1950 IOWA RADIO SURVEY
MORE STARTLING THAN EVER!

More Iowa Homes, Plus More Radio Sets
Per Home, Equal More Listening!

FIGURES from the 1950 Iowa Radio Audience Survey (soon to be released) confirm the reasoning behind that headline—prove that your Iowa radio dollar buys more today than ever. Here's the evidence, step by step . . .

(1) "More Iowa Radio Homes." The following chart shows the increase in the number of radio-equipped Iowa homes since 1940 and since 1945. With more than an 8% increase in the last ten years, the number of Iowa homes with radio is now near 100%!

<table>
<thead>
<tr>
<th>RADIO-EQUIPPED IOWA HOMES</th>
<th>1940 Survey</th>
<th>1945 Survey</th>
<th>1950 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of all homes owning radios</td>
<td>90.8%</td>
<td>93.6%</td>
<td>98.9%*</td>
</tr>
</tbody>
</table>

*Amazing as this increase in radio homes is, since 1940, it of course does not reveal the tremendous increase in total number of Iowa homes—up 70,000 since 1940!

(2) "More Radio Sets Per Iowa Home." The following chart shows the tremendous increase in the number of Iowa homes which have graduated from one-set to multiple-set ownership since 1940 and 1945. Almost half of all Iowa radio homes now have more than one radio set!

<table>
<thead>
<tr>
<th>NUMBER OF SETS PER RADIO-EQUIPPED IOWA HOME</th>
<th>1940 Survey</th>
<th>1945 Survey</th>
<th>1950 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of radio homes owning:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only one set in the home</td>
<td>31.8%</td>
<td>61.5%</td>
<td>51.2%</td>
</tr>
<tr>
<td>Two sets in the home</td>
<td>13.8%</td>
<td>29.4%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Three or more sets in the home</td>
<td>4.4%</td>
<td>9.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

(3) "More Iowa Radio Listening." The following chart shows that more Iowa sets mean more Iowa listening. The 1949 Survey used a 24-hour recall method to determine the amount of simultaneous listening in multiple-set homes. This year the Survey placed a two-day diary on a large sample of multiple-set homes. Both surveys found that between 1/4 and 1/2 of all two-set families use two sets simultaneously each day—between 1/2 and 3/5 of all three-set families listen to two or three sets simultaneously each day!

Reports Simultaneous Use:

- Homes equipped with two sets
  - 1949 Recall Study: 26.4%
  - 1950 Diary Reports: 38.9%
- Homes equipped with three sets
  - 1949 Recall Study: 50.2%
  - 1950 Diary Reports: 61.8%

More Iowa radio homes, plus more radio sets per Iowa radio home, equals more Iowa radio listening. And WHO, of course, continues to get the greatest share of Iowa's total radio listening.

Let us or Free & Peters send you all the facts, including a complimentary copy of the new Survey now on the press.

WHO
FOR IOWA PLUS!

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
"The Abbott Show"

THE ABBOTT SHOW is a television disc jockey program... casual and unorthodox in format... built around the personality of colorful Bud Abbott. Sponsors are quick to appreciate Abbott's rare ability of making their participating commercials a part of his show. As top platter spinner in this area (Radio Best, 1949) Abbott was a well-known "character" even before his television show... one reason his show was a hit with Louisville viewers from the start. 30 minute format.

"Good Living"

Two nights a week in the completely modern WHAS-TV kitchen with Marian and Sam Gifford, husband and wife team. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dagwood into the stew, fumbling awkwardly with the piping hot sauce pans. The other two nights of the show are spent in the attractive living room set where Marian and Sam dispense hints on household, family and parental problems. 30 minute format.

"Square Dance"

Guitar-playing Randy Atcher sings and plays host for this, one of Louisville's most unique TV shows. Formed around the old-fashioned square dance now sweeping the country, the WHAS-TV version is good entertainment for the whole viewing family. Two supporting musicians complete the station talent—caller and dancers are selected from the many Kentucky and Indiana square dance groups. Striking camera coverage is given by a tower camera, with second camera for closeups. 30 minute format.
These Insignia mean TOPS in TV SALES and AGENCY RECOGNITION

HEADLEY-REED TV
Television Station Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood
Upcoming

Aug. 24-25: Georgia Assn. of Broadcasters, De-Soto Beach Hotel, Savannah.
(Other Upcomings on page 78)

Business Briefly

GROVE DUO ● Grove Labs., St. Louis (Bromo-Quinine) Sept. 25 starts Breakfast Gang, Mon., Wed.; Fri., 7:30-7:45 a.m. (PST) and Sept. 26 starts Cecil Brown news Tues., Thurs., 8-8:15 a.m. (PST) on full Don Lee network, both for 26 weeks. Agency, Gardner Adv., St. Louis.


HUDSON DRAMAS ● Hudson-Motor Car Co., Detroit, on Oct. 3 starting Bob Rose's Playbill, dramatizations of stories from Mr. Rose's newspaper column, "Pitching Horse-shoes," on full ABC-TV network, Tues., 9-9:30 p.m. Agency; Brooke, Smith, French & Dorrance, Detroit.

KELLOGG, MARS CANDY SIGN NEW CONTRACTS

MARS INC., Chicago (candy), will sponsor Fatlaff's Fables, program of children's classics, for 8 weeks, beginning Sept. 16, on ABC network, Mon.-Fri., 5:55-6 p.m. in all time zones.

Mars also renewed sponsorship with Kellogg Co., Battle Creek (cereals), of five-quarter-hours weekly of Howdy Doody Show, Mon.-Fri., 5:30-6 p.m., on NBC-TV network. Mars renewed for 13 weeks, 8:45-9 p.m. segment Mon., 5:30-6:45 p.m. segment Wed., Fri., beginning Sept. 4, on 27 interconnected and 14 non-interconnected stations. Agency, Associated Press.

Kellogg renewed for 82 weeks 5:30-5:45 p.m. segment Tues., Thurs., beginning Sept. 5 on 27 interconnected and 4 non-interconnected stations. Agency, Associated Press.

Leo Burnett Co., New York, is agency for all above placements.

Kellogg will resume its spot radio campaign for Pop in 75 markets beginning in October, with Kenyon & Eckhardt, New York, as agency.

KMPC ASKS EXTENSION

KMPC Los Angeles petitioned FCC Friday for extension of completion date under its nighttime 50 kw construction permit from Oct. 1 until after termination of FCC's probe of news policies of G. A. (Dick) Richards, chief owner of KMPC and also WJR Detroit and WGBR Cleveland (story page 32). Petition said construction actually completed but station has been unable to complete proof of performance and may need to change transmitter site, which would cost $175,000 to $225,000 in addition to $20,000 already spent on studies. Even if proof completed, station doubted FCC would grant license while KMPC's renewal proceeding is pending. KMPC is on 710 kc, now operates with 50 kw day, 10 kw night.

BROADCASTING • Telecasting...at deadline

Closed Circuit

Nomination and probable return to Senate of D. Worth Clark, Idaho Democrat who eked out victory over left-winger Glen H. Taylor, means new radio know-how in Senate. Mr. Clark owns 10% of KJBS San Francisco and has represented William B. Dolph, radio management entrepreneur and part-owner of several stations as well as executive vice president of WMT Cedar Rapids, on certain matters. Defeated Taylor wrested seat from Nominee Clark six years ago largely through popularity acquired as radio singing. cow.Former

RTMA MAY HAVE found its man for permanent presidency. Since R. M. Sprague, president of Sprague Electric Co., Boston, assumed interim presidency three months ago, he has mended radio and TV manufacturing fences in Washington to surprising degree. He's personae gratas at FCC. In Congress and other government places has and won high acclaim because of his quiet businesslike way of getting things done.

American Tobacco Co., New York (Lucky Strike cigarettes) through BBDO New York, planning big spot radio announcement campaign starting mid-September to promote its new theme "Be Happy, Go Lucky."

In take-it-or-leave IT category is report making Washington rounds that all reserve officers in all branches, both inactive and active, will be called within 90 days. Thirty-day period would be allowed for deferments or, alternatively, for physicals, it's whispered.

Despite denial from high places, Capitol Hill expects high level Cabinet changes in not distant future. One report: National Security Resources Board Director W. Stuart Symington to Secretary of Defense, Vice-Louis Johnson; W. Averell Harriman, Special Assistant to the President, to Secretary of State, Vice-Dean Acheson.

Assuming FCC meets early-September target for color TV decision, television freeze lifting still looks like an 1862 proposition at best. Necessary further hearings, number of participants (in hundreds), plus expected 60-day invitation period for new applications could push it back even further.

To expedite home defense planning, Col. Howard L. Nussbaun of National Security Resources Board, has initiated plan of bringing to Washington on consulting basis top writers and producers in radio and motion pictures to review scripts for various educational projects. Work being done in advance of promulgation of "September Plan" covering home defense operations.

Defense officials, envisioning wide use of TV for civilian instruction in disaster tech.

(Continued on page 98)
Today KRLD, Dallas, gives advertisers a tremendously expanded market with greater intensity of coverage at a lower cost per listener than at any time in Dallas' radio history...

53.6% more Dallas market.
59% more Ft. Worth market.

...plus a gain of over 900,000 in state population...

KRLD, with 50,000 watts, saturates the great Southwest market empire with 1,530,990 radio homes nighttime and 1,370,320 radio homes daytime. (BMB 1949)

The CBS Station
For DALLAS and FT. WORTH

this is why

KRLD
is your best buy
Squint’s Drumming
For Fair Play!

Squint Miller’s mighty proud of the big lot he owns that fronts on River Road—it’s one of the prettiest spots around here.

He’s been in a stew about it lately, though. Seems that trash-dumpers take one look at his property, stop their car or truck, and out goes a load of rubbish, spilling all over his place and the roadside, too. Wouldn’t that make you mad?

Last night Squint dropped by the house. Over a friendly glass of beer, he tells me what he’s done. “I put a couple of empty oil drums out there,” he says, “with a big sign reading: ‘If you must dump trash—use these—I like to keep my property clean!’”

From where I sit, Squint’s sign should make any would-be roadside trash-dumpers feel pretty darned ashamed of themselves. Now and then, though, some folks just have to be reminded that they ought to have as much regard for their neighbors’ rights as they do for their own.
Two battles to win!

We must do everything humanly possible to win the war. But this means we now have not one job to do—but two. A military job and a civilian job.

And the second is the responsibility of every man, woman and child in America today. We have to fight the enemy's Sixth Column— inflation here at home!

How do we do it?

1. We get firmly fixed in our minds that this is not a "living as usual" situation. We tighten our belts, give up certain things, make some sacrifices.

2. We buy only what we absolutely must—for immediate needs.

3. We support every effort to cut to the bone Government expenditures for non-military purposes. We can't build planes, guns, tanks, ships and at the same time "compete with ourselves" for bridges, dams, roads and social benefits we just don't have to have right now.

4. We recognize the need for paying for every possible cent of our mounting expenses out of current income. The more we have to borrow now the more we mortgage our future and weaken the buying power of our dollars.

Let's be clear on one thing. There are two essentials to winning a war. One is victory in the field. The other is not to let ourselves be bled to death economically.

Protecting the buying power of the dollar is one of the most important jobs facing America today.

* * *

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

Keeping America Strong is Everybody's Job
If you don't have up-to-date facts or figures on any of the cities at the right, we'd certainly welcome a chance to be helpful. We have or can dig out the dope on every recent radio trend in those areas, on what your competitors are doing, on what your distributors are thinking, or on almost anything else you need. We'll gladly tackle any assignment you give us. Interested?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK   CHICAGO
ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO
### EAST, SOUTHEAST

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

### MIDWEST, SOUTHWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>ABC</td>
<td>10,000</td>
</tr>
<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFAB</td>
<td>Omaha</td>
<td>CBS</td>
<td>50,000</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KSD</td>
<td>St. Louis</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>KFDM</td>
<td>Beaumont</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KRIS</td>
<td>Corpus Christi</td>
<td>NBC</td>
<td>1,000</td>
</tr>
<tr>
<td>WBAP</td>
<td>Ft. Worth-Dallas</td>
<td>NBC-ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KSX</td>
<td>San Antonio</td>
<td>CBS</td>
<td>5,000</td>
</tr>
</tbody>
</table>

### MOUNTAIN AND WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
WDSU NEW ORLEANS

The Newest, Most Complete AM Facilities—Comparable to the Nation’s Finest!

From preliminary plans to proven performance, WDSU’s new AM studios are the finest available... with the latest technical equipment including full recording facilities. For local New Orleans... or for nationwide broadcasts... WDSU can successfully plan and produce outstanding radio shows!

CALL JOHN BLAIR!

---

S. MONIZ Co., Chicago, approximately $1 million account, appoints SSG6B, N.Y., to direct advertising for its car polish, floor wax and furniture polish. Firm is heavy spot advertiser. Spots and participation programs in radio will be used this fall.

SKINNER MFG. Co., Omaha (macaroni, spaghetti products, Raisin Bran), names Bozell & Jacobs, same city, to direct advertising, effective Sept. 15. CLET HANEY is account executive. Heavy regional schedules in 15-state Midwest and South distribution area expected to include radio-TV.


GRAND NATIONAL LIVESTOCK EXPOSITION HORSE SHOW & RODEO, S.F., Oct. 27 through Nov. 5, appoints Knollin Adv. Agency, S.F., for ninth consecutive year. Radio will be used.

FAWICK FLEXI-GRIP Co., Akron (golf club grips), appoints The Fred Bock Advertising Co., Akron, as advertising agency. Plans TV campaign to create consumer interest.

PERFUME GUILD, N.Y., starting TV test in N.Y. with possible national coverage to follow. Agency: Arthur Rosenberg Agency, N.Y.


Network Accounts...

CHAMBERLIN SALES Corp., Chicago (Chamberlin hand lotion), to sponsor Cecil Brown, newscaster, on MBS Sat., 7:55-8 p.m., beginning Sept. 16. Agency: BBDO, N.Y.

MILLER BREWING Co., Milwaukee, renews Lawrence Welk and his orchestra in High Life Reue, ABC Wed., 9-9:30 p.m. CT, starting Oct. 4. Agency: Mathisson & Assoc., Milwaukee. Number of stations will be released later.

BLOCK DRUG Co., Jersey City (Amm-i-dent), will sponsor The Ammi-dent Mystery Playhouse, starting mid-September, Tues., 10-10:30 p.m., CBS-TV. Agency: Cecil & Presbrey, N.Y.


LUTHERAN LAYMEN'S LEAGUE Sept. 24 renews Lutheran Hour on full Don Lee network and KPOA Honolulu, KHBC Hilo, T. H., Sun., 10:30-11 a.m. (PDT), 52 weeks. Agency: Gatham Adv., N. Y.

SCUDDER FOOD PRODUCTS, L.A. (peanut butter, toasted nuts), Sept. 1 starts sponsorship of Bob Garred newscasts on 12 ABC Calif.

(Continued on page 13)

BROADCASTING • Telecasting
Such Prestige Must Be Desired!

KTUL Serves OKLAHOMA’s BIGGEST MARKET... And Gives You ALL the Coverage You NEED!

Population ........ 841,197
Effective Buying Income .......... $809,243,000
Retail Sales .......... $592,268,036
Farm Income ...... $141,691,000

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS
The December 1943 through April 1944 HOOPER REPORT showed:

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
<th>KTUL 15-Min. Cost (360 Times)</th>
<th>KTUL Cost Per 1,000 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>8:00-12:00 a.m.</td>
<td>25.2</td>
<td>3,764</td>
<td>$24.50</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:00-6:00 p.m.</td>
<td>17.4</td>
<td>1,392</td>
<td>$24.50</td>
</tr>
<tr>
<td>Evening</td>
<td>6:00-10:00 p.m.</td>
<td>26.7</td>
<td>3,832</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

TODAY

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS
(Figures from Current December 1949 through April 1950 HOOPER REPORT)

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>8:00-12:00 a.m.</td>
<td>25.1</td>
<td>3,566</td>
<td>$28.00</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:00-6:00 p.m.</td>
<td>17.7</td>
<td>2,660</td>
<td>$28.00</td>
</tr>
<tr>
<td>Evening</td>
<td>6:00-10:00 p.m.</td>
<td>33.7</td>
<td>7,540</td>
<td>$56.00</td>
</tr>
</tbody>
</table>

The above are TULSA COUNTY figures ONLY.
Add the entire RMB coverage for the FULL story.

TODAY KTUL COSTS 27% LESS IN THE MORNING... 17% LESS IN THE AFTERNOON AND 12% LESS IN THE EVENING THAN IT DID SIX YEARS AGO.

NO OTHER TULSA STATION CAN SHOW AN INCREASE IN SHARE OF AUDIENCE.

and the Value of KTUL Advertising is Growing, Too!

KTUL’s BMB Radio Families

<table>
<thead>
<tr>
<th></th>
<th>1946</th>
<th>1949</th>
<th>GAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>106,540</td>
<td>123,880</td>
<td>17,340</td>
</tr>
<tr>
<td>NIGHT</td>
<td>97,860</td>
<td>116,010</td>
<td>18,150</td>
</tr>
</tbody>
</table>

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, Vice Pres. & Gen. Mgr.

Eastern Oklahoma's only CBS Station
Sputtering through a comic Dutchman routine, Phil Bowman kids radio affectionately, but is serious when he says: "Television won't necessarily kill it, but radio sure can construct suicide!"

A radio and television director who hasn't forgotten radio, Phil works at Young & Rubicam, Chicago, with the firm conviction that AM broadcasting need a continuing supply of new program ideas. "And by that I don't mean new runaway gimmicks!"

Lending his talents and ideas to some of Y&R's top clients, the accounts he works on include Schenley Products, Co., local shows and spots; Purdy Bakeries (Grennan Cakes,ayee Bread), the agency's biggest spot account; O'Cedar Mop, national TV spot; Schlitz Beer, national radio and TV, and The Borden Co., local radio and TV.

Phil's life is chock-full of ideas. He first applied his venturesome and creative spirit to radio when he joined WROK Rockford, Ill. (then KPLV) in the depression year of 1930. He turned to broadcasting in his home town, (where he was reared after being born in Chicago), when he was graduated from Beloit College in Beloit, Wis.

A wayfarer from away back, Phil roamed for three years before entering college. In Rockford, he toiled as a trucker in an electric fan factory and studied accounting and typing at business college "because his step-father owned it." For seven months he rode as a cow-hand in western Colorado on a 6,000-acre ranch. The western glamour faded, and he returned to Rockford as assistant county auditor.

Five minutes of the latest headline news with Acme Telephoto pictures. Up-to-the-minute news and pictures prepared locally on strip film. Complete coverage pictures of TODAY'S IMPORTANT NEWS STORIES! 5 Minutes—Mon. thru Sat.

The latest scores and action pictures of today's day and night games, with fresh, amusing cartoons showing final scores while announcer details hits, runs, and errors. 5 Minutes—Mon. thru Sat.

A complete U. S. Weather Map enabling viewers to see weather conditions throughout the nation. Special close-up map of the weather picture in the Washington area...projected forecasts and cartoon drawings illustrating weather conditions. 5 Minutes—Mon. thru Sat.

WILLIAM HOWARD M. PAUL, assistant radio director BBDO, Chicago, to Strauchen & McKim, Cincinnati, as radio-TV director, effective Aug. 21. Was with WLS Chicago, WTMJ Milwaukee, WLCI Cincinnati, and W. D. Lyon Adv., Cedar Rapids, Iowa.

WADE BARNES, Thesaurus and syndicated sales manager RCA Recorded Program Service, to Foote, Cone & Belding, Houston, as account executive.

FRANKLIN SCHAFFNER, CBS-TV, to Kenyon & Eckhardt, N.Y., as director Ford Theatre program on CBS-TV. ROBERT PEYSON, CBS-TV, to K&E as production manager for show. GARRETT MONTGOMERY, head of TV for agency, named executive producer for program, and LOIS JACOBY, writer, appointed script editor.

JAMES BACHARACH, Ruthrauff & Ryan, N.Y., to Victor A. Bennett, N.Y., in copy department.

TOM JOHNSTON, promotion manager U.S. Camera Magazine, to Cecil

Represented Nationally by ABC Spot Sales

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.
& Presbrey, N.Y., to direct promotion and publicity on two new agency shows, The Amm-t-Dent Mystery Playhouse and Sylvania Electric's Beat the Clock, both on CBS-TV.

RICHARD ESPY to account staff Walde & Briggs, Chicago, from Glenn, Jordan & Stoetzeln, Chicago.

WINSTON O'KEEFE, producer Ford Theatre on CBS-TV for Kenyon & Eckhardt, N. Y., last year, to Ruthrauff & Ryan, N. Y., as executive producer on New Dodge-sponsored American National Theatre & Academy Show, starting Oct. 1 on ABC-TV.

WALTER SELOVER, Table Products Co., S.F., to Foote, Cone & Belding, S.F.

JEAN PAGE named assistant to EDMUND J. SHEA, radio-TV director, James Thomas Chirurg Co., N.Y.

MARC DANIELS, Kenyon & Eckhardt TV director, to director, Nash Air Flight series on NBC-TV, Wed., 9:30-10 p.m. Agency: Geyer, Newell & Ganger, N. Y.

GAEL DOUGLASS to Long Adv. Service, San Jose, Calif.

JOHN VAN HORSON, vice president and treasurer Kaster-Chesley-Farrell & Clifford, N.Y., to Biow Co., N.Y., as vice president and account supervisor working with Procter & Gamble brand group.

WILLIAM McNAMEE, Continental Can Co., to American Assn. Adv. Agencies, N.Y., as member of executive staff and assistant to KENNETH GODFREY, senior executive in charge of media operations and research.

JOSEPH HOFFMAN to McCann-Erickson, Chicago, as senior copywriter. Was with Henri, Hurst & McDonald and BBDO, also Chicago.

NORMAN MALONE & Assoc., Akron, Ohio, elected to American Assn. of Advertising Agencies.

FRANK BRUGUIERE, Biow Co., S.F., resigns. No future plans announced.

RICHARD SPITZER, Sawyer-Ferguson-Walker Co., S.F., to U. S. Marines as 1st Lieut.

Network Accounts
(Continued from page 10)

fornia stations, Mon.-Sat., 7:30-7:40 a.m., P.D.T. Contract for 52 weeks. Agency: Davis & Co., L.A.


Adpeople . . .

BARNUM COOLIDGE, advertising manager Goebel Brewing Co., Detroit, appointed assistant to FRITZ C. HYDE Jr., vice president in charge of company's West Coast operation. ARNOLD C. GRAHAM, associate director advertising, public relations Liebmann Breweries Inc., N. Y., succeeds Mr. Coolidge, effective Sept. 1.

WILLIAM L. DYE, account executive, Young & Rubicam, Chicago, to Liebmann Breweries Inc., N. Y., as advertising manager.

FRED S. McCARTHY, sales promotion director, Jones & Frankel Co., TV producers, to Westinghouse Television and Radio Division as advertising and sales promotion manager.

JOHN A. DRAKE, manager market research Norge Division, Borg-Warner Corp., to director of marketing; GLENN T. THOMPSON, Hotpoint Inc., to manager market analysis for B-W.
3 WINNERS
in
WASHINGTON
(One at a time or any combination)

Bill Herson
Conducts "Your Timekeeper" from 6:00-6:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood
Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters
Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

\[ \text{FIRST IN WASHINGTON} \]
WRC 5800 Watts - 980 KC
Registered by NBC SPOT SALES

\[ \text{DURING the 287 days of World War II combat he spent in Europe as a tank sergeant, Gene Amole gained an intimate knowledge of the continent. Putting that knowledge to use, Mr. Amole came up with an idea for an unusual experiment by a small broadcasting station—KMYR-Denver. As conceived by Mr. Amole, m.c. of KMYR's 'Man on the Street' show, the experiment was a three-year success story. It let the "man on the street" in Denver know what the "man on the street" in 13 foreign countries was thinking about; brought new business to a savings and loan association, and also stepped up the firm's prestige.}

Mr. Amole discussed his idea of a trip abroad with Al Meyer, manager of KMYR, and they then conferred with MacGruder-Bakewell-Kostka Inc., one of Denver's leading ad agencies. The agency took the plan to its client, Empire Savings & Loan Assn.

It was decided to sponsor Mr. Amole daily, Monday through Friday, for some 60 recorded programs that were to be airmailed to Denver from abroad. In addition, more programs were to be locally produced on Mr. Amole's return, from material gathered on the trip.

Leaving in mid-May, Mr. Amole took with him a tape recorder and the barest essentials.

Two weeks after he left, KMYR began airing his efforts at 6:45 p.m. each weekday evening. Station spots, newspaper ads, radio log listings and taxi bumper cards were used to plug the show. In addition, Mr. Amole started producing a series of weekly articles on his experiences for the Sunday feature section of the Denver Post.

Combination of the show's unusual idea, plus the heavy drum-beating, fulfilled all expectations.

KMYR and the advertising agency officials reported mail response indicated a higher listener percentage on KMYR despite the small local station's competition with four network outlets. Notwithstanding the show's expense, it was branded an unqualified success by Bel F. Swan, president of Empire Savings, and Joseph W. Palmer, radio director for MacGruder-Bakewell-Kostka.

\[ \text{IF YOU WANT N. B. C. WITH A TERRIFIC BEST MONEY BUY THEN BUY W B R E} \]

Wilkes-Barre, Pa.

WBRE is the first station in Pennsylvania's Third Largest Market Area (Wyoming Valley) and nighttime is first station in northeastern Pennsylvania.

Write or Call Collect for Details

\[ \text{BROADCASTING • Telecasting} \]

\[ \text{Page 14 • August 21, 1950} \]

\[ \text{Selling deep freezers to Eskimos may qualify, theoretically at least, as the toughest conceivable chore in a salesman's book, but Donald Ralph Cooke once "sold" radio to a bakery which had long closed the door on agency staffers who tried to open a wedge on behalf of the medium.}

Don converted the bakery into a satisfied radio client about six years ago—"certainly the most gratifying deal I have ever made"—while on the staff of W. E. Long Co., Chicago, which later embarked on a campaign to specialize in bakery accounts.

Don himself moved into the station representative field with William G. Rambeau Co., and in March 1946, together with his brother, Jack, established the representative firm which today bears his name—Donald Cooke Inc.

This was selling "on the ground floor"—it augured representation of Canadian radio stations in the U. S. for the first time. Today, with headquarters in New York (Continued on page 18) \]
in charleston west virginia

one will get you more than all the other four

wchs
In Northern California

KNBC delivers 28 markets
the largest newspaper delivers 8

California now ranks second in population in America, up from fifth place in only ten years. The 1950 U. S. Census confirms that California is America’s fastest growing state. It’s the number two state in any advertiser’s national planning.

Among all advertising media in northern California, only one outlet delivers every city, every county, every rural community. That outlet is radio station KNBC, San Francisco.

In the 28 individual markets of 10,000 population or more in Northern California, KNBC delivers 25% or more of all the families in every single city. The largest newspaper in the area delivers 25% or more of the families in only eight markets. In every city at least twice as many people listen to KNBC as read the largest newspaper.

To reach all the northern markets in America’s number two state, your only choice is KNBC.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
<table>
<thead>
<tr>
<th>City</th>
<th>KNBC Penetration**</th>
<th>Area's Largest Newspaper's Penetration % Daily</th>
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<tbody>
<tr>
<td></td>
<td>% Daytime</td>
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<tr>
<td>California</td>
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<td>San Francisco</td>
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<td>Marysville</td>
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</tbody>
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**Source for KNBC penetration: BMB Study No. 5, March 1949. Percentage of total families in city listening to KNBC.**

*Source for newspaper penetration: Audit Bureau of Circulations, September 1949. Percentage of total families in city reading this newspaper.*

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC Spot Sales, New York 20, N. Y. You will find that stations represented by NBC Spot Sales deliver more markets with deeper penetration than any other advertising medium.
Mr. McCoy

He was made chief engineer in 1929. Celebrating his 25th year (Sept. 12) with the stations, Mr. McCoy is busily engaged in the study of television which he can put to use when WHJB adds TV operation to its activities.

Bill Henry, veteran MBS newsmen, celebrates his 28th year on the air today (Aug. 21). A news broadcaster since August 1923, he has won the National Headliners' Club award both in newspaper and in radio. The radio award came last year for his broadcasts of summer Olympics in England.

Jim Alderman, head of the WRR Dallas news department and member of the staff for the past seven years, has entered his 21st year as a newscaster. He entered radio in 1929 at KFJJ Fort Worth and later served at WCKY and WLW, both Cincinnati.

MBS' Count of Monte Cristo celebrated its sixth year on the air Aug. 16.

WPAD Paducah, Ky., celebrated its 20th anniversary on Sunday (Aug. 20). Highlights included several CBS network shows saluting the station and a party given for the staff and friends at the White House Club.

KMTV (TV) Omaha will celebrate its first birthday Sept. 1.

Strictly Business

(Continued from page 11)

and other offices in Chicago, Los Angeles, Cleveland and Detroit, the organization numbers American and Canadian outlets among its not inconsiderable list of clients.

It was perhaps inevitable that Don should take the initiative along this line. He was born in Montreal, Quebec, on Aug. 19, 1917, moving to Toronto, Ont., a year later. He won the Canadian Intercollegiate Boxing Championship at college with sparring qualities which presumably have stood him in good stead in bouts with recalcitrant clients-to-be.

Sold the Hard Way

He tackled selling the proverbial hard job—door-to-door—"a fairly confusing situation" considering he encountered both French and English speaking people, he recalls.

Don attended college at Western U. in London, England, then joined the Canadian Army for three years service with the rank of first lieutenant. After his discharge in 1944, he came to the U. S. and joined WDEL Battle Creek, Mich., as a commercial salesman.

Three months later he went to Chicago where he became affiliated with W. E. Long Co. and engineered the bakery firm deal. The client certainly got his worth in weight (of talent), not to mention sales value. Don prevailed on the bakery to sign up Dick "Two-Ton" Baker, a Chicago piano-and-patter favorite, who, to put it mildly, "tips" the scale. The show was promptly used as a test on KBUR Burlington, Iowa.

Client "Impressed"

The client was "impressed" with the quarter-hour show Don auditioned for him and decided to give radio a "chance." That "baptism" took place some six years ago and today the client is one of radio's most consistent sponsors.

Leaving the agency, Don worked for William G. Rambeau Co. for about 10 months before joining brother Jack in the radio representative venture. The organization represents well in excess of 50 U.S. stations, in addition to the 25-plus station Quebec French Radio Group.

Don is a member of the American Television Society and Radio Executives Club of New York. He is fond of music and collects records, and is an avid boxing and baseball fan, interests cultivated through television. Don and his wife, Mae, have a son, Don Jr., 4½.

KFDD Nampa, Idaho, has completed 25-seat radio theatre addition to its building at 1024 12th Ave. S.
DO YOU HAVE SOMETHING TO SELL TO THE RADIO INDUSTRY?

If so, you'd never send out a salesman who didn't know the market—and thoroughly—would you?

Consider this. There is no advertising agency throughout the length and breadth of America that knows broadcasting so intimately, so thoroughly as O'Brien & Dorrance. There is no other advertising agency whose principals have been station managers, broadcast engineers, network promotion directors, radio trade association officials, successful radio executives.

There is only one agency that has helped in the growth of Broadcast Advertising Bureau. There is only one agency that has the greatest number of station and radio rep clients. There is only one agency that is best geared to bring greater profits to equipment manufacturers, regional networks and individual stations.

Competition is rough today—and getting rougher. If you aren't advertising, the odds are against you. If you are... then you need the hardest-hitting, best equipped agency, skilled in radio promotion, merchandising, trade ads, publicity.

In two words, you need...

O'BRIEN & DORRANCE, inc.
160 EAST 56TH STREET, NEW YORK 22, PLaza 9-5120

AME among those who have been served
by O'Brien & Dorrance, Inc.)
Here are the facts:

**WGY's** total weekly audience is 2½ times greater than the next best station *day and night.*

**WGY** has 40% more total audience than a combination of the ten top rated stations in the area.

**WGY** covers 54 counties daytime — 51 at night. The next best station covers 14 day — 13 night.

**WGY** has almost twice as many counties in its *primary* coverage as any other station in the area in its *entire* coverage.

**WGY** has 9 counties in its primary area which are not reached at all by any other Capital District station.

**WGY** — and only **WGY** — can deliver audiences in 21 major metropolitan markets with coverage in 5 northeastern states.

*Source Broadcast Measurement Bureau Study /2, Spring 1949.

All in all, your best dollar for dollar value is **WGY** covering more markets — more audience — with more power than any station in its area — at lower cost than any combination of those stations to reach the 21 markets.

---

**Marketbook Scores Again**

**EDITOR, Broadcasting:**

To me the Marketbook has become the buyer's bible. Your latest one belongs with the classics — the most complete compendium of information in the business.

Carlos Francz
General Executive
Kudner Agency
New York

**EDITOR, Broadcasting:**

Features I find indispensable in the Marketbook are many, but the main ones are the map, which I use each year to complete buying for our football network; the metropolitan area figures, more complete than other statistics which give only city population rather than that of the entire trading area; the maps in front of state section, and, of course, the Spot Rate Finder, which makes it possible for us to give fast quotations.

Kay Kennedy
Media Director
Olian Advertising
Chicago

**EDITOR, Broadcasting:**

Many thanks for the Broadcasting Marketbook.

We use this constantly because it summarizes all of the latest statistics necessary for station coverage.

Lloyd George Venard
The Taylor Co.
New York

**EDITOR, Broadcasting:**

We have always thought the Broadcasting-Telecasting Marketbook was terrific, and this year it is even better than previous issues. The first day I got it I was in a tight spot for some availabilities and found the information I wanted in the Spot Rate section. That will save us a lot of time.

Scott Keck
Radio-TV Director
Henri, Huret & McDonald
Chicago

**EDITOR, Broadcasting:**

I didn't think it was possible to improve the 1949 Broadcasting Marketbook and Rate Finder but I'm amazed to see the 1950 one is much better.

Stanley Pulver
Timebuyer
Dancer-Fitzgerald-Sample
New York

**EDITOR, Broadcasting:**

Here's something [Marketbook 1950] that belongs on my desk. It puts at the fingertips all the information we need in placing a campaign.

William F. Sigmund
President, Wash. Ad Club
Creative Director
Henry J. Kaufman & Assoc.
Washington

**EDITOR, Broadcasting:**

The Marketbook again this year is swell. It saves me a lot of time which I used to need to collect various data. It's a fine job.

Mildred Dudley
Media Director
LeValley Agency
Chicago

**EDITOR, Broadcasting:**

I consider the Marketbook a very handy reference work. As a matter of fact, when I first opened it I found the answer to a problem regarding some of our stations which had been puzzling me for two days. That answer will result in some business for us. The breakdown on spot rates is very useful, as buyers can get a quick picture of a station's rate structure, power and the rep.

Tom Peterson
Chicago Manager
The Taylor Co.

**EDITOR, Broadcasting:**

Your Marketbook, with its new 1950 figures on all of the counties across the country, has been of inestimable value to us in laying out our national county-by-county sample, according to latest population shifts.

The population and radio family data, combined with the individual state maps, give us the material in exactly proper form for our purposes.

Congratulations on a very useful and up-to-date job.

James W. Seller
Director
American Research Bureau
Washington

**EDITOR, Broadcasting:**

Have not yet had a chance to use the new Marketbook, however, on my first examination it looks like the usual comprehensive and thorough job that Broadcasting has done in the past.

Frank Silversmail
Chief Timebuyer
BBO
New York

**EDITOR, Broadcasting:**

The Marketbook offers excellent statistical matter which will be of (Continued on page 97)
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

Are you leaving a 3-billion-dollar market behind you? One with more people than Los Angeles... greater food sales than Philadelphia... twice the total retail sales of Cleveland?*

You are, if you expect to cover the Beeline with San Francisco or Los Angeles radio. Because the Beeline — California's vast inland plus western Nevada — is geographically independent of the Coast. And Beeliners naturally prefer their own, on-the-spot stations to remote Coast stations.

Make sure, then, you schedule the five BEELINE stations. Each of these on-the-spot stations gives you top coverage in its own rich part of the Beeline. Together, they blanket the whole market. Choose best availabilities on each station without line costs or clearance problems. Combination rates.

*Sales Management's 1950 Copyrighted Survey

Here's what you should know about KFBK

The Sacramento Bee Station

(50,000 watts — ABC)

Delivers solid coverage of whole 21-county billion-dollar Sacramento market. New BMB shows KFBK's 1946-49 audience increase as 49.3% daytime, 49.2% at night, with 32.5% growth in radio families. Has lowest cost per listener in its area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO. National Representative

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
5000 watts, day; 1000 watts, night
360 kc.

KERN
Bakersfield (CBS)
1000 watts 1440 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 680 kc.
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
FALL: ONWARD & UPWARD

A SAMPLING of authoritative opinion among networks, station representatives and advertising agencies in New York, business capital of the radio industry, last week turned up unusual optimism about the immediate future of radio.

A survey of business prospects by Broadcasting showed that, overall, radio advertising volume this fall is destined to equal and probably exceed the levels of last year.

Broadcasting talked with scores of industry leaders whose combined opinions add up to the forecast that spot business this fall will definitely be bigger than it was in the autumn of 1949 — by probably 10% — and that network volume promises to match last year's level and perhaps better it.

A compilation of fall business that had actually been sold by the four national networks by mid-August showed that the networks as a group were within 10% of reaching the volume of advertising actually on the air in October 1949. With a month and a half to go before the fall season was full upon them, the networks were virtually assured of selling enough accounts to overcome the 10% difference in position as of this fall season's rise above the 1949 volume.

Spot Record Seen

Among both buyers and sellers of time there was an agreement that spot broadcasting was headed for a record level. If the forecasts proved correct, 1950 would turn out to be the best fall year in the history of spot radio, exceeding last year's total of $112 million net time sales by an appreciable margin.

It was doubted that anything short of full-scale war would disrupt the predictions for a period of high revenue immediately ahead.

Indeed the spot radio business especially had profited by the sudden turn in the international situation. News programs, which before the events in Korea had sometimes been a drug on the market, were in sudden demand by sponsors.

Station representatives in New York reported renewed client interest in buying news programs on a spot basis, and they anticipated heavy investments in such shows by fall.

Audience ratings figures in the period since the Korean intervention show that radio listening, even in television areas, has increased considerably not only to news programs but to other shows as well.

As an executive of one advertising agency, historically a heavy investor in television, put it: "... the Korean War has given radio a second chance. ... Present indications are that radio will remain a powerful instrument for some time to come."

An executive of another agency said: "Because of the uncertain international situation our radio prospects are stronger than they normally might have been; particularly there is more interest in news shows.

With the general levels of radio listening up, radio broadcasters were provided with another load of ammunition—not that a whopping supply was not already on hand—in their defense against the campaign launched a month ago by the Assn. of National Advertisers for a reduction of radio rates.

The network executives said that advertisers would spend as much money in radio this fall as they had last year — perhaps more — indicated that their outlook was not being supported in the way that would be most effective: The withdrawal of advertising expenditures in radio.

* * *

TEMPERING all the cheery forecasts, however, is the possibility that full-scale war might upset the whole broadcast advertising cart. Prophecies are rare who will belittle this danger but at the same time most of those who watch the broadcast advertising business feel reasonably confident that panic is not imminent.

Main effect of the international crisis has been to stimulate listening to most types of programs, particularly newcasts. Even in TV areas there are plenty of signs that listening is on the upgrade.

At the time of this nationwide round-up it appeared that the rate-reduction campaign of the Assn. of National Advertisers has not caused any advertiser to quit buying air time. If the ANA effort has hit anywhere, the evidence was not uncovered.

All talk about fall and winter business returns inevitably to spot. Representatives report that there was no serious summer slump in spot. They add that spot prospects for the coming months are unusually good, judging by the buying already under way. Such products as cold remedies, cigarettes, candy and foods are actively hunting availabilities and signing contracts. Even automotive interest is apparent despite war fears.

NEW YORK is generally optimistic (this page). So is Chicago, though signs of a tightened economy are noted in some quarters (page 25).

As usual the West Coast is cheerful and some prophets go so far as to predict 1951 will be even better than 1950. The appliance industries cause the most worry on the Coast (page 26).

In the Pacific Northwest the outlook for spot business is good but much war uncertainty (page 27). Adver-

ingers who sponsored 245 network programs during October 1949, with business signed by mid-August of this year for airing this October shows an advantage for last year, but not such a large one that it cannot be overcome by hard selling in the weeks ahead.

Records (tabulated on page 25) show a total of 137 advertisers already contracted to sponsor 245 network programs during October 1950, compared with 166 advertisers who sponsored 235 network programs in October 1949. Total number of sponsored hours aired by the four networks in an October week last year was 215 hours and 42 1/2 minutes. Sponsored time already signed for this October adds up to 194 hours and 42 1/2 minutes.

These time totals do not include either the World Series, which is an annual one-week only event, nor political business, whose volume in this Congressional election year should far exceed last year's total. Neither do they include such business as Texas Co.'s sponsorship of the Metropolitan Opera broadcasts on ABC which is already under contract but which will not begin until the opening of the opera season in November and so could not properly be included in an October tabulation.

