decision.”

RCA's letter, from Brig. Gen. David Sarnoff, board chairman, noted that trade press stories indicated that “there are those who are in favor of delay” on color and reiterated on behalf of RCA and NBC that “we have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television” [TELECASTING, Aug. 7].
The Houston Post Company announces the appointment of
EDWARD PETRY & COMPANY
as National Sales Representative for
KPRC-TV

KPRC-TV — Houston’s First and Only Television Station

Owned and operated by the Houston Post, Texas’ largest and Houston’s only morning newspaper

Affiliated with KPRC, Houston’s First Radio Station.

KPRC-TV
W. P. Hobby, President
Jack Harris, General Manager

Lamar Hotel

Houston, Texas
Although living habits change when a television set enters the home, these changes are not as drastic as some surveys would indicate. Movie attendance, for instance, which has dropped in the past few years, has decreased in non-television homes as well as television homes.

While radio listening is cut somewhat by TV set ownership, combined listening and viewing of TV owners is greater than that of radio-only families and greater than it was for the same families before they acquired a television set.

These tendencies may be drawn from a before-and-after-TV-set-ownership survey reported by Sherman P. Lawton, coordinator of broadcasting at the U. of Oklahoma. Information was gathered through six separate investigations made in Norman and Oklahoma City starting last year before television came to the area [Telecasting, Oct. 10, 1949].

The entire study included a total of 3,015 family interviews with 2,696 different families. Of all interviews, 20.7% were "repeats," families which had been interviewed previously, and 43.3% of the families interviewed at the sixth month period had been interviewed in the pre-TV study. Of the families interviewed after TV had been in the area for a year, 27.5% were "repeats" who had been TV set owners at the six month period.

Sampling was distributed according to density of population, and equally throughout the days of the week.

Among the interpretations reported were the following:

Almost 100% of the families in the area acquired TV sets in the first year of television operation in the area.

There was no tendency for TV homes to reduce their number of radio sets, in spite of numerous trade-in offers. People who purchased TV sets during the first year were families with two or three radios. This fact may indicate a higher interest in broadcast programs, but seems more likely to be related to income of purchasers. There was a definite relationship between set ownership and income. . . .

Combined Listening Up

Although radio listening is cut down somewhat by TV set ownership, combined and viewing of TV owners is (a) greater than that for radio-only families (b) greater than it was for the same families before they acquired TV sets.

Radio listening has been sharply cut in TV homes.

There is a negative correlation between income level and listening, both in radio and television. The higher the income, the less likely people are to listen for long periods of time. Apparently the woman in the family, who has always been accepted as the dominant listener to radio programs, has had to give way when television came into the home. The shift can, in no small part, be attributed to the fact that TV programming in the area is concentrated during the evening hours. [A table shows children to be the dominant listeners in TV families followed by men and then women.]

Movie attendance has decreased among TV owners, however, it has also decreased among radio-only owners. Furthermore, the people who purchased TV sets tended to go to fewer movies than other people even before they made their TV set purchase. To a considerable extent, movie-going is related to income . . . and the tendency is for upper income groups to attend movies less than the middle groups; low income groups attend movies less frequently.

Television set owners take more newspapers than radio-only families. This fact is related to income. . . .

The evidence does not indicate that TV users are reading their newspapers either more or less than they used to, nor more or less than radio set owners. Differences may appear in the future when TV serves the news needs of listeners better than it does at the present time. There is no relationship between the number of newspapers taken and the amount of time spent in reading. Families who take three or four newspapers a day do not read them substantially longer than those who may take one or two a day.

Television set owners take more magazines than radio-only families. This factor is related to income, though it appears . . . that TV owners are taking fewer magazines than they did a year ago, the same tendency seems to be true for radio families . . . avid radio listeners take fewer magazines. The same tendency cannot be established as clearly for TV viewers. In a rather clear-cut way television seems to cut into magazine reading. It can be assumed as a probable.

(Continued on page 60)
On every survey* ever made of listener preference in the great Atlanta market WSB has been FIRST!

*Ask your Petry man to show you the latest ratings

THE ATLANTA JOURNAL • THE ATLANTA CONSTITUTION

750 KC • 50,000 WATTS • NBC AFFILIATE
Telestatus
(Continued from page 58)
ability that the more a person watches TV, the less time he spends reading magazines.
There is no good evidence that television in this area has resulted in decreased attendance at paid sporting events.
The survey also covered the effect of television on such activities as pleasure driving, party-going, having guests in the home, hobbies, church-going and organization attendance.


New Rates Announced By Three Stations
NEW TV rate cards have been announced by KGO-TV San Francisco, WOR-TV New York and WTTG (TV) Washington.
On Aug. 6, the KGO-TV hour rate in Class A time increased from $892.50 to $850 for film shows and to $400 for live studio programs. Spot rates increased from $225.50 to $55 for film and to $55 for live studio spots.

A 25% increase in rates will become effective at WOR-TV on Oct. 1. New basic rate for a Class A nighttime hour becomes $1,650 and compared to the present price of $1,200. Basic daytime charge for an hour increases from $600 to $750.
The new WTTG rates become effective Sept. 1 and set a one-time, evening, hour at $450. Announcements of one-minute or less in Class A time become $90 on a one-time basis.

Multi-Market Telepulse Released for July
MULTI-MARKET Telepule released by The Pulse Inc. last week shows "Frost of the Town" to be the top once-a-week program. Lone Ranger headed the list of multi-weekly shows.
For the period July 5-11 the top 10 network programs are listed by The Pulse Inc. as follows:

Once-A-Week Program Average Rating
Teast of the Town 31.1
Godfrey & His Friends 27.2
Stop the Music 26.0
Philco TV Playhouse 24.7
Kraft TV Theatre 21.3
Opryland Jamboree Hour 20.0
Condil Caméra 19.1
Cavalcade of Rodeos 16.4
Cavalcade of Stars 16.0
Hopalong Cassidy 15.9

Multi-Weekly July June
Lone Ranger 31.1 38.3
Wrestling 14.6 14.6
Howdy Doody 12.5 14.7
Cavalcade of Rodeos 11.7 14.0
Captain Video 11.4 13.0
Lucky Luciano 9.4 9.4
Roller Derby 8.8 8.8
CBS-TV News 7.7 7.7
Gerry Moore 8.3 8.3
Broadway Open House 8.0 8.0

NIELSEN INDEX
Audimeter Only To Be Used
TELEVISION index published by the A. C. Nielsen Co., Chicago market research firm, will be based completely on the Audimeter data-gathering technique after Sept. 1.
On Thursday, President Arthur Nielsen announced. Heretofore the TV survey has been compiled by coincidental telephone checks as well as Audimeters.
Mr. Nielsen also said a measurement of the total audience viewing national spot announcements will be "available for the first time in TV history." This special feature will be sold on an optional basis to subscribers, he added.
Collection of TV data from Audimeters alone follows completion of Nielsen's manufacturing program on the new "installable" Audimeters. The service is being inaugurated also because "the rapid growth of television has created an adequate sample at an earlier date than had been anticipated," Mr. Nielsen said.
Advantages of the new TV index to clients are increased accuracy, faster delivery of reports, separate ratings for each week and new types of information, he said.

Te-Ve
"He claims he gets better reception from her now!"

Peter Prouse Named
TELEVISION AUTHORITY has announced appointment of Peter Prouse, actor and producer, to be its West Coast administrator, effective immediately [TELECASTING, Aug. 7]. Mr. Prouse will be located at TVA Offices, 6381 Hollywood Blvd., Hollywood.

COAST RELAY
Sept. 15 Opening Set
MICROWAVE relay system constructed by the Pacific Telephone & Telegraph Co., connecting Los Angeles and San Francisco, will go into operation Sept. 15. Event will be inaugurated by a gala hour show transmitted by the new facilities and put on under the auspices of Los Angeles and San Francisco stations and the telephone company.
This will be the first time a live network program will be viewed on Los Angeles and San Francisco Bay Area television screens.
The relay system will be tried late next year or early 1962 with the transcontinental radio relay system now being extended from Chicago, via Omaha, Denver and Salt Lake City to the Bay Area. This will make possible the connection of Los Angeles with the transcontinental network.
The relay between the two Coast cities consists of eight repeater stations constructed on mountain tops rimming the west side of the inland valleys and terminating at facilities installed on telephone buildings at 434 S. Grand Ave., Los Angeles, and 140 New Montgomery St., San Francisco.
Beginning on Oct. Mt. outside of Los Angeles, repeater stations stretch in a chain northward to successive locations on Mt. Tehachapi, Temblor Range, Pyramid Hills, Joaquin Ridge, Panoche Hill, Mt. Oso and Mt. Diablo.
The California system is to be used initially for television and later for both TV and long distance messages. It consists of two channels, one permanently pointed from Los Angeles to San Francisco, the other which can be arranged to feed in either direction.

 Effective Sept. 4, Crosley Broadcasting Corp.-WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus—will programs from 8:30 a.m. to midnight, weekdays. New schedule adds two and one-half hours daily.
SLASH

FILM PRODUCTION COSTS
with the Fairchild PIC-SYNC* Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You eliminate these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once ... check it ... erase the track ... retake the sound before the talent, the set and crew are disbanded.

---

CHARLES MICHELSON of Charles Michelson Inc., New York, has returned from Hollywood, where he supervised filming of new open-end five-minute TV film series, *Caputane Mysteries*. Year's supply of 280 shows now in production will be released to local, regional, and national sale this month. Films being produced in studios of United Television Artists.


---

AT&T RELAYS
Net Talks Continue

LITTLE PROGRESS was reported from the first week's meeting of TV network representatives with AT&T executives to work out allocation of Bell System intercity facilities for transmission of TV programs for final quarter of 1960. Expectation is that full daily sessions will continue through August.

Impending opening of the phone company's new radio relay between New York and Chicago about Sept. 1 will remove what was previously the major point of dispute by providing four full-time westbound TV channels—one for each TV network—and three east bound channels. But Bell System expansion westward from Chicago, south from Richmond and in the Ohio-Indiana-Kentucky area has opened up new lines where facilities must be shared. Requirements of all TV networks also have increased.

Committee functions are advisory. Actual responsibility of making the allocations belongs to AT&T which naturally welcomes network assistance as this relieves telephone officials from making arbitrary allocations.

---

ATLAS FILM CORPORATION

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TELEVISION SAFETY SOUND TRACK RECORDING
CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

---

Now Use 1/4" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- 1/4" tape costs 80% less than 16 mm magnetic tape.
- 1/4" tape requires 50% less storage space.
- 1/4" tape is easier to handle.
- 1/4" tape assures more intimate contact with the heads.
- 1/4" tape has more uniform coating—less amplitude flutter.
- 1/4" tape eliminates roughness of tone caused by sprocket drive.

