Big Fair Show Starts Today

(By Earle Reynolds)

The Jasper County Fair is on its way today. All the attractions have arrived. Acts, horses and peep shows of the carnival will be basking for business starting this afternoon and by night the whirl and gimmer will be casting its rays over the countryside for miles in competition with the airport beacon.

Yes, and this is going to be a week of great fun and education. The Clark Bears and Byrne the wire act arrived yesterday and this fills out the amusement show for the stage with the Flying Eddoms. The two Witches, the Bears, jacks, wire wizards and Xylophone Band, and of course WLS will be added to the program during the week of the fair.

I was talking to the High Moguls of the Fair and they are young dudes and are anxious to please. I wouldn't be a bit surprised to see a changed fair grounds next season. First widen the fair grounds. Have an entrance road and exit road from the grounds. This fair every year is strictly Jasper County, and every one should pitch in and make it their fair.

It's become an expected "of course" that whenever there's a gathering of rural or small town folks in the Midwest, WLS will be there, too.

During the summer and fall season, for example, WLS will be represented at some 350 festivals, local county or state fairs—events such as the Jasper County (Ind.) Fair described in the newspaper clipping reproduced here—appearing before some 400,000 friends. This includes "of course" again, the Illinois State Fair, where this year 12,000 paid to see the 5-hour WLS National Bar Dance presented as the opening feature.

Wherever there's an opportunity to participate in Midwest activities, to get closer to its listeners in any way that will enlarge its service to them—and build a more responsive audience for its advertisers—"of course" WLS will be there!
It takes the proved selling power of WHAS...

...to reach the record buying power of Kentuckiana

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

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

Television in the WHAS tradition

COFFEE CALL – Kentuckiana's only Food Merchandising Show

KENTUCKIANA
1949 RETAIL SALES: $2,007,859,000
1949 FOOD SALES: 474,196,000

WHAS
Louisville 2, Kentucky

Television in the WHAS tradition

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WTRY
TROY, N. Y.
DELIVERS
More for Less
IN THE
ALBANY
TROY
SCHENECTADY
MARKET

WTRY
CBS in the Tri-Cities
5000 watts 980 kc

MORE AUDIENCE
BMB Total Weekly Audience in the Tri City Counties of Albany, Schenectady, Rensselaer
WTRY (5 kw) ........... 110,690 radio families
Station A (10 kw) .......... 79,510 radio families
Station B (5-1 kw) .......... 79,430 radio families
Station C (50 kw) ........... 116,390 radio families
WTRY delivers 39% more radio families than Station A or Station B; has approximately same audience as station C

HIGHEST RATINGS
Hooper Ratings (Oct. 1949-Feb. 1950)
WTRY's ratings are higher than
Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

LOWEST COST
Cost per M radio families per half hour based on
WTRY has a lower cost per M radio families than
Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

REPRESENTED BY HEADLEY-REED
BROADCASTING

Telecasting

Closed Circuit

AMERICAN Newspaper Publishers Assn., which went to Lorain (Ohio) Journal’s defense against government’s anti-trust suit, apparently undecided about its further participation since court has held newspaper guilty for refusing advertising offered by local merchants using WEO-Lorain [BROADCASTING, Sept. 4]. Speaks men say course they’ll take won’t be decided until they see terms of court’s final judgment. Journal officials have said they’ll appeal to Supreme Court.

TO COPE with heavy demand from candidates and party workers, Kenneth D. Fry, Democratic National Committee radio director, has produced a “How to Use Radio and Television.” Mr. Fry, ex-network executive, describes radio as “most powerful campaign weapon you’ve got which can reach, move and influence more people per dollar and per minute than any other single medium or method.”

GENERAL MILLS, through Dancer-Fitzgerald-Sample, New York, planning one-minute spot announcement campaign in 10 markets starting Oct. 2. In addition firm will sponsor Hymns of America on 55 key stations and Cal Timney on 40 ABC stations starting Sept. 18.

CONVINCED upward membership trend is solid, NAB about to release analysis of station lineup. New acquisitions, supplementing WFAA Dallas and KABC San Antonio, include TV outlets of WSM Nashville, WNC Boston, KING Seattle, WOR New York.

AFTER 10 days of procedural ice-skating, NARBA negotiators (story page 41) may knock down short-run, will head up old business: Trying to work out agreement on North American AM allocations and standards. What starting point will be used apparently hasn’t been decided. One obvious possibility is that it may be something akin to last offer which U.S. made to Cuba before Havana negotiations broke up last March.

RESIGNATION of Louis Johnson as Secretary of Defense and appointment of Gen. George C. Marshall as his successor will likely mean return to straight-line military information organization in military establishment in lieu of present civilian super-structure. It’s presumed Maj. Gen. Floyd B. Parks, Army information director, will head up new organization. There’s speculation too about return to directorship of radio-television branch of Col. Edwin M. Kirby, who held that status during World War II and who recently has returned to active duty.

STREET & SMITH, publishers of Moderniste, Charm and Living magazines, through its agency, Peck Adv., New York, planning spot announcement campaign last 10 days of each month in early morning time in major markets.

FULTON LEWIS JR., veteran news commen-

(Continued on page 88)

Upcoming

Sept. 18-19: NAB District 7, Terrace Plaza Hotel, Cincinnati.


Sept. 21-22: NAB District 9, Northernaire Hotel, Three Lakes, Wis.


(Other Upcomings on page 64)

Bullets

FRIGIDAIRE DIVISION, General Motors Corp. has bought every fourth Sunday 8-9 p.m. period on NBC-TV and will present Bobby Clark and Bob Hope in alternate appearances, with Mr. Clark opening series Oct. 1. Colgate-Palmolive-Peet is sponsoring same period in cycles of three weeks, with fourth week now sold to Frigidaire. Colgate Comedy Hour, which began Sept. 10, will feature Eddie Can- tor, Martin & Lewis and Fred Allen successively. Agency for Frigidaire is Foote, Cone & Belding. Ted Bates Inc. and Sherman & Marquette share Colgate billing.

COCA-COLA Co. has signed Edgar Bergen for TV debut over CBS on special half-hour holiday Thanksgiving program, initiating irregularly scheduled series of shows for star. Radiowise, Coca-Cola will return Morton Downey to CBS in new musical show Refreshment Time, 10:30-11 p.m., Saturday, beginning Oct. 7. Agency, D’Arcy Inc., New York.

RADIO SET OUTPUT DOUBLE 1949 PACE

PRODUCTION of radio receivers in August 1950 doubled that of the same month in 1949, reflecting manufacturer response to persistent public demand for sets. Manufacturer interest in TV, with higher profit possibilities, had led to falling off in aural radio output last winter and spring. August (four-week) production for radios for entire industry totaled 1,208,447 compared to estimated 600,000 in 1949 for four-week period in August.

Radio-Television Mfrs. Assn. supplied Aug ust 1950 production estimates. RTMA found August 1950 television production (four weeks) totaled 708,987 sets. All-time weekly record set in last week of month when 187,891 TV receivers were produced, equal to entire RTMA-member company production for five-week August 1949.

WOOLLEY TO JOIN KDYL

EASTON C. WOOLLEY resigns as director of NBC radio station relations to become executive vice president and member of board of Intermountain Broadcasting & Television Corp., owner and operator of KDKY-LAM-FM TV Salt Lake City, effective Nov. 1. Mr. Woolley joined NBC in 1931. He is native of Salt Lake City.

Business Briefly

FOOTBALL SERIES • Ford Dealers of Chicago to sponsor NBC-TV eastern football games on WGN in Chicago. Tom Doggan to handle half-hour pre-game programs. Agency, J. Walter Thompson Co., Chicago.

RTMA GROUP TO STUDY SET ADVERTISING CODE

NEW 16-man Radio-TV Sales Managers Com- mittee, appointed Friday by RTMA Set Division Chairman Glenn W. Thompson, meets today at New York’s Roosevelt Hotel to study proposed ethics code in advertising and selling TV. Agency, Clifford J. Hunt, Stromberg-Carl son Co., is chairman.


GRID NETWORK EXTENDED

SPORTS Broadcasting Network, Philadelphia, plans boost in total stations carrying pro football broadcasts of Philadelphia Eagles, Na tional Leaguers, from present 65 to over 200 by early October, Sidney Musckett, general manager, told BROADCASTING Friday. Stations can cut-in local sponsors. Network, with WPEN Philadelphia originating station, broadcast ral far north as Upstate New York, south to Florida, southwest to Kentucky.

NPA INVENTORY ORDER AFFECTS SCARCE SUPPLIES

FIRST inventory control regulation issued late last year by new National Production Authority less than a week after formation as basic war priorities agency (see defense story page 25), Adm. William H. Harrison said order covers such scarce materials as metals and minerals, chemicals, building materials, textiles, rubber materials and forest products. Only ultimate consumers buying for personal use are exempted from inventory regulation. Extensive inventory reviews to be made.

NPA is not yet ready to extend its controls to finished electronic goods, through End Products Division. At present this division exists merely on the NPA organizational chart. Signs of shortages have been appearing for some time in tube and component field. Part of this shortage is "artificial" and caused by efforts of set makers to pile up large stocks due to fear of heavy military procurement. Military orders will be issued in the near future for large volume of electronics equipment, according to Marvin Hobbs, chief, Electronics Branch, Defense Supply Division. Prepara tory planning is proceeding on these orders, with formal placement to occur shortly after Con gress supplies supplemental appropriation.
$ wise...

dollar for dollar, KRLD, Dallas, today presents complete coverage of the largest territorial area, the richest dollar market, the greatest per-family penetration, with the highest rated (Hooper) listening audience, at the lowest cost per listener in southwest radio history...

... exclusive CBS station for the Dallas and Fort Worth area...

... saturates the great southwest market empire with 50,000 watts, day and night.

this is why

KRLD

is your best buy

Owners and Operators of
KRLD-TV
Channel 4
Exclusive CBS Outlet
for the Dallas-Fort Worth area.

The Times Herald Station
The Branham Co., Exclusive Representatives
To put your finger on the heart of this great northeastern market...

WGY's total weekly audience is over 2½ times greater than that of the next best station in Daytime and at Night.

WGY's daily audience is 3 times greater than that of the next best station — 19% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 429,160 Daytime; 451,230 Night.) (10-station weekly audience: 313,080 Daytime; 310,-970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B's 5 counties, Sta. C's 3 counties, Sta. D's 3 counties.

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

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

Your best radio buy is WGY

BROADCASTING
TELECASTING

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

IN THIS BROADCASTING

Tobacco Radio Budgets Up
Study of Anti-Ray Protests Urged by AFRA
Radio-TV Defense Role Taking Shape
NAB Names Drake to Head Station Relations
Department Store Radio Zoms Up
Use Editorials, Howell Urges Dist. 14
Don't Weaken NAB, Dist. 8 Is Warned
Back SAB 100%, Woodall Urges Dist. 13
Witnesses Appear for KMPC in Richards Case
U. S. Delegates Not Optimistic Over NARBA Talks
Communist Control Bill Passes Senate

TELECASTING starts on Page 49

DEPARTMENTS

Agency Beat
Aircesters
Allied Arts
Editorial
FCC Actions
FCC Reports
Feature of the Week
Front Office
New Business

WASHINGTON HEADQUARTERS

SOL TAISOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank Bently, Fred Butler Cramer, Associate Editors; Fred Fitzgerald, News Editor; Tyler Nourse, Jo Halley, Assistants to the News Editor. STAFF: David Boryn, Lawrence Christopher, Mary Cross, Tom Byran, John Olson, Arnold Williamson. EDITORIAL ASSISTANTS: Estelle Dobeschult, Kathryn Ann Jones, Pat Howley, Doris Lord, Wilson D. McCarthy, Jean D. Staitz; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Pant, Ad Sales Manager; Harry Stevenson, Classified Advertising Manager; Eleanor Schall, Doris Orne, Judy Martini. B's 3 19% greater in Daytime, 211% greater at Night.

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

NEW YORK BUREAU
488 Madison Ave., Zone 32, Plaza 5-8885; EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Gretheen Gross, Martha Koppel.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU
350 N. Michigan Ave., Zone 1, CIRCULATION: WILLIAM L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 33, Homeplate 3181; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Elgin 0775; James Montagnes.

BROADCASTING Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: BROADCASTING. The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1928 and Broadcast Reporter in 1932.

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

Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING • Telecasting
HERE'S YOUR FARM-FRESH VEGETABLES, LADY!

Only hours from farm to you!

Yes, wherever you live, you live better, thanks to America's hard-working trucks and trailers.

Because one-third of America's 8,000,000 trucks are owned by farmers...who could not get their goods to market and to you any other way.

That's why you have fresh lettuce—fresh milk—fresh tomatoes—fresh everything from farms. In fact, everything you eat, buy, use or wear comes all or part of its way to you, cheaply and efficiently, in trucks...all kinds of trucks.

Everytime a truck rolls the road, you, your family, your business, your community are directly benefited.

And as they roll, trucks pay their full share and more of all road building costs—including the parkways that America's motorists use and enjoy.

It all adds up to this: Every time you see a truck, it's on the way to fill the world's most abundant "market basket"...at lowest cost to you.

This message may be reprinted in whole or in part without permission, upon notifying American Trucking Associations, Washington, D.C.

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.
Look for the sponsor—that's where
For a true, undistorted picture of Chicago radio, take a close look at the nation's biggest advertisers. They know which Chicago station has the biggest audiences. That's why 10 out of the "Top 10" leading national advertisers… 20 out of the "Top 25"… 38 out of the "Top 50"* used WBBM locally during the past year alone. And Chicago's local advertisers follow their lead. It's plain to see: where you find the advertisers—that's where the listeners are!

*Three of the "Top 25" are not accepted as radio advertisers.

Columbia Owned • Represented by Radio Sales WBBM
LETTERS A MONTH ...on ONE program!*  

And it’s the FIRST month on the air for this program!

That’s a lot of mail; a lot of bona-fide public acceptance, and a lot of cash register-ringing response for the smart people who buy spots on this program.

But this is only one small “for instance” in the long, 24-hour per day schedule of Station WDOM, the station that’s operated by radio men with the “know-how” to give the listener what he wants.

Before you buy time on any station in Northern Ohio, look into Station WDOM, “The Station That’s Tuned To You.”

[*This program is called “TUNE-O” and features valuable “give-away” prizes. It runs five days per week, Monday through Friday; 10:30 to 11:00 A.M. It is participating, with spots selling at $14.00 each.]

LOW COST COVERAGE

serving Ohio’s
1st market
24-hours
a day

WDOK
Cleveland
1260 kc. 5000 w.

Represented by Everett-McKinney


C. M. MORLEY, EDWARD T. PARRACK and W. STANLEY REDPATH, senior account executives Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents. They have been with agency since 1925, 1936 and 1944, respectively.

Mrs. E. J. KIDD, vice president Lewis & Gilman Inc., Phila., resigns.

WILLIAM A. BARTEL, account executive Ellington & Co., N. Y., named vice president of agency. Has been with firm since October 1940.

JOHN C. STROUSE, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhardt, N. Y., as account executive.


FRED GOLDEN and PHILLIP SOLOM, head of theatre department and account executive, respectively, named vice presidents Blaine-Thompson Agency, N. Y., in commemoration of its 50th year. Both

on all accounts

In July of 1946, Frederick R. MacLaughlin walked out on what he calls “the springboard of my desire” and established the MacLaughlin Advertising Agency. Today the Buffalo firm, a comparative newcomer to the field, services more than 300 accounts.

In that period, and during his earlier business life, Fred has rounded out a philosophy on radio which states, in part, that the medium has become “a matter of fact in our daily lives—just like the sun for that matter, but what would we do without either one.”

Plans are now underway to enlarge the agency’s radio department this fall and winter. Fred recently completed contracts for programs on WUSJ Lockport, N. Y., WHLD Niagara Falls and WBTA Batavia—the latter outlet, “his alma mater.” The Ferry Ice Cream Co. Inc. of Buffalo and Akron, N. Y., consistently uses radio through the agency and has started its second series of 100 five-minute programs on WBTA.

After spending his early years in and around Michigan, Fred put in three years—1915-17—in the U. S. Army and after that journeyed to Texas during the peak of the Burk Burnett oil boom. He next went to Florida for a period, and then to New York City, before locating in Batavia, his present home address.

In 1940-41 Fred was business and promotional manager of the Batavia Baseball Club, a member of the Pony League-Class D circuit. It was while serving in this capacity that he became interested in radio—particularly advertising—and joined the staff of WBTA.

With the advent of World War II, it became evident that with merchants’ stocks being steadily depleted, the effort to obtain radio sales contracts was daily becoming greater.

Fred had first hand knowledge of this and armed with the knowledge, used it to good stead in his next position, association with a group of sports-minded promoters.

Tiring of the considerable traveling involved in this work, Fred decided to go into the business he desired for a long time—advertising.

He points to rugged days during the agency’s early months. His daylight hours were used in calling on prospective clients and the “candlelight” hours at his home

(Continued on page 18)
have been with firm since 1929.

JAMES E. SCHWENCK and RICHARD PORTER named vice presidents Schwab & Beatty, N. Y. Both have been with agency since 1930.

WILLIAM C. MATTHEWS, Foote, Cone & Belding, N. Y., to Abbott Kimball Co., same city, as account executive.

PAUL K. BROWN, Young & Rubicam, N. Y., to Leonard E. Sturts Assoc. Inc., same city, as account executive.

STANLEY M. CARLSON, Foote, Cone & Belding, S. F., to California Dried Fruit Research Institute to direct field merchandising on forthcoming dried fruit sales promotion campaign.


JOSEPH G. STANDARD Jr., account executive with many Detroit agencies, to Kenyon & Eckhardt, Detroit, as general assistant to DON MILLER, vice president in charge of that office.

HARRY L. MERRICK, vice president Kai, Ehrlick & Merrick Adv., Washington, presented scroll to Vice President Alben Barkley on behalf of Kiwanis Club, Owensboro, Ky.

DONALD MacRAE, manager Bombay office Grant Adv., to merchandising and promotion manager Doyne Adv., Nashville.

BROOKE CLYDE, editorial staff San Francisco News, to Paul & Paul, S. F., as partner.

JEROME F. SEEHOF, vice president and copy chief Dancer-Fitzgerald-Sample, N. Y., to Biow Co., N. Y., as copy supervisor.

RICHARD J. M. KING, sales staff CJOB Winnipeg, to radio department Stewart-Bowman-Macpherson, Winnipeg.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH Inc. announces plans to open S. F. office.

YACHT on the Ohio River was the scene of an informal sales and advertising session to plan strategy for full broadcasts of the U. of Cincinnati football games on WKRC Cincinnati. Station, agency and advertising executives on hand were (l to r-clockwise): Joe Effinger, factory representative, General Electric Corp., which will sponsor games; Paul Shumate, WKRC program director; Jack Taylor, sales manager, radio-TV division, and H. Roy Warrell, promotion manager, GE Supply Corp.; Robert Acomb, Acomb Advertising Agency; Hubbard Wood, WKRC sales executive; Dick Bray, sportscaster who will describe games, and his nephew, Jerry. Confab took place on Mr. Bray's yacht.

**ON THE WASHINGTON SCREEN**

**Two GREAT afternoon shows on WMAL-TV beginning Oct. 16...**

**"Hollywood Matinee"**

**Monday thru Friday — 2 to 3 PM**

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

**Plus**

**"The Modern Woman"**

**Ruth Crane**

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. Advertisers' products to be completely demonstrated by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

**Monday thru Friday — 3 to 3:30 PM**

Call ABC Spot Sales for availabilities

---

**WMAL**

**WMAL-TV**

**WMAL-FM**

**THE EVENING STAR STATIONS**

**WASHINGTON, D. C.**

September 18, 1950
Cites Public Benefit

EDITOR, BROADCASTING:

... It has been stated that the FCC renders service for the benefit of special interests and not the general public.

Let us take a look at some of the other government agencies and see just how much the general public benefits and extent which special interests benefit. A large proportion of our tax dollar goes for river and harbor improvements, which in many cases benefit only a few commercial ship concerns or fisheries. Farm subsidies protect special interest groups and keeps prices high for taxpayers. ... Newspaper publishers can mail their newspapers post free in the county in which they are located.

... A good deal of taxpayer's money is being spent by the CAA for the service it renders to commercial airlines and private flyers. I wish some one would show me the government agency where the taxpayer is getting more for his money considering the very small part of the taxpayer's dollar going to the FCC and the hours of free radio entertainment he is receiving in return. ...

It is my opinion that this proposed fee system is the first step to government operated radio stations patterned after England.

Radio broadcasters have a very powerful political weapon, don't let a bunch of politicians tack any more control on you than you already have.

Homer M. Haines
Chief Engineer
WNAE Warren, Pa.

Hits 'Gyp Deals'

EDITOR, BROADCASTING:

It is high time the broadcasting industry ... put a stop to the ever-increasing GD's (gypo-deals) that are now trying to move into the legitimate advertising market.

I speak of a recent stinging I received from a manufacturer of a new "overnight" brand of home permanent ...

This company signed for 104 announcements. The first 52 were on a commission basis of 15% of dealer orders in our primary area. The second block of 52, to begin Sept. 6, was on a published rate basis. However, on Sept. 5 we received a registered letter from this company expressing their "regrets" that it was necessary to cancel this order. We have not even received our payments of commission on the first 52.

Don't do as I did—learn the hard way ... please ... be warned. ...

I'll stick with my local business man and the agency whose cash is real—not imaginary.

Ted A. Smith
Station Manager
KWRC Pendleton, Ore.

Let WIBW MEND YOUR SALES FENCES

CLEAR ACROSS KANSAS

If your sales are slipping or competition's getting tough, you need the sales help that only WIBW can give you.

WIBW is the state's No. 1 farm salesman. It's the station most listened to by farm families—the folks who raised over a billion dollars worth of farm products last year. ** So if you want to strengthen your sales fences or build new ones—WIBW is the one medium with the "pull" to do the job best.

* Kansas Radio Audience '50

** Sales management '50

WIBW

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW * TOPEKA, KANSAS * WIBW-FM

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

BROADCASTING * Telecasting
brand-new survey, usual results—Pittsburgh families listen most to KDKA

1,600 families in Allegheny County (Pittsburgh and vicinity) were asked by Guide-Post Research to name the radio stations they listened to most. Nobody was surprised to find KDKA at the top of the list. morning, noon, and night!

KDKA's pre-eminence in Allegheny County is traditional, just as is Allegheny County's importance in your sales picture. Of 200 leading counties, Allegheny rates 7th in total retail sales, 6th in food store sales, 8th in drugstore sales.

Yet good old Allegheny County represents but a small fraction of the KDKA market... which includes well over 90 BMB counties both nighttime and daytime. For details on availabilities and costs, check KDKA or Free & Peters.

<table>
<thead>
<tr>
<th>Station</th>
<th>Percent of Families Listening Regularly</th>
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<tbody>
<tr>
<td></td>
<td>Some Time</td>
</tr>
<tr>
<td>KDKA</td>
<td>73.3%</td>
</tr>
<tr>
<td>Station B</td>
<td>66.8</td>
</tr>
<tr>
<td>Station C</td>
<td>65.1</td>
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<tr>
<td>Station D</td>
<td>46.1</td>
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<tr>
<td>Station E</td>
<td>35.1</td>
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</tbody>
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GUIDE-POST RESEARCH ANALYSIS OF LISTENING HABITS IN ALLEGHENY COUNTY

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZ-A - WOWO - KEK - KYW - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA PITTSBURGH 50,000 WATTS NBC AFFILIATE
Setting New Records in New Orleans!

Top Twenty at 1280

with DON HOWELL

- It's the "hit parade" of New Orleans... two solid, afternoon hours of the most popular tunes in New Orleans (determined by actual local surveys). It's designed to knock housewives into the nearest easy-chair and hit husbands as they enter the front door...

- Write, wire or phone your JOHN BLAIR Man!

NEW BUSINESS

Morton Salt Co. (meat curing and trace mineralized salts), Chicago, to sponsor half-hour weekly variety show on 30 high-powered radio stations starting at end of October. Agency: Klaus-Van Petersen-Dunlap Assoc., Milwaukee, developing show now.

Paul F. Beich Co. (Whiz candy bar), Bloomington, Ill., to use AM and TV spots in 17 markets. Additional expansion planned if campaign successful. Agency: The Biddle Co., Bloomington.


Zenith-Godley, N. Y. (distributor Cremoland 93 Score table butter, 3-minute eggs and other dairy products), named Needham & Grohmann Inc., N. Y. Use of spot radio-TV in Middle Atlantic markets probable.

Park & Tilford (Tintex), N. Y., to use spot announcement campaign starting Sept. 25 in few selected markets. Contracts for 7 to 10 weeks. Agency: Storm & Klein Inc., N. Y.

Felt & Tarrant Mfg. Co., Chicago (comptometer adding and calculating machines), names Fitzmorris & Miller, same city, to direct advertising for Felt & Tarrant owned-and-operated comptometer schools. TV film spots will be used nationally in cities where schools are operated.

Network Accounts...

Northwestern Bible Schools, Minneapolis, will sponsor Dr. Billy Graham in half-hour religious program over ABC, Sun., 2:30 p.m., beginning Nov. 5. Agency: Walter F. Bennett & Co., Chicago.


Kraft Foods Co., Chicago (Parkway Margarine and other products), renews The Great Gildersleeve on NBC for 52 weeks through Aug. 29, 1951. Show, aired Wed., 9:30-10 p.m., CT has been sponsored by Kraft since it took the air in 1941. Agency: Needham, Louis & Brolby, Chicago.

Standard Oil Co. of Calif., S. F., renews for 52 weeks Let George Do It, Mon., 8-8:30 p.m., PDT, on full Don Lee network of 48 stations and 10 MBS Intermountain Network stations. Agency: BBDO, S. F.


Kroger Co. (grocery and meat products), Cincinnati, sponsors Alan Young Show, CBS-TV, Thurs., 9-9:30 p.m. Agency: Ralph H. Jones Co., same city.

Lutheran Laymen's League renews for 52 weeks The Lutheran Hour, over ABC. Agency: Gotham Adv., N. Y.

Adpeople...

J. N. Cooke - divisional vice president Sterling Drug Inc., N. Y., to marketing coordinator and chairman of marketing committee.
In San Francisco

**He always goes over**

And when KCBS' Carroll Hansen carries your product, you score too. Because the Pulse of San Francisco* shows that, month after month, Hansen is far and away the most listened-to sportscaster in the Bay Area. (And he's equally popular with sponsors!)

No wonder he goes over big. He tops off 18 years' experience as sportscaster-newsman with the cream of the Coast's sports assignments: play-by-play of the leading football games...Rose Bowl color and commentary...the Citation vs. Noor Handicap and many others.

Huddle with Hansen and you'll get the biggest rooting section in Northern California. Just call us or Radio Sales for information. (But hurry...he's practically sold out!)

---

KCBS  now 5,000 watts—soon 50,000 watts
Columbia's Key to the Golden Gate
Represented by Radio Sales

*January-June 1950: "Looking 'Em Over," Monday through Friday, 10:15 to 10:30 p.m.
This unique program availability is a happy thing—take it from WRC listeners. "DIXIE BEAT" can be your selling force in Washington.

Tailored musically and script-wise for a loyal "Dixieland" audience, you'll find "The Dixie Beat" is more than another news show. It's backed by strong promotion, and sound late-evening programming.