Individually, the networks show (Continued on page 21)
Fall Business
(Continued from page 23)
considerable variance in their 1949-50 comparisons of October business, it always being remembered that these comparisons may be appreciably changed in this year's favor by the time October 1960 has ended and its network volume entered in the records. CBS alone shows a gain in the number of commercial programs and the amount of sponsored time; the other three networks have to date lined up fewer commercial shows for, less time than they broadcast last October. Figures are:

No. of
Net- Sponsored Amount of
work Programs Sponsored Time
1949 1950 1949 1950
ABC 70 41 51.00 28.30
CBS 95 99 73.02 1/2 80.27 1/2
MBS 38 31 22.25 20.00
NBC 89 74 69.15 65.45

Even if no new business were signed by the networks between now and October, the difference in dollar volume from last year to this year would be appreciably less than the above time comparisons indicate. Dollar volume is based on the number of network stations used as well as the amount of time, and the average size of the networks being used by sponsors this fall is well ahead of last year's average.

In spot broadcasting, an average of the forecasts by station representatives indicated volume this fall would be 10% bigger than it was last year.

Station representatives generally reported that this summer's business, contrary to the record of the summer of 1949, showed no appreciable slump, and the jump to fall business from this higher springboard was expected to reach new altitudes.

Among products whose fall investments in spot promise to be heavy are cold remedies that have already begun their buying for fall (Broadcasting, July 24).

Station representatives, who for a while feared that possible sugar shortages or increases in sugar prices would adversely influence candy and gum advertising, noted last week that sizable orders were coming in from Baby Ruth, Chuckles, Peter Paul and American Chicle.

A substantial increase in spot advertising by cigarettes was also noted. Among those mentioned were Lucky Strike, which has bought spot schedules in 20 big markets, Kools, Pall Malls and Spuds.

Coffee brands, both regular and instant, were reported to be showing increased spot activity. Food products generally were said to be in line to maintain high level advertising.

One of the businesses from whom national representatives expect a unique windfall is magazine publishing. The representatives have been advised that publishers intend to use spot widely this fall to promote circulation and thus justify the recent advertising rate increases many of them have announced.

Automobile Plans
Some doubt has prevailed as to the advertising plans of automobile manufacturers who face possible curtailment of passenger car production in the event of an expanded rearmament program. But Pontiac just announced announcements in numerous markets for September and October, and other motor makers reportedly are considering spot campaigns.

Station representatives were careful to point out that the anticipated increase in total volume of spot business did not mean that every station would experience similar increases in its spot volume. Some radio stations in television markets may suffer decreases, it was said, although in even the

(Continued on page 54)

*One Time

<table>
<thead>
<tr>
<th>Gross Time Charges</th>
<th>October 1949</th>
<th>No. of sponsors per week</th>
<th>Hours per sponsors 1949</th>
<th>1950 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>P. O. D. Stores</td>
<td>$41,297</td>
<td>ABC 273</td>
<td>1949</td>
<td>1950</td>
</tr>
<tr>
<td>Alberta Prods. Co.</td>
<td>$6,154</td>
<td>ABC 164</td>
<td>1949</td>
<td>1950</td>
</tr>
<tr>
<td>A. F. F. of Amer.</td>
<td>$3,948</td>
<td>ABC 36</td>
<td>1949</td>
<td>1950</td>
</tr>
<tr>
<td>Amer. Bakeries</td>
<td>$3,621</td>
<td>ABC 105</td>
<td>1949</td>
<td>1950</td>
</tr>
<tr>
<td>Continental Baking</td>
<td>$2,571</td>
<td>ABC 25</td>
<td>1949</td>
<td>1950</td>
</tr>
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<td>American Bird Prods</td>
<td>$2,354</td>
<td>ABC 15</td>
<td>1949</td>
<td>1950</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$2,354</td>
<td>ABC 15</td>
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<td>American Tobacco Co.</td>
<td>$2,354</td>
<td>ABC 15</td>
<td>1949</td>
<td>1950</td>
</tr>
</tbody>
</table>

Network Clients for October 1950
With Comparison Against Placements in October 1949

<table>
<thead>
<tr>
<th>Net- Sponsored</th>
<th>Amount of work Programs</th>
<th>Sponsored Time</th>
<th>1949 1950 1949 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>70 41 51.00 28.30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>95 99 73.02 1/2 80.27 1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBS</td>
<td>38 31 22.25 20.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>89 74 69.15 65.45</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued from page 56)
Short-Term Buying Prompted by War

MIDWEST CLIENTS are playing a short-run advertising game because of fluctuating elements in the industry itself and unstable factors in the tightening U. S. economy, both complicated by rising temperatures in the "cold war."

Watching and waiting again this year, advertisers are planning media schedules for the balance of 1960 and the first quarter of 1951, only occasionally up to June of next year.

Short-run schedules are being placed in broadcasting media because (1) TV continues its fast growth though threatened with an extension of the freeze and limitation of facilities; (2) TV program and spot time is grabbed up by agencies as soon as it becomes available; (3) AM networking, affected adversely by television in major markets, is giving way to national spot in many instances; (4) good AM spot availabilities are rare, especially news show adjacencies. These are reflections of the internal workings of the industry.

Other Questions

Outside the advertising realm are additional factors which concern advertisers and their agencies: (1) possible governmental levy of higher corporate taxes; (2) the off-effects of control of prices and profits, along with wages; (3) growing shortages in supplies of basic goods—steel, grain, sugar, zinc, copper; (4) continued raids on food and appliance stocks by consumers, despite nationwide efforts to stop hoarding; (5) soaring living costs, which inevitably lead to more careful buying on the consumer level.

Although radio and television contracts span a shorter period this year than last, aggregate billing is expected to better 1949 figures. AM-wise, Midwest radio people predict spot business will skyrocket. Advertisers presumably are turning even more to spot radio because (1) it offers a comprehensive coverage pattern, equaled by TV; (2) AM availabilities are easier to get on key stations; (3) advertisers can choose spot time and get it, whereas they can't on TV; (4) some network advertisers are switching to spot, claiming lowered listening and high cost on the networks, and (5) spot programming tends to be flexible, cheap and vastly effective.

Radio Families Rise

Chicagoans surveyed say an increasing number of radio sets are being sold, the number of radio families is on the upswing, radio listening has jumped anywhere from 25% to 50% because of keen interest in world and national news and stations are beginning to concentrate more on daytime programming, especially in TV markets.

Station men unanimously are drawing up plans for intensified sales and programming campaigns.

RADIO in the Southwest is riding a boom that may take on record proportions before it's over. That's the picture these hot, busy surrounding points as developed into a fall and wintertime

Southwesterners Voice Opinions...

Mr. Brimm Mr. Taylor Mr. McHugh Mr. Glenn Mr. Evans

Mr. Olin Mr. Connally Mr. Griffin Mr. Stewart Mr. Scott

Midwest Viewpoints on Fall Business...

Mr. Blink Mr. Holland Mr. Broby Mr. Cone Mr. Bolas

Mr. Rorke Mr. Blair Mr. Murphy Mr. Brokaw Miss Reuter

Broadcasting • Telecasting

August 21, 1950 • Page 25
The upward swing of business in the San Francisco Bay Area for the last 10 years will continue upward this fall and next year. This is the consensus among the best informed people in the Northern California radio field.

The optimism with which radio people in this area regard the coming fall, winter and spring seasons is unmatched by any previous year despite the uncertainties of the Korean war. These are the same people who predicted 1948 would be radio's peak year, and it was—the best Northern California had ever realized.

They said 1949 would top the 1948 peak of business. And it did. And now they're saying 1950 will end up better than either of the previous two years and 1951 is likely to be the best of all.

In previous years, when the area was facing the troubled readjustment out of the depression, there was an occasional trace of uncertainty in the predictions. This year, with possible return to war economy, none of this hesitation is noticeable.

Expect Banner Year

A Broadcasting survey of opinion in the area brought comments on 1950-51 possibilities ranging from "as good or slightly better" to "extremely good," and a "banner year," and a "banning," and the network stations and larger independents were more optimistic in their predictions than the smaller independent. The advertising agencies and station reps were no less cautious and the larger advertisers gave support to the predictions with announcements of continued heavy use of radio.

Most advertisers seemed inclined to make no change in their present budgets, at least until the results of the action in Korea take more definite shape. But there were many signs of new interest in radio among several large companies that have heretofore been light users of the medium or have ignored it altogether.

Only in such fields as appliances, automobiles and other hard goods was there any talk of curtailed advertising budgets. While there were few announcements or other indications from these industries themselves, it was generally felt by radio people that an expansion of the Korean war would bring both curtailed production and lower budgets in this field.

The most active fields, it was believed, would be beer, bread, jewelry, clothing (unless shortages develop) and some other food-stuffs. Banks, which have been light users of radio in the past, are readying big campaigns for the immediate future. Some of the larger wineries in the area, which have used radio heavily but erratically in the past, are contracting for large blocks of time on a steadier basis.

Western breweries have developed into one of Northern California's most active users during the past couple of years. To a large extent this can be attributed to television, although some of the more established beers have been steady radio users for years. But with advent of TV in San Francisco many non-radio users entered the television field heavily and have since spread to radio.

Gallo Wine, one of the largest in the area, has used radio in the past, is presently without an advertising agency and is looking for one to handle its account. Once signed with an agency the company plans a heavy schedule of both radio and TV advertising.

Ban of America, largest in the world, a casual user of radio in the past and a recent entry in the television field, is now buying sizeable amounts of air time and indications are the schedule will continue to be increased.

Local merchants in almost every field are showing new interest in radio advertising. This report comes particularly from the smaller independents who depend on local advertisers for a larger percentage of their billings. Jewelry stores are especially active although they seem more inclined to TV where their sparkling merchandise can be shown to advantage.

The big, steady and old radio users have shown no sign of cutting back—Standard Oil of California, with its Standard Hour, Standard School Broadcast and numerous news shows; Tide Water-Associated Oil Co., with its very heavy annual schedule of sports reports; Skippy Peanut Butter, with its Skippy Hollywood Theatre; Langendorf United Bakers, with its Red Ryder serial, baseball casts and dozens of local shows and spot schedules on the coast.

This is just a sprinkling of the reasons for the optimistic outlook in Northern California.

KNBC, the pace setter for Bay Area radio stations (its rates are highest) describes its business prospects as "excellent." John W. Elwood, KNBC general manager, said this prediction holds for both national spot and local business. "Contracts for fall and winter business are being signed about a month earlier than usual," he said, and requests for availabilities are running very heavy. A few ad

(Continued on page 33)

Far West Executives Look Ahead . . .

Miss Sands Mr. Cannon Mr. Mogge Mr. Coleman Mr. Bull

Mr. Ingram Mr. Smith Mr. Laws Mr. Temple Mr. Strotz

Mr. Laskey Mr. Hayes Mr. Elwood Mr. Grubb Mr. Partridge

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Los Angeles' Optimism Typifies Area Outlook

DESPITE a few doubts, feeling of western radio advertising spectrum picture is one of calm-waiting and With prevailing world conditions, optimism generally permeates the for the next six months. Over-all buyers and sellers of radio time are equally agreed that no one is likely to chart the broadcasting industry course this autumn. Too many conflicting elements enter into the picture.

Cross section of opinions from broadcasters, advertisers, agency account executives and timebuyers and station representatives reflect a variance of views.

Optimistic are station operators and their sales staffs. They base this on business on hand and inquiries for fall and winter availabilities. Station representatives, too, are cheerful.

Although there is some hesitation as to future plans by many advertisers, there are awaiting developments in the Korean war situation, agency executives report few cancellations or changes in schedules. Others report advertising clients increasing appropriations for spot radio and adding some for television. Several announced slashes in radio budgets with money diverted to video.

Agency people are optimistic, as a whole. Exception is in the electrical appliance industry which already has made cancellations felt where cooperative sponsorship is concerned.

Changes Possible

As the government puts restrictions on credit buying and critical materials and as industries turn to war work, all expect that changes are possible. Majority feel the changes will come in copy approach as well as in volume.

Uncertainty of prices, costs and incomes stands as a serious block to the confidence of the present high level of business activity, according to some industry figures. Without readjustments, marketing and advertising procedures will be uncertain.

Most station representatives report that business is good and, with knowledge of campaigns in the making, present indications point to a rise current for spot during fall and winter. The present war scare and increasing mobilization of industry were given by many sources as basic factors.

Several representatives believe that more national advertisers will pick spot radio on wider schedules as this sentiment at the moment is increases and puts newspaper and magazine space at a premium. It was further pointed out that many network advertisers who have cancelled for television will be using spot radio this fall in selected markets. Flexibility of spot, which need not be

(Continued on page 96)
EXCEPT for war uncertainty, Pacific Northwest prospects for business generally and radio in particular are bright, according to almost every advertising executive consulted by Broadcasting.

With Seattle not only a major port of embarkation and trade gateway to the Orient but also the home port of Boeing Airplane Co. (now employing 16,000 workers and expecting to hire additional thousands soon), the entire area is acutely sensitive to the possible externalities of the Korean war.

As a result, station and agency executives alike are loath to make firm predictions of fall and winter trends, even on their own established accounts. As Lincoln W. Miller, executive vice president of KXA Seattle, put it: "I'd need a crystal ball twice as big as last year's. The situation is about comparable to that of World War II in its uncertainty."

Although he reported KXA's business better than last year's as of mid-August, with momentum in both local and national volume, there is what Mr. Miller described as "a legitimate state of indecision."

The view of most agency executives is typified by the comment of Wallace J. Mackay, partner in the Wallace Mackay Co., who observed that certain clients of the Seattle agency are faced with allocation of materials and will have to cut back production if it comes. They may, however, do institutional advertising. Mr. Mackay summarized: "Our whole policy will be determined by 12 guys sitting around a table in Moscow."

Shortage Effects

The possible shortage of raw material affects appliance dealers, and several large local retailers—a number of them substantial users of radio in the past—have delayed settling their long-range plans. Allocations of steel, glass, sugar, etc., would also affect food processors, a major industry in Washington state.

Despite the uncertainty, however, some radio leaders look forward confidently to a good season. J. Archie Morton, general manager of KJR Seattle, sounded the theme of optimism.

"The outlook for both national spot and local business looks good for the 1950-51 season in the Seattle, Tacoma and Western Washington market," he said. "National advertisers and their agencies seem impressed by this area's population growth as shown in the 1950 Census for example, where Seattle shows as the nation's 17th city. They also are impressed by the high average income available throughout this area."

"Local advertising volume should continue in increasing volumes because of increased payrolls occasioned by defense contracts in addition to the normal business caused by increased population. Evidences of the confidence of local retailers are the improvements and additions of many retail organizations such as Frederick & Nelson's new five-story addition, Bon Marche's Northgate store, MacDoughall-Southwick's improvements, etc. Certainly from KJR's viewpoint, the outlook is good."

More succinctly, but with equal optimism, Loren B. Stone, station manager of KIRO Seattle, commented that "prospects look swell." Aside from the anticipated volume of commercial business, Northwest radio's coffers—and to some extent those of television as well—will be swelled this fall with substantial orders growing out of the highly contested elections.

Political Radio

Warren E. Kraft, vice president and Seattle manager of Homig-Cooper, indicated that all the candidates who had retained his agency for advertising and promotion services would be using radio heavily both before the primary and for the general elections.

Similarly, Irving E. Stimpson, partner in Frederick E. Baker & Assoc., forecast an increase in radio business volume this fall as a result of the political campaign. Candidates of the Baker agency, he said, plan to use one-minute spots almost entirely. Candidates also are beginning to think about television as a possible campaign medium, though no plans have been made definitely yet, according to RADIO business is good everywhere in Canada. The SRO sign is out in many major market stations; selective or spot business has also leaped ahead; networks will have about the same number of commercial spots as last year; local business continues to increase; more agencies are doing radio business, and the international situation has not yet affected Canadian radio business.

This is the summary of a survey made of all the agencies, stations, station representatives, networks and transcription distributors. Business is good. There has been a slight increase caused by the Korean war situation, a few American imported network shows will not appear in Canada this season because of a switch in sponsors, but a number of new Canadian sponsors are appearing on networks.

Canada has not felt the impact of TV because there are no TV stations in Canada as yet, and Canadians living along the international border are the only ones who can look in on TV programs from U.S. stations. Nevertheless, the growth of TV has had a minor effect already in Canada: There is more use of spot programs, or as Canadians like to call them, selective programs. The transcription distributors in the news are doing a land-office business, and there is some slight increase in Canadian transmitted shows, particularly small quiz shows.

Radio Expansion

More agencies that had only dubbed in selling sponsors on radio, now have full fledged radio departments. Station men and former station representative salesmen are now in agency radio departments. One agency, Walah Adv., Toronto, has printed a small booklet with testimonials from stations all over Canada on the success they have had in selling capital consumer goods.

These new agencies in the field of radio are bringing new clients to the stations, a number with test campaigns or small spot and flash campaigns but primarily clients who go after the few availabilities on most stations. A number of accounts which have not been on the air for some years are reported by agencies as coming back this fall. Even the Canadian banks, which have been very stand-offish to radio to date, are reported as practically aboarding the medium, some banks having gone as far as picking program vehicles.

Banks that have already formulated an understanding to be interested mainly in institutional shows, with a limited amount of commercials on their services. Canadian bank advertising in general has been directed far as humanizing the institutions in the public eye. Radio fits into this public relations job, they now feel.

While a few big U. S. network

BROADCASTING & TELECASTING
Higgins to Bab

Named Interim Director

While NAB was starting to carry out board orders to set up a super-BAB with a potential million-dollar budget, William B. Ryan, NAB general manager, told the advertising and existing industry sales agency by appointing Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, as interim director of BAB.

Mr. Higgins will take office Sept. 1. The new and expanded BAB set up at the NAB board's special meeting early this month (Broadcasting, Aug. 20) will operate independently of NAB itself, with officers to be selected by this new corporation's directors.

The Higgins appointment is made with the understanding that the new corporation will be free to select its own director, as well as other officers. The new BAB corporation is to have a president in overall charge, NAB board having authorized Mr. Higgins to fill one of the largest names in the industry.

At BAB Mr. Higgins succeeds Maurice B. Mitchell, who last week joined the NBC sales organization. Assistant directors at BAB are Lee Hart and Meg Zahr.

Details of the proposed BAB corporation, slated to go into operation April 1, were explained at the NAB District 17 meeting at Seattle last week by Robert D. Svezey, WDSU New Orleans, NAB board member for TV and chairman of the board's BAB Comwm Com. (See story page 29.) This committee, which drew up the new BAB plans under Mr. Svezey's chairmanship, was reappointed at the recent NAB board meeting.

Incorporation papers for the new BAB, with its proposed million-dollar budget, are being prepared by Don Petty, NAB general counsel. The board project contemplates a $200,000 budget starting next April, compared to the present $168,000. For the first year 70% of NAB dues will go to BAB but after April 1, 1952, BAB is to be a completely independent corporation.

Joins Central States

Mr. Higgins' first important radio job was at Central States Broadcasting System (KFAB-KFOR Lincoln, Neb., KOIL Omaha) in 1938-42. At the same time he directed public relations at Creighton U., where he had received a B.A. degree in 1930. In 1940 he moved to NBC in Washington as sales production director.

Two years later he joined the Army Air Force serving in the United States and China-Burma-India theatre as a lieutenant. He now holds the rank of lieutenant colonel in the reserves.

After the war Mr. Higgins was named field representative and director of the Broaday Advertising Dept. under Frank P. Pellegrin, then director. Mr. Pellegrin, who had been considered as an appointee to the BAB vacancy but was not available, is national sales director of Transit Radio Inc.

In 1948 Mr. Higgins left NAB to become vice president and general manager and a member of the employe-employer relations committee and chairman of the education committee.

EXTRA LISTENING

Shown in Whan Survey

Important extra listening to broadcasts in multiple-set homes, particularly those who are using the radio, is revealed in the annual survey of Kansas state ownership and use conducted for WIBW Topexa by Dr. Forrest Whan, of the U. of Wichita.

With Kansas set ownership near saturation — 97.4% of all homes compared to 84.8% in 1940—the study shows that the multiple set ownership is increasing and that extra sets are used simultaneously in a sizable segment of homes.

The greater the number of sets owned, the more likely is the probability of the family using sets simultaneously on an average weekday, it was found. Two-fifths (39.9%) of Kansas families have more than one set in the home, over a fourth (27.7%) have two sets and 9.6% have three or more sets.

Auto Set Ownership

Half (49.8%) of all families have an auto set compared to 16.3% a decade ago, or 37.7% of all car owners compared to 20.8% in 1940. On farms with barns, 7.9% have a radio in the barn.

According to the survey, about 35% of all radio sets in a home use two sets simultaneously between two and three-quarters hours a day, with urban homes using the greater use of sets than farm homes.

"This additional half-hour to 45 minutes of listening on the part of the 37.3% of Kansas homes owning more than one set represents 'extra listening' not usually measured by radio audience research limited to analysis of the use of the 'family set,'" according to the survey. "It represents a sizable audience which should not be ignored in the future, an audience which increases in direct proportion to the increase in number of sets in the home."

In the four out of 10 homes that have multiple sets that are used simultaneously, each family uses a half-hour a day, two times out of three the sets are tuned to competing programs, according to the survey. This is described as the second most grave concern to all radio research.

Analysis of Kansas listening to car radio shows:

-Better than 6 of 10 women and 3 of 4 men (owning radio-equipped car) ride in these cars each weekday.

-Men are more likely to ride than women; urban owners more likely to ride than farm owners.

-Approximately half of the women and two-thirds of the men riders use the radio each day while driving, with listeners to programs other than the one to hear the car radio.

-About one-third of the women and nearly half of the men use the car radio within the first five miles.

-Nearly 6 of 10 women and 3 of 4 men riders use the car radio within the first 25 miles of their daily rides.

-Except for 3 of 4 riders use the car radio within the first 100 miles on a given day.

-The high daily use of the auto radio represents increased daily listening over pre-war years, when relatively few Kansas families had cars, it is stated. This is unmeasured listening in most radio research, it is added, and represents "plus listening" over station ratings given in the 1940 Kansas study.

Five per cent of Kansas farmers use the radio in the barn while milking, it was found. Of these, a third of men and half of the men believe radio is a "help" at milking time. A fourth of the women and a third of the men believe it results in an increased amount of milk.

Planned listening was studied carefully by Dr. Whan in the Kansas survey. It was found that fewer adults in 1950 actually plan their daytime work in order to hear a program than was the case in 1945, but more adults are able to plan their work to hear radio than was the case during 1945.

Planned Listening

About the same amount of planned listening takes place each weekday, with much less planning on Saturday and still less on Sunday. Farm women are more likely than urban women to plan their work in order to hear certain broadcasts, it was found. Women who have never attended high school are more likely than college-trained women to plan their daytime work.

The Kansas data show that both women and men were less likely in 1950 than in 1945 to "try to be home" to hear certain programs and that adults are more likely in 1950 than in 1940 to find it possible to stay home to listen to the radio.

About the same proportion stay home to hear programs Monday, Tuesday and Wednesday, but fewer try to be home on the other evenings of the week. Friday and Saturday drew fewer.
SUPPORTS SUPER-BAB

The New and much larger Broadcast Advertising Bureau project by the NAB board at its special August meeting [Broadcasting, Aug. 14] last week drew enthusiastic support from NAB District 17 members, opening the annual series of sessions at the Benjamin Franklin Hotel, Seattle.

Unanimous support also was given to the board's program for broadcast participation in the national defense program.

H. Quenton Cox, KGW Portland, long active in national and regional NAB affairs, was elected District 17 director to succeed Harry R. Spence, KXRO Aberdeen, Wash., who was ineligible to run again.

Mr. Spence, winding up an 11-year board career, was presented with a wrist watch in appreciation of his services.

With one exception the Monday-Tuesday meeting was marked by peace and harmony as a group of NAB officials launched the 17-meeting schedule. NAB President Justin Miller had to cancel his appearance at the last minute because of defense activity in Washington. William B. Ryan, NAB general manager, also was unable to take part.

Swezey Reviews BAB

Robert D. Swezey, WDST-TV New Orleans, presented the BAB project to the district at the Tuesday luncheon, appearing as chairman of the NAB board's BAB Committee. He gave up his vacation to attend several district meetings on behalf of BAB. Ralph W. Hardy, director of NAB's Government Relations Dept., described NAB's operations and plans for a membership drive. Lee Hart, BAB assistant director, conducted a sales clinic. Charles A. Bateson, NAB TV Dept. director, conducted a television clinic. Richard P. Doherty, director of the NAB Employee-Employer Relations Dept., discussed labor and station operation problems.

Resolutions adopted by District 17 were:

Endorsing the plan for a new super-BAB and commending it for favorable action by other broadcasters.

Endorsing an immediate NAB membership campaign.

Adopting "without reservation" the NAB board's resolution on radio's role in national defense.

Expressing appreciation for the services of Messrs. Spence, Swezey and Doherty, and the last Seattle broadcasters.

Arthur E. Gerbel, commercial manager of KJR Seattle, was chairman of the Resolutions Committee. Serving with him were Richard Brown, KPOI Portland, and L. W. Trommlitz, KEBG Eugene.

Sentiment of the delegates in favor of the new BAB was so strong following the presentation by Mr. Swezey that on motion of Rogan Jones, KPQ Wenatchee and KVOS Bellingham, the group unanimously endorsed the plan without waiting for the business session.

Hans Endorses

Before the vote, Saul Haas, president of KIRO Seattle, called the plan "a splendid step in the right direction," but indicated that until details are received he could not do more than endorse it in principle. Mr. Spence and Mr. Swezey explained this was all the board sought at this time.

Mr. Swezey prefaced his talk with the observation: "There are rumors that I am interested in a job with the new BAB. Just for the record, such is definitely not the case."

Later in his presentation, he read a telegram from NAB General Manager Ryan, announcing that Hugh M. P. Higgins, WMOA Marietta, Ohio, had been appointed BAB director (see story page 28). Mr. Higgins takes office Sept. 1, and Mr. Swezey described the appointment as an "interim" one, explaining that Mr. Higgins will fit into the new organization as the new BAB board may decide.

"Timely" Proposal

Mr. Swezey called the proposal for a new and larger BAB "timely" and "big enough for us, but not too big." Tracing the thinking of the board in recent months, leading to the latest decision, he reported: "We felt we could get industry support for the big deal."

The BAB committee has agreed that the budget should be larger than in the past, and that membership should not be held down to the NAB membership, but rather should be open to all concerned with selling radio. He cited the difference between the broadcasting industry at the present time, characterized by what he called "intramural bickering," and the publishing industry, which is busy "selling newspapers."

The threat of television to radio, he declared, "isn't quite as big as we make it. We've been scared out of our wits, thrown off our balance, by television."

Noting that radio is now in the doldrums, Mr. Swezey urged radio men to "pull ourselves together and come out fighting." Right now, he declared, "radio is the soft underbelly of media." While the Assn. of National Advertisers' report is vulnerable, in his opinion, it is significant that ANA proceeded against radio initially.

"Why do they pick on us? Because we're not prepared to defend ourselves. What we've got to have is a big, man-sized corporation that's in there working every day—planning, selling, selling, selling radio."

Cities Big Job

In response to a question Mr. Swezey said that one of the biggest jobs of the proposed new corporation will be to do direct selling of radio to the home offices of major national companies.

The one dissident note of the sessions was sounded Monday afternoon by Rogan Jones who spoke from the floor following Mr. Doer-ty's presentation to declare that NAB "needs to be torn down and rebuilt." Charging that the association has lost its grass-roots support, he referred to the present NAB leaders as "cookie pushers" who are running "a political marching and chowder club instead of a sales organization."

Mr. Jones also characterized BMI as "a colossal error."

An effective trade association needs a philosophy, Mr. Jones asserted, and NAB should be primarily interested in sales. "Let's like it to the NBDA rather than the British Embassy," he recommended. "Instead of a new brass-hat called a general manager we need a philosophy." Rising in immediate response, (Continued on page 10)

**SPEAKERS and program leaders at opening of NAB District 17 meeting at Seattle (l to r): seated: H. Quenton Cox, KGW Portland; Harry R. Spence, KXRO Aberdeen, retiring district director; Lee W. Jacobs, KBKX Baker standing, Richard P. Doherty and Ralph W. Hardy, NAB; J. Archie Morton, KJR Seattle, host committee chairman.**

**GROUP of delegates at NAB District 17 meeting (l to r): seated, Lou Gillette, KCM C MINIMINNE, Ore.; Dick Newman, RCA; Dick Brown, KPOJ Portland; Kay Cronin, CJOR Vancouver, B. C.; Harry Buckendahl, KOIN Portland; Dick Dunning, KHQ Spokane. Standing: Harry R. Spence, KXRO Aberdeen; Lewis Teegarden, Standard Radio; Walt Davison, Long-Worth; Ray Baker, KOMO Seattle; Jim Murphy, KIT Yakima; Bert F. Fisher, KXLE Ellensburg, Wash.; C. O. Chatterton, KWLK Longview, Wash.; John W. Kendall, Portland attorney; Chet Wheeler, KWIL Albany, Ore.; Ted Cooke, KOIN Portland; Jimmy Dunlevy, KYJC Medford, Ore.**
RADIO'S DEFENSE ROLE

Officials Confer

Suburb Growth

Rapid suburban expansion in the nation's 12 largest metropolitan centers, exceeding the growth of central city areas, is reflected in pre-preliminaries tabulations of the 1950 population count and the 1948 business census. This fact was revealed in a report on retail trade expansion made public Friday by Census Director Roy V. Peel.

Of the total population gain the last decade of 6,524,834 in the nation's largest metropolitan areas 28% or 1,834,997 took place in the dozen largest central cities and 72% (4,689,837) in their suburban metropolitan areas.

Combined 1950 population of those cities—New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, St. Louis, Cleveland, Washington and Baltimore — is 23,083,449 or 55% of the 12 metropolitan areas.

The total for the remainder of the suburban areas outside these 12 cities was 45%, or 18,997,744, of the whole area. In 1940 the ratio was 44%.

Preliminary census figures also showed that of the nation's 1948 retail sales volume of $130.5 billion, 25% or $43.9 billion was conducted by stores in the 12 top metropolitan areas. Using the same cities, the 12 accounted for 64% of their metropolitan area, while stores in suburban centers handled 36%. The ratio in 1939 was 67% to 33%.

* * *

POPULATION AND RETAIL SALES GAINS

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Population 1950</th>
<th>Population 1940</th>
<th>Retail Sales (add 000)</th>
</tr>
</thead>
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<tr>
<td>New York Area</td>
<td>12,835,142</td>
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<td>New York City</td>
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<td>Chicago City</td>
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<td>Boston Area</td>
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CASTING, Aug. 14], that television would not interfere with radar operation unless obsolete World War I equipment operates on frequencies affected by TV, is used during an emergency.

The confusion was somewhat clarified last week by an Air Force official who said that the present emergency radar network would be utilized only on a permanent one, and that the possibility is possible that television has had some effect on current operation involving what may soon become obsolete material.

The new proposed network, which will cost the Air Force an estimated $50 million for facilities and sites and alone and millions of dollars for the overall project, presumably will entail use of either VHF or UHF frequencies designed not to conflict with TV operation.

The present network, consisting of two defense rings, extends across the Canadian border and at least halfway down the Atlantic and Pacific Coasts, and also protects specific industrial cities in the Northeast, Central and Northwest.

Interference Scored

A question of interference also has been scored by Col. Pitts, who thought it possible that the Navy may have encountered instances where TV conflicted with its navigation aids and fire control.

He said it was common knowledge that frequencies were used during World War II and felt that most of the equipment while perhaps out of use now, would be considered outdated in modern warfare save only for extreme emergency purposes.

With respect to the Air Force Aircraft Warning System, Col. Pitts felt that high-power AM stations would comprise the contemplated key warning networks "because they are cheaper," but added that FM facilities would be considered outdated as "possibilities." Television's line-of-sight transmission was also mentioned as a vital factor.

STEFFNER RESIGNS

To Form Firm With Oxfarar

WAYNE R. STEFFNER, sales manager of KNX Hollywood and Columbia Pacific Network, resigns effective Sept. 1. He will join Frank Oxfarar who leaves Hunt to operate Oxfarar Advertising manager on that date to form Oxfarar-Steffner Productions Inc. New firm will create and package radio and television shows.

Robert C. Smith

ROBERT CLANDISH SMITH, 97, dean of the Canadian advertising fraternity and head of R. C. Smith & Son, Toronto advertising agency, died at Toronto Aug. 14 after a long illness. He is survived by his widow and four sons and two daughters, one of whom, Adam, carries on the agency.
McFARLAND BILL

PROSPECTS of early House action on the Senate-passed McFarland Bill (S 1973) appeared uncertain last week, though Chairman Dwight L. Rogers (D-Oklahoma), head of the House Commerce Committee’s radio subcommittee said his group hopes to begin consideration of the measure this week.

Rep. Rogers saw “a possibility” that work on the bill may be completed in time to report it to the House by early September, current legislation deadlines being about four weeks away. Otherwise, he conceded, there could be no hope for action unless the House should decide to take up business at some time during the “recess.”

Observers believed, however, that Sen. E. W. McFarland (D-Arizona), sponsor of the bill, would re-introduce it in the next session if it should be allowed to die in this one.

The bill, redesigning FCC procedures, has already been passed twice by the Senate. Its House backers were issues rather than any leadership—another factor which might expedite action at the current session.

The House committee staff meanwhile was at work attempting to reconcile differences between the bill and the views expressed by its opponents—primarily the FCC.

Amendments Needed

Sen. McFarland in a letter released last week to Rep. Crosser (D-Oklahoma), chairman of the House Interstate and Foreign Commerce Committee, asserted belief that amendments to the 1954 Communications Act are “long overdue, and that some of them are particularly essential now in the face of our defense effort.”

If he did not feel the bill should be regarded as “particularly personal to me,” its provisions “almost without exception” are the end product of some 10 years of hearings and studies conducted by both your own House Committee and our committee,” he said.

“I hope and I know that your able committee will give the matter the careful and speedy consideration it deserves and will come out with the right answer,” Sen. McFarland observed. His letter was sent when other developments made it impossible to accept Rep. Crosser’s invitation to appear personally before the committee.

House Hearings Complete

The House hearings—held before the full committee but with Rep. Rogers designated by Chairman Crosser to preside—were completed Monday, Sept. 19, and are expected this previous week [BROADCASTING, Aug. 14]. Virtually all of the sessions were devoted to testimony by FCC Chairman Wayne Coy detailing the Commission’s objections to most of the basic provisions of the measure.

In addition to Chairman Coy’s testimony, however, the committee heard or received written statements from the following in addition to statements filed the preceding week:

- WJB and CBS approved the measure, reiterating the endorsements they gave during Senate committee hearings in 1949 [BROADCASTING, June 20, 1949].
- Gordon P. Brown, of What Rochester and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the pending Sheppard Bill (HR 2787) which would license networks. He particularly urged that stations be allowed to negotiate with advertisers for permission to rebroadcast their network programs—another feature of the Sheppard Bill.

Justice Objects

- The Justice Dept. repeated its opposition, also expressed during the Senate hearings, to sections of the McFarland Bill which it felt would remove existing deterrents to “monop- olistic activities and tendencies.”
- On behalf of the Federal Communications Bar Ass’n, Washington Attorney Arthur W. Babcock pointed out that the bill, as filed, would nullify its prior support of the bill, particularly its provisions limiting the right of Commission consideration of applications with staff members about contested cases except in “open court.”
- Former FCC President Guilford Jameson, who presented FCB’s views in the Senate hearings, said his 1949 objections had been answered by the Senate and accepted by FCC, and that he could “go along with FCC” on deletion of portions of the bill that “in his examinations of intermediate reports by anyone except Commissioners and their legal assistants,” he suggested, however, that his original language be employed to insure that the examiners make their initial decisions independently.

FCC Chairman Coy, under further questioning at Monday’s windup session, meanwhile told the commission’s staff members that he was concerned with a station’s commercial-sustaining ratio, so long as the station serves the needs of its community.

He said a station’s programming might be 90% or 95% commercial, for example, and still serve community needs “quite well,” while another might only be 30% commercial and do a “lousy” job. In fact, he added, a station whose programming is only 30% commercial creates concern for its ability to finance adequate community service.

Attitude Appreciated

Committeeman Harris Ellsworth (R-Ore.), part owner of KNUR Roseburg, Ore., said he had been “disturbed” by a feeling that FCC regarded sustainer as always “right and pure,” and that he was glad to see the chairman had the “presence of mind” to change his mind.

Rep. Ellsworth questioned the philosophy of government which calls for a commission to decide what is in the public interest for any given community.

Chairman Coy replied that the Communications Act makes FCC responsible for regulating the field in the public interest, and that the final judgment must be made by the Commission.

Cites News Need

He said FCC has found that some stations devote no time to news or to public interest items, such as issues of which he considered essential elements of one of the “fundamentals” of public service—that the people be informed.

He told the committee that personally he thought it might be a good idea for FCC to require each applicant to list the 40 principal public issues it considered most likely to arise in his community in the ensuing three years, and to report what his station planned to do about them.

For his part, the McFarland Bill’s limitations on Commissioners’ consultations with the staff about contested cases—which was a major target of Chairman Crosser’s attack—Rep. John W. Heselson (R-Mass.) asked for examples of cases in which review staff recommendations had been overruled.

Sen. McFarland said that the percentage of such cases was not high but included “some important cases”; that it was hard to find unanimity even among the staff members, and that to supply “examples” would be difficult because the staff recommendations generally are made in the course of oral discussions rather than in writing.

CBS’s endorsement of the McFarland Bill was extended in a letter by Executive Vice President Joseph H. Ream, who also submitted copies of the statement filed by Columbia during the Senate hearings.

Notes Major Changes

Mr. Ream emphasized “two changes of importance” which the bill would make aside from “providing for indirect programming improvements.” First, he noted, it would “substantially remove the double jeopardy in which broadcasters find themselves exposed to the anti-trust laws,” while leaving the courts with the right to revoke licenses for anti-trust violations.

Second, he said, its provision for cease-and-desist procedures “will accomplish complete compliance with the law and regulations without the extreme penalty of loss of license in the first instance.”

NBC’s approval of the measure was expressed by President Joseph H. McConnell in a letter which called attention to NBC’s statement to the Senate committee “com-

(Continued on page 86)

BROADCASTING • Telecasting

INDUSTRY'S capability of meeting present electronics requirements and the need for balancing and coordinating total military and civilian needs was weighed at a meeting of the Electronics Equipment Industry Advisory Committee and key government procurement officials last Monday at the Pentagon.

The committee, headed by Fred Lack, Western Electric Co. president, convened in an all-day session with officials of the Munic- tions Board, National Security Re- sources Board, Joint Chiefs of Staff, Dept. of Commerce, Budget Bureau and the three military services.

Highlights of the conference, third to be called involving participation of the industry representatives, most of whom are members of Radio-Television Mfrc. Assn., were discussions on these subjects:

- Electronics requirements for critical components and products mix of the combined military departments.
- Electronics’ industrial capacity to meet present requirements; its possible potential capacity; action needed to gear production with present requirements; and summary of critical deficiencies.

Plan 'Task Groups'

- Plans to set up subcommittees and “task groups” as may be necessary to handle some of the major problems and “most urgent ones.”
- Ratio of military to civilian requirements and means of effecting a balance and coordination among them.

The meeting concluded with a general discussion of ideas and re- actions to the government planning program.

Industry representatives were thought to have come away from the meeting with the understanding that radio and television manufacturers would not be required to diversify their production, which would normally be estimated 20% or 25% of current civilian output to military channels.

Martin Hobbs, chief, Munities Board Electronics Division, led the discussion on electronics requirements for critical components, which included background on pre- fallibility and probability of important in defense material.

The balance between civilian and defense output was covered by Leighton Peebles, communications specialist, National Security Resources Board.

The advisory group was under- stood to have assured procurement

WEIGHED AT PENTAGON MEET

ELECTRONIC NEEDS

August 21, 1950 • Page 31

(Continued on page 97)
NEARING the end of the ninth week of FCC's hearing on the news policies of G. A. (Dick) Richards, FCC General Counsel Benedict F. Cottone last Thursday set Aug. 31 as target date for submission of the Commission staff's presentation.

Examiner James D. Cunningham said he planned to authorize only one day's recess between completion of the FCC case and commencement of the Richards case, unless there is a special showing that more time is needed.

Mr. Cottone noted that completion of the three-week's sessions held in Los Angeles was "almost certain to be followed by Mr. Richards before the FCC."

Miss Geraghty asserted that after FCC investigators examined scripts and other documents in the station's file room, "it looked like a mild cyclone had hit it," with drawers ajar and "news scripts dripping out of the edges of them and other files." In an attempt to show the whereabouts of Mr. Richards during certain of Mr. Roberts' commentaries or at times other events, Mr. Cottone offered a list of dates purporting to show times when Mr. Richards was on the air in Los Angeles and other times when he was away. Counsel for the owner reserved decision as to whether they would accept the offers made by Mr. Cottone.

General Manager Reynolds appeared briefly at the Tuesday session with the "missing" original statement written by Eddie Lyon, former KMPC news director, and a affidavit he made to FCC investigators. A careful search for the document had been requested when Mr. Reynolds appeared under subpoena Aug. 8 and testified he had been unable to locate it [BROADCASTING, Aug. 14].

Under re-direct examination Wednesday, Mr. Reynolds said KMPC's Report from Congress satr in the air was not controversial either, even though almost all members were Republicans. The program ideas, he said, grew out of discussion or correspondence between Ed Ingel, of the Republican National Committee and Mr. Richards.

Mr. Cottone offered an original letter dated May 16, 1944, sent to Mr. Reynolds from the defense attorney. The letter was not received by Mr. Richards, which noted the approaching elections and called for the exercise of care to observe FCC rules on controversial issues. Attached was a copy of FCC rules and regulations. Notations indicated the document had been circulated among KMPC department heads.