Write for data on the Pic-Sync Tape Recorder and the Control Track Generator.

---

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Write for data on the Pic-Sync Tape Recorder and the Control Track Generator.
## UP-TO-DATE FEATURE

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**Are your cameras up-to-date?**

**DU MONT**
First with the Finest in Television
Respects

(Continued from page 50)

Navy, but when he left this service to join RCA he became "Joe Civilian," making a career for himself in the business field.

To his new associates his demeanor has been a great surprise. They expected an Admiral with a ramrod for a back, an uncompromising order-giver with a cold unapproachable front. They have discovered a genial, quiet, fatherly man with a quick sense of humor and a warm smile that lights up a characteristically gruff face, when intent on business. A former navy shipmate sums up in one remark the real personality, "Buck was our Paymaster—but he was a Paymaster with a heart of gold."

The future Rear Admiral was born June 4, 1895, not as might be imagined with the sound of the surf in his ears, but in inland Osca- loosa, Kan. Wilt was graduated from Kansas State College of Agriculture and Applied Science in 1918 with a Bachelor of Science degree in Agriculture Engineering. In 1916 he received his Master of Science from the same college. That he joined the Navy was a shooting accident.

With the black clouds of the first world conflict gathering on the horizon Walter Buck applied for a commission in both the Army and the Navy. The Army came through first and was prepared to offer him a commission pending the result of a physical examination. However, the physical had to be postponed because the Government was not ready to wait. While waiting for the hand to heal, the Navy commission came through. He accepted the latter and went to Washington to become a paymaster.

In Commissioned

Commissioned an ensign, he served as supply officer on the U. S. S. Canadagoa, a merchant ship converted to a mine layer. At the end of the war, the Canadagoa was the only American ship in the world that had laid the most mines in the North Channel.

In the peacetime Navy, Lieu- tenant Buck received tours of duty taking him a good part of the way around the world. In 1922 he went back to school for two years of study at the Harvard Graduate School of Business Administration. This was followed by two years as chief of four ships which had laid the most mines in northern waters.

While on this tour, he managed the Marblehead's baseball team, which won the Atlantic Fleet cruiser championship. In 1930, as supply officer on the U. S. S. Wright, he managed that ship's baseball team which won the Atlantic Fleet championship for two years in succession.

Promoted again, Lieutenant Com- mander Buck was retained as a Navy instructor at the Army In-

IT'S on auspicious occasion for Hy Steed (center), general manager of WLAV-AM-TV-FM Grand Rapids, Mich., as he receives an award for outstanding civic and community service in the furniture city. Mr. Steed recently celebrated his 10th anniversary with the Versluys radio-

TV outlets in its 28th year in the radio industry. Looking on as the WLAV executive receives the "Henry Voet Trophy" from William Voet (r.), brother of the late founder, is Jack Chappel, president of the Lions Club. Mr. Steed is a member of the Lions, "Dunks Club of America," Better Business Bureau and Chamber of Commerce publicity and entertainment committee. He has been active in other organizations.

Richards Sued

SUIT for $5,000 has been filed in Los Angeles Superior Court against G. A. (Dick) Richards, the chief owner of KMPC Los Angeles, WJR Detroit and WAGAR Cleveland, by portrait painter Nicholas Volpe. Complaint charges the station's owner April 16 commissioned Mr. Volpe to paint his portrait and after delivery last June has refused payment. Mrs. Richards also is included as a defendant. Complaint was prepared and filed by attorneys Max M. Gilford and Robert A. Mendelson on July 20.

Elliot and L. W. Teagarden, vice presidents in charge of consumer products and technical products, respectively.

He has, in his own estimation, a supreme organization of high enthusiasm and team spirit in the men and women at RCA Victor. Spirit unsurpassed in his experience, he says, since the days when he directed the U. S. Fleet championship baseball teams. Ad- miral Buck gives full credit for the building of such esprit de corps to Frank Folsom and Joe Wilson.

Admiral Buck also is a staunch supporter of the primary importance of producing a quality prod- uct, and he has let it be known to his organization that he intends to follow this policy at all costs. As supply officer and chief of the Bureau of Supplies and Accounts for the Navy, he gained first hand knowledge of the value of de- pendable, quality equipment.

Walter Buck is a modest man who lives a quiet life with his wife, Mildred, in an apartment in the Philadelphia suburbs. His think- ing is in terms of the present and future and his conversation rarely hearkens to his distinguished career. As a baby he played with the U. S. Fleet- sons who are strongly Navy-minded. Walter J., 26, is a lieuent- j.g. in the Supply Corps, a son of his own choosing. John A., 25, is a midshipman, U. S. Naval Academy. Admiral Buck is an avid music lover, his taste running to sym- phonies and the semi-classics. He dabbles in golf, occasionally plays pool. He is a member of the Army-Navy Club of Washington, the Army-Navy Corp and the New York Yacht Club—but as a seafaring man, he has yet to sail aboard a yacht.

WDUK, WTIK

SECOND station merger in Dur- ham, N. C.—that of WDK and WTIK there—approved by FCC last week. Outlets will combine under WDUK facilities (1 kw day, 500 w night on 1310 kc) while relinquishing WTIK assignment (730 kc, 1 kw day) [Broadcast- ing, July 10].

FCC last year approved the merger of WHIT and WSSB Dur- ham, under WSSB facilities [Broadcasting, Nov. 21, 1949].

The license of WDUK will be assigned to Durham Broadcasting Enterprises Inc. a new firm formed 50% by the present licensee of WTIK and 50% by Harmon and Virginia Duncan, identified with owner- ship and operation of WDUK. WTIK is owned 85% by Floyd Fletcher, Measra. Duncan and Fletcher will become co-managers of the new operation, to continue under the WTIK call but using the WDUK plant.

WDUK's ABC affiliation will be retained and WTIK's Tobacco Net- work affiliation will be transferred to the new outlet.

According to the merger plan, the Duncans and the present WTIK licensee each will put $15,000 into Durham Broadcasting Enterprises, which will own WDUK Inc. $20,000 for the WDUK properties. The Duncans, about 27.5% owners of WDUK Inc., are to buy the remain- ing 72.5% and the 27.5% stockholders for $21,720 prior to con- summation of the merger.

KCBS TRANSMITTER

CBS Bay Outlet To 50 kw

CONSTRUCTION of a new 50 kw transmitter of the latest design has been started in San Francisco by CBS. Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, said the new transmitter will be completed about Jan. 1, 1951.

His statement followed FCC authorization for KCBS to increase power to 50 kw on the same frequency (740 kc) and to transfer its site from San Jose to San Francisco [Broadcasting, July 31].

The new transmitter will be located on the north shore of San Francisco Bay near Novato. The present transmitter at Alviso, Calif., will be abandoned.

SERVICE DIRECTORY

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<td>U. S. RECORDING CO.</td>
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<td>1121 Vermont Ave., Wash. D. C. Sterling 3626</td>
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COMMERICAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

August 14, 1950 • Page 62-A
FIRST REPORTS of Korean combat activity from the Defense Dept.'s two roving officer reporters—Major Jack Siegel (USN)—flowed into the Pentagon's radio-TV branch for use on a number of network shows.

The eye-witness accounts and interviews are part of the large program initiated by the Defense Dept. and the major networks on Korean and Tokyo coverage [BROADCASTING, July 17]. The two reporters are representing all military services.

Full text of Major McPherson's first report from Tokyo, based on an interview with an infantry officer, were carried on the Defense Dept.'s 'Time for Defense' July 25 and Air Force Hour that week on ABC and MBS, respectively. Additionally, NBC's Earl Godwin and other news commentators aired portions of the tape recording.

Ensign Siegel's eye-witness account of activities from a patrol boat off the Red Sea also was carried on the department's two network shows. Both reporters are expected to contribute regularly to the series.

Activity on the Pentagon's radio-television front also has been spurred on other fronts. The Signal Corps had installed a two-way circuit (Tokyo-San Francisco-Washington) in the Pentagon for use by all accredited combat military reporters.

Newscast Clearance

In another move the Defense Dept. expedited clearance of all newscast footage for use by commercial firms and on television stations [TELECASTING, Aug. 7]. Procedure of "de-classification" is accelerated at the source, thus giving West Coast and Midwest TV stations service as speedily as those accorded East Coast outlets.

Pentagon radio-TV officials also revealed plans to install permanent conduits for cable attachments used by remote crews of major TV networks. When installed, network crews will be able to sidle their cable up to a master board outside the Pentagon (rather than through windows), plug in and carry shows from studios already set up for radio-TV reporters.

NBC and ABC thus far have been prime users of the program. NBC is conducting a daily 1:15 a.m. program recapitulating briefing sessions on the Korean war. NBC's broadcast similar programs from 5:15-30 p.m. daily. NBC's Robert McCormick, WDWC Washington's Les Higbie and others have originated newscasts at the Pentagon.

WASH. DEFENSE
Gov. Reactivates Council

GOV. ARTHUR B. LANGLIE of Washington has reactivated the State Defense Council which before and during World War II operated a statewide Victory Network for civilian defense and morale purposes. Tom Olsen, president and general manager of KGY Olympia, has been named to the new council.

In answer to questions from BROADCASTING, Trevor Evans, vice president of Pacific National Advertising Agency, Seattle, director of the Washington State Defense Council through most of 1942-43, said in the event of another emergency, radio stations certainly would be called on for service. Principal value of radio, Mr. Evans believes, is to quell panic. Television can be useful in this regard too, he asserted, and is the most effective medium for demonstrating such defense techniques as firefighting.

Describing the services of the Victory Network during World War II, Mr. Evans pointed out that its purposes were largely morale-building and informational. Special programs were fed to virtually every station in the state via MBS lines. In addition, the State Defense Council provided the stations with spot announcements and other materials for local use.

V. D. McPherson of the Pentagon said June 17 that the council would be reactivated in the event of another emergency.

Radio Jamaica

NEW shortwave transmitter, operating on 4,960 mc under the auspices of Radio Jamaica, has replaced the former ZQI transmitter which recently went off the air after 10 years service. Additionally, a second mediumwave transmitter is expected to go into operation on 880 kc. Jamaican government itself plans shortly to open 100 communal listening stations "throughout the island," and is now conducting tests to determine most probable type of programming. Broadcasting service, formerly government-operated, is now conducted by Jamaica Broadcasting Co., and will consist largely of commercially-sponsored programs now being introduced on the island for the first time. Company is under direction of John Grinar.

H. L. Bill

IF YOUR AM-TV-FM STATION NEEDS...