"Mac" McGarry's deft style at the mike is a new selling force all its own...augmented by the disks of all the great names in Dixieland music.

This Monday through Friday strip can lay down a solid selling tempo, too...ask WRC or National Spot Sales.

**MONDAY THRU FRIDAY 11:30-11:45 PM**

**IN THE NATION'S CAPITAL YOUR BEST BUY IS**

**FIRST in WASHINGTON**

**WRC**

5,000 Watts 980 KC

Represented by NBC SPOT SALES

---

**IF YOU WANT N. B. C. (Affiliate)**

**WITH A TERRIFIC**

**B EST M ON EY B UY**

**THEN BUY W B R E**

Wilkes-Barre, Pa.

WBR 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

---

**feature of the week**

Newly constructed W TAR radio-TV center.

* * *

A MODERN, million-dollar radio and television center now graces the city of Norfolk, Va. The building's formal dedication Sept. 20 will set a high mark in operations of W TAR-AM-FM-TV, licensed to WTAR Radio Corp., of which Campbell Arnoux is president and general manager.

Under construction for nearly two years, the structure, located at 720 Boush St., houses all radio and television facilities, including studios, transmitters and offices of the Virginian-Pilot Ledger-Dispatch stations.

First day of the week is set aside for dealers and distributors, employees of Norfolk Newspapers Inc. and chief engineers and radio program managers. Inspection of the building and cocktail parties will be held throughout the week. WTAR staff members will be special guests Tuesday.

Wednesday's gala ceremony to be attended by 170 notables will feature laying of the cornerstone.

(Continued on page 78)

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**strictly business**

IT IS my opinion that successful campaigns rarely are the accomplishment of an individual. Such modesty is characteristic of R. Stewart Boyd, advertising manager, National Biscuit Co.

Nevertheless, he is the man behind that very successful radio program Straight Arrow.

The program is aimed at the child audience, an audience capable of a terrific product loyalty if it is properly handled, according to Mr. Boyd. That Straight Arrow is hitline home is borne out by the fact that it is heard on some 300 stations over the MBS network.

Sponsored nationally by the National Biscuit Co., the program began in February 1946.

Stew Boyd was born in New York City, May 17, 1908. He probably derives his canny business instincts from the strict upbringing of his Scotch family. He attended Morris-town School and later Wesleyan U. at Middletown, Conn. His first job was as a mill hand with the United Piece Dye Works, Lodi, N. J. He was promoted to a dye machine attendant, only after attentive listening to many solos, at the home of his boss.

In 1935 he joined the ranks of General Foods in Cleveland, Ohio, as a salesman, and later transferred to Mansfield, Ohio, as district representative. Mr. Boyd stayed with the company until 1942. At that time he was in Syracuse, N. Y. He left General Foods to go to WSYR Syracuse as promotion manager.

1944 saw him back in New York City as merchandising executive for Young & Rubicam. His stint with Y & R was followed by two years, '46 and '47, at Lennen & Mitchell, New York, as account executive.

Mr. Boyd considers his present position a piece of "good fortune." He joined National Biscuit Co. in June 1947 as assistant advertising manager.

The Boyds—he is married to the

(Continued on page 88)
RESPONSE-ABLE! A WGAR-produced live polka program, "Polka Champs", brought an avalanche of 27,548 pieces of mail in a two-week period! That's proof of WGAR's popularity and pulling power! And 70% of these were official ballots picked up at dealers'. That's WGAR selling power!

EXCHANGING IDEAS with dealers. Through direct mail and personal calls on outlets, WGAR advises dealers of advertising campaigns on station, and recommends tie-ins, displays and selling methods to get greatest value from air schedule. And sales ring true with such follow through!

A WGAR SPONSOR. The famous brother team of the Clark Restaurant Company, Mr. A. Y. Clark (left) and Mr. R. D. Clark (right) with Glenn Gilbert (AE) of WGAR. Since 1896, their 13 restaurants in Cleveland, Akron and Erie, have grown so popular that they now serve seven million guests a year! Convinced that "today's children are tomorrow's customers", they have sponsored WGAR-produced "Fairytale Theatre" for over two years.

NOW AVAILABLE...a dinner hour sports round-up in a sports-minded town. Paul Wilcox, WGAR sportscaster, brings to Cleveland and Northern Ohio listeners the scores and sports returns of the day at 6:15 PM. If you want to score saleswise, ask for more information about Paul Wilcox and WGAR.

RADIO ... AMERICA'S GREATEST ADVERTISING MEDIUM
WGAR...Cleveland...50,000 watts...CBS  
Represented Nationally by Edward Petry & Company

September 18, 1950  Page 17
WOR News Survey

ACCORDING to a Pulse survey made for WOR New York, at least 95% of New York men and women tune their dials to one news broadcast a day, with 81% hearing two or more. Fifty-five per cent listen to three or more newscasts and 34% to four or more. Study also shows that New Yorkers are listening to more news programs now than two years ago, since percentage of those hearing four or more news programs jumped from 28.1% in 1948 (similar study) to 34.0% in 1950.

Open Mike

(Continued from page 12)

Editor, Broadcasting: . . . We think it's a cute picture. Hope you agree.

The tearful young lady is four-year-old Pamela Rae Meyers of McKeesport, Pa. Pamela was born at 8:10 a.m. on Aug. 1, 1946—the same day WEDO began broadcasting on 910 kc. In observance of their common birthdays, Pamela visited the WEDO studios on Aug. 1 (this year) for an interview. . . . but alas and alack, she suffered a common affliction, "mike fright," and instead of words, nothing came out but tears. Pamela got her birthday gift from WEDO anyhow . . . then went home where a birthday party awaited her.

Robert E. Badger
Station Manager
WEDO McKeesport, Pa.

On All Accounts

(Continued from page 10)

Preparing radio programs to be submitted to the prospective clientele gradually being developed. Even nowadays, due to a lack of trained personnel, Fred MacLaughlin finds it necessary to handle all contacts with advertisers.

Although business takes the lion's share of his time, Fred does have occasional opportunities to see a baseball or hockey game. As a hobby, he studies bird life.

He belongs to Iamailla Shrine, A. A. O. N. M. S. of Buffalo, and in Batavia, 40 miles away, where he and Mrs. MacLaughlin reside, he is a member of Rotary and the American Legion.

Joe Marsh

Joe Marsh

Here's An "Expert" Example!

When our Main Street parking problem cropped up again, we announced a strict one-hour parking policy, and swore in extra deputies to enforce it.

We also sent over to the State Capitol for a traffic expert, to give us pointers. He turned out to be real helpful—spent a whole afternoon with us talking about zoning and such. And when he left the building he found a ticket on his car for overtime parking!

Could have gotten sore, I guess—or asked us to "fix" the ticket. But instead, he insisted on going over to the Sheriff's Office and paying his fine.

From where I sit, it's good to know people, like that young fellow, who refuse to be treated any different than anyone else. City people and farmers—those of us who prefer cider and those who'd rather have a cool glass of temperate beer—we're all entitled to the same privileges. That is, so long as we do as the law of the land.

Joe Marsh

Copyright, 1950, United States Brewers Foundation
Keeping America Strong is Everybody's Job

With men dying in battle, it's time to get tough with ourselves!
We must pay for the defense of freedom... and we must stay strong at home as well.

This two-front job makes it more important now than ever to protect the dollar's buying power... to fight the forces of inflation, the enemy's Sixth Column... to make sure our soldiers get everything they need.

To do it calls for tough minds, tough decisions, and tight belts

1. We're up against the fact that piling arms production on top of civilian production calls for billions of added dollars. For this we need a sound economy, and we can't have a sound economy without a strong dollar.

2. We must decide to do away with things that are luxuries in the light of today's needs—The luxury of taking it easy... of spending freely... of letting Government do for us what we can do for ourselves or do without... of living with the Government Budget far out of balance.

3. Beyond this, we must recognize that saving is more important than ever. Greater saving is vital in many ways: It makes funds available for new tools and factories... for the increased production America must have. It takes "extra money" out of circulation, keeps inflation from weakening the nation's buying power, protects the value of your present personal savings.

Let's always remember: There are two essentials to winning a war. One is victory in the field. The other is making sure our economy is not being bled to death.

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

Institute of Life Insurance
486 MADISON AVENUE, NEW YORK 22, N. Y.
Do you have tougher competition and harder going in some markets than in others? Of course you do—and of course Spot Radio can be your answer.

If you're eager to increase your volume in any of the markets at the right, let us see what sales tonic we can compound for you. You might just possibly be amazed!

**Free & Peters, Inc.**

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
# Davenport... and Denver?

## East; Southeast

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Network</th>
<th>Power</th>
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<td>Boston-Springfield</td>
<td>NBC</td>
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<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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## Midwest, Southwest

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<tr>
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## Mountain and West

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<td>KDSH</td>
<td>Boise</td>
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<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
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<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>
W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS
TOBACCO RADIO BUDGETS UP

Broadcasting estimates of gross expenditures for network advertising for smoking materials in 1949 totaled $23,667,403 [Broadcasting, April 17] as compared with $20,200,300 in 1948 and $11,663,590 in 1939. Net expenditures for spot advertising in 1949 were estimated on the same date at $3,500,000 as compared with $3,192,000 in 1948.

Of the two firms which have dropped one or two of their network shows, one has diverted the money into spot radio and the other into television.

R. J. Reynolds (Camel cigarettes and Prince Albert tobacco) is continuing to sponsor the Vaughn Monroe Show, Saturday, 7:30-8 p.m. on CBS, and Bob Hawk, Monday, 10:30-11 p.m. on CBS. Effective Oct. 6 the company will add The Fat Man to its list of network shows, Friday, 9-10:30 p.m. on ABC.

In addition, Camel will sponsor the CBS Football Round Up, Saturday, 2:30-6:30 p.m. The company also will continue sponsorship of Grand Ole Opry on NBC, Saturday nights, for its Prince Albert tobacco campaign.

Although the firm did drop two network shows, The Jimmy Durante Show and Screen Guild Players, it compensated for the loss of one of those programs with the purchase of The Fat Man, while the money for the other, it is understood, was put into TV.

Big Ten Games

Camel's local program schedule includes the Big Ten football games on WBBM Chicago Saturday afternoons, the U. of Wisconsin games on the Wisconsin Network Saturday afternoons and Strictly Sports With Bob Steele on WITC Radio.

For the last three years Camel's coast-to-coast spot announcement campaign in radio has remained approximately the same, but this fall's schedule has been increased. Currently the list is said to include 300 stations with frequency of announcements increased.

In 1949 R. J. Reynolds spent a gross of $3,777,544 for network (Continued on page 40)

TOBACCO sponsors, historically among top buyers of radio time, are buying heavily as the autumn season gets under way and reaffirming their belief that the broadcast medium is unparalleled as a sales stimulant.

Roundup of leading tobacco companies last week by Broadcasting indicated that fall placements will again set a record high level.

Dramatic expression of broadcast enthusiasm came from William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Co., who said radio "was still the best buy in the advertising media field."

Mr. Cutchins said his company is spending "every dollar— with one or two minor exceptions— of our 1950-51 advertising budget for Raleigh cigarettes" in AM radio.

His thumping praise for radio was delivered to NBC affiliates in a closed circuit broadcast during which promotion and publicity plans for Raleigh's programs were discussed.

"You know there is a great deal of talk nowadays about TV pushing AM radio right off the front porch," Mr. Cutchins said, "Well, I want each and every one of you to know that we at Brown & Williamson do not subscribe to that theory.

'AM Still Best'

"We have the greatest admiration for TV and consider it a strong and important new medium, but it doesn't take a Professor Einstein or a comptometer operator to figure out that AM radio is still the best buy in the advertising media field.

"In my part of the country, when a guy goes off the deep end with a statement such as that I have just made, somebody usually jumps up and says, 'put your money where your mouth is.' Friends, that is just what we at Brown & Williamson are doing. Every dollar—with one or two minor exceptions—of our 1950-51 advertising budget for Raleigh cigarettes is going to be spent with you, in AM radio."

The company, for its Raleigh cigarettes, will sponsor People Are Funny, Tuesday, 10:30-11 p.m., on NBC starting Sept. 19 and the same show in a second broadcast, Saturday, 7:30-8 p.m., starting Sept.

ANTl'-RED PROTESTS

POSSIBLE formation of a radio-television committee representing principal elements of the industry to discuss ways of equitably handling anti-communist protests against performers on the air was seen last week.

The organization of such a group appeared to be the probable outcome of a resolution adopted by the American Federation of Radio Artists' national board in the East, and referred to its board in Chicago and Los Angeles for their approval.

The resolution, after acknowledging that the "summary dismissal of Miss Jean Muir from The Aldrich Family television show may not be within AFRA's province..." because it happened in television, stated that "it has been shown or threatened that such dismissals without trial or redress are imminent in the radio field." And it was "therefore necessary that AFRA make its official position known, and take such steps as are necessary to implement its official position with regard to the entire broadcasting industry."

Citing "AFRA's avowed opposition to communism" as "repeatedly stated," and to "Communist methods and tactics no matter who uses them," the resolution said that if American citizens are permitted "to be condemned without being given the opportunity to defend themselves, we are throwing due process of law to the winds and following the Stalinist pattern."

Industry Meet Urged

"Whereas we deplore the action of irresponsible groups and individuals who utilize the threat of boycott to deprive our members of their right to earn a living, and believe that the radio industry, including AFRA as an integral part of the industry, must not abdicate its own responsibilities to outside groups, therefore be it resolved that AFRA invites representatives of the four major networks, sponsors and advertising agencies to meet with the AFRA national board to explore methods of working out within the industry an intelligent solution to the problem proposed by the Muir case and similar incidents, which will be consistent with traditional American practices," the resolution said.

A second resolution also was adopted: "Whereas many members feel there has been widespread laxity in the past, therefore be it resolved that a committee be appointed that shall endeavor to petition the cast sheets of directors, that we may be thoroughly informed on the problem of blacklisting to be brought before this industry meeting."

Reaction to AFRA's proposal was not immediately evident in the industry, although a General Foods spokesman indicated his company's willingness to cooperate. NBC's Ernest de la Ossa said the network would "consider it seriously," and when such an invitation were received. The other major networks refused comment at least (Continued on page 58)

AFRA Urges Study

September 18, 1950 • Page 23
ADVERTISING LEADERS discussed media role in the defense program at Tuesday meeting of Secretary of Commerce’s Advertising Advisory Committee [story on opposite page]. Front row (l to r): Paul B. West, Assn. of National Advertisers; Philip J. Everest, National Assn. of Transportation Adv.; Howard Morgens, Procter & Gamble Co.; Secretary of Commerce Charles Sawyer; Robert S. Pearse, General Electric Co.; Nelson Bond, McGraw-Hill; A. E. Winger, Crowell-Collier Pub. Co.; Clarence B. Goshorn, Benton & Bowles; W. Howard Chase, special advisor to Secretary of Commerce. Ralph W. Hardy, NAB, broadcasting representative, was absent, attending NAB Dist. 14 meeting.

PAL BUYS RADIO

PAL BLADE Co., New York, has cancelled “about 50% of its newspaper schedule in approximately 700 cities which carried the campaign” in order to sponsor a network radio show, Murray G. Kushel, advertising and sales promotion manager of the company, told BROADCASTING.

The firm launched sponsorship of its first network radio show Rod and Gun Club of the Air, Sept. 7 on MBS Thursday 8:30-8:55 p.m.

“We cancelled the balance of the year’s contract in the newspaper schedule and replaced coverage in those cities with our radio program. Instead of getting six newspaper ads we are getting 13 half-hour programs—in other words we are getting 13 times instead of six times more appeal to the consumer public on a much more intensified basis,” Mr. Kushel said.

“By using radio we have a test in our mail pull. So far the volume of the mail has been steadily increasing and building an audience. We answer all our mail personally and as a matter of fact are in the process of offering premiums to those who write in via the radio program. We are offering such premiums as hunting knives, jack-knives and steak sets made by our own cutlery plant to our listeners,” he explained.

“We are sponsoring the program on 134 stations and in markets where there is no television competition,” he said.

Pal Blade did sponsor a five minute show for 26 weeks on ABC-TV last year.

The Mutual program has been requested by the Armed Forces for rebroadcast.

“On the whole,” Mr. Kushel revealed, “we are very pleased with our radio campaign.”

Al Paul LeFoton, New York, is the agency handling the account.

HAYMES SHOW

World Reports New Sales

WORLD Broadcasting System Inc., reports new sales of Dick Haymes Show to the following sponsors and World-affiliate stations:

International Harvester Co. over WLAW Lawrence, Mass.; First Street Department Store over WECB Duluth, Minn.; Barstow Builders over KWTC Barstow, Calif.; participating sponsors over WGAJ Elizabeth, N. J.; Wilkins Frosted Foods & Ice Cream Co. over GICS Stratford, Ont.; Tschabold Motor Co. over WPAF Alliance, Ohio; Local Baking Co. over WCAX Burlington, Vt.; Snow’s Laundry & Dry Cleaner over WJBF Augusta, Ga. Lavemediere Furriers over CKSF Cornwall, Ont.; The Jewelry Center over KEYS Corpus Christi, Tex.; participating sponsors over WQAM Miami, Fla.; Central Dry Cleaners over WSRG Somerset, Ky.; Campbell Motor Co. over WFTM Maysville, Ky.; Montecito Merchants over KDB Santa Barbara, Calif.; Florida Phoenix Corp. over WTSP St. Petersburg, Fla.; Robinson & Smith Laundry over WCSS Amsterdam, N. Y.; Pearson & Crafts, building supplies, over KEVP Richfield, Utah; Antweil’s Men’s Shop over KTFS Texarkana, Tex.

ANA AGENDA

Chicago Schedule Set

FINAL PLANS for the Assn. of National Advertisers 41st meeting on Sept. 25-27 at the Drake Hotel, Chicago, were formulated last week, with four radio and TV discussions on the format.

The Radio and TV Steering Committee of the association will kick off Monday morning with Wayne Coy, FCC chairman, as featured speaker at a meeting open to all ANA members. He is followed by John T. Cunningham, executive vice president, Cunningham & Walsh, New York, reporting on the overall effects of TV on all media and the growth of television internationally.

Monday afternoon the highly controversial report of the Radio and TV Steering Committee regarding radio rate reduction in TV areas will be spotlighted in an informal, round-table discussion headed by William B. Smith, advertising director of Thomas J. Lipton Inc., and chairman of the committee [Broadcasting, Sept. 11].

F. B. Manchee, executive vice president of marketing and merchandising, BBDO, following this, will present a speech concerning radio research and its findings.

over KEYS Corpus Christi, Tex.; participating sponsors over WQAM Miami, Fla.; Central Dry Cleaners over WSRG Somerset, Ky.; Campbell Motor Co. over WFTM Maysville, Ky.; Montecito Merchants over KDB Santa Barbara, Calif.; Florida Phoenix Corp. over WTSP St. Petersburg, Fla.; Robinson & Smith Laundry over WCSS Amsterdam, N. Y.; Pearson & Crafts, building supplies, over KEVP Richfield, Utah; Antweil’s Men’s Shop over KTFS Texarkana, Tex.
**BROADCASTING**

**MAP ALL-OUT DEFENSE**

**KEY ROLE** for advertising in rallying the nation behind the government's all-out defense drive was charted in preliminary form last week as Washington started to assume a wartime aspect.

Important part in the campaign to arouse support for the emergency effort will be taken by broadcasting, auroral and visual, judging by plans in the drafting stage.

Formation of the new National Production Authority and imminent creation of an Economic Stabilization Agency spurred efforts to acquaint the public with the government's effort to use scarce materials efficiently and to prevent inflation.

Advertisers will hear the emergency story straight from the Administration's key production chiefs during the 25-27 convention of the Assn. of National Advertisers when Secretary of Commerce Charles Sawyer addresses the assembly.

Secretary Sawyer met with ANA and the American Assn. of Advertising Agencies at their joint session last spring. At Chicago he will tell ANA what he expects from those who use advertising media to contact the public. As Secretary of Commerce he heads the whole priorities setup. Operating head of NPA under Secretary Sawyer is William H. Harrison, NPA administrator on leave as president of International Telephone & Telegraph Corp. Mr. Harrison assumed official duties last week.

Howard Chase, on leave as public relations director of General Foods, is Mr. Harrison's chief aide. He bears the title of special counsel to Secretary Sawyer.

**Key Officials**

Messrs. Harrison and Chase are slated to be key officials in the allocation and priorities area. They will direct the flow of materials to industry, director libraries of basic supplies and perform a function similar to that of War Production Board during World War II.

As a result conceived, the emergency setup in Washington will also have a price-raising operation in the Economic Stabilization Agency. This is still in the early planning stage. Current efforts indicate it may not be operating before the end of the year.

Last Tuesday Messrs. Harrison and Chase met with the Advertising Advisory Committee headed by Stuart Peabody, Borden Co. (see photo on opposite page). The committee sits in an advisory capacity with Secretary Sawyer.

The urgency of the situation and other media will take in the emergency effort was discussed Thursday at a meeting of the Advertising Council in New York. The council session governmental causes to media in an orderly manner, with emphasis on more pressing projects.

Paralleling the Advertising Council campaigns, in which broadcasters have participated for nearly a decade, will be a new defense program soon to be completed by NAB and other associations concerned. NAB is expected to issue the first of a series of defense bulletins Sept. 25. These bulletins will include advice on how to bring the government's message to 150 million Americans.

**May Be Sponsored**

As was the case during World War II and since the war, the defense messages will be suitable for insertion in sponsored programs. In addition, NAB's bulletin will contain suggested station breaks and longer announcements. These, too, will be suitable for sponsorship. Thus, broadcasters will be able to do a double defense job as they cooperate in the Advertising Council's program and utilize the material to be supplied by NAB.

Jack Hardesty, NAB's assistant director of publicity and advertising, conferred last week in New York with Advertising Council officials. It is understood NAB's bulletin will be confined to defense messages whereas the council covers a wide range of topics, including non-emergency causes in which the government is interested.

The impact of NPA on the broadcasting and electronic industries was uncertain at the weekend, NPA being in an early formative stage. Mr. Chase told broadcasting it was too early to speculate on NPA's specific role in broadcasting. "To the degree broadcasting is of a military nature, its basic materials will receive NPA priority," he said.

He indicated that a Civilian Requirements Section will be set up within NPA. Its functions will include broadcast and electronic matters.

NPA will have an Advisory Committee on Priorities Administration. This will include representatives of government agencies. Although the official order setting up the committee doesn't mention FCC, its terms are broad enough to include FCC participation in policy deliberations when broadcasting or communications industries are involved. In addition, the committee is expected to call in industry groups to advise on material requirements.

**Control Supplies**

In the allocation of supplies to various industries, NPA will have an End Products Division which will control supplies of finished goods on the basis of critical needs. NPA named a general counsel Thursday, Manly Fleischmann, Buffalo attorney. Mr. Fleischmann was assistant general counsel of WEP in World War II.

Secretary Sawyer and Director Harrison conferred Thursday with President Truman. They promised the President NPA would be run "in a workmanlike manner."

When NPA gets rolling in a few more weeks it is expected to have more than 1,000 employees.

**BROADCASTING**

**BROWN ADDS POST**

**Heads B-M Products Div.**

ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, has been named president of the new B-M Products Division as well.

Mr. Brown, who joined Bristol-Myers in 1936 as advertising manager and was subsequently advertising director and a past chairman of the board of the Assn. of National Advertisers.

**AGENCY MERGER**

Hickerson Heads New Firm

J. M. HICKESBON, Inc., New York advertising agency, has merged with Albert Frank-Guenther Law Inc., effective Oct. 1. Name of the corporation will be that of the latter agency, with Mr. Hickerson elected president and director of the consolidated firm.

Emmett Corrigan, chairman of the board, also announced the election of Frank J. Reynolds, president of the firm since 1938, as vice chairman of the board of directors.

Robert E. Potter Sr. has been named vice president in charge of consumer advertising in the Chicago office.

**NAB NAMES DRAKE**

**Heads Stations Relations**

NAB's drive to bring a substantial majority of broadcast stations into its ranks will be handled by an experienced broadcaster, Melvin E. Drake, former vice president and station manager of WDGY Minneapolis.

Mr. Drake joins the association in a few days as director of the new Station Relations Division which was appointed last week by William B. Ryan, NAB general manager, after Mr. Ryan had screened a long list of candidates from all parts of the country.

The station relations post became vacant in mid-summer upon the death of B. Walter Huffington, stricken by a heart attack on the fourth day of a southeastern membership tour. Mr. Huffington died July 13 shortly after driving out of Winston-Salem, N. C.

Membership Drive

Mr. Drake will devote full attention to membership solicitation and field contact with NAB members, supplementing similar activity by Mr. Ryan. He reports directly to Mr. Ryan, who said the new director will take to the road after spending a month in NAB's Washington office.

Since resigning from WDGY recently, Mr. Drake had been in Albuquerque, N. M. He plans to move his family to Washington shortly. He left WDGY in April 1946, the station having expanded from 5 kw daytime to 50 kw fulltime during his service.

Entering radio at KGGF Coffeyville, Kan., in 1933, Mr. Drake joined KTUL Tulsa as an account executive in 1938. He resigned in 1940 to become manager of KGFG and in 1944 joined KFOR Lincoln, Neb., as station manager.

He is familiar with NAB headquarters operations, having served as a member of the Unaffiliated Stations Committee. He is a past president of the Minnesota Broadcasters Assn., member of Minneapolos Radio Advertising Club and a member of the Chamber of Commerce speakers bureau.

A graduate of Northwestern and Stanford universities, he married the former Geraldine Alston of Manhattan, Kan. They have two children—David, 10, and Douglas, 7.

A 'Definite Challenge'

"This is more than an opportunity—It is a definite challenge to contribute to better broadcasting through development of an even stronger association," Mr. Drake said in announcing his new assignment. "My professional years in radio have been spent with stations that have been association members. I know what the association means to us members. I look forward to the assignment with genuine enthusiasm."

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A copyrighted survey by Cramer-Krasselt Co., Minneapolis, based on 38 reports covering 75.7% of all department stores using TV during July 1950.

Dept. Store Radio

Zooms Up

TREND toward increased use of radio advertising by department stores has developed since last spring, reversing a downward movement. J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee, told the District 7 convention, Advertising Federation of America, meeting in Mobile, Ala., Friday.

Based on a study of radio and television advertising by large department stores, Mr. Stolzoff found that retailer interest in both aural and visual radio is on the way upward; that a heavy share of TV money is "fresh money," and radio is less affected by TV than newspapers.

Mr. Stolzoff had told the national AFA convention in Detroit last May that while radio has become a powerful advertising medium, its biggest achievements lie in the future [BROADCASTING, June 5]. At that time he had based his predictions of radio growth, especially in the local field, on an extensive survey of advertiser, agency and broadcast executives.

Seven Many Stores

Cramer-Krasselt serves as advertising counsel for a large number of department stores. Mr. Stolzoff's new figures are based on replies from 38 department stores all over the U. S., he told the Mobile convention, adding they represent over 50% of the department stores that had regular TV schedules during July and have TV budgets of almost $3 million per year.

Radio's continued growth as a medium alongside TV's upward surge was illustrated by Mr. Stolzoff through an observation by the sales promotion director of a $60 million-a-year department store.