Refuses to Accept

The FCC general counsel refused to accept Mr. Reynolds's testimony that the signature was that of Mr. Richards. Mr. Burns objected to Mr. Cottone's efforts to have the witness compare the signature with other handwriting of Mr. Richards, and, when Examiner James D. Cunningham upheld the objections, Mr. Cottone said he would not offer the letter in evidence.

Mr. Cottone went into detail about KMPC participation in Brotherhood Hour. He said the station made a great deal of show about time devoted to Jewish causes and organizations promoting tolerance, but that "prior to the Commission order of investigation, there was not this great concern on behalf of these causes."

Earlier, during the final day of his cross-examination (Monday), Mr. Roberts conceded that he could not recall any KMPC broadcast that "I was aware of being involved in the war effort." he told Mr. Fulton that "if you mean [anything] contrary to the true picture—I don't know what he means.

He cited a broadcast by Actor Adolph Menjou voicing David Lilienthal's appointment to the Atomic Energy Commission as "an example of stacking facts on one side and eliminating facts on the other side that produces results contrary to the true picture."

Mr. Reynolds' questioning was interrupted Thursday for the com- munity of Charles Teas, commercial manager of KOB Albuquerque, who said that when employed as a KOB newsman in 1945-46 he received "numerous phone calls" from Mr. Richards on how he wanted various news stories handled.

Mr. Teas said he read newspaper editorials on newscasts without labelling them as such.

When he complained to station executives about Mr. Richards' instructions, Mr. Teas said, he was sometimes told to "ignore" them except when Mr. Richards was particularly insistent. He said Mr. Reynolds always told him to present well-balanced newscasts.

"I sincerely felt I would be fired if I didn't carry out Mr. Richards' or orders," he told Mr. Teas. "But I didn't always follow them," he said.

Mr. Reynolds always told him to present well-balanced newscasts.

SECURITY Curbs Are Studied

SECURITY curbs on release of information from the Far Eastern Command—and on radio and press reports on the home front—elicited attention of top-level officials of radio, Defense Dept. and National Security Resources Board last week amid fresh demands that the military impose all-out censorship in the Korean war zone.

The controversial issue also was being studied by President Truman and his closest advisors, particularly with respect to military curbs in the Tokyo and Korean zones.

The General Manager of the Defense Dept. on National Security Resources Board, however, that neither the Chief Executive nor NSRB, which serves as a consulting body to the Presi- dent, would press for home front censorship in his time. It also was believed that Gen. Douglas MacArthur would not impose full-scale censorship within his command.

Board spokesmen said last Thursday that the agency has no cen-

sorship plan under study for the present, and pointed out that the President already had indicated information curbs were not necessary in the present situation by omission of any such request in the Defense Production Bill now before Congress. Instead, study of censorship will be pursued on a voluntary basis pending a severe deterioration of international relations.

Tuesday Session

The matter was taken up in that light last Tuesday at a luncheon meeting called by NSRB Chairman W. Stuart Symington and attended by members of NAB and the American Society of Newspaper Editors. The off-the-record session, described as exploratory and in- terim, was attended almost wholly to censorship problems.

NAB President Justin Miller, armed with authority from the NAB board, has promised to draft an outline of the radio industry's position on censorship which he will submit to Mr. Symington. The ASNE committee is prepared to do likewise, though it had no direct authorization Tuesday to act on the new request.

Judge Miller will go on record in his letter to Mr. Symington, as favoring voluntary industry cooperation in censorship—on the same basis as during World War II

Representing NAB at Tuesday's luncheon was Mr. Miller.

Judge Miller; Robert K. Richards, NAB public affairs director; J. Harold Ryan, vice president of Fort Indus- trial Zone; Ernest W. Lippke, president of the American Society of Newspaper Editors; and Joseph W. Sturgis, president of WMA.png (WMAL-AM-FM-TV); J. Russell Wig- gin, Washington Post (WTOP-AM- FM-TV); Walter Lippmann, columnist at the Virginian-Pilot, and Richmond News-Leader (WRNL-AM-FM).

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San Francisco
(Continued from page 8)

vertisers who have never used radio before to make inquiries. These are good signs and there is every indication that KNBC still set a new record high in sales during 1950.

At midyear California civilian employment was the highest ever recorded in the state. This has brought an increased activity in the Bay Area's many military and port facilities.

Retail sales continue to boom with an increase in dollar volume of sales of 230% in the past 10 years. Bay Area stores do an annual retail business of $79,476, compared to the national average $73,745.

Arthur Hull Hayes, CBS vice president and general manager of KCBS, was cautious in predictions of what effect the Korean fighting is likely to have on business. He was not hesitant in saying that business in general looks good for his station "look extremely good."

"Our business has been excellent and has increased steadily since we came into the business," he said. He believes that KCBS' new programming policies have helped bring the new business to the station and that the station's impressive upward curve to 50 kw will keep the flow of new business incoming.

Gayle Grubb, general manager of KGLO-AM-TV, said he is looking forward to another year in both radio and TV and expressed no fear that his TV operations, or any TV operations, would seriously cut into his radio business.

"Although many have expressed doubts about the future of radio," he said, "it is our contention and attitude that AM radio has carved a permanent niche in the habits of the American family."

Lasky Echoes Sentiments

Another AM-TV general manager, Philip G. Lasky, head of KSPO and KPIX (TV), expressed similar confidence for AM radio. Though his TV operations have been a TV pattern, the coming in the year seemed the greatest, he said:

"AM advertising this year far exceeded last year. And judging from commitments already in, 1950 will end up the biggest of the last 10 years. There is no indication of advertisers letting up in radio advertising."

Sales Manager Merwyn McCabe, speaking for KFRC, said business at his station this fall was about the same as last year, but higher than last fall's peak season. He believed next year will see no decrease in the current high level of business.

Of the possible effects of war on radio advertising, he said: "If the Korean war expands there probably will be an increase, not a decrease in advertising."

Other representatives of the industry also expressed belief that advertisers who curtailing budgets when supply ran short in the last war were fooling around. In his end they had suffered in prestige and popularity as a result and are not likely to make the same mistake in case of another war.

Stanley Breyer, commercial manager of KJBS, expressing the views of several independent stations in the Bay Area, said all indications seem to "a very satisfactory" fall and winter.

"It is obvious, of course," Mr. Breyer said, "that national and international conditions can drastically upset the best of plans. But business for the independents is good now and most stations feel they are able to continue." He also predicts continued advertising by firms even if supply or production is curtailed.

F. Patrick, manager of KXY, while expressing confidence in future business conditions, said there was a certain indecision and confusion among local advertisers immediately after war broke out.

This hesitation, he said, was not noticeable among large advertisers handled by agents but only among those local advertisers who place their business directly.

"But in the last week or 10 days, the indecision has virtually disappeared and things are looking up again," he said. "Advertisers became more optimistic as they realized the area's buying power is second to none and that to meet immediate shortages, at least, are not likely in mass lines."

Radio-TV High

Llew Jones, media director for Poole, Cone & Belding, said his agency plans to buy more radio and TV time for its accounts during 1950 than any time in the past. As an example he cited S&W Coffee, a non-user for more than two years, which recently signed 52-week contracts for both media.

Alden Nye, of McCann-Erickson, said that while there is a definite trend to TV, the big advertisers haven't forgotten radio, the AM network is very important to them and is likely to continue so for some time.

Gore, Diamond & Ewing, one of the smaller and newer Bay Area agencies active in radio and one dealing heavily in local accounts, reported no apparent indication on the part of local advertisers to cut down on radio advertising.

Don Stanley, head of the San Francisco office for Katz Agency, representative, said radio budgets in the area haven't been hurt by TV and the outlook for fall and winter is "good, normal, healthy."

W. S. Grant, head of the agency bearing his name, said activity in usage is a great deal due to the competitive situation. He believed a war would bring cuts in both these lines as the budgets would be devoted more completely to protect their major markets.

NAME BORROFF

Edward B. Borroff, radio veteran of more than a quarter-century, has been named general sales manager of the Westinghouse Radio Stations, according to Walter E. Benoff, WRS vice president.

Mr. Borroff is located in Philadelphia until Westinghouse has completed the projected move of its headquarters offices to Washington. He is in charge of both radio and television sales at WRS stations, taking over duties formerly handled by the late B. A. McDonald.

In joining the WRS six-city group Mr. Borroff brings extensive sales experience that has ranged from high station and network executive responsibility to experience in the national representation field. Some two decades ago he had sales and programming posts at the old KYW Chicago before the station was moved to Philadelphia.

After service at WENR Chicago he moved into the NBC Central Division office and eventually became sales manager in that region for the Blue Network, now ABC. Later he was promoted to vice presidency of the ABC Central Division, a position he held several years.

Two years ago Mr. Borroff resigned from ABC to join O. L. (Ted) Taylor in the station representation firm of Taylor-Borroff.

Last January he sold his interest in the firm to Mr. Taylor and resigned as president, moving to KPHO-TV Phoenix, of which he is part owner. He had become interested in the KPHO property several years ago while lining up the station for the Blue Network. Last March he sold his interest in KPHO to the other owners.

The Westinghouse radio and television plans include assignment of J. B. (Steve) Conley, formerly WRB manager, to KEX-AM-FM Portland, Ore. W. C. Swartley continues as station manager at WBZ-WBZA Boston and WFHB-WBTV Boston, with C. S. Young, former manager of Red Grange Signs

Red Grange, radio and TV sportscaster and former U. of Illinois all-American football star, has been signed to a five-year record contract by Green Assoc., Chicago.

He will appear in the transcribed "Red Grange Show," to be written by Bill Ray and produced by Lew Green.

Mr. Borroff Mr. Swartley Mr. Young Mr. Conley Westinghouse Stations Sales Head

KINTNER SALARY

Receives $25,000 Raise

A FIVE-YEAR contract increasing the salary of Robert E. Kintner, president of ABC, to $76,000 per annum effective Sept. 1, was signed last July 10, BROADCASTING learned last week.

Should the corporation's consolidated income, before taxes, exceed $1 million, Mr. Kintner is to receive additionally $5,000 for each of ABC and/or other corporations in which ABC has, or acquires, an interest.

KRAFT FOODS

Buys Two NBC Shows

KRAFT FOODS Co. has bought sponsorship of The Great Gildersleeve, Wednesday, 8:30-9 p.m., and The Falcon, Sunday, 4:40-5 p.m., both on NBC.

Kraft sponsorship of Gildersleeve begins Sept. 6 and of The Falcon on Sept. 3. Agency is J. Walter Thompson Co., New York.

ABC INCOME

Nets $180,000 After Taxes

ABC last week reported net income after federal income taxes of $180,000 in the first quarter and suffered a loss of $46,414 in same half last year.

The net for the January-June period of 1950 was equal to 11 cents on the 1,689,017 shares of common stock outstanding.
Fall Business

(Continued from page 21)

strongest television areas some aggres-
sive radio stations are known to be enjoying increased billings. A reason which many gave for the programming situation in the pressing future was that all business in general was good. Americans were producing more, buying more than they ever had before.

Business was good, but it was also competitive and hence was spending more money for advertising, they pointed out.

Typical predictions for fall business by industry leaders are the following:

Rod Erickson, manager of radio and television department, Young & Rubicam, New York: "Because of the uncertain international situation our radio prospects are stronger than they normally might have been—particularly there is more interest in news shows. Also certain decisions to substitute television for radio may be indefinitely deferred.

A. A. Samish, vice president in charge of radio and television, Dancer-Fitzgerald-Sample, New York: "Television will be the greatest medium for advertising that the world has ever seen. We plan to have six major television shows on the networks during the coming season. Radio status quo at our shop. At present none of our radio programs are affected by television nor do we believe that they will be." Al Scalpine, vice president and director, Cohn-Cann-Erickson: "Radio is far from dead. We plan to continue to remind and convince our clients that it is still the greatest low cost mass medium.

Harry B. Cohen, president, Harry B. Cohen Agency, New York: "Our clients' business is good. Budgets are being increased, and our products are buying more radio this year and also adding television.

Reggie Schuebel, radio director, Duane Jones Co., New York: "Fall plans at our agency in radio are exactly the same as they were last year. Our radio billing is status quo.

Jack Wyatt, director of television, radio and motion pictures, Grey Adv., New York: "Recent radio ratings show that the Korean war has given radio a second chance. In the largest metropolitan markets radio research reveals that it is now more competitive and hence was a better buy than another medium for the advertiser's specific selling problems.

Reggie Craig, vice president in charge of radio and television for Benton & Bowles, New York: "Our radio outlook is just as strong as last year's and not at the expense of television. As for TV, it has tripled in billings this year."

Dave Lyon, vice president in charge of radio and television, Cecil & Presbrey, New York: "The advertising pattern seems to be shaping up thusly, nighttime television has one big plus. Also, everyone is concerned about possible curtailment in set production. However, if it does not occur, then television will soon as an advertising fall and selling medium.

"The unavailability of television network time poses a serious problem to advertisers who are not yet in.

"As soon as practical the tele-

(Continued on page 6)

JOSEPH H. McCONNELL
NBC PRESIDENT

"NETWORK Radio's unmatched ability to reach the greatest number of people at the lowest possible cost assures us another successful business season this fall. The steadily increasing competition of the forthcoming business period points up more than ever network radio's economy and reach and the unerring precision in moving goods and products into the hands of consumers.

"Succesful ad- vertsers will again this fall, as in the past, continue to recognize the unsurpassed advantages offered by radio. The tremendous population growth of recent years as well as the substantial rise in living standards offer advertisers a bigger, richer and broader market. Network radio today is a most effective medium with a listening audience as big and far-flung as the nation itself and hence the only truly basic national advertising medium. The number of home radios available for evening radio programs in the 1950-51 season will be in excess of 35 Million. Radio's coverage will blanket 96% of the nation and penetrate every market. The wide variety of new and exciting programs planned for the fall and the return of the old favorites will have the promise translated into radio listening in fabulous numbers.

"Our business picture for the fall at NBC is extremely bright. In the daytime virtually all available network time has been sold. The nighttime situation continues strong and we are confident that we will equal or exceed our record network performance of last season."

"Indications are also that we will have a tight if not completely sold out position on Sunday after-

ROBERT E. KINTNER
ABC PRESIDENT

"CURRENT affairs sharply focus attention on radio broadcasting and its importance to Americans. The war in Korea, the deliberations of the United Nations, the actions of the Congress and their impact upon American industry, and the power all have tended to increase radio listening and to intensify radio's role as the Mr. Kintner's foremost medium for reaching people by the millions. "Recent surveys show that radio listening since the start of the Korean crisis has registered an increase of approximately 15%.

"Ratings of news and commen-
tative programs have increased sharply as world tension has mounted. The increased listenership thus engendered brings a concomitant advantage to all radio programs as more people keep their sets tuned not only to the news but also for those in adjacent time periods.

"It is clear as we go into the fall season that radio is the most important source of information to most Americans in these anxious times. We mean to meet this obligation to the public to which this situation thrusts upon us."
WCBM now offers the best daytime coverage of America's sixth market with 10,000 watts of power at 680 kilocycles.

represented nationally by:

Weed and company

Baltimore, Maryland
10,000 watts (day)
5,000 watts (night)
680 kilocycles
Mutual Network

New York • Chicago • Boston • Detroit • Atlanta • San Francisco • Hollywood
New Yorkers View Fall Business . . .

Fall Business
(Continued from page 34)

vision freeze should be lifted. Meantime, if nighttime radio dies, one of the factors contributing to its death will be the drying up of creative thinking in radio. There's a normal obsolescence in radio program ideas. There hasn't been a new "block buster" program idea since *Stop the Music.* Where are all the bright young boys who used to develop and submit new program ideas? If something is not done more creatively in radio, sets in use are bound to go down and nighttime radio will slide into an unimportant advertising medium.

Nick Keesey, vice president in charge of radio and television, Lennen & Mitchell, New York: "From where I sit, it looks as though both radio and television can come in for a record breaking share of the advertising dollar for 1951. In radio Lennen & Mitchell will continue to be very active in both network and spot business and each is qualified to do an effective job for advertising.

-In television, here too both network shows and extensive spot campaigns will be brought into full play by our clients making the coming year the biggest yet."

Lewis H. Titterton, vice president, radio, Farland & Co., advertisement, Compton Advertising Inc., New York: "Radio remains a very valuable medium for those of our clients who are using it. The Lowell Thomas program, as well as the six-day serials of Froster & Gamble, produced for them by Compton will all be aired in 1950-51. Our old friend Ralph Edwards and the *Truth or Consequences* show will continue to be heard by radio but under new sponsorship."

McFarland Bill
(Continued from page 81)

ployedly endorsing the administrative and appellate provisions but taking no position on dealing with FCC's internal organization, which "are matters with which the Congress and the Commission can best deal."

Mr. Brown, reiterating his plea for more strict network controls, told the committee that portions of the hearing seemed to "make a mohelk out of a mountain" and that what specifically is needed is a statement that stations can negotiate with advertisers for the rebroadcast of their network programs. Sponsors are willing to do so but are prevented by the network, he asserted.

He said WOPT-AM-FM Oswego, N.Y., announced over the weekend that they were going to end their day. The reason, he said, was financial. He charged that they would have been able to continue operating if they had been allowed to negotiate for rebroadcast of network sponsors' programs.

Mr. Brown said that his own WSAY had lost $50,000 but could make $300,000 a year if permitted to rebroadcast such shows.

Mr. Brown's statement emphasized his opposition to the McFarland Bill's deletion of the so-called "double jeopardy" provision of the present law, which he said "has the only potential sting which the radio network chains of this country fear."

The Justice Dept.'s statement against the McFarland measure was directed primarily against sections which, it argued, "would alter the long-established Congressional policy designed to protect the public from private restraints and monopolies in the communications field."

Chief targets: (1) Changes which would require FCC to grant renewals in accordance with the same considerations affecting the grant of original applications, and which, in renewal proceedings, would give FCC the burden of showing that a renewal should not be granted; (2) removal of the double-jeopardy provision with respect to anti-trust violations.

Mr. Scharfeld's statement for the FCBA emphasized the desirability of provisions of the McFarland Bill "embracing the essential view of administrative practice that personnel engaged in investigation and prosecution shall not consult or advise with those who preside at hearings unless all parties participate, and that those who decide cases after hearing, whether an examiner or a commission, have only the record and evidence available equally to all participants without reliance on any ex parte representations either from the agency staff or from outside parties."

Provisions authorizing FCC to issue cease-and-desist orders, Mr. Scharfeld said, would help in enforcement of the Act, while changes with respect to renewal proceedings "should terminate . . . the use of renewal proceedings as a substitute for revocation proceedings."

Network Clients for October
(Continued from page 34)

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Gross Time Charges</th>
<th>October 1949</th>
<th>Oct. 1949</th>
<th>Nct. 1950</th>
<th>Hours</th>
<th>Work per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faustless Starch Co.</td>
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<tr>
<td>Ferris More Seed Co.</td>
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<td>Garden City</td>
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<tr>
<td>Firestone Tire &amp; Rubber Co.</td>
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<tr>
<td>First Church of Christ Scientist</td>
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</tr>
</tbody>
</table>

- **Monitor Views the World**
  - ABC: 76
  - CBS: 68
  - NBC: 83

- **True Detective Mysteries**
  - ABC: 98
  - CBS: 86
  - NBC: 88

- **Freehauser Trailer Co.**
  - ABC: 15
  - CBS: 18
  - NBC: 16

- **General Candy Corp.**
  - ABC: 56
  - CBS: 48
  - NBC: 51

- **General Conference of 750 Adventists**
  - ABC: 93
  - CBS: 84
  - NBC: 90

- **General Foods Corp.**
  - ABC: 30
  - CBS: 29
  - NBC: 30

- **Voice of Prophecy**
  - ABC: 26
  - CBS: 22
  - NBC: 20

- **Holgapan Cardinal Network**
  - ABC: 54
  - CBS: 68
  - NBC: 11

- **General Mills**
  - ABC: 59
  - CBS: 153
  - NBC: 153

- **General Motors**
  - ABC: 94
  - CBS: 187
  - NBC: 189

- **Gillette Safety Razor Co.**
  - ABC: 142
  - CBS: 265
  - NBC: 13

- **Glen Alden Coal Co.**
  - ABC: 510
  - CBS: 510
  - NBC: 40

- **Gospel Hour**
  - ABC: 35
  - CBS: 16

- **Greyhound Corp.**
  - ABC: 50
  - CBS: 48

- **Greystone Press**
  - ABC: 12
  - CBS: 11

- **Grove Labs**
  - ABC: 150
  - CBS: 101
  - NBC: 58

- **Green Watch Corp.**
  - ABC: 55
  - CBS: 56

- **Guil Oil Corp.**
  - ABC: 8
  - CBS: 4

- **Hall Bros.**
  - ABC: 52
  - CBS: 52

- **Hammer Brewing Co.**
  - ABC: 52
  - CBS: 52

- **H. J. Heinz Co.**
  - ABC: 52
  - CBS: 52

- **Helbrosh Watch Co.**
  - ABC: 52
  - CBS: 52

- **Dr. Hills Shoe Stores**
  - ABC: 52
  - CBS: 52

- **Goodyear Tire & Rubber Co.**
  - ABC: 9
  - CBS: 9

- **Ford Bros.**
  - ABC: 52
  - CBS: 52

- **Geo. A. Hormel & Co.**
  - ABC: 52
  - CBS: 52

- **Household Finance Corp.**
  - ABC: 27
  - CBS: 27

- **Hollywood Watch Co.**
  - ABC: 52
  - CBS: 52

- **Inland Steel Co.**
  - ABC: 52
  - CBS: 52

- **International Harvester**
  - ABC: 52
  - CBS: 52

- **Inst. of Religious Science**
  - ABC: 52
  - CBS: 52

- **Andrew Jergens Co.**
  - ABC: 52
  - CBS: 52

- **Johns-Manville Corp.**
  - ABC: 52
  - CBS: 52

- **S. C. Johnson & Son**
  - ABC: 52
  - CBS: 52

- **Kodak Co.**
  - ABC: 52
  - CBS: 52

- **Kaiser-Frazer Corp.**
  - ABC: 52
  - CBS: 52

- **Langendorf-Bakery**
  - ABC: 52
  - CBS: 52

- **Levi Bros. Co.**
  - ABC: 52
  - CBS: 52

- **Lever Bros. Co.**
  - ABC: 52
  - CBS: 52

- **Libby, McNeil & Libby**
  - ABC: 52
  - CBS: 52

- **Liggett & Myers Tobacco Co.**
  - ABC: 52
  - CBS: 52

- **Longines-Wittnauer Watch Co.**
  - ABC: 67
  - CBS: 67

- **Symphonette**
  - ABC: 67
  - CBS: 67

- **Cochrall's**
  - ABC: 67
  - CBS: 67

(Continued on page 35)

@Broadcasting • Telecasting
Ever think of a Colorado-Wyoming vacation?
Before you take off, chances are you’ll carefully plan every day and every hour... and before you take off, you’ll know where you’re going to spend every dollar of that vacation budget.
Before your client “takes off” to sell the Colorado-Wyoming market, you’ll want to plan every day and every hour of his schedule... and you’ll want to spend every dollar of his budget to accomplish results... sales.

There is only one source available that offers you the complete story of radio listening in Colorado-Wyoming. It’s the recently-released COLORADO-WYOMING DIARY STUDY, a gold mine of bountiful facts for the progressive time-buyer. Program-by-program the COLORADO-WYOMING DIARY STUDY shows the complete two-state audience and its characteristics by location, economic status, sex and age. You can’t afford to be without it. May we send you a copy?
Network Clients for October

(Continued from page 36)

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Sponsor</td>
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<tr>
<td>P. Lorillard Co.</td>
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<tr>
<td>Original Amateur</td>
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<tr>
<td>Hours</td>
<td>82,688</td>
<td>ABC 191</td>
<td>15%</td>
</tr>
<tr>
<td>Dr. J. Q.</td>
<td></td>
<td></td>
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<tr>
<td>Eimer Peterson</td>
<td>2,050</td>
<td>ABC 13</td>
<td>15%</td>
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<tr>
<td>Lutheran Hour</td>
<td>4,014</td>
<td>ABC 192</td>
<td>15%</td>
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<tr>
<td>Lillian Tower</td>
<td>1,485</td>
<td>ABC 191</td>
<td>15%</td>
</tr>
<tr>
<td>Joe O'Malley</td>
<td>2,628</td>
<td>ABC 187</td>
<td>15%</td>
</tr>
<tr>
<td>Manhattan Soap Co.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>We Love &amp; Learn</td>
<td>113,757</td>
<td>NCB 162</td>
<td>15%</td>
</tr>
<tr>
<td>Frank Goss</td>
<td>7,762</td>
<td>MBS 15</td>
<td>15%</td>
</tr>
<tr>
<td>Frank Goss, News</td>
<td>5,972</td>
<td>CBS 15</td>
<td>15%</td>
</tr>
<tr>
<td>Miles Labs</td>
<td></td>
<td></td>
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<tr>
<td>Dave Valley News</td>
<td>28,412</td>
<td>NCB 15</td>
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<tr>
<td>News of the World</td>
<td>232,201</td>
<td>NCB 145</td>
<td>15%</td>
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<tr>
<td>Quiz Kids</td>
<td>61,921</td>
<td>NCB 162</td>
<td>15%</td>
</tr>
<tr>
<td>Fred Beck, News</td>
<td>5,429</td>
<td>CBS 12</td>
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<tr>
<td>Curt Mantay News</td>
<td>79,640</td>
<td>CBS 142</td>
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<td>Hilltop House</td>
<td>79,233</td>
<td>CBS 139</td>
<td>15%</td>
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<tr>
<td>Ladies Fair</td>
<td></td>
<td>MBS 44</td>
<td>15%</td>
</tr>
<tr>
<td>One-Man's Family</td>
<td></td>
<td>NCB 64</td>
<td>15%</td>
</tr>
<tr>
<td>Miller Brewing Corp.</td>
<td></td>
<td></td>
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<tr>
<td>Fred Waring</td>
<td>19,393</td>
<td>NCB 164</td>
<td>15%</td>
</tr>
<tr>
<td>Laude</td>
<td>27,635</td>
<td>NCB 149</td>
<td>15%</td>
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<tr>
<td>This Is Your Life</td>
<td>63,276</td>
<td>NCB 149</td>
<td>15%</td>
</tr>
<tr>
<td>One-Man's Opinion</td>
<td>7,762</td>
<td>ABC 219</td>
<td>25%</td>
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<tr>
<td>Min.</td>
<td>25%</td>
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<tr>
<td>Murine Co.</td>
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<tr>
<td>America Needs You</td>
<td>17,482</td>
<td>ABC 261</td>
<td>15%</td>
</tr>
<tr>
<td>Godfrey Home</td>
<td>102,671</td>
<td>MBS 147</td>
<td>15%</td>
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<tr>
<td>Straight Arrow</td>
<td>63,735</td>
<td>MBS 288</td>
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<tr>
<td>Straight Arrow</td>
<td>56,171</td>
<td>MBS 340</td>
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<td>National Dairy Products Corp.</td>
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<td>Ogle Corp.</td>
<td>54,746</td>
<td>MBS 40</td>
<td>15%</td>
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<tr>
<td>Marriage for Two</td>
<td>94,696</td>
<td>NCB 146</td>
<td>15%</td>
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<tr>
<td>Great Gildersleaves</td>
<td>68,904</td>
<td>NCB 145</td>
<td>15%</td>
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<tr>
<td>Norwich Pharmaceutical Co.</td>
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<tr>
<td>The Fat Man</td>
<td>61,938</td>
<td>ABC 217</td>
<td>15%</td>
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<tr>
<td>Noxema Chemical Co.</td>
<td></td>
<td></td>
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<tr>
<td>Gabriel Heaster</td>
<td>25,848</td>
<td>MBS 84</td>
<td>15%</td>
</tr>
</tbody>
</table>

Reach . . . plus!

C K L W with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the lowest rate of any major station in this region means that you get more for every dollar you spend in this area with CKLW—plan your fall schedule on CKLW now!

Adam J. Young, Jr. Inc.
National Rep.
J. E. Campeau
President
Guardian Building
Detroit 26

BROADCASTING * Telecasting
KSO announces the appointment of
EDWARD PETRY & CO., INC.
as national sales representatives

Offices of Edward Petry & Co., Inc.
are located in

New York  •  Chicago  •  Los Angeles
Detroit  •  St. Louis  •  San Francisco
Atlanta  •  Boston

KSO  CBS for Central Iowa
DES MOINES, IOWA
Kingsley H. Murphy, President
S. H. McGovern, Manager
5000 Watts 1460 Kilocycles
Supports Super-BAB
(Continued from page 29)
Carl Haverlin, as president of BMI, traced the history of BMI, observing that it was formed in response to a need, rather than in a vacuum. "There is no broadcaster here, and none in the United States," he said, "who is not better off as a result of BMI. To attack BMI and NAB is not to attack the staffs of these organizations, but the directors, who are broadcasters and elected by broadcasters."

The Tuesday morning session opened with a presentation by Mr. Etson, who declared: "The competitive factor between radio and television has been vastly overemphasized. Television offers a threat to the printed media as great as or greater than its effect on radio."

Cites TV Progress
Television, he asserted, can now be stopped in its rapid progress only by capricious action of the FCC, by another war, or by a crippling depression. With half of the people in the United States living within the range of a television transmitter, one in four within this range already has a set, he said. Unless the international situation becomes considerably more serious than it now is, Mr. Batson predicted that TV sets will shortly reach the 9-to-10 million mark. No new stations are in sight, he said, with the possible exception of Portland, Ore., and Denver, if national authorities decide that facilities would be valuable in those areas for civil defense and other national purposes.

Mr. Doherty supplied figures on the average expenses of video stations throughout the country (see article, page 61).

In the ensuing discussion, Hugh M. Feltis, stations manager of KING Seattle, reported the total operating cost of KING-TV this year is not far from the $3,000-a-day average cited by Mr. Doherty for the country's video outlets. Costs are increasing as the Seattle station continues on the air, Mr. Feltis said.

The manager of the Pacific Northwest's only TV outlet explained that KING-TV started with heavy network programming but since the first of the year more emphasis has been placed on local station production. "When your cameras are operating," he said, "you're on your full card rate, and can better meet operating expenses."

Lee Schulman, KING-TV program director, reported that the station's local programming consists of 15% film, with the remaining 85% live studio and remote shows.

Concluding the Tuesday morning session, Miss Hart advised broadcasters to "tell your local retailer how you can create interest, curiosity and excitement about his sale." She emphasized the need for continuity of sales efforts and for specially-angled programming to gain fullest promotion results for retail departments.

Mr. Hardy said NAB has used a "direct, straightforward approach, on a service basis," in contacting the White House and other national agencies concerned with defense, and by taking the initiative "has gained new respect for the industry in government councils." He found broadcaster support around the nation for the plan to set up a central information agency at NAB to clear defense projects, and said some demand has been voiced for regional treatment topics.

Taking up the new NAB color slide film, "NAB and You," Mr. Hardy emphasized the film's theme that NAB has kept pace with industry progress over the years. The film was prepared under direction of Robert K. Richards, NAB public affairs director, and Jack Hardesty, assistant director.

In an aside, Mr. Hardy observed that in talking to Senators and Congressmen he had found only four who realized that broadcasting stations must renew their licenses every three years.

Questions from members, after the showing, centered around NAB's position in the rate-reduction campaign of Assn. of National Advertisers; NAB-BAB and NAB-FCC relationships; NAB's budget situation and NAB's stand in the FCC hearing involving the Richards stations.

Answering a query by Loren Stone, KIRO Seattle, Mr. Hardy said the whole NAB staff works directly with the FCC. He said Judge Miller has chosen to be firm in the decisions and actions of NAB with regard to the FCC, "but this has not closed doors against the industry or the association." He cited NAB's role in helping defeat
Reorganization Plan No. 11 to reorganize the FCC.

He conceded to questioners that NAB staff role was "pretty low for a while" but said it is "on the up-grade and in most cases excellent."

In opening the meeting Monday Director Spence read a telegram from Judge Miller regretting he could not take part because NAB "has assumed as its immediate assignment the task of cooperating with the President of the United States in every possible way to insure that broadcasting shall measure up to the exigencies of our nation's emergency." Judge Miller asked support of the BAB project.

Explains Richards Stand

Mr. Spence explained that NAB's stand in the case of the Richards' stations was taken on a matter of principle, "not to help Richards but to help all broadcasters."

Carl Haverlin, BMI president, said that in its 10 years BMI has gained great strength here and abroad and added it hoped to announce acquisition of important new music rights.

Mr. Doeherty summarized findings of the NAB's survey of station operating costs, Broadcasting, Aug. 14.

Breaking down 1949 station expenditures, he found general administrative costs comprise 34.19% of the total; program expenses, 34.20%; technical, 17.70% and selling 13.76%.

Of salaries, Doeherty figures, was:

- Local, $119,957; regional, $79,630; clear, $1,395,503; all stations, $307,821.
- Southeast—Local, $97,599; regional, $194,010; clear, $706,046; all stations, $165,548.
- North Central—Local, $119,315; regional, $282,635; clear, $1,216,826; all stations, $277,663.
- South Central—Local, $75,889; regional, $164,603; clear, $662,922; all stations, $168,539.
- Mountain-Pacific—Local, $99,652; regional, $192,877; clear (inadequate data); all stations $177,448.

use up 9.65% and other items including promotion consume 4.20% of the total expense dollar. Salaries, by station groups, follow:

- Below $30,000, 7.17%; $30,000-$75,000, 9.69%; $75,000-$100,000, 15.29%; $100,000-$125,000, 11.12%; $125,000-$150,000, 18.47%; $150,000-$200,000, 10.51%; $200,000-$350,000, 9.06%; $350,000-$1,000,000, 5.09%; over $1,000,000, 5.30%.

Other sales expenses, including promotion, were:

- Below $50,000, 2.60%; $50,000-$100,000, 3.31%; $75,000-$100,000, 4.19%; $125,000-$150,000, 4.30%; $150,000-$200,000, 4.36%; $200,000-$350,000, 5.56%; $350,000-$1,000,000, 7.42%; over $1,000,000, 6.65%.

Salaries comprised 13.85% of technical expense, with stations below $50,000 having the highest technical salary ratio, 18.29% of all operating costs. Similarly, program salaries ran higher at small income stations.

Average 1949 income of stations in the Northeast, Mr. Doeherty's figures showed, was:

- Local, $119,957; regional, $79,630; clear, $1,395,503; all stations, $307,821.
- Southeast—Local, $97,599; regional, $194,010; clear, $706,046; all stations, $165,548.
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- Mountain-Pacific—Local, $99,652; regional, $192,877; clear (inadequate data); all stations $177,448.

Dist. 17 Registration

Mark Knight, Associated Press; K. A. Jadavshon, SSEC; Harry R. Spence, KDKO Aberdeen, Wash.; Dick Brown, KDEP Portland; Bill Garland, RCA Thesaurus; John Kendall, attorney Walla Walla; Don Thomas, KUT Walla Walla; Keith Patterson, KONP Fort Angeles, Wash.; Ray Hamilton, Blackburn-Hamilton; Tom Becker, KNIT Newport, Ore.; Chet Wheeler, KWW, Albany, Ore.; James J. Dunley, KWW, Portland; Ringo Roberts, KUIN Grants Pass, Ore.; Wallace Fisher, KOMO Seattle; Jack Barton, Capitol Records; H. Quentin Cox, KGW Portland; Ted Cooke, KOIN Portland; Bob Davies, KEK, Kirkland; Archie Gerbel Jr., KRK Seattle; Bruce Ellis, Bruce Ellis & Assoc.; Harry Stuckenberg, KOIN Portland; George Chandler, CJON Vancouver, B. C.; Ray Cronin, Don Law.

Harold Peary has played the main role in The Great Gildersleeve, has been signed to an exclusive radio and television contract by CBS. Mr. Peary will star in a new show, Honest Harold, to be broadcast on CBS radio this fall.

Patterson Jumps C&P

William C. Patterson, former program manager and director at WCBS-TV New York has joined Cecil & Presbrey, New York, as assistant director of television. Previously he was a producer at NBC and before that program manager of WBEN-TV Buffalo.

the Two Carolinas...

...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.*

try WBT for size!

Jefferson Standard Broadcasting Company · 50,000 watts

Charlotte, N. C. · Represented by Radio Sales

*BMB Study No. 2
GOLD SEAL Co. says...

KDAL's 51% BMB INCREASE PLUS Higher-Than-Average TUNE-IN Means Continual SALES GROWTH

Says Harold Schaefer, President: "Since we had used KDAL to test "CLASS WAX" before introducing it nationally, we knew the kind of results we could expect from your station with our Arthur Godfrey show."

"In recent checking with the agency they have been showing me figures indicating a 51% increase in BMB families in the morning when our "CLASS WAX" show is on... radio tuned to the situation in Duluth-Superior is 37.2% higher than the average of CBS stations in Hoover rated cities. There are a lot of fancy figures and don't mean a lot to the Gold Seal Company, perhaps mostly because we don't understand them thoroughly... BUT..."

I checked the sales figures of Gold Seal Company's products, namely "CLASS WAX", "Wood Cream" and Soft Polishing Wax in the Duluth market area of northern Minnesota and Wisconsin and the one thing that I do know, and it means a lot at our desk when we work, is that our sales have shown a continual nice growth in that market..."

More for Your Money... on KDAL Duluth-Superior 5000 WATTS ON 610

RATING TEST

DR. SYDNEY ROSLOW, director of The Pulse Inc., threw a complication into the projected impartial clinical test of Hooper and Pulse survey methods when he declared on the eve of a meeting by the six-man advisory group that the is group is not acceptable to him.

The advisory group of which Dr. Roslow is a member, is to meet in New York Tuesday. The session was called by Dr. Kenneth H. Baker, NAB research director, and the request of Fred Manchee, BBD, New York, temporary chairman named by Stanley Breyer, KDKA Pittsburgh, [BROADCASTING, Aug. 7, 14].

Representing agency, advertiser, broadcaster and station representative interests as well as heads of Hoover and Pulse survey firms, the committee is to decide how to undertake the proposed clinical test. The showdown became a matter of national interest when it was proposed by KJBS in an advertisement in the July 3 BROADCASTING.

Dr. Roslow wrote Mr. Breyer Aug. 16 that he will meet with the committee unofficially. He suggested the group serve "only to nominate and invite a committee acceptable to both Hooper and myself."

In reply to Dr. Roslow Mr. Breyer recalled that the committee "was appointed primarily to establish beyond any question that the San Francisco-Oakland contract deal they be handled "objectively, capably and on the highest ethical plane."

He reminded that on July 20, 10 days before the committee was named, Dr. Roslow had written that he would serve as the Pulse representative.

Mr. Breyer asked Dr. Roslow to specify what individual or organizational he found unacceptable. Organizations represented include NAB, American Assn. of Advertising Agencies, National Assn. of Radio Station Representatives and Assn. of National Advertisers.

Committee members, besides Messrs. Manchee, Baker and Roslow, are Lewis H. Avery, of Avery-Knodle for NAB; Wells Wilbur, director of Market Analysis Dept., General Mills, for ANA; C. E. Hooper, president of C. E. Hooper Inc.

Unofficial appearance at the committee meeting, Mr. Breyer wrote Dr. Roslow, "makes possible the straddling" of the vital test. He said the chairman has completely in the hands of the committee, adding that other committee members had accepted appointment "to select a research organization to conduct a house-to-house survey; to observe original field records; working material; interviewers' instructions; tabulating producers and observe 10% of the interviewing."

KJBS means business and has "support in enthusiasm and volume far beyond anything anticipated," Mr. Breyer told Dr. Roslow. "If necessary, and with the committee's approval, KJBS will be responsible for finding financial support for 50% of the survey costs, the remaining 50% having been agreed to by Mr. Hooper."

Network Clients for October

(Continued from page 88)

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Gross Time Oct. 1949</th>
<th>No. of Stations</th>
<th>Hours per week 1949</th>
<th>1950</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Oil Co. of Calif.</td>
<td>The Whistler</td>
<td>7,500</td>
<td>CBS 17</td>
<td>1 1/2</td>
<td></td>
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<tr>
<td></td>
<td>School Broadcast</td>
<td>6,000</td>
<td>WABC</td>
<td>10 1/2</td>
<td></td>
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<tr>
<td>Standard Oil Co. of Indiana</td>
<td>Carnegie Hall</td>
<td>31,388</td>
<td>ABC 108</td>
<td>1 1/4</td>
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<tr>
<td></td>
<td>Edward R. Murrow</td>
<td>5,625</td>
<td>CBS 128 150</td>
<td>1 1/2</td>
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<td></td>
<td>Mr. Chalmers</td>
<td>8,605</td>
<td>NBC 135 132</td>
<td>1 1/2</td>
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<td></td>
<td>Sing It Again</td>
<td>3,302</td>
<td>NBC 144</td>
<td>1 1/2</td>
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<tr>
<td></td>
<td>American Album</td>
<td>5,178</td>
<td>ABC 111 112</td>
<td>1 1/2</td>
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<td></td>
<td>Lorenzo Jones</td>
<td>169</td>
<td>ABC 128 112</td>
<td>1 1/2</td>
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<td></td>
<td>Bessie Loves Blasson</td>
<td>45,520</td>
<td>ABC 202 230</td>
<td>5 1/2</td>
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<td></td>
<td>My True Story</td>
<td>55,620</td>
<td>ABC 208 230</td>
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<td></td>
<td>Young Widder Brown</td>
<td>70,187</td>
<td>NBC 140 196</td>
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<td>Studebaker Corp. of South Bend</td>
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<td>Swift &amp; Co.</td>
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<td>Sylvana Products Co.</td>
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<td>Tex-Co Dairies</td>
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<td>Tidewater Co.</td>
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<td>Trumbull Clothing Co. of New York</td>
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<td>United Agencies of America, Inc.</td>
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<td>U. S. Tobacco Co.</td>
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<td>Walhalla Watch Co.</td>
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<td>William R. Warner &amp; Co.</td>
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<td>Wesson Oil &amp; Soap Co.</td>
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<td>Western Electric</td>
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<td>Tet Malone</td>
<td>59,549</td>
<td>ABC 225</td>
<td>25 min.</td>
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<tr>
<td>Gene Autry</td>
<td>88,200</td>
<td>CBS 169 172</td>
<td>1 1/2</td>
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</table>

Canada (Continued from page 97)

shows will not be heard on Canadian chains this season the overall balance between Canadian and American programming. Some network shows will be about the same, according to the commercial department of the Canadian Broadcasting Corp. for the fall have not yet been signed up; there has been some switching of programs and program times among Canadian sponsors, and there has been some delay in lining up final dates due to uncertainties among U. S. sponsors of piped-in programs.