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week,

Wire, Call or Write

Edgar L. Bill

Julian Montell, Sales Manager

NATIONAL RADIO PERSONALITIES

Peoria, Illinois

Phone 6-4607

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

Chicago Stations Queried

STANDARD band radio stations within 100 miles of Chicago are being surveyed by the Greater Chicago Air Defense Filter Center to learn whether their engineers and staff are equipped with standby generators or other independent sources of electrical power enabling them to operate in any war emergency.

Purpose of the survey, according to Mr. Bud Goren, director of the filter center, is to determine whether radio may serve effectively as the “second line of communicative defense for civilians” in the event the telephone system and sources of electrical power ever were blacked out.

“Radio may be the answer,” Mr. Gore said. “We have learned that nearly every citizen has access to an automobile radio receiving set. These sets can operate independently of any utility power system as long as the automobile batteries hold out.”

If stations are equipped with standby generators, he noted, “radio communication engineers may be on duty under extremely difficult situations, and defense instructions can be broadcast when they are needed most.”

The questionnaires sent by the filter center seek data on locations of studios and transmitters; name, address and telephone numbers of station general managers; and provision for independent source of power. Information also will be sought on number of FM stations, amateur radio operators, and directory of automobiles, taxicabs equipped with two-way radio telephones and trucks operating in the area.

Mr. Goren pointed out that while studios of radio stations generally are concentrated in metropolitan centers, their transmitters are well dispersed, with many of them located in relatively isolated rural spots. Broadcasting can be done directly from transmitters if necessary, he observed.

The filter center will be equipped to receive all types of radio signals, Mr. Goren stated. While no plans have been evolved yet to establish a standard or short-wave broadcasting equipment in the center, arrangements are being made for it have access to both private and military facilities.

Information received from individual stations will be kept confidential, the survey results will be revealed, according to Mr. Gore, who is retail division advertising manager for Marshall Field & Co. Chicago department store.

UCLA WORKSHOP

KGMG (FM) Cooperates

U. of California at Los Angeles from Aug. 7 conducted four day Summer Radio Workshop with cooperation of KGMG (FM) Los Angeles which offered facilities as public service.

Diversified program was offered taking in all phases of radio field. Workshop was under the direction of Kenneth McGowan, head, Theatre Arts Dept., UCLA and Dr. Walter Kingson, head, UCLA radio division. Instructors from the university radio staff included Arthur B. Friedman, David Sievers, Richard Tumin.

Fall Injuries Hood

AN UNUSUAL accident that left W. P. (Bill) Hood, KFDX Wichita Falls, Tex., with a broken back and a slight head concussion on Aug. 3 was contributed indirectly to the Texas flood a fortnight ago. Mr. Hood had worked through Wednesday night and was at the station part of Thursday without sleep. He had been assisting a detail in the evacuation of flood refugees. When he retired early Sunday night a woman in a Western hotel fell asleep on a bed slat gave way and Mr. Hood rolled to the floor.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

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

REGULAR WEEK JULY 3-8, 1950 NIELSEN-RATING

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*Note: Number of homes obtained by applying the "NIELSEN-RATING" (%) to 40,000,000—the 1950 estimate of Total United States homes.

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KCBS NEWS SHOWS

Programming Is Expanded

KCBS San Francisco has expanded its news operation to a 24 hour basis. The station is now monitoring Pacific airwaves around the clock, seven days a week and feeding 35 news programs weekly to the CBS network.

To carry the expanded operation, six new engineers and newsmen have been added to the staff. News personnel in news room are Leon Dorais, formerly with Armed Forces Radio and more recently freelance writer in New York; Carl F. Randall, reporter on the San Francisco Chronicle; and Howard Fias, Warner Bros. Broadcast. New engineers are Francis Harr, formerly of KLX Oakland; Walter Mill, teacher of radio and electronics for the San Francisco Unified school district; and Charles T. Anson, previously of KFRC San Francisco.

Other network stations in San Francisco also expanding operations as result of the Pacific war. KGO (ABC) has added one news writer, Ronald D. Johnson, formerly with WACU Philadephia; KBCN had hired two new men, Ray Johnson, journalism instructor at U. of Oregon, and Al Berglund, previously with UP, Chicago; and KFRC (Mutual-Done Lee) has named Bill Nietfield, chief of Mutual transpacific news bureau, as the first step in its expanded coverage of the "packet" war.
multi-college alumni will cross over at half time from the davenport on the east side of the living room to the reclining rocker on the west side. If the band plays both alma maters in succession, he'll have to do some fast footwork.

After venting its indignation in several rounds, the sales department bounced back to the ridiculous Kaltenborn sniper at commercial radio, to the tune of "Maryland, My Maryland": I humbly bow my head and mourn, Kaltenborn, Oh Kaltenborn. I've said myself; I am suborn, Kaltenborn, Oh Kaltenborn. I've paid, Kaltenborn, Oh Kaltenborn. The dough I made I went and paid, a high-grade gent took every cent. All I have left is taunt and scorn, Kaltenborn, Oh Kaltenborn.

APRA Awards

COMMITTEE of nine to serve as judges in the American Public Relations Assn.'s 1950 awards competition for outstanding achievement in public relations, has been announced by Paul H. Bolton, vice president of the National Assn. of Wholesalers, Washington, and awards committee chairman. Howard Bonham, vice president for public relations, American Red Cross, will be chairman of the judges committee. Categories to be covered by the awards include: Industry (manufacturing), marketing and distribution, retailing, labor, trade associations, transportation, agriculture, graphic arts, communications, banking, finance and insurance, church, social, community services, government (federal, state or local).

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD

OF SELLING POWER IN THE MARITIME PROVINCES

ASK

JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

Static and Snow

(Continued from page 40)

‘RED’ ENTERTAINERS

Legion Urges Protests to Sponsors

A CURRENT American Legion publication detailing "trends and developments on the horrid conspiracy" is urging readers to send protests to radio and television sponsors rather than stations for advertising or handling the sponsor's product or service.

The summary calls on readers to organize a letter-writing group of six to 10 relatives able to phone, telephone, or write to radio-TV advertisers employing entertainers with known Communist-front records. The booklet quotes a number of magazine sources from which names of "unsuitable and inappropriate fellow travelers" can be obtained.

"There are an estimated two to three fully qualified and thoroughly loyal Americans presently unemployed ready to step into every job vacated by a Stalinist writer, actor, or entertainer," the article claims.

The American Legion tells readers to "make no charges or claims" in their protests, but merely to state they buy the products or services advertised, enjoy the programs and disapprove the entertainers.

"You pay for the show by buying their products and you have the right without necessity of any explanation for objecting to any entertainer just as you have the right to hoot a ham off the stage," the Legion points out. "Radio sponsors are responsible for the talent their agencies hire—it is their responsibility to remove objectionable entertainers."

Responsible agencies are carefully checking the backgrounds of all people connected with radio-television shows, the Legion reports, but "several others" have refused on grounds they have "no way of looking into a man's head to see if he is loyal."

Some advertisers already have warned their agencies against use of such entertainers, it adds.

Article’s Text

The article continues:

When you turn on your radio or television set, you in effect admit a guest into your homes. It is your prerogative to switch off the set and to cease buying the products of people who offend you by inculminating objectionable persons into your homes. The customer is always right and 100 million patriotic Americans are the ultimate consumer whom the entire radio and TV industry is built. Use your power to cut off several million dollars a year Communist income derived directly from your pockets by highly paid performers and advertisers, and in turn make large contributions to Communist causes and fronts.

Don't let the sponsor pass the buck back to you by demanding "proof" of Communist fronting by some character whom you have complained. You don't have to prove anything. You simply do not like so-and-so on their programs and will stop buying their products and listening to their shows until he or she is removed.

JENKINS AGENCY

Minneapolis Firm Formed

FORMATION of the Ray C. Jenkins Advertising Agency Inc., with offices at Suite 1240, Builders Exchange, Minneapolis, has been announced by Ray C. Jenkins who will serve as president and will handle all operations.

Mr. Jenkins, who has been associated with advertising agencies, radio stations and newspapers in the Midwest, also announced he would be assisted by the following personnel: Adele D. Jenkins, secretary and director; Harold Under- son, vice president and director; Robert C. Danielson, executive vice president; Pat Madden, radio director; William H. Glasfieck, production manager, and Barbara Larkin, office manager.

FIRST place in Red Top Brewing Co. promotion contest among stations carrying its Lonesome Gal won by WCMC Charleston, W. Va. Runners-up were WSOQ Charlotte, N. C., and WASC Huntington, W. Va.

WSAB UNIT FORMS

Legislative Liaison

PARTLY as an outgrowth of the recent action of the Seattle School Board in awarding exclusive contracts for broadcasting rights to high school athletic events, the Washington State Assn. of Broadcasters has established a Legislative Committee, it was learned last week. The new committee, under the chairmanship of Tom Olsen, president and general manager of KGY Olympia, held its first meeting July 31 in Seattle.

While the committee will be active in representing the broadcasters' interests during the next session of the Washington State Legislature, preliminary action for January, 1951, it was reported its principal concern at the present time is the "freedom of the press" issue cited by WSAB members in connection with school athletic events in Seattle and throughout the state.

In addition to Mr. Olsen, members of the new committee are Bruce Barley, owner of KBBK-Bremerton and WSAB attorney; Fred Chitty, general manager of KVAN Vancouver and president of the association; Lynnroy MC Caw, Centra- tralia-Chehalis; and H. J. Quilliam, president of KBTB Tacoma.

IRONTON OUTLET

Coston-Tompkins Bid Dropped

APPLICATION of Coston-Tompkins Broadcasting Co. for a new AM station at Ironton, Ohio, on 1230 kc with 100 w fulltime has been dismissed by FCC at request of the applicant. Partner J. Babyton informed the Commission no good site for the station could be found there.

The Coston-Tompkins application had been designated for hearing by the Commission with the competitive bid of Glacus M. Merrill, who seeks 250 w fulltime on 1230 kc at Ironton [BROADCASTING, June 6]. Mr. Merrill's bid was removed from the hearing dock.

FCC earlier had said that among the issues for the hearing it wished to determine "the purposes of the individual members of Coston-Tompkins Broadcasting Co. in the prosecution of its...application and to obtain full information concerning the efforts of one or both of the said persons to dispose of his or their interest in the said application."
watch inscribed to "Seth Gamblin, in appreciation of 25 years of outstanding service to WOR, 1925-1950," was presented him by J. R. Poppele, WOR vice president and chief engineer.

► KTAR Phoenix, Ariz., marked 20 years as an NBC affiliate June 8 with a special half-hour broadcast. Jennings Pierce, then manager of station relations and public affairs, NBC Western Division, presented a plaque to Richard O. Lewis, KTAR president and general manager.

► WTWN St. Johnsbury, Vt., celebrated its first anniversary July 9. Management and staff played host to over 700 visitors on an inspection tour of the station.