He quoted this executive as saying: "You know television is the most exciting new thing in retailing. The more I listen to what results other stores are getting, the more I check on the pull we're getting from our television programs—well, the more obvious it is that this beast television has some powerhouse possibilities."

"But there's one thing I can't figure out. Over 50% of the families in our city have TV sets. Listenership is continually increasing. In spite of that our two daytime radio shows are doing a better selling job than ever. If television is supposed to be replacing radio, you'd think it would be showing up in my results."

Misconceptions Explained

Mr. Stolzoff said the "many obvious minor similarities" between radio and television breed such misconceptions as, "If a family watches television for three hours, then radio listenership is decreased by three hours"; "the money going into television is coming from radio."

He declared department stores are fast becoming the largest classification of television advertisers, either local or national. He recalled that he had told the National Newspaper Promotion Assn. last May that station managers and owners had predicted increased billings for the radio medium, and department store executives had shown deep interest in television [BROADCASTING, May 15].

Trend Has Reversed

This second department store survey, he said, showed (Chart at left, below) that last May "there was a definite trend towards reduced radio activities on the part of department stores. That trend has been checked and is reversing itself. Only 13 out of 35 stores planned on increasing or maintaining their radio budget during 1951. Today 37 out of 67 will maintain or increase their schedules. Eight are planning on definite increases."

To show that television's money, generally speaking, is not coming from present media, Mr. Stolzoff submitted an analysis of the sources of department store TV budgets (Chart, middle, below).

The video budgets are essentially "fresh money," Mr. Stolzoff said. "Department store management is
appropriating new funds for television. It brings to mind a fact about advertising budgets that we sometimes forget. The money for any campaign should come from past profits or from anticipated profits.

"A worthwhile campaign should pay for itself. Good advertising makes profits, it doesn't spend them. If television is a good advertising buy for a department store, the profits it creates from the merchandise sold will provide the money for continuing on TV. Television advertising doesn't have to cause a reduction in any other type of advertising expenditure. There is some duplication in this chart because some stores listed more than one major source of TV funds."

"Bearing in mind that the September sample is 80% larger than the one last May. Of the 67 mentions, 42 said 'separate appropriation.' Vendors jumped from 2 to 11, pointing up the increasing number of manufacturers who will cooperate on television. One of our clients has as many as 90 companies cooperating simultaneously. Withdrawal of funds from newspapers went from 5 to 7, radio increased only from 6 to 7."

**Future Funds Checked**

Looking into the future, Mr. Stolzoff's questionnaire asked: "Where will the bulk of (1951) funds come from as television use increases (See Chart, opposite page)?"

Of 58 stores responding, 49 said the money will come from increased budgets. "The number who will decrease newspaper rose in proportion to the sample," Mr. Stolzoff said. "Radio went only from 11 to 12 and direct mail is not enough of a budgetary factor for most stores to be really affected. At the risk of being repetitious, television funds are 'fresh money.' They are not being siphoned off from other media."

Looking forward to the day when TV circulation reaches 80%, he found that 13% of total publicity money will be devoted to TV advertising by department stores (Chart, at lower left, above). This 80% figure was used because department stores generally agree that in over 90% of the major markets a maximum of two newspapers will give a store 80% circulation in the market.

Citing this 13% of total for TV, Mr. Stolzoff explained, "If you take away the personal, and add in advertising and other non-space charges that enter into the average department store budget, that means 20 cents out of every $1 of store space-advertising costs will go into TV. One large store estimated that 40% of its budget might go into television, and the sales promotion manager added the comment: 'It's the damndest sales puller I ever saw . . . wait till we get circulation.'"

As to the 1951 TV budget, 51 out of 58 stores are increasing their video funds in 1951, ranging from a 3% increase to a store that will go from $9,000 to $65,000 (Chart, at top left, above).

Newspapers, which Mr. Stolzoff said "are the clearly dominant advertising medium for department stores," also will experience higher budgets (Chart at lower right above).

In five months the percentage of total publicity budget of the stores surveyed has jumped from 7.3% to 5.9%, or from an average of $43,000 to $45,500 a year (Chart below). Four stores are spending over $100,000 a year in TV, Mr. Stolzoff said, and one large store has earmarked 25% of its budget for TV. Collectively the stores surveyed are using television at the rate of almost $3 million per year.

**Results Discussed**

How about results? Here Mr. Stolzoff asked what he called a "completely unscientific" question in an attempt to measure results (Chart at upper right, above). A tremendous increase was noted in stores answering "successful." Only three said "mediocre" and none answered "unsuccessful" or "failure."

**Programming Conclusions**

Mr. Stolzoff drew these general conclusions about programming:

The schedules of department stores run the gamut. They vary from football games in Seattle to eight-second station identification cards in Philadelphia; from a 6:45 p.m. shopper type show in St. Paul-Minneapolis to film commercials in Atlanta, and seven full hour programs a week in Washington, D.C.

We believe that generally speaking, a department store should use programs rather than announcements. Prestige, developing a television personality, and actual sales results are our reason.

We believe that generally speaking, the best time for a department store program is the afternoon.

And lastly, we believe that the most fatal mistake any local advertiser, department store or not, can make is to attempt to produce a network type of program or a local type of budget.

We believe that generally speaking, the best time for a department store program is the afternoon.

Do it right, we believe, is the most effective type of department store television—simply a daytime show.

And so it works! Here are a few results we've seen on one show, Schuster's Peninsular Viewpoint which was a half-hour show program, four times a week on WTMJ-TV Milwaukee, sponsored by Wisconsin's largest department store. They have successfully sold from a simple demonstration such items as:

Over 600 home permanent kits at $2.50.
Several hundred $3.50 doll houses.
Their complete inventory of a $5 cook book.

And we believe that generally speaking, the best time for a department store program is the afternoon.
USE EDITORIALS

Howell Urges NAB Dist. 14

RADIO stations are "only secondary" in the view of many persons in their communities, including advertisers, because of failure to take positions on questions of the day, Rex Howell, KFXJ Grand Junction, Col., told NAB District 14 members at their Monday-Tuesday meeting.

William C. Grove, KFBC Cheyenne, Wyo., presided as district director. The meeting was held at Hotel Colorado, Glenwood Springs, Col. A hundred delegates attended from Colorado, Wyoming, Utah, Montana, New Mexico, Idaho and South Dakota. As co-owner of the new KGLN Glenwood Springs, Mr. Howell was convention host.

"I doubt if 1% of stations are broadcasting editorials," said Mr. Howell, for years a leader in advocating editorializing on the air. "There probably are a number of reasons, principally the inherent fear generated by the FCC.

"Others feel they do not have adequate personnel. Some do not consider it important to present any views of their own—some may even insist, with some degree of stark relevance, that they have no opinions of their own. Sheer inertia can easily account for the reticence of others."

Urged Leadership

Mr. Howell argued radio stations and their owners usually are less influential in their communities than leading newspapers and their publishers because "newspapers have built up a tradition of importance based upon their sphere of influence."

On a show of hands, three broadcasters indicated they had been broadcasting editorials since the Mayflower ban was eased in 1949. They were William T. Kemp, KYER Albuquerque, N. M.; Jim Carroll, KWYO Sheridan, Wyo., and Vir N. James, KVRH Salida, Col. All three said later they felt editorializing had strengthened them in their communities. Like Mr. Howell they confined their editorializing to local topics.

Mr. Howell played back excerpts from his own "Radiotutorials," which he voices himself from time to time but not on a regular basis. He conceded it takes considerable time to develop editorials. He tries "to stimulate opinion rather than crystallize it," and invites opposing views.

At its closing session Tuesday District 14 adopted a resolution recognizing Mr. Howell's "pioneer- ing and courageous and vigorous efforts in achieving government recognition of the right of radio stations to editorialize over their air."

The district unanimously ratified the NAB board plan to expand Broadcast Advertising Bureau. Justin Miller, NAB president, re- minded delegates the plan had grown out of a suggestion made at the 1948 District 14 meeting. At that time a resolution proposed by Walter Wagstaff, KIDO Boise, had urged that a study be made looking toward formation of a radio sales promotion agency.

Resolutions Passed

In other resolutions District 14 endorsed the NAB board's defense program; approved appointment of William B. Ryan as NAB general manager; advised expansion of the Employee-Employer Relations Dept. under Richard R. Doherly; voiced appreciation of the service of Hugh B. Terry, KLZ Denver, who retired last spring as district director.

Mr. Grove announced NAB membership applications had been received from KDZA Pueblo, Col.; KIUP Durango, Col., and KMUR Murray, Utah. He demonstrated the low-cost remote pickup equipment he has developed, using war surplus materials. The equipment is used by nearly 200 stations.

Members of the Resolutions Committee were John Bailey, KVOD Casper, Wyo., chairman; Robert D. Ellis, KGHF Pueblo, Col.; Franz Robischon, KBMY Billings, Mont.; Milo Peterson, KGEM Boise, Ida.

Judge Miller explained the defense role of the industry and urged stations to cooperate with public officials in thwarting sabotage. He advocated fingerprinting of station employees as a logical precaution.

District 14 members showed interest in TV cost data presented by Charles A. Batson, NAB TV director. Carl Haverlin, BMI president, reviewed expansion of the industry-owned copyright agency. Ralph W. Hardy, NAB director of government relations, discussed the association's Washington services and contacts. Lee Hart, BAB assistant director, spoke on retail advertising. William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, explained in detail the plans for expansion of BAB into

(Don't Weaken NAB

WARNING that development of a super-Broadcast Advertising Bureau must not lead to any weakening of NAB itself was voiced Thursday at the opening session of the District 8 meeting, held at Lincoln Hotel, Indianapolis.

Presiding at the two-day NAB district meeting was George J. Higgins, WISH Indianapolis, district director. Some 70 delegates attended.

Milton L. Greenebaum, WSAM Saginaw, Mich., and Lester W. Lindow, WFDF Flint, Mich., said NAB's diverse operations were vital to functioning of the broadcasting industry and they cautioned that enthusiasm for BAB should not interfere with NAB itself when the sales agency is completely separated from the parent association.

Charles C. Caley, WMBD Peoria, Ill., District 9 director and member of the NAB board's five-man BAB Committee, described steps leading to the greater BAB project.

"We have proved in the establishment of BAB that all-industry sales promotion pays off," Mr. Caley said. "What we propose to do is expand that effort to such dimensions that every advertiser in America will be exposed to the superior selling capacities of broadcasting."

Advises BAB Divorce

Urging that the new organization be completely divorced from NAB, he said: "One of the most important reasons is the fact that frequent efforts have been made to develop a broader horizon for NAB sales activity, but each time our attention was diverted to other policy problems and this vital objective suffered."

"We want a separate organization because we need a separate board and a separate staff that will devote their entire attention to sales promotion." Mr. Higgins commended work of the five-man committee that proposed the BAB expansion project. "BAB's performance under very difficult circumstances has established in the last year that we are on the right track," Mr. Higgins said. "Now let's go after the big job. This plan is something concrete, something big, something eminently important to all of us in this competitive era.

Resolution proposing endorsement of BAB was presented by Joseph Higgins, WTHI Terre Haute. Its adoption was moved by Harry Bitner, WPBM Indianap...

District 8 Is Warned

FATHER-SON quartet at NAB District 14 session (1 to r): Elwood H. Meyer, KYOU Greeley, Col.; Al Meyer, KMYR Denver; Thomas Howell, KFXJ Grand Junction, Col.; Rex Howell, KFXJ and KGLN Glenwood Springs, Col.

BETWEEN-MEETING group at NAB District 14 meeting (1 to r): Paul Dixon, KSL Salt Lake City; R. E. O'Brien, KIUP Durango, Col.; Frank Bishop, KFEL Denver; Tom Ekrem, KVOD Denver; Franz Robischon, KBMY Billings, Mont.  

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Des Moines, Iowa—[MEET SET]

Dist. 10 Convenes Sept. 23

CONVENTION of District 10, Assn. of Women Broadcasters, will be held Sept. 23 at the Savoy Hotel, Des Moines, according to Doris Murphy, KMA Shenandoah, Iowa, district chairman.

Starting with an 8 a.m. breakfast at the Des Moines Country Club, the meeting will conclude with an evening banquet. Host at the breakfast will be the Des Moines Radio Council. After breakfast, delegates will take a conducted tour through the plant of Meredith Pub Co., publishing Better Homes & Gardens.

At 11:30 a.m., the delegates will attend a broadcast by Betty Wells at the studios of KRTN Des Moines.

Speakers at the luncheon, at which KRTN is to be host, will be William B. Quarton, WMT Cedar Rapids, NAB District 10 director. Mr. Quarton will discuss "The New NAB and How It Affects the AWB." Anne Hayes, KCMI Kansas City, will discuss "Your Career and You."

An afternoon panel discussion will be titled, "Women Broadcasters and Why They Grew," with Mary Elizabeth Marshall, WOC Davenport, Iowa, as moderator.

Panel members and their topics:
- Caroline Ellis, KMBK Kansas City, "The Magic Book;"
- Martha Shorten, KTRH Houston, "The Market Basket and Public Interest;"
- Martha Bohlsen, WOW-TV Omaha, "TV Tactics;"
- Miss Wells, "Interviewing the Great and Near Great;"
- Sandra Lee, WHB Kansas City, "Service and Salesmanship;"
- Edith Hansen, Perfex Co., Shenandoah, Iowa, "Broadcasting Over 26 Stations by Transcription;"

Business meeting is scheduled at 4 p.m. WHO Des Moines and WOC will be hosts at the evening dinner. Speaker will be Richard H. Hull, radio-TV director of WOI Ames, Iowa. His subject is, "Some Facts and Fancies—About Television."

EYES OF TEXAS broadcasters were on Lee Hart, BAB assistant director, during NAB District 13 convention. Front row (1 to r): Frank Myers, KCNC Texarkana; Kenyon Brown, KWFT Wichita Falls; Miss Hart; O. L. (Ted) Taylor, Taylor Co.; Joe Evans, Free & Peters. Standing:

James Speck, KCNC Fort Worth; Sherrill Edwards, KEYL (TV) San Antonio; Fred Nahas, KXYZ Houston; Ken Kellum, KCNC Fort Worth; Ray Hendon, KTRM Houston; Jack Keasler, WOAI San Antonio. Meeting was held in San Antonio Sept. 8.

BACK BAB 100% Woodall Urges Dist. 13

A WELL-FINANCED Broadcast Advertising Bureau with 100% industry support can crack large advertising accounts not now using radio, Allen M. Woodall, WDAK Columbus, Ga., and NAB board member, told the NAB District 15 meeting in San Antonio Sept. 8 [Broadcasting, Sept. 11]. Mr. Woodall, a member of the NAB board's BAB committee, appeared at the meeting to describe plans for a greatly enlarged BAB.

"Our present BAB has $169,000 compared to the newspaper's Bureau of Advertising with a budget over a million dollars," Mr. Woodall said. "The newspaper bureau employs no less than 100 people. It has the support of more than twice the number of newspapers that belong to American Newspaper Publishers' Assn.—the equivalent of our NAB. "I can't tell you what all these people do, but I can tell you that the ink had scarcely dried on a success story about the sale of diamonds in a Macy store in Columbus by radio before a man from the Bureau of Advertising had the manager of the store in the corner, trying to badger him into denying the story. He didn't succeed—but he tried.

"Radio is the No. 1 medium—the medium that can reach more people and sell more merchandise per dollar. Why doesn't Sears Roebuck use radio, other than occasional spots? What comes from Chicago every month—a big box of layouts, mats and copy for newspaper ads for the advertising manager to cut paper dolls from. Not a transcription in a carload—not even suggested continuity.

Sell Best Stores First

"How about Montgomery Ward, J. C. Penny. Why does Mr. Penny, whom I understand owns Foremost Dairies, use radio to sell his milk but decides it's no good to sell merchandise from his stores? What about Chevrolet, A&P, Packard, railroads, power companies, AT&T? If Sears could be cracked, Montgomery Ward would follow. Get the big boys—the little fellows will jump on the bandwagon. All of us know the best way to sell the second best department store in any town is to sell the first."

ESSAY CONTEST

AFA Names Judges

COMMITTEE of judges who will appraise the entries in the fifth annual National High School Essay Contest sponsored by the Advertising Federation of America, was announced last week by Elia G. Burton, AFA president.

J. F. Oberwinder, president of D'Arcy Advertising Co., St. Louis, is chairman. Other committee members are: Ken R. Dyke, vice president, Young & Rubicam; Dr. Charles M. Edwards Jr., dean of the school of retailing, New York U.; Frank Stanton, president, CBS, and Mrs. Helen Valentine, editor-in-chief, Charm. Grand prize in this year's contest, the subject of which is, "What Advertising Means to Me," is $500 plus an all-expense trip to the federation's annual convention in St. Louis, June 10-12, 1961.

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LONE STAR group at NAB District 13 meeting (1 to r):
Jack Valenti, Humboldt Oil; Charles Jordan, KFJZ Fort Worth; NAB President Justin Miller; William Michaels, KABC San Antonio; Word Wilcox, Thomas F. Conroy

BROADCASTING • Telecasting

Agency; Charles Lutz, KTSA San Antonio; Charles Godwin, MBS; George Cranston, WBAF Fort Worth; Gene Cagle, KFJZ; Robert Burton, BM1. Judge Miller reported to the group on defense activities.
On the dotted line...

WESTINGHOUSE Electric Supply Corp.'s sponsorship of broadcasts of the 11-game U. of Tennessee grid schedule on WMPF Memphis is celebrated by (l to r) Charles DeVos, WMPF sales; Craig Hull, Westinghouse sales; Gen. Robert R. Neyland, athletic dir., Tenn. U.; Bill Rudner and Bob Stevens, WMPF sales.

DURING transcription of commentaries for his new recorded series on WQXR New York, Sir Thomas Beecham (center), conductor, discusses the program with Oliver W. Nicol (l), v. p., Towers of London Ltd., and Eliott M. Sanger, executive v. p., WQXR-AM-FM. Hovis Bread Ltd., England, is sponsor.

PHILCO Distributors, Chicago, purchase of Edward R. Murok and the News on WBBM Chicago, set to start Sept. 4 (Mon.-Fri., 6:45-7 p.m.), is negotiated by (l to r) Ralph Gashen, WBBM salesman; Ward M. Caldwell, gen. mgr., Chicago div., Philco Distributors, and John M. Akerman, WBBM ass't. general manager.


CBS MEET

Owned and Represented Outlets
To Convene Sept. 18-21

ANNUAL four-day meeting of Columbia-owned stations, and stations represented by CBS Radio Sales, will take place in the Carlson Suite, Ritz-Carlton Hotel, New York, Sept. 18-21.

Purpose of meetings is to discuss mutual problems and future plans as of sales, WGAU-AM-TV Philadelphia; Barron Howard, business manager, and James Clark, sales manager, WRVA, Richmond, Va.; John Hayes, general manager, and George Hartford, sales manager, WTOP-AM-TV Washington.

NJBA INSTITUTE

Mitchell Speech Scheduled

MAURICE B. MITCHELL, manager of new sales development for NBC, will speak at the third annual radio institute sponsored jointly by the New Jersey Broadcasters Assn. and Rutgers U. at Asbury Park, Sept. 28-29.

In addition to Mr. Mitchell's talk, the institute program will include clinics on radio sales, news and programming and a discussion of the role of New Jersey commercial radio stations in the state's civil defense plan.

Carl Mark, president of NJBA, announced members will hear a report on progress in linking their stations to the state's civil defense program. James Howe, general manager of WCTC New Brunswick and NJBA civil defense coordinator, will report on the FM relay system geared to blanket the state in an emergency. In addition, Dr. Elmer C. Easton, dean of Rutgers college of engineering, will speak on "Search for Rutgers." New officers also will be elected during the two-day meeting.

DRUG SALES PLAN
Transit Backs Campaign

A UNIQUE advertising and merchandising plan, with Washington Transit Radio (WWDC AM) and the Washington drug trade participating, will be launched in the capital next month.


During these time periods, advertisers of drug products or items sold in drug stores are offered a spot on "Your Drug Store Hour." An agency has an exclusive franchise for the duration of his contract, it was explained. In addition, the association announced, store members have submitted written agreements to the effect that they will set up permanent island displays of all Transit Radio advertised products.
with the Hard-selling 4-way

WOW FEATURE FOODS

Merchandising Plan

Now is available to advertisers of acceptable non-competing Products sold in Foods stores

Minimum Contract two participations per week for 13 weeks.

Rate per participation — $46.75
(with 5% off for 4 or 5, and 10% off for 6 participations, per week).

DON'T DELAY...Get Full Information NOW

RADIO WOW SALES

Insurance Bldg., Omaha, Telephone WEBster 3400

FRANK P. FOGARTY, General Manager
LYLE DeMOSS, Ass't. General Manager.
Any John Blair Office
BLASTING basic techniques used by two other radio survey organizations—Hooper and Pulse—A. C. Nielsen, president of the Chicago market research firm of the same name, last week asserted again an inherent incompatibility between the two systems. He also deplored the fact that many radio executives fail to see "the vast difference between these two yardsticks."

Prompted to comment on the services after the trade controversy on radio ratings which was initiated by KJBS San Francisco, Mr. Nielsen released a lengthy letter to radio and television publishers in which he outlined fallacies in the proposal for a comparison of the two ratings in the area covered by KJBS.

In addition to pointing out what he believes to be marked differences in the systems which make them "impossible" to compare, Mr. Nielsen added that neither of the techniques "guarantees the audience reached by a station." Conceding that many industry persons recognize the difference "arising from the reliance which Pulse places on the memory of one person in each family who is interviewed," Mr. Nielsen believes many "underestimate or neglect entirely certain vital factors."

Cites Phone Limitations Primary among these are "the limitation of Hooper to homes having telephones" and the fact that there was no "serious attempt" to agree on a unitary audience figure as long as Hooper measures the 'average' or 'coincidental' audience while Pulse measures the "total audience." Mr. Nielsen explained the "average" measurement of Hooper is "the only type possible with the coincidental system" employed by Pulse is the only type possible with the roster recall system.

Nielsen's research with the Audimeter over the past 10 years "has demonstrated clearly" that telephone and non-telephone homes are "radically different" in working, living and listening habits and in program preferences, he said. "Differences are so great that even in cities where telephone ownership is rather high, errors for many programs are quite substantial."

Explaining that Hooper measures the audience at the average minute during a show while Pulse measures number of homes that heard any part or all of a program, Mr. Nielsen said "total audience will generally be 25 to 75% higher than average audience, with the difference often exceeding 100%." Therefore, Pulse starts with a theoretical level 25 to 75% higher than Hooper," Mr. Nielsen said. The "pluses" are somewhat offset by the loss-of-memory factor and the fact that Pulse interviewees may not know of all the listening done by other members of the family, he said. Because these two offsetting elements create errors that often vary widely from show to show, "it is a mere coincidence when one of these errors balances the other and results in substantially equal ratings for the two systems."

Scope of Coverage Mr. Nielsen claims neither system can measure station audiences to begin with "because they can't reach the entire area served by the typical station." To point up the fact that much listening takes place outside the metropolitan and suburban area, he noted the case of one station in San Francisco where only 26% of the daytime and 37% of the nighttime audience live within a 50-mile radius. Therefore, "it is utterly impossible to get a sound comparison between stations from any measurement which is limited to the principal city and its suburbs."

The president of the market research firm added that the situation is complicated further because "as you move further away from the central city, stations in that city encounter more and more competition from stations in other cities, thereby getting lower percentages of total listening."

Mr. Nielsen explained surprise at the "very few stations which appreciate the extent to which they are short-changing themselves by confining measurements to the home city and suburbs."

"How they can afford to do this is a mystery to me, because one of the advantages of radio over television lies in the former's ability to reach out over a greater area. Instead of taking advantage of this quality of radio, most stations allow their audiences to be measured in the central city and telephone home areas where TV has made the greatest inroads on radio.

"The sooner they wake up, the better it will be for them, the radio industry and the advertisers and agencies who want the truth about audiences," Mr. Nielsen charged.

For these reasons, he concluded that any test of audience measurement service which "is confined to the central city and suburbs is licked before it starts."

John Ravenel FUNERAL services were to have been conducted Saturday for John Ravenel, 87, writer and producer for Wayne King TV show before taking this three-month leave because of illness. His wife and two children survive.
There is a world of significance in this letter, recently received from Mr. Jack Keating, Business Manager of KFJI, Klamath Falls, Oregon:

"Both Mr. W. D. Miller, owner of KFJI, and myself have been pleased with the operation of the new 21B/L/10 kw transmitter which has been in operation in our new Skyline Studios since April 29 of this year. Our engineer, Wm. P. Grimes is most enthusiastic with the ease of operation and the really surprising coverage we now have.

"All throughout Central, Southern and Eastern Oregon and in Northern California our signal is excellent. Much of this area never had satisfactory radio reception at any time. We are receiving 'fan' letters that have all the spontaneity of the early days of radio.

"KFJI is one of the oldest stations in the country, having been granted its license in 1922. It was located in Astoria, Oregon, at that time and was not moved to Klamath Falls until 1931.

"Mr. Miller and I gave careful consideration to the leading transmitters on the market and, along with Mr. Grimes, were unanimous in choosing the Collins equipment. Its excellent engineering, the ease of access for servicing and its fine appearance combined to make the transmitter we felt was best for us."

Get in touch with your nearest Collins office regarding your equipment needs.
OUTLINE of a Chicago Ford Dealers’ news show is given by WBBM Chicago Newsman John Harrington (3d l), to (1 to r) Ralph Brent, WBBM sales manager; Ralph Hirschberg, Chicago Ford dealer and chairman of the local Ford Dealers’ Advertising Fund, and C. S. Potter, account executive, J. Walter Thompson.

CALLED to active duty with his Marine Reserve unit, George Winters (r), announcer and newscaster at WCKY Cincinnati, is presented a farewell gift check by Charles H. Topmiller, manager of the L. B. Wilson station. Mr. Winters holds the rank of field music corporal and saw Marine service during the last war.

ON the occasion of the 2,500th broadcast of Lawrence’s World News on WSAZ Huntington, W. Va., Marshall Roseene (f), general manager of WSAZ Inc., congratulates Sam S. Lawrence, owner of Lawrence’s Drug Store and sponsor of the show. The news program is presented daily, 12:30-1 p.m.

2500 BROADCAST LAWRENCE'S WORLD NEWS

2000 BROADCAST LAWRENCE'S WORLD NEWS

1500 BROADCAST LAWRENCE'S WORLD NEWS

1000 BROADCAST LAWRENCE'S WORLD NEWS

500 BROADCAST LAWRENCE'S WORLD NEWS

VOICE FUNDS

THE CONGRESSIONAL indicator last week pointed to speedy approval of funds to pay for an expanded Voice of America.

The Senate Appropriations Committee voted the full amount for the State Dept.’s radio arm as spelled out in the supplementary appropriations bill for fiscal 1950-51. The Senate passed the measure late Thursday and sent it to joint conference.

Enaction of the funds bill would allow $48,890,000 for the U. S.’s stepped up international radio offensive. Combined with regular expenditures of Voice, the total funds request is near $50 million, a record appropriation [BROADCASTING, Sept. 4].

At the same time, the Senate restored a previous cut made by the House of those portions of the State Dept.’s international information program involving libraries, motion picture film and the interchange of students.

The additional funds for Voice earmark $7,000,000 for radio broadcasting and $41,586,000 for construction of six high power radio stations. Overall figure, close to that recommended by President Truman, is an estimated $97,215,000 for the State Dept.’s propaganda effort.