NEW RADIO ERA
Predicted by Stolzoff

"Radio has entered a new era," said J. S. Stolzoff, vice president, of General Mills, Milwauk ee, in an address last Thursday before the Racine (Wis.) Advertising Club. "There are many, and I am among them, who believe that radio's new era will be more productive, more challenging and, in a sense, more profitable for everyone concerned with this giant industry."

No discussion of radio in 1950 can ignore television, he said, as many have used and found television productive. But, he added, "the power of television shouldn't blind us to the power of radio."

Many advertisers who have looked into the situation as it exists today and have seen which way radio is heading are using radio in ways that it has rarely been used before and with interesting results, said Mr. Stolzoff. As examples, he cited Ford, General Mills and Wrigley Gum.

"To advertisers who are using new, fresh approaches to radio, this media has become something, a strong factor in building promotional plans than at any time in the past," Mr. Stolzoff said.

'LITTLE SERIES'
NBC Covers Final Game

TED HUSING will broadcast the final game of the Little League World Series at Williamsport, Pa., Aug. 24-25. The final of 126 NBC network stations, unsponsored, was announced last week by Emerson York, Little League coordinator for radio, TV and motion pictures, Ford Frick, president of the National League, will broadcast highlights of the game.

Little League Baseball Inc., a nonprofit organization open to all 50 states and 4 years 120 NBC network stations through locally-sponsored teams, annually brings the champions to Williamsport for headquarters for their own "World Series." Any community may obtain information by writing the league at Williamsport.
Have your Salt Lake City Sales jumped up 232%?

They should have bounced way up and stayed there. Because retail sales in the entire Salt Lake City wholesale distribution area (which coincides almost exactly with KSL's primary listening area) are now 232% higher than they were ten years ago. A whopping $761,645,000!

Retail sales are not only way up in Intermountain America, they're going up faster (at a 14.8% higher rate of increase) than the rest of the nation. And so is population. Today more than a million people live in KSL territory...25% more than a decade ago. And still more are moving in twice as fast as the average national rate of growth.

If your sales have not jumped as high as they should in Intermountain America, the thing to do is to buy 50,000-watt KSL, the one and only station you need. For all week long, KSL delivers many more listeners than any other Intermountain America station or regional network. And can SELL them for you at the LOWEST COST per customer!

KSL
SALT LAKE CITY
50,000 WATTS
CBS
AFRA PACTS

NEGOTIATIONS will open with the networks in September for renewal of four American Federation of Radio Artists contracts which expire Oct. 31. Contracts involve salaries of (1) artists performing on network shows, regardless of origination point, (2) staff announcers employed at AFRA-organized stations in the four major production centers, Chicago, New York, Los Angeles and San Francisco, (3) actors, singers, announcers and sound effects men who are represented in the transcription code, and (4) actors, singers and freelance announcers with commercial and sustaining classifications.

This was revealed at the close of the four-day AFRA convention in Chicago, which met Aug. 10-13 at the Sheraton Hotel [BROADCASTING, Aug. 14]. Although all sessions were private and for delegates only, it was reported that the minimum salary which will be asked for staff announcers in the four cities will be $185 weekly.

Revision in the transcription code, which followed demands of locals in all parts of the country, is understood to provide for a weekly repeat fee on electrical transcriptions instead of an additional fee after six months. This is provided under terms of the last such contract, which went into effect in 1946. All existing network contracts were signed in 1946, and the only change in wage payments since then was a general cost of living increase in 1948, one spokesman said.

Progress of Television Authority, established by Associated Actors and Artists of America last November and given full jurisdiction over television performers in April, was outlined by TWA National Executive Secretary George Heller, former executive secretary of AFRA. Mr. Heller helped set up the TWA organization last year while on loan from AFRA.

He reported on the jurisdictional dispute between Television Authority and Screen Actors Guild. SAG claims jurisdiction over talent appearing in films used on television, and Television Authority presumably takes the stand that its authorization by the 44's as the exclusive television agency gives it power for negotiation in all video matters, live or film. Screen Actors Guild is a division of the 44's.

Television Authority plans to begin negotiations shortly for a master contract similar to that under which AFRA functions with the networks. Mr. Heller's speech Saturday afternoon was followed by a floor resolution calling for staff announcers at radio stations with TV affiliates to get the minimum AM station salary for work at the video affiliate.

Convention delegates approved the board's proposal for an authorized government agency to broadcast "truths about the Communist party" and its techniques. The board has suggested a series of radio or TV spots in which the untruths about communism, including goals, methods and results, would be revealed. The board agreed to waive fees of AFRA members taking part in such broadcasts.

Communism Stand

Delegates also approved a resolution against communism and all forms of totalitarianism, and authorized the board to find some method by which any Communists in AFRA would be barred or expelled from membership.

Indirectly, the board found a way to bar Communists from membership in AFRA when it approved a constitutional amendment for the Pittsburgh local. (The national board approves all such amendments.) The Pittsburgh local sought an amendment providing that its members sign non-Communist affidavits or be expelled from membership.

The complete amendment reads:

"No person shall remain a member of this local who is a Communist or who is affiliated with the Communist party or any other party or group which advocates or fosters the overthrow of the U. S. government by force or violence or any other constitutional means. Every member of this local shall be required to make an affidavit that he is not a member of the Communist party, or affiliated with such party and that he is not a member of or supports any organization which advocates or fosters the overthrow of the U. S. government by force or any illegal or unconstitutional methods. No person shall remain a member of this local who fails or refuses to make such an affidavit unless, in the opinion of this local board, such failure or refusal is due to justifiable means."

No Further Interpretation

It was not explained what "justifiable means" might include.

Because possible freezing of wages by the government as a result of the international situation would call a halt to network negotiations for wage increases, AFRA delegates authorized a meeting between union and management representatives to study possible non-inflationary fringe benefits (such as health and life insurance, longer vacations, shorter work week, a welfare plan). Possible suggestions were a welfare, or insurance or health fund.

New AFRA officers for the next year are Knox Manning, president; five vice presidents, Alan Bunce, Jack Arthur, Bert Buzzini, Frank Nelson and Pierre Pavlin; secretary, Vinton Hayworth, and treasurer, Janet Baumhover.

W. VA. SESSION

Meet Changed to Sept. 2-3

WEST VIRGINIA Broadcasters Assn. will hold its fall meeting at White Sulphur Springs, W. Va., Sept. 2-3, instead of Sept. 8-9, as originally planned, according to George Clinton, WPAR Parkersburg, president of WVBA.

On Sept. 2, Oliver Cramling, AP assistant general manager, will address the West Virginia AP Radio Assn., slated to meet during the WVBA sessions. He also will be principal speaker at a luncheon of the WVBA Sept. 3. Mr. Clinton is chairman of association.

Registration for the meeting will be Sept. 2 with business sessions Sept. 3. All features of the two-day program will be held as previously announced, Mr. Clinton said, despite the advance of six days in the schedule.

F&P EXPANDS

Adds Three in Chicago

Mr. Kieling

Mr. Weimers

THREE additions to the staff of Free & Peters Inc., in line with expansion plans for the firm's Chicago office, have been announced by Lloyd Griffin, vice president.

William B. Weimers Jr., formerly with United Stove Co., and Richard F. Kieling, formerly with Mars Inc. (candy), will specialize in television sales. John E. Erickson Jr., for the past five years associated with media sales for the Chicago Herald American and Philadelphia Inquirer, has been assigned to AM radio sales.

Philo Sales Up

PHILCO Corp.'s sales in the first six months of 1950 totaled $147,012,000 and net income was $6,872,000, which was equivalent, after preferred dividends, to $3.86 per share, according to William Balderaton, president.
Truck drivers are taught ... and urge you:

TO BE SAFE, DRIVE
"WAY AHEAD OF YOURSELF"

Here's how to do it—told by some of the world's safest drivers

The men who spend their lives on the highways, America's truck drivers, don't kid themselves when they get behind the wheel.

They know, that no matter how many safety features are in today's cars and trucks— the driver is the greatest safety factor of all. He's the one who decides whether his vehicle will be a quick, safe form of transportation. Or one of destruction.

It's not surprising, then, to find that truck drivers have a super-safe highway code of their own. "Drive ahead of yourself," for instance, is a precaution every driver can heed!

Keep a safe distance ... be on the alert for anything that might unexpectedly happen at least ¼ of a mile ahead ... be ready at a split-second's notice to avert tragedy.

Simple? Yes—and it makes a whale of a lot of sense! So take this tip from your "Big Brothers of the Highways," and help make the highways and streets—REALLY SAFE!
**Scheidt Signs**

**5-Yr. WFIL-AM-FM-TV Pact**

A HALF-MILLION-DOLLAR five-year radio and television contract has been signed by Adam Scheidt Brewing Co. (Valley Forge Beer and Ramsehead Ale) with WFIL-AM-FM-TV Philadelphia. Contract, effective Sept. 11, is said by the station to be the largest ever placed by a Philadelphia advertiser with a single outlet.

The 62-weeks a year contract, announced jointly by Retta J. Co. WFIL FM-TV and WFIL-TF general manager, and William R. Farrell, vice president, Ward Wheelock Co. (Scheidt agency), calls for yearly renewal options at the then prevailing rates on both AM and TV.

Scheidt will sponsor Valley Forge Jamboree, 11 p.m. to midnight, Monday-Saturday, featuring Bob Finner, popular local disc jockey, on AM. Its television sponsorship will be a quarter hour sports program, also Monday through Saturday, featuring Sportscaster George Walsh as host of George Walsh Lens... Mr. Horn, whose disc shows have had 11-years steady sponsorship, will be aired over WFIL on an exclusive basis. Mr. Walsh, station claims, held the highest rating of all Philadelphia TV sports commentators in the latest American Research Bureau survey.

The brewing company and the stations will conduct a full-scale promotion campaign among dealers, distributors and the general public.

**James H. Cooper**

**JAMES H. COOPER, 68, WBNS Columbus, Ohio, newspaper editor, died Aug. 9 after a long illness. Mr. Cooper had been a news commentator for the station since 1934. Before entering radio, he was active in vaudeville and theatrical stock companies. Mr. Cooper is survived by his wife, Maude, and a daughter, Patti Cooper Johnson.**

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**EELS ADDITIONS**

**52 on Tape Network**

ADDITION of 52 affiliates to its program library-tape network was announced last week by Bruce Eells & Assoc. Inc. List of new subscribers follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJIO</td>
<td>Liverpool, Ohio</td>
<td>KATT</td>
<td>Columbia, S.C.</td>
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<tr>
<td>WGR</td>
<td>Buffalo, N.Y.</td>
<td>( WKBW )</td>
<td>Buffalo, N.Y.</td>
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<td>WPLA</td>
<td>Plaistow, N.H.</td>
<td>( WPLA )</td>
<td>Plaistow, N.H.</td>
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<tr>
<td>KDKM</td>
<td>downtown Anchorage, Alaska</td>
<td>( KDKM )</td>
<td>Anchorage, Alaska</td>
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<tr>
<td>WCFB</td>
<td>Chicago, Ill.</td>
<td>( WFMT )</td>
<td>Chicago, Ill.</td>
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<td>WUDD</td>
<td>Duluth, Minn.</td>
<td>( WUDD )</td>
<td>Duluth, Minn.</td>
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<td>WDRC</td>
<td>New York, N.Y.</td>
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<td>New York, N.Y.</td>
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<td>WJY</td>
<td>Jacksonville, Fla.</td>
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<td>WVC</td>
<td>Watertown, N.Y.</td>
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<td>Watertown, N.Y.</td>
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<td>KFT</td>
<td>Big Fork, Mont.</td>
<td>( KFT )</td>
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**ARNOW RECALLED**

**KIYI Co-Owner To Marines**

Lt. CEDOR A. ARNOW, half owner of KIYI and president of Montana Broadcasters Inc., state association, has been called to active duty with the U. S. Marine Corps, according to William Murphy, managing director of KIYI.

Mr. Arnow, who has been active in the broadcast industry for about five years, was largely instrumental in forming an active Marine reserve unit located in Shelby, Mont., and is vice commander of the state Marine Corps League. He is a representative to the state legislature from his county and was responsible for enactment of legislation favorable to radio in Montana. Upon his departure, Lt. Arnow and his company received "sincere greetings and best wishes" from Gov. John W. Bonner of Montana.

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**KEPO TRANSFER Approved by FCC**

CONSENT has been granted by FCC to assignment of license of KEPO El Paso, Tex., from KEPO Inc. to KWFT Inc., licensee of KWFT Wichita Falls, Tex. Ownership of both firms is "virtually the same," FCC said, and monetary consideration is involved.

The Commission, however, stated the transfer grant "is not to be construed as final approval" of the qualifications of H. J. Griffith, principal stockholder, in view of FCC's current study of the effect of violation of Federal laws other than the Communications Act (Broadcasting, May 1). Mr. Griffith, who held 52% interest in KEPO Inc. and owns 47% of KWFT Inc., was adjudged guilty in a 1948 anti-trust proceeding before the U. S. Supreme Court (U. S. v. Griffith et al., 334 U. S. 100), FCC stated.

Operation of both stations by one corporate entity would permit greater economy of operation and ease of administration, FCC was told in the transfer applications. KEPO is assigned 5 kW fulltime on 690 kc, directional.
NEARLY a score of national magazines have announced advertising rate increases within the past fortnight, many of them without increasing circulation guarantees.

In most instances the publishing companies have obliged them to raise their rates.

Among magazines announcing rate increases were all the Curtis publications. *Holiday*, beginning February 1951, will raise black-and-white page rates from $3.925 to $4.075 and four-color page rates from $290 to $398, although no increase of circulation was claimed.

*The Saturday Evening Post*, starting Feb. 3, 1951, will raise black-and-white page rates from $11,200 to $11,760 and four-color page rates from $16,000 to $17,000 without claiming larger circulation. *Country Gentleman*, starting February 1951, will advance line rates from $10.25 to $11.00 with no guarantee of additional circulation.

*Ladies Home Journal*, in February 1951, will boost black-and-white page rates from $12,555 to $12,745 and four-color page rates from $16,625 to $17,460, circulation remaining unchanged.

*American Home*, the monthly magazine, effective February 1951, hikes black-and-white page rates from $8,665 to $9,100 but is increasing its circulation guarantee by 100,000.

*Woman's Home Companion* in February increases black-and-white page rates from $10,250 to $10,850 and says the average net paid circulation will be up an additional 100,000 by then. *Collier's*, beginning next month, raises black-and-white page rates from $8,500 to $8,600 but shows a circulation increase of 200,000.

'Time' Boosts Rates

*Time* on Feb. 5, 1951, increases its basic rate from $5,700 to $6,200 but will have a 100,000 circulation increase.

*Esquire*, commencing with the January 1951 issue, will increase classified by 75 cents a line, and is increasing the circulation guarantee by 100,000. *Today's Woman*, beginning in January 1951, boosts black-and-white page rates $250, without guaranteeing any additional circulation.

*Woman's Day*, effective March 1951, raises basic page rate from $8,250 to $9,380, but guarantees an additional 300,000 circulation.

*McCall's* magazine, starting next February, increases its basic page rate from $10,000 to $10,400 without any change in circulation.

*An American Magazine*, with the November issue, hikes its black-and-white page rates from $1,500 to $1,500, but offers a net paid cir-

MAGAZINE RATES UP

**Rising Costs Cited**

**NARBA MEET**

Advance Parley Maps Plans

FURTHER preparations for the Sept. 6 resumption of the NARBA conference are slated to be made tomorrow (Tuesday) at a government-industry conference called last week by FCC in cooperation with the State Dept.

The conference will start at 10 a.m., in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, D.C. As in the case of a similar conference last July, FCC said, "any licensee or other person associated with or interested in standard band broadcasting and its international regulation is invited to attend and participate.

FCC Comr. Rosel H. Hyde, chairman of the U.S. NARBA delegation, is expected to preside.

In the meantime Cuba—which still has unresolved differences with the U.S.—were the chief stumbling block at the first NARBA sessions in Montreal last fall—was reported to have taken steps in another field which, observers felt, may substantially limit the commercial operations of her stations.

As a result of a Presidential decree, the station were reported to be considering the idea of eliminating all political programs—hitherto a financial mainstay in Cuban radio.

The Presidential decree, somewhat similar to the equal-time provisions of U.S. radio laws, gives reply rights to any individual who considers that he has been slandered or libeled in a broadcast. The stations must grant reply time or face the penalty of loss of license.

Cuban stations are protesting that it is a function of the courts, not the government Radio Bureau, to decide whether a person has been libeled. They also contend that radio time which already has been sold cannot legally be cancelled, which gave rise to the idea that in the future they may curtail or eliminate political programs.

President Goar Mestre of the CMQ network asserted that stations are "perfectly willing to permit anyone to reply to attacks on our broadcasts, and we have made it a habit to grant such time."

His protest, he said, was directed against the use of an administrative body to decide questions of law which should be handled in the courts.

In Washington, meanwhile, Mexican Telecommunications Director Miguel Perez y Perez convened last week about FCC and State Dept. authorities in informal discussions reportedly in connection with TV allocations (not a NARBA subject) as well as preparations for the NARBA conference itself [BROAD-

CASTING, Aug. 14]. The NARBA sessions will be held in Washington, commencing Sept. 6.

U. S. Chairman Hyde told Broadcaster the conversations with the Mexican official should prove helpful in the accomplishment of a successful conference.

Participation of the Mexican delegation, he asserted, should remove some of the uncertainties which existed in the Montreal proceedings when that nation found it impossible, because of other commitments, to be present.

**WSGW SAGINAW**

New Booth Outlet Opens

WSGW Saginaw, Mich., owned and operated by Booth Radio & Television Stations Inc., began operations Aug. 11 with a dedicatory program including addresses by Mayor Koepke and John L. Booth, president of the Booth organization.

In his address as the station's application for the FCC for television facilities in Saginaw.

The new MBS outlet's general manager is Robert W. Phillips, who is also vice-president and director of the Boothenterprises. Other staff personnel include: Vincent Picard, sales manager; Eugene El- lerman, commercial manager; Jack Travers, chief engineer.

WSGW operates with 1 kw on 790 KHz. Mr. Booth also is president and sole owner of WJLB-AM-FM Detroit and WBBC Flint.

**NOW! on Adapter for your 9-A Equipment!**

- No Need to Buy Costly Additional Arms and Equalizers
- Operates through your present 9-A Switch & Filter
- Replace Diamond or Sapphire Points yourself in a few minutes
- Better Fidelity—Less Needle Scratch—Higher Output

This G. E. RELUC-
TANCE HEAD and ADAPTER is interchangeable with any standard 9-A, which can continue to be used for Vertical or Lateral transmissions. Impedances are matched. Also available in MICRO-GROOVE type if desired.

**only $29.75**

Write or Wire... BROADCAST SERVICE CO. 334 Arcade Bldg. St. Louis, Mo.

August 21, 1950 • Page 47

129 Local Accounts 21 Regional and National Accts. 2,781 Pieces of Mail for May ’50 News—Sports—Special Events 375 WBTW Broadcasting * Telecasting
Cars keep rolling off line when parts "fly" to the job

Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and shipped express to coast. Delivered 5 A.M. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipment charge for 50-lb. carton: $24.56.

Only Air Express gives you all these advantages:

- World's fastest transportation method
- Special door-to-door service at no extra cost
- One-carrier responsibility all the way

1150 cities served direct by air; air-rail to 22,000 off-airline points.

Experienced Air Express has handled over 25 million shipments.

BOSTON U. COURSES
Radiomen Named to Teach

NINE Boston radio men will be among the instructors who will teach students of daytime and evening courses at Boston U.'s School of Public Relations during the coming academic year beginning Sept. 18. Operation of WBUR (FM), which devotes broadcasts to classical music and educational programming, will be one of the student activities, according to Dr. Daniel L. Marsh, university president, and Prof. Samuel B. Gould, director of radio speech and theatre.

Broadcasters appointed for the 1950-51 year include: Ronald Cochran, news editor, WOR; Harold Dorsching, engineer, WENY; Avner Rakev, music director, WBZ-AM-TV; Gene King, program director, WCOX, Sligo; Arthur Lackey, manager, WJEF, Colorado Springs; William T. Wagner, WAKO, St. Louis; John Edwin, WJGF, Grand Rapids, Mich.; Charles H. Garland, KVOO, Phoenix; John Cowden, Louis Hausman and Irving Fein, CBS; Garland, WOR and New Mexico, Los Angeles; Perry Smith, KDMN, Steilag, Calif.; Bill Raines, WOR and Ann Dudley, all of KCBS.

REGION REPORT

Nielson Corrects Percentages

A. C. NIELSEN CO. research as of May 1 shows that the Northern states share of all radio homes is 27%, and that in this territory 26.8% of all radio homes have TV sets. The Nielsen Co. made this report to correct a previous report by regions (BROADCASTING, July 81).

The East Central states share of all radio homes is 21%, and 17% of the radio homes have TV. The West Central share of all radio homes is 17% and in this area 6% of all radio homes have TV. The Southern territories' share of all U. S. radio homes is 22% and in this area 4% of radio homes have TV. The Pacific area's share of all U. S. radio homes is 13%, and in this area 12.3% of the radio homes have TV.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" Contact EDWARD PERRY CO.

BROADCASTING • Telecasting
HERE is notable G-E design progress over earlier Lighthouse Types GL-2C38 and GL-2C39, which in turn originated in the laboratories of General Electric Company as the fruition of many years of tube pioneering work.

Newest, most efficient of planar types that make real the vast possibilities of the microwave regions, the GL-2C39-A combines physical compactness (2 3/4 by 1 3/4 inches) with excellent characteristics as a power amplifier, oscillator, or frequency multiplier.

Important fields of use—where the GL-2C39-A's suitability is so marked that designers are making this fine tube their first choice—include:

- Aircraft traffic and location controls
- Broadcast relay equipment
- Microwave test apparatus
- Military communications
- Utility telemetering and communication systems

On these... and other... applications, General Electric tube engineers will be glad to work closely with you, and with the men at your drawing-boards who handle the details of circuit design. G-E experience with u-h-f types that goes back nearly two decades, and includes countless individual applications, is yours for the asking.

Phone, wire, or write for immediate response to your inquiry about the price of the GL-2C39-A, or for performance facts beyond those given in the right-hand column. Address Electronics Department, General Electric Company, Schenectady 5, New York.
Attention!

Here's the World's Champ hypo for state of the art in radio ratings.

For further details on tello-test, consult the radio stations below, or get in touch with America's "hep" radio representatives who know that TELLO-TEST hypo's ratings, and is a fertile field for national spot business.

For tello-test's SUCCESS STORY, write Walter Schwimmer, Pres.
Radio Features, Inc., 75 E. Wacker Drive, Chicago 1.

tello-test stations
(by the time this goes to press, we will most likely have added a dozen more!)

Albany, N. Y. ... WKAP
Allentown, Pa. ... WJSW
Altoona, Pa. ... WJAN
Ames, Iowa ... KASI
Asbury Park, N. J. ... WJLK
Ashville, N. C. ... WNNC
Atlanta, Ga. ... WAGA
Atlantic City, N. J. ... WMMI
Augusta, Ga. ... WGC
Augusta, Maine ... WRDO
Austin, Minn. ... KAUS
Baltimore, Md. ... WITH
Bangor, Maine ... WLBZ
Battle Creek, Mich. ... WELF
Beaumont, Texas ... KPBX
Beckley, W. Va. ... WWNR
Benton Harbor, Mich. ... WFFB
Biddeford, Maine ... WIDE
Biloxi-Gulfport, Miss. ... WLOX
Binghamton, N. Y. ... WENE
Birmingham, Ala. ... WSGN
Bloomington, Ind. ... WBNR
Boston, Mass. ... WNAC
Bridgeport, Conn. ... WICC
Bristol, Tenn. ... WOPI
Buffalo, N. Y. ... WKBW
Cartersville, Ga. ... WBHF
Casper, Wyoming ... KYOC
Cedar Rapids, Iowa ... KCRI
Charleston, S. C. ... WUSN
Chicago, Ill. ... WGN
Chicago, Ill. ... WGN
Cincinnati, Ohio ... WKRC
Cleveland, Ohio ... WJW
Cloquet, Minn. ... WKLK
Columbus, Ga. ... WGBA
Concord, N. C. ... WGO
Crookston, Minn. ... KROX
Dayton, Ohio ... WING
Denver, Colo. ... KFEL
Des Moines, Iowa ... KRNT
Detroit, Mich. ... WBK
Duluth, Minn. ... WDSM
Durango, Colo. ... KIUP
Eau Claire, Wis. ... WBIZ
El Paso, Texas ... WGA
Evansville, Ind. ... WJPS
Fargo, N. D. ... WDAY
Flint, Mich. ... WBBC
Flint, Mich. ... WTAC
Fort Wayne, Ind. ... WKKJ
Fulton, N. Y. ... WOSC
Gainesville, Fla. ... WRUF
Grand Forks, N. D. ... KILO
Grand Rapids, Mich. ... WFUR
Grand Rapids, Mich. ... WOOD
Green Bay, Wis. ... WUBJ
Greenville, S. C. ... WMRC
Monolulu ... KPOA
Hattiesburg, Miss. ... WHSY
Hays, Kansas ... KAYS
Hornell, N. Y. ... WWHG
Hudson, N. Y. ... WHHC
Hartford, Conn. ... WONS
Indianapolis, Ind. ... WIBC
Jackson, Miss. ... WRBC
Johnstown, Pa. ... WCCO
Kansas City, Mo. ... WHB
Kingston, N. Y. ... WKNY
Kittanning, Pa. ... WACB
Knoxville, Tenn. ... WROL
La Crosse, Wis. ... WLCX
Lafayette, La. ... KVOL
Las Vegas, Nevada ... KLAS
Laurel, Miss. ... WLAU
Levistown, Pa. ... WMRF
Liberty, N. Y. ... WVOS

* broadcasting TUNE-TEST, the show that gives TELLO-TEST a terrific run for the money!
† Don Lee Network.
TIME-BUYERS ABOUT TO PLACE SPOT RADIO BUSINESS FOR FALL—spot radio results!

tello-test syndicated on over 250 radio stations coast-to-coast, is the radio show with America's top listenership ratings, plus a record for sales results that will knock your eye out!

TELLO-TEST is the granddaddy of all telephone quizzes—the show that started the craze for give-aways.

If you are buying spot radio programs or spot announcements for fall—check the following radio stations first before you complete your schedules. If there are availabilities in TELLO-TEST in any of these markets, you're lucky ... and your sales will hit the jackpot!

Little Rock, Arkansas ............. KARK
Lock Haven, Pa. .................. WBFP
Logansport, Ind. ................. WSAL
Los Angeles, Calif. .............. KFL
Louisville, Ky. .................. WLOE
Louisville, Ky. .................. WLOU
Lebanon, Pa. .................... WLBL
Macon, Ga. ....................... WNNX
Madison, Wis. ................... WISC
Marion, Ill. ...................... WGGH
Martinsburg, W. Va. .. .......... WEPM
Memphis, Tenn. ................. WMPS
Merrill, Wis. .................... WLIN
Miami, Fla. ..................... WGBS
Michigan City, Ind. ............. WIMS
Milwaukee, Wis. ................ WISN
Minneapolis, Minn. .............. KSU
Minot, N. D. ..................... KLFM
Moline, Ill. ...................... WQUA
Montgomery, Ala. ............... WMOY
Montreal, Canada ............... CFFC
Mt. Carmel, Ill. ................. WPMC
Muskogee, Okla. ............... KBIX
Nashville, Tenn. ............... WLC
Neenah, Wis. ................... WNAM
Newburgh, N. Y. ................. WGNU
New Orleans, La. ............. WDSU
Newport News, Va. ............ WGH
New York, N. Y. ............... WOR
Ogden, Utah ..................... KOPP
Oklahoma City, Okla. ......... KOMA
Ottenwa, Iowa .................. KBIZ
Oneonta, N. Y. ................ WDNS
Orangeburg, S. C. ............ WRP
Peoria, Ill. ..................... WIRL
Philadelphia, Pa. ............. WIP
Pine Bluff, Ark. .............. KOTN
Pittsburgh, Pa. ............... KDKA
Portland, Maine ............... WCHS
Portland, Oregon ............. KGW
Portland, Oregon ............. KPOS
Pottsville, Pa. ............... WPM
Poughkeepsie, N. Y. ........ WKP
Providence, R. I. ............. WEAN
Reading, Pa. .................. WRAW
Roanoke, Va. .................. WSLS
Rochester, N. Y. ............... WHAM
San Francisco, Calif. ....... KFRC
St. Louis, Mo. ................ KXOK
Saginaw, Mich. ............... WSAM
Salt Lake City, Utah ......... KSUT
Savannah, Ga. ................ WTOC
Seattle, Wash. ............... KVI
Shamokin, Pa. ................ WISL
Sheboygan, Wis. .............. WHBL
Shreveport, La. ............... KTBS
Sioux City, Iowa .............. KSCJ
Sioux Falls, So. D. .......... KSOO
Spokane, Wash. ............... KHQ
Springfield, Mo. ............... KKT
Springfield, Ohio ............. WIZE
Steubenville, Ohio .......... WSTV
Syracuse, N. Y. .............. WSY
Topoka, Kansas ............... WREN
Tulsa, Okla. ................... KTUL
Valley City, N. D. .......... KOVC
Victoria, Texas ............... KNAL
Vineland, N. J. .............. WWBN
Warsaw, Indiana .......... WKAM
Washington, D. C. .......... WWD
Washington, D. C. .......... WWD
Watertown, N. Y. ........... WATN
Wheeling, W. Va. .......... WYYA
Wichita, Kansas .......... KFH
Worcester, Mass. .......... WAAB
York, Pa. ..................... WSBA
Youngstown, Ohio ........ WFMJ
Zanesville, Ohio .......... WHIZ

plus complete Don Lee Network.

BROADCASTING • Telecasting
August 21, 1950 • Page 51
Blunt Weapons

THERE ARE many conspicuous weak points in the argument advanced by the Assn. of National Advertisers in its drive to depress radio rates. The weakest, perhaps, is that it hasn't sold its own membership on the validity of its case. One national account, which must remain nameless, laments the use of "blunt weapons" by its parent association. Says this important national advertiser:

"It is a fact that radio reaches more consumers per dollar than any other good medium I have encountered during years in the advertising business."

Nowhere did ANA mention any comparison of radio costs with those of other media. It is hard to believe that this was accidental.

A study made by NBC in the Boston market last May is illustrative of the trouble the ANA would have borrowed if it had ventured into the ticklish discussion of the relation of radio costs to those of newspapers, magazines and TV.

Cost-per-thousand listeners to radio or TV or noters of a printed ad in Boston was $1.88 for radio, $3.55 for TV, $3.45 for Life magazine, $3.59 for This Week magazine and $3.96 for the Boston Post. A survey by KTUL in Tulsa produced corresponding results.

If it had considered these statistics, the ANA might have found it impossible to justify the 20% rate decrease proposed in night rates on NBC's affiliate in Boston. A 100% increase would have been more like it.

ANA's obvious reluctance to compile statistics comparing radio with other media should encourage broadcasters to speak up to this point as often and as vehemently as they can.

This ANA campaign may teach broadcasters (networks and stations alike) a lesson not yet learned. They may discover the value of their medium, and charge accordingly.

KLAUS LANDSBERG

WHEN the history of television is chronicled, the name of Klaus Landsberg is certain to figure prominently. Program-wise and technical-wise, TV in the United States and Europe owes a great deal to the man who now bears the title of vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood.

Though only in his middle 30's, Mr. Landsberg is recognized as a pioneer in the industry, having been actively engaged in video for more than 16 years. Besides many technical inventions and improvements, credits list direction and production of more than 2,000 separate telecasts, including over 300 remotes.

Mr. Landsberg lays claim to many video "firsts." With Jack O. Gross, president and general manager of KFMB-TV San Diego, he inaugurated the West Coast's first video net-

(Continued on page 55)

Static and Snow

By AWFREY QUINCY

BETWEEN the dark and the daylight as the tollers homeward scurs
There used to be a segment long known as the CHILDREN'S HOUR.
Once it was Injuns and cowboys, monkey-men, pirates and planes;
Burglars, brigands and decoys, hoodlums and cops matching brains.
Atoms, missiles and rockets, space ships to Venus and Mars.
Constantly stretching their dockets to take in all planets and stars.

Somehow the appetite jaded, somehow the thrill ran out,
As juvenile interest faded and taste took a turnabout.

A most surprising transition, as the pendulum rapidly swing
And kid thrillers got competition from programs not meant for the young.

Programs of mystery and murder, vivid, ab-normal and chill,
Bizarre, absurd and absurder, as writers reached limits of skill.
There was groning of teeth and wailing that morals had hit the skids
But most of those doing the flailing never bothered to raise any kids.

For while millions of youngsters were listen-

(Continued on page 55)
Top automobile dealer and giant department store choose WFAA-created programs for television advertising

Because of WFAA's reputation for knowmanship in creating programs that sell, its locally produced shows, "The Early Birds" and "Webster Webfoot," were first choice of the Earl Hayes Chevrolet Company and Sanger Bros., Dallas, for televising.

Sanger Bros. bought the 5:30-6:00 spot, Monday through Friday, for talking duck "Webster Webfoot," and Earl Hayes who sponsors "The Early Birds," radio's oldest breakfast-time variety show, now presents them on television six nights a week.
JOHN E. Surrick, sales director WFIL-AM-TV Philadelphia, to WFBH Baltimore, Md., as vice president and general manager.

DUDLEY TICHENOR, WKBW Buffalo, N. Y., sales manager, to KANS Wichita, Kan., as general manager.

BOYD PORTER Jr., commercial manager KIOX Bay City, Tex., to KVRH Salida, Colo., in similar position.

WXRA and WXRC(FM) Buffalo, N.Y., appoint Wm. G. Rambeau Co. as national spot representative for Niagara Frontier market.

R. J. MEYERS, director of national sales WKY Oklahoma City, to assistant to manager KLRA Little Rock, Arkansas. CLARA LOUISE PRUSS, traffic manager WKY to KLRA as secretary to manager.

LEW STERNS, salesman Radio Specialties Co., L.A., and EDMUND LYTLE, West Coast manager Wm. G. Rambeau Co., to KECA and KECA-TV Hollywood, respectively, as account executives. Mr. Sterns was with KXLA Pasadena, and KOWL Santa Monica, as account executive. Mr. Lylte was with KT KN Ketchikan, Alaska, as general manager, and WHAM Rochester, N.Y., as supervisor of announcers. He replaces OWEN JAMES, resigned.

DICK WELLS, manager Upper Michigan-Wisconsin Broadcasting Co. (owner WATW Ashland, Wis., WJMS Ironwood, Mich.), to WLBK DeKalb, Ill., as general manager. Was network announcer NBC Chicago.

PAUL W. COLLIN, assistant sales manager WJBC Bloomington, Ill., to WMMD Milwaukee as account executive. Was traffic manager ABC Central Division Chicago.

LEONARD P. FRANKEL, sales manager WEW St. Louis for past seven years, resigns. No future plans announced.

BILL TRADER, L.A. agency and broadcasting account executive, and

CLINT NOEL, KDYL Salt Lake City, to KTED Laguna Beach, Calif., sales department.

ARDELL GARRETSON, WKY-TV Oklahoma City sales department, named local sales manager. JACK HAUSER transferred from WKY-TV production staff to commercial department.


KENDALL CRANE, professor of radio writing and production Duquesne U., Pittsburgh, named manager WDUQ (FM), school's outlet, in addition to present duties. Succeeds REV. J. A. LAURITIS.

ED BROWNING, CBS, to sales department WSSB Durham, N. C.

JOSEPH J. BURTON, promotion director Washington Daily News, to WWDC-FM Washington as account executive. MANUEL MIKELSON, WWDC continuity editor, to account executive, WWDC-FM.

EDWARD M. GUSS promoted to station director WGVM Greenville, Miss.

JIM HARVEY, new to radio, to KWTC Barstow, Calif., as commercial manager.

ROBERT L. BALFOUR, general manager Forjoe & Co., Chicago, Aug. 14 reported for active Navy duty in S.F. as lieutenant commander. Was vice president-general manager Booth radio stations in Michigan.

a stick on a picket fence...
The glamorous Fran shedding luster on all that motley array.
A program which keyed its appeal to growing girls and boys,
To whom the puppets seemed real, sharing their sorrows and joys.
Came now an aspect amazing, far-reaching in its results,
As suddenly oldsters went gazing, at programs not meant for adults.
Fond parents, uncles and aunts, in sight from melancholy,
Found whimsy which thrills and enchants, watching *Kukla, Fran & Ollie*.
So emerges a strange situation unbalanced, confusing and queer,
Defying classification, most difficult to make clear.
For with puppets amusing the grown, while murder and mystery still flower,
The Thin Man, Sam Spade or Malone couldn't find that *CHILDREN'S HOUR*.

Remember the staccato clatter of a stick, drawn along a picket fence on a quiet Sunday afternoon? Not exactly melodious, was it? But melodious or workaday, sound is a continuous phenomenon of our lives. It can be as trivial as the rata-tat on a picket fence or historic as a declaration of war. Preserving sound, in any of its billions of combinations, is the job of PRESTO recorders. They achieve it with an accuracy, dependability and fineness no other recording equipment ever built can surpass.

Disk or tape, PRESTO superiority is logical. For no other recording instrument is designed so skillfully, machined with such exactness, as PRESTO. When you entrust your recording assignments to a PRESTO, you have called wisely upon the best there is.

**PRESTO RECORDING CORPORATION**
PARAMUS, NEW JERSEY

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Quebec
Overseas: M. Simons Company, Inc., 75 Warren Street, New York, N. Y.
BOB RIERSON, production manager WBT Charlotte, N.C., named assistant program manager, working under KEN TREDWELL, program manager. Has been with station for two years.

BOB EVANS, continuity editor, WSSB Durham, N. C., to program director, PAT MILLER, WBTM Danville, Va., to WSSB as disc jockey. GERALD HARRIS named music librarian. JIMMY CLARK appointed chief announcer.

GREG GARRISON, ABC-TV producer in Chicago, to NBC-TV New York next month as staff director. Expected to handle Kate Smith video series. He now directs Super Circus show.

JOHN TANSEY, program manager WRYA Richmond, Va., to newly created assistant program manager position. CHARLOTTE R. PRESTON, program and production manager WRYA-FM, named production manager.

DON OTIS, KLAC-TV Los Angeles disc j., tomorrow (Aug. 22) starts new hour weekly show on station emanating from Hollywood Palladium. Band currently playing at dance hall will be featured on show.

MAX HUTTO, NBC producer-director, named producer NBC Fibber McGee & Molly, going on air Sept. 19 for Pet Milk.

CARL LIVINGSTON, program director ETHY Bastrop, La., to WGVM Greenville, Miss., in similar capacity. CHUCK ALLEN, WMB Brookhaven, Miss., to WGVM program department.

DAVE CHAPMAN, KCMC Texarkana, Tex., to KTFS Texarkana, as program manager replacing LES EUGENE, retired from radio.

CHARLOTTE MORRIS, Photo and Sound, S.F., to production staff KPIX (TV) San Francisco.

EARL POPP, Itaeha (N. Y.) College Radio Workshop graduate, to WHUM Reading, Pa., as announcing.

RICHARD J. GOGGIN, senior TV director ABC Hollywood, takes leave of absence to join teaching staff U. of California Extension, L. A.

GLEN STUTZMAN, program director KCNI Broken Bow, Neb., to National Guard, expecting regular military service soon.

LOU GOLZIAN, graduate American U., Washington, to announcing staff WPAX Falls Church, Va.

JAMES ROBERTSON, WWDIC Washington music librarian, to continuity editor, replacing MANUEL MIKELSON (see FAVOR GURNEY), PHYLLIS ROLAND, traffic manager WWDC, resigns from radio. Succeeded by MILDRED SCHELLINGER.

MONETTE SHAW, women's editor KABC San Antonio, joins cast Your TV Shopper, Thurs., 2:00-3:45 p.m., KEYL (TV), San Antonio city, in addition to present position.

BOB AMSBERRY, director KEK Portland, Ore., children's show, to become active duty in U. S. Marine Corps.

RICK MITCHELL to assistant program director, WONY New York. He joined CBS in 1941 as announcer and producer of shortwave programs, was program manager WLAN Lancaster, Pa., for three months, returning to CBS as assistant director of network television shows.

EDGAR G. WILL JR., WACO Waco, Tex., announcer, to radio department Miami U., Ohio. Work will include teaching and supervision of campus AM-FM station.