► WDGY Minneapolis' Red Rooster Hour will begin its second year with an hour floor show from The Schuman River Room Restaurant Aug. 17. Program is 1950 winner of the NRDA convention's grand award.

► John Shelton is celebrating 13 years as a salesman in the Chicago office of WOR New York.

► Jerry Devine, director-producer of ABC's This Is Your FBI, has celebrated his 16th year in radio.

SCAAA Election

Milestones

Announcing

1950
BROADCASTING MARKETBOOK
Out Today!
SUBSCRIBERS COPIES MAILED WITH THIS ISSUE
ADDITIONAL COPIES AVAILABLE $1 EACH
Order Now!

Subscriptions entered now and for a limited time will include 1950 Marketbook

$7 52 weekly issues Marketbook, Map and '51 Yearbook

STUDENT WORKSHOP
KGW Sponsors Classes
RADIO workshop for children, to train some of America's younger generation in the finer points of radio arts, has been launched by KGW Portland, Ore., in cooperation with the city's public schools.

One hundred and twenty-five fifth, sixth and seventh graders have been screened by their teachers so that they may receive maximum benefits from the workshop. Co-directors of the six-week summer project are Evelyn Lampman, KGW's educational director, and Homer Welch, KGW program manager.

Classes in acting, sound and script writing are given each week. When the classes are through, the young actors mastering their lessons become eligible to take an active part in radio on KGW's Great Moments of History which is piped into Portland classrooms during the school year.
August 4 Applications

ACCEPTED FOR FILING

AM—380 kc
Lebanon, Ohio—CP AM station 1400 kc w un. AMENDED to request 950 kc D.

License for CP


TENDERED FOR FILING

KOPR Butte, Mont.—CP AM station to change from 550 kc k-w un. to 580 kc 5-kw D NA—D.

August 7 Applications

ACCEPTED FOR FILING

AM—1460 kc
KJAY Tequesta, Fla.—CP AM station to change from 1450 kc 5-kw D 1 kw D to 1650 kc 5 kw.

AM—560 kc
KRCO Prineville, Ore.—CP AM station to change from 510 kc 1 kw D to 510 kc 1 kw D.

Moistification of CP

WWBS Vineland, N. J.—Mod. CP AM station to change from completion date. WHO-FM Des Moines, low. WFTD-WFM Washington, Ohio.

License for CP

WHLW-FM Niagara Falls, N. Y.—License for additional 5 kw.

License Renewal

WNAD Norman, Okla.—Request for license to change existing FM station.

TENDERED FOR FILING

AM—1320 kc
WEQD Birmingham, Ala.—CP AM station to change from 1320 kc 1 kw to 1320 kc 5 kw D NA—D and change studio location to determined Fairchild, R.I. DA—D.

TV—138-294 mc
WPXJ (TV) New York—Commercial TV station to change from 138 kc 5 kw to 294 kc 5 kw.

Modification of CP

WLWT Cincinnati, Ohio—CP new commercial TV station for extension of completion date.

August 8 Decisions

BY COMMISSIONER WALKER

KOPB and Allen K. Tibb, Laredo, Texas.—Granted petition of FCC General Counsel insofar as it applies to KOPB. This proceeding was reopened to permit taking of additional evidence relating to present employment of Mark Perkins, his present connection with station KOPB, and to such other matters as may be relevant thereto; further hearing to be held

at offices of Commission in Washington on a date to be specified in subsequent order. Granted request of Allen K. Tibb to dismiss application for consent to transfer control of Laredo Beanz, Co., licensee of KOPB.

BY THE SECRETARY

WHIP Mr. Meversville, N. C.—Granted license new AM station; 1550 kc 1 kw D.

WRAD Radford, Va.—Granted license new AM station; 1390 kc 250 w un.

WWHL St. Marys, Ohio.—Granted license new AM station; 1930 kc 1 kw D.

WWBQ Fort Payne, Ala.—Granted license for new AM station.

WPJQ Jackson, Ala.—Granted license new AM station; 1530 kc 1 kw D.

WNAD-FM Marion, Ohio.—Granted license change license change frequency for approval of studio location.

WWBY So. Bristol Township, N. Y.—Granted license new AM station.

WYK Oklahoma City, Okla.—Granted license new AM station; KA-3414 Nichols & Warinberg Company, Long Beach, Calif.—Granted mod. KA-3414 to change freq. in remote pickups to 30.15, 30.25, and 29.34 mc. The station transmitter is 1220 kc.

WXC Hahaca, N. Y.—Granted license new AM station.

WYOA Lafayette, La.—Granted license new AM station; KA-3414 Nichols & Warinberg Company, Long Beach, Calif.—Granted mod. for license new AM station KA-3414; freq. 26.47 mc power 1 kw.

AM First Corp., Hagerstown, Md.—Granted license and license new AM station; KLIC-AM-111.

WAPL Chattanooga, Tenn.—Granted CP to install new trans.

WCFW Charlotte, N.C.—Granted CP to change type of trans.; cond. Permit of license completion dates as shown: WHAM-TV Rochester, N.Y.—Granted CP to add new trans. to existing New York City station; WPIS—Licensed station under condition.

Boston to 31-54; WHLM New Orleans stations San Diego to 25-50; KSTP-TV St. Paul to 31-54; WRBI Providence to 31-54; WHPL Harrisburg, Pa. to 25-51, 25-51; WFTY-FM Charles Town, W. Va., to 25-51; KMA Bakersfield, Calif. to 10-56; WSBT San Antonio to 25-51; WSBT-Davenport, Iowa, to 3-23-51 (cond.);

KOEM Boise, Id. to 12-15-51 (cond.); WNEW New York to 3-14-51 (cond.); WSGW Saginaw, Mich., to 10-54.

August 4 to August 10

FCC actions

CP-construction permit

DA-directional antenna

ERP—effective radiated power

STL-studio-transmitter link

preamplifier

STA—special temporary authorization

antenna

cond.—conditional

LS—local sunlight

aur.—auroral

trans.—transmitter

hours

ANTENNA-ANTENNA MODIFICATION

Grants authorizing new stations, changes in facilities, and transmitters appear at the end of this department, accompanied by a roundup of new station and transfer applications.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
706 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE*

RAYMOND WILMOTTE
1469 CHURCH ST., N. W.
De. 1223
WASHINGTON 5, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

LYNNE S. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.

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

GAYTON & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

CRAYTON & BLODELL
CONSULTING RADIO ENGINEERS
WASHINGTON 4, D. C.

W. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3883
WASHINGTON, D. C.

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 5-5055
Austin, Texas

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE*

CONSULTING RADIO ENGINEERS

A 48-year background
—Established 1915
PAUL GODLEY CO.
Upper Montclair, N. J.
MCntcllair 3-3000
Laboratories Great Notch, N. J.

There is no substitute for experience
GLENN D. GILBERT
AND ASSOCIATES
982 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

McIntosh & Inglis
710 16th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

DIXIE B. MCKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REPUBLIC 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St.
4742 W. Ruffner
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6109

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.

(Chicago suburb)
**KDAL PROMOTION Produces Safety Film**

PROMOTING its highway safety campaign, KDAL Duluth, Minn., has turned to producing for local distribution a sound-slide film entitled "Dynamite on the Highway," showing realistic closeups of actual automobile accidents.

This feature is narrated by Judge Richard Funck of the Duluth Municipal Court who tells in detail how minor infractions of the traffic laws caused each serious accident. Judge Funck is introduced by KDAL News Editor Bill Krueger who gives a short safety editorial in the lead-off slide. The inclusion of a KDAL microphone in the photos ties in the sound and incidental promotion of the station.

The film's wind-up again shows Mr. Krueger at the mike ringing down the curtain with his familiar sign off, "Until News Makes More News . . . This is Bill Krueger" and the added words "With the sincere hope that the accident news we report will not include you!"

The film runs 14 minutes and was produced in conjunction with the Duluth Chamber of Commerce safety committee which handles scheduling. KDAL reported copies of the film and sound platter have been requested by and made for local educational groups, industrial safety directors and safety groups of other KDAL area towns.

WKGX Richmond, Va., admitted to Piedmont Network, Va.

**LOCAL SHOWS SELL Seattle AFRA Surveys Agency-Station View**

WHILE the local live talent show has sales' effectiveness, it is retarded in stations' use because of syndicated packages which are better produced and offered at a lower cost.

This is the preliminary conclusion reached in the April-May survey conducted by the Seattle American Federation of Radio Artists released to BROADCASTING and mailed to its local membership. Findings also were to be reported at the national AFRA convention in Chicago last week (see story page 3).

Survey covered 33 executives from 21 Seattle advertising agencies and 27 administrative, program and sales personnel in Seattle radio stations. Bob Hurd, KOMO Seattle producer, was chairman of the AFRA committee conducting the study.

Superiority in selling was chalked up by the local talent program over the network syndication syndicated show. However, many agency and station personnel underlined the better quality of the ET program over the local talent show. That the low production cost of the ET package is hurting the locally produced program was attested by 24% of agency personnel and 40% of station personnel.

A majority of both groups agreed that the news program is the most effective from a sales viewpoint. Out of a possible 160 points, news received 74, audience participation shows 40, commentators 47 and music 37. As proof of successful performance, 29% of the network executives like sales results, nine to ratings, 15 to mail counts, and one cited the personal taste of sponsor or agency member. Opinion of the station personnel on successful performance was similar with a 3:1 ratio looking to sales results over ratings.

All executives and personnel questioned stated local Seattle artists could produce quality shows.

**CKNW Tops Survey**

SURVEY of listening habits in Fraser Valley, an area within 35 miles of its own location, has been announced by CKNW New Westminster, B. C., covering total population of 64,800. Survey gives complete statistics on number of queries and reveals CKNW as favorite station of over 60% of population, according to Penn McLeod & Assoc., Ltd., Toronto, which prepared a "Radio Audience Report" for the station. The interviews, covering the Lower Fraser Valley, were made by telephone in the areas of Langley Prairie, Surrey, Maple Ridge and Port Coquitlam, with CKNW drawing down listening percentages of 92.2%, 89.3%, 87.0% and 58.5% respectively.

**SHREVEPORT CASE NLRB Orders Elections**

ELECTIONS to determine whether certain technical employees at four Shreveport, La., network stations should be represented by the International Brotherhood of Electrical Workers (AFL) were ordered last Thursday by the National Labor Relations Board. Stations involved are KTBS (NBC affiliate), KRMD (ABC), KENT (Mutual), and WKWH (CBS).

KTBS took no stand on control board operators, which it IBEW sought to have included in the unit, but felt that if they were, for bargaining purposes, then announcers and newsmen also should be considered a part of the group. Latter have as many interests in common with transmitter engineers as do control board operators, KTBS was understood to have contended before the board, which ruled in favor of IBEW.