Action by the upper chamber was received in official Washington as evidence that the Voice now is considered an essential weapon in the war of ideas. Neither the House nor the Senate unit altered any item specifically designated for the Voice of America program.

Awareness of Voice As seen in the testimony delivered before the Senate group in hearings held late this summer and ending the first week of September, lawmakers are becoming increasingly aware of the Voice program.

The testimony released last week revealed that Secretary of State Dean Acheson had underscored the lag in our Voice program as compared with radio broadcasting efforts of the Russians.

Secretary Acheson said: “Many commercial products in this country have had more funds available for advertising than we have applied to this vital function of getting an accurate picture of America to the people of other countries.”

Highlights of Secretary Acheson’s testimony included these revelations:

- Voice has been a “vital part” in America’s expanded efforts to assure psychological victory in the Korean issue. Words spoken at the UN Security Council meeting in New York by the American representative, Warren Austin, are carried by 38 shortwave transmitters to a potential audience of 300 million listeners all over the world. Broadcasts are in 24 languages including Russian and Korean.
- Seventy Voice transmitters are pitched against more than 250 transmitters being used by Russia to jam the broadcasts. Another 50 Russian transmitters are em-

Quick Approval of Budget Is Indicated

Russian Reception

Secretary Barrett added that U. S. estimates, based on intelligence, embassy reports, and the Russians’ own commercial figures, show 3.5 million sets out of 4 million can receive Voice messages. He pointed out that radio is the only medium in the State Dept. to carry forward its information program in “critical areas” and in iron curtain countries.

Secretary Barrett (R-Neb.) brought up the question as to what material actually does get behind the iron curtain, asking for samples of radio scripts used at the outbreak of hostilities in Korea. Secretary Barrett promised to supply samples and under further questioning assured the committee that the State Dept. has a monitoring system and other “safeguards” for all material broadcast.

Also revealed by Secretary Barret at the committee’s hearings was the availability of a building in New York which would house all Voice offices in that city at a cost of $3 million instead of the $7 million total previously estimated.

On the Senate floor Wednesday, Sen. William Benton (D-Conn.) produced letters to show that many Voice broadcasts in the Russian language are aimed at the sophisticated, intellectual and ruling groups in the Soviet Union.

Nussbaum Hospitalized

COL HOWARD NUSSBAUM, consultant to National Security Resources Board Chairman W. Stuart Symington, enters Walter Reed Hospital, Washington, today (Monday) for further surgery and checkup. He had been hospitalized following a leg injury sustained in a military plane accident in January 1949 and left the hospital several months ago to join NSRB.

BROADCASTING • Telecasting

THE news that goes into Tomorrow’s News Tonight, sponsored on WBAL Baltimore by Bond Clothing Store, is discussed by Nat Gilbert (r), Bond store manager, and Joseph Crogan, WBAL newscaster and sports expert who has been signed for the three-weekly series (11-11:10 p.m.).

WINNER of the “Mrs. Connecticut” contest sponsored by WLIZ Bridgeport, Conn., and Tri-County Willys Agency, Mrs. Frances G. Buonanno is congratulated by Mayor Jasper McLevy. Smiling approval are Philip Merryman (l), press, WLIZ, and Allan Kaufman, pres., Tri-County Willys Agency.
WKMH 'Quad-header'

BY broadcasting four baseball games in one day a fortnight ago, WKMH Dearborn, Mich., claims a record. In the afternoon, Frank Sims reconstructed the Cleveland and New York doubleheader. This was followed by the doubleheader at night between Detroit and Washington. Because of hot contention for the American League pennant, WKMH reported the broadcasts have attracted wide attention in the Detroit area.

WJMR CHANGE

FCC Gives Initial Approval

WJMR New Orleans, 250 w daytime outlet on 990 kc, would be granted change in facilities to 250 w fulltime on 1450 kc according to recommendation of an initial decision on application by FCC last Monday. Competitive new-station bids of Royal Broadcasting Corp., New Orleans, and Greta and Lower Coast Radio and Broadcasting Co., Gretna, La., would be denied.

Hearing Examiner Jack P. Blume preferred granting WJMR's application since it was an existing station seeking to improve its facilities and service to the community. Slight daytime interference would be caused to WBSB Pensacola, Fla., the record found.

The examiner found Gretna and Lower Coast Radio and Broadcasting Co. not qualified to be a broadcast licensee because of the 'generally careless, inept and unbusinesslike fashion in which the affairs of this corporation have been conducted since its inception.' Violation of certain state corporation laws were cited in the decision as well as the manner in which Gretna presented its case to the Commission.

Royal Broadcasting is owned equally by Hugh M. Wilkinson, Sr., local attorney and counsel for WNOE there, chairman of the board; his sons, Hugh M., Jr., and James III, attorneys, president and secretary respectively; Rep. F. Edward Hébert (D-La.), vice president; Brig. Gen. Raymond F. Huff, Adjutant General of State of Louisiana and former vice president and general manager of WNOE, treasurer.

Greta and Lower Coast Radio is composed of Armand F. Truxillo, hotel and apartment operator, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40% owner; and Charles A. Schmidt, Gulf Radio School instructor and owner of a local wired music service, secretary, general manager and 20% owner.

WLOU Louisville cited for "splendid cooperation" in broadcasting public service shows on recruiting for Army and Army Air Force.

GOLDMARK NAMED

Appointed CBS Vice President

Dr. Peter C. Goldmark, under whose direction the CBS color television system and Columbia Records Inc. long-playing records were developed, last week was elected vice president in charge of engineering research and development. Dr. Goldmark has been director of CBS laboratories. In announcing his election as vice president, Frank Stanton, CBS president, said it was "not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field."

Dr. Stanton said the Sept. 1 report "was a long step toward the final adoption of CBS color television for broadcasting," and that "the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

Dr. Goldmark joined CBS in 1936 [see OUR RESPECTS TO, BROADCASTING, Sept. 11] and since then has been in charge of the CBS laboratory staff.

KCMO STUDIOS

Acquires Crown Drug Bldg.

PLANS to move KCMO Kansas City to new, larger quarters consolidating AM and FM operations were announced last week by Tom L. Evans, president of KCMO Broadcasting Company.

KCMO has purchased the Crown Drug Co. warehouse and office building at 31st and Grand Ave. in which the station's KCMO-FM transmitter presently is located, Mr. Evans said. Regular AM studio will be moved to the new site after the building is completely modernized and equipped. Cost of the improvement was given at $200,000.

Remodeling contract has been let with work expected to start about Nov. 1. Occupancy is expected by April 1 of next year. The building has about 14,000 sq. ft. of floor space.

Holmes To W&L

Ernest A. Holmes, formerly research director of Young & Rubicam, New York, joins Warwick & Legler, New York, as research director. Harry Way, previously in charge of research, is now director of media. Lester M. Malitz continues as vice president in charge of media.

$1,500 inventory abolished—at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 included speedy pick-up and delivery service, too. More protection, because you get a record for every shipment. Air Express is the world's fastest shipping service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—value coverage up to $100 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS—GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

September 18, 1950 • Page 35
MORE THAN a dozen witnesses testified on behalf of G. A. (Dick) Richards last week in FCC's protracted hearing on charges that the station owner ordered newsmen to slant news according to his personal beliefs.

The group included California's lieutenant-governor, former newscasters and commentators on Mr. Richards' KMPC Los Angeles, advertising agency executives, a World War II admiral and Los Angeles civic leaders. The hearing, being held in Los Angeles before FCC Examiner Cunningham, involves the license renewals of the Richards stations—KMPC, WJN Detroit, and WAGR Cleveland.

Lt. Gov. Goodwin J. Knight, who for several years was moderator of the weekly Open Forum on KFAC Los Angeles and subsequently KMPC, testified Wednesday that Mr. Richards was patriotic and civic minded and that his station treated all religious and racial groups fairly and impartially.

Under questioning by FCC General Counsel Benedict P. Cottone he said his testimony was based on "what I saw, what happened on Open Forum, and my personal contacts," and that he had no direct knowledge of Mr. Richards' or KMPC's news handling.

Mr. Cottone showed him a memo from KMPC General Manager Robert O. Reynolds to Mr. Richards which said the station's policy was to secure a new administration.

Mr. Cottone wanted to know whether this affected Mr. Knight's testimony on fairness and impartiality. Mr. Knight said it would not—that he thought a station had the right to support one set of political candidates so long as the other side was not denied the use of station facilities.

Earlier Testimony Cited

The general counsel cited earlier testimony of Vance Graham, former KMPC news editor, that he had kept the Roosevelt name out of KMPC news for a month and was complimented for it. If there were "enough such incidents," Mr. Knight said, "my testimony would be changed."

"I would know that they made a mistake if it was shown to me that this was the practice, or that the Roosevelt family was damned--then only would I change my opinion," he asserted.

As the number of KMPC witnesses mounted, Mr. Cottone offered numerous objections to the "reputation" testimony being given, but was overruled by Examiner Cunningham. Although Mr. Richards is the licensee, he said, "the station belongs to the people of the community" and "it is important that the Commission be shown what they think about it."

This ruling came Thursday after George Irwin and Phil McHugh, former owners of Irwin-McHugh stations that operated three separate agencies, testified on the basis of their personal experiences with the station and discussions with listeners and advertisers that KMPC has a good reputation.

Mr. Cottone wanted to know whether their business dealings with KMPC influenced their testimony. He recorded for records showing all compensation derived by each of them from KMPC business. When they declined, Examiner Cunningham ruled that they might not subpenas and produce the records.

Barton A. Stebbins, head of his own agency, testified that KMPC compared favorably with other stations and newspapers in the handling of news.

World War II Admiral Jesse B. Oldendorf, who said he had known Mr. Richards for 25 years, told Examiner Cunningham that the station owner "is not prejudiced with regard to any group, race, or party, but is very prejudiced against Communists. At times I thought he overrewed the Communist picture, but subsequent events proved him to be right."

Conflict between portions of the proposed testimony of our witnesses and a 1948 affidavit which he gave to FCC investigators developed when Frank E. Hemingway, who broadcast over KMPC in 1946-47, testified that so far as he knew KMPC newscasts were not slanted when he worked there.

1948 Affidavit

General Counsel Cottone produced his 1948 affidavit and read from it in my opinion in regard to the overall picture of the news that went out over KMPC, such news was often slanted and of a bias, and that in his opinion the listener would receive a one-sided picture of the news."

Mr. Hemingway said that this represented his impression "at the time" and was substantially correct, but did not apply to his own newscasts. He said it had been so long since he made the affidavit that he was not able to remember fully what it contained, and that if there were inconsistencies he wanted his testimony under examination by Joseph Burns, associate examiner for Mr. Richards, to "prevail."

When Mr. Cottone wanted to know whether his memory was "better now than in 1948, he replied negatively, but said he hadn't realized that this affidavit would be so important."

Mr. Hemingway said he didn't think Mr. Richards was anti-Semitic, that he had not said anything to quote his affidavit saying that "it seemed clear to me that Mr. Richards was violently anti-Semitic and wanted to get that impression to the public if it was possible."

He said he was not employed by KMPC but by his sponsor during the period of his broadcasts on KMPC, and that therefore he took orders from the sponsor and the agency handling the account. He said his newscasts were completely unbiased and that Mr. Richards never told him to slant news, but conceded that his affidavit was accurate when he said it he had the impression that Mr. Richards wanted certain persons and items "played up" and others "played down."

Hetherington Testimony

Keith Hetherington, KMPC announcer for about three and a half years ending in May 1949, said he occasionally broadcast news but never had heard about this "treatment of the news." He said KMPC had a good reputation for fairness and impartiality, and that he had no knowledge of Mr. Richards carrying on regular conversations with newscasters.

Five other witnesses appeared at last Tuesday's session in support of KMPC, testifying to KMPC's cooperation with civic projects as well as its handling of news and commentaries. These were Jeanne Gray, who conducted Woman's Voice on KMPC daily for about two years ending in November 1949, and who now broadcasts with KTTV (TV) Hollywood; Richard E. Messer, head of Rem Productions, Hollywood program packagers and advertising agency; Doyle J. Osman, former KMPC account executive and now sales engineer with Musicat Corp.; Brig. Gen. Junius Pierce (Ret.), world affairs commentator who was on air 1946, and Fred L. Slack, director of the Hollywood Boys Club.

Mr. Cottone showed the Hemingway affidavit against KMPC news handling to Mr. Osman and Gen. Pierce and asked whether it affected their testimony that KMPC was considered fair and impartial. They said it did not.

In an argument which ensued when Mr. Cottone showed the affidavit to Mr. Osman, Attorney Burns requested that the hearing be recorded, ongrounds that the transcript might not reflect the atmosphere of the sessions and the attitude of FCC

Mr. Cottone said he would give hisaffidavit to Mr. Osman, Attorney Burns requested that the hearing be recorded, on grounds that the transcript might not reflect the atmosphere of the sessions and the attitude of FCC
1879 G. A. C. Halff 1950

Mr. HALFF

G. A. C. HALFF, 70, San Antonio radio and television pioneer, died last Monday at a local hospital in the Texas city following a short illness. Mr. Halff was chairman of the board of Southland Industries Inc., which owns and operates WOAI-TV San Antonio. Founder of WOAI in 1922, Mr. Halff guided its development from a 500 watt outlet to a 50 kw clear channel station. An NBC affiliate, WOAI was the first network station introduced to the city.

Last year, Mr. Halff was instrumental in establishing the first TV station for San Antonio—WOAI-TV. A pioneer in many broadcasting fields, he worked in the late 20's to link the AM station with NBC by telephone lines. Cables were installed at his own expense. The station claims to be the first to have paid talent for appearances on its programs.

Mr. Halff, who was born in San Antonio Sept. 19, 1879, was a member of a family which settled in the Lone Star State in 1845. He was known for widespread charitable and civic endeavors. His death preceded by two weeks the 28th anniversary of WOAI.

Among his business interests were the Blanco Oil Co., the W. K. Ewing Co., the South Texas Properties Co., ranching and real estate properties. He is survived by a nephew, Hugh A. L. Halff, president and general manager WOAI-TV; a sister, Mrs. Cecile Sonnenthal, New York, and five nieces.

DISPERAL PLAN

SENATE KILLS TRUMAN PROPOSAL

SENATE KILLS Truman Proposal to shift into high gear the dispersal of key government agencies to the Washington's suburbs met defeat in Congress last week as the Appropriations Committee refused to allot $139,800,000 for the project [BROADCASTING, Sept. 11].

The money was to have been used to construct eight buildings in outlying areas at unspecifed sites. Senators who voted against the proposal, said the negative attitude was taken because the measure came up when Congress was looking toward adjournment.

Legislators felt that the dispersal idea, resulting from a joint study by the National Security Board, General Services Administration, and other departments and agencies, needed additional deliberation. Behind the proposed plan to disperse vital agencies is fear by defense officials that congested Washington would be a prime target area should an enemy attack by air.

General Mills Show

GENERAL MILLS, Minneapolis, for Red Band flour, will sponsor The Cat Tinsley Show, transcribed program, originating at NBC Washington, on an NBC split network of 11 southeastern stations. Show, aired five days a week, 11:30 to 11:45 a.m. EST, starts today (Monday) for 52 weeks through Knox-Reeves Agency, Minneapolis.

JIMMY McPHAIL, winner of "Amateurs of 1950" competition conducted by Jackson Lowe, WWDC Washington disc jockey, booked into Washington's Howard Theatre Sept. 22 to sing with Duke Ellington's band.

Hal Lamb

FUNERAL services for Hal Lamb, 48, WCAU-AM-FM-TV Philadelphia commercial representative, who died Sept. 7 in Graduate Hospital, Philadelphia, were held Sept. 9 at Chelsea Hills Cemetery. Other positions Mr. Lamb held in the past 30 years in the advertising, radio and television sales fields included posts with KYW Philadelphia, Dorsey & Lamb Agency, and radio and TV director for Geare-Marston, Philadelphia advertising agency. He was a director of the Television Assn. of Philadelphia which he helped found.

WAVE Louisville recordings of Radio Moscow, illustrating Russian propaganda methods, being used by Thomas W. Bullitt, Louisville chairman, "Cradle for Freedom."

RADIO AID

To Public Health Students

STUDENTS training for government positions as public health and sanitation specialists at the U. of Denver are required to enroll in at least one basic course in radio production or radio journalism. Milton Miller, director of the public service program at the school, said the training is designed to give the students a better understanding of the medium as they may be placed in positions which require basic knowledge of publicity and public relations.

The department head also suggested that other educational programs, fitting students for public service, follow this procedure.

KWSM

REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KWSM audience.

Now in its fifth year of service, KWSM is an integral part of all community affairs and activities.

Austin A. Harrison, President

Nationally Represented by WILLIAM G. RAMBEAU CO.

BROADCASTING • Telecasting

A BIG PLUS FROM WIBG

SPONSOR PROMOTION!

Car Cards... Big eye-catching postcard publicizing WIBG programs—with sponsor credit—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail... Attractive, well-designed brochides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM DIAL 990

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL

INDEPENDENT

REPRESENTED BY ADAM J. YOUNG

INC.

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Anti-Red Protests

(Continued from page 9)

until the invitations were out. One official in the industry, who chose not to be identified, took the view that companies not facing the problem in their "own yard" would hesitate before taking on the "troubles of others."

AFRA's proposal was one of several developments in a week of heated discussion of the question of communism in radio and television.

1. ABC received a protest from an American Legion official in Chicago for hiring Gypsy Rose Lee to star on its forthcoming radio productions, What Makes You Tick. Protest was on the grounds that her name was listed in Red Channels, the controversial publication that has been the basis for most protests against performers.

2. Actors Equity Assn. Council, meeting in New York, adopted a resolution condemning the summary dismissal of performers on the basis of uninvestigated protests and specifically deplored the actions of General Foods in dismissing Jean Muir.

3. Irene Wicker, "The Singing Lady" of radio and television whose contract with the Kellar Co. for an appearance over WJZ-TV New York was cancelled last Aug. 6, announced that her listing in Red Channels was based on false information, and that she had been un

able to obtain a correction from the editors of the book.

Edward J. Clamage, Chicago florist and chairman of the anti-subversive sub-committee of the Illinois American Legion's Americanism Committee, launched an inquiry about Miss Lee's "Communist connection" during the group's annual convention in Chicago Monday. He said he had wired Robert E. Kintner, president of ABC, asking if Miss Lee was going to be permitted to appear on the show. He told Broadcasting he reminded Mr. Kintner that Miss Lee's "affiliations" were listed in Red Channels.

In reply, President Kintner sent the following telegram:

"Replying... following is a statement we have received from Miss Gypsy Rose Lee. If you have any evidence to the contrary, please advise me..."

Lee Statement

"Gypsy Rose Lee, being duly sworn, deposes and says: I am not and never have been a member of the Communist party, fellow traveler, sympathizer, or any one of the so-called subversive brands. My sympathies are entirely and completely opposed to everything that the Communist party and their ilk stand for. In the interests of trade union (AGVA) I made a loyalty affidavit which is a matter of public record. There are no qualifications to the statements I made under oath. I have played hundreds of benefits under the auspices of the Army, Navy, Marines, Red Cross, war bond drives, salvage drives, Community Chest, YMCA, etc., for Bundles for Britain during the Hitler-Stalin pact. I abhor totalitarians,—whether red, brown, black,—and their treacherous methods of guilt by smear and without trial. This way may be all right for Russia, but I hope not for us."

ABC, through a spokesman, announced that Miss Lee would go on as scheduled Sept. 12. The program will be heard Saturday, 9:30 p.m.

Gypsy Rose Lee netted four mentions in Red Channels. They, with the name of the allegedly Communist or Communist-front organizations, activity and source material, follow:


Although Mr. Clamage said Thursday he had spoken before the convention as an individual, he presented his statements at the convention as chairman of the anti-subversive sub-committee and is reported to have found no opposi-

WGN Chicago's form directorship is discussed by Norma Kraft, (I), who assumed the post Sept. 11, and Program Director Bruce Dennis. Mr. Kraft, a member of WGN's announcing staff for more than two years, succeeds Hal Totten who has been named manager of KOKX Keokuk, Iowa.

The Chicago Sun-Times, in commenting editorially on "Gypsy Rose and the Gossipists," said: "Good, solid American horse sense is galloping to the rescue of the network TV industry to save it from the insidious activities of the gossip mongers who are swinging so wildly at communism by linking it with some other important American principles... The industry has decided not to be panicked. As we pointed out when Miss Muir was fired, private enterprise rests on the American system of respect for individual rights, this system is diametrically opposed to any system in which any person can be debarred of his rights or livelihood because of a gossip campaign."

Actors Equity Resolution

The Actors Equity resolution that the "activities of certain individuals, groups, organizations, and publications are in irresponsible fashion ame ning the reputation of actors to an extent which is becoming alarmingly dangerous and prejudicial to the best interests of the members."

While going on record "firmly and unequivocally to condemn communism and fascism in all their respective forms and subfuges," the council expressed itself "fully convinced that the government is amply capable by and through judicial process of determining who is subversive, and who is not."

We stand completely behind our government in any and all proper action taken, or to be taken, by it to bring to justice persons, groups, or organizations suspected of, or found guilty of, any subversive activity; and stand ready and willing to assist any duly authorized agency of the government...

We protest however with equal vigor and emphasis the fact that certain employers within the entertainment field have been, and are

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Write, Call or Write

Edgar L. Bill
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Pearl, Illinois
Phone 6-4607
We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
allowing themselves to be, intimidated by a few private individuals, organizations and publications, who in the irresponsible manner of vilifying have improperly assumed the functions of government and are thereby depriving members of their good names and stigmatizing them as disloyal without opportunity for refutation of such damaging insinuations and unsubstantiated allegations made against them, and are thereby preventing members from the pursuit of their chosen profession and their ability to gain a livelihood therefrom.

We specifically condemn and deplore the action taken by General Foods in the dismissal of our member, Jean Muir, solely upon the reported allegation that the protests of a few individuals make her a controversial person, and therefore unfit to appear on a television program.

Following publication of the Equity resolution, Managing Editor Theodore C. Kirkpatrick of Counterattack, which published Red Channels, issued a reply. He said the resolution was obviously aimed at the anti-communist newsletter, and he denied all its allegations.

Actors Equity HIt

Actors Equity Assn., he said, had "long had a problem" of Communist infiltration which it had been unable to solve. Its council had issued an "hysterical smear of anti-communist organizations, such as ours" instead of factual information of the kind supplied by Counterattack.

The council, he said, had never done anything to his knowledge to combat the anti-Communist blacklist which its publication knew to exist. As a consequence, he said, several Equity members had approached his office and requested that it publish a Red Channels for the theatre.

Equity President Clarence Derwent said no reply, if any were made, could be expected from the council until its meeting this week. "I know of no member of our council who would even suspect being a Communist," he said. "All members of the council, as well as every employee of Equity, have taken a non-Communist oath."

Labor unions in the entertainment industry must insist on clear-
Tobacco Radio Up
(Continued from page 21)

advertising, $4,076,436 in 1948, and $1,416,333 in 1939.
William Esty & Co., New York, is the agency.

American Tobacco Co. (Lucky Strike cigarettes) is currently sponsoring both The Hit Parade on NBC, 9:30-10 p.m. Saturday, and The Jack Benny Show, Sunday, 7:30-8:30 p.m. on CBS. Although the tobacco firm dropped Light Up Time, five quarter hours weekly on NBC last year, it has instituted a good sized spot advertisement campaign this fall. Last year radio spots were not used. BBDO, New York, is the agency.

In 1949 American spent a gross total of $4,218,658 for network advertising as compared with $2,606,141 in 1948, $2,506,141 in 1939. American Cigar & Cigarette Co. (Pall Mall cigarettes) continues for the fifth year as the sponsor of The Big Story on NBC.

Its spot campaign in radio is approximately the same as last year's. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency. Liggett & Myers (Chesterfield cigarettes) is sponsoring The Bing Crosby Show, Wednesday, 9:30-10 p.m. on CBS; The Bob Hope Show, Tuesday, 9:30-10 p.m. on NBC, and Arthur Godfrey Time, 11-11:30 p.m., five times weekly on CBS. Although the client dropped Perry Como on NBC last year and a half hour Godfrey Digest on CBS, the money was diverted into sponsorship of The Bob Hope Show. Cunningham & Walsh, New York, is the agency.

Liggett & Myers spent a gross of $5,228,772 for network radio in 1949 to lead the major cigarette companies. In 1948 its total was $5,045,752 and in 1939 $992,032.

Philip Morris Cigarettes, through The Biow Co., New York, will sponsor Crime Photographer, Thursday, 9:30-10 p.m. on CBS, for the second year and Horace Heidt, Sunday, 9:30-10 p.m. on CBS, for the fourth year. Another network show, Truth or Consequences on CBS, 9:30-10 p.m., has been added this year.

Philip Morris had a gross network expenditure of $4,25,934 in 1949 and $3,844,044 in 1948. In 1939 it spent $2,126,566.

P. Lorillard & Co. (Old Gold cigarettes) continues sponsorship of a 15-minute segment of Stop the Music on ABC and the Original Amateur Hour on ABC. Firm also sponsors Dr. J. Q. on ABC for its Embassy cigarettes. Although Old Gold did drop Party Time on ABC, it was understood that the money went into television.

In 1949 P. Lorillard spent a gross of $2,122,871 as compared with $1,164,420 in 1948. In 1939 its gross total for network radio was $794,014. Lennen & Mitchell, New York, is the agency.

Plea of WRBL Columbus, Ga., that the application of WGBA Columbus for increased power be set for hearing, was opposed Friday in a petition filed with the FCC on behalf of WGBA by William C. Koplovitz, of Denspey & Koplovitz, Washington law firm. The WGBA petition takes up in detail a series of WRBL charges that WGBA-AM-FM and the Columbus Ledger-Enquirer interests are misrepresenting their ownership and discriminating and disparaging against other Columbus stations [BROADCASTING, Aug. 7].

WGBA, now on 1460 kc 1 kw unlimited, with program of 10 Redhead and 9 a.m. to 10 p.m. on WGBA, now on 1420 kc with 5 kw unlimited.

In answering claims of cross- talk interference if WGBA's power were increased, the station says WGBA's claims are vague and unfounded.

Going into common ownership of WGBA and the Ledger-Enquirer, WGBA explains Maynard R. Ashworth and A. H. Chapman, owning control in both, are top officers of both companies.

As to WRBL's charges of discrimination in refusing to publish its radio logs free, WGBA says the decision "was not made for the purpose of striking an unfair blow at the radio stations but was rather to bring the treatment of radio stations in line with the treatment afforded other persons who use the newspaper for the purpose of promoting and furthering their business interests."

Space Question

The Ledger-Enquirer offers Columbus stations space on favorable terms. WGABA contends, and WGBA pays for its space at rates available to competitors. It contends the newspapers actually give more free publicity to competing stations than to WGBA. The newspapers and WGBA do not have package rates, it is added, but compete in soliciting advertising.

In reply to WRBL's complaint that the Ledger-Enquirer logs list networks rather than stations, WGBA says many of the newspaper's readers live in areas where WRBL and WDAK Columbus cannot be heard. AP logs are used, it is explained.