PHIL SCOTT, KRUX Phoenix, Ariz., to KTED Laguna Beach, Calif., as disc jockey and staff man.

EARL W. STEIL, to program director WARC Rochester, N. Y., with CBS New York, KMOX St. Louis and WCCO Minneapolis.

JAY BARRINGTON to WDAF-TV Kansas City, Mo., as sportscaster-announcer. Graduate Northwestern U.

MARK WEAVER, newscaster WKY Oklahoma City, to newscaster KIRA Little Rock, Ark.

LEON DORAIS, CARL F. RANDALL, HARRY FIS, FRANCIS HARR, WALTER T. ASH, ANSON, all from N. Y., Hollywood and S. F. stations and newspapers, to KCBS San Francisco to handle expanded news operation.

HARRY W. FLANNERY, KLAC-TV Hollywood newscaster, named first vice president American - Christian Palestine Committee, L. A.

BOB LINDSAY, news editor WKOW Madison, Wis., leaves Sept. 15 for active duty in organized Marine Corps Reserve.

CHARLES A. FRANDOLIG, Galveston, Tex., News Tribune, to WOAI San Antonio news staff.

ROBERT TRUERE, newscaster WCSC Charleston, S. C., father of two, joined Rosary, Aug. 5.

HARRY CHESTER, newscaster WLAW Lawrence, Mass., father of girl, Sandra Marie, Aug. 9.

Seizing the Opportunity

DOING business in the rich "THUMB" area of Michigan

ASSURED AUDIENCE! COMPLETE COVERAGE! PROVEN RESULTS! LOW COST! Definitely!

The Only Radio Station

SAGINAW

The Only Radio Station
in the rich "THUMB"
area of Michigan

WSAM

SAGINAW BROADCASTING CO.

Headley-Reed, National Representatives

THE GREAT LAKES NETWORK
"Coverage That Counts"

WOP AM-FM WLEW Owosso Bad Axe SAGINAW Bad Axe
WLEW AM-FM WLEW Saginaw WMTR Alma

California Centennial Commission The California Story, Sept. 8-12.

W. BARRY CASSELI, Jr., staff announcer WAAM Baltimore, father of boy, W. Barry III, Aug. 10.

PAT ST. CLAIR, assistant in ABC Chicago press department, and Jack McLaughlin announce their marriage.

GENE WHITAKER, disc jockey WSSB Durham, N. C., named news editor and the radio correspondent for area.

EVENING CANADIAN, WKY Oklahoma City news department, named news room supervisor, succeeding BRUCE PALMER, resigned to become public relations manager for local oil firm.

RAY WALTERS, recent graduate Rutgers U. and newscaster WBSU Detroit, N. J., his news staff WMBT Morris-town, N. J.

PATRICK J. McGUINNESS, news and sports director WATL-AM-FM Atlanta, Ga., resigns to enter public relations in Miami, Fla. No successor named.

RAY MARTIN, local news editor WTMN Charleston, S. C., resumes her duties after attending NBC-Northwestern U. Summer Radio Institute, called "The Great Lakes Broadcasters Conference."
Respects

(Continued from page 58)

work when on May 16, 1948, direct program pick-up service between that station and KTLA began.

For the first time in its history, a wireless transcripition service was started by Mr. Landsberg on March 4, 1949, and KTLA still syndicates many programs.

The Landsberg story started in Germany. Born in Berlin on July 7, 1916, Klaus Landsberg's interest in radio was quite apparent as a boy of 6 years old. Most of his spare time was spent building radio sets from everything imaginable. At 16 he amazed science-minded Germans by building the most effective shortwave receiver ever conceived, using then less tubes than ever before thought possible. For this achievement, he won first prize at a national exhibition.

He celebrated his 18th birthday by becoming assistant to Professor Faeb, European pioneer and director of one of the first TV laboratories in the world.

It was during this association with Prof. Faeb, in Czechoslovakia that the youthful Landsberg designed and built early cathode-ray tube TV equipment. He also lectured throughout Europe on video principles and gave many of the first demonstrations of such equipment during this time.

Obtained Two Degrees

Despite his many activities in radio and TV, education and cultural training were not neglected. He obtained two degrees—Electrical Engineer and Communications Engineer—from Polytechnical Institute in Czechoslovakia in 1936. Prior to that he had studied in various colleges of Holland and Germany. He later took post-graduate work at the U. of Berlin.

Mr. Landsberg combined still another activity into his busy schedule. He learned to play four musical instruments—violin, piano, accordion and drums. He also became such a proficient skier that he was featured in exhibition skiing in several European movies.

Having become a recognized authority on video, Mr. Landsberg was called upon in 1936 to assist in the history making telecast of the Berlin Olympic Games, an event that marked TV's rounding of one of the proverbial corners.

It was a year later that he was appointed laboratory engineer and assistant to Prof. Dr. Arthur Kern, inventor of picture telegraphy. During this association the young engineer created many new electronic devices. Most important was an electronic aid to navigation and blind landings, considered so vital that the Third Reich declared it a military secret. But Mr. Landsberg was determined to destroy it as a Nazi weapon, and he did.

This basic radar principle in 1937 became Klaus Landsberg's passport to America—a story in itself which has the dramatic impact of a thriller. He became a citizen of the United States on Jan. 8, 1943.

Parnsworth Television Inc. hired Mr. Landsberg as television development engineer in Philadelphia in 1938, shortly after his arrival in the United States. A year later he shifted to NBC New York TV division. And it was during this period that Mr. Landsberg helped NBC make possible the first public TV demonstrations in the United States at the New York World's Fair.

Recognizing his qualifications, Allen B. DuMont signed him as television design and development engineer for the New York DuMont Laboratories, pioneer TV organization. There he supervised technical operations of the television unit at U. S. Army maneuvers in Canton, N. Y., and put in readiness WABD (TV) New York, owned and operated by Allen B. DuMont Labs Inc. He also assisted in producing the first programs for this station.

Made Next Move

Paramount Pictures Corp., DuMont stockholder and Mr. Landsberg's next move, was a natural culmination of his two years activities with the latter firm. He was sent to Hollywood in late summer of 1941 to organize WEXXY (now KTLA), the Paramount Pictures TV station.

WEXXY operated five years on an experimental basis before Mr. Landsberg came KTLA in January 1947, Los Angeles' first commercial TV station and now a profitable operation—in the black [Television, Feb. 20].

Mr. Landsberg knows no schedule for himself and he constantly keeps himself informed of KTLA activity. He can work around the clock without a stop and has done it many times. In addition to duties entailed as general manager of KTLA and vice president of Paramount Television Productions, he personally produces and directs many KTLA programs, all special events and most of the station's remote telecasts.

Many Honors Conferred

Many are the honors conferred upon Mr. Landsberg as general manager of KTLA. In 1944 he was given the Television Broadcasters Aasn. award for adaptation of motion picture technique to TV; 1946 brought the American Television Society award for continued excellence in TV production; TBA again honored him in 1946 with the Gold Medal for outstanding public service contribution to TV. When Academy of Television Arts & Sciences made its first annual "Emmy" awards for 1946, Mr. Landsberg and KTLA received the lion's share. Similar honors were conferred on him and KTLA by that same group for 1949. Various national publications have also presented him with awards.

Television, being his hobby as well as his vocation, Klaus Landsberg says, Recreation include skiing, ice hockey and sailing, but he admits having little spare time.

Club activities are limited these days, too, but he maintains membership in Los Angeles and Hollywood Ad Clubs, Los Angeles Press Club, Society of Motion Picture & Television Engineers, and American Television Society. He is a member of the executive branch of the Academy of Motion Picture Arts & Sciences and past president of the Society of Television Engineers. He chairman the organization committee for the Television Broadcasters Aasn. and is active in that organization.

Mr. Landsberg met Evelyn D. A. Ashlin of Rio de Janeiro, Brazil, when she was touring Paramount studios one day in 1944. On April 2, 1946, she became Mrs. Klaus Landsberg. With their 4½-year-old son, Ronald Cleve, the Landsbergs reside in Hollywood.
On All Accounts
(Continued from page 12)
Phil, as house president, the utmost respect. However, Phil, as dining room steward, was traditionally the butt of all jokes. The problem wasn’t solved until he was graduated.

At KFLV he worked 90 hours weekly. In addition to announcing, he wrote a three-a-week dramatic show, playing all parts, and a radio column for the local paper. From Rockford he went to WAAF Chicago, remaining a year and a half when he was hired as a member of the first staff of KIEV Glendale, Calif.

Dividing himself into an arithmetical impossibility, he recalls “I was a whole program director, a half station manager and a third of an announcer.” This job was only part of the reason he considers California his No. 1 jinx. After money problems (“personal and professional”), he was rising above water level when the bank holiday was declared. Burmounting this, he found himself in the middle of an earthquake. “That was my cue—off stage!”

Back in Chicago, Phil was hired by the Edgewater Beach Hotel as m.c. and radio announcer in its Marine dining room. His enthusiasm subsided, though, because “the job was seven days a week, and those were night.” Offered a WBBM (CBS) Chicago announcing job, he stayed seven and a half years.

Bridge to Bride
To celebrate the hiring, he married the former Sara Kinsey. Both were bridge devotees, and they met on a blind date arranged by a mutual friend who taught bridge via the airwaves. The Boymans have two children, David John, 14, next fall, and Virginia Judith, 10.

Phil left WBBM in 1941 as production manager, responsible for all sustaining. Joining Blachett-Sample-Hummert as supervisor of commercial production, he remained after the split to Dancer-Fitzgerald-Sample, working on the Procter & Gamble and General Mills accounts. He later freelanced as a producer, handling Ma Perkins (on both NBC and CBS), The Betty Crocker (ABC) and Food and Fiction (ABC).

A freelance until early 1947, Phil then joined Young & Rubicam, Chicago, and radio and television director.

Phil’s completed fall plans pertain only to himself—he’ll rejoin Chicago Television Council colleagues at weekly lunches, trot across the street from his Evans- town home each Saturday for Northwestern U. football games, and continue his job of “heroic maintenance” on the house he bought May 1.

He’s also going to bribe the kids to give up their rightful claim to the playhouse in the backyard. “Papa’s gonna have some neighborhood square dances.”

W. EICKELBERG
L. A. Firm Partner Dies
WILBUR EICKELBERG, 53, partner, Keenan & Eickelberg, Los Angeles radio representative, died in his sleep Aug. 13 of a heart attack. Funeral services were held Aug. 16 at the Little Church of the Recessional, followed by cremation.

Prior to forming the Keenan-Eickelberg partnership in 1945, Mr. Eickelberg was an account executive with MBS in New York. From 1939-42 he was a sales manager of Don Lee Network. He left there to rejoin the Marine Corps in an active capacity as captain in World War II, after having seen active service with the branch in World War I. He held two silver stars for gallantry in action. He was a member of both the Los Angeles and Hollywood Advertising Clubs, American Legion Post No. 16 and Military Order of World Wars.

Besides his widow, Sibyl, he leaves a brother and a sister.

E. P. SHURICK SR.
Retired Radio Veteran Dies
EDWARD P. SHURICK Sr., 60, veteran Twin City broadcaster, died Aug. 11 at Sunflower Village, Kan., following a long illness. He had retired from active radio work in 1942.

Funeral services were held in Minneapolis last Thursday. He is survived by his widow, two sons—E. P. J., CBS market research counsel, New York, and William P. of Minneapolis—three daughters and a sister.

Mr. Shurick was born in St. Paul and attended school there. He entered advertising through the direct mail field and was Minneapolis manager of KSTP St. Paul during its early days. Later he served as general manager of WDGY Minneapolis and was identified with the establishment of WLOL in that city.

Price Up on Sets
WESTINGHOUSE Radio and Television Division last week announced price increases on eight models of its TV line and on five radio models. TV rises ranged from $10 to $20 and from $1 to $40. The certain radio models. Models with the 12½ and 14-inch TV tube were not affected. Price increases of $5 to $20 for television and receivers were announced by Majestic Radio & Television, Inc. The increase ranged from $5 for one 12½-inch TV model to $20 for a 16-inch model.

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ALL STAR TRIO

IN THE LONE STAR STATE

In Dallas ............. WFAA-TV
In Houston ............. KPRC-TV
In San Antonio ........ WOAI-TV

WSB-TV .............. Atlanta
WBAL-TV .............. Baltimore
WNAC-TV .............. Boston
WFAA-TV .............. Dallas
KPRC-TV .............. Houston
KFI-TV .............. Los Angeles
WHAS-TV .............. Louisville
KSTP-TV .............. M’an’s-St. Paul
WSM-TV .............. Nashville
WTAR-TV .............. Norfolk
KPHO-TV .............. Phoenix
WOAI-TV .............. San Antonio

These stations spell television in the three biggest Texas markets — markets that gather in 45 cents out of every retail dollar in the state.

These are the Texas TV stations which put the muscles behind television's fabulous sales punch.

Whether you spot your television campaign into one market or many, turn first to the profit-packed regions served by the profit-producing stations listed here.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
FROM NOW ON, WWJ-TV’s advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.

Stabilized!

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is guaranteed to advertisers for one full year!
STATION INCOME IMPROVING

BY RICHARD P. DOHERTY
DIRECTOR
EMPLOYEE-EMPLOYER RELATIONS
NAB

THE TOTAL operating costs of the average TV station, which operated during the full year of 1949, were approximately $47,000 per month. This fact was determined in a recently completed study conducted by the Research Dept. and the Employee-Employer Relations Dept. of the NAB.

While a few of these TV stations (on the air prior to January 1949) managed to show a small profit, the overall summary for all TV stations (for the full year 1949) showed that the average monthly income ran at a rate of approximately 50% of total expenses. However, a considerable number of TV stations experienced progressively improved results as the year passed and, consequently, these stations operated "in the black" during the last few months of 1949.

Economic Facts

Some salient economic and financial facts about the television industry during 1949 were:

(1) The average TV station maintained a staff of approximately 60 persons.
(2) For such station (for the full year's operation 1949) the distribution of total expenses was as follows: (a) 29% for the technical department; (b) 35% for the program department; (c) 6% for selling and 30% for general and administrative.
(3) While the monthly cost of running the average TV station was nearly $47,000 there were some operations (for the full year 1949) which were conducted on a cost basis of $1,000 a day or $30,000 or less per month. On this point it is interesting to note that in its Television, A Report on the Visual Broadcasting Art, Chapter Three entitled "Basic Economics: Operat-

N.Y.-CHICAGO RELAY

Set to Open Sept. 1

AS REPRESENTATIVES of the four TV networks last week continued their attempts to achieve an equitable distribution of the new video network facilities which A&T&TL will make available this fall, telephone company engineers were giving final checks to the New York-Chicago radio relay system. The relay will go into regular service Sept. 1, providing practically fulltime TV program service for each network across the northeastern and central states and relieving the network negotiators of what had formerly been a major allocations headache.

As the second week of their deliberations drew to a close, the TV network executives were more optimistic of an early completion of their allocation tasks than they had been a week earlier. Then, they had feared that it would be the end of August, perhaps even into September, before agreement could be reached. Late last week they looked for an earlier conclusion, perhaps before the end of this week.

Main stumbling block is reported to be a difference of basic philosophy as to the method of dividing time on facilities inadequate to provide all four networks with as much program service time as they would like. One faction is said to urge a division on the basis of requirements, the network with the largest requirements getting the largest share of the time, etc. Opposing this is the theory of others paid to the general manager and certain other top TV station executives and administrative employees. Similarly, it is apparent that AM operations were being made to absorb a fair portion of the selling expenses actually devoted to television. On the other hand, depreciation amounted to 16% of total TV station costs; in AM operations depreciation averaged about 5% of total station expenses for the past year.

(5) Among the TV stations which came on the air after Jan-
(Continued on page 76)
Telefile:
The 'Daily News' Outlet WPIX (TV) Streamlines Its News And Pictorial Format to Gotham's Video Tastes

originating most of the programs of the four TV networks.
A few of the innovations proved to have little to recommend them beyond novelty and quickly folded. Others have become permanent parts of the WPIX schedule, such as Night Owl Theatre, feature film program starting at approximately 11 each evening except Sunday, and Ted Steele Show, running from 2:30 to 3:30 all afternoons except Sunday and baseball days. These shows have produced revenue as well as audience for WPIX, Night Owl Theatre being completely sponsored and Ted Steele Show having 35 participating advertisers.

Stresses News
As might have been expected of a TV station affiliated with a newspaper noted for its picture news coverage, WPIX has specialized in news and currently includes some 50 news telecasts in its weekly schedule, amounting to seven hours of air time. In March WPIX received the first DuPont award ever given to a TV station for its "outstanding public service through the presentation of current news and events."

A full-scale WPIX sports schedule, which currently includes telecasting all home games of the New York Giants, wrestling, boxing and stock car racing, with football, basketball and hockey coming in at their appropriate seasons, will be expanded starting Oct. 15 with pick-ups of a varied schedule of events from Madison Square Garden five nights a week, Sunday through Thursday. Chevrolet Div. of General Motors Corp. will sponsor half the coming winter's Garden telecasts on WPIX; Webster Cigar Co. has signed for another 25% and sponsorship of the remaining quarter is expected to be signed momentarily.

This sports schedule is rounded out with a daily quarter-hour program of sports news and gossip conducted by Jimmy Powers, sports editor of the News. Danton Walker, Broadway columnist for the paper, presents a half-hour program on Friday nights; Lowell Limpus does a 45-minute Sunday Voice of the People show and other News by-liners appear frequently on WPIX.

From the outset, WPIX has considered films as an important part of its programming. Its first major film deal was made in 1948 for the TV rights to 24 feature pictures produced by Sir Alexander Korda, which were syndicated to 26 other TV stations as well as broadcast by WPIX in New York.

The station also had syndication plans for its TelePIX Newsreel, but the costs of preparing and distributing a national daily newsreel proved beyond the scope of most TV stations' budgets in 1948 and WPIX revamped the newsreel for its own exclusive use, majoring in New York news.

Cites Many 'Beats'
Now broadcast twice daily, at 6:30 and 11 p.m., with an early afternoon reprise the following day, this 10-minute newscast program has scored many TV news beats, such as Anna Komenskina's dramatic "trap for freedom" from the Russian Consulate, which WPIX had on the air within two hours of its occurrence.

The WPIX story actually started some nine years before its programming debut. In 1930 the News, which had never gone into radio station operation, had a survey made for a TV station. The paper's video plans were delayed by the war but not forgotten and early in 1947 the News received its video construction permit from the F.C.C. In December of that year Robert L. Cole, engineering vice president of the St. Louis Post Dispatch stations (KSD-AM-FM-TV), moved to New York as general manager of WPIX and began the task of erecting the station and simultaneously building an operating staff.

$500,000 Outlay
Before WPIX went on the air in June the News had spent more than $500,000 to construct and equip its studios in the News Bldg. and its transmitting tower on the roof, had assembled a station staff of 176 employees and was all set to reap the profits that TV was sure to produce. But it didn't work out just that way.

"Those of us who organized WPIX more than two years ago knew very little about radio, television or show business," F. M. Flynn, president and general manager of the News and president of WPIX, told TELECASTING last week. "We put together what we believed to be a competent television crew and no crew ever worked harder to do a job."

He continued:
We made mistakes. We spent much time and money toying with the idea of competing with the key network stations on their terms. We were misled into thinking we might become a part of a syndicate or group operation of newspaper owned TV stations. We soon learned we would go broke trying to buck the big networks. Seeing our error, we switched back
(Continued on page 70)
CBS and Remington Rand have completed an agreement for production and distribution of color television equipment for non-broadcast use, the companies announced last week.

Remington Rand, manufacturer of business machines and industrial equipment, will produce, sell and install CBS-designed television units.

The units include a color camera, a control unit with a monitor and as many other color monitors as may be needed. The camera was exhibited, although not demonstrated, at a CBS news showing of color developments in New York several months ago.

The equipment will operate on standards which CBS has proposed for industry-wide adoption by the FCC. The trade name "Vericolor" will be given to the units manufactured by Remington Rand.

The successful completion of last week's announcement, the two companies expect the Vericolor units will be principally used in medical instruction and in dangerous industrial processes like atomic energy, and research, where the hazards to observers would be eliminated if they could watch a distance by television.

The Joint announcement said the arrangement to manufacture the Vericolor units was an outgrowth of CBS showings of medical television in cooperation with Smith, Kline & French Labs. These demonstrations have been performed at numerous medical conventions in the United States.

James H. Rand, board chairman and president of Remington Rand, said the interest aroused in medical circles by the television demonstrations "no more a ready market for this new equipment."

Frank Stanton, CBS president, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the sale of color television in many fields."

The camera used in the new system is one-fifth the size of average black-and-white TV cameras and weighs 32 pounds. Only one man is needed to operate each Vericolor unit.

Remington Rand will supply the capital for the joint venture, it was learned. CBS' part in the arrangement is to supply the design and to test the equipment.

Remington Rand's existing manufacturing and distribution facilities will be used. Production of the Vericolor units is to begin at once, and deliveries are promised for fall.

Mull P&G Daytime TV

ALL PROCTOR & GAMBLE NEW YORK agencies have submitted recommendations on daytime TV plans for the soap company. The company likely will make definite decisions sometime in October, W. Ramsey, director of radio for P&G in Cincinnati, told TELECASTING.

USE OF FILM ON TV

Agriculture Dept. Winds up 2-Yr. Study

RESULTS of the two-year television study of TV films and program by the U. S. Dept. of Agriculture are summarized in the first of a series of three reports just released. Other reports will cover visual aids and program methods.

The film report was prepared by Tom Noon and Maynard A. Speece, TV information specialists, and Kenneth M. Gapen, assistant director of information for radio and TV. Copies are available at the USDA Radio & TV Service, Washington 25, D.C.

Extensive research in the adapting of films for TV shows was carried on by the department. Other phases of the film study cover packaging TV shows in film, tailoring new film to fit TV needs, and distribution and use of film on TV.

Clearances Discussed

A chapter on clearances combines results of extensive research by the USDA TV specialists and the USDA legal staff. Included are sections covering right of manufacture, right of performance, agents and right of privacy.

General rules suggested by the USDA solicitor for exhibition of films on TV follow:

The department must have from the copyright owner of a film in the sound track a license extensive enough to cover the type of use contemplated.

The department should, as far as possible, have rules to enable to be quoted by television, the film, unless they specifically forbid such use. If a license is needed, it must apply to a person whose voice or likeness is used in the adaptation.

Where USDA films are used in a telecast, such use would constitute a "performance for profit" in the meaning of the law, even though the broadcast were in no way commercial. Use of such films for non-commercial purposes is acceptable, however, as long as sufficient copyright cover is used of the film at will. A separate, specific license must be secured.

RAMS FOOTBALL

Admiral Sponsors on KNBH

ADMIRAL Corp., Chicago (TV sets, refrigerators), will sponsor telecasts of all Los Angeles Rams National League professional football games and two pre-season contests on KNBH (TV) Hollywood. The $66,900 agreement was signed last week by Admiral, KNBH and the Rams.

Contract, placed direct, calls for the telecasting of a total of 15 games, the first to be played Aug. 23 against the Chicago Cardinals. Nine of the telecasts will be live and a road game with the San Francisco 49ers will be carried over the new microwave relay between San Francisco and Los Angeles. Six other road games will be on film.

Calling for an attendance guarantee of $575,000 for eight home games, the contract gives Admiral's share up to a maximum guarantee of $151,000, the remainder to be assumed by KNBH. If attendance exceeds the guarantee, Admiral will pay the excess; if it is pointed out, the average for the eight home games would be 15% higher per game than the team netted last year when the guarantee was $97,000, for six home games.

A sliding scale of payments pegged on gate receipts makes it possible for the station and sponsor to present the games at little or no financial outlay, it was said. Announcement of the agreement was made by Dan Rice, president, Samuel G. McPherson, advertising manager, KNBH; Ray Cox, vice president and general manager, Herbert H. Horn, Inc., Southern California distributor for Admiral.

Sports Gate

RTMA Issues Jordan Report

COMPLETE survey of television's losing battle to attract attendance at sports events, showing the visual medium does not hurt the gate, was published last week by Radio-Television Mfrs. Assn. The survey was conducted by James A. Jordan while a student at Princeton and U. of Pennsylvania graduate school, and its findings have attracted nationwide attention [TELECASTING, May 15, 22].

In publishing the 112-page volume, most comprehensive of its sort ever prepared, Robert C. Sprague, RTMA president, explained the association got the study initiated or financed the study but was publishing it "because of the considerable light it casts on a complex and controversial issue."

The findings were confirmed recently in a supplemental study by Mr. Jordan [TELECASTING, July 24].

Mr. Sprague said an RTMA board committee carefully analyzed the Jordan findings last May and unanimously recommended that it be published and widely distributed to sports organizations and other interested groups.

Main findings are:

1. The length of time a person has owned a television set directly influences his and his family's attendance at sports events.
2. When he first buys a set, attendance goes down temporarily—after one season in most sports—then returns to normal.
3. After one to two years of ownership, the effective attendance rate is higher than that of non-owners. It is hard to determine how much of this increase can be attributed to the greater interest in sports stimulated by TV. Sports fans were among the first to buy TV sets, so we would expect them to have a somewhat higher rate of attendance.
4. TV owners take other members of their family out to games more frequently than non-owners.
**TV SET TAX**

**Senate Unit Heats Protest**

The television industry last Thursday presented its view before the Senate Finance Committee on the proposed 10% federal excise tax on television sets at the manufacturing level.

The meeting, called in answer to an industry request, was held behind closed doors in executive session. Testimony was heard during the brief session from Dr. Allen B. DuMont, Allen B. DuMont Labs, Inc., president and radio-television Mfrs. Assoc. excise tax committee chairman. A. M. Freeman, RCA Victor vice chairman, and David Graham, DuMont Labs, RTMA committee member, accompanied him.

Dr. DuMont was heard as the Senate committee, which early this month approved the TV set tax proposal [Telecasting, Aug. 7], wound up its study of the House-approved "airtime" tax revision measure. Hearing was called in response to protests filed Aug. 4 by NAB and RTMA.

Dr. DuMont told the committee the Treasury Dept.'s proposal to tax TV sets 10% would be contrary to the public interest and would fall as a burden on a new industry.

As a defense and war-time training medium, Dr. DuMont said, television can not be equaled for its obvious training value nor for its effect as a public morale booster. He added that the industry is in a state of "flux" with technological changes continually taking place.

Dr. DuMont also called attention to operating losses both to many stations, restricted by the FCC freeze on new construction, and to television networks. Manufacturers, he continued, also have a big investment in TV research and development to make up.

While the Finance committee concluded its chapter-by-chapter consideration of the tax revenue bill and voted to report the bill without dissent on Thursday, committee members agreed to take a final look at the completed report when it will be drafted about the middle of this week. Chairman George said he expected the bill to be in shape for Senate debate by Wednesday or Thursday.

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**CUBAN NETWORK**

**Gets RCA TV Equipment**

A full complement of TV station equipment was shipped by air last week to Havana, Cuba, for use by the Union Radio Network of Cuba, RCA has announced. Two National Airlines transports were used to carry the RCA shipment from Philadelphia International Airport.

Ceremonies were held at the airport prior to the flight on Aug. 15, with Cuban Consul General Nicolas E. Meneses, RCA executives, and National Airlines chiefs taking part. Transmission of speeches made was flown to Cuba with the shipment.

It is understood that URN will use the equipment for its key station in the Cuban TV network. Antonio Zamorano, representing Humara y Lstra, Cuban distributor of RCA products, disclosed that the network, one of the largest in Cuba, plans to launch extended TV program schedules this fall. Extensive baseball and other sports coverage are being planned.

Equipment sent weighed more than 22,000 lbs. Included in the shipment were an 8,000 lb. 5 kw TV transmitter, transmitter console and antenna, complete field mobile unit, six television receivers, three TV cameras, film projection equipment for 16mm, 35mm and slide operation and other studio facilities.

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**PHILCO ON ABC**

**To Sponsor McNeill Show**

PHILCO CORP., Philadelphia, will sponsor the full hour of the Don McNeill TV Club on ABC-TV, starting Sept. 13, James H. Carmine, executive vice president of the Philco Corp., has announced.

Last week the show was scheduled to be sponsored for a half hour by Speidel Watchbands but at the last moment Philco picked up its first option. Meanwhile Speidel has bought another time on another network to start Sept. 18. The program, as yet undecided, will be presented Monday, 8-9:30 p.m. on NBC-TV. Sullivan, Stauf- fer, Colwell & Bayses, New York, is the agency for Speidel.

The Don McNeill TV show will originate in ABC's Civic Theatre in Chicago. It will utilize the radio program formula of Breakfast Club. Along with Mr. McNeill, Sam Cowling, "Aunt Fanny," Johnny Desmond and Patsy Lee, plus Eddy Bruckine and his 14-piece orchestra, will be featured Hutchins Adv., New York, is the agency for Philco.
HE OUTDRAWS 'EM ALL!

...He's done it year in and year out on radio, movie screens, records and personal appearance tours. Now Gene Autry, greatest cowboy of them all, brings his phenomenal drawing power to television!

He's got a sure-fire show.* First film series made expressly for TV by a top Western movie star, it's loaded with action...features Gene and his horse Champion, Pat Buttram, Sheila Ryan, the Cass County Boys and all the Autry hands.

In the words of Variety: "Autry indicates that he can hold his own on video. He's transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor."

New York Daily News: "Typical Autry entertainment, a compound of action and good humor."


Want to put your brand on it? Just call your nearest Radio Sales representative. He'll give you complete information—and tell you whether it's still available in your area.

*A CBS-TV Syndicated Film series of half-hour Western films, each a complete drama. Represented exclusively by Radio Sales—New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles.
Two surveys covering the effect of television on school children were released within the last fortnight. In Evansville, Ind., 70% of the school children surveyed on television habits said TV does not harm them as ideals, and 48% of their teachers reported dissatisfaction with the medium. Among the parents surveyed, 58% of those owning TV sets approved of children’s programs in general.

In an attempt to measure the comparative educational effectiveness of radio and television, Don Lyon and Lawrence Myers, both of the Syracuse U. Radio and Television Center, report that grammar school students seem to have developed a critical sense about radio but none as yet for television. They also are more interested in television and seem to be able to recall more information from it than from radio.

Although Messrs. Lyon and Myers point out that their tests are not far enough, they do feel that some trends appear to be indicated. They found students to be highly favorable in their comments on a test TV program. When asked what they liked about a special radio program, they responded in terms of specific dislikes.

Data in the Evanston survey was collected by Prof. Paul A. Witty, Northwestern U. faculty member in education, for a conference on developmental reading in elementary and secondary schools. “The almost universal appeal of TV to children offers an unparalleled opportunity for influencing children in positive ways.” The teacher said TV becomes “a real problem of educational policy, chiefly in homes where parents permit it to become one.” He explained that there is among parents a “curious mistrust of their own ability to deal with problems created by TV.”

Parents and teachers of school children were divided sharply as to their approval or disapproval of television. Almost half of the teachers (48%) expressed dissatisfaction, decrying “the low standard of the educational offering and the poor quality of entertainment.” More than a fourth (24%) admitted some “serious” limitations, but recognize TV’s promise and potential as an educational force. Twenty-five percent expressed indifference.

55% Approve Programs
When surveying parents, Prof. Witty found that 55% of those owning TV sets approve of children’s programs in general. 22% like certain programs only and 14% do not approve of children’s shows. Among non-TV-owning parents, only 16% approved of children’s shows on television.

Many parents said they approved of the medium because it keeps youngsters at home. Others said TV relaxes children “in the difficult period” before dinner. Many of the parents believe TV shows stimulate thought and imagination, and widen interests of children. Parental disapproval stemmed from a conviction that in general “are too violent, too sensational, too stimulating and include too many westerns.”

John Mock Surveys
Set Owners
TV Set Owners report quality of sound reproduction will be almost as important as picture sharpness when they choose their next television set. This was reported by John Mock Industries last week after a survey among almost 200 families in the Chicago area. Viewers owned TV sets an average of 13.1 months.

The survey allowed 10 points for a first choice in factors which would determine selection of the next TV set in the home, nine for the second and so on in descending order to determine the top 10 influences. Results follow, with the number of points for each factor.

Sharpness of picture
Quality of sound reproduction
Reputation of the manufacturer
Cabinet style, appearance
Price
Fitted name
Inclusion of FM radio at added cost
Recommendations of neighbors, friends

(Continued on page 76)
More and more advertisers are switching to WTVJ. 45 national spot and program advertisers and 152 local advertisers are setting sales records with Television in Miami. Now programming eight hours daily, WTVJ presents the best shows of all four networks, plus top local talent from Florida's Gold Coast —recreation center of the Nation! Smart advertisers sell more on Channel 4 — WTVJ, Miami.

More and MORE advertisers in Greater Miami are learning that 32,000 television families, (125,000 viewers) tuned to Miami's only TV Station—WTVJ just can’t be equalled by any one AM station of the 13 bidding for the audience in 121,000 radio homes. That's why more and MORE advertisers are using WTVJ, Florida's first and Miami's only Television Station. . . . .

More and more advertisers are using WTVJ, Miami.

WTVJ
CHANNEL 4
On the Florida Gold Coast
MIAMI
FREE and PETERS' Netl Representatives
General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G. E. TT-10-A</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
<th>Manufacturer C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube Cost (1 set)</td>
<td>$1200</td>
<td>$3300</td>
<td>$1500</td>
<td>$1400</td>
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<tr>
<td>Power Required (average picture)</td>
<td>14 kw</td>
<td>23 kw (approx.)</td>
<td>25 kw</td>
<td>25 kw</td>
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<td>Size</td>
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<td>17'11&quot; L</td>
<td>16'7&quot; L</td>
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<td>84&quot; H</td>
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<td>34&quot; D</td>
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<td>Air Cooled</td>
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<tr>
<td>Self Contained</td>
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<td>No</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Direct Crystal Control of</td>
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<td>No</td>
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<td>No</td>
</tr>
<tr>
<td>Aural Transmitter Frequency</td>
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<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Vestigial Side Band Filter</td>
<td>Yes</td>
<td>Not Required</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Page 68 • August 21, 1950

Telecasting • BROADCASTING
As $10,500 a year!

**COMPLETELY SELF-CONTAINED UNIT FOR CHANNELS 2-6 . . . CUTS ANNUAL POWER COST UP TO $1,000 . . . REQUIRES ONLY 14 KW INPUT**

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

**Low Power Modulator** using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

**Built-In Clamp Circuits** eliminate the usual type of low frequency video distortion found in many input signals.

**Completely Self Contained and Air Cooled.** This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

**Saves Time—Quick Tube Change.** Every stage, including finals, equipped with plug-in sockets.

**Adjustable White Clipper** keeps predetermined modulation depth from being exceeded.

**Increased Safety.** High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: General Electric Company, Electronics Park, Syracuse, New York.

**Write For Illustrated Bulletin**

Complete specifications and photographs of the air-cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: General Electric Company, Section 280-14, Electronics Park, Syracuse, New York.

You can put your confidence in...

GENERAL ELECTRIC
Telefile: WPIX
(Continued from page 62)
to our original idea of developing a
strictly local station. We've put aside
for the
ments. Thus
We expect our third birthday will
be a truly happy one, with a solid
spot in the New York television field,
additional facilities under way, and a
strong signal covering the metropoli-
ian audience from the new Empire
State transmitter tower.
Indicative of the station's growth
in the past two years is its exten-
sed hours of operation, from 169
hours and 14 minutes in July 1948
(first full month of operation), to
228 hours and 30 minutes in May
1949 and to 374 hours and 2 min-
utes in May 1950.
Perhaps a more significant rec-
ord of progress is shown by the
number of sponsored hours for
those months — 15 hours and 30
minutes (9% of the total air time)
in July 1948; 80 hours and 15 min-
utes (34%) in May 1949; 203
hours and 24 minutes (55% in May
1950).
Currently the WPIX programs
are 33.7% live studio shows, 21.3%
remotes and 44.9% films. Commer-
cial time is 54.4%: sustaining
45.6%. The commercial hours are
divided into 73.8% fully sponsored
and 26.2% participating.
While programming and sales
have expanded over the past two
years, the station organization has
been streamlined as is shown in the
following table:

<table>
<thead>
<tr>
<th>WPIX Personnel</th>
<th>1948</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film</td>
<td>41</td>
<td>55</td>
</tr>
<tr>
<td>Special Events</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Engineering</td>
<td>42</td>
<td>47</td>
</tr>
<tr>
<td>Program</td>
<td>41</td>
<td>50</td>
</tr>
<tr>
<td>Sales</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Public Relation</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

Program absorbed Film and Special Events.
Sales absorbed Public Relations.
From a sheet of WPIX success stories, the following are typical:

L. Sonneborn Sons sponsored tele-
casts of midget auto races for
Amalie Motor Oil, used TV only
from a mobile unit, and exceeded the sales
quotas set for the campaign. L. R.
LaVies, sales manager, said: "Tel-
evision provided a sales impact
which has been more successful
than any other media..."

Esquire Novelty Co., using a one-
minute participation on the Satur-
da Sir Gus Playhouse Western
films, offered a savior's badge for 10 cents to anyone writ-
ing for it, drew more than 3,500
replies and renewed for 13 weeks.
A multiple color trade promotion
to was offered for 10 cents by a live
announcement in connection with a
60-second film commercial. Eight
announcements in a four-week pe-
drew 2,275 letters and dimes.

MacLevy Slenderizing Salons
drew 350 telephone calls with a
one-minute announcement on the
Ted Steele Show, signed up 85 peo-
ple for the $50 slenderizing course,
total sales of $3,150 for an adver-
tising cost of $100. Three one-
minute participations for Revlil Shown
Perfume on the same program
pulled 1,000 orders for $2 bottles of
the perfume—$2,000 in sales for
an advertising cost of $300.

More than 5,000 raincoats at
$2.98 each were sold by mail
through announcements on the Ted
Steele and Night Owl Theatre pro-
grams. Lee Motors sold its entire
stock of 1950 used cars, valued at
over $100,000, with daily announce-
ments on the Jimmy Powers pro-
gram for 15 days.

Basic Rates
Base rate of WPIX under Rate
Card No. 2, effective in March:
$1,200 for a Class A hour, 7-10 p.m.;
$720 for a Class B hour, 6-7 p.m.
and 10-11 p.m., and $400 for all
other times. Eight-second announce-
ts are $50 in Class A time, $44 in
Class B time and $35 at other
rates; nine-second announcements
are $90 in Class A time, $87 in
Class B time and $45 at other rates.

Frequency discounts range from
15% for 13 times to 25% for 260 times,
within one year.

WPIX has three studios in the
News Bldg.: No. 1 measures 46 by
28 feet and is equipped with two
cameras; No. 2 is 31 by 35 feet,
with two cameras; the news studio
is 15 by 21 feet, with one camera.

The projection room has two 35mm
projectors and two 16mm projec-
tors, three slide projectors, two
opaque projectors.

WPIX has two mobile units, each
equipped with three cameras
and three sets of microwave equip-
ment. The transmitter is a RCA TT-5.
All equipment is RCA except the
two 25mm projectors, which are
Simplex, modified by Rex Cole. Sta-
tion's total investment in plant
and equipment runs to about $1-
500,000.

This fall the WPIX transmitter
will move from the News Bldg. to
the Empire State Bldg., New
York's highest tower, where WPIX
will share with WCBS-T, WJZ-TV,
WNBT (TV) and WABD (TV).
The station is now installing a new
TT-5 transmitter in the new loca-
tion in preparation for the move.

The Chester Glancys
of Clinton, Oklahoma
live 80 MILES
from Oklahoma City

...but they're a part of the
WKY-TV
Undivided AUDIENCE!

WKY-TV
CHANNEL 4 OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WHY, OKLAHOMA CITY — THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES — THE FARMER STOCKMAN
Represented by THE KATZ AGENCY, INC.
S. A. Population Increases 60 Per Cent

Bank Deposits Indicate No Summer Slump

San Antonio's usual summer business slowdown failed to materialize judging by deposits in San Antonio banks.

The weekly deposits in the 15 federal banks here as of June 26 were $407,012,319, representing $16,274,437 millions above the same period on the same date last year.

This continuous rise in recent summer deposits, which have dropped from a season low to September 5 reporting date, gave to a quarter business period during summer.

The figure for mid-June, 1950, some $16,000,000,000 millions above the summer high mark of $600,000,000, set on Dec. 31, 1949. This record included more than $47 million in government deposits, since withdrawn.

S. A. to Have Medical Unit of Texas U.

Establishment of a vast medical center in San Antonio was a step nearer realization this week following the announcement a division of the postgraduate school of medicine of the University of Texas would be established here immediately.

Approval of the project was announced at Austin last Saturday by the University of Texas board of regents.

Financing of the training center will be under the auspices of the San Antonio Medical Foundation, Robert B. Green Memorial Hospital and the University, who will be the headquarters for the division, the Brooke Army Medical Center cooperating in the project.

Dr. James A. Baker, who has been named dean of the unit, expects to have the program fully developed by the fall of next year.

Terms Accepted by Military

Acceptance of the terms for granting of the degree of Doctor of Medicine was announced for Army Capt. Joseph W. Brimley of San Antonio, an intern at Brooke Army Medical Center.

The terms granted were those of the University of Texas.

Percentage Gain Tops All Major Texas Cities, Census Official Says

Census officials finished counting noses here this week and when it was all over found San Antonio's population had grown 60.6 per cent since the 1940 census.

San Antonio led all other Texas cities in percentage increase, the census official said, and was third in population increase in the nation, he claimed.

The census figure for San Antonio, he said, is approximately 403,000.