KEWY felt that combination announcer-control board operators should be included in its technical group; IBEW maintained they should be excluded. KRMD, however, objected to inclusion of the combination board operators for its technical group, contending they are not technical employees. NLRB ruled the unit should include combination operators at both stations.

KWKG argued that announcers and control board operators should not be represented in the same unit and that the chief announcer should be included as a supervisor. IBEW left it up to the board to determine whether they should be in separate units but indicated its willingness to represent both.

In its decision, NLRB pointed to its previous ruling which held that where a station's announcers also perform control board functions, for whom no separate group is set up, the combination operators belong in a single group with transmitter engineers. "In so holding, we have not been unmindful of the fact that control board operations do not involve the same degree of technical skill required of transmitter engineers," the board added.
PARK PROMOTION  ●  ●  ●
KLZ Denver completed successful promotion at Lakeside Amusement Park when 10,000 persons reportedly attended station’s annual picnic. KLZ stars presented three special shows with dancing to park’s visiting band and reduced rates on rides featured.

TEEN TIME  ●  ●  ●
WRBL Columbus, Ga., helped Teen Tavern, teen-agers club in that city, celebrate its sixth anniversary by airing Jukebox Jamboree and Hi-Times shows in Saturday morning format spotlighting teenage activities in Columbus. Shows are sponsored by Kirven’s Department Store and Nehi Corp., respectively. Store furnished birthday cake and Nehi sent flowers and soft drinks to party held in WRBL auditorium for city’s youth.

DINNER GONG  ●  ●  ●
KMTV (TV) Omaha sends trade small metal triangle resembling dinner gong mounted on larger cardboard triangle. Cardboard is map showing station’s coverage and inviting readers to “STRIKE the right note in the Omaha market” with KMTV.

GOOD GOLFING  ●  ●  ●  ●
WSJS Winston-Salem, N.C., presents WSJS trophy yearly to winner of Forsyth County Amateur Golf Championship. Trophy must be won three consecutive times for permanent possession. Gold medal also given winner by WSJS.

VARIETY SHOW  ●  ●  ●
WDSU-TV New Orleans, Shoppers Revue, D. H. Holmes Co., department store, Mon.-Fri., 2-3 p.m. Audience participation show will take air Sept. 15, produced by Robert J. Enders Adv. Inc., Washington. Orignations will be in auditorium-studio of WDSU, featuring top local performers. Games, contests, and “Armchair shopping” segments are to be parts of regular format. Tickets to be distributed at Holmes store. Scripting supervised by Bob Howard.

POST CARD
WJNC Jacksonvile, N.C., sending post card with picture of Camp Lejune Base Hospital to trade. Hand writing on back tells reader of station’s listening audience in informal style. Card points out that county is noted for both hospital and WJNC, quotes listener statistics and invites reader to find “proof of the pudding.”

KFAB FACTS  ●  ●  ●  ●
KFAB Omaha, Neb., releases to trade its brochure containing market data, listening survey results and population figures. Held together with brads, information is attractively given on different colored pages featuring numerous reprints of stories concerning talent and sponsor promotion. Cartoons and maps add appeal to presentation, to which more material will be added in coming year by station’s statistical department.

KOREAN MAP  ●  ●  ●  ●
WSGN Birmingham, Ala., and KTOT Oklahoma City, offering maps of Korea to listeners for following war news. Stations claim hundreds of requests have been received.

TV EDUCATION  ●  ●  ●
KDFY-TV Salt Lake City carried special educational programs from U. of Utah in connection with Audio-Visual Education Week at school. Local distributors installed sets for student viewing. Educators from Rocky Mountain area gathered for special study of educational TV.

CHILD SPEAKS  ●  ●  ●

RAIN & RADAR
WJBC Bloomington, Ill., Radar Reports, daily 6:30, 7:30 a.m., 12:30 and 10 p.m. Broadcasts direct from Radar Rain Observation Station at El Paso, Ind., operated by Ill. State Water Survey. Rain formations within 100 mile radius of Bloomington can be seen and their direction and force accurately predicted. Regular programs give summary of weather situation. Station airs WJBC with programs interrupted to forecast impending storms.

MISS N.Y.
WKBW Buffalo, N.Y., and Buffalo Jr. Chamber of Commerce co-sponsored Miss New York pageant at Buffalo Central High School and C. of C. arranged parade with floats, bands, marching units and finalists to march down Buffalo streets. Area competitions have been held throughout state under direction of WKBW.

COUNTY FAIR
WCEU Akron, Ohio, offered news coverage from recent Summit County Fair. Booth equipped with UPS type set up on county grounds. Station aired three-hour record program and interviews daily from fair.

FIDDLEIN’ AROUND
WCOJ Coatesville, Pa., Aug. 5. Station reports more than 20,000 attended 2nd annual Old Fiddlers Picnic at Lenape, Pa. Fiddlers and square dance callers ranging in age from 5 to 94 from all over country took part in activities. Tunes handed down from generation to generation were played on jugs, banjos and guitars as well as fiddles.

MOBILE TRANSMITTER  ●
WCEC Rocky Mount, N. C., acquires mobile transmitter for extended coverage. Specially equipped station wagon with 15 ft. transmitting antenna will be used to cover news events, public meetings and other happenings in area.

WAR NEWS  ●  ●  ●
WCSI(FM) Columbus, Ind., presents daily 6:00 a.m. newscasts over PA system at Camp Atterbury Air Base. Program designed to keep personnel informed on Korean situation. Station installed FM tuner at base.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted, $1.00 per word—$1 minimum. Help Wanted, $2.00 per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blank box number. One inch ads, acceptable, 12.00 per in.

Broadcasting Magazine, 870 National Press Bldg., Washington, D. C. BROADCASTING is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

Play-by-play sportscaster, thoroughly experienced in all phases of broad-casting, including play-by-play, sports data and disc with application. Send disc, photographs, and references to Manager, WIXM-FM, Mt. Vernon, Illinois.

Situations Wanted (Cont’d)

Manager. Eighteen years experience. Vivid voice. Cash only. Box 29G, BROADCASTING.


Commercial manager! Years of success in radio management. Opportunity in large station in midwest. Salary possible. Send recent references. Box 35G, BROADCASTING.

WANTED

Manager, sales and promotion. Email experience. Salary possible. Send recent references. Box 35G, BROADCASTING.

Young, family man, desires play-by-play football, basketball, baseball, etc. Manager and national advertising. Excellent opportunity. Send recent references. Box 35F, BROADCASTING.

Football play-by-play. Experienced all sports-staff work. College graduation preferred. Salary available. Box 35G, BROADCASTING.

Manager-engineer. With license and control experience. Send disc, references, and photo on request. Box 35F, BROADCASTING.

Manager, sports announcer. Ten years radio management. Salary possible. Box 35F, BROADCASTING.

Sports announcer. Experienced, employed. Recently returned from service. Salary. Box 35G, BROADCASTING.

Manager and staff. College grad. Salary. Send disc, photo, and references. Box 35G, BROADCASTING.

Sports manager. Experienced, employed. Salary possible. Box 35G, BROADCASTING.

Manager-engineer. Ten years experience in broadcasting. Salary. Send disc, photo, and references. Box 35G, BROADCASTING.

Sports manager, experienced. Salary, commissions. Box 35G, BROADCASTING.

Sports manager. Thirty years experience in sports broadcasting. Excellent opportunity. Send disc, references, photo. Box 35G, BROADCASTING.

Director of football operations. Six years experience. Salary. Send disc, references, photo. Box 35G, BROADCASTING.

Director of football operations. Twenty years experience. Excellent opportunity. Send disc, references, photo. Box 35G, BROADCASTING.

Sports announcer. Experienced in football, basketball, baseball, etc. Excellent opportunity. Send disc, references, photo. Box 35G, BROADCASTING.

Sports announcer. Ten years experience in all sports-staff work. Excellent opportunity. Send disc, references, photo. Box 35G, BROADCASTING.

Salesmen

WANTED

Salesman, full time network 250 watt station in major market. Must be thoroughly experienced, aggressive, and willing to work 7 days week and 16% first 90 days. Must have car to own and drive, with good driving record.Box 2212, BROADCASTING.


Draftee, experienced announcer-engineer. Immediate opening. WOUL, East Liverpool, Ohio.

Salesman, Eastern independent station. Has opening for combination man with experience. Must be sober, combination man. Salary and profit-sharing where experience, ability and hard work are present. Box 35C, BROADCASTING.

Excellent opportunity for experienced time salesman. Very good experience. Salary and profit-sharing. Box 35G, BROADCASTING.

Experienced time salesman. Six years experience. Salary and profit-sharing. Box 35G, BROADCASTING.

Immediate need for experienced manager-engineer. Send disc, photo, references, and letter. Box 2212, BROADCASTING.

Sales manager, Eastern independent station. Has opening for combination man with experience. Must be sober, combination man. Salary and profit-sharing where experience, ability and hard work are present. Box 35C, BROADCASTING.

Experienced time salesman. Twenty years experience. Must have good voice. Salary. Send disc, photo, references, and letter. Box 2212, BROADCASTING.

Salesman, Eastern independent station. Has opening for combination man with experience. Must be sober, combination man. Salary and profit-sharing where experience, ability and hard work are present. Box 35C, BROADCASTING.

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Salesman, Eastern independent station. Has opening for combination man with experience. Must be sober, combination man. Salary and profit-sharing where experience, ability and hard work are present. Box 35C, BROADCASTING.

Experienced time salesman. Twenty years experience. Must have good voice. Salary. Send disc, photo, references, and letter. Box 2212, BROADCASTING.
Situations Wanted (Cont'd)

Technical

Engineer, 1st phone, wants position with a growing organisation. Has car and driving license. Box 651F, BROADCASTING.

Engineer, experienced transmitter, re- motes, consoles, maintenance. Married. Box 71F, BROADCASTING.

Engineer, first phone, 22 years old, very much interested in the field, experi- ence Play 5030, BROADCASTING.

Engineer, 2½ years, transmitter, re- mote, program. Single. Graduate leading radio school. Play 804, BROADCASTING.

Chief engineer, 15 years intensive experience in all phases AM and FM engi- neering. Experience in planning for directional. Ready for TV. Management background.References. Box 71G, BROADCASTING.

Chief engineer, soon available for con- struction or installation. Consider remaining as chief if mutually advan- tageous. Fifteen years continuous experience. Best references. Corre- spondence invited. Box 2G, BROADCASTING.

Chief engineer, age 30, knows broadcast engineering thoroughly. Mount the antenna. Services at the following stations. WPEN, 1 year each, WHOM, 3 years each. Available on two weeks notice. Box 902, BROADCASTING.