WGABA contends WRBL misrepresented facts about Cycle, a weekly magazine published by WRBL. WGABA says it doesn't care to pay $1.50 per inch to a "throw-away weekly tabloid, with a maximum initial circulation of 6,000, when it could purchase in the daily Ledger and Enquirer newspapers, with a combined circulation of approximately 40,000, at a cheaper rate." WRBL attaches exhibits purporting to show that recent issues of Cycle contains only WRBL program schedules and not any WDAK logs.

Other WGBA arguments deal with a Ledger-Enquirer camp publication titled Bagpuss; writing off by the newspapers of WGBA space charges prior to October 1948; details of station identification in relation to common newspaper ownership; purported hostility of WRL toward WGBA, with instances cited.

Pleas for WRBL petition were just about complete in the country last week as the result of three weeks of preliminary hearings during which two members of the Senate Commerce Committee re- nominated in their home states.

The Bills:

Sen. Tobey

A New Hampshire Republican and winner of the Democratic nomination for re-election in November, Sen. Tobey is the chairman of the Senate Commerce committee and active in radio affairs, squeezed through a clot in the election with a formidable opponent, Wesley Powell, former aide to New Hampshire's other GOP senator, Styles Bridges. Sen. Tobey won by a slim margin of 1,127 votes.

Following the count of ballots, Mr. Powell demanded a recount. He had assailed Sen. Tobey during the campaign for the latter's "too liberal" policies and "TRUMAN Re- publicanism."

In the state of Washington, Sen. Warren Magnuson, third ranking Democratic member of the Senate committee, was unopposed for the Democratic nomination.

WFBF-FM Closes

WFBR-FM Baltimore, which began operations Nov. 28, 1948, suspended operations Sept. 9. The announce ment was made by John T. McCormick, vice president and general manager, who said the move was dictated by lack of interest in FM on the part of the public.

Major party slates were just about completed in the country last week following primary elections which found two members of the Senate Commerce Committee renominated in their home states.

The Bills:

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NEGOTIATIONS for a new NARBA treaty were still in the periphery as of late last week after a series of informal conferences and committee meetings which left U. S. delegates "unoptimistic" about the prospects of final agreement.

The war—second since the conference resumed in Washington Sept. 6 [BROADCASTING, Sept. 11]—was devoted to informal meetings among delegations of the six participating nations, plus a heavy round of committee sessions.

The respective positions of the participating countries were explored in the informal sessions, but the heavy task of working out acceptable engineering standards and negotiating satisfactory allocations of channels among the various nations had not been started on a conference level.

The differences between the U. S. and Cuba, which blocked achievement of a new NARBA at the Montreal sessions last fall and winter and could not be resolved in subsequent bilateral discussions in Havana early this year, appeared to many delegates to be little nearer solution now than they were at Montreal.

The initial discussions with Mexican delegates indicated, it was understood, that Mexico's requests are substantially unchanged from those advanced during, and prior to, the 1947 pre-NARBA engineering conference. These reportedly involve insistence upon rights to four additional channels below 1000 kc—540 kc, which she already is using, and three others for which it is believed she might exchange existing higher-frequency rights for which she might accept on a "sharing" basis with stations in the U. S.

Mexican Cooperation Seen

In what observers took to be an indication of Mexico's desire to work out mutually satisfactory arrangements, Mexican authorities reported, meanwhile, that XENT Nuevo Laredo—whose operation on 1550 kc had been the subject of official State Dept. protests—has been taken off the air. The border station's interference with KENT Shreveport, La., has been singled out for attacks by Rop. Overton Brooks (D-La.) in Congressional speeches [BROADCASTING, Aug. 7].

The Conference's Judicial Committee, under the chairmanship of Jose Ramon Gutierrez, head of the Cuban delegation, undertook at Mexico's request to make a paragraph-by-paragraph review of documents previously adopted to govern procedure, and was reported to be progressing more swiftly than many authorities had expected. Mexico's desire to re-examine the procedural plans apparently stemmed from her non-participation in the Montreal conference where they were adopted. No further plenary sessions have been scheduled. The only one thus far was that which opened the Washington phase of the conference. Commander C. P. Edwards, Canadian deputy minister of transport, is conference chairman, FCC Comr. Rosel H. Hyde is chairman of the U. S. delegation, and spokesmen in the Judicial Committee were Joseph M. Kittner, assistant to the FCC general counsel, and Benito Gaguine, legal assistant to Comr. Hyde.

The conference's Technical Committee, under Comr. Hyde, convened to organize and make work assignments.

WICA SUIT

Alleges Contract Breach

WICA Ashtabula, Ohio, filed suit against WWSW Pittsburgh and WEBR Buffalo last week, seeking $18,425.33 for alleged breach of contract.

WICA claimed this amount remains due under a contract in which WWSW and WEBR agreed to reimburse WICA for the additional cost of installing a four-tower directional array which would permit all three stations to operate on 970 kc.

The contract, WICA said, was the outgrowth of a 1946-47 FCC proceeding when WICA was seeking to go from daytime to fulltime on 970 kc and operate with 5 kw day and 1 kw night, and the other stations were seeking to move to 970 kc from other frequencies and operate with 5 kw fulltime, directionialized. Installation of a four-tower rather than two-tower array by WICA was necessary to accommodate WWSW and WEBR, the Ashtabula station noted.

WWSW and WEBR agreed to pay WICA $25,000 when all three applications were granted and in addition to reimburse WICA for the cost of its four-tower array in excess of the $20,000 estimated cost of the two-tower array it had planned, according to the complaint.

WICA said the $25,000 was paid after the grants were made but that the stations had since paid only $4,884.92 against a total additional expense of $23,301.25, so that $18,425.33 remains due. WWSW and WEBR have refused to arbitrate, the complaint charged.

The suit was filed by Elliot Lovett, counsel for WICA, in the U. S. District Court for the District of Columbia last Wednesday. WWSW and WEBR have 20 days in which to reply.
District 8
(Continued from page 28)

apois, and seconded by Mr. Lin
den. Mr. Bitner retired last
spring as District 8 director.

At the conclusion of the
Thursday session Director Higgins ob-
erved that "anything done to kill
the injection of the new spirit ad-
ministered by BAB last year would be
disastrous to the industry."

Earlier in the day NAB Presi-
dent Jack W. Miller discussed NAB's
defense role and asked broad-
casters to duplicate "their mag-
nificent voluntary efforts of World
War II."

Cites Progress
Judge Miller said he was im-
pressed by two things during the
current session of district meetings.
First, he said, broadcasters are
concerning themselves with one
basic problem essential to their
economic well-being, the creation
of a new and independent sales
organization.

Second, he continued, for the
first time in his tenure as presi-
dent an illustrated summary of
NAB's contributions to members
was being presented at each ses-
Sion. He referred to a slide-film
presentation drawn up by Robert
K. Richards, NAB public affairs
director, and his assistant, Jack
Hardy.

The film dramatically
shows detailed operations of each
department and it has been de-
scribed as a powerful stimulus in
bringing new members into the
association.

Asked if NAB would take any
action against pro-Communists in
the industry, Judge Miller said it
was in anticipation of disclosures
like those in "Red Channels" that
persuaded NAB to contact the
Federal Bureau of Investigation.

Asked if broadcast personnel
can be deferred from the draft be-
cause a station is essential, he
said: "For the very reason a man
is essential to you as a broad-
caster, he will be essential to the
government in the war effort."

EARLY LUNCHEON
But NAB Group Hears Organ

NAB District 14 delegates had an
early luncheon last Monday at their
Glenwood Springs, Co., meeting.

On a available electric organ was
borrowed from a local mortuary
but it had to be returned for an
early afternoon funeral. Lloyd E.
Yoder, KOA Denver, needed the
organ for School Payer's "Hobgob"
which provided luncheon entertain-
ment.

After the Eddy Rogers orchestra
had performed, the organ was
trucked back to the mortuary. Then
it was trucked back to the Colo-
rado Hotel for KOA's feed to NBC,
arriving just five minutes before
time. The Rogers group also
played for dancing in the evening.

Rex Howell received permission
from Mr. Yoder to put a remote
on his new KGLN Glenwood
Springs, with William C. Grove,
KPB Cheyenne, Wyo., district di-
rector, setting up the remote equip-
ment.

Use Editorials
(Continued from page 28)
a separate service.

Instead of the usual two-day dis-
District meeting agenda, the mountain
station group devoted a third day
to workshop sessions with A. G.
Meyer, KMYR Denver, as chair-
man. Mr. Robichon offered a se-
ries of programming success stories
and Frank Bishop, KFEL Denver,
told of proposals for daylight sav-
ing time in the district. Like other
speakers, they led group discus-
sion of their assigned topics.

James Russell, KVOR Colorado
Springs, discussed legislative prob-
lems. George Cory, KUBC Mont-
rose, Col., spoke on "University and
School Payer," opening the great-
seness of the growing severity of this
problem. Douglas D. Kahle, KCOL Fort

TEXAS QUALITY NETWORK group at Sept. 7 sales meeting (1 to r): Martin
Campbell, WFAM Dallas; Cecil Beaver, KTBS Shreveport; Hugh Half, WOAI
San Antonio; Jack Harris, KPRC Houston.
A "SIGNIFICANT" method of evaluating an advertising medium is the most progressive technique it can deliver per dollar invested.

This is the salient point made in "Measurement of Advertising Audience" an article printed in the September issue of the Harvard Business Review.

Authors of the article, which is based on their forthcoming book, Advertising Psychology and Research, are Darrell B. Lucas, director of personnel, McCann-Erickson Inc. and Stuart Henderson, research consultant to BBDO.

The study of audience measurement is designed to "help advertisers understand the factual claims which are presented by the various media."}

To accomplish this end, the authors present a detailed background of the measures of circulation, of media audiences and of broadcast coverage. They point out that early emphasis in the radio industry was upon sale of sets and on areas of adequate broadcast signal strength. But, they emphasize, there is need for some procedure to provide information comparable with that of the Audit Bureau of Circulations which appraises the circulation of publications.

Coverage Definition

A "second stage of media evaluation," according to the article is the definition of coverage of all media in terms of numbers of people-people who actually read a newspaper or magazine and who listen or view programs.

This discussion is followed by a case history of each medium's progress along the measurement path. Explained and analyzed are the growth and development of such audience research firms as C. E. Hooper Inc., the A. C. Nielsen Co. and BBDO.

Upon evaluating the size of audiences of the various media, the article states, the advertiser should bear in mind such related factors as degree of impact and the number of people that can be impressed.

According to the article, the field in which the most "progress is needed" is in the "third stage of media evaluation, in which the advertising audience per dollar is computed." While this "stage" is the most significant, it is also exceedingly complex, the authors find.

Problems of audience accumulation and duplication-measure of audience increased by each succeeding issue of a publication or broadcast, overall audience increased when one medium is combined with the other, total audience of a specific advertisement or series, repetition of impressions exposed two or three times are posed as questions in audience measurement.

A study of overlapping audience, which is applicable to most media, would not be practical in broadcast media, the authors explain. Reason is that "by the time commercials cannot be readily be separated from the structure of sponsored programs." Furthermore, sponsored radio and television programs also reflect valuable goodwill to sponsors—value which cannot be ignored in appraising advertising effectiveness of the media.

Suggestion by the authors is that advertisers demand more work on the "fundamental problem of size of advertising audience."

HARRE ELECTED

Heads Chicago Radio Club

ARTHUR F. HARRE, general manager of WHDD Chicago, was elected president of the Chicago Radio Management Cub Wednesday at the opening luncheon session of the 1950-51 season. He succeeds Roy McLaughlin, commercial manager of WENR-AM-TV (ABC).

Other officers include Lloyd Griffin, vice president in charge of the Chicago office of Free & Peters, first vice president; Russell Tolgo, radio and television director, BBDO, second vice president; Kay Fisher, salesman, John Pearson Co., secretary, and Lois Thompson, salesman, Robert Meeker & Assoc., treasurer. Trustees elected for two-year terms are Carol Perel Colby, timebuyer, Arthur Carthoff, and Frances Velthuys, timebuyer, Price, Robinson & Frank.

Mr. McLaughlin, after election of officers, suggested that the radio group and the Chicago Television Council should merge because of "common interests." Although this suggestion was not made as a formal motion, it is expected the proposal will be studied.

WHHH Salaries

ANNOUNCERS of WHHH Warren, Ohio, were receiving $60 a week when they went on strike with engineers, according to the station, which was shut down Aug. 28 when IBEW employees went on strike. Engineers had been offered $70 per week three or four weeks before the strike, according to the station. In the Sept. 11 BROADCASTING it was erroneously stated that WHHH engineers and announcers were receiving $60 a week.
**MEET THE MENJOUS**

America's Most Popular Mr. & Mrs. Show!

- **WSB**... 5.3  *Participating*  9:45-10:00 A.M.
- **WKRC**... 7.6  *Proctor & Gamble*  1:15-1:30 P.M.
- **KOMA**... 5.5  *Griffin Grocery Co.*  8:15-8:30 A.M.

Highest rated program in its time period

* C. E. Hooper  ** Conlon

Reports Ad-Director Ruth Corbett of

YOUNKER'S DEPARTMENT STORE

Sioux City, Iowa

"I thought 'Meet the Menjous' was good when we decided to use it for the appliance department, but I didn't know quite how good. In the past year we have more than doubled our volume for this department."

---

**ON DISCS, AND LOCAL RATES!**

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

**FREDERICK W. ZIV COMPANY**

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio

New York

Hollywood
Smoke Gets In Your Ears

RADIO this fall may be going up in smoke, but not in the way some of radio's deniers have suggested.

As is related elsewhere in this issue cigarette makers will be spending whopping sums in what one of them—Brown & Williamson—has described as "the best buy in the media field," AM radio.

Indications are that other categories of advertisers will be placing record volume of business on radio too. Spot volume this year has been estimated to surpass that of last year by at least 10%. Network volume certainly will hold its own.

These are not the records of a disintegrating medium. It looks as though radio is destined to live to a ripe and solvent old age.

This is War Business

AMERICA has entered a new economic era. It isn't as stringently "H.H." on those morning forties of World War II, when price controls covered virtually all consumer essentials and when rents was the order.

Consumer credit controls are here. If the war inflation continues, stricter measures will be ordained. President Truman, so far, has prescribed rather moderate restrictions under his new emergency powers. There will be increased taxes. A new Economic Stabilization Agency is formed. Price and wage controls could come anytime—but probably won't until after the November elections, and then only if the war menace increases and if voluntary measures fail.

These events affect radio both as a business and as a medium. During World War II it was conclusively established that radio held first place as the news disseminating medium. President Roosevelt used radio and TV in a simulcast on Sept. 9 to announce the first moves toward wartime controls. This again underscores the reliance placed upon the radio media as the means of reaching the collective American family.

Business men are concerned over the tighter economy ahead. They see ominous visions of the OPA, of material shortages, and perhaps of declining business because of consumer credit controls. They inevitably think of cutting sales staffs and of reducing advertising, since that which they may have to sell will be in demand anyway.

Actually, most businesses prospered during World War II. Their fears were ill-founded. They learned that they had to sell and sell and advertise and advertise to keep brand names alive.

The wise businessman will profit from those World War II lessons. He will accelerate rather than decrease his advertising. He will extoll the value of his available products. He won't be able to feature the long-term credit inducement. He will seek to maintain his prestige.

And the wise broadcaster and telecaster will gear himself for the kind of selling approach dictated by the new economy. Brand names must be protected. The forces that always work toward grade-labeling whenever products are in short supply must be thwarted again.

There may be a windfall as a result of increased taxes and obviously upcoming excess profits taxes. This business is welcome, but not basic. Old-line firms—local as well as national—must maintain their reputations. The broadcaster-telecaster must take care of his long-time customers first, and fit in the tax-sender where he can accommodate him without pushing around the regular customer.

There are no signs yet of over-the-transom business. But even if it does come, the prudent seller, like the prudent buyer, will hit as hard as ever to keep his old-line business.

Look Sharp, Be Sharp

THE World Series television arrangements negotiated by Gillette Safety Razor Co. were just about as sharp as Gillette's blue blades which, as everyone knows, have the sharpest edges ever honed.

As a result of the deal, the established rate structures and standards of practice in the television field are now cut and bleeding.

The record shows that Gillette was willing to pay $900,000 cash to buy the rights to transmit the Series from downtown New York, opening up the games to the entire country. It is the most aggressive use of the Series and to underwrite all transmission costs as well.

The further agreement by the three participating networks to reimburse affiliated stations for a total of four hours of time of transparent motivation. The networks were aware that a repetition of last year's World Series pool, for which stations were paid nothing, would cause an uncomfortable tumult among affiliates.

It is difficult to avoid the speculation that the networks believed the minimum gesture they could make to assure a adequate number of affiliates for the 1950 games was to reimburse them for four hours of time, which, of course, is better than no reimbursement at all.

The question arising from the precedents set by the Gillette World Series deal is: What is to stop other sponsors from making similar demands?

Granted the World Series is an event of wide audience appeal, it still is not so unique as to be in a class by itself as an advertising feature. Would it be logical for the sponsor of some other highly-rated television show—say, Milton Berle's "Texaco Star Theatre"—to follow the Gillette example and request a network not to carry the program free of charge but also to contribute to its cost of production?

At times the ratings of the Berle show have been as high as the ratings Gillette can expect to get from the Series telecasts; so it could be argued with some consistency that Mr. Berle was an event of unique public interest and therefore entitled to the same consideration as the World Series.

Baseball may be the national pastime, but it is also a commercial enterprise. When television rights to the Series are bought by Gillette Safety Razor Co. for the sole purpose of advertising its products, such telecasts are certainly commercial.

The accepted commercial practices of the television medium should be applied as strictly to the Gillette World Series business as to the advertising purchases of an oil company that sponsors a restaurant or a soap maker that sponsors a news show.

Television is a big boy now. It ought to be able to shave without cutting itself.

Static and Snow

By AWFREY QUINCY

Some Enchanted Ixwax

Some enchanted Sunday, Saturday, or Monday, May be in December, or may be not till June. The dear FCC will split four to three and settle the problem of color TV.

Some enchanted Wednesday, a get-off-the-fence day, Frames will come in color across the crowded air. In color, but whose? The choices are three. Which system will triumph? Which ones will it be?

Will it be compatible designed to make ends meet? Or will it be compatible and make things ob-so-lete?

Some enchanted Friday may be CTI day, Or a flying-high day for all at RCA: Or final success will crown CBS. But what will this happen is anyone's guess. "Noise" will be purple, "ghosts" will be pink, "Snow" will be yellow, BOOKS IN SCARLET INK.
Another Major Dallas Department Store Buys WFAA-TV

A. Harris & Co., outstanding Dallas advertiser, recognizes the programming dominance of WFAA-TV and has bought five quarter hours weekly for 52 weeks on Dallas' channel eight station.
MIKE LAYMAN to WSFC Somerset, Ky., as general manager. Was with WHTN Huntington, W. Va.

E. ANSON THOMAS, KGFW Kearney, Neb., to station manager KFXJ Grand Junction, Col. JACK GOETZ, KRLP Moscow, Idaho, to sales manager KFXJ. ROSA LEE SAMUELS, traffic manager KFXJ, to assistant station manager.

WILLIAM B. MEYERS, executive in aeronautical department North American Aviation Inc., to assistant general manager KIKI Honolulu, T. H. Was manager of Armed Forces Radio Service in Aleutians.

THOMAS FREDERICK KINCAID to general manager KPLT Paris, Tex.

GEORGE L. SUTHERLAND, executive vice president, general and sales manager WAMS Wilmington, Del., to sales manager WPTF Albany, N. Y.

JIM SIGMAN, sales manager WTVS Shooshtock, Ohio, to WJMO Cleveland sales staff.

J. E. (Jack) BROWN, principal Lancaster (Ohio) High School, to general manager WHOK Lancaster. Was communications officer in Navy during war. Succeeds MORTON K. (Rusty) PARKER, resigned.

E. T. (Larry) SHIELDS, sales manager KWRN Reno, Nev., to station manager. Succeeds MERRILL INCH, who becomes general manager Reno Newspapers Inc., KWRN licensee.

FRANCES BRENNAN, secretary sales department KCBS San Francisco, to secretary Pacific Coast manager of Paul H. Raymer Co., station representative.

KENNETH L. WOOD, commercial manager WGDW Gadsden, Ala., to general manager.

WILLIAM S. PIRIE Jr., director of national sales WFBR Baltimore, to director of sales.

PERSONALS

ERNST B. LOVEMAN, vice president and general manager WPTZ (TV) Philadelphia, named member of Mayor’s Committee for Observance of 175th Anniversary of Signing of Declaration of Independence. ... NORMAN BLACKBURN, NBC West Coast director of TV, in N. Y. for two weeks conference with Sylvester L. Weaver, vice president in charge of TV, and to survey new video shows for fall. ... JACK COOKE, owner CREY Toronto, in London conferring with British manufacturers who are expanding their Canadian markets.

GEORGE BLUMENSTOCK, general manager WSKD McComb, Miss., appointed radio consultant and director of publicity for Mississippi Republican Committee. ... SI GOLDMAN, vice president and manager WJTN-AM-FM Jamestown, N. Y., father of boy, Richard Michael, Sept. 6. ... HORACE N. STOVIN, owner H. N. Stovin & Co., Toronto station representative, touring Canada’s Atlantic coast provinces after recovering from serious illness. ... HERBERT KENDRICK, president WHGB Harrisburg, Pa., and Phyllis Poffenbarger have announced their marriage. ... GORDON B. MCLENDON, president Liberty Broadcasting System, Dallas, addresses Hollywood (Calif.) Ad Club luncheon meeting today (Sept. 18).

... and of course WLS was there (see front cover)
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Latest Set Count By Markets
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TEST YOUR TV WITH SIMUTEL*
(and save headaches and money)

*Petry Simulated Television
and Your Personal TV Workshop

Got a film editing problem? Trouble integrating commercial with program? Or perhaps: how will that label show up on a television screen?

Perfect your TV productions before air time and before the budget hits bottom by testing them in the Simulated Television Studios of the Petry Company in New York and Chicago. Do it as our guest and with the assistance of our trained technicians.

In these new studios, any combination of film, slides, balop, live mike and music can be projected upon the screen of a television set to duplicate "over the air" sound and picture reproduction. Simutel is the nearest thing there is to a live studio set up.

Programs on film can be studied, edited, analyzed. Commercials can be tested, TV techniques studied at leisure, ideas thrashed out and refined. Then the complete product can be shown in its proper setting — on the TV screen.

Take full advantage of these facilities. They were set up solely as a service to you. Please call twenty-four hours or so in advance so that we can be sure the facilities are reserved for you and the services of the technician available.

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

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

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

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

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

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ACTING ON advice of counsel, the Television Committee of the Radio-Television Mfrs. Assn., at its meeting last Thursday in New York, decided to do nothing at this time on meeting the issue presented by the FCC's Sept. 1 ruling tentatively approving the CBS color system.

Discussion, it was authoritatively learned, was confined to the purely legal issue of whether RTMA counsel left the meeting without running counter to the anti-trust laws [CLOSED CIRCUIT, Sept. 11]. RTMA counsel, it is understood, advised against such action, and will make that recommendation to the RTMA board meeting Wednesday in New York.

Judge John W. Van Allen, RTMA general counsel, and former Sen. Burton K. Wheeler and his son Edward Wheeler, special counsel, were reported as of the identical view that action in concert would place the organization in a vulnerable position. The meeting was adjourned, with individual manufacturers left to ponder the question. The committee will report to the RTMA board Wednesday.

Individual company attorneys among the 30 present at the session are reported to have agreed with the RTMA counsel on their legal premise. Thus, the merits of the far-reaching FCC ruling were not discussed.

Ultimatum Poses Problem

It was generally agreed that the FCC's ultimatum seeking committee action on the so-called "black and white" by Sept. 4 was the most serious problem to confront the manufacturing industry in its history.

In some quarters it was thought that individual manufacturers, in a quandary over the FCC's report, might seek additional time—perhaps 90 days to enable them to fully explore the problem. This would precipitate a fight at the FCC, since it is known that certain members oppose further delay.

In the time that has elapsed since the FCC issued its report Sept. 1, the view has become rather general among radio attorneys and engineers, if not among manufacturers, that the net effect of the FCC's ruling is something more than tentative approval of CBS, with the door left ajar for consideration of other color systems. The preponderant view is that the door was not only closed but locked through skillful wording of the "first report" and that nothing short of a "miracle" could bring approval of any other system.

Manufacturers figure that by next April or May, the Government will be tapping at least 50% of the capacity of manufacturing plants. They lament the shortages already developing for certain components. They feel they can't maintain quality or take advantage of black-and-white commitments, let alone tooling up for color.

Some manufacturers in the New York area are making a serious effort to develop circuits capable of handling CBS color in black-and-white, along with conventional TV. At their request WCBS-TV New York will start transmitting CBS color test patterns Monday, continuing through the end of September, the network said.

CBS refused to reveal the identity or number of manufacturers who have requested the color patterns.

RCA-NBC's WNBW (TV) Washington meanwhile planned this week to return to five daytime hours of color programming weekly, employing the RCA dot-sequential color system. For maintenance purposes, the daytime schedule was cut to three hours weekly and nighttime colorcasts were dropped about a month ago. Beginning this week the station will broadcast one hour a day in color, five days a week.

First manufacturer to write FCC for data on its "brackets" plan was Philco Corp., which asked for "immediate clarification" of several technical points. The query came in a letter from David B. Smith, Philco vice president in charge of research, who has testified for compatible standards but said his company would make "what the public demands" if the CBS system were approved [TELECASTING, April 17].

First Question

Mr. Smith's first question dealt with the switch to be employed on sets incorporating the proposed bracket standards.

He wanted to know whether the switch is supposed to operate on present monochrome standards when it is at one position, and, at the other position, whether it should provide operation "specifically" on 29,160 lines and 144 fields (CBS standards) or on any value of lines and fields... between 15,000 and 32,000 and 50 to 150, respectively, for the full bracket proposed by FCC.

"You will appreciate that modern receivers universally employ automatic frequency control to obtain adequate performance, and with these circuits the range over which they may be adjusted is very limited," he wrote. "A receiver to operate over the whole range of frequencies would be rather different from one designed for a specific value."

Mr. Smith said it was "not clear as to the precise form of synchronizing signal to be employed" with standards other than present black-and-white. He said FCC apparently proposes to use existing engineering standards in this regard, but that this is "somewhat different from CBS's proposal."

His letter also noted that present standards allow propagation factors in the range of 5%, and wanted to know whether this is to be changed.

"It is our understanding," he said, "that this is not adequate and that at this level flicker will be observed in the received picture due to hum, as occurred during some of the CBS experimental broadcasts."

A NEW, highly technical report on evaluation of radio propagation factors affecting TV and FM service in the U.S. is vitally important to FCC's forthcoming TV allocation proceedings and an area of scientific inquiry which appears to continue in considerable conflict—was released last week by the Commission.

The report was Volume II of the Ad Hoc Committee of the government-industry TV-FM engineering conference held in late 1948, shortly after institution of the TV freeze, to secure agreement and definition of basic propagation concepts [BROADCASTING, Dec. 6, 1948]. These are the tools of measurement and calculation by means of which FCC must determine its TV channel allocation policy.

Volume II, along with its several appendices and "references," augments technical findings published earlier by the committee as Volume I which prepared the way for FCC's revised reallocation proposal of about a year ago [BROADCASTING, June 15, July 18, 1949].