No other Texas city has shown such a rise in population.

There is no substitute for a city of the Southwest...
SUPER THEATRE
WBAL Adds Space to Arena

METHOD by which it can expand present theatre facilities for eventual large last television productions was announced last week by WBAL-TV Baltimore. It entails the turning over of a sizeable portion of the station's second floor business quarters as an addition to its "open air theatre."

Result, according to the station, will be to permit an enlarged working area for such big productions as variety shows, sports events (boxing, wrestling, etc.), with the stage accommodating the audience.

By reversing the procedure, WBAL pools, then utilizes for a production demanding the use and the "working area" transformed into a theatre capable of seating 400 persons. This is accomplished by adding 2,320 sq. ft. to available space and giving greater mobility to seating arrangements.

WBAL's "super air theatre" is under the supervision of John S. Wilner, station's TV director of engineering.

Would Bar Films
SENATE Commerce Committee last week approved a Senate resolution, sponsored by Chairman Ed C. Johnson (D-Col.), calling upon the U. S. to keep the importation of motion pictures produced or directed by former active members of the Italian Fascist Party, the German Nazi Party, fascist collaborators, members of the Communist Party or those who espouse Communist ideologies. Action of this kind would automatically keep such films from TV screens.

AS 'LARGEST'
WHO Offers Shrine Theatre

NBC-TV announcement that it has leased the Center Theatre, 3,000 seats capacity and located in New York's Rockefeller Center, with renewed negotiations between WBAL's Manager John S. McConnell, WBAL president as the "world's largest legitimate theatre" [TELECASTING, Aug. 14] brought forth a challenge from WHO-NBC Des Moines last week.

In a telegram to Mr. McConnell, WHO Vice President and Resident Manager Paul A. Loyet, said: "It grieves me to tell you that America's largest legitimate theatre is in Des Moines. The Shrine Auditorium, 4,000 seats, stage 110 by 60 feet, was home of famous WHO Radio Dance Frolic, the Middle West's biggest and best weekly musical variety show for many years. Acquired by Cowles interests a few years ago, auditorium was renamed KNIT "(Des Moines) Theatre."

As an afterthought, Mr. Loyet said: "We have understood that world's largest is in Moscow, which we are not particularly anxious to disclose, but know NBC will not publicize."

BRAZIL VIDEO
First Station On Air

BRAZIL'S first television station went on the air from Sao Paulo last week, it was announced by Meade Brunet, RCA vice president and managing director of RCA International Division.

Owned and operated by Brazil's largest radio network, Emissoras Associadas, the new station operates from Sao Paulo's highest building, 520-foot State Bank Bldg., with studios in Sumare, a suburb [TELECASTING, Aug. 7].

RCA equipment, which was used throughout, includes a 3-by superturnstile antenna, 520 feet above the street; a 5 kw transmitter operating on Channel 5, and complete studio facilities and mobile pickup units. Programs originating at Sumare are carried by microwaves to the main transmitter.

Contract for the installation was made through RCA's associated company in Brazil, Victor Radio S. A., and the director general of Emissoras Associadas, Dr. Assis Chateaubriand.

The Brazilian network, Mr. Brunet said, has purchased 11 RCA radio transmitters within the past four years, including two 50 kw transmitters for the ports of Bahia and Porto Alegre.

Nurse Recruitment

TV NETWORKS of ABC, CBS and NBC last week began a program of intensive message-support of student nurse recruitment, in cooperation with the Advertising Council. In the first major application of the council's new Television Allocation Plan, 8 to 10 live sustaining shows on each network will plug recruitment for a full week, it was announced. Sponsored programs will join in as soon as the fall season opens, it was said.

M. C. WATTERS, vice president and general manager of WCPO-TV Cincinnati, has first-hand access to station affairs with this Prairie Schooner trailer which he is using as his temporary office. Trailer is parked under WCPO-TV's 500-ft. television tower. Mr. Watters was forced to his city office in Carew Tower due to the rapid growth of WCPO-TV operation on "Television Hill." Until expansion of the present building is completed, Mr. Watters will handle appointments in his trailer.

'Mo' Gets TV

U.S. Product Better—Katz

FILMS for television can be made better and more reliably in this country than in Europe and the U. S. should not depend on European sources for new films on TV, according to Aaron Katz, president of Official Films Inc.

Mr. Katz made these observations after returning from a six-week tour of western European film capitals. Based on his findings in Europe, entirely new film will be made here rather than in Europe, Mr. Katz having directed an increase in the capitalization of Official Films.

"The European films I screened in the past few weeks—and I saw many—can in no way compete with the American product," Mr. Katz said. "The best programs for television are not merely imitations of the theatre or feature films. TV is a new medium. As such it requires new technique—new kinds of entertainment."

AUTHORS LEAGUE
TV Bargaining Sought

BARGAINING negotiations for TV writers within 30 days were required last week in New York by ABC, CBS and NBC by the National Television Committee of the Authors League of America.

Enclosed with the NTC letter to the managers were the statement by Authors League President Oscar Hammerstein II setting forth NTC's asserted right to represent 7,800 writers in the Authors, Dramatists, Film Writers and Screen Writers Guild and in the Television Writers Group. The latter's status is disputed within the league, and NTC would permit collective bargaining until such time as the dispute is settled.

Terms to be sought from the networks were not disclosed. However, at least the present radio writer minimums are expected to be demanded, subject to adjustments in return for reservations to writers of all secondary rights.

NTC's action followed discussions in New York between John Larkin, national representative of the western branch of the league, and Richard Lewine and Olive H. P. Garrett, chairmen respectively of the eastern and western branches of NTC.

WBQ (TV) EXPANDS
Will Add Five Hours

IN LINE with client demands for more hours in the fall, WBNQ (TV) Chicago, NBC O & O outlet, plans to extend week-day programming five hours daily before the end of the year. Station is now on the air week days from 4 p.m. until midnight, Saturdays, 6 to 11:30 p.m. and Sundays, 3:30 until 11 p.m.

TV Manager Jules Herbeuval will program backwards from 2 p.m. on weekdays in the fall, when Comedian Rossum Sherman, now filling the Kukla, Fran & Ollie (five-a-week, 6 to 6:30 p.m.) moves to network as a new medium. As such it is expected to be a 2 to 3 p.m. with another network hour following. Hours from 11 a.m. until 2 p.m. will be filled locally.

Mars, Kellogg Renew

MARS INC., Chicago (candy) and Kellogg Co., Battle Creek (rice krispies, cereals), have renewed five-quarter-hour segments of Howdy Doody on NBC-TV through Les Kalb Associates. Kellogg renews the 4:30-4:45 p.m. CDT portion of the half-hour, five-week show on Tuesday and Thursday on 27 cable and four non-cable stations from Sept. 5 to Dec. 5. Mars will sponsor three quarters, 4:45-5 p.m. Monday and 4:30-4:45 p.m. Wednesday and Friday, from Sept. 4 to 13 weeks, on 27 cable and 14 non-cable outlets Monday and 26 interconnected stations the other two days.

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BROADCASTING * TELECASTING
WTOP-TV
(formerly WOIC)

The Washington Post-CBS Television Station
for the Nation’s Capital

announces the appointment of

RADIO SALES

Radio and Television Stations Representative…CBS

as its national sales representative

(This appointment became effective July 28, 1950)
BIDDING for television rights to the World Series reached a whopping $700,000 on the eve of the deadline for submission of bids.

The price offered for the rights reached $1 million at DuMont Television Network, which reportedly was outbid on DuMont 16 by the newly formed Valentine Television Network. The price for the World Series rights was first set at $1 million by DuMont Television Network in April.

The negotiations centered in Detroit, headquarters of both Campbell-Ewald, the agency for Chevrolet and DuMont Labs., and Mixon Inc., agency for Gillette.

Under Gillette's basic agreement with baseball, the razor company is guaranteed both television and radio rights to the Series providing it matches any rival bids. Radio rights already have been assigned to Gillette at a reported price of $175,000. The radio version of the games will be broadcast on Mutual, with organ music to be added.

As of last Friday morning DuMont had boosted its bid to $700,000 and Gillette had matched it. The deadline for a counter bid by DuMont ended Saturday morning, April 19. At press time, it could not be learned whether DuMont intended to continue bidding.

NATIONAL TELEVISION PRODUCTIONS, new firm established in Hollywood, is filming television commercial shorts. Also doing name promotions are: . . . Bill Harmer, formerly cartoonist and special artist for Air Force, named art director for series of 52 TV film shorts to be produced by Courneya Productions, Los Angeles.

Atlantic Television Corp., New York, has acquired six Dr. Christian feature films with Jan Hersholt. As features, purchased by company include: "Li'l Abner" (Al Capp United Feature comic), "Flying Deuces" (Laurel and Hardy), "Pride of the Bowery" (East Side kids) and "Arizona Thoroughbred" (wild horse film). Firm's plan for European one reel opera shorts featuring famous variety stars.

Washington Video Productions has moved to new quarters at 1905 Fairview Ave., N. E., Washington, D. C. New phone number is 6-6525, temporarily in use, 2-4230. Filmer Productions, Hollywood, signed by ABC-TV to produce 32 half-hour TV films based on "Mandrake the Magician" comic strip.

Harry S. Goodman Productions, New York, introducing two new lines of television film, one series of syndicated spots for bakeries, jewelry stores, banks, etc.; and a second, an 18-minute dance instruction film titled "You Can Dance," featuring Joe and Libby Champagne. Dance series has been sold in Rochester, N. Y., through Charles Runmull Adv. Agency to local wine account. Book of instructions can be given away by sponsor as special promotion.

Jerry Fairbanks Productions, Hollywood, planning production of series of 26 half-hour TV programs "What Ever Happened to," featuring former famous personalities in "then and now" story. Firm has acquired films from newsmen and old motion pictures to show former headlines at height of success. New footage will show same personalities today. Harry W. Flannery, radio news analyst, will act as commentator and interviewer. Firm recently completed two half-hour pilot films for Spike Jones and partner Ralph Wonders, featuring Mr. Jones and orchestra.

John Reinhardt Productions formed in San Francisco. Firm is John Reinhardt, motion picture director, and Betty Brown to produce puppet films for TV. Films titled "Zany from Mars" to be half-hour feature for both adult and child consumption. Production of series to start soon. Firm's new studios are at 3777 N. Cahuenga Blvd. Agency handling sale and distribution, Paul Kohner Inc., Hollywood.

Ziv Television has arranged with Grant Realm Inc., Hollywood, to handle five-minute distribution of 26 half-hour TV film series "Story Theatre," produced by firm. Plans underway to produce second series.


M & A Alexander, Los Angeles, acquires rights to 16 Range Busters western film series, from George Weiss Co., to produce series of Monogram Pictures Corp. Series to be divided into 32 half-hour TV programs. Plans to produce other films based on main characters. Superb films, previously manufactured by Tressell Television Productions, Chicago, announce price increase of 20%. President George Tressell said increase will not affect least expensive price of instrument. Six stations have leased new model, most recent WSM-TV Nashville and WOC-TV Davenport. INS distributes and services Super-Projectal.

Trio Pictures, Los Angeles, completed filming of first five half-hour dramatic programs for Norman Television, San Francisco.

"Every locally sponsored program carried by WPTZ last season has renewed," Mr. Dannenbaum said. "I look to see WPTZ hitting the all-time record of over 400 exhibits as marks in its 11 years of operation. Sponsors are showing increased interest in daytime television and this wave will result in even better daytime TV programs.

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WPTZ (TV) SALES All-Time High Expected

AN ALL-TIME commercial mark is expected to be reached by WPTZ (TV) Philadelphia this year, Com- pany Manager Alexander W. Dannenbaum Jr. has reported. He said new highs for spot and participation business at WPTZ soon may find all time available for participation.

Mr. Dannenbaum also said that this fall will see more sponsored program hours than WPTZ had air time less than a year ago. As a consequence of the rise in business, he said, WPTZ is expanding operating hours to accommodate regular sustaining features, educational series, public service programs, etc. By the end of day-light saving time, Mr. Dannenbaum continued, it will be nearly impossible to buy program time on the station between 2 p.m. and midnight.

"Every locally sponsored program carried by WPTZ last season has renewed," Mr. Dannenbaum said. "I look to see WPTZ hitting the all-time record of over 400 exhibits as marks in its 11 years of operation. Sponsors are showing increased interest in daytime television and this wave will result in even better daytime TV programs.

WSM-TV CARNIVAL Five-Day Event Is Held

HERALDED by an "all-out" newspaper promotion, WSM-TV Nashville last week-Aug. 13-17—held what was considered to be the world's first television carnival. In cooperation with 16 TV set distributors, WSM-TV presented the show in two huge tents at State Fairgrounds. More than 100 WSM personalities appeared before the TV cameras during the five-day show and 10 television receivers were given away, two each night. Latest model sets were displayed in a tent 300 feet long.

On Aug. 13, opening day of the carnival, The Nashville Tennessee published a 60-page television section, believed by WSM-TV officials to be the largest ever to appear in a newspaper.
ANOTHER WGN-TV EXCLUSIVE!

The Only Television Station with Studios at the Chicago Fair

WGN's Television Center at the Chicago Fair

Hundreds watch through glass wall as WGN-TV's programs are telecast from the Chicago Fair Studios

Crowds see modern television equipment and the latest model television sets in action

Chicago's top TV station again blazes the way. The studios at the Chicago Fair represent one of the greatest joint civic enterprises ever attempted. Another reason why WGN-TV gets results. Another reason why WGN-TV has more spot business than any other station in the nation.

The Chicago Tribune Television Station
it is the parents who can make television, an added incentive to learning or they can contribute toward the child's delinquency. TV, the article brings out, has merits which outweigh disadvantages. The authors stress that parents often set the example in viewing and that when, even after taste is maintained in selecting TV fare, the programs are "bad," adult viewers, by making their judgments known, "have the chance to shape TV's future.

N. Y.-Chicago Relay
(Continued from page 61)

that there are not enough facilities to go around they should be split even, each network receiving 25% of the available time. That and other basic differences of thought have turned out to be less serious than was originally feared and last week's consensus was definitely in favor toward optimism that as far a solution as is possible under the admittedly difficult circumstances would be reached promptly and amicably.

World's longest radio relay system, 835 miles and built for a cost of approximately $12 million, the New York-Chicago system will augment present coaxial cable facilities, providing four full-time, bound TV channels and three east-bound, ample for the video network's present needs, in addition to many more telephone circuits.

By the end of September, AT&T expects to place into service several new links of intercity TV transmission facilities, moving steadily toward the goal of coast-to-coast video network by the end of next year. From Richmond, which will have three-channel service from Washington, two south-bound, coaxial cable channels will be available to carry video programs on to Charlotte, with a single southbound channel, also coaxial cable, extending from Charlotte to Jacksonville, Atlanta and Birmingham.

Dayton-Indianapolis Link
At the same time, two westbound radio relay circuits will link Dayton and Indianapolis with a coaxial cable connection will be opened south from Indianapolis to Louisville, providing a single TV channel immediately and two channels at the end of the year.

Sept. 20 also will see the inauguration of two eastbound radio relay channels from Chicago to Des Moines via Rock Island and Davenport, with two-channel coaxial service from Des Moines to Minneapolis and single-channel radio relay service from Des Moines to Ames, and Des Moines to Omaha, and an Omaha-Kansas City cable.

Meanwhile, two northbound radio relay circuits from Los Angeles to San Francisco will begin transmitting TV programs between those two California cities, first link in a West Coast network installation. Construction of the radio relay system from Chicago to Omaha is complete and exhaustive tests of this 486-mile link are now being made. Construction of the Omaha-Denver section was begun in April and installation of the microwave radio relay equipment will begin next week for relay paths from Denver to the coast have been finished and the radio relay stations across the Rockies, Sierras Nevada and California Ranges are now in the initial stage of construction. Service over this final link of the cross-country radio relay system is anticipated before the end of 1961.

Points for Parents On TV Viewing

RATHER than disrupt the family in the home, television can serve it, according to an article on TV printed in the September issue of Better Homes & Gardens. Co-authors Dorothy Diamond and Frances Tennebaum point out that

Hakim Joins DuMont

GEORGE M. HAKIM, account executive for the George Kahn Advertising Agency, New York, has joined the Allen B. DuMont Labs as assistant advertising manager in charge of cooperative advertising. Before joining the Kahn agency, he had his own advertising firm.

Hakim Joins DuMont

However, the television broadcasting industry—as a composite whole—will, undoubtedly, present a "red ink picture" for 1960 even though the relationship between income and expenses will naturally improve over last year.

RCA TRADE NAMES Cancels 4 Registrations

RCA has requested the U. S. Patent Office to cancel its registration of "Iconoscope," "Kinescope," "Orthicon" and "Acorn," and thus permit those trade names to become part of the public domain, it was announced last week by RCA President Frank M. Folsom.

The "Iconoscope" was the first electronic "eye" of the television camera, the "Kinescope" a picture tube of TV receivers, the "Orthicon" and improved TV pick-up tube, and the "Acorn" a tiny radio tube for portable sets.

Mr. Folsom said that now with television having become established, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating programs in the radio and electronic fields."

KRON-TV San Francisco will increase programming to seven days weekly beginning in September.

Prior to leaving for the Far East to cover the war in Korea, Sandy Spillman (center), program director, KPIX (TV) San Francisco, and Forrester Marshib (r.), production supervisor, discuss the situation with Philip G. Lasky, vice president and general manager, KSFO KPIX San Francisco. Station says its reporters were the first TV men accredited to cover the conflict.
News that reaches you in less than a second!

How mobile television vans flash pictures from the field

No. 8 in a series outlining high points in television history

Photos from the historical collection of RCA

- A fire starts somewhere miles away from your home, yet you are on the scene in a jiffy—perhaps as fast as the firemen's first hook and ladder!

This is television reporting—virtually, by any practical measurement, instantaneous—and making all other methods of news coverage seem slow. Behind it are basic research developments from RCA Laboratories.

“Eyes” of the mobile television vans which gather spot news are supersensitive RCA image orthicon television cameras, which "see" in the dimmest light. This sensitivity, since the

light at a news event is usually outside human control, is a definite must.

Developed by RCA scientists on principles uncovered by its parent the iconoscope, an image orthicon pick-up tube is essentially three tubes in one. A phototube first converts the visual image into an electron image. This is then “scanned” by the electron beam of a cathode ray tube—creating a radio signal. An electron multiplier next takes the signal and amplifies its strength for the trip through circuits to the transmitter.

Such compactness is characteristic of every operation that goes on inside a mobile television van, and RCA engineers have designed television equipment—which might fill entire rooms in a standard studio—to fit the limited space of a truck. Yet every studio facility is present, even monitoring equipment and cameras that can swing quickly from a wide-angle view to a close-up.

Interesting, too, is the technique by which these mobile vans flash what the camera sees back to the point of telecast. Sharply focused directional radio beams are used to carry the signal with a minimum loss of power.

More and more, as television spreads across the country, you may expect it to play a larger part in getting news to the public fast. And you may expect, from RCA Laboratories, developments which will continue to increase the effectiveness of mobile television vans.
ATLANTA MERGER

ANI TV Decision Deadline Set

FCC Ruled last week that Atlanta Newspapers Inc., new firm formed with the merger of the Atlanta Journal and Constitution radio and newspaper properties, must elect by Sept. 8 whether it will retain the Journal's WSB-TV or the Constitution's WCON-TV.

ANI was given notice Thursday in a letter responding to its request for authority to operate WCON-TV (Channel 2) experimentally for six months or more with effective radiated power of 60 kw visual and 26.3 kw aural in order to make propagation measurements in cooperation with the National Bureau of Standards and FCC's engineering research division. The proposal also contemplated use of WSB-TV, which is providing a regular TV service on Channel 8, in the test measurements.

In its letter the Commission noted that Atlanta Newspapers had said that, after the merger, it would give up one of the stations—probably WSB-TV on Channel 8.

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The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT with NO KEYSTONING

THE GRAY TELOP gives YOU
EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from
FOUR optical openings: photos, act work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials!

News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. Pack interest and profit into every minute of your TV schedule!

THE GRAY TELOP and ACCESSORIES ARE WIDELY USED BY NETWORKS and INDEPENDENT TV STATIONS

Gray MULTIPLEXER
Enable operation of pairs of projectors simultaneously into a single TV camera or individually into two TV TECTS AGINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS
Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: $550 and $450

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

The decision made by the Commission in concluding that WCON-TV is in readiness for an application for regular license. Its antenna system is not working properly, they asserted, and an extended period of time is needed to put it in order.

FCC 'Erred'
First, they said, the Commission erred in concluding that WCON-TV is in readiness for an application for regular license. Its antenna system is not working properly, they asserted, and an extended period of time is needed to put it in order.

Further, they said, FCC misconstrued its duopoly rules. They pointed out that only WSB-TV is in licensed operation; that WCON-TV will not be a "station" within the meaning of the rules until licensed for regular commercial operation, and has not been operated at all since the merger.

Third flaw was seen in FCC's reasoning that experimental operation of WCON-TV with increased power "might unduly complicate" pending allocation plans. They claimed the purpose of the proposed experimental was to determine what effect the increased power might have on allocations, and that FCC's reasoning was based on a fear that use of 50 kw would show up defects in the allocation proposal which FCC is considering.

In directing ANI to choose between WSB-TV and WCON-TV, FCC said decision to retain WSB-TV should be followed by submission of the WCON-TV construction permit for cancellation by Sept. 8. If WCON-TV is to be retained, ANI was told that by Sept. 30 it must file an application for license and a request for permission to commence program tests not later than Oct. 10, and surrender the WSB-TV license for cancellation effective with WCON-TV's commencement of program tests.

Pending ANI's decision on these points, FCC said it would hold in abeyance the pending applications for extension of completion date of WCON-TV and for the requested experimental authority.

Atlanta Newspapers was formed upon the merger of the Journal and Constitution properties, and is controlled by the James M. Cox interests, which previously owned the Journal and WSB [BROADCASTING, April 3, 10, May 22].

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NAB District Meetings
Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.
Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.
Sept. 11-13: Dist. 14, Colorado Hotel, Glenwood Springs-WCON-TV.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.
Sept. 21-22: Dist. 9, Northern Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.
Oct. 1-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Aug. 28-30: Canadian Ass'n, of Broadcasters directors meeting, Jasper Park Lodge, Jasper, Alta.
Direct Network Starts Sept. 30th

65 Hours a Week on WOW-TV

Hurry!

Good Spot Buys Scarce—But Still Available!

With TV Set sales crowding 30,000—and 50,000 expected by year's end—it'll be a great year for WOW-TV, Omaha.

65 to 70 Hours—mostly NBC and Dumont—is all set!—Also all Cornhusker Football games, World's Series, Boxing, Wrestling and Local features.

Wire or Telephone now your nearest John Blair man or Webster 3400 at Omaha

WOW-TV

Channel Six

Owned and Operated by Radio Station WOW, Inc.

Omaha, Nebraska

Francis P. Matthews, President

John Blair & Co., Representatives

Lyle DeMoss, Acting General Manager.
example. This company sells its product heavily in its home region of the Southwest, but also across the country. Says Ray Glenn, president of Glenn Advertising, Fort Worth, Dallas, Los Angeles and Tyler, Tex., handling Fritos: "We'll be using more radio this fall than ever before, and all across the country."

Including radio and TV, Mr. Glenn estimated the Frito organization, which also sells Chesteros and Tatos in addition to the familiar Fritos (cornc chips), will have a budget 60% higher for the coming season over the previous year.

Among markets where Frito will be in evidence both in AM and TV will be not only the usual for Texas cities but Minneapolis-St. Paul, Chicago, Los Angeles, New York, Washington, Pittsburgh, San Diego, Phoenix, St. Louis, to name several.

Mr. Glenn's overall comment was that "business is looking very good." Clients Fare Well

Philip L. McHugh, director of radio and television of Tracy-Locke Co., Dallas, which handles the Border account in a five-state Southern Division and Burrus Mill and Elevator Co. (Light Crust flour) on 167 Mutual stations, among others, states the situation in these convincing terms: "Everyone of our clients is doing about the best business they've done. We think the outlook is very good. We'll probably expand in TV, and don't intend to cut down any on AM."

Borden's has a campaign running through next spring in 26 markets in Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Light Crust's Monday, Wednesday, Friday show on Mutual will go on, and will be used this fall for a big contest plugging industry in the South. Details will be announced in a few weeks.

Among other Tracy-Locke accounts, also using radio, will be Mrs. Rembert, Bread, Resistol Hats, and Imperial Sugar Co.

"We're doing an awful lot of spot this fall," Mr. McHugh added.

Other clients have plans for breaking into TV, or expanding, in a fairly substantial fashion.

Continental to Increase

Continental Bus System, operating coast-to-coast and said to be the country's largest independent bus operation, is also possibly the largest user of radio for selling bus transportation.

This company, with headquarters in Dallas, has been consistently using radio through the year in 23 states and about 120 markets ranging roughly from Raleigh, N. C., on the east to San Francisco on the west, to Kansas City, St. Louis, Denver, on the north, and south to Miami.

"We anticipate a heavier schedule for Continental Trailways this fall, roughly 10% higher," says Bob Stuart, radio-TV director of Lannan & Sanders, for the account.
CARD DISTRIBUTION ● ●
WDAK Columbus, Ga., issues promotion piece in form of sign, "Please don't disturb...listening" to WDAK...1940 on every dial.
Red card shows reclining figure of cotton picker listening to radio. Gold card attached for easy hanging on radio dials.

UNIFICATION ● ● ●
WMGB Richmond, Va., presented half-hour program on which recruiting officers of four branches of armed forces appeared. Latest recruiting information of respective branches discussed by officers in order that prospective enlistments might have all facts presented at one time with no partiality being shown. Show was public interest activity by WMGB.

MORE MAPS ● ● ●
KGW Portland, Ore., WNAX Yankton, S. D., and KTED Laguna Beach, Calif., sending maps of Korea to interested listeners. All stations announce venture has met with overwhelming success.

‘HELLO MOM’ ● ●
WAVZ New Haven keeps mothers informed on children away at summer camps. Daniel W. Kops, vice president and general manager of station, also chairman of Camp Committee of New Haven Council of Social Agencies, recorded messages from children to their mothers with assistance of staff reporter George Duffey. Messages broadcast every hour to mothers alerted beforehand to tune in WAVZ.

FARM PROGRAM ● ● ●
WBAA Lafayette, Ind. sends informative program list to trade and public. Composed as monthly schedule, services to farmers and homemakers are divided into markets, weather, news, forum topics and shows of interest to mothers. Day and time are given, as well as specific matters to be discussed. Included also are Purdue U. school of the air shows.

SPOT INTERVIEWS ● ● ●
WOOD Grand Rapids, Mich., conducts five weekly, 15-minute show direct from Michigan National Guard encampment at Grayling. Accompanying 129th Infantry Regiment from Grand Rapids, Anchor Eddie Chase taped interviews with guardsmen on firing range, at K.F., in bivouac, along line of march, at obstacle course and on other military activities.

BABY CONTEST ● ● ● ●
WBBD Ft. Lauderdale, Fla., took the air this month accompanied by Baby Personality Contest. Children competed according to age, with winners in each group weekly, and grand awards given. Contest began in late June. Additional promotion by station was distribution of pink and blue cards to be attached to listener's radio sets. Cards bear station's call letters and show its "top" position in list of local stations frequencies.

SERIES MAILED ● ● ●
WRFD Worthington, Ohio, sends series of post cards to trade, each bearing data concerning station's progress. Increases in listenership, clearness of signal, improvement of programming and business are proclaimed.

SPONSORS PLUG ● ● ●
WPTR Albany, N. Y., Aug. 10 began series of station identifications using voices of station's sponsors tying in local business angle. Sponsors introduce themselves, make station break, then plug their favorite WPTR programs.

UN SESSIONS ● ● ●
WFIL Philadelphia as public service for nighttime listeners schedules delay broadcasts of United Nations Security Council sessions aired earlier in day by ABC in network affiliation. Four daytime broadcasts rescheduled for 10 p.m. in first week following Soviet return to Council. Others planned.

‘MISS OMAHA’ ● ● ● ●
KMTV (TV) Omaha, Neb., telecast eliminations for "Miss Omaha of 1950" competition. Entire contest was telecast from studios, including competition Aug. 5 for "Miss Nebraska" title.

WCCO GRAPHS ● ● ● ●
WCCO Minneapolis-St. Paul circulates three-page graph showing (1) Hooper April 1950 average evening rates, (2) effect of TV on stations in area, based on BMR March 1949 survey and (3) costs per thousand families reached in half-hour evening time, giving WCCO rates as compared with other area stations.

OLD HANDSOME ● ● ● ● ●
WTWA Thomson, Ga., publishes occasional ads in McCutchie Progress, weekly newspaper in Thomson. First ad showed Edgar Kobak Jr., station's manager, at age of 16 in high school baseball uniform. Copy informed readers, "This man is available...That's right—Old Handsome is available for any and all pitching engagements...If you characters don't have anything else to do you can hear this Wonderful, Lovable Person..."

‘BIRTHDAY PARTY’ ● ● ●
WTBV Coldwater, Mich., Aug. 7 celebrated first anniversary of service to tri-state area. During special, 20-minute broadcast, some 300 children and grownups gathered at local ice cream parlor served ice cream and individual iced WTBV cakes.

ADVERTISING FOIL ● ● ●
WEAW (FM) Evanston, Ill., mailing time promotion piece featuring rolled packages aluminum foil used in miscellaneous household tasks. Mailing label suggests recipient "take this aluminum foil home. It's wonderful for wrapping leftovers." Continuing, message suggests prospective clients wrap advertising protection in "nice, neat and inexpensive package," by using WEAW.
the 1950 BROADCASTING MARKETBOOK featuring SPOT RATE FINDER

"...the most valuable tool for evaluating markets, radio-television buying in years."

Sells separately for $1.00. This 250-page MARKETBOOK will be sent free to new BROADCASTING subscribers upon receipt of order.

Here in one complete book are all the essential facts and spot rate figures for buying/selling AM FM TV time. Three-color 25" x 35" radio-television map included with each MARKETBOOK.

FREE TO NEW SUBSCRIBERS
For a limited time a regular $7.00 BROADCASTING subscription includes:
52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951


HARRY O. BECKAMP, ASCAP district manager in Phila. office, recalled as Lt. in U. S. Navy. WILLIAM VINCENT of same office will act as manager during his absence.

JERRY ALBERT, United World Films (subsidiary Universal Pictures) director of sales, helping to press public relations, takes on additional duties as associate director of TV operations. He will work with NORMAN GLUCK, recently-appointed TV sales director.

MILDRED BEACH, TV producer, named secretary Academy of Television Arts and Sciences, Hollywood, replacing DANA DODD, resigned. Academy moves to 6047 Hollywood Blvd.

AL BLOME from A. J. Henderson Assn., Detroit, to Vogue Wright Studio, Chicago, TV, motion pictures, as production supervisor.


HARVEY L. POKRASS, president Tele-King Television Co., named chairman of TV committee N. Y. State Disabled American Veterans' first annual benefit.

EDWARD PAUL, musical director Jerry Fairbanks Productions, Hollywood, father of boy, Frank Allan.

Equipment . . . .


G. A. HUNKELE, Thomas A. Edison Co., West Orange, N. J., named plant controller and head of purchasing dept., Mycalex Corp. of America.

G. E. BURNS named General Electric field sales manager in replacement tube sales organization. Was district radio-television receiver sales representative in Atlanta, W. C. WALSH, district sales representative Salt Lake City, to western regional sales manager.

JOSEPH KATTAN, vice president Emerson Radio Export Corp., an Emerson subsidiary, appointed distribution manager Emerson Radio and Phonograph Corp. He will be in charge of sales, advertising programs and budgets.

THE JAMES KNIGHTS Co., Sandwich, Ill., announces improved broadcast television receiver, model TEK57MT, featuring unique and more positive method of varying gap, firm reports.


F. W. TIETZSWORTH named commercial television Eastern region, General Electric's Tube Divisions. With that branch since 1944, he headquarters in Schenectady, N. Y.

JERROLD ELECTRONICS Corp., Philadelphia, issues detailed catalog on Jerrold Multi-System TV, more general in information on installation of operation for use in multi-postage buildings as well as TV dealer stores. Illustrations in 12-page catalog depict methods of installation.


Technical . . . .

JOHN J. BUBBERS, studio supervisor for eight years at WOW New York, to WLIR New York as chief engineer.

BILL NIJENSEN, chief studio engineer KRON-TV San Francisco, resigns to take Air Force Radar in Europe. HAL SIMPSON, KRON-TV engineer, succeeds him. DAVD ROSEN, KPIX (TV) same city, to KRON-TV engineering staff.

JOHN SERAFIN, ABC-TV maintenance engineer, recalled for military duty. Was Air Force captain and radar technician during last war.

JOHNNY KELLY, WEPI Boston engineer, father of girl, Susan.

BROOKS SMITH to engineering department WSSB Durham, N. C.

RADIO AMATEUR magazine, publication of Radio Magazines Inc., N. Y., sold to Cowan Publishing Co.


WJAS Pittsburgh announces inauguration of series public service programs broadcast Sun. 4-4:15 p.m. Produced by Institute of Democratic Education.

O’CONNOR PLANS
Tenn. Survey Firm Expands

IN line with expansion plans, the O’Connor Survey Co. Inc., Knoxville, Tenn., operator of O’Connor Radio Surveys, has announced it will move into new offices in the Vester Bldg., Knoxville, on or about Sept. 1.

Firm also announced the appointment of Virginia Anderson as assistant to Bernice M. O’Connor, president. Miss Anderson is a recent graduate of the U. of Tennessee College of Business Administration. Further additions to the staff will be announced later, the president said.

O’Connor Radio Surveys has been in operation for the past three years and has conducted surveys both by the coincidental telephone and diary methods.

KID GRANT

Remanded to Examiner

INitial decision to grant KID Idaho Falls, Idaho, change in facilities from 5 kw day, 500 w night on 1350 kc to 5 kw day, 1 kw night on 850 kc has been set aside by the FCC and remanded to the hearing examiner for further proceeding. Action was requested in petitions by WOW Omaha and FCC’s general counsel.

The petitions contended that the KID technical presentation was based on transmission values and a site assumed for KSUB Cedar City, Utah, which since have been proven inaccurate. Hence this would affect the interference WOW might expect from the proposed KID operation, FCC said.

FCC ordered the further hearing to receive “appropriate evidence as to the populations and areas now receiving service from stations KSUB and WOW which would receive interference from the operation of station KID.” The initial grant had been made in February [BROADCASTING, Feb. 13].

KXO El Centro, Calif., has reported 15% increase in billings for first six months of 1950 over same period last year.
 Midwest
(Continued from page 85)

high level, we will continue our usual radio and TV schedule. If we
find ourselves limited in produc-
to produce, we will have to
to advertise, as we did during World War II," he said.

Mr. Waddington noted a "soften-
ing, attributable to less radio listen-
ing, in larger markets like New
York, Chicago, Philadelphia and
Baltimore." He said Miles would like to use more spot radio to sup-
port campaigns in specific mar-
kets, "but we have been unable to
find availability."

Miles Labs Plans

Miles Labs sponsors seven net-
work radio shows: Quix Kids
(NBC), Hill Top House (CBS),
Curt Massey Time (CBS), News of
the World (NBC), One Man's
Family (NBC), Ladies' Fair
(MBS), and Queen for a Day
(MBS). In the fall the client ex-
pects to order a radio spot cam-
paign in Detroit for markets for Nervine. Miles also sponsors a TV version
of Quix Kids on NBC-TV.

The agency for Miles, Wade Ad-
vertising, Chicago, buys 30-minute
square dances each Saturday on Chicago, Minneapolis, Des Moines
and Yankton radio stations for
Murphy Products (feeds).

Radio must be relied on in non-
TV markets, according to Nate
Perlestein, advertising manager
of Pabst Bros. He added: "Radio is also
needed to reach the many persons
in large cities who are habitual
radio listeners and have de-
serted the medium for television," he
said. "It is unwise to say that
radio is going down and TV up.
Both fill a vital need in the life
of every American."

Pabst Policy

Mr. Perlestein noted that Pabst
advertising has always been of the
public interest-institutional type.
"If the world crisis flares into an
all-out war, we will continue with
this advertising policy," he said.

General Mills expects to carry all
of its present radio properties
through June, said Lowry Crises,
vice president in charge of media.
"Both radio and television will
probably be up," he predicted.
Tatham-Laird, Chicago, one of Gen-
eral Mills' four agencies, buys
Today in Hollywood (ABC) and a
portion of the Breakfast Club
(ABC) for Kix.

The agency's radio and television
supervisor, George Bolas, reports
increased interest by both media
for radio "because we have found
a few more places where it fits the
client's particular picture and is
more effective than other media."

Belding Brand T-L, is organizing a four-to-six-
week AM spot campaign, in spite of
yarn shortages.

S. C. Johnson & Son will con-
tinue advertising, "even if we have to
throw scratch for raw materials and can't get our products out in vol-
ume," according to Will Connolly,
account executive. In the event of an
emergency, "we will support vari-
ous patriotic drives and play
down our product sale," he said.

Referring to television, Mr. Con-
nolly said Johnson has been
"on too modest a scale to compare it
with our radio success."

Melvin Brorby, vice president of
Needham, Louis & Brorby, which
handles the Johnson account, said
the international situation in Korea
has affected only one of the agency's
clients. That advertiser cancelled
plans for an AM show because of
metal shortages.

An all-time high in billing for the
Chicago office of Foste, Cone &
Belding was predicted for fall by
Leonard Z. Carrier, board chairman.
We believe that we will have a tremen-
dous expansion in both radio and television this fall," he predicted.

Full Schedules

Agreeing that availabilities are
tight, Mr. Cone said last week, "I
think we have just bought the
last two TV availabilities in town,
and radio is just about filled up,
too!" Terming television the
"greatest medium ever developed,"
Mr. Cone predicted that board chan-
ning will have a tremendous expansion in
both radio and television this
fall," he predicted.

In contrast, "a cooperative
radio and television" was the
view of Mr. carrier. "The almost
universal and increasing trust in
radio and television is being
shown by the financial support of
our radio and television agencies,"
he said.

Radio represents a "vital
distribution channel," Mr. Con-
nolly pointed out. "Radio has re-
stored a sense of unity for na-
tional consumer goods. It is the
most rapid means of spreading
loyalty and enthusiasm for prod-
ucts." Mr. Connolly said the
agency predicts "the continued
rise in radio and television ad-
vertising expenditure."

Broadcast Accounts

AM business out of Leo Burnett
includes Arthur Godfrey, House
Party and Grand Central Station
on CBS for Pillsbury, Mark Trail
on Mutual for Kellogg, and a
five-minute strip on ABC for Mars,
still unannounced. Kellogg spon-
sors two-hour portions of Howdy
Doody on NBC-TV, Mars has three
quarter hours on the same show; Green Giant, Open
House on ABC-TV, and Pure Oil
Co., Who Said That? on 16 or 18
NBC-TV stations on a cooperative
basis.

More radio and television is go-
ing to be added this fall by J.
Walter Thompson but Hal Rorke,
radio and television director, says
most of the planning is still in the
discussion stage. One AM sponsor
is thinking of both a regional and
a network show, and several clients
plan extensive use of spots.
Mr. Rorke sees in JWT clients
"a certain disposition to show cau-
tion about long-term future com-
mittments because of the Korean
situation. Manufacturers are look-
ing askance at that part of buying
described as boarding, because this
tends to upset their planning for
the future even though business
is good now," he said.

Clients are watching the course
of domestic consumer reaction as
well as that of international affairs,
Mr. Rorke said. "Our commitments
for advertising remain the same,
but we can't look ahead to the
future with any conviction."

Television business will include
Kraft TV Theatre on NBC for
Kraft Foods, spots for Elgin and
several Swift products, and Gene
Autry films in 14 markets for
Brach candy.

Scott Cities Increases

Schwimmer & Scott billing is up
30% over last year, and all sched-
ules have increased "materially,"
reports J. Scott, president and
treasurer. "This increase is attribut-
able to more advertising placed,
because the number of accounts is
the same, he said. "Many of our clients (Realemon, Salerno butter
cookies, Hawthorne-Melody milk,
NuEnamel) have been built up from
small accounts," Mr. Scott said.

The agency's 40 radio and
television accounts are divided equally
among radio, TV and a combination of both. No S&S account is trim-
ing appropriations for advertis-
ing, Mr. Scott said. "Food product
accounts (30 in all) have all had
increased sales because of "many
things, including the prospect of
war." The agency, which probably
bills more radio and television busi-
ness than any other strictly local
agency in the country, pioneered
in Midwest radio in 1924, at a time
when most agencies were treating
the medium as a sideline.

Mr. Scott plans to intensify tele-
vision (Continued on page 84)
Midwest

(Continued from page 88)

vision activity in the fall, after "holding some accounts back a bit to keep them from plunging heavily and prematurely." One piece of new business planned is two one-hour programs five-times weekly during the day, to be telecast-in Chicago.

Although reasons given are di-
verse, a shortage of steel was re-
ported to be one of the main con-
siderations in International Har-
vester's cancellation of Harvest of
Stars on NBC, effective Sept. 17. Its agency, McCann-Erickson, has a heavy Steak Oil of Indiana AM lineup for fall. Business will include 180 newscasts weekly in 14 Midwest states, SO's distribution area; 70 football games with teams from the universities of Michigan, Wisconsin, Iowa, Ne-
braska, Colorado, Minnesota and Kansas, and 12 professional foot-
ball games of the Chicago Bears, plus two pre-season Bears games.