Engineer, tech graduate, vet., 6 months experience AM, FM, and associated fields. Now desires new position in Southeastern U. S. Box 36G, BROADCASTING.

Engineer, 1st phone, single, 27, veteran, draft exempt, 2 years experience, trans- mission, copy. Technical school grad- uate. Currently employed. Travel. Box 549, BROADCASTING.

Engineer, first phone, single, 26, have all requisite minimum experience, recording and studio experience. Will handle all types of studios. Send resume. Box 935, BROADCASTING.

Engineer, first phone, kwatt AM transmitter experience, seeking radio or television position. Graduate RVT-T. Single, car immediately. Box 61G, BROADCASTING.

1st phone, vet., single, experienced newspaperman and reporter and reality and reality have car, free to travel. Box 665, BROADCASTING.


Engineer, first phone, kwatt AM transmitter experience, seeking radio or television position. Graduate RVT-T. Single, car immediately. Box 61G, BROADCASTING.

Engineer, 23, single, RVC graduate. 7 months AM FM station experience trans- mitters, studio, remote, tape record- ers. Experienced. Presently in Comb- inent entertainment. Box 77G, BROADCASTING.

Engineer, 25, single, experienced radio work. Am. seeks position in broadcast field. Box 87G, BROADCASTING.

Engineer, experienced transmitter, remote, program. Single. Will travel. WANTED. Box 479, BROADCASTING.

Veteran, 24, married, desires announcing position, high school grad, radio, phonograph, etc. Now living in New Jersey. Contact Theodore W. Redfield Jr., 606 St. Nicholas Ave., N. Y. 27, N. Y.

Vet, 24, married, desires announcing position, high school grad, radio school, position -- any. Will travel. Contact Leo Mallier, 12-21 133rd Ave., S., Ozone Park, N. Y.

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Vet, 24, married, desires announcing position, high school grad, radio school, position -- any. Will travel. Contact Leo Mallier, 12-21 133rd Ave., S., Ozone Park, N. Y.

Ply mouth by mouth. Preferred. Familiar with all types record shows and records. Capable newspaper. No drifter. State your salary, etc. Single. 30, Frank Neighbors, 622 Western Ave., Topeka, Kansas.

Annoncer, vet, writer, program, top man, prefers big city work. Will travel. Western states please, Earl Bingham, 505A, 618 S. Spring St., Los Angeles, Calif.


Experience announcer, versatile, cap- able, married, child. Travel. Refer- ences and letter. $1000. 30, Theodore Leo Mallier, 12-21 133rd Ave., S., Ozone Park, N. Y.

Vet, 24, married, desires announcing position, high school grad, radio school, position -- any. Will travel. Contact Leo Mallier, 12-21 133rd Ave., S., Ozone Park, N. Y.

Ply mouth by mouth. Preferred. Familiar with all types record shows and records. Capable newspaper. No drifter. State your salary, etc. Single. 30, Frank Neighbors, 622 Western Ave., Topeka, Kansas.

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Ply mouth by mouth. Preferred. Familiar with all types record shows and records. Capable newspaper. No drifter. State your salary, etc. Single. 30, Frank Neighbors, 622 Western Ave., Topeka, Kansas.

Situations Wanted (Cont'd)

Production-Programming, others

Singer, production, program director, 6 months experience in radio and sales to make suitable. Employed. Box 697F, BROADCASTING.

Newscaster. A reporter, not an an- nouncer. Gather, write, deliver, Newspaper background. Experienced newspaper- affiliated station. Box 894F, BROADCASTING.

Program director, experienced. Ex- cellent references. Desires progressive opportunity in AM or FM. Desires top man. Available September. Box 719F, BROADCASTING.

Need experienced dependable traffic girl. Also thorough proven knowledge of popular music and effective pro- motion experience. Now employed. Box 71G, BROADCASTING.

Program director, six years experience programming, production, announcing, sales, and copy. Married, dependable, excellent references, disc and add- ditional information on request. Box 35G, BROADCASTING.

Record companies top promotion man professional music background. 30, col- lege graduate, presently employed. Box 49G, BROADCASTING.

Wanted: Over radio air佐 sells, $6,750, BROADCASTING.

Top sales combination man. Qualified, experienced 5 years. Desires engineer, director, boom man. Can handle any position, 89G, BROADCASTING.

Top sales combination man. Qualified, experienced 5 years. Desires engineer, director, boom man. Can handle any position, 89G, BROADCASTING.

Television

Salesman

Top sales combination man. Qualified, experienced 5 years. Desires engineer, director, boom man. Can handle any position, 89G, BROADCASTING.

For Sale

Stations

Mr. Licensee. In Reserve? Guard? This station is small. Attribu, in a possibility- market. They could be interested in cash or short-term purchase. Prefer Georgia or Texas, or a major market. Box 995F, BROADCASTING.

Wanted: Possible AM station in progress- ing medium to large market. Non-television market. Prefer leading national net- work affiliation. Advise price, terms, broadcasting-radio price. Box 26G, BROADCASTING.

Equipment, etc.

Wanted: Good used 1 kw AM trans- misser, capable of handling spreading limiting amplifier, audio, other neces- sary parts. Will pay for same. Give complete details, condition, price in letter. Box 85G, BROADCASTING.

One used Wincher 101 tower or sections of same, please monitor and 1 kw transmitter. State condition and price. Box 81G, BROADCASTING.

Radio tower, used between 300 and 400 feet, 400 feet, ley or self-supporting mast, prefer corner tower. Box 651F, BROAD- CASTING.

Miscellaneous

Wanted: Investment. I have a successful recording business at school, have finest equipment and studios ready for first release radio and record frequent and attorney and engineer assurance of no contest for station, need twenty thousand dollars from one or more experience, and a new active part in station. One thousand dollars down. For a year term. Box 12G, BROAD- CASTING.

Edward Fridgean, contact John, WWJ, Portland. Good news.

Charles J. Davis, announcer, formerly of WRR, Columbus, Ohio. I want to write Williams & Henry, Attorneys, Greenville, South Carolina. Adoption of daughter involved.

Help Wanted

$10,000 JOB OPEN

One of the country’s best radio stations is looking for a man to underwrite its Vice President in the area of its promotion. Must be under 36, must have outstanding record in selling radio first, second, and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass $1,000,000 in three years. Storing salary is $10,000 with excellent opportunity for advancement. Send complete data.

BOX 109G, BROADCASTING.

Situations Wanted

Managerial

TOP RATED -- disc jockey-newsman in metropolitan market 16 years with thorough knowledge of programming, etc., desires executive position or management with chance to continue disc jockey-newsman in middlewest or large market. Box 610, BROAD- CASTING.

TOP RATED -- disc jockey-newsman in metropolitan market 16 years with thorough knowledge of programming, etc., desires executive position or management with chance to continue disc jockey-newsman in middlewest or large market. Box 610, BROAD- CASTING.
Situations Wanted (Cont'd)

DO YOU HAVE FOOTBALL AND/OR OTHER SPORTS PLAY-A-YEAR PROBLEMS? I'd like the opportunity to do a sports job for a greater-aligned station. I'm offering 11 years AM and TV experience with major metropolitan station, play-by-play All-Star events, including college and major league football, baseball, basketball, hockey. Fluent ratings in measuring sports ratings. Please forward by air sports coverage. Box 1047, BROADCASTING

Technical

EXECUTIVE ENGINEER—Experienced in planning, construction, operation and/or maintenance of FM, AM, TV studio and transmitting facilities. Manage such project from filing CIP to completion. U.S., Central or South America. Box 73G, BROADCASTING

For Sale

Equipment, etc.

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has seen 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 933F, BROADCASTING

SPOT Radio Clinic luncheon sponsored by the National Assn. of Radio Station Representatives July 11 at New York’s Biltmore Hotel, brought together this group (I to r): (seated) Fred Hague, George P. Hollingbery Co.; John Hoagland, advertising division manager, Campbell Soup Co.; guest; Thomas Campbell, The Branham Co.; Robert Alexander, Ward Wheelock Co.; guest; T. F. Flanagan, managing director, NARSR; (standing) Powell Ensign, Everett-McKinney Inc.; Robert Summerville, Free & Peters; Mike McGuire, Edward Petro & Co.; Margaret Donado, secretary to Mr. Flanagan; Lewis H. Avery, Avery-Knodel; Thomas White, Avery-Knodel; Charles A. Hammerstein, Paul H. Raymer Co. The luncheon is a monthly event sponsored by NARSR.

For Sale

Three 300 foot insulated galvanized guyed vertical radiators. Welded sections of solid round 20 feet long. Towers never used. Write for plan. Ask 637, BROADCASTING.

Rocky Mountain Network

250 Watter—$75,000.00

Money making network—newly and beautifully equipped 250 watts priced for immediate sale. Serves rich oil and ranch area. Future prospects for local, regional and national business excellent. Transmitter, studios and sales office housed under one roof which assures low cost in operation. Price $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Sterling 431-2

CHICAGO
Harold B. Murphy
Randolph 6-4500

SAN FRANCISCO
Ray V. Hamilton
Exbrook 2-3672

SEATTLE’S MOCK BOMBING

Radio-TV Will Play Vital Defense Roles

SEATTLE’S civil defense "mobилиzation," resulting from a double "atomic bombing" posed as a paper problem by the National Security Resources Board last month, spotlighted the major role radio and television will play as an educating medium and, in the event of actual attack, the crucial responsibility of the aural media in alerting the citizenry.

The defense and recovery sessions, which involved all of the top city officials of Seattle as well as national, state and Northwest city executives, were planned months ago, before the outbreak of Korean hostilities. The city officials began to set up their organization on June 21, and when the NSRB's hypothetical problem arrived on July 10, the Seattle Civil Defense Board, headed by Mayor William F. Devin, started a series of daily meetings.

The following week, for the critique sessions, high officials of the region were joined by more than a score of U. S. representatives, headed by Eric H. Biddle, chairman of the NSRB interagency working group. The planning sessions to meet the mock atomic attack were the second in a series, with Chicago due for a similar "problem" in September.

While all communications plans for actual emergency are contingent on the assumption that radio stations will not be silenced in the event of an attack, radio is expected to be of "primary value" during and after the immediate crisis, BROADCASTING learned from Chief Philip D. Batson, who has been serving as special assistant to the Mayor for civil defense planning, on leave from the Police Department.

Give Alert Signal

Radio would be enlisted immediately in case of enemy attack, to alert both the general public and the civil defense workers, as well as to mobilize such front-line agencies as the Police and Fire Departments. Stations would be expected to issue warnings on contaminated food and water supplies, and to inform the public on dangerous areas of the city and environs.

"Radio would be of primary value in the event of attack," Chief Batson said, "because time would be of the essence." He noted that the possible loss of electric power—knocking out action of all but battery-powered receivers—is a factor to be considered in planning.