This fuller data resulted in the Commission's proposing that VHF co-channel separation be increased from 150 miles to about 220 miles and adjacent channel separation be upped from 75 to 110 miles.

In large, Volume II offers four suggested methods for evaluating TV service in the presence of multiple sources of interference, but recommends none of them. The Commission, in issuing Volume II, directed that the problem be included for consideration at the further reallocation hearing commencing Oct. 2 and directed all interested parties who wish to submit pertinent evidence to so notify FCC by Sept. 26 [TELECASTING, Sept. 4, 11].

FCC indicated it will accept evidence "concerning the effects of multiple interference (as, for example, interference resulting from ignition, diathermy, oscillators of other television receivers, receiver noise, and one or more co-channel or adjacent channel television stations) on television broadcast service."

Dispute Flares in New Report

General Endorsement

While the majority of the Ad Hoc Committee endorsed Volume II in general, the report was deplored as "a mass of confused gibbosity... purportedly relating to radio propagation" by Thomas J. Carroll, National Bureau of Standards physicist who criticized the earlier findings [BROADCASTING, June 13, 1949] and who recently attached Reference E of Volume I as technically vulnerable [TELECASTING, April 3].

His position was shared by Chester H. Page, an NBS associate credited with discovering a "basic error" in the method of combining space and time fluctuations employed in Reference E, prepared (Continued on page 60)

September 18, 1950 • Page 51
Tried and True Formulas have paid off handsomely for Standard Oil Co. of Indiana for many years in many ways. But perhaps the most tried—and therefore the true—has n etted Standard a payoff which even startled its surprise-resistant executives.

The Chicago firm, which distributes gasoline and petroleum products and accessories from Michigan to the Rockies and from Missouri to Canada, has used radio many years to build customer relations, dealer satisfaction, good will, to establish its name and, of course, to increase sales.

Long a user of mass media—radio, newspapers and posters, in that order—Standard has gained its goals also with sporadic use of television—occasional Big Ten football games and special shows around the Midwest. It wasn't until just about a year ago, however, that Standard's agency, McCann-Erickson, Chicago, rang in a "sleeper" which opened SO's eyes. Company men had been murmuring quietly about sponsoring a network TV show on a split hookup, beamed to viewers in the SO distribution area. The murmurs grew into lusty sanctions when Jim Shelby, radio and television director for McCann, made a video presentation (which took him three months) to the board of directors.

That presentation was for the Wayne King television show. Even the agency was skeptical at first: Mr. King had never done any television. Costs on a show with a standing cast of 16 orchestra men, two major vocalists and a 12-voice chorus would be astronomical, especially on just a split network. Mr. King, an oldtime favorite of those who were 20 in the '20s, might not have enough mass appeal.

Jim Shelby, digging into copious files and reports, found that the King following was steady and growing—and had been for more than 20 years. For example, two songs recorded by "The Waltz King" in 1929-21 years ago—still sell a quarter million records a year each. They are "Josephine" and "The Waltz You Saved for Me." As further proof of loyal fans, Mr. King gets an estimated $84,000 yearly in record royalties, representing sale of 2,700,000 records per year.

King's Popularity

Mr. Shelby also found that: Wayne King gave 96 concerts all over the country in 1948 and 1949, playing most of the time to full houses; his series of 52 half-hour shows for Frederic W. Ziv transcriptions sells in all markets because of his "universal appeal"; his radio experience included shows on NBC and CBS, sponsored by such national accounts as Lady Esther, Elgin American, Rexall Drugs and American Tobacco; RCA, with which Mr. King has had an exclusive recording contract for 22 years, reports steady sales, with the greatest success in the Midwest—the area in which radical experimentation and our formula, right now, is good. If we wear out the formula, we'll get a new one. The change, however, will always be evolutionary instead of revolutionary."

That formula is simple. It capitalizes on the elements which have made Wayne King popular for three decades—simplicity, harmony of mood as well as music, and sincerity.

Although the main pitch of the show is to the male motorist, entertainment is designed for the entire family. To achieve an effortlessness and informality, McCann-Erickson studied the home habits of Wayne King. They found he has 25,000 selections in his private music library; he owns 700 head of cattle on a feeder farm in Ottawa, Ill.; he himself, is a strong family man, and he isn't a prima donna and doesn't have to bathe in limelight.

Mr. King has surrounded himself with a youthful, zestful cast. His stars are Singers Gloria Van, Jackie James and Harry Hall, who take leads in production numbers. Doubling as singers and dancers in the 12-voice Don Large Chorus, six young men and women, many of whom still in school. The chorus, sales team.

Standard Oil distributes its products and services.

Standard Oil was sold—and bought the Wayne King Show for 40 weeks as a half-hour Thursday night feature on an NBC-split network from Chicago last fall. Fan reaction and comments of dealers who favor the support the show gives them are responsible for the firm's 44-week renewal of the show, which went back on the air Aug. 31. Standard has added three more stations this fall, bringing the total to 11, five live and six kinescope. The complete network includes WNBQ (TV) Chicago, WWJ-TV Detroit, WLAV-TV Grand Rapids, WTMJ-TV Milwaukee and KSDK-TV St. Louis live; WPBM-TV Kansas City, KSTP-TV Minneapolis, WOW-TV Omaha, WO1-TV Ames-Des Moines and WOC-TV Davenport, kinescope.

Urge Renewal

Renewal was recommended by the agency, Standard Oil Advertising Manager Wesley I. Nunn and the company's advertising committee to the board of directors. Approval was given despite an estimated 60% increase in the budget for the show. This is caused by four more shows this fall (40 last year), addition of new stations (and more to come), higher talent fees because of a sliding scale in original contracts, and deepened production costs. Mr. Nunn, in his report to the advertising committee (which passes on all advertising plans to the board), pointed out that Standard Oil marketing areas have all had a "tremendous upsurge" in TV penetration.

Mr. Nunn, "at this point," believes "We have a winning combination. We are not making any...

Spun Glass Clouds, candystick light posts, costumed dancers and a toy rocking horse were blended into a Christmas fantasy on Standard Oil's Wayne King show. The 12-voice Don Large Chorus doubles as a dancing ensemble on the show.
This week, WTAR, Virginia's pioneer broadcasting station, and WTAR-TV, which began operations last Spring, formally opens its new million dollar radio-television center in Norfolk. Dedicated to service in Virginia's first market, WTAR marks another milestone in its record of progress with the completion of this new building.

The measure of a radio station's success is its popularity with listeners and advertisers. For 27 years WTAR has built its audience with consistently good programs. As a result, the WTAR habit is such a strong one that today this station has three times as many morning listeners, more than twice as many afternoon listeners and nearly one and a half times as many evening listeners as its nearest competitor.

Consequently, WTAR has attracted more advertisers, year after year, than any other Tidewater Virginia radio station.

And WTAR-TV is off to a good start. Despite the fact that WTAR initiated television operations only six months ago, set circulation has soared from a few hundred at the time telecasting began to 29,365 as of September first, and this television "beanstalk" continues to climb. Operating from noon till midnight seven days a week WTAR-TV is now "sold out" from 5 p. m. till sign off.

The Norfolk market, 32nd in the U. S. in effective buying income*, offers advertisers unusual sales opportunities. Ask any Petry representative, or write for new market folder and booklet, "That the people may hear and see."

NORFOLK, VIRGINIA
Campbell Arnoux, President

WTAR RADIO CORPORATION
John W. New, General Sales Manager

Telecasting * Broadcasting

September 18, 1950 * Page 53
Joske's adds TV

Joske's of Texas, now using a big newscast schedule on radio, is adding a major TV sponsorship, covering Friday night telecasts of San Antonio high school football games over KEYL (TV) San Antonio.

As of noon Saturday, Sept. 9, shopping crowds in the department store on Alamo Square saw hundreds of display posters in all departments and all floors announcing Joske's football TV plans.

Football commercials on TV will combine institutional advertising for Joske's with promotion of Frigidaire and Hoffman products. Games begin at 5 p.m.

The new TV campaign comes on the heels of a pace-setting Korean news push by Joske's, which has been promoted in the store, in newspaper ads, and in use of one of the large store windows as a KTSA San Antonio newscast.

Joske's sponsored newscasts total 92 a week, on four local AM stations and WOAI-TV San Antonio. For several weeks, hundreds of shoppers viewed the window-studio, where a KTSA staff commentator broadcast 15-minute newscasts round the clock at noon and at 5 p.m., centering on the Korean fighting.

With a teletype in the window for bulletins and a wall map of Korea, the arrangement kept the KTSA announcer on top of the news and gave the sidewalk listeners a visual aid to following front-line situations.

No longer in the window, the KTSA schedule continues, along with a Sunday 10 a.m. newscast. KITE carries a one-minute summary of news on the hour, 9 a.m. to 7 p.m. for Joske's. The store sponsors ABC's Martin Agronsky over KABC at 7 a.m. Monday, Wednesday and Friday. Also, WOAI's 11 p.m. news, Monday through Friday, and 10 p.m., Sunday, is Joske-sponsored.

Add WOAI-TV's Teletunes at 6:46 p.m., Monday, Wednesday, Thursday, and Friday, and the Joske coverage is complete.

Explaining that the news campaign is strictly institutional, Mrs. Caroline Shelton, advertising director for Joske's, said the store's thinking is that "at this time news is what the people want to hear." Apart from mention of Joske's in a general way, no specific merchandising is done on the newscasts.

At the start, an anti- hoarding slogan was carried, but has been dropped.

"Most interesting in our newest campaign," said Mrs. Shelton, "was the complete coordination of all media. We tied in our radio with promotion of the news programs in our newspaper advertising.

ZIV Film Series

ZIV TELEVISION Programs Inc. has sold Story Theatre, syndicated half-hour film series recently acquired through Grant-Realim Inc., to the following sponsors:


Setting Joske's sponsorship of newscasts on KTSA are (1 to r): Charles D. Lutz, KTSA general manager; E. C. Bullittan, vice president and general manager, Joske's, and Mrs. Caroline Shelton, Joske's advertising manager.

To Advantage

WIND PRODUCTIONS, Inc., produces the Joske's campaign, which is handled by the Joske's advertising agency, Balthrope, president and general manager, Joske's.

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Sherrill Edwards is commercial manager of KEYL, which will carry Joske's football telecasts. Heading the other San Antonio outlets, used by Joske's are Charles Balthrope, president and general manager, KTIE; Hugh A. L. Hall general manager, WOAI-AM-TV; Bill Michaels, station manager, KABC; Charles D. Lutz, general manager, KTSA.

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Now you can buy—on an interconnected network—5 major southern markets embracing 4,100,000 people.

Here in one of the nation’s fastest growing regional markets, 5 well established television stations have already selected for you an eager audience of proved buying power. This audience, and the thousands who will buy TV receivers in the next few weeks, is looking forward to your program and ripe for your sales message.

Check the South in— for sales through television.

5 MAJOR SOUTHERN MARKETS • 4,100,000 PEOPLE

Telecasting • BROADCASTING
Cuts tube cost up to 85% saves you as much

Point-By-Point Comparison Shows Overwhelming G-E Advantages!

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<tr>
<th>Characteristic</th>
<th>G. E. TT-10-A</th>
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<th>Manufacturer B</th>
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<tr>
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<tr>
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<td>Not Required</td>
<td>Required</td>
<td>Not Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

Page 56 • September 18, 1950
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.

You can put your confidence in—

GENERAL ELECTRIC
WITH 65 television network ad-
vertisers active in July [BROAD-
CASTING, Sept. 11], largest number of
stations for any one show was bought
by Philco Corp. for its Philco TV Playhouse. The firm
used 69 NBC-TV outlets in an hour-
long Sunday night prior to start-
ing a hiatus in mid-July, accord-
ing to the Rorabaugh Report on
Television Advertising, published
by The N. C. Rorabaugh Co.

Gillette Safety Razor Co. spon-
sored the All-Star Baseball Game
on 33 NBC-TV affiliates on July
11, making this the largest piece
of new business shown for the
month in number of stations pur-
chased. Kellogg Co. started back-
ing two quarter hours of Howdy
Doody on a regular schedule over
31 NBC-TV stations. Kenyon &
Eckhardt, New York, placed the
business.

A hiatus schedule carried in the
July Rorabaugh report shows that
a large number of network pro-
grams which did not appear in that
issue were slated to return to the
air in August and September.

Although most of the new spot
accounts landed in the July report
were shown on only one and two
stations, Thomas J. Lipton Co. did
buy time on 14 outlets. Lucky
Tiger Mfg. Co. started a schedule
of spots on seven stations for its
hair tonic as the second largest
new account shown by Rorabaugh.

There were 85 new accounts re-
ported by Rorabaugh for July, the
drop from June in total spot ad-
vertisers being caused, of course,
by a greater number of cancella-
tions.

In point of number of stations purchased, Bulova was the largest spot
advertiser shown in the July
Rorabaugh report. The firm placed
business in both network and stati-
onal outlets. Brown & Williamson Tobacco Co., for Kool cigarettes, ran a schedule
of spots on 68 stations. There were seven accounts shown as each
spot on more than 45 reporting
stations.

The largest product classification
was Food and Food Product adver-
tisers, recording 565 active ac-
counts during the month (see
table). Advertisers of Household
Furnishings, Equipment, and Sup-
plies were a close second with 656
accounts. The food advertisers
lead in total accounts in the net-
work and spot fields, while the
household goods group was tops.

KEYL, WHAS-TV
Issue New Rates

NEW RATE structures have been
announced by two stations. On
(Continued on page 64)

**Weekly Television Summary—September 18, 1950, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
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<tr>
<td>Albuquerque</td>
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<tr>
<td>Erie</td>
<td>WIGC</td>
<td>38,700</td>
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<tr>
<td>Ft. Worth</td>
<td>KTVT</td>
<td>70,958</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>KROW, KTVL, KRLD-TV</td>
<td>70,958</td>
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<tr>
<td>Greensboro</td>
<td>WMKY</td>
<td>47,846</td>
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<tr>
<td>Houston</td>
<td>KPRC</td>
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<td>Huntington</td>
<td>WSEE</td>
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<td>Indianapolis</td>
<td>WISH, WFTY</td>
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<td>Jacksonville</td>
<td>WJAX, KMYT</td>
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<td>Johnstown</td>
<td>WJYF, WWYJ</td>
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<td>Kalamazoo</td>
<td>WMJX</td>
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<td>Kansas City</td>
<td>WDAI-TV, WWDAI</td>
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<td>La Crosse</td>
<td>WKOW</td>
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<tr>
<td>Lansing</td>
<td>WJLA</td>
<td>38,500</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KLAC-TV, KRLD-TV</td>
<td>495,349</td>
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**TOTAL** | 4,072,370

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
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<tr>
<td>Louisville</td>
<td>WKRC</td>
<td>6,350</td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCN</td>
<td>8,900</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WITI</td>
<td>14,537</td>
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<tr>
<td>Minneapolis</td>
<td>KSPT, KSTP, KSTF</td>
<td>11,781</td>
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<tr>
<td>Nashville</td>
<td>WNOH</td>
<td>1,102</td>
</tr>
<tr>
<td>New Haven</td>
<td>WNEW</td>
<td>1,060</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>1,055,000</td>
</tr>
<tr>
<td>New York</td>
<td>WOR, WABC, WKBX, WJW, WNYT</td>
<td>1,535,000</td>
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<tr>
<td>Norfolk</td>
<td>WWOR</td>
<td>29,363</td>
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<tr>
<td>Oklahoma City</td>
<td>KOKF, KOCO, KOCX</td>
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<td>Philadelphia</td>
<td>WAGA, WETI, WPTZ</td>
<td>565,000</td>
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<td>Providence</td>
<td>WJAR</td>
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<td>Richmond</td>
<td>WTVR</td>
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<td>Rochester</td>
<td>WHAM-AM, WROE</td>
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<td>Rockford</td>
<td>WOTI</td>
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<tr>
<td>Quad Cities</td>
<td>KROW, KTVL, KRLD-TV</td>
<td>70,958</td>
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</table>

**TOTAL** | 4,072,370

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,547,510

**NUMBER OF ADVERTISERS BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Number of Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>3</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Acc.</td>
<td>4</td>
</tr>
<tr>
<td>Automotive, Office &amp; Equip.</td>
<td>6</td>
</tr>
<tr>
<td>Bear &amp; Wine</td>
<td>3</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>1</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>6</td>
</tr>
<tr>
<td>Construction &amp; Contr.</td>
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</tr>
<tr>
<td>Drugs &amp; Food Products</td>
<td>1</td>
</tr>
<tr>
<td>Entertainment &amp; Amuse.</td>
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</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>1</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camer.</td>
<td>1</td>
</tr>
<tr>
<td>Office Equipment &amp; Supp.</td>
<td>1</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>1</td>
</tr>
<tr>
<td>Retail Stores &amp; Shops</td>
<td>1</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>1</td>
</tr>
<tr>
<td>Sports, Cleaners &amp; Polishes</td>
<td>1</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>1</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total** | 45

* September 18, 1950
week in and week out
more Atlanta people see
more programs* on

ATLANTA'S
FIRST
TELEVISION
STATION

*Ask your Petry man about any current survey
Propagation
(Continued from page 51)

by Kenneth A. Norton of NBS and a group of other Ad Hoc Committee engineers.

Although the original Reference E was never approved by the committee, pertinent material from it is analyzed and incorporated in Appendix B to Volume II. As such it constitutes the first suggested method of evaluating a given service when subject to interference from multiple sources. The report states a revised Reference E, in unpublished form, has been prepared by Mr. Norton and Harry Fine, FCC engineer, with the original title, “A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 mc.”

The second suggested method, outlined in Appendix C of Volume II, is contained in Reference L, “An Abbreviated Method of Calculating Multiplex Interference,” by Mr. Fine. The author explains that while it “may not be quite as accurate an approximation” as that by use of revised Reference E, it is “much more practical from the standpoint of ease in application.”

Third Technique

The third technique suggested, “The Log Normal Method,” is contained in Appendix D. The fourth, “The Method of Numerical Integration,” is presented in Appendix E of Volume II.

The “significant conclusions” of Volume II were endorsed without reservation by Edward W. Allen Jr., chairman of the Ad Hoc Committee and chief of FCC’s Technical Information Division; Mr. Fine and William C. Boene, FCC; Ralph N. Harmon, Westinghouse; E. F. Vandiver Jr., FCC; Robert P. Wakenan, DuMont; George V. Waldo, FCC.

Endorsement with reservation was made by Mr. Norton as well as by Stuart L. Bailey, consulting engineer; C. B. Jolliffe, executive vice president of RCA Labs. Division in behalf of Dr. George H. Brown; Albert F. Murray, consulting TV engineer; Raymond M. Wilmotte, consulting engineer; Frank G. Kees, consulting engineer, and Jay W. Wright, CBS. Endorsement was declined by Messrs. Carroll and Page and Paul A. de Mars, consulting engineer.

Mr. Carroll explained that as a physicist “who has been specializing in the subject since the middle of 1941, it is especially painful to me to see such material put forth in the name of the Ad Hoc Committee as radio propagation data on the basis of which TV and FM stations may be allocated.”

Carolh Comments

“I believe that I have spent as much time as any member of the committee,” Mr. Carroll continued, “in trying to unravel this confused tangle of bald assumptions which have been mixed with a pitifully few facts and blown up into a statistical crazy-quilt hitherto quite unprecedented in radio engineering.” He indicated he was “convinced that an intelligible document can be produced relatively quickly which will be a useful guide to a flexible allocation policy until more is known.”

The television industry deserves a better fate . . . than to have its allocations mired at the start in such a maze of confusion” as is Volume II, Mr. Carroll concluded.

Page Explains

Mr. Page explained that a report such as Volume II should be understandable to FCC engineers, professional radio engineers and other interested parties. But he found Volume II in its present form “filled with confused and confusing analyses, most of which leads to no results readily applied in practice.”

Mr. de Mars chiefly expressed concern as to validity of the assumption of revised Reference E and Reference C, the latter an unpublished report titled “Ground Wave Propagation Over Irregular Terrain at Frequencies above 50 mc,” by Mr. Norton, Morris Schulkin and Robert S. Kirby of NBS.

Several other references aside from those previously mentioned were reported by Volume II. Mr. Wilmotte, in Reference I, “Report on Interference Caused by More Than One Signal,” presented a “theoretical survey of the problems of establishing the effect of the interference from several signals, its effect on estimating service areas of stations and some suggestions on the solution of these problems.”

Mr. Fine, in Reference J, “Combination of Several Interfering Signals in the VHF Range,” noted that “insufficient data is available to determine the exact mechanism

PERSONAL appearance of the Kuklo, Fran & Ollie cast Sept. 9 on Rich’s In Your Home program over WSB-TV Atlanta brought together this luncheon group (11 to 1): Foreground, John M. Outler Jr., general manager, WSB-AM-FM-TV, and Joseph Guilliette, Rich’s Department Store, program sponsor; background, Burr Tillstrom, creator of the puppets; Frank L. Pallotta, Rich’s; Van Allton (from L.); J. Leonard Reisch, managing director, WSB-AM-FM-TV, and Earl Yancey Sr., RCA. Kuklo Fran and Ollie’s appearance, coinciding with “Television Week” in Atlanta, previewed the return of the puppet show to WSB-TV Sept. 18.

WPTZ Kansas Viewer

AN EXAMPLE of how this small television world was provided in a recent WPTZ (TV) Philadelphia incident. Roy Neal, who conducts Public Invited, offered a puppy to the letter writer who had the best reason to give the pet a good home. An offer was received two days later from Mrs. Arthur Pearce of Gardner, Kan., 35 miles away from Kansas City. Mrs. Pearce wrote that WPTZ’s audio was excellent although the picture wavered occasionally. P. S. She won a puppy.

for the addition of interfering signals,” but discussed probable combinations.

Volume II also disclosed two unpublished reports which are not available for distribution at this time. One is Reference K, “The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Offset or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received From Several Transmitters,” by Harold Staras et al. of NBS. The other is Reference M, “A Statistical Analysis of Multiple Radio Interference to Television Service,” by Staras and Marvin Blum, also of NBS.

WBAP-TV Fort Worth on air 2:30 p.m. to midnight Mon.-Fri., adding eight to 10 extra viewing hours. Total time is 68-70 hours weekly, with Sat.-Sun. schedules running evenings until 10 p.m.

Telecasting • BROADCASTING
EVERY DAY THAT PASSES MEANS MORE HAPPY WGN-TV ADVERTISERS

An agency writes—

"Although we have mentioned it many times before, we want you to know that everyone connected with the program here at the agency and with the client in Chicago is quite happy with the outstanding work you are doing... By now we have had experience with a great number of home economist shows and yours ranks among the very best in the country..."

An advertiser said recently—

"We experienced a considerable increase in our Chicago volume right from the start—33 1/3%. Our sales are still climbing and are now 50% ahead of last year..."

Add these to the many other WGN-TV result stories and you'll see why WGN-TV is the nation's top Television station for spot advertisers—Your advertising schedule isn't complete if you're not on WGN-TV in Chicago.
Waltz King
(Continued from page 52)
organized in 1937 by Don Large, then music director of WJR Detroit, has been sponsored in radio by the Ford Motor Co., Marvel Cigarettes and Household Finance. Members are divided also into three other groups, The Grenadiers, a male sextet; Meadowwalks, three girls, and The Double-Daters, two couples.

Mr. Hall began singing in Milwaukee, where he appeared in night clubs. He had been a guest on many radio shows, including that of Arthur Godfrey, and was discovered by Mr. King after an appearance on the Breakfast Club. Miss Van has starred in numerous Chicago network and local TV shows, and Miss James just left the road company tour of "Lend An Ear," in which she had a leading role.

Much of the music played on the show is the same kind which made "The Waltz King" famous—slow, easy-going melodic selections. The style, however, instead of just bringing nostalgic looks to parents' faces, seems to appeal equally to their offspring. The latter are the fans who request studio passes for 50 and 76 persons at a time. Although the show has no studio audience, visitors can watch from an observation booth one floor above the studio.

Rehearsal Schedule
The rehearsal routine is rugged, and takes place after the chorus has memorized as many as 10 songs and two dance routines per week. Rehearsals, supervised by NBC Director Bill Hobin and McCann-Erickson Producer Andy Christian, are called for Tuesday before the Thursday show. After a 9:30 a.m. to 5 p.m. stint, cast members return Wednesday from 9:30 until 12:30. On Thursday, the group rehearses on camera from 2:30 until 5 and from 6:30 until show time (9:30 p.m.).

Because the show has several songs and two or three production numbers (with full cast) constructed around a single theme (vacations, a day on the farm, mystery stories), initial planning before rehearsals has to be intensive and sharp. Dialogue is minimized, and production crews attempt to get a tone as mellow as the alto saxophone. It's estimated that about 31 people work on the show, but no one is quite sure. Three cameras are used, and as many as 10 sets. Two dancers, apart from the chorus, are usually featured.

A favorite production last season was a pre-Christmas feature on Toyland, which came to life before the cameras with a rocking-chair, mountain, peppermint candy trees, spun-glass clouds, a five-foot rocking horse and a three-tiered wedding cake seven feet in diameter. Elaborately bedecked trees and dolls came to life also, playing games with a seven-foot panda, toy cars and fire engines. A snow-capped castle wall towered over a one-soldier guardhouse, and huge toy blocks—three and two feet square—filled in the background. Painters turned the floor into a giant checkerboard.

Mr. King insists, "We all take bows for everything, and no one takes bows for anything." He is sure television is "the most wonderful thing in the world!" Musically, he prefers his concert tours, but as a showman he likes TV because "it puts everything together that I've learned from childhood—and adds a lot. It's the most dominating medium I've found!"

A devotee of a rule which allows only music and entertainment, "and no tricks," Mr. King describes himself and the show as simple. "The pressure is to always be exotic, but we like it simple, melodic and wholesome. This is the hardest combination to achieve, because we must be interesting at the same time."

Commercial Policy
Although the agency describes him as a "soft but solid salesman," Mr. King rarely takes part in commercials. Policy is to keep commercial messages interesting, informative and minus heavy sales pressure, although the client insists on good identification. Commercials tie-in directly with other advertising used, but are often omitted in favor of public service plugs or mentions of accomplishments of the Junior Achievement Club, Future Farmers of America or 4-H members.

The company sells its name and service, first of all, and then its products—gas, oil, lubrication and heating oil, tires, batteries and other accessories. The commercial schedule, reviewed constantly, is made up a month in advance in an effort to get some of the flexibility found in radio.

The show with the big-glittering Standard crown as a trade-mark earned two first place awards as a musical TV program last spring—one in the Chicago Federation of Advertising Club's annual awards competition and the other from a local video fan magazine. Wes Nunn, who calls TV "captivating and dynamic," and who finds "once you get in it there's no capacity at all," knows the medium's potentials as a social, economic and educational force. "We all need to watch out for abuse of it as an entertainment medium, though, and one of the greatest abuses is to fill with too many or too long commercials. That's why ours are brief and integrated."
WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall . . . the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success. Initial plans call for lectures on history, fine arts, music and the fundamentals of the natural sciences to be illustrated with all the visual aids employed in undergraduate instruction. The television "classes" will even be taken into research laboratories, workshops and rare book vaults usually barred to all but a few accredited students.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.
Aces Still High

The playing card business has not been affected by television and spokespersons for the trade expect card sales this year to hit a new high. This statement was made by representatives of playing card manufacturers exhibiting at the Boston gift show last Friday night. It was pointed out that in New York City, metropolitan area where television coverage is heaviest in the country, sales of cards are running about 20% ahead of last year.

new Class C bracket applies to all times not covered by Class A and B.