Swift & Co. will continue with a
portion of the Breakfast Club on
ABC-TV, and Hyde Park beer plans both radio and TV spot campaigns. Advertising for Ray-O-Vac batteries has been cancelled for the time being, because zinc and brass used in manufacture are being bought by the government for armament production. Allied Van Lines, which has used spot radio in the past, may sponsor some video com-
mercials. Major TV business at Mc-
cann is renewal of the Wayne King
Show on an NBC split network. It returns to the air Aug. 31 for 44
weeks.

Jim Shelby, radio and television
director, finds McCann-Erickson clients still talking TV because the public interest "hasn't diminished. I think TV will still be the big thing, despite possible government-
ral limitation of tubes and com-
ponents which would mean a scar-
city of sets and parts." 

"AM is very definitely down, in all cases," observed Irwin A. Olian, president of Olian Advertising. "TV is positively up, and radio will play a second part. The trend in markets such as Chicago and St.
Louis is for clients to divert part of the money in other media—includ-
ing radio—for television. Re-
gional daytime advertisers have to use radio, though, but they are all anxious to get into TV."

News Upswing

Mr. Olian reported a dozen TV
accounts this fall, compared with
three last year. He said one buyer of sports packages, for example, has diverted his advertising money away from radio during summer and is using regional radio and television in the winter.

"Clients are very interested in buying TV news, even though it is
 costly," he said. "I, personally, do not think viewers will turn off their sets and go back to hearing news on the radio. More and more TV news shows will be developed."

A full time radio client is making a strong bid for business, and none reports material shortages yet. "They seem to have the idea they're going to continue to make an adver-
sing effort until they can't any-
more," Mr. Olian said. "A few, however, are asking for war clauses in their contracts."

Although Young & Rubicam clients have ordered "a lot more TV business for fall, "radio has been busy too," observes Timebuyer Marion Reuter. She reports spot radio "is still heavy" but "more of the money has not been cut so much could be added to TV budgets. "New clients to whom we have recom-
mended television are a bit cautious because of the international scene," she explained.

Purity Continues Pace

The agency's biggest spot radio
account in the Midwest, Purity
Bakeries (Taystee bread, Gran-
nan cakes), continues its activity
in both media. AM spots will be used in 24 Taystee markets and 12
Grennan. Television announce-
ments are being used in all video markets, where radio spots are distributed. Rath Packing Co. will use sporadic AM spots in the Mid-
west.

Largest user of broadcast ad-
vertising through the agency is Schlitz Brewing Co., which returns Halls of Ivy to NBC Sept. 13 for a half-
hour once a week, begins the Pull-
ker Print advertisement shows on ABC-TV, and continues with sponsorship of a half-hour musical program six

WAVE AIN'T NO PICKUP

FOR WOLF (Ky.)!

You can wink, they can whistle,
but if you're a Wolverine from Woll (Ky.) you can't pick up WAVE.

No sir, WAVE doesn't go wan-
dering alone in the far dark for-
merly, moon and night.

But we will keep our activities in the Louisville Trading Area. We've got street lights and cops,
and we can protect nearly a
million people to protect
us.

If you're looking for love and
security (and a 40% higher
standard of living), you'll find it
in the Louisville Trading Area.

Just nod your head, and we'll
fend off your account forever-
more.

LAWFVERSE'S

WAVE 5000 WATTS - 870 KC
NATIONALLY REPRESENTED

Page 84 * August 21, 1950
ON BEHALF OF THE ADJUTANT GENERAL’S OFFICE, U.S. ARMY, COL. CHARLES W. CHRISTENBURY, CHIEF OF ARMY RECRUITING PUBLICITY, PRESENTS TO JAMES C. PETRILLO, PRESIDENT OF THE AMERICAN FEDERATION OF MUSICIANS (AFL), A CERTIFICATE “IN GRATUOUS APPRECIATION” OF YEARS OF COOPERATION BY AFM WITH ARMY-AIR FORCING RADIO PROGRAMS.

“AND AN AMAZING NUMBER OF QUALIFIED BUYERS ARE LOOKING FOR AM PROPERTIES,” HE ADDED. “OF COURSE, THERE ARE ALWAYS MORE BUYERS THAN SELLERS, BUT NOW THE NUMBER SEEMS TO BE GREATER THAN IN PREVIOUS YEARS, AND THAT FEW EXPERIENCED RADIO MENS ARE AFRAID OF TELEVISION. INCIDENTLY, PRICES ARE FIRM IN AM.”

SPOT RADIO ACTIVITY EXERCISED IN THE GREAT INDIAN FOREST WILL BE BETTER THIS FALL AND WINTER THAN A YEAR AGO, CONCLUDES WILLIAM A. MCGUINNESS, COMMERCIAL MANAGER OF WRONG.-AM-TV CHICAGO. HE REPORTED NO CANCELLATIONS BECAUSE OF INTERNATIONAL POLITICS, BUT SOME ADVERTISERS ARE “HESITATING” BEFORE MAKING UP THEIR MINDS ABOUT FALL BILLINGS.

NOTE THAT THE CURRENT RADIO RATES SURVEY OF THE ASSN. OF NATIONAL ADVERTISERS WAS BASED ON A COMPARISON OF 1949 AND 1950 RATES, AND MCGUINNESS POINTED OUT THAT WGNH HAD NO GENERAL RATE INCREASE BETWEEN 1946 AND 1950. TWO FACTORS ENTERED INTO ESTABLISHMENT OF NEW RATES: (1) THE NEED FOR MANY MORE RADIO FAMILIES, AND (2) RADIO LISTENING IS GREATER NOW THAN IT WAS FIVE YEARS AGO.

BRIGHT OUTLOOK

WJJD CHICAGO BILLINGS THIS FALL WILL SURPASS THOSE OF LAST FALL, “AND THERE WAS NOTHING WRONG WITH LAST FALL,” SAYS STATION MANAGER ART HARR, WHO REPORTS “A GREAT NUMBER OF ADVERTISERS WHO MAINTAINED THEIR TV AND RADIO SPOT USE INCREASED DURING THE LAST TWO YEARS,” HE CONCLUDES THAT TV IS “LEVELING OFF AFTER ITS FIRST TERRIFIC INFLATION.”

THE INDEPENDENT AM STATION WILL STILL OUTMANEUVER THE INDEPENDENT TV STATION, HE CONTINUES. “BOTH machines are still very much in the picture, and the AM station’s margin of profit will be much greater.”

ROY McLAUGHLIN, COMMERCIAL MANAGER OF WAGN-AM-TV, ABC O&O STATIONS, SAYS, “RADIO WILL BY NO MEANS DIE, EVEN WITH THE BUSINESS OF TELEVISION. NO GOOD MEDIUM EVER DESTROYED ANYTHING GOOD. ONE, THERE IS AND WILL BE A DECENT SPOT FOR RADIO. RADIO WILL STILL FILL A NEED, BUT IT MAY FILL IT IN A DIFFERENT WAY.” McLAUGHLIN, TERMING TELEVISION ESSENTIALLY AN ENTERTAINMENT MEDIUM, SAYS RADI0 OFFERS ENTERTAINMENT PLUS INFORMATION AND EDUCATION. “SHOWS AND NEWS SHOWS, FOR EXAMPLE, ARE NOT ADAPTABLE TO TV.”

“RADIO CAN STILL HOLD THE omap because of its many advantages, such as the closer ties of human emotion, and has flexibility, ease and rapidity which video cannot equal,” he says. “SO MUCH CAN BE DONE BY RADIO, BECAUSE IT CAN DO JUST AS MUCH AS IT HAS BEEN DONE—THAT IS USUALLY A SMALL PART OF WHAT RADIO CAN DO. THERE HAS BEEN A GREAT DIVERSIFICATION OF RADIO’S TECHNIQUES, AND THERE IS STILL ROOM FOR IMPROVEMENT.”

“GOOD AM STATIONS” ARE STILL MUCH IN DEMAND, INSISTING TELEVISE, SAYS HAR. “GOOD AM stations” ARE STILL MUCH IN DEMAND, IN SPITE OF TELEVISION, INSISTS ROGER, CHIEF EXECUTIVE OF BLACKBURN-HAMPTON CO., RADIO STATION BROKERS.

Norton’s Viewpoint

“Radio has been overwhelmed completely for several months by the ‘tricks and glamour’ of television, according to John H. Norton Jr., ABC Central Division vice president. He believes that the ‘decided trend back to normal and intelligent thinking, and the industry will experience by fall a resurgence in popularity of what has been the greatest medium we have had up to the present time.’

He termed the reaction to radio during the past year “emotional, but now that it is again becoming intellectual, I think we will see quite a comeback by our ‘old star.’” Terming radio business still “terrible” in the spot field, Mr. Norton said WGN Chicago’s local and national spot revenues are, “and constantly have been, ahead of last year’s, although slightly behind the peak year of 1948. I am certain that the station remains true for the 1950-’51 season.”

“GOOD AM stations” are still much in demand, plans for television, says Harold R. Murphy, Chi- cago’s radio advertising manager.

Agency men, agreeing that clients are more vocally interested in television than in radio, nevertheless feel the need and demand for radio shows. This is the opinion of Chicago packagers also, among whom are Walt Schwimmer, president of Radio Features, and Sy Wagnke, manager of the television and radio department of Mutual Entertainment Agency. Both firms package radio and television shows, and Mutual also books its own talent.

Schwimmer asserts: “The trend has to be off the beaten path in radio packaging. Stations need a show that will give the network and the TV pattern in order to gain and keep an audience. Shows should incorporate the basic fundamentals upon which radio is based, and which it used so successfully 15 years ago.”

Schwimmer Packages

Mr. Schwimmer, who packages Tellof-Test, broadcast on more than 200 U.S. stations, believes another show he syndicates, Behind the Story with Marvin Miller, is an example of an audience-getting show. Or is it in favor of a show based on the fundamentals of radio is its low cost, he said. “AM packages, to sell, will have to be extremely reasonable, and they will have to gain a good, solid local audience for the station.”

Radio Features also syndicates the Detroiters and all new two video packages, Miss U.S. Television of 1950, and Photoquiz, a television adaptation of Tellof-Test which is being aired now in Chicago. President Schwimmer said Mr. Schwimmer plans to release TV packages on film.

Mr. Wagnke, who manages the television and radio department for which he works, and President Jack Russell, concurs in the need for radio package shows, especially those designed for daytime airing. Indeed, he said, “Radio is down, but daytime shows can be programmed effectively and inexpensively. ‘In radio, as in television packaging, the essence of a show can be ‘shaped’ and the imagination of, with emphasis on the idea rather than on a name star,” he said.

Although many agencies want to talk radio, and usually do only after satisfying demands of their clients who want television,” too many are ignoring radio too much, Mr. Wagner said. Radio’s circulation is too high, he said, and small market broadcasters are just beginning to realize the potential of the daytime market, he feels.

Radio is holding up “admirably,” in the opinion of I. E. Showmaner, vice president in charge of NBC Chicago and manager of WMAQ and WNBD (TV). “This fall, however, because of the tremendous popularity of television in Chicago, our radio activity will be implemented by a stronger local sales pitch,” he said.

Mr. Showmaner, with other stations, is still extremely concerned about the possibility of technical personnel being recalled to the armed services. “We have many men qualified for important assignments in service, but all we can do is hope they won’t be called,” he said. To alleviate the possible loss among TV staffs, Mr. Showmaner has asked NBC New York for authorization to hire another crew.

Bright Outlook

WJJD Chicago billings this fall will surpass those of last fall, “and there was nothing wrong with last fall,” said Station Manager Art Harre, who reports “a great number of advertisers who maintained their TV and radio spot use are now back with us.” He concludes that TV is “leveling off after its first terrific inflation.”

“The independent AM station will still outmaneuver the independent TV station,” he continued. “Because overhead is so much smaller for independent AM, as compared with independent TV, the radio station’s margin of profit will be much greater.”

Roy McLaughlin, commercial manager of WAGN-AM-TV, ABC O&O stations, said, “Radio will by no means die, even with the business of television. No good medium ever destroyed another good one, and there is and will be a definite place for radio. Radio will still fill a need, but it may fill it in a different way.” Mr. McLaughlin, terming television essentially an entertainment medium, said radio offers entertainment plus enlightenment and education. “Shows and news shows, for example, are not adaptable to TV.

“Radio can still hold the omap because of its many advantages, such as the closer ties of human emotion, and has flexibility, ease and rapidity which video cannot equal,” he said. “So much can be done by radio, because as much as it has been done—that still is only a small part of what radio can do. There has been a great diversification of radio’s techniques, and there is still room for improvement.”

“GOOD AM stations” are still much in demand, insists Mr. Norton. “GOOD AM stations” are still much in demand, in spite of television, insists Mr. Murphy, Chicago’s radio advertising manager.

“Good AM stations” are still much in demand, in spite of television, says Harold R. Murphy, Chicago’s radio advertising manager.

“Good AM stations” are still much in demand, in spite of television, says Mr. Murphy.

“Good AM stations” are still much in demand, in spite of television, says Mr. Murphy. The habit of radio is a part of living of all.”

Intensified interest in the Korean war and foreign affairs has increased the size of radio audiences, Mr. McLaughlin said. Radio and television station representatives anticipate increased billings this year in both media.

George W. Clark, midwestern sales manager for the John E. Pearson Co., believes smaller markets will get more of the advertising dollar than ever before. Small markets, in non-TV areas, are attracting the interest of agencies and clients because "they do not conflict with clients' TV areas." Many advertisers who experienced steel shortages during last winter are tightening advertising allocations “until they know exactly where they are going,” Mr. Clark said. "We are delighted to see that certain midwestern advertisers who had to work less, because of television competition are channelling a sub-

(Continued on page 86)

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-FKMR "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Recently, her program has the highest rating of any morning show in Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal results.

Contact us, or any Free & Peters "Coloson" on her two availabilities!

*Available Tuesday and Thursday.

August 21, 1950 " Page 85
Midwest
(Continued from page 85)
sstantial proportion of this money into the national spot field. AM "certainly looks good" to Fred C. Brokaw, partner in Paul H. Raymer Co. "It is running ahead of last year between 8% and 10% nationally, but the funnelling of a lot of big accounts from Chicago to New York has put Chicago slightly behind," he said. Reporting that time availability for fall business is good, but may tighten up before long, Mr. Brokaw added, "Several new national spot accounts are directly traceable to abandonment of networks in favor of television. Then, on second thought, the clients turn to spot for fear TV will fail to provide fall coverage.

"In view of the war situation, there is always the possibility of newsprint shortages, which will help spot radio materially," Mr. Brokaw said.

Fall business is destined to be good, says Jerry Glynn, Chicago manager of the Walker Co., because there has been little or no slack in business this summer, "contrary to the general summer trend." He also reports many advertisers "seem to be looking at national campaigns with the war situation and possible excess profits taxes in mind." Commenting that "99% of TV spot time for fall is gone," he believes advertisers without time options or contracts will turn to AM.

Although radio spot billing will be good, it may not top last year's figures, Mr. Glynn said. Because the best AM availabilities are very difficult to buy, especially news adjacencies, Mr. Glynn sees a trend among AM stations to extend time for advertising that has to be paid in advance, to make more time available and to collect additional revenue because time rates are difficult to increase.

He finds the new advertisers to broadcasting this year are buying radio where television is sold out. "If the TV freeze continues, as I think it will, manufacturers will have to find other outlets. And I will not be able to wait for TV time slots to open," he declared. "They'll buy AM."

Stations getting spot radio business, away from radio spot, will do good merchandising and promotion jobs, said Mr. Glynn. He advised them to conduct a strong follow-through to programming, "a program to pay for itself or offered free by the station. Advertisers need this and are demanding such services for their products, he concluded.

Tom North, Chicago manager of Radio Representatives Inc., also has seen national network advertisers switch to spot radio. He thinks radio will benefit from the fact that AM TV, more than any other medium, is a major personnel problem because of the war. "Because a lot of trained personnel may be lost, the medium won't progress as fast as it normally would," he said.

Lineup Expands

Thus, television that took business away from radio spot, will eventually lose it back to spot, Mr. North predicted. He added that Radio Representatives had a six-station lineup last fall, 15 now.

In the advertising agency business, "we are losing spots to the war," George P. Hollingbery, president of the company of the same name, says, "both the big ones and the small ones." He is still trying to look for the most profitable medium. They eventually find that spot advertising is the most profitable from the agency standpoint.

One company has shown a gain in Chicago every month this year, and we think the second six months will be on a par with the first half of 1940," Mr. Hollingbery said. "One of the most encouraging things for spot radio is that newspaper advertisers who have been lured into television find there are markets which cannot be covered and have turned to spot radio."

Lloyd Griffin, Chicago manager of Free & Partners, says "more advertisers and account executives are learning how to use spot on a national basis and how to concentrate in selected sales areas." He also finds many accounts coming into spot are new to either radio or television. Mr. Griffin predicts spot program sales will reach a new all-time high in the Midwest this year, and this fall will be the "biggest in spot radio's history."

Despite the number of Midwestern accounts "now being placed out of New York," Bert Sears, partner in Sears & Melcher, was quoted for an increased volume of business this fall and winter. "Inquiries and orders received for fall schedule indicate many midwestern advertisers who used networks exclusively are now diverting their expenditures to spot radio."

A hike of 35% in billings for the first six months at the Chicago office of the Taylor Co. TV has been reported by Manager Tom Peterson, "We think this will continue," he said. "Spots are very active in non-television cities, and advertising is going forward. Most of the companies we have contacted are coming out with new cars in spite of the war scare."

Blink Confident

In the transcription field, Milt Blink, vice president of Standard Radio Transmission Services and manager of the Chicago office, said: "We confidently expect our business to hold its own during the summer, despite war conditions, and that broadcasting is going forward. Most of the companies we have contacted are coming out with new cars in spite of the war scare."

William M. Mertz Jr., former midwest manager of MacGregor Television Co., and now Chicago director of MGM Radio Transcriptions, reports, "Regional advertisers today are looking for the most effective selling tool at the lowest cost—and that's transmitted shows." He has observed more regional advertisers entering radio.

Because cooperative funds in some cases are dropping off from automotive and appliance manufacturers, Mr. Mertz says some of these firms are turning to transcriptions for institutional rather than direct advertising. Because radio transcriptions are "flexible," they can "work wonderfully in non-TV markets and in markets where shows aren't bucking heavy TV competition."

The recordings measured by the Senate committee would eliminate much of the delay experienced by broadcasters at customs in clearing incoming tape and disc recordings made by news correspondents abroad.

**RADIO POWER**

**NCCM Expresses Confidence**

CONTINUED confidence in radio's power as a mass communications medium has been expressed by the radio executive committee of the National Council of Catholic Men. Stewart Lynch, president of the council and radio committee chairman, followed up a previous telephoning of the radio committee's semi-annual meeting in Washington.

He also stated that the committee explored ways and means for further expanding the work being done in the radio field by the council and local Catholic groups throughout the country. "While we are fully aware of the powerful and important strides being made by television, and while we fully intend to enter this new field at the earliest opportunity, we recognize that radio is still one of the most potent media of mass communication in our country," Mr. Lynch said.

**LIBEL and SLANDER**

**Invasion of Privacy**

Plagued by Transistor Riders: INSURANCE

For the wise Broadcaster

Our Unique Policy

provides complete coverage.

Surprisingly inexpensive

CARRIED NATIONWIDE

For details of quotations write

Employers

Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

BROADCASTING * Telecasting

**TRANSIT RADIO**

**Riders' Assn. Drops Action**

**COURT appeal over Capital Transit Co., Washington, and Transit Radio Inc. and WWDC-FM Washington has been withdrawn formally by Transit Riders Assn., it was announced last week.**

The Association, in dropping the action, explained that two Washington attorneys—Guy Martin and Frank Reynolds—filed a petition pending before the U. S. Court of Appeals for review of a U. S. District Court decision that radio-equipped buses in the District of Columbia do not violate "the public convenience, comfort and safety."

Continued court action would merely "duplicate" the effort of the two attorneys, whose petition antedated the transit association's suit, it was pointed out. TRA's de-mobilized FCC terminal WJFMC's license and those of other transit radio outlets is not affected, they added. The attorneys also have a petition before the Commission charging that transit service violates Commission rules and regulations.

**NEWS CLEARANCE**

**Senate Considers Bill**

SENATE Finance Committee Adm. approved a House-passed bill (HR 3726) to aid clearance of overseas news recordings and tabbed it for Senate consideration. A similar bill to exempt State Dept. Voice of America recordings from import duty (HR 8514) was signed by President Truman on Aug. 4 [Broadcasting, July 31, June 17].

The recordings measured clearly by the Senate committee would eliminate much of the delay experienced by broadcasters at customs in clearing incoming tape and disc recordings made by news correspondents abroad.
Northwest
(Continued from page 27)
20, and with the city's centennial celebration due to start in 1951, Walter Van Camp, managing di-
rector of the organization, told Broadcasting, "The National Advertising Foundation will addi-
tional radio expenditures in con-
nection with forthcoming events. Spot radio also may be used re-
gionally and nationally. The Na-
Paconic National Advertising Agency has been handling the account.

Other national accounts placed from Seattle are the Washington State Apple Commission, KVI, KOMO, and P. Callison & Sons, Seattle. The Apple Commission probably will use more of both radio and television nation-
ally in the marketing season ahead, according to Floyd Flint, account executive at J. Walter Thompson Co., Seattle, although the decision will not be made until the Com-
mision's officials meet at Yakima, Wash., the end of this month.

The Callison firm recently ac-
quired a botanical drug business in Peoria, Ill., and contemplates rein-
troduction of the household insecti-
cide to the national market. As a test, the company, through Spencer W. Curtiss Agency, Seattle, is using chain breaks on WBBR Baton Rouge, La., as well as some news-
paper space in the same area, through the month of August. If the test is successful it will revive an important advertiser who is new to radio marketing to Dave Pol-
lock, account executive.

Recent Innovation
A recent innovation in Seattle radio has proved so successful in the past few months that the pat-
tern is being extended. Scandia Barn Dance, the weekly local live show on KOMO Seattle which won top honors at the annual conven-
tion of the Advertising Assn. of the West during the last running under a year's contract from March 1950 and will continue indefini-
tely, according to Frank Taskett of the Taskett Advertising Agency, which bought the show for six co-sponsor-
ing members of the Northwest Food Mfrs. Assn.

Meanwhile, oth-
er association mem-
bers, pleased with the effec-
tiveness of the Sownda show, banded together earlier this month to sponsor the new Hobnail Square Dance, aired Tuesday 9:30 p.m. over KOMO, and the association is considering television time under the same group-sponsored format.

Speaking of Scandia Barn Dance, bellwether of the trend, the agency says: "It is maintaining a job for the small food manufacturers, who join in merchandising the show as well as sponsoring it. This program gives the sponsors a type of radio exposure association mem-
bers could not afford separately. It is now the best-known food manufac-
turers show for grocers in the area."

Station executives with equally specific news on the bright side include Earl T. Irwin, commercial manager of KVI Seattle, and Roger Rice, national sales manager of KING Seattle.

Mr. Irwin forecast that his sta-
tion's business will beat last year's, with network, national spot and local business all up. He reported that the station has sold practic-
ally all its cooperative programs.

National business is up 60% at KING, according to Mr. Rice, and local business is also well above last year. The station recently sold a schedule of five-minute newscasts daily, six days a week, on a one-year contract, to Ford Motor Co., through J. Walter Thompson Co., San Francisco.

Although Frederick & Nelson, Seattle department store affiliated with the Marshall Field Co., will continue its 17-year-old sponsor-
ship of the daily Concert Hour on KRSC Seattle, the store is holding extensive radio and television plans in abeyance at least until spring. It was reported by C. J. Byrne, sales promotion manager. Current multi-million-dollar physical expan-
sons, however, will eventually re-
sult in bigger promotions through all major media, he indicated.

Business To Increase
On the basis of transcriptions currently on order at the John Keating Recording Studio, regional and national radio business continue.

Seattle will be up about 15%, according to James A. McLaughlin, Seattle manager, who also noted that accounts in the area are be-
coming much more active than ever before in exploring the use of Northwest radio.

With Keating also representing 41 stations in Washington, Oregon and Idaho, Mr. McLaughlin com-
mented: "Regional and national business has leveled off after a period of indecision. There is every indication that radio business will be more solid and stronger than ever before."

He reported, too, that the Wash-
ington State Grange will renew its Grange Forum, long-running quar-
ter-hour discussion program on seven Washington stations, starting the first week in October.

Several station and agency exec-
tutives have noted an increasing interest in newscasts, growing out of the tense international situation. Largest tangible evidence is the ex-
cluotive contract signed by Shelly Oil for Dick Keplinger's services as

newsreader on KJR, on a full-year contract.

Sports-wise, the picture is cloudy in Seattle as well as throughout Washington. KOMO has received exclusive rights for radio coverage of high school athletic events from the Seattle School Board, and discussions are under way with other school officials around the state.

The Washington State Assn. of Broadcasters and many of its mem-
bers have had repeated alter-
cations with the Seattle School Board and the Washington State High School Athletic Assn., and indications are that the question of whether a school system has the

right to sell radio rights on an ex-
clusive basis will not be settled around the conference table. The decision of Judge Theodore Turner in King County Superior Court against Bruce Bartley, owner of KERO Bremerton and WSAB attor-
ney, in his case against the Seattle School Board, is still subject to appeal.

Carl Downing of Olympia, secre-
tary of WSAB, told Broadcasting,

TRAVELING FAN
Canadian Visits WHAS

Host Walton greets his Canadian visitor before a WHAS microphone.

* * *

AN ONTARIO woman proved she is a daily WHAS Louisville fan by appearing at the station in person. She traveled all the way to this early month to see Ken-
tucky in 1950, the state's Home-
coming Year. And, of course, to visit WHAS and its radio personal-
ities.

A listener to WHAS since 1923 and an avid daily fan of Jim Wal-
ton's Fair Weather Hour (10:30-
11:30 p.m. Mon.-Sat.), Mrs. Frank Schrader of Woodstock, Ont., heard Mr. Walton read one of her letters over the air and his suggestion that she visit the station.

Nobody was more surprised than Mr. Walton, the station reports, when Mrs. Schrader put in her ap-
ppearance at the studios. Her desires to see WHAS and its stars and to tour Fair Fehr Brewing Co., sponsors of Fair Weather Hour, were fulfilled. As an added treat, she saw her first TV show, Walton Calling, with Mr. Walton the host.

However, that the association's main reliance will be on action in the State Legislature when it meets next January. Whatever the outcome, it will have significant implications for radio business in the state, for high school athletes represent an important area of listener interest.

Because Pacific Northwest still has only one television outlet—KING-TV Seattle—the radio-vs-
video conflict is not as acute as in other sections of the country. Nevertheless, advertisers and agency officials have kept abreast of national TV developments.

The consensus is that by and large television will not hurt radio in the Northwest; certainly it has not so far. Accounts moving into television in most cases are main-
taining their radio budgets as well, or at least cutting them no more than other media. The exceptions, while important individually, are minor in the aggregate.

CANADA RATINGS
U.S. Shows Top July List
LIST of national ratings for Can-
da in July has been reported by Elliott-Haynes Ltd., showing five evening programs, all American origins. They are Pause That Refreshes, 12.6; Twenty Questions, 12.3; Aldrich Family, 11.5; Mys-
tood thigh, 1.3; and the Weather Hour, 9.6. Thirteen daytime pro-
togs, topped by five American originations, showed Big Sister, with 11.6; Ma Perkins, 11.6; Right to Happiness, 10.3; Pepper Young's Family, 10.1, and Life Can Be Beautiful, 9.4.

Three French-language, evening and 10 daytime programs also were listed by the firm for July. Evening category found Jouv Double with 13.8; La Route Enchaante, 11.8, and Cafe Concert, 10, while the leading five daytimeers were Jeu-
nesse Doree with 13.3; Rue Principale, 12.3; Tante Lucie, 15.3; Ma-
mont Jeanne, 14.9; and Grande Soeur, 14.3.

FOUR World Issues At Mid-Century
forum, conducted by Boston U., beanamed at WBEZ Boston and World-
wide Broadcasting Foundation to Eu-

Pals OF Kansas
in OPEKA

 FRIENDS
"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW TheVoice of Kansas in OPEKA
August 8 Decisions

- Actions on Motions

- August 8 FCC Actions

August 8 to August 17

CP-construction permit
- Directional antenna
- EIRP-effective radiated power
- STL-studio-transmitter link
- synch.-am-synchronous amplifier
- STA-special temporary authorization
- Cond.-conditional
- LS-local sunset
- N-night
- Vis.-visual
- Unlimited

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 8 Applications

| AM - 710 kc | Western Bisc. Assoc., Modesto, Calif.-CP new AM station 710 kc to AM-710 kc | Approved for filing |
| AM - 1340 kc | KLMR Lamar, Colo.-AM station to be modified in equipment | Approved for filing |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | Approved for filing |

August 9 Applications

| AM - 500 kc | KOPR Butte, Mont.-Mod. CP AM station to change from 550 kc to 1 kw, unlimited | Approved for filing |
| AM - 1240 kc | KLMR Lamar, Colo.-CP AM station to change from 1240 kc 250 kw to unlimited | New license for new station |
| AM - 300 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 300 kw to 5 kw, unlimited | New license for new station |

August 9 License

| AM - 500 kc | KOPR Butte, Mont.-CP AM station to change from 550 kc to 1 kw, unlimited | License for CP |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | License for CP |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | License for CP |

August 8 License

| AM - 500 kc | KOPR Butte, Mont.-CP AM station to change from 550 kc to 1 kw, unlimited | License for CP |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | License for CP |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | License for CP |

August 9 License Renewal

| AM - 500 kc | KOPR Butte, Mont.-Mod. CP AM station to change from 550 kc to 1 kw, unlimited | License renewal for new station |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | License renewal for new station |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | License renewal for new station |

August 10 Applications

| AM - 710 kc | Western Bisc. Assoc., Modesto, Calif.-CP new AM station 710 kc to AM-710 kc | Accepted for filing |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | Accepted for filing |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | Accepted for filing |

August 10 License

| AM - 710 kc | Western Bisc. Assoc., Modesto, Calif.-CP new AM station 710 kc to AM-710 kc | License renewal for license renewal for new station |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | License renewal for license renewal for new station |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | License renewal for license renewal for new station |

August 9 License Renewal

| AM - 500 kc | KOPR Butte, Mont.-Mod. CP AM station to change from 550 kc to 1 kw, unlimited | License renewal for license renewal for new station |
| AM - 1340 kc | KLMR Lamar, Colo.-CP AM station to be modified in equipment | License renewal for license renewal for new station |
| AM - 1500 kc | WORO Albany, N. Y.-Mod. CP AM station to change from 1500 kc to 5000 kw, unlimited | License renewal for license renewal for new station |

August 14 Decisions

- By the Commission

WLEE Richmond, Va.-Granted mod. CP to change from Class B to Class C operation from untl. to 100 kw with WBBH.

- Modification of License

WBRL Richmond, Va.-Granted mod. CP license to WBBH for increase in power from 250 kw to 5 kw, change in location of antenna, limited to 100 kw, from Jan. 1, 1950.

- By the Secretary

KJBC Midland, Tex.-Granted license new station and temporary operation of new station.

WATC Gaylord, Mich.-Granted license for new station and temporary operation of new station.

WATS Sayre, Pa.-Granted license for new CP station WGNW.

WBDR Springfield, Tenn.-Granted license for new CP station WBNK.

WMTA Mena, Ark.-Granted license for new AM station, 1450 kc, 250 kw, unlimited.

WJW Dunkirk, N. Y.-Returned license for new CP station WJW; granted license for new TV station, and change in location of visual unlimted hours; operating power change 2.5 kw, dual license.

- Modification of Order

The Colgen Bisc. Co., Hudson, N. Y.-Granted license for new noncommercial education FM station WJIB.

WBIC Altoona, Minn.-Returned license for new noncommercial education FM station WJIC.

- Modification of License

KPHD Phoenix, Ariz.-Granted CP to change from 5 kw, unlimited to 2 kw, unlimited.

- By the Engineer

KBBX Kalamazoo, Mich.-Granted license for new TV station KBBX.

KBBX Kalamazoo, Mich.-Granted license for new CP station KBBX.

KBBX Kalamazoo, Mich.-Granted license for new CP station KBBX.

- New License

WMTA Mena, Ark.-Granted license for new AM station; 1450 kc, 250 kw, unlimited.

WJW Dunkirk, N. Y.-Returned license for new CP station WJW; granted license for new TV station, and change in location of visual unlimted hours; operating power change 2.5 kw, dual license.

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BROADCASTING

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Music

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The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!
ANTHOARDING DRIVE
Radio-Television Continue Campaign

RADIO and television's anti-hoarding campaign has gained additional enlistees [Broadcasting, Aug. 7] in the face of the international crisis. Typical of moves to thwart "panic buying" reported to Broad-casting were the following:

With 20 announcements each day, plus tags at the end of each 15-minute segment, WKB Detroit is stressing the needlessness of stock-piling items such as foods, soaps, and nylon products. Supporting the government's sentiments against hoarding, Richard E. Jones, WKB managing director, said that the station also would refuse to accept any advertising which might encourage panic or unnecessary buying.

In Southern California and Arizona, General Electric Supply Corp. (Hotpoint distributor) has inaugurated a new TV advertising program to discourage scarce buying and lay the foundation for a continuing advertising and public relations program during emergency economy. Adopted initially for the firm's major video programs in Los Angeles, San Diego and Phoenix, the campaign was set up for GE by Ross, Gardner & White, Los Angeles. First announcement of the new campaign was made on Hotpoint Five-Star Theatre on KPHO-TV Phoenix, the second over KTLA (TV) Holly-wood.

WPTZ (TV) Philadelphia announced it has banned all "scare" advertising and buy-it-while-it-lasts copy on the station. Alexander W. Dennenbaum Jr., company manager, said that all copy is being checked to make certain that "no misleading advertising connotations" are used in connection with the Korean war. He also pointed out that in any case where the expressions like "buy now before the price goes up" and "while they are available" are used in connection with materials that should be in fairly normal supply the station will request the advertiser to change his copy. Should the advertiser refuse, he declared, appropriate action will be taken by the station.

On KMBC Kansas City, Mo., NBC, and WMLL (FM) Milwaukee,NBC's Happy Kitchen director, has been pointing out the disadvantages of hoarding and shortage buying on her program for the past few weeks. Fortnightly, she asked the American public to go directly to the purchaser. She is conducting a slogan contest with Savings Bonds and other cash prizes. Little serious thought in connection with the slogan contest will go a long way to impress the housewife of the importance of avoiding scare buying, she added.

On Monday, Aug. 7, WPIL Philadelphia broadcast a 15-minute program to help combat the hoarding of food. Entitled Don't Be Your Own Worst Enemy, the show was produced in cooperation with the A&P Stores. It was trans- scribed at one of the food firm's supermarkets in suburban Bryn Mawr and was aired at 8:45 p.m. Members of the WPIL special events staff interviewed spokesmen for the food-store chain. Also included in the broadcast were statements of shoppers.

On every station break, WQCB Evansville, Ind., and its affiliate WMLL (FM) aired a series of anti- hoarding spot announcements. Samples of spots, preceded by stations' call letters, included: "If you must hoard, hoard U. S. savings bonds... American hoarding helps Communist killing... the only worthwhile things to hoard are U. S. savings bonds."

WSYR-AM-TV Syracuse, N. Y., sponsored an anti-hoarding slogan contest. First prize, Westinghouse combination radio-phonograph-televi-sion console, was won by Syracuse housewife with slogan, "If hoard-ing stuff afforded you pleasure, hoard Savings Bonds—they're real treasures!" Contest brought 12,441 entries. Winning slogans will be used on air during the stations' anti-hoarding campaign.

EMERGENCY PLAN
WMCK Offers Blueprint

OFFICIALS of WMCK McKees-port, Pa., are setting up an emer-gency blueprint outlining the serv-ices of the station for use during any type of disaster, the station has reported. The plan will be of-fered to civil defense leaders, community officials and the American Red Cross for use during fire, flood, storm, air raids and atomic at- tack.

Gene Kline, general manager of WMCK, said he is urging other radio stations throughout western Pennsylvania to take similar action and then collaborate on a master plan for mutual cooperation during any emergency.


Collins 26W-1 Limiting Amplifier

Both AM and FM broadcasters can employ the Collins 26W-1 limiting amplifier to their very great advantage.

In AM transmitter applications it limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

In FM applications the 26W-1 is necessary to prevent excessive transmitter swing which produces distortion at the receiver due to the inability of the average discriminator to handle frequency swings greater than 150 kc. In FM systems, wide range audio makes such distortion very noticeable.

Write your nearest Collins representative for further information.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

11 W. 43rd St. NEW YORK 18
Dogwood Road, Fountain City
KOttNAY

1112 Vermont Ave., West, A. D. C.
Sterling 3426

COMMERCIAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night

PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.

1121 Vermont Ave., West, A. D. C.
Sterling 3426

BROADCASTING * Teletcasting
### Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCCE*</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1339 Wisconsin Ave., N.W.,</td>
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<td>McNARY &amp; WRATHALL</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
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<td>Craven, Lohnes &amp; Culver</td>
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<td>Weldon &amp; Carr</td>
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<td>Chambers &amp; Garrison</td>
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<td>G. R. Biltter</td>
<td>Consulting Radio Engineer, 4125 Monroe Street, Toledo 13, Ohio</td>
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<td>Silliman &amp; Barclay</td>
<td>1011 New Hampshire Ave., West 6646, Washington, D.C., 2915 Rad River</td>
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<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer,” 820 13th St., N.W., Ex. 8073</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant, Executive 5851 1833 M Street, N.W.,</td>
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<td>Executive 1230 Washington 5, D.C.</td>
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<td>GEORGE C. DAVIS</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>JOHN J. KEEL</td>
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<td>RUSSELL P. MAY</td>
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<td>Dixie B. McKey &amp; Assoc.</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>GUY C. HUTCHESON</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc., 927 15th St., N.W., Republic 3883</td>
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*Member AFCCE*
**Classified Advertisements**

**Payable in Advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No classifieds to be run after deadline. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D.C. Broadcasting is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Help Wanted**

**Managerial**

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must have experience in knowledge merchandising. Send references desired. 850, Box 301F, Broadcasting.

**Salesmen**

Wanted, experienced time salesman who can sell in competitive market for Allied time. Combination man. Write plus incentive arrangement. Please send detail of experience, business and character references and photo. Box 76F, A. C. Broadcasting.


Wanted, young experienced time salesman who can sell in Western city of NBC affiliate in California. Must have experience in advertising, sales, age, references, photo and military status. Box 184G, Broadcasting.

Attention salesmen, Pennsylvania, New Jersey, Maryland, Delaware, Virginias, northwest and northeast. We offer a definite opportunity on the staff of 1000 watt progressive station affiliated with CBS. We'll pay $60 to start with expenses paid, tax free. Have car. Box 125G, Broadcasting.


**Announcers**

Network affiliate Rocky Mountain area has opening for announcer-coproducer. Experience, training as needed. Full details with first letter. Box 909F, Broadcasting.

Carolina Mutual station has opening for station program director. An all-around announcer-coproducer is needed. Immediate opening. Box 29G, Broadcasting.


Wanted — Personality announcer for man-on-street type program for program in southeastern Michigan station. Send disc of program and full details of experience. Box 116F, Broadcasting.


Announcer-coproducer. Man or woman with good voice, trained to rewrite and able to write saleable copy. Excellent opportunity. Love to work. Send resume and references. Box 101F, Broadcasting.

Experience combined man with first ticket. Send details, adulation, salary requirements. Box 118G, Broadcasting.

Announcer immediately. Experienced, aggressive salesman with large network. Familiar with all advertising media. Must be able to close business to the last dollar. Send resume. Box 585F, Broadcasting.

Experience, top ranking network affiliate to all major midwest and east coast radio outlets, audition disc, WFDF, Flint, Michigan.

**Help Wanted (Cont’d)**

Announcer: Experienced, pleasant demeanor, play-by-play. Send disc, photo, salary to Ed Pennington, Program Director, WFHM, Flushing, Michigan.


二十五 w daytime indie wants experienced engineer-announcer, emphasis on promotion, sales, technical and ability to work with minimum supervision. Must have experience. Box 105G, Broadcasting.

**Technical**

TV technician wanted: Experienced with all phases of broadcast television. Must be quick on job and already in possession of necessary licenses. Send photo and full details of experience. Box 19G, Broadcasting.

**Situations Wanted**

**Managerial**

Managing director, long experience, available for revitalizing station operations. Must be capable of analyzing and solving complex problems whenever phase of station management from A to Z. Will accept remuneration on per cent basis. Box 911G, Broadcasting.

Station manager. Presently employed in fulltime station. Twenty years experience at approximately 500 stations in network and stations. Family man. Must have car and be able to buy and manage small station. Minimum experience necessary. Write for details. Box 152G, Broadcasting.

Community college sought by successful announcer-coproducer. Married, veteran, family, 12 years broadcasting. Box 167F, Broadcasting.

Station manager. Presently employed fulltime station. Twenty years experience at approximately 500 stations in network and stations. Family man. Must have car and be able to buy and manage small station. Immediate opening. Box 152G, Broadcasting.

Can you top this? Took lowest station in the country and sold it. Moved up to number one third. Veteran, young, college educated. Must have been with proven radio experience. Desire tough market with opportunity to prove yourself. Send references. Box 509F, Broadcasting.

Manager (with investment): Thoroughly experienced manager, definitely interested in the midwest area of our corporation. Investment up to $20,000.00 in established and growing stations. Must be able to organize a radio station and sell it to buy a job but interested in buying radio. Must have ability and capability in personnel and station management, ten years newspaper and network experience. Send references. Box 908F, Broadcasting.