In their preliminary discussions, Seattle officials had contemplated television as a major medium of reconnaissance following the hypothetical attack, but the specifications included in the NSRB problem included the statement that KING-TV Seattle, the area's only video outlet, was knocked off the air by the second "bomb." Defense period "conditioning," plans for which are expected to go forward shortly in view of the conflict in the Far East, would also call for extensive use of radio and television, particularly the latter. TV is to be used, according to current thinking, as a training medium for civil defense workers, and as an instructional technique for the general populace on how to protect their homes.

All local broadcasters were contacted in advance of the exercises, Chief Batson stated, and all pledged full cooperation.
Defense and Sales (Continued from page 15)

Bill (S 1973) was voted by the board, with a few changes sug-
gerated by the report page 17).

All board members attended the meeting except James D. Shouse, WLW Cincinnati, who had a prior engagement, and John H. DeWitt, WSM Nashville, who was on his honeymoon.

McFarland Bill (Continued from page 17)

impose fines are necessarily subject to the provisions of Sec. 326 of the Communications Act prohibiting the excise and collection of fines.

The Commission, accordingly, would not be authorized to issue any order requiring a licensee to cease and desist from the broadcasting of any program or to pay a fine because it did not include any program not specifically prohibited by statute.

As developed in detail in its statement last winter, chief target of FCC criticism in the McFarland Bill was what the FCC Commission's except Robert F. Jones felt would hamper the agency's functioning by limiting Commission's authority to protect the public interest.

The majority contended it has a right to get expert advice from staff members who are not involved in the prosecution or investigation of cases on which advice is sought.

Mr. Coy emphasized that FCC already has gone further than the McFarland Bill requires with respect to the separation of prosecutory from adjudicator functions.

Majority's Contentions

Comr. Jones considers these Mc-

Farland Bill provisions "highly ad-
vantageous," Mr. Coy noted. But, he continued in behalf of the major-

ity: it cannot be seriously contended that members of the staff having no jurisdiction in contested proceedings would be inclined to color their recommendations or advice with the considered views of the FCC Commission's except Robert F. Jones felt would hamper the agency's functioning by limiting Commission's authority to protect the public interest.

It must be assumed that the evil which it is believed might ensue from permitting the Commission access to such personnel is that the Commission's cannot be trusted to make their own independent judgment on the matters concerning which they would receive advice and assistance. The assertion of such an evil ... is what is implied in the measure or the McFarland Bill (H. R. 365). The major-

ity's view is that this bill has been drafted and written with fairness and with the same considerations which affect original grants, plus a proposal that FCC rather than the applicant be required to carry the burden of proof in renewal proceedings. (Comr. Rosell H. Hyde felt the changes ade-
quately protect public interest, but his colleagues feared the result would be to give a licensee a vested right in his frequency so long as he could meet the minimum qualifications.)

NAB's position supporting the McFarland Bill was explained by General Counsel Don Petty in a statement filed with the committee. He pointed out that the NAB had approved the measure during their meeting Tuesday, and said that "so far as I know, the entire Industry is in favor of it.

Mr. Petty felt provisions of the McFarland measure would rem-
ey FCC's "past practice of using renewal proceedings to discipline or impose sanctions against stations; would meet the need for definite procedures be included in all Commission proceedings; would prevent the recurrence of such an unwarranted interference . . . as occurred under the Avco radio case; would give the "double jeopardy" penalty on anti-trust violations, and would provide "desirable amendments concerning revocation of licenses" in addition to authorizing issuance of cease and desist orders.

He suggested, however, that there were a statutory limitation on revocation actions; that revocation proceedings should be tried in the district court where the station is located; that the bill's provision for revocation based upon violation of an interna-
tional treaty is something new which could put the broadcaster "on the horns of a dilemma," and that there should be a provision assuring oral argument before FCC denies a protest filed under the protest clause of the bill.

On behalf of Television Broadcasters Assn., President J. R. Pop-
ple submitted a letter endorsing the "basic objectives" of the meas-
ure and asserting that "the pro-
cedures specified [in the bill] satisfactorily meet few objectives with these reservations."

Hobbs Appeals

Rep. Sam Hobbs (D-Ala.) ap-
ppeared before the committee briefly to urge that his pending bill re-
ating to court appeals (HR-5487) be taken into account in dealing with appellate provisions of the McFarland measure. He expressed confidence that his bill, which would abolish special three-judge district courts and transfer their jurisdiction to federal circuit courts of appeal, would be passed at this session, and asked the commit-
tee to delete inconsistent por-
tions of the McFarland proposal. FCC Commr. Hyde meanwhile ap-
ppeared before a Senate judiciary subcommittee in support of the Hobbs legislation, which is un-

oped.

WERD

Atlanta

860 Ks

1,000 Watts

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

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

Network Station A

WED

26.0%

INDEPENDENT WERD

17.5%

Network Station B

WNO

16.0%

Network Station C

New World

13.9%

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

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

BROADCASTING • Telecasting

August 14, 1950 • Page 71
RIVERS SUIT
Names Savannah Stations

DAMAGE suit for $242,000 has been filed by E. D. Rivers Jr., licensee of WEAS Decatur, Ga., and permittee of WJIV Savannah, against the Savannah Radio Coun-
cil. Composed of local stations, the council has been vigorously
protesting the WJIV grant before FCC [Broadcasting, Aug. 7].

Fled Aug. 5 in the Chatham County Superior Court, the suit
names as defendants WDAR Inc. (WDAR), Dixie Broadcasting Co. (WCHB), Georgia Broadcasting Co. (WFRP), WSAV Inc. (WSAV) and
Savannah Broadcasting Co. (WTOC), all Savannah. Mr. Rivers
charged the stations have mali-
ciously conspired to ruin his busi-
ness and have made "various false
charges" in their protest to FCC.

The suit contended the accusa-
tions made before FCC by the
council caused delay in opening of
WJIV which resulted in $25,000
revenue loss, and additional ex-
penses of $17,500. The suit asked for
an additional $200,000 for general
and punitive damages.

The Savannah Radio Council,
which a fortnight ago filed its own
petition against the WJIV grant, then appealed the council's
petition to the FCC.

Mr. Rivers explained religious
programs make up part of the
WEAS programming and have
brought "immense popularity".
He indicated that when it was
known WJIV planned a similar type of pro-
service the other Savannah
stations feared the competition.

Shirley Transferred
ROBERT B. SHIRLEY, manager of J.
Walter Thompson Co.'s Los An-
geles office, was transferred to
the agency's New York office last
week in an executive capacity. James L.
Thompson, head of the Rio de
Janeiro office, goes to Los Angeles.

July Box Score

STATUS of broadcast station authorizations and applications at
FCC as of July 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,310</td>
<td>725</td>
</tr>
<tr>
<td>Total on the air</td>
<td>1,260</td>
<td>687</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2,209</td>
<td>687</td>
</tr>
<tr>
<td>Construction permits</td>
<td>183</td>
<td>32</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>859</td>
<td>150</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>276</td>
<td>17</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>237</td>
<td>36</td>
</tr>
<tr>
<td>Deletion of licensed stations in July</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional grants</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

FCC Actions
(Continued from page 64)

Decisions Cont.: 26.39 mc and trans. location and change power to 100 w.

WKY Radio-Phone Co., Area Okla.-homa City, Okla. Granted mod-
channel KA-3631 to change freq. to 26.1 mc.

Following granted extension of com-
pletion date as shown: WPGM-FM Burlington, N. C., to 7-20-41; WBCG
Greenwich, Conn. to 2-2-41; WHAT-FM
Philadelphia to 2-10-51; WISN-FM Mil-
waukee to 2-25-51; WJBY-FM Galatien, Ill. to 5-1-51; WIPR Jakarta, Ind., to 6-
31-50; WSVA Harrisburg, Va. to 10-19-51.

August 9 Decisions...

Assignment Granted
KEPO El Paso, Tex.—Granted consent to assignment of license to KEW.

Deletion of license granted to
stockholders in its presently as-
stock in KEPO Inc. to KEWT, Inc. and ant. KEPO Inc. will be dis-
resolved); no monetary consideration in-
volved since assignor and assignee

O'Connor To WEV

DANIEL P. O'CONNOR has been
named manager and program di-
rector of WEV-AM, succeeding
General Manager Nicholas Pagliara [Broadcasting, Aug. 7].

Mr. O'Connor is a member of the speech department at St. Louis U.,
which owns the station. He also
will work as program director,
replacing Don Lochner, who has
signed to go into production of TV
films.

Devney & Co. Clients

DEVNEY & Co., New York, newly-
organized station representative firm
[Broadcasting, July 17], last
week announced its appointment to
represent the following stations:

WABZ Alburneum, N. C.; WBYM
Blades, Miss.; WKOY Bluefield, W.
WINA Chattoiseville, Va.; WKAY
Covington, Ky.; WYUS Valparaiso,
Ind.; WPGM-FM Pittsburgh, Pa.:
WNAM Heather, Wist.; WJBD New-
port, R. I.; KNOR Norman, Okla.;
WSBP Paintsville, Ky.; KEKW Poughkeepsie,
N.Y.; WRAD Radford, Va.; WAF
Warren, Pa.; and WTTN Waterdown, Wist.

KTHS BID

Files Again for 50 kw

RENEWED effort by KTHS Hot Spring, Ark., to improve its facil-
ities was made by the John D.
Ewing station last week in filing with FCC an application for power
increase to 50 kw fulltime, direc-
tions high to its presently as-
signed frequency of 1090 kc.

Move to Little Rock also is requested. KTHS presently operates with
10 kw day, 1 kw night.

KTHS earlier this year in a final
ruling by the Commission was
denied a similar power boost request, which sought authority to
increase frequency to 1280 kc.

Although in an initial ruling FCC
earlier had proposed to grant
the Ewing applications, the Com-
mision in its final decision con-
sidered the grants would violate
the spirit of the North American
Regional Broadcasting Agree-
ment, in effect at the time the bids were
filed. FCC at the same time also
denied the application of C. E.
Palmer's Hot Springs Broadcasting Co. for 25 kw on 1090 kc at Hot Spring.

There are only three other ap-
plications now pending before FCC
for facilities on the Class I-B 1090
kc frequency. These include the
Dave Peterson-Robert A. Albel-
quest (Public Service Broadcast-
ing Corp.) for the facilities of
WBAI Baltimore, assigned 50 kw on
1090 kc, application of KAYS
Austin, Minn., to change from 1
kw on 1480 kc, directional full-
time, to 10 kw on 1090 kc, direc-
tional night; and the new station bid of Hot Springs' new Texas broad-
caster, for 250 kw on daytime at 1090 kc at San Benito, Tex.