Durable Goods Studied In Video Homes

ADVERTISING RESEARCH last week released results of a preliminary investigation of "Durable Goods in TV Homes." Although there was some evidence of television advertising having influenced the purchase of durable goods, the firm points out that the frequency of buying in this field makes investigation difficult. The sample included 784 interviews in TV homes within 50 miles of New York and, according to Advertest, "provides a valid measure against which future studies of this type can be placed and inspective analyses made."

'Colgate Comedy Hour' Rated by Hooper

THE NEW Colgate Comedy Hour, NBC-TV's answer to CBS-TV's Toast of the Town, Sunday, 8-9 p.m., had a Hooperating of 31.2 on its premiere telecast Sept. 10, according to the Executive 12-city survey by C. E. Hooper Inc.

Toast of the Town, sponsored by Lincoln-Mercury, was rated at 20.2 the same night. The rating for that program, the previous week was 36.4. The special ratings were among the first issued in Hooper's new 12-city popularity rating service announced a fortnight ago (TELECASTING, Sept. 11).

Videodex Announces August Ratings

TOP 10 network shows in two groupings, percentage of TV homes watching and number of N. A., were released Friday by Videodex for Aug. 1-7 period covering a 62-market area. The Videodex ratings were shown as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Percentage of TV Homes</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>34 cities</td>
<td>37.7</td>
</tr>
<tr>
<td>NBC</td>
<td>34 cities</td>
<td>35.7</td>
</tr>
<tr>
<td>ABC</td>
<td>34 cities</td>
<td>33.1</td>
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<td>KOFY</td>
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<td>KENO</td>
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<td>KOMI</td>
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<tr>
<td>WPLA</td>
<td>34 cities</td>
<td>32.8</td>
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<td>KSNV</td>
<td>34 cities</td>
<td>32.6</td>
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<tr>
<td>KTPT</td>
<td>34 cities</td>
<td>32.2</td>
</tr>
<tr>
<td>KABB</td>
<td>34 cities</td>
<td>32.2</td>
</tr>
</tbody>
</table>

Number TV homes (000)

1. Toast of Town, CBS, 34 cities 1,955,900
2. Hooper Comedy Hour, NBC, 34 cities 1,878,500
3. Ford Star Revue, NBC, 45 cities 1,611,100
4. Original Amateur Hour, NBC, 54 cities 1,477,700
5. Kraft TV Theatre, NBC, 34 cities 1,445,400
6. Break Bank, NBC, 42 cities 1,394,600
7. Big Story, NBC, 37 cities 1,365,100
8. Lone Ranger (Fri.), ABC, 37 cities 1,144,300
9. Your Hit Parade, NBC, 18 cities 1,138,800
10. Cavalcade of Stars, DuMont, 20 cities 1,128,700

S. F.-L. A. RELAY

Four Carry Dedication Show

DEDICATION of the San Francisco-Los Angeles microwave relay last Friday night featured an hour-long, live variety show telecast by four stations simultaneously. Stations were KNBH (TV), KTTV (TV), Los Angeles; KRON-TV, KRON-TV, San Francisco, doubling up on telecasting from each city. Art Linkletter emceed the show in Los Angeles and Ben Alexander in San Francisco.

POC Comm. George Sterling was featured in a short talk by remote from the Institute of Radio Engineers annual West Coast regional convention in Los Angeles.

ABC-TV was first to utilize microwave relay on a pay basis with a special hour show last night (Sept. 17), celebrating the first anniversary of its KBCA-TV Los Angeles. Show was broadcast from KECA-TV to KGO-TV San Francisco and inaugurated a seven-day pay per week schedule for the latter ABC station in addition to introducing the TV fall program lineup.

nothing but smiles under our umbrella!
Television camera

with the eyes

of a cat!

Why an image orthicon camera can see

with only the light of a match

No. 9 in a series outlining

high points in television history

Photos from historical collection of RCA

- Show any camera fan the things a television camera is asked to
do, and you'll leave him gasping!

The usual photographer, tied to the limitations of lens rating and
film speed, must depend on flash bulbs, floodlights, or time exposures
in dim light. But a television cameraman operating the RCA image
orthicon camera gets sharp, clear pictures—in motion—in places
where lack of light would paralyze the most costly "still" camera.

The secret, of course, is that the picture signals created within
the RCA image orthicon camera can be intensified millions of times
for transmission.

Youthful ancestor of this supersensitive instrument is the iconoscope
tube invented by Dr. V. K. Zworykin, of RCA Laboratories. It was
television's first all-electronic "eye"—without any moving parts, pre-
senting no mechanical problems.

Basing their research on principles uncovered by Dr. Zworykin's
iconoscope, RCA scientists were able to develop the image orthicon
pick-up tube. Although simple to operate, and virtually foolproof,
it is one of the most complex and compact electronic devices ever
developed.

Within its slim length—not much bigger than a flashlight—are
the essentials of three tubes, a phototube, a cathode ray tube, an
electron multiplier. The phototube converts a light image into an
electron image, which is electrically transferred to a target and
scanned by an electron beam to create a radio signal. The electron
multiplier then takes the signal and greatly amplifies its strength so
that it may travel over circuits leading to the broadcast transmitter.

Inside the tube, more than 200 parts are meticulously assembled.
There's a glass plate thinner than a soap bubble...a copper mesh
pierced with 250,000 tiny holes to the square inch. A piece of
polished nickel pierced with a hole so small you couldn't thread it
with a human hair!

The image orthicon television camera, as developed by scientists
at RCA Laboratories, is now 100 to 1000 times as sensitive as its
parent—the iconoscope...and in the dark, sees almost as clearly
as the keenest-eyed cat!
**ZIV EXPANDS**

Leases California Studios

IN A MOVE designed to enhance its production of TV films, Fredric W. Ziv Co. and its affiliate, Ziv Television Programs Inc., have acquired the lease to a large segment of the California Studios, in Hollywood.

Complete use of studio facilities and the administration building becomes Ziv's, effective Oct. 15, at a cost of $100,000 in cash, plus "additional sums" to be paid over the five-year period. The administration building will house the West Coast offices of the Ziv Co., and its three affiliates, Ziv Television Programs, World Broadcasting System, and Cisco Kid Products.

John L. Sinn, Ziv executive vice president, pointed out that Ziv's experience in TV film producing, both in Hollywood and New York, resulted in the conclusion that motion picture "know-how" necessarily produces the better TV movie. Proximity to talent, climatic conditions, and space availabilities, are added factors in the change.

Mr. Sinn noted that the five-year lease also signifies that Ziv is definitely committing itself to full-scale TV production in films.

**Wander on ABC-TV**

WANDER Co., Chicago, for Online, begins sponsorship of Sandy Strong, marionette feature, on 15 ABC-TV stations Sept. 25. Show will originate live at WENR-TV Chicago and will be kinescoped on 14 other stations. It will be telecast as a five-week strip, 8:15-5:30 p.m. CDT. Grant Advertising is the agency.

WCAU-TV Philadelphia has launched 17-hour telecast day.

**TVA-NETWORKS**

First Negotiations Reported

FIRST of the Television Authority-networks negotiation meetings on talent in live shows and simultaneously-kinescoped shows was held in New York last week, TELECASTING learned unofficially.

Screen Actors Guild is understood to have conceded TVA jurisdiction in the limited sphere covered by the negotiations, although the larger jurisdictional dispute remains unsettled.

Some hopes are held that successful conclusion of these negotiations may lead to a larger overall settlement with the networks and agencies, if not film producers.

**AMERICAN U., Washington, will offer for academic credit TV workshop in studies of WMAL-TV Washington. Workshop is directed by Van Beuren W. De Vries, producer for station.**

**McNeill's TV Debut**

ABC DEBUTED its Don McNeill TV Club on the network from Chicago Thursday night with a gala cocktail party-buffet supper-preview in the Civic Opera Bldg. headquarters. Among some 300 guests present were top executives of Philco Corp., which sponsors the hour show once weekly (Wednesday, 8-9 p.m. CDT) and ABC Vice Chairman Mark Woods, President Robert Kintner and Central Division Vice President John H. Norton Jr.

Opinion was divided as to the high spot in the premiere—the fast patter of Screen Star Gloria Swanson with m.c. Don McNeill, who anchored with which James H. Carmine, executive vice president of Philco, tore up the commercial.

**WENR-TV MOVE**

Occupies New Quarters

NEW dressing rooms and offices in the Chicago Daily News Bldg. are being occupied this week by WENR-TV (ABC) Chicago after opening of its fourth studio last week. Studio N, one of two TV studios planned for new quarters in the Daily News Bldg., comprises almost 12,000 square feet of space, and is 34 feet wide and 46 feet long. The second spot for show originations, expected to be called Studio N-1, will be completed and in operation by the end of the year.

Other studios—A, Penthouse and Civic—are located in present ABC headquarters in the Civic Opera Bldg. across the Chicago River from the Daily News Bldg. Shows which will originate in Studio N, designed for simple programs without complicated production techniques, are Housewife's Holiday, Mary Hartline's Party, Adventure Time and the Beulah Karney Show.

**Petition Accepted**

PETITION of Michigan State College, Lansing, requesting permission to file late comment in FCC's TV reallocation proceeding so as to request Channel 10 (192-198 mc) there, has been granted by the Commission. FCC noted sufficient excuse for the delay had been given and no date has been announced yet for consideration of proposed allocations.

TV section of Society of Motion Picture Art Directors, Hollywood, has started series of semi-monthly meetings for exchange of new ideas and development in TV set designs.
Celanese Corp.
Fall Promotion Is Launched

FALL promotion series of the Celanese Corp. of America was launched on Sept. 10 with one-minute television spots running on 25 stations in 14 markets.

Spots will run for 13 weeks, five times weekly in each market except New York, which will have seven weekly showings. Essentially a merchandising effort, the spots allow time and space for insertion by a retail outlet in each city. Films also are available to stores free of charge for additional showings to their own customers. The producers of the films have developed a method which combines fashion and art work and cut-outs with live action to illustrate the use of Celanese fabrics in important new styles for women.

The series was produced under the direction of Albert S. Dempe- wolf, advertising manager of Celanese, with Hal J. Adams, radio and television director of Ellington & Co., the company's advertising agency, through the facilities of Wilbur Street Productions.

Elderly Dancers
Couple on McNeill Show

WHEN Don McNeill was preparing his first Don McNeill Television Show, telecast from Chicago last Wednesday, he remembered an elderly couple which had appeared with him on an inaugural telecast from WDSU-TV New Orleans in 1948.

The couple, Mr. and Mrs. Gillis A. Daigle of New Orleans, so impressed Mr. McNeill with their dancing on the show that he decided to try to obtain them for the Chicago inaugural. With the help of Jim Bennett, producer of ABC's Breakfast Club; Edgar Stern Jr., managing partner of WDSU-AM-FM-TV, and Stanley Holiday, WDSU program director, the couple (he's 78, she's 53) were located after a citywide search and were invited to go to Chicago expense-paid to appear on the program.


... Eddie Bracken Productions, Hollywood, is West Coast representative for Television Features, New York.

Crawford-Parmenter Productions, Hollywood, specializing in TV commercials and training films, has been organized by Ned Crawford and Frank Parmenter at B72 Sunset Blvd. Firm has completed 30 minute TV pilot film, "Prowli Car," semi-documentary, made in cooperation with Los Angeles Police Department. Packaged by William Brighton for Manning O'Connor Agency, film was produced by Bill Bacher and narration by Bob Purcell.

Filmed stories from KTTV Hollywood TV newscast correspondent Charles de Soria in Korea telecast on seven stations, KRON-TV San Francisco, WGN-TV Chicago, WFTL-TV Philadelphia, WMAR-TV Baltimore, WSBAP-TV Fort Worth, WKY-TV Oklahoma City and KRLD-TV Dallas.


G. R. Garrison
Directs Michigan U. TV

APPOINTMENT of Garnet R. Garrison as director of U. of Michigan's television activities has been announced. Prof. Garrison also continues as professor of speech in charge of radio broadcasting and TV instruction. As director of television, he will coordinate joint Michigan-WWJ-TV Detroit and adult education telects (TELECASTING, Aug. 7). Prof. Garrison is co-author of Radio and Television: An Introduction, which is being published this month by Appleton-Century Crofts Inc. His writing partner on the book, designed for college use, is Prof. Giraud Chester of Queens.

WMAR-TV to Fair

WMAR-TV Baltimore, the Sunpapers TV outlet, transferred all of its studio activities to the Maryland State Fair at Timonium, Md., Aug. 30. The project required erection of a special tent on the Midway to house television studio and benches for a continuous audience drawn from thousands who throng the fairgrounds. In addition to its three-hour Sports Palette, WMAR-TV offers agricultural exhibits, livestock judging, horse races and 4-H Club programs.

RKO Theatres

TV Installation Planned

FIRST of a series of theatre television installations at key RKO theatres is planned for RKO Fordham in the Bronx, N.Y., it was announced yesterday by Sol A. Schwartz, executive vice president and general manager of RKO Theatres Inc., and W. W. Watts, vice president in charge of the RCA Engineering Products Dept.

Installation of a complete RCA instantaneous direct-projection theatre TV system at Fordham will begin within a few weeks under direction of Charles S. Horstman, RKO supervisor of sound and projection. Mounted in the front of the balcony, the projector will provide a throw of 67 feet and a theatre-screen-size image.

Indicating that this is the first of a series of such installations in key RKO theatres, Mr. Schwartz said he believed that "the day is not too far off when the theatre and television will join forces for their mutual benefit. RKO theatres will keep right in step with the trend."

Barton Kreuzer, RCA manager of theatre, visual and sound products, negotiated the contract for the Fordham installation with Mr. Schwartz.

"SHELFD OF Merit" plaque presented Children Should Be Heard, KTLV-TV Los Angeles, by southern section, California Teachers' Assn.
**W. VA. MEET**

THE BATTLE in Korea is giving news an interest that it hasn't experienced since World War II. Oliver Gramling, assistant general manager of the Associated Press, told West Virginia Broadcasters Assn. members, who met at White Sulphur Springs, W. Va., earlier this month.

This "compelling interest," as described by Mr. Gramling, was pointed up as instrumental in radio's resurgence in the media scene.

Some 50 broadcasters attended the business session at which Marshall Rosene, WSAZ-TV Huntington manager, discussed the method of bookkeeping and type of organization that went into the setting up of the Mountain State's only television outlet.

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**SIREN BAN**

**N. Y. Law Affects Radio-TV**

PROHIBITION of the use of sirens in New York under a state civil defense law effective last week will extend to network as well as local programming, Broadcasting has heard. Henceforth if a siren is heard in New York it will mean an air raid is expected.

Siren noise will be eliminated from all network shows, irrespective of the fact that most other areas have no such ban. It was announced that Milton Berle's "Texaco Star Theatre" over NBC-TV will substitute a fire bell for the siren used in the past to open and close the program.

DECCA RECORDS Inc. declares regular quarterly dividend of 12½ cents per share on capital stock, payable Sept. 29 to stockholders of record Sept. 18.

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MEMBERS of the board of directors of the West Virginia Broadcasters Assn. attending the organization's fall meating at Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 3, are (1 to r): Joe L. Smith Jr., WJLS Beckley; Melvin Barnette, WLOH Princeton; Marshall Rosene, WSAZ Huntington; Alice Sheln, association secretary; George H. Clinton, WPAR Parkersburg, association president; William Rine, WVVW Wheeling, and George Gray, WKNQ Charleston.

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**WAVE SURVEY**

**Radio Strength Revealed**

RECENT attempts to reduce AM time rates, on the grounds that radio's pull is weakening, have been counterattacked in a survey by WAVE Louisville, which shows that the medium is still on the upgrade. The survey is representative of 85% of the city's population.

WAVE has learned that multiple radio homes in Louisville far exceed the highest previous estimates, showing that 60%, or almost ¾ of all families surveyed, have two or more AM sets in the home. The survey also disclosed that 99.5% of all families covered have AM radio in the home.

WAVE stresses the importance of automobile radios in such a survey by pointing out that almost two-thirds of the families have radios in their cars.

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**U.S. RELIGION**

**Spot an Voice Seen**

PROPOSAL to give Voice of America listeners a picture of religious worship in the United States is being considered by the State Dept., which plans to set up a religious advisory committee to pass on suggestions for religious broadcasts.

Charles M. Hulten, general manager of the Voice, has informed Dr. Alton Reed, public relations and radio director for the Baptist General Convention of Texas, that he favors the idea of religious programs, which Dr. Reed reportedly brought to the attention of the State Dept. Edward Barrett, Assistant Secretary of State for Public Affairs, also was understood to have extended his approval.

Both Mr. Hulten and Mr. Reed, who conferred in Washington recently, have agreed that such programs "would not be just preaching, but would show the unity and freedom of all religious groups in the U. S. to listeners behind the Iron Curtain. The broadcasts would be divided equally among Protestant, Catholic and Jewish groups, it was understood.
‘GOOD NEWS’       WDVA Danville, Va., inaugurates five-weekly five-minute newscast devoted to Good News. Contrast- ing with war news, show features human interest and other stories on brighter side of news picked from UP dispatches by News Editor Charles Craig.

POTATO TEST       WHBC Canton, Ohio, sponsored first annual Potato Contest, open to all farmers and city gardeners within listening area. Station asked listeners to submit potatoes for judging by water displacement method in front of WHBC midway studio on Grange Day, Sept. 7. Contestant entering largest potato received $25 savings bond at grandstand presentation.

HOARDER HARRY       KITE San Antonio is cooperating with anti-hoarding campaign by sponsoring Harry the Hoarder program starring Harry, mythical character who is professional hoarder. Harry gives valuable merchandise to listeners in effort to discourage hoarding by public. Condition of award is winner’s pledge not to hoard and to encourage friends and neighbors not to hoard.

WGAR SPECIAL       WGAR Cleveland sponsored special train to carry Clevelanders to Cleveland Day at Ohio State Fair. Arrangements had been made to accommodate 400 people, but when more than twice that number responded, train made two trips. Station entertainers furnished music during ride.

SELF-SELLING       WASH (FM) Washington, The Hour of Peculiarity, Sun., 12 n., Deloit Radio Engineering Co. Promoting its high-fidelity custom radio and music installations, using Pickering diamond pickup, sponsor reproduces long playing symphonic records on such a system. Superior tonal values when heard by listeners will sell service, sponsor feels.

WEATHER VAIN       WOAI San Antonio, Tex., sent special gift to listeners who phoned in weather reports to Henry Howell, news editor. Gift was aluminum weather-proof plate, bearing words, “I’m a special Henry Howell weather observer for WOAI . . . 1200 on every dial.” Accompanying letter thanked listener for his help, and urged him to display 10x8 inch plate in prominent place on his barn or chicken house.

EDITORS TALK       WBZ-TV Boston, Starring the Editors, Sun., 4:30-5 p.m., Star Markets through Badger and Browning & Parcher, same city. Editors, John H. Crider, Boston Herald; John Griffin, Boston Post; George Bradley, Hearst papers New England, and Erwin D. Canham, Christian Science Monitor, discuss news of world-wide importance, relating major happenings to events that will influence lives of those listening. Mr. Canham is moderator.

PURPOSEFUL SLOGANS       WHED Portsmouth, N. H., spot announcement concerning hoarding and careful driving. Sample slogans are: “If you hoard—you strike the wrong chord,” “With boys and girls back to school . . . Careful driving is the golden rule.”

HOSPITAL PREVIEW       WLAB Lawrence, Mass., This is Greater Lawrence, Pacific Mills. Now in third year, program on Sept. 7 previewed opening of $2 million Bon Secours Hospital on Mount St. Joseph, Methuen, Mass. Transcription of program will be taped by voices of Producer Frederick P. LaFey; Mother Donat, hospital administrator, and three of her associates, was encased in building’s corner stone.

BACK TO SCHOOL       KOIL Omaha climax its “Silver Summer” campaign pointing up station’s 25th anniversary by concentrating on three-week “Back to School” promotion (Aug. 14-Sept. 2). Shows highlighted interviews with youngsters preparing for school’s opening, gave daily tips on school clothing, reported on high school and college sports plans for fall. Contests were held and winners announced Sept. 2.

MARIAN NADEL, KNEW Spokane traffic director, holds part of the 3,545 requests received in five days for a map of Korea. In the first mail count test since the station shifted to 790 kc, letters and cards came from counties in three states, besides Washington, and Canada.

HARE-RAISING       SESAC Inc., N. Y., distributes pink and blue folder to trade emphasizing sales merits of Mr. Muggins Rabbit, children’s show. Commentary illustrated with pictures of characters in series. Sample adventures are given. Last pages mention other SESAC features.

LIVESTOCK MARKET       KMBC KFMR Kansas City, Mo., The Man From the Stockyards, Mon.-Fri., 6:35 a.m. Feature will include general market information and at least two interviews with stockmen and livestock experts daily. Questions from listeners are invited.

OUTSIDE HELP       WSRS Cleveland conducted experimental program, inviting 35 members of Junior Chamber of Commerce to take over station operations for entire day. Group of young businessmen took part before microphone, announcing, programming shows, reading news and planning six special programs.

WHERE TO GO       WCUE Akron, Ohio, affording entertainment index to Saturday evening “flings” on new program, Touring the Town, suggesting entertainment spots to be visited. Program co-sponsored by Yellow Cab Co., which provides mythical cab for Disc Jockey Jerry Crocker to tour town, and local record shop, which features recorded music between stops. Program promoted by extensive courtesy announcement campaign and newspaper ads.

N. Y. PULSE       WCBS New York sending trade folder in red, black and white stressing morning, afternoon, and evening listening. Message states “New York listens most to WCBS,” giving appropriate Pulse data.

HILLBILLY’S PUBLIC       KMOX St. Louis sends to trade brochure stressing pull of Skets Yankhilliby show. Brochure shows in facsimile feature article on “Golden-Voiced Yodeler” which appeared in St. Louis Globe-Democrat.

PROFIT PROPHET       KCBS San Francisco sends trade blue folder with picture of tubed Jim Grady, m.c. This is San Francisco, hypnotizing mountain. In background, members of boys club are awaiting mountain’s arrival with jubilation. Text explains that club needed mountain for camping trip, and received many offers of one after mention on Jim Grady’s show.

LANG-WORTH FEATURE PROGRAMS
SELL JEWELRY!
RODERICK MITCHELL, assistant program director WCBS-TV New York, to program director WGN-TV Chicago, to announcing staff WGN.

DANK DIHMANN, chief announcer KROS Clinton, Iowa, to program director. JOHN ELLIOTT, KOCR Cedar Rapids, and ED RODGERS, WBO Rockford, Ill., to staff KROS. JIM THOMSEN, morning man, to music director.

MARILYN ANDERSON to women's director KGLN Glenwood Springs, Col., EDDIE, KLUG Safari, Ariz., to chief announcer KGLN.

CHRISTINE DOLGE to traffic supervisor.

HOMER VAN DERWERKER, director of operations KXOB Stockton, Calif., to similar capacity at KXOA Sacramento. EARL RUSSELL succeeds him at KXOB. Both are Dollar stations.

CRETA MORGAN to WIND Chicago as publicity and promotion director from Walker Co. as the wife of Mr. CONSTANCE KIMBLE, resigned.

DON RUSSELL, chief announcer DuMont TV network, signed to exclusive three-year contract by network.

JUNE LEE to director of women's programs KFXJ Grand Junction, Col. PEG THOMAS, program director KGPW Kearney, Neb., to continuity department KFXJ. ED LEWIS, chief announcer, to program director. JACK LINDSAY, technical director. BILLY LANDRY, stereographic department director KFXJ, to traffic and continuity department. EMMMA HENDERSON, booking department, to assistant to CHARLES HOWELL, auditor.

ROBERT S. KELLER Inc., N.Y., named sales promotion representative for KRTW Winsted, Conn., and KALT Houston, Tex.

ROLF ERICKSON, WERC Duluth, Minn., to announce staff WOKY Milwaukee. JIM LANE, CBS Choscohot, Ohio, to WOKY announcing staff.

WILLIAM BROWNING to announcing staff KCRQ San Diego, after summer relief assignments on other local stations.

BOB FULDS, announcer CFPW Port Arthur, to CKCK staff.

JOE HOLBROOK, sports director WPAY Portsmouth, Ohio, to WBNS-TV Columbus, Ohio, as announcer.

HELEN GOULD, freelance motion picture feature writer, starts week at Hollywood Looks on You on KFI-7 TV Los Angeles. Packaged by SIGNATURE PRODUCTIONS, program is built around fashion and beauty secrets of Hollywood personalities.

JACK ROBINSON and JUNE LEE stations.

JOE WALTERS to Hollywood announcer on CBS Truth or Consequences.

JEAN COLBERT, director of women's activities WTCI Hartford, Conn., on trip to Scandinavian countries, France and Holland, where she will interview top personalities. Return broadcast will be Oct. 2.

DENNIS DAY, star NBC A Day in the Life of Dennis Day, awarded Trumpet and Federation's annual All-American award for 1950 for contributing to "upbuilding of morale in our American home life."

PAUL B. MASON, staff announcer WHN Cleveland, enters to station after leave of absence during which he studied English at Harvard University.

KEN FINLEY, production manager KEX Portland, Ore., father of girl, Nancy Lynne.

ART BROWN, KCKC Chicago, disc jockey, signed to m.c. INTERMOUNTAIN Sports Night.

TOM F/X, WWDK Washington disc jockey, signed to m.c. Interna-

tonal Ass'n, of Ice Cream Mfrs., at variety show, Oct. 19 in Atlantic City.

VELMA GAVEL, women's commentator CKCK Regina, and Eric McIntosh

married Sept. 9.

ED CONDON, WDU Mont TV staff announcer and CONSELLO MUNOZ, NBC script department, announce their engagement.

KENNY MCMANUS, CBS Hollywood assistant director, father of boy, Sept. 7.

FREDERICK P. LAFFEY, program manager WLAW Lawrence, Mass., presented Certificate of Appreciation for his part in station's airings of Voice of the Army.

HIS A. SCHMIDMANN, program director WPTF Albany, N.Y., father of girl, Martha Louise, Aug. 25.

HARVEY DAWES, announcer CKCK Regina, and Barbara Bye married Sept. 6.

News... "

GENE CURTIS, KOA Denver, to sports director KGLN Glenwood Springs, Col. JOY BIGGS to writing and local news reporter for station.

BOB PAGE to morning news editor KFRW Wichita, Kan. Was chief announcer and newscaster WITF Springfield, Mo.

JIM LOOKBAUGH to conductor Lookbaughs Lookout, football pre-

view show WXYK Oklahoma City. Fri., 7-7:15 p.m was Oklahoma A M football coach.

PETE HAKES, WAKE Akron, Ohio, and ED WHITE, KERC Enid, Okla., to WEAS Louisville, as reporter-newscaster and reporter, respectively.

BRONNER, news director WXLW Indianapolis, to WIOU Kokomo.

TOM FOY rejoins WBBM Chicago as writer and producer of sports programs after two year absence.

LEW (Lefty) LOWRY, sports director and disc jockey KOOL Phoenix, Ariz., father of boy.