Manager-commercial manager, 13 years radio experience and sales. Solid man completely engaged in radio public relations and employee relations and public relations and sales. Good record, excellent references. Will work any account. Box 37G, Broadcasting.

Manager who has pulled present employment through no circumstances now seeking employment with larger network. Desires new small market station that can use man of ability. Experience a salesman-program director. Can't do it all alone, but prefers some help. If necessary for productivity with economy, it would be an immediate three cent for detailed information. Box 102G, Broadcasting.

General manager available September first. 18 years experience all phases and types. Excellent sales record of production will win South. Southwestern market. Large or small. Box 111G, Broadcasting.


Mr. station owner. Tired of hot-shot promoters? Good men are harder to find than to keep. If you haven't been through the mill experience you young, versatile, dependable, quick-witted man, start as assistant to get more sales and more profits for our affiliate in major market. Will take immediate. Prefer $500 minimum. Start $750 immediate. Box 105G, Broadcasting.

News announcer-program director with outstanding network and independent station experience. Must have contacts in advertising departments of both local and national networks. Must be able to negotiate exclusive contracts. Desires position with major network or station. Box 140G, Broadcasting.

Airport manager. For radio station in city, which is located near major market. Have small station in large market. Box 167G, Broadcasting.

Manager of two radio stations. Experienced, sales, promotion, technical, announcing, etc. Box 101G, Broadcasting.

Writer, director, and promotion for network. Manager, announcer, director-writer for local stations. Television writing and directing. Never fired from a position. Would consider program director job. If opportunities and salary are right. Robert D. Williams, 1462 N. Lorraine, Wichita, Kansas.

Salemman

Young married man, with 10 years experience, including-traffic work. Also involved in sales. Has knowledge of networks and stations. Family man. Marital status. Married. Box 121G, Broadcasting.

Salesman

Manager, young, aggressive, has three years experience. Another news, traffic, promotions man. Has established career. Formerly with AM or AM show production. Box 115G, Broadcasting.

Salesman would like to employ six year background of sales, programing and play-by-play experience with major network for New York. Box 146G, Broadcasting.

Major league baseball announcer. All sports. St. Louis Cardinals, 38 years. Box 102G, Broadcasting.
Experienced WOR (Mutual) producer director and studio manager. Managedé small radio music shows, authoritative newscasts, top salesman, and children. Looking for position with commercial minded. Thoroughly experienced farm coverage, audience building to better myself in ratio to ability to produce for sale. Versatility, speech and Dramatics at Columbia University. Available September. Write or phone. Box 131G, BROADCASTING.

Mornign Man. Combined services. Commercially experienced. Professional knowledge of farm-farm, interviews, guest shots, animal clinic, Barker Shad, etc. Phone, produce own show. Agricultural, musical background. Permanent. Personal interview. Sample audio tape for instant play. Box 137G, BROADCASTING.

Announcer, one in eastern thousand watt doing all type programs. AM, news, interviews. Good straight man. Single. Box 139G, BROADCASTING.

Announcer, continuity writer, veteran, 24, married, good one-half years experience. DJ, news, general staff, studio operator. Extremely interested in production. Desire change to progressive station. Prefer large floating. Disc and photo available. Box 192G, BROADCASTING.

Air salesman, proven results, mature, versatile writer. Good copy. Create own shows, news, public events, etc. Southeastern US. S. W. Mutual affiliate, desire more metro. Box 162G, BROADCASTING.

Morning man. Top Hoop-erating, major market. Box 181G, BROADCASTING. Will sell own time with right proposition.


Sporstcaster-announcer, college grad, 24, married, available immediately. All sports. Box 159G, BROADCASTING.

Announcer-writer, news editor, three years experience, top half W. M. or midwest. Box 150G, BROADCASTING.

Announcer, steady, reliable. Good voice, some experience. Strong commercial appeal. Available two weeks, Disc. photo on request. Box 130G, BROADCASTING.

Experienced sports announcer. Football major and minor football. All-round staff man. Disc jockey, High school college. Anywhere. Best references, disc available. Box 120G, BROADCASTING.

Draft exempt announcer, some experience. Jim Baker, 1708 Prospect, Kansas City, Missouri.

Announcer, experienced all phases radio, 1st class ticket. Versatile, dependable, available Sept. 1st. Will forward photo, disc and letter on request. Bill Carr, 63-16 119th St., Forest Hills, N. Y.

Sports announcer — Several years experience playing major league baseball, writer, sports commentator, authority as official and competitor. Press service correspondent-magazine writer. References from major league teams, bank-sports authorities. Also special events-newspaper, TV show and DJ. Veteran World War II flyer. No agent. Box 2706 Renick, St. Joseph, Missouri.

Experienced announcer desires position in California or West Coast. Address: 2309 W. 6th Street, Los Angeles, California. Box 142G, BROADCASTING.

Experienced announcer, 31, versatile, ambitious, available immediately for responsible position. References: Mr. Frubyl, 812 E. Beloit, Salfona, Nebraska.

Plenty of radio school training, news, announcing, excellent voice and diction. Steady, reliable family man, very available. Will travel, Ralph Smith, 4552 S. W. Vermont Avenue, Chicago, Illinois. Box 145G, BROADCASTING.

Combination work or straight engineering. Supply disc, good voice. First class announcer. Box 110G, BROADCASTING.

Inexperienced, aggressive, willing to learn. Reference: Mrs. Joseph Shaver, Columbus, Nebraska.

Have three loves: wife, radio, money, not necessarily in that order. Outstanding experience all phases radio, 14 months as PD, hard work, ability and sincerity for position with future in pleasant surroundings. Will go as PD, announcer or newsmen. Box 132G, BROADCASTING.

News editor-program director, 7 years experience. Available for personal interview. Box 121G, BROADCASTING.

Chief engineer, 15 years intensive experience all phases AM and FM engineering, operation, maintenance, construction, directional. Ready for TV. Management experience with relations. References include top broadcasting executives. Box 983F, BROADCASTING.

Engineer, tech graduate, vet., 6 months experience AM, FM, and associated types of equipment. Experienced with small towns. Box 30G, BROADCASTING.

Engineer, three years experience, active hain 20 years, car, married. Prefer transmitter job. Available immediately. Box 114G, BROADCASTING.

Engineer, sober, young, hardworking, very employed as chief engineer wishes to change to more progressive station as staff or chief engineer. Prefer southeast U. S. Box 132G, BROADCASTING.

Engineer, 1st class telephone, seeking engineer or combination position, interested. Box 140G, BROADCASTING.

First phone, married, desires to break in on combination organization. Box 147G, BROADCASTING.

Engineer, first phone, broadcast transmitter experience, single, car, available immediately. Box 124G, BROADCASTING.


Experienced, 250 to 50 kw. first class. Operation & maintenance, big and small stations. Single, will travel. Presently employed, Box 142G, BROADCASTING.

Several years experience. Box 36, Ladendorf, Route 1, Box 39, Des Plaines, Illinois. Box 156G, BROADCASTING.


Would like engineering job. First phone. Graduated ERTI. 813 Douglas St., Omaha, Nebraska. If interested write, Box 118G, BROADCASTING. Real estate.

First phone license, experienced transmitter operator. James Turner, 6069 Avenue T, Brooklyn, N. Y.

1st phone (1960) — No broadcast experience. 14 years Coast Guard radio. Draft exempt. Good voice, some experience. W. E. Waddell, Box 232, Jacksonville Beach, Florida.

Production-Programming, others

Newscaster, a reporter, not an announcer, gather, write, deliver. Newspaper background. Prefer newspaper station. Box 864F, BROADCASTING.

Program director, six years experience progressive program director, sales, and copy. Married, dependable, excellent management and organizational information on request. Box 115G, BROADCASTING.

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcement work. Box 47G, BROADCASTING.

Newman—23, married, BA, employed, seeks one interested in public and relation radio continuity. Seeks position eastern station. Also living wage, job with future. Box 155G, BROADCASTING.

Capable male copywriter, 20, college-trained, first month experience. Box 102G, BROADCASTING.

Sports director, experienced play-by-play commentator. Box 119G, BROADCASTING.

Manager, WKY

OKLAHOMA CITY, OKLAHOMA

FOR SALE!

RCA 1A 1000 WATT BROADCAST TRANSMITTER AS IS

COMPLETE — EXCELLENT CONDITION

FIRST $1,000 CHECK RECEIVED GETS IT!

WIRE, WRITE

FOR SALE (Cont’d)

Radio station, only one in thriving Alabama town 1000 watts. Offers fine opportunity for highly satisfactory earnings. Very moderately priced, a true bargain. Address all inquiries to P. O. Box 1845, Birmingham, Alabama.

Equipment.

Presto recording console complete with recorder, instrument, machine, including recording heads and playback arms. And, one 47-c tube amplifier. Original cost $1090 in 1945. Has been used very little expense $25 for any recording hours left in it. Also RCA limiting amplifier type 8Y1 will sell for best offer. WKNY, Box 651, Charlottesville, Virginia.

One W. E. model 194A, $75. One Brush KHDK tape recorder recently factory overhauled, new motors. RH, Station KSEX, Pittsburg, Kansas.

Raytheon RA-250 transmitter, 250 watt with two crystals for $130, two tubes. Two years old, excellent condition. Giving one kw. KWEZ, Seguin, Texas.

Make offer. FK WE6B-2—complete, 10 kw transmitter, including rig. Box 43G, BROADCASTING.

For Sale (Cont’d)

WANTED TO BUY

Stations

Want AM station in medium or smaller non-television market. Advise price, type radio. Box 88G, BROADCASTING.

Experienced manager will buy all or part of station plus losing money. Write Box 111G, BROADCASTING.

Experienced broadcasters interested in purchasing all or part of coastal or large market stations and studios. Box 118G, BROADCASTING.

Equipment, etc.

250 or 1000 FM transmitter with monitors, coax. Cash if cheap. Particulars. Box 60G, BROADCASTING.

Wanted: Good used 1 kw AM transmitter, frequency, modulation monitors, limited amplifiers, audio, other necessary components for new installation. Give complete detailed condition, price in first letter. Box 55G, BROADCASTING.

(Continued on next page)
SOUTHEASTERN NETWORK OPPORTUNITY-$75,000.00

A successful fulltime network facility located in one of the south’s important markets, this station is showing consistent profits and gross is increasing. Valuable real estate is included at this very realistic price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn 368 N. Mich. AVE. Ray V. Hamilton
Sterling 4341-2 225 Montgomery St. Exhobro 2-5672

One of the country’s best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 35, must have outstanding record of selling radio locally and nationally. Must prove himself within first year. Must have direct promotion for all advertisers. Property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to Box 10G, BROADCASTING.

Available

Managerial

Transistor newscaster for Governing Board.

Special events for one of the major networks.

Two Army Air Force-Public Relations officer and Military Intelligence.

Age groups, personal, forty-two mature. Permanent. Personal interview arranged. Box 154G, BROADCASTING.

KPFA (FM) Closes

Caused by Operating Deficits

KPFA (FM) Berkeley, Calif., an experiment in non-commercial radio and one of the few “listener-sponsored” stations in the country, has taken off the air last week after a 15-month struggle against operating deficits.

The listener sponsors, who supported the station with $10 yearly subscriptions and other donations, were still holding meetings last week in efforts to raise funds to meet the deficits and get the station back in operation.

KPFA, operating under the corporate name of Pacifica Foundation, had been declared a legal corporation by the Federal Government, thus making the listener contributions tax exempt. It had gathered an imposing list of prominent Northern Californians as sponsors.

The station, which operated on 100.1 mc, Channel 261, with 1 kw, was headed by Lewis Hill, general manager, with Eleazar Bush, program director. Many of the staff members worked for nominal salaries.

NBC-N.U. Awards

Link ‘Most Outstanding’

Jack Link, program director of KCID Caldwell, Idaho, has received $100 cash as the most outstanding student attending the NBC-Northwestern U. annual summer radio institute. He was present as one of two of 120 special awards for outstanding work in institutes course, at a banquet a fortnight ago closing the six-week session of professional radio and TV training in Chicago.

Other award winners, with their classifications:

- Announcing: Donald Parcher, WBBW Lansing;
- Music: Robert Browne, KTRH Houston;
- Production: Martin Dubin, WLW Cincinnati;
- News: George Tinker, WBGU Lima;
- Continuity: James Taishoff, KSRO Woodland, Calif.;
- Sales: John Hoveng, WTVI Scranton.

WKRC Sends Newsmen

WKRC Cincinnati, in cooperation with its newspaper affiliate, The Cincinnati Times-Star, has sent Norman Nixon Denion to interview Cincinnati area servicemen in the Korean war, according to Hubert Taft Jr., executive vice president, Radio Cincinnati Inc. Wire copies of recorded interviews by the correspondent will be aired twice weekly.

KIEV, Glendale, Calif., reports July was biggest income month in station’s 17 years. History of previous high was reached in July 1947.

WVDSM Boosts Coverage

INCREASE in listening audience is claimed for the station, with following a boost in power from 250 w to 5 kw fulltime and a change in dial position from 1230 to 710 kc. Also announced by Carl Bloomquist, general manager, is the appointment of a fulltime promotion manager, Gurdy Robinson, “in keeping with the improved facilities and expanded program.” WDBZ is maintaining studios in Duluth, Mich., as well as Superior, subscribers to AP news, has an RCA transmitter and is represented nationally by Free & Peters. It is affiliated with the Duluth Herald & News-Tribune.
Docket Actions

INITIAL DECISION
Pioneer FM Co., Madison, Ind.—Announced initial decision by Examiner Leo Resnick to grant Pioneer FM Co., new Class B station, Chan. 252 (583.6 m) ERP 329 W, initial decision Aug. 11.

OPINIONS AND ORDERS
KUNO Corpus Christi, Tex.—By order issued app'ly eng'g of KUNO Anchorage, Alaska and co-owner Co- 

Broadcasting order WFRC 350

Coburn, 250 Bcstg. 17.

Class 

Electronics, 11. fulltime. Estimated construction 

construction

250 kw.

Mont. Radio Co.

is 

Corpus Christi, Tex.

2,169 2,142 173 225 125 173 107 51 58

New Grants, Transfers, Changes, Applications

AMGRANTS
Libby, Mont.—Lincoln County Bcstrs.

Inc., granted new AM station 1220 kc, 250 kw in fulltime for period 45 days, Aug. 17.

ASSIGNED LICENSE
KSUM New York—Assigned license to Commercial Radio, North Adams, Mass., from General Law and 

Transfer of Call Letters.

order pending reorganization. Action Aug. 16.

TOTAL COND'L COMMENTS In 17 Decisions

OPERATIONS SUSPENDED
WILA Woodstock, Ill.—Granted extension

of license of Mr. Thomas H. Todd, Bertram Bank, L. M. Branston, and Jeff Coleman d/b as Tuscaloosa BenCo, Inc., to same partners, with exception of Mr. Todd, who retires and assigns his interest to partners for $25,000. WILC is assigned 1220 kc, 250 kw in fulltime. Actions Aug. 14.

It is now possible to minimize the chance for human error in program control work. The Duran Company has once again pioneered in the field of audio communications controls, and developed a foolproof Minichip Switch. This type, SW-1000, is a noted component, and is being used on many current controls. It is a comp operator, single pole double throw switch, with no OFF position in the center. An outstanding feature of the SW-1000 is that it is very simple to control, and is standard on Duran attenuators without the increasing dimensions.

Boxes

SUMMARY TO AUGUST 17

This switch may be used to:

Class 

17 AM stations 2

17 TV stations 1

17 Confd. radio. 

17 Grants Pending Hearing

17 On the air.

NEW CALL ASSIGNMENTS: KBIS Bakerfield, Calif. (Marmat Radio Co. 970 kw AM, 1960 kc FM) to Carl E. Connelly Bcstg., and 17 Puerto Rico.

It is now possible to minimize the chance for human error in program control work. The Duran Company has once again pioneered in the field of audio communications controls, and developed a foolproof Minichip Switch. This type, SW-1000, is a noted component, and is being used on many current controls. It is a comp operator, single pole double throw switch, with no OFF position in the center. An outstanding feature of the SW-1000 is that it is very simple to control, and is standard on Duran attenuators without the increasing dimensions.

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This switch may be used to:

DVICES

Two FM authorizations reported deleted last week by FCC. Total to date since Jan. 1: AM 301; FM 87; TV 3.

New Decisions

COMM. CORP. (See Index)

Transmitter Requests.

KPAN Hereford, Tex.; KSNY Snyder, Tex.—Assigned license from Marshall Formby and John Blake d/b as Hersford Bcstg., (KSNY) licensee to Marshall Formby and assignment of license from John Blake and Marshall Formby d/b as Blake-Formby Bcstg. Corp., (KSNY) licensee to John Blake. Mr. Blake and Mr. Formby each own 50% of KSPAN and Mr. Blake owns 5%. MPB and Mr. Formby 25% KSPAN. Transfers is requested so that each may conduct business and control one station and abolish partnership rights to tax organizations and to better facilitate operations. Mr. Formby sets his 50% interest in KSNY plus $7,150 to Mr. Blake for his 50% interest in KSPAN. KSPAN is assigned 1250 kc, 50 kw; w/FRB 10 Aug. 15.

KAMO-AM-FM Kansas City, Mo.—Transfer of control in KCMO Bcstg., co-licensure, to Lester E. Cox and Tom L. Evans by purchase of 250 stock of Richard L. Cox for $3,000. There are presently 500 stock of issued and outstanding and Mr. Payne’s 250 stock will be retained, reducing issued stock to 250. KCMO is assigned 50 kw, 1 kw night, directional, on 1520 kc. License not assigned.

KSL Silver City, N. M.—Assignment of CP from Ore- 

dance D. Redicker, permittor, to A. Carl Dunbar for consideration of $90,000. Mr. Dunbar is general manager of KSL. Mr. Rode- 

It is now possible to minimize the chance for human error in program control work. The Duran Company has once again pioneered in the field of audio communications controls, and developed a foolproof Minichip Switch. This type, SW-1000, is a noted component, and is being used on many current controls. It is a comp operator, single pole double throw switch, with no OFF position in the center. An outstanding feature of the SW-1000 is that it is very simple to control, and is standard on Duran attenuators without the increasing dimensions.

This switch may be used to:

- Operate a relay which can start a turntable
- Function as a tuning control.
- Control indicator lamps.
- PAT. PEND.

For further information write to Dept. BD-3
Los Angeles

(Continued from page 26)
taken on long-term contract, also is attractive at this time.

But regardless of the dips, curves and uncertainties that prevail, radio business on the western slope has been sound. From reports gleaned along the way by Broadcasting, spot business and regional networks held their own during the past season and for the next six months at least will provide a bright spot in the sales picture. Although TV cut into nighttime radio in San Diego, Los Angeles, San Francisco and their adjacent areas, there wasn’t the anticipated logjam down of radio business this summer.

Some brief unseasonal slumps were noted in late June and July, ascribed to scare buying by consumers. Majority of independents in the Los Angeles area maintained their high level of income through “lead deal” and “per inquiry” business.

KFAC Peak

Highest sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, according to Calvin J. Smith, general manager.

KIEV Glendale, reports billing for the first half-year as 30.1% higher than the same period in 1949, and an all-time high in the station’s 17-year history. Cal Cannon, general manager, stated July was the biggest income month in the station’s history, thus contradicting traditional belief that summer is a time of sales slump in radio.

Billings for first half of 1950 are reported 15% above the same period in 1949 and higher than any six-month period in its 24-year history by KKO El Centro. Usual summer drop in business in all desert areas is absent this year in his market, said Riley Gibson, general manager.

One station outside the Los Angeles TV viewing area said there has been a business increase of 22% this past summer over that of last year, another reported drop in gross receipts but more solid in net.

New advertisers are being signed as fall spot writers. Some firms were considered strictly local advertisers are now expanding to other markets outside the Los Angeles area. Two food product manufacturers with Southern California distribution are making inquiries into the Texas market. Regional network users are supplementing coverage in secondary markets with newcasts or transcribed programming.

One dominant market fact stands out in the West. Having successfully absorbed its World War II population increase, it is paradoxically both a buyer’s market and a seller’s market.

Manufacturers and distributors of toiletries continue to recognize the importance of the Far West. Supplementing national advertising regionally are pharmaceutical and drug accounts. Although petroleum companies are including TV in their advertising and promoting their products, they continue to be consistent users of West Coast local and regional radio network time, with no decrease in appropriations.

Stimulated markets exist for soap products, deters and cleaners as well as distributors of other grocery store items. Many budgets also call for television.

Beer, a heavy user of West Coast radio, has added consistent TV schedules which are expected to continue through the next several months.

Reflecting the regional sales picture enthusiasm are observations by West Coast network executives. Giving the viewpoint of Columbia Pacific Network and KNX, Wayne R. Steffner, sales manager, said:

“Summer sales activity, which has been our best barometer of fall and winter business prospects, has been higher this summer than ever. On this basis, the fall and winter picture on the Pacific Network will at least hold to its high 1949 level. Interest in daytime radio has increased.

Speaking for Don Lee Broadcasting, Mr. Yehiel, president in charge of sales declared: “We anticipate an exceptionally good fall. Business prospects not only auger well, they are here, already on the record. A good summer brought us such substantial accounts as Colgate-Palmolive- Peet Co., Studebaker Corp. and Libby, McNeil & Libby. These accounts, new to Don Lee Network, will continue through fall.

“In addition, we have definite offers and strong deals from Mariner Co., Grove Labs and Wildroot Co. The foregoing are, of course, in addition to repeat renewals from such regulars as Landenburger, United Bakers Inc., J. A. Folger Co. (coffee) and Los Angeles Soap Co. (White King).”

NBC Sold Out

NBC is virtually sold out in regional periods. Have洛杉矶 outlet in the AM field, NBC has no local sales problems except in relation to KNBV (TV), its Hollywood television station.

Similarly at the network’s San Francisco-Division headquarters continues to be normal, according to Sidney N. Strotz, administrative vice-president.

“Although there are many intangibles, most of them point to better business for radio in the 1950-51 season,” he said.

Robert Laws, ABC western division sales manager, reports that business prospects for fall are “better than they have been at any time in the history of the company.”

KGO San Francisco and KECA Los Angeles, both owned and operated by ABC, are considerably ahead of 1949 and 1948 in both local and national spot billing, Mr. Laws reported. From business signed and inquiries received, he believes that increased activity in local radio will continue in both markets.

New Pacific Regional Network, consisting of California independent stations, is contacting advertisers and agencies for business. Cliff Gill, general manager, reported prospects “terrific.” He said several accounts, including food and hard goods, are signed for September and other advertisers have expressed interest.

Because of week to week situations, some agency executives are reluctant to discuss client plans. All radio clients of Raymond R. Morgan Co. are holding to budget, according to Robert C. Temple, executive vice president, who anticipates increases rather than cuts.

Having found TV productive, some clients will increase their video budgets. New agency business almost entirely sales of radio as well as television.

Spot radio and television activity will be substantially increased this fall by clients of Foote, Cone & Belding, Los Angeles office, according to Eugene Duckwall, business manager.

Clients who have not used these media say they are interested in them. “Some of these accounts will doubtless include limited use of radio and television in their fall and winter advertising programs,” he explained.

The trend is upward in TV and daytime radio for all clients of Mogge-Privett Inc., according to Norman W. Williams, agency president. He said the agency has 17 advertisers who are radio and TV users. Besides local and regional, there are national accounts. Additionally, six other major clients are considering radio and television in fall and spring advertising campaigns that will carry into winter.

Although he could not divulge client plans at this time, Don Breyer, vice president and general manager of Brischak, Wheeler & Staff, Los Angeles office, said agency business for the next six months looks “wonderful.”

“Billing in radio and TV this fall will exceed any previous fall, with millions of dollars being spent for video time in Los Angeles and San Diego.”

Where last year Scholts Adv. Service clients supplemented radio budgets with TV, some clients now are increasing approximately 15%,” he said.

Predicts Radio Cuts

“Television can now deliver audience and as a result there will be cuts in radio appropriations up to 30% depending upon conditions,” he said. “Cuts will be in nighttime radio. More money will be spent for video time in Los Angeles and San Diego.”

Emphasis is on TV with accounts of The Mayers Co., said Forrest Dolan, vice president. Some clients will be directing their radio advertising dollars to video, by-passing former media. A couple of radio- advertising clients are curtailed advertising appropriations but diverting that money to spot television.

Frank Bull, president of Smith & Bull Adv., declares it difficult to anticipate at the moment what effect unsettled world affairs will have on advertising but feels that in most instances budgets will be increased in lines where supply is not curtailed appreciably.

“Apparel, automobiles and clothing will suffer if there are shortages, but with increased taxes many corporations will, as they did in World War II spend tax money to keep their trade name before the public.”
JAMES W. COY, account executive and vice president in charge of the Kansas City office of Rogers & Smith, advertising agency, has been elected to its board of directors, and Edward Boris has been named a vice president. Promotions were announced by Walter E. Smith, agency president, in Chicago.

Mr. Coy, who has a wide advertising background, has lived with KMBC and KCMO Kansas City, and with WNEV and NBC New York. He also was associated with Merrill Owens Agency, Kansas City, and was named a vice president of Rogers & Smith in 1947. Mr. Boris was with advertising agencies in New York and Philadelphia for many years and two years ago left New York to become an art director of Rogers & Smith, which operates offices in Dallas, Chicago and Kansas City, the latter where Messrs. Coy and Boris will remain.

'ONE NATION' CBS Show Views War Role

THE VIEWS of prominent Americans on America's role in the Korean war and its aftermath are the subject of One Nation Invaluable, new CBS Sunday night program, 10:30-11 p.m., EDT, which started yesterday (Aug. 20).

Invitations have been extended by CBS President Pressley Stanton to 17 prominent persons:

Dean Acheson, Secretary of State; Bernard M. Baruch; Omar N. Brad- ley, Chairman of the Joint Chiefs of Staff; Charles F. Brannan, Secretary of Agriculture; Dr. Vannevar Bush, president of the Carnegie Institute of Washington; Gen. Dwight D. Eisen- hower, president of Columbia U.; Herbert Hoover, Maj. Gen. Lewis B. Hershey, U. S. Director of Selective Service; Louis Johnson, Secretary of Defense; Gen. Douglas MacArthur; Sen. George C. Marshall, president of the American National Red Cross; Donald M. Nelson, former War Pro- ductions Board Chairman; Mrs. Franklin D. Roosevelt; Charles Saw- yer, Secretary of Commerce; John W. Snyder, Secretary of the Navy; W. Stuart Symington, Chief of the National Security Resources Board; and Maurice Tobin, Secretary of Labor.

In announcing the invitations, Mr. Stanton said: "In these broad- casts we feel it is important to discuss the conditions which the American people must face as our country prepares itself for an indefinite period of partial or total mobilization and the sacrifices that they must make in order to strengthen themselves for this ordeal."

Electronic Needs

(Continued from page 81)

officials that industry will give govern- ment orders top priority on production involving critical materials, some agency men predict. Spot radio is due to reflect a consider- able gain this year as partial result of a drop in network budgets, they declare. Although many of those advertisers an- nounced that money is going for video, the astute ones will ear- mark a good proportion for the highly competitive West, they reason.

Spot Advantage

One agency executive noted that radio programs on a spot basis would allow the advertiser to cover essential markets in campaigns designed to protect these markets during product shortages which are certain to come with government control. Hard hit will be used car dealers, who in the process of readjusting advertising budgets. With radio the less expensive media, it is ex- pected that cuts will come first in video appropriations.

Open Mike

(Continued from page 20)
great help to both agency and sta- tion representative people. I am especially impressed with the com- bined market analysis and Broad- cast Measurement Bureau data. The fact that a lot of needed facts are under one cover will be a tremen- dous aid.

George Clark
Chicago Manager
John Pearson Co.

EDITOR, BROADCASTING:

The new figures on metropolitan areas and radio markets provide an excellent tool for advertisers in preparing their fall and winter campaigns.

James Rotten
Sales and Publicity Dir.
The Hecht Co.
Washington

EDITOR, BROADCASTING:

I just got the MARKETBOOK and haven't had a chance to really scrutinize the material it includes. From what I have read thus far, however, I'm sure the data will be most useful in our office.

Ed Fitzgerald
Timebuyer
J. Walter Thompson Co.
Chicago

EDITOR, BROADCASTING:

The new market data issue is easily one of the most helpful time- buying compilations this agency has ever seen.

Alton Ehrlich
V. P. Charge of Radio-TV
Kal, Ehrlich & Merrill
Washington

and number of tubes contained in receivers rather than military orders are cited as reasons for the scarcity of sets—both radio and TV. Original estimates had placed TV output at about 4½ million sets. The average TV set contains about 20 tubes, it was pointed out.

When 'The BMI Is Yours'

Another BMI "Pin Up" Hit—Published by Beacon

DADDY'S LITTLE BOY

Recorded by
Dick Todd

"Picked" by Billboard . . . "has every- thing DADDY'S LITTLE GIRL had, and then some."

BROADCAST MUSIC INC. 555 FIFTH AVENUE, NEW YORK 36, N. Y.

"BMI" LOGO

Opened Mike

 reboot of the future with optimism," said.

With an annual billing of ap- proximately $1½ million, some 50% of the agency clients' money is spent on radio and television. Erwin Wasey & Co.'s Los Angeles office is watching television and doing experimental work in that medium. We still regard radio as the most economical and effective way to reach the mass market," said Whitney Hartshorne, general media director. "In the near future, with impending possibilities of lowering of various controls, we believe radio may be an even more attractive buy than at this moment."

Charles Coleman, vice president of Buchanan & Co., doesn't expect any increase in clients' radio advertising budgets for this year. He anticipates no cutbacks. Radio will be used at the same level in 1951 as during this year, with "perhaps a slight increase," he stated. More television will be used as the audience develops, and thus more money will be spent in that medium.

Expects 'Seller's Market'

Walter McCreey, president of Walter McCreey Inc., believes that unsettled conditions will result in shortages of some kind with a resultant "seller's market." "As was the case during World War II, this will lead to a greater use of stockpile buying, resulting in short supplies, and advertising, medium," he said. "Even prior to the action taken by North Korea, indications pointed to a very prosperous fall and winter for radio in South Pacific."

"Now that the public is beginning to see the futility of so-called stock-pile buying, we believe that advertisers in general will accelerate buying and provide additional normal buying," said W. F. Gartner, president of Allied Advertising Agencies Inc., primarily a local agency. "This is in addition to the advertising in fall budgets now being prepared."

"Many manufacturers who felt that due to scarcities and govern- ment controls it would be necessary to cut back to a bare minimum in advertising are now reversing their decisions. Some are even increasing their budgets to assure a steady market rather than spasmodic and panic purchasing."

"We have found," Mr. Gardner continued, "no great decrease in AM sales in favor of TV. Rather, the success of television advertis- ing has come as a bonus to accounts that were limited to AM advertising. We feel that this is a de- finite trend and will continue for some time to come."

Healthy increase in radio billing is reported by Harry Sanders, vice president in charge of radio and television for Dan B. Miner Co., who said schedules with possible additions will continue through 1950 and into early summer of next year depending upon wartime restrictions.

"We have always carried a healthy radio schedule for our varied clients," she said. "Increased

BROADCASTING • Telecasting

Rogers & Smith

Promote Coy and Boris

Mr. Boris

Mr. Coy

ROGERS & SMITH

JAMES W. COY, account executive and vice president in charge of the Kansas City office of Rogers & Smith, advertising agency, has been elected to its board of directors, and Edward Boris has been named a vice president. Promotions were announced by Walter E. Smith, agency president, in Chicago.

Mr. Coy, who has a wide advertising background, has lived with KMBC and KCMO Kansas City, and with WNEV and NBC New York. He also was associated with Merrill Owens Agency, Kansas City, and was named a vice president of Rogers & Smith in 1947. Mr. Boris was with advertising agencies in New York and Philadelphia for many years and two years ago left New York to become an art director of Rogers & Smith, which operates offices in Dallas, Chicago and Kansas City, the latter where Messrs. Coy and Boris will remain.
JUDGES SELECTED FOR 'VOICE' CONTEST

JUDGES announced Friday by chairman of Voice of Democracy Committee, Robert K. Richards, as plans for 1950 high school contest were drafted by NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Content to reach climax during National Radio & Television Week (Oct. 29-Nov. 4), with four national awards to be presented Feb. 22. Judges are Erwin D. Canham, Christian Science Monitor; Rabbi Norman Gerstenfeld, Washington; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, news analyst; Corna Mowrey, president, National Education Assn.; Frank Pace Jr., Secretary of the Army; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, news analyst.

Manual on contest to be sent Sept. 1 to principals of 23,000 high schools, all stations, Jr. C. of chapters and radio dealers. Transcriptions to be sent stations as guides for student entrants. Contest last year drew million entries.

WINCHELL HEADS NIELSEN WEEKLY PROGRAM LIST

WALTER WINCHELL heads evening radio programs in Nielsen ratings for week of July 23-29. He is followed in ratings by Godfrey (Nabisco), My True Story, Wendy Warren, Rosemary, Aunt Jenny and Big Sister. Sunday daytime leaders are True Detective Mysteries, Shadow and Martin Kane, Private Eye. Saturday daytime leaders are Armstrong Theatre, Grand Central Station and Stars O'er Hollywood. TV programs (of TV homes reached) rated by Nielsen in this order are: Philco TV Playhouse, Toast of the Town, Ed Wynn Show, Original Amateur Hour, Stop the Music (Lorillard), Clock, Godfrey & Friends, Lone Ranger, Kraft TV Theatre and Ford Star Revue.

AEC DISASTER PLANS

PRELIMINARY emergency plans of Atomic Energy Commission at Oak Ridge, Tenn., project inclusion of WATF Oak Ridge for warnings and other emergency contacts with public. Plans were drawn up by Richard W. Cook, manager of operations for ABC in Oak Ridge area. WATF would have emergency power supply available in case of power shutdown, with signals picked up on auto and battery sets.

COTTINGTON TO NEW YORK

C.H. COTTINGTON, vice president of Erwin, Wasey & Co., Los Angeles, transferred to New York headquarters effective Aug. 21 to head radio and TV department.

FREQUENCY-USE FEES STUDIED BY SENATE GROUPS

LICENSE fees for use of radio and TV frequencies, patterned after Canadian system, and studied may be introduced in next Congress if Commission regards "favorably," Chairman Edwin C. Johnson (D-Col.) of Senate Interstate Commerce Committee has informed FCC Chairman Wayne Coy. He stated there is "considerable merit" in services where service is for benefit of "special interests and not the general public" but stressed importance of assuring procedures are "not unduly burdensome on licensees, particularly smaller operators."

In reply, exchanging of letters between Chairman John L. McClellan of Senate Executive Expenditures Committees and Sen. Johnson, Chairman Coy said Commission will "prepare material" for submission to committee but added that FCC reorganization (1) makes "heavy demands" upon staff which would explore fee proposal and (2) would make it "difficult to determine . . . cost of performing numerous services.

Sen. Johnson thought Commission might most easily obtain necessary appropriations if it "brought in considerable revenue to the Treasury." He added there is little hope for action this session.

Sen. McClellan said the group was making a general recommendation that "policy-determining" committees of Congress "make further studies." He felt authority for such a fee system may be developed when it is "clearly established" services are for benefit of "special interests."

WASHINGTON TRANSIT OFFERS DEFENSE PLAN

FACILITIES of Washington Transit Radio Inc. offered Friday to newly-created District of Columbia Civilian Defense Committee by Ben Strouse, vice president and general manager, WWDC-FM Washington, transit FM outlet. He pointed out 450 vehicles of Capital Transit System will be radio-equipped by Oct. 1, and that system is "only means of reaching riders . . . during an emergency."

Mr. Strouse added: "In the event special emergency stations are set up . . . it might be possible to include experienced radio engineers from our staff and others to act as standby operators for the disaster stations on the same voluntary basis that air raid wardens and other civilian organizations work."

WPIX APPOINTMENT

L. A. HOLLINGSWORTH named public relations director of WPIX (TV) New York to succeed Fred Wikswo resigning. Mr. Hollingsworth has been account executive with Allied Public Relations Assn., New York, and former New York AP and UP staffer.

WOLFE JOINS AGENCY

RALPH L. WOLFE, president Wolfe-Jickling-Conkey, Detroit, to Geyer, Newell & Canger, Detroit, as account executive on Kelvinator account.

...at deadline

Closed Circuit

(Continued from page 4)

niques, expected to produce within fortnight rough outline of plan to train 20 million persons in first aid and related emergency duties.

WORLD Radio Corp. planning network of commercial stations some 500 kw, New York, in Oak Ridge, has reorganized directorate and plans, is currently negotiating with Voice of America for purchase of 50% of its time. It has dropped, temporarily at least, plan for 500 kw AM station, will concentrate on shortwave (100 kw and 10 kw) with single 10 kw AM.

While no formal word was forthcoming, following last week's censorship discussion with NSB Director Symington (see page 32), there was meeting of minds on one point: That civil defense in Haiti [Broadcast, July 10] has been turned over to both newspapers and radio and that there should be no discrimination as between media. Sept. 1 is talked about as probable time for establishment of formalized office.

Among top flight industrialists called to Washington in present emergency for frequent consultation is Brig. Gen. David Sarnoff, RCA chairman. He confers often with Maj. Gen. Spencer B. Akhn on communications planning and development. Latest visit was last week.

GENERAL MILLS, through Dancer-Fitzgerald-Sample, New York, looking for availabilities for mass-market strip across board on 40 ABC and Keystone network stations in four southwestern states.

WITH National Radio and Television Week (Oct. 29-Nov. 4) this year falling on 30th birthday of pioneer KDKA, established in Pittsburgh Nov. 2, 1920, Pittsburgh Radio & Television Association, including Carnegie Museum exhibit of historical radio gear and banquet featuring one of nation's outstanding public figures.

OFFICIAL FILMS Inc., TV syndicate underwritten by Philadelphia's Levy brothers, has just acquired all available episodes of Our Gang comedies of two decades back.

P. LORILLARD Co., New York, planning heavy television spot announcement campaign for its Muriel cigars starting Sept. 11 and for Old Gold cigarettes starting Sept. 25.

OWEN LATTIMORE, who, Sen. McCarthy (R-Wis.) tried unsuccessfully to label as Communist, can be counted among ex-stockholders in radio. With Mr. McCarthy each, he and wife were among 70-plus stockholders of original WQW Washington, former "Blue Book" station, before it changed hands and policies.

MAGNAVOX Inc., Fort Wayne, whose television budget had been resigned by Maxon Inc., has notified Kenyon & Eckhardt, New York, it would like K & E to produce its hour-long weekly "Mr. Johnson on CBS." Latter agency services another TV manufacturer and is currently trying to get clearance.

CBS President Frank Stanton sounding out government departments for appearances of top officials on new interview-type program studied by network. Series mulled in view of unconfirmed report that ban on government speeches is "off" again. Mr. Stanton, who may make announcement this week, reportedly angling for Defense Secretary Louis Johnson to open series. Secretary has remained mum to radio and press since Korean outbreak, and would be "prize" interviewee commitment, both CBS and Defense Dept. feel.
And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money... plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history. And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—17.0%—of all rural radio listening throughout WLW’s four-state area.”

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 220 stations competing). WLW reaches...

81.7% of all rural radio homes in four weeks
66.5% of all rural radio homes during an average week

And, the average rural home reached listens EIGHT HOURS AND SIXTEEN MINUTES PER WEEK to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

* Special farm consumer survey—now available
** Nielsen Media Index, Feb-March, 1950
You might expect a radio station that originates 16 network programs every week to be situated in New York or Hollywood. Or at least in Chicago. But, WSM is the exception. This station, with a talent staff of over 200 entertainers is located down South.

Perhaps you think the world’s largest studio audience is found in one of the networks’ massive buildings. But no. The largest audience to see any radio show—5,000 people—watches WSM’s Grand Ole Opry in Nashville, Tennessee every Saturday night.

Do you have the idea that all stations outside of major production centers are content to take shows off the network without regard for local programming? Maybe you’ll lift a curious eyebrow when you are told that WSM originates 25 live talent programs every day!

Would you believe it—entertainers on WSM are among the biggest names in the country. Stars like Red Foley, Minnie Pearl, Roy Acuff, Hank Williams, Ernest Tubb, Snooky Lanson, Beasley Smith, Francis Craig ... and 200 others.

Talent which has sold 130,000,000 phonograph records and annually draws crowds of more than a half-million on nationwide public appearances.

In the past, there have been other entertainers on this station ... names you may remember. Dinah Shore, Phil Harris, James Melton, Kay Armen, to name just a few who got their start on the same radio station here in Nashville.

That song you were humming a moment ago? It may have been written by a member of WSM’s staff. Within the past two years this station’s tunesmiths have produced such hits as Near You, Beg Your Pardon, Lucky Old Sun and Old Master Painter.

Some folks know the phrase, “Radio Stations Everywhere—But Only One WSM.” Perhaps these facts serve to point up that claim. But greater than any of these amazing talent-production figures about WSM, greater than our 50,000 watt Clear Channel signal which covers the Central South is this fact: WSM means something to this region ... this region means something to WSM.

This year as we begin our second 25 years of radio broadcasting, WSM’s new television station will make its debut. The same programming for local taste will go into this new medium. At the same time the radio station will continue to serve the vast Central South which remains WSM’s listener family of millions.

Radio at WSM is here to stay. And by the time we celebrate our Golden Anniversary in 1975, we hope to have a great deal to add to this report of radio progress.