COLUMBIA

Plans 45 rpm Release

COLUMBIA RECORDS Inc. will release two 45 rpm records—the
speed originated by RCA Victor and markets." Edward Wallenstein,
Columbia president, said last week.

The issue of these two records will mark Columbia's first venture
into the 45 rpm field [CLOSED CURT, July 3]. Hitherto the com-
pany has confined itself to the 78 rpm speed and to the 33 1/3 rpm
Long-playing disc that Columbia
introduced.

Signs Garvery

ARMOUR & Co., Chicago, has
signed for Next, Dave Garvery,
quarter-hour daytime strip from
companion program on NBC network,
and from Sept. 4, through its agency
Foot, Cone & Belding, also Chi-
ago. Show is to be aired 11:15 to
12:00 noon in KALIF. [KABC, Aug.
7] for Central, Mountain and
Pacific stations, with an East Coast
repeat at tape at 1:15 p.m. EDT.

Armour also will sponsor Stas
Orange shows on NBC TV
TV Wednesday, 9:30 to 10 p.m. CT
from Sept. 6.
**Box Score**

**SUMMARY TO AUGUST 10**

**Announcement of Authorizations, Stations on the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>License</th>
<th>ERP</th>
<th>AM stations</th>
<th>TV stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>2,187</td>
<td>1,235</td>
<td>106</td>
<td>50</td>
</tr>
</tbody>
</table>

*Two on the air.*

- mananger Rexburg Coal and Feed Co., 7G, O. D. Hoffman, pharmacist, 3%.
- manager KFCO, Inc., through transfer of 935 lb. stock from Ernest C. Peters, 15%.
- manager KCCO, Inc., through transfer of 935 lb. stock from William G. Ricker, deceased, to Mary Ricker, benefactor, 25%.

**FM GRANTS**


**Deletions**

- WVO FM authorizations reported deleted by FCC last week. Effective Jan. 1, 1940, FM 135 w., ant., -I.

**New Applications**

**AM APPLICATIONS**

- Richmond, Ky.—Madison Bcstg. Co., Inc., 1,400, 250 w. unlimited. Estimated construction cost $1,000. Principals include: G. D. Kincaid, owner, 50%; E. C. Franks, owner, 45%; J. W. Stark, general manager and commercial man.

**FM APPLICATIONS**

- Coldwater, Mich.—Twin Valley Broadcasting Co., Inc., 1260 kHz, 1260 w. AM station, 935 w. FM station license. Approved Aug. 9.


**FM GRANTS**


**Amendments**

- Kansas City, Mo.—Hammer, licensee, through transfer of 935 lb. stock from Ernest C. Peters, 15%. Granted Aug. 5.

**Amendment to License**


**License**


**License**


**License**


**License**


**License**

NEW NETWORK PLANNED, STARTING ABOUT NOV. 1

NEW network, Progressive Broadcasting System, scheduled to open about Nov. 1, according to Larry Finley, PBS president and head of Finley Transcription Inc., Hollywood. Planned primarily for daytime stations, network will broadcast coast-to-coast via leased wires in all 48 states, seven 10-hour days a week, Mr. Finley said.

Minimum of 300 stations to be signed, he said, with 214 applications already received. Diversified programme to be fed to network so they can be sold locally on "open-end" basis to merchants in affiliates' areas. There will be no network option time. Main studios and headquarters will be on Sunset Blvd., Hollywood, with other studios in New York and Chicago.

BROWN TO START AGENCY

CARL S. BROWN, executive head and partner of Sherman & Marquette, New York, will leave agency Aug. 31 to open own advertising business as Carl S. Brown Co. Offices will be located at 80 Rockefeller Plaza, New York.

BIG CHEVROLET HOOKUP

LARGEST interconnected TV network ever put together for single organization's programs assembled by DuMont TV network for Notre Dame football games this fall, with 41 stations in 41 cities from Boston to St. Louis agreeing to take all five games. Talks from South Bend under sponsorship of Chevrolet Div. of General Motors, Chris J. Witting, DuMont Network's general manager, said Friday. Previous largest TV network said to have been 29-city hookup carrying pooled telecast of 1949 World Series.

NIELSEN NAMES WHARFIELD

ALBERT M. WHARFIELD, former vice president in charge of agency relations of C. E. Hooper Inc., named executive president and member of radio-television sales staff of A. C. Nielsen Co. Since last March, when Hooper sold network radio and television rating service to Nielsen, Wharfield has been on loan to latter company.

LARGE TV TUBES IN LEAD

OVER 80% of TV picture tubes sold to manufacturers are 14 inches and over, according to Radio-Television Mfrs. Assn. data. This compares to 15% at end of 1949. June sales of cathode ray tubes to TV set makers comprised 586,842 tubes valued at $15,064,810 against $99,667 valued at $14,320,114 in May.

MADISON, IND., GRANT

INITIAL decision issued Friday by FCC examiner Leo Resnick anticipating grant of Pioneer FM Co. application for Class A FM station at Madison, Ind., using Channel 252 (95.3 mc). Pioneer is co-partnership of Charles N. Cutler, WSRK-FM Shelbyville, Ind., engineer; Glenroie L. Danner, chief electrician at Oreum Det. in Madison, Damon Grounds near Madison, and William M. Poland, director of music of Hanover (Ind.) College.

COMMITTEE NAMED FOR KENNEDY FUND DRIVE

RADIO-TELEVISION Committee for campaign fund of Sister Elizabeth Kenny Foundation announced Friday by Edward D. Madden, assistant to president of NBC and chairman of Kennedy Fund eastern office.

Members are Lawrence Lowman, CBS vice president and general executive; Clarence Worden, assistant to general manager WCBS New York; Earl Mullin, ABC national publicity director; James Wallen, MBS treasurer; Irwin Rosten, administrative assistant, WABD (TV) New York; Allen Brandt, WNEW New York director of publicity and special events; R. C. Deneen, executive vice president of NBC TV; and Sydney H. Eiges, NBC vice president in charge of press and information.

GEORGIA STATE MEETING

SUMMER meeting of Georgia Assn., of Broadcasters to be held Aug. 24-25 at DeSoto Beach Hotel, Savannah, according to President Ray Rington, WRDW Augusta. Speakers will include Allen M. Woodall, WDKA Columbus, NAB District 5 director, and member of NAB board's BAB Advisory Committee, and Robert K. Richards, NAB public affairs director.

KUDNER NAMES V-Ps

SHAFTO DENE and Norman Nash, both members of Kudner Adv. Agency, New York, will be named vice presidents and co-chefs of copy department.

AGENCY ENLARGES TV

SHERMAN & MARQUETTE, New York, with increased billings, is expanding TV activities. Stuart Ludlam, radio-TV producer, appointed head of TV and radio department for New York, Chicago and Hollywood. W. A. McAllister, former account executive with J. M. Mathes, joins firm as account executive for Ajax cleanser and Cashmere Bouquet soap.

P&G DAILY TIME TV POLICY

ALL Procter & Gamble advertising agencies in New York completing their presentations for daytime television and plans are to be submitted to advertiser this week in Cincinnati. Decisions as to what P&G will do in daytime TV expected within fortnight.

WCKY SEeks VIDEO OUTLET

NEW TV station on Channel 2 (54-60 mc) at Cincinnati sought in application filed with FCC Friday by L. B. Wilson Inc., licensee of WCKY there. Specifying site atop Carew Tower, proposed TV outlet would have effective radiated power of 28.4 kw visual and audio. Estimated construction cost $480,485; first year operating cost $350,000, revenue $250,000. Application also pending for Channel 2 at Hamilton, Ohio, by Condo, Holbrooks & Smith and WRCK-TV Cincinnati eastern area office. From Channel 2 from Channel 11. WCKY application filed by Spearman & Roberson, Washington counsel.

Closed Circuit

(Continued from page 4)

CONTINENTAL OIL Co., through Geyer, Newell & Ganger, New York, preparing spot announcement campaign for its Super-Pyro, anti-freeze, to start Sept. 1, using 60 markets.

WHEN latest radio-TV set figures are disclosed they will show record summer activity on factory production lines. Mid-summer output now at rate of million radios and half-million TV sets per month.

NEWSTAR bidder for Thomas S. Lee Enterprises understood to be Yankee Network. Tom O'Neill, Yankee vice president and son of W. L. O'Neill, is reportedly actively negotiating for acquisition of all or part of Don Lee Network and properties. CBS, originally interested only in KTSU (TV) Los Angeles and headquarters building, now reportedly talking overall bid, along with Edwin S. Pauley. Negotiating for AM properties are Don Lee management group headed by Lewis Allen Weiss, chairman, and Willet Brown, president, and Liberty Broadcasting Co. Acquisition figures range from $6 to more than $9 million dollars, depending upon how properties will be sold and tax liabilities.

ONE OF FIRST chlorophyll tablets to contemplate using radio is Stopper Inc., New York. Its agency, Walter Weir, planning test campaign in Indianapolis to start late in September. If test successful, national campaign will follow.

REPORT shortly to be released covering 1949 calendar year TV station operations will show that average monthly operating overhead ran at $47,000. Average monthly income totaled about 60%, though gap narrowed considerably toward year-end. Current estimate is that at least 25 of 106 operating stations are either in black ink or breaking even on current profit and loss statements.

AMERICAN CHICLE Co., through Badger, Browning & Hersey, New York, preparing heavy seasonal spot announcement campaign starting Sept. 3 to run through December.

WHILE Voice of America rides crest of popularity wave, it is indicated that legislation authorizing increased appropriations may require removal of operation from State Dept. to either independent status or to be incorporated within one of new emergency agencies. Secretary of State Acheson said to favor this, since operations do not normally fall within purview of diplomatic agency. Move would bring complete reorganization of Voice.

LEVER BROS. (Silver Dust), New York, through agency, SSBGB, New York, planning eight-week spot announcement campaign to start in September. One minute ET's will be used.

ALTHOUGH plan to transfer Civil Aeronautics Authority to Defense Dept. for duration of war is still classified material, it's doubted change would have any effect on CAA approval of new stations and area. Authorities consider question moot since details of plan are secret and would result only in broad enabling legislation. Best guess is proposed new rules specifying revised FCC-CAA procedure on towers would proceed as usual [Broadcasting, July 10].

BROADCASTING • Telecasting

importance of all-out effort to promote fall schedules.

Page 74 • August 14, 1950
The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 146,000 telephone interviews in one week by Conlan—just off the press—shows The KMBC-KFRM Team even further ahead of its nearest competitor than a year ago!

It's one of the most comprehensive listener studies ever made, and one of the most revealing. It provides irrefutable proof of The Team's outstanding leadership... current proof... not moth ball evidence. Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.
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and company

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DETROIT • SAN FRANCISCO

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