DON HILL, sportscaster WAVE and WRXW (FM) Louisville, winner of American Assn. Announcer's Award for drawing largest crowd to Louisville Colonel games on Radio Appre-

ciation Day.

HUGH WEBER, WLAW Lawrence, Mass., sportscaster, to head of radio department Endicott College. Will continue his duties with station.

JIM MURPHY, newswriter at ABC Chicago, to public relations department of American Legion national headquarters in Indianapolis.

WOAI Transmitter

WOAI San Antonio Sept. 7 placed in operation a new 50 kw transmitter at nearby Selma. A unified front enclosure and finished in two-tone gray, the transmitter was installed under the supervision of Technical Director Charles L. Jeffera.
Radio Set Tax
Canada Boosts Rate to 15%

FIRST NEW national defense boost in Canadian revenue was announced at Ottawa on Sept. 7 and included an increase from 10 to 15% in the excise tax on radio receivers. During World War II the excise tax on receivers was 9%. A long list of electrical appliances also was increased from 10 to 15% in excises, as well as many other commodities including automobiles, beverages, candy, luxuries. Corporation taxes were boosted 5%.

Meanwhile, Radio Mfrs. Assn. of Canada announced sales of radio receivers for the first seven months of 1960 to be 345,070 sets, as against 346,069 in the same period in 1949. Inventories of receivers increased during the period from 149,816 in 1949 to 216,232 in 1950. Many of these sets will carry the new 15% tax when they leave the factory. No breakdown on TV receivers sold is available.

Stevens Retires
THOMAS M. STEVENS, radio engineer in the marine division of the FCC's Safety and Special Radio Service, retires from government service Sept. 20. He plans to reside in Paradise, Calif. Mr. Stevens joined FCC in 1942 in the Radio Intelligence Division. Formerly he was marine superintendent for RCA in Baltimore, New York, Boston and San Francisco.

Mr. W. L. Mackey, The Coca-Cola Co., Milwaukee, Wisconsin
Dear Mack:

That there message you see on my point ain't jest somekin' th'all will come eatin' in 'em bath' cookies and kids; it's a fac'. I'm mostly WCHS total for day-time listeners is $3,500, 'round & 'round the West. WMBF is second, with a $2,850 grand total for ALL of her listeners. WCHS stations is $2,429. Now don't that sump'n? What about 'em? I mean 'em at night they's the same story! WCHS broods ALL in opposition at 66-100, killin' the crowd with its glamorous, 'cause this is the rate of 6:00-10:00. Now that's sump'n! This is the rate for time buyers for 'member, and then Mack. Yes.

Mr. G. W. H. McAndrews

WCHS
Charleston, W. Va.

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BILL BOROM, KABC San Antonio, forms Boroom Radio Personnel Service, 703 S. Vernon, Dallas, Tex.

A. B. SAMBROOK, Frederic W. Ziv Co., Cincinnati, to RCA's Thesaurus and syndicated program as field sales manager.

SHEPARD CHAR- TOC-DON COLE Productions, Chicago, retained as TV consultant by Gordon Best Agency, same city.

Mr. Sambrook will establish affiliated radio stations in each ABC Central Districts.

JACK D. SUM- MERMEDFELD, national president AAPIA, honored by National Radio Fraternity, to staff Lowell Institute Cooperative Broad- casting Council, Boston, as producer.

Dr. D. MORGAN NBU to TV research director; Daniel Starch & Staff, N. Y., to continue study of TV com- mercials.

STEPHEN SLEISINGER Inc., N. Y., announces TV rights to Red Ryder radio show now available.

MURPHY-LILIS Inc., N. Y., pro- ducer Chesterfield and Firestone films, names Attitudes Inc., Ho-Ho-Kus, N. J., as agents.

NEW INSTITUTE FOR FILM & TELEVISION, N. Y., sponsors "Six- Way" contest with prizes of scholar- ships totaling $2,070. Further information is obtainable from school at 29 Flatbush Ave., Brooklyn 17.

PENN McLEOD & Assoc., statistical and research organization, opens of- fices in Toronto as Penn Yonge St., with J. D. PENN McLEOD as manager. Toronto office will be head office of firm, with W. B. WATTS, vice- president, remaining in charge at Van- couver. T. G. VATCHER, formerly of Spitzet & Mills, advertising agency, Vancouver and Toronto, to Van- couver office of Penn McLeod & Assoc.

BRAND NAMES FOUNDATION Inc., N. Y., moves to 37 West 97th St.

Equipment...

Bear Admiral ROY M. W. GRAHAM, USN (Ret.) named special assistant to manager equipment sales division, Raytheon Mfg. Co., N. Y.

A. F. DOLLAR, controller RCA Inter- national Div., appointed director of accounts and finance for L. R. SCHOFF, chief accountant same divi- sion, will fill Mr. Dollar's position as director.

B. L. BETHEL, Zenith Radio Corp., to vice president in charge of purchasing for John Meck Industries, Plymouth, Ind.

CHARLES BEAUMONT, USN (Ret.), vice president and sales manager for Scott Radio Labs. in Washington, D. C.]

JOHN M. MILLER Jr., principal TV receiver engineer Bendix Radio Divi- sion, to chief engineer TV and radio research and engineering department.

SAM SPACHNER, veteran theatre manager, appointed house manager for Ambassador Playhouse, N. Y., recently acquired by DuMont TV for major network attractions.

CLAUDE BARRERE, radio-TV sales manager WCBS, resigns to fulltime activity in field with ap- pointment to represent daytime TV programs.

AL WARREN, freelance specialist in West Coast public service programs, to L. A. County Chest X-Ray Survey Foundation as director of radio-TV.

DAVEN Co., Newark, N. J., announces availability of Type 15-A distortion and noise meter which provides rapid, accurate means of measuring distor- tion, noise and hum level in audio frequency equipment.

TED ESBAUGH STUDIOS Inc., N. Y., introduces new TV film comedy series, starring actor Billy Gibert. Initial film is in color.

Technical...

JERRY PARKER, KRCG Cedar Rapids, Iowa, to chief engineer KROS Clinton, Iowa.

C. L. Q. ANDERSON, KGAK Gal- len, K. M., to chief engineer KGLN Glo- ken,as production manager, John Furn- water, KXOE Grand Junction, Colo., to engineer KGLN.

RONALD KREUGER, film editor WDTV (TV) Pittsburgh, to active service with 26th Division, U. S. Army.

RICHARD A. SCHLEGEL, administra- tive assistant WCAU-TV Philadelphia, to assistant operations manager, ALFRED MURPHY Col to production facilities manager and CHARLES CAREY to nighttime facilities super- visor WCAU-TV.

WILLIAM ROCKAR and J ACK MEYERS, cameramen WGN-TV Chicago, to U. S. Signal Corps.

EDWARD G. MURRAY, sales depart- ment, WPTZ (TV) Philadelphia as film buyer.

IRA LOWE, EBCQ San Diego studio engineer, to activity duty with Sixth Army; TED ATHERTON, summer reli-ef, is replaced.

TELEVISION FUND Inc. Chicago, changes name to Television-Electron-11ons Fund Inc.

Doughton Not Quitting

ONE of the oldest members of Congress, Rep. Robert J. Doughton (D-N. C.), spoke a story last week which claimed the chairman of the House Ways & Means Com- mittee planned to retire and en- dove a Stateville, N. C. man, as successor to his Congressional seat. The Congressman, seeking his 21st term, said he had no intentions of resigning and if for any reason I decided to quit, I would certainly not try to pick my successor."

IRE AWARDS

Dr. Zworykin is Cited

INSTITUTE of Radio Engineers 1965 highest award bestowed by the organization, will be conferred on Dr. Влади- mir K. Zworykin, director of elec- tronic research and vice president of Westinghouse Labs. Division, Pittsburgh, N. J., the IRE board of directors announced last week.

Dr. Zworykin will receive the medal and $5,000 cash in an institutional annual banquet during the IRE national convention, March 19-22 at New York's Waldorf-Astoria Hotel. The medal is given annually in recogni- tion of "distinguished service rendered through substantial and im- portant advancement in the science and art of radio communication."

The directors also announced conferring of the grade of Fellow upon 41 engineers and scientists in radio and allied fields. The grade of Fellow, highest membership classification, will be presented at the annual banquet in March. Recipients of the 1965 Fellow Award are as follows:


Back Proposal

AMERICAN Radio Relay League last week urged FCC to speed final adop- tion of the Commission's pro- posed new disaster communications service "in order that the tradition- al ability of the amateur radio service to provide disaster com- munications may be enhanced through the use of new services engaged in disaster communica- tion." ARRL generally endorsed FCC's proposal [BROADCASTING, Aug. 7].
**LIBEL and SLANDER**

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE
For the wise Broadcaster
THE INSURANCE
POLICY provides adequate protection.

Surprisingly inexpensive
CARRIED NATIONWIDE

For details and quotations
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**Empleors Reinsurance Corporation**

Insurance Exchange Bldg.,
Kansas City, Missouri

**NAB District 13 Registration, San Antonio, Tex.**

(See story this issue)

**STATION PERSONNEL**

Barnard, Bruce, Krod El Paso; Beaver, C.; Coover, Howard, Fort Worth; Birdsong, Lawrence, KLTV Longview; Bubbert, Bill, KTXT Waco; Bradner, Mrs. James W., KGGB Galveston; Bright, Hay F., KTEN.Tulsa; Bright, James F., Jr., KGGB Galveston; Brown, Ken, KVEN Waco; Burwell, Paul, KBUR San Angelo; Budlender, William, KFJZ Fort Worth; Campbell, Martin, KSTB San Antonio; Chapin, W., KSTB Breckenridge; Clough, Charles E., KFFT Dallas; Cook, Louis R., KNOW Austin; Cranston, Geo., KCRP El Paso; Crenshaw, J. W., KRLD-TV Dallas; Curtis, James R., KFIR Longview; Davy, Henry, TOE, KCNC Galveston; Dicken, W., WRRW Corpus Christi; Ehrman, Sherrill R., KEYX TV San Antonio; Elsner, W., KGFT Amarillo; Farr, Bill, KFDA Amarillo; Fletcher, Earle, KABC San Antonio; Foster, Sid, KSTB Breckenridge; Gibson, R., KUNO Corpus Christi; Glasgow, Roger, WACO Waco; Hackney, Leo, KGLV, Greenville; Harris, Jack, KPBC Houston; Harrison, C., KHIT lampasas; Hawkins, Lloyd, KTLT Lomnowy; Hendon. Ray, KTVV Houston; Hicks, John A., KEPO El Paso; Hill, Fred, GOL TV Lublin; Hill, Ted, KXYZ Houston; Hinkle, Chuck, KZNC Mexia; Hoge, R., KROD El Paso; Johnson, Gene, KIWW San Antonio; King, Charles, KLNA Laredo; Kellam, W., KFNT Fort Worth; Kellen, Kenneth, KCMC Dallas; Ketcham, Robert, KOKP Commerce; Christel, K., KGAL, Amarillo; Kuehn, Bill, KFDA Amarillo; Lambourn, George, KEMT El Paso; Laurie, Mrs. Erma, KNET Palestine; Martin, Fred, KGTV San Antonio; McEmery, Donnie, Gentry, Grant, Richman, KJTE Lufkin; Lindsey, Peggy, KUNO Corpus Christi; Litteral, Ron, KLYN Amarillo; Manning, Charles R., KESN San Antonio; May, Mel, KWHW Dallas; Mayberry, J. H., KUNO Corpus Christi; Meek, K., KGBC Dallas; Michael, Bill, KABC San Antonio; Minor, Frank O., KCBO Tyler; Molina, McNutt, J. B., KUHD Austin; Mosely, Dave, KRLV San Antonio; Nass, Mrs. Hattie, WACO Waco; Nesham, John W., Jr., KCONL Conroe; Noden, Ben, KCOX Odessa; Ogles, Byron W., KXOV Weslaco.

Fiore, W., KHIT Lampasas; Pay, Jack, KONO San Antonio; Reed, R., ALT W Austin; Allman, R., KRLD Dallas; Rembert, Clyde W., KXLY Dallas; Ritz, Art, KTXH Houston; Robertson, Howard, KLYN Amarillo; Robb, D., KEYX TV San Antonio; Ross, John D., KIBL Beeville; Roth, Ralph, KPAM Houston; Jack, KONO San Antonio; Ruffin, Homer K., KUNO Corpus Christi; Weiss, Jim, KCMC Port Worth; Stewart, Frank, KTXX Austin; Swagler, O., KGJO Fort Arthur; Taylor, Ted, KXOV Weslaco; Vickery, W., KPAR Port Arthur; Wells, Mel Melband, KULP El Campo, Alvin, KDKR San Antonio; Worley, David R., KTFX Brownfield.

NAB
Miller, Justin and Hardy, Ralph W., NAB, W., Allen Woodall, W., WDKA Columbus, Ga.; Doherty, Richard P. and Eason, Charles A., NAB, Washington.

**PUBLICATIONS & NEWS SERVICES**

Long, Maury and Stig, Julian,

**BROADCASTING**

Stine, Al, AF, Kansas City, Mo.; Gale, Jack, UF, Dallas; Grambling, Oliver, AF.

**ENGINEERING & EQUIPMENT**

Andrew, Victor J., Anderson, Chicago; Hudson, Guy C., Arlington, Tex.; Schaller, Robert, WEUX-Dallas; Earl, Earl Lipcomb Spring, Earl, Marion; W., WTXX Houston; N., C. E., Towers Ensconco, Houston.

**TRANSCRIPTION SERVICES**

Davies, Wm. T., (BIL), RCA Victor Program Service, Dallas; Davison, Peter, H., KFJZ Fort Worth; Ford, Walter, Hollywood; Devine, John, KFJZ Fort Worth; Hart, Harry E., Goodman western representative; Tobin, Edward, MCA Dallas; Features, Dallas; Meenan, E., J., RCA Dallas; Dibble, Gerry, World Broadcasting, Stubbfield, Bill, Capitol Productions, Hollywood.

**STATION REPRESENTATIVES**


**NETWORK REPRESENTATIVES**

Dunavan, H., Pat, Lone Star Chain, Dallas; Godwin, Charles, MBS, New York.

**MUSIC COPYRIGHT**

Burton, Robert J., BMI New York; Jackson, Fred, BMI, Miami Beach, Fla.; McDowell, Charles, ASCAP, Dallas; Sallar, Herbert, ASCAP, Dallas; Wentworth, Ralph, BMI, New York.

**MISC**


**WLS SALUTE**

Hails Raleigh Centennial

PART played by WLS Beckley and the radio industry at large in the growth of southern West Virginia is pointed out in the August issue of The 500 News, a monthly publication issued by WLS which devoted its 53 pages in a salute to Raleigh County, W. Va.'s centennial celebration.

Highlighting articles are a digest of county history; a look at radio's future in the area; a reflection that happened to FM; a study of home television vs. theatre TV; an outline of WLS history; background sketch of Joel L. Smith Jr., owner WLS, WKKX Wheeling, WKNA Charleston, W. Va., and a breakdown of WLS departments as well as services performed by CBS, its parent network.

History of WLS is told in connection with the growth of the county, its business and its population. Balance is maintained with equal emphasis on radio, outlet, network and country. Publication is well interpreted with congratulatory messages to the county from firms and institutions.

**Feature of Week**

(Continued from page 18)

serving of refreshments, buffet dinner and entertainment. Program will be simulcast over WTVR's AM and TV stations. Advertisers' night will be held Thursday to be followed by public inspection Friday, Saturday and Sunday.

Set with the cornerstone will be a time capsule containing microfilm of information and items intended to give people of the year 2050 "a clear impression of the life and times of people of 1950." Material has been gathered from respondents throughout the area. Letters requesting information and items had been sent to radio-press news editors, the White House, Senators, Representatives, governors of Virginia and North Carolina, and other notables active in public affairs.

Advertising and promotion were extensive. Features pointing up radio's candy-nut's entrance in the Tide water area some 27 years ago and other articles connected with WTMV-TV's debut last April were printed in the newspapers associated with the stations.

Among the many features of the modern structure are: Auditorium studio, with accommodations for an audience of 70 persons, a 32 x 48 stage big enough for a symphony orchestra, dressing rooms, lighting controls, view room on mezzanine; TV control room: film projection room: client's lounge with viewing window, built-in kitchenette; two large radio studios separated by control room containing announcers booth and full broadcasting equipment: record and transcription library; conference room; and antenna tower. The antenna tower is located directly behind the building.

The new Thaurus brings you bigger and better programming packages with top sponsor-appear... 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!
ELECTRONICS MEET

Coy To Keynote Opening

FCC CHAIRMAN Wayne Coy will keynote the opening of the National Electronics Conference in Chicago with luncheon address at the Water Beach Hotel on Sept. 25. He will be introduced by Dr. W. L. Evenett, dean of engineering at the U. of Illinois.

The annual national forum on electronic research, development and application is sponsored jointly by the American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Illinois in cooperation with the U. of Wisconsin and the Society of Motion Picture and Television Engineers. The three-day convention, Sept. 25-27, will stress highly technical subjects connected with all fields of electronics, including radio and television.


The Tuesday luncheon speaker will be E. A. McFaul, formerly of Northwestern U., discussing "Is the Engineer Slipping?" He will be introduced by Titus LeClair, national president of the American Institute of Electrical Engineers, who is on the staff of Common-wealth Edison Co. The Wednesday luncheon group will be addressed by John V. L. Hogan, president of interstate Broadcasting Co., and Radio Inventions, and past presi-dent of Institute of Radio Engi-neers. He will talk on "What's Behind IRE?" after being intro-duced by Raymond F. Guy of NBC, national president of IRE.

Displays of new electronic equipment, development and components will be exhibited during the meeting. Exhibitors will include Boonton Radio Corp., Concord Radio Co., Allen B. DuMont Labs, Electro Voice, General Electric Co., RCA (R-F Heating Division and Tube Division), Raytheon Man-ufacturing Co., and Sprague Elec-tric Co.

STL Relay Ruling

RULES changes have been made final by FCC to allow AM stations to use studio-transmitter link radio relays. These STLs have been assigned the 925-946 mc portion of the industrial, scientific and med-ical band on a share basis. STLs for FM stations continue in the 940-952 mc band. Joint AM-FM outlets in the same city or metropolitan district may use a single STL facility, FCC ruled. Change is effective Oct. 16.

THE LONG ISLAND STORY

WHLI reaches more homes* in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station

* BMB Study # 2

Nassau County is a $602,218,000.00 retail market!

*Standard Rate & Data's 1950-51 Consumer Markets.

Represented by

WHLI

AM FM

NEMSTAD LONG ISLAND NY

ELIAS LODOFSKY President

Page 74 * September 18, 1950

FINANCE MEET

INCFO To Highlight Radio-TV

DISCUSSION: radio-television broadcasting finance will highlight the meeting of the Institute of Newspaper Controllers and Finance Officers in Cleveland, Oct. 17.

Cost to advertisers of the media's special services will be among the topics to be introduced. The forum will open with a talk on the "Econ-omy of Broadcast Radio and Tele- vision" by J. A. Shouse, chairman of Crosby Broadcasting Corp. Formation of a special radio-television committee is also planned, it was announced.

VOD CONTEST

Promotion Disc Prepared

FIVE model transcribed talks by prominent national figures have been cut for NAB member stations to use in promoting the fourth annual Voice of Democracy con-test. RCA pressings will be ready for station broadcast starting Oct. 1.

Guide manuals covering rules for the contest are being mailed all NAB stations, 25,000 high schools and D. U., NAB Chapter, and Commerce chapters, NAB, the Chamber and Radio-Television Mfrs. Asn. are cooperating again in running the contest.


FINANCE MEET

WAB Convention

WESTERN Asn. of Broadcasters will hold its annual convention at the Fairmont Hotel in Calgary, Sept. 28-30. The meeting, postponed because of the recent Canadian railway strike, was to have been held in June, Aug. 20-Sept. 2. Problems affecting all Canadian broadcasters will be discussed at the three-day meet under the chairmanship of W. L. Guinn, KJCC Lethbridge, president of WAB and chairman of the board, CAB. Reports on the Royal Commission on Arts, Letters and Science, on West Coast research, and on rates and frequency discounts will be heard, and participation of Canadian independent broadcasters in the current NARBA meet will be discussed,

RCA INSTITUTE INC.

One of the leading and oldest schools of Radio Technology in America, offers training in Radio and Television Technicians to the Broadcasting Industry.

Address Inquiries to Placement Director

RCA INSTITUTE INC.
A Division of RCA CORPORATION
356 W. 4th St. New York 14, N. Y.
IN ACCORD with the U. S. Court of Appeals decree reversing FCC's action which denied WOW Omaha opportunity to seek relief from daytime interference by KCSJ Pueblo, Colo., the Commission has ordered investigation of the dispute [BROADCASTING, July 24]. FCC, however, also indicated WOW must answer to certain interference to KCSJ.

The Commission has set aside previous actions granting renewal of licenses to both WOW and KCSJ and has denied them for consolidated hearing Feb. 26, 1951. Both licenses have been extended on a temporary basis to March 1. As indicated by the court in the WOW appeal, FCC set aside the KCSJ renewal and set it for hearing on the interference issue. WOW earlier had petitioned the Commission to direct KCSJ to use its night-time directional array during the daytime as well to protect WOW from interference it claims showed up after KCSJ began operations and which had not been predicted since the Commission soil conductivity map was in error. KCSJ is licensed 1 kw at 889 kc while WOW operates with 5 kw on that frequency.

Decrees Right to Hearing

The court ruled WOW was entitled to hearing on KCSJ's renewal application because of the necessity for a decision on condition, since the Communications Act specifies renewal bids are comparable to new applications in proceeding procedure involving interference conditions.

Using the court's reasoning, FCC in turn noted WOW had admitted interference to KCSJ and hence set aside its decision, designating the application for hearing with that of KCSJ. This action had been requested by WOW in a petition filed prior to WOW's court appeal and which pointed out it was in equal position with WOW since the same question of interference was involved.

Since KCSJ did not propose a specific array by which WOW might reduce its interference to KCSJ, the Commission allowed the Pueblo station 30 days in which to petition for enlargement of the hearing issues to include a definite proposal.

### AAAA Schedule

#### Fall Sessions Set

AMERICAN Assn. of Advertising Agencies has announced the schedule for its fall regional conventions.

The AAAA Central Council meeting will be held Oct. 5-7 at the Hotel Drake, Chicago, with Henry Haupt, BBDO, Chicago, council chairman head of program plans. The Pacific Council annual meeting takes place Oct. 8-11 at Hotel del Coronado, Coronado, Calif., headed by George Weber, Mac Wilkins, Cole & Weber, Seattle. The Eastern annual conference will be held at the Roosevelt Hotel, New York, Oct. 31-Nov. 1, with J. Davis Danforth, BBDO, New York, as council chairman. Meeting place for the Michigan Council annual meeting is the Hotel Statler, Detroit, Nov. 16, with J. L. McQuigg, Geyer, Newell & Ganger, Detroit, in charge of the program.

The national AAAA board of directors will meet in Chicago, Oct. 4, before the Central Council meeting.

### Agency Chairmen

**Named for Eastern AAAA**

CHAI RMA N for seven group meetings of the 1950 Eastern annual conference of American Assn. of Advertising Agencies, to be held Oct. 31-Nov. 1, have been named by J. Davis Danforth, BBDO, conference chairman.

The following will preside at the sessions to be held at the Roosevelt Hotel, New York:


### Revive Service

Reaction of the state guard radio service sharing 2726 kc has been proposed by the FCC "because of current developments."

The service handles emergency communications pertaining to protection of life and property. Deadline for filing comments on FCC proposal is Oct. 16.
New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatility gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3

SEPTEMBER 8 TO SEPTEMBER 14

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accomplished by a roundup of new stations and transfer applications.

September 8 Decisions

BY COMMISSION EN BANC

WKR East Lansing, Mich.—On petition granted permission to file late comment in television proceedings in Docket 2566 et al. proposing that TV Chap. 10 be allocated to Lansing, Mich. KWEB Houston, Tex.—Granted CP new non-commercial education FM broadcast station, to replace expired CP; new CP to bear expiration date of 6 months from date of grant.

Twentieth Century-Fox Film Corp., New York—Granted pending file application for CP for new portable experimental TV relay station in 6880-6875 mc in area of New York City, pending determination of issues in Docket 8732 (Establishment of uniform policy to b followed in licensing of radio broadcast stations in connection with objection of an applicant of the United States other than the Communications Act of 1934, as amended). Fred J. Matraswala, Wildwood, N. J.—Designated for hearing at Washington on Feb. 7, 1951, application for new station on 1520 kc, 250 w un and made WJSSJ Bridgeton, N. J. and WJTT Baltimore, Md., parties to proceeding.

Philip B. Hurley and Valley Best Corp., Co., Farmington, N. M.—Designated for hearing in consolidated proceeding application of Hurlbut and of Valley Best Corp., Co., both requesting new stations on 1460 kc, 250 w un, and made WNSJ Bridgeton, N. J. and WTEF New Orleans, party to proceeding.

WYK Birmingham, Ala.—Designated for hearing at Washington on Feb. 14, 1951, application for mod. CP to change from DA to non-DN as made WAVE New Orleans, party to proceeding.

WBLJ Bowling Green, Ky.—Designated for hearing at Washington on Feb. 15, 1951, application for mod. CP to increase daytime power from 1 kw to 5 kw, on 1500 kc, and install new trans.; made WYJS Owensboro, Ky., and WEL Elizabethtown, Ky., parties to proceeding.

WPR Greenfield, Miss; WDRF Fairfield, Ala. and Harold Ritchie McBride, Birmingham, Ala.—Designated for consolidated hearing at Washington on Feb. 15, 1951, applications of WPRJ to change power from 5 kw to 3 kw, of N W J DA-N; WDRF to change facilities from 1229 kc, 1 kw D to 1 kw W J J D-A-N, and McBride for new station on 1320 kc D W.

Buttry, best Inc., Billings, Mont.; KFXD Nampa, ID.; KOPO Butte, Mont.—Designated for consolidated hearing at Washington on Feb. 24, 1951, application of KOPO and WJBE application on 1600 kc, 5 kw unl.; KFXD to increase power from 1 kw to 5 kw, on 1600 kc with DA-DN and KOPO to change from 5 kw, 1 kw D, A-N, un to 1 kw, 5 kw D, A-N, un; made WBBW Topkea, Kan., party to proceeding.

Best Bcstg. Corp., Pars., Ill.—Denied request pending reconsideration and grant without hearing of application for new CP; CP originally granted for certain proposed station for main studio at Elizabethtown, Ky., and WCLW at Matraneola, Ky., pending further issued WDWS Champaign, Ill. and work pending.

KYUM Yuma, Ariz.—On petition, reconsideration pending, request without hearing application for mod. CP to change power from 3 kw to 2 kw, on 1450 kc, and to take care of blantating situation.

WIBW Topeka, Kan.—Denied request removed from hearing docket and application for new CP and enlarged application for new CP from 1810 kc to 1840 kc D, D to 1400 kc D, D.

KBOR Brownsville, Tex.—Granted mod. CP to correct minor errors in proposed station.

KXL Pasadena, Calif.—Granted In re Order of Commissioner and enlargement of hearings in proceeding, change main station to new station on 1450 kc W J D, D.

WCLK Columbus, Ohio—On Commission's own motion, granted in part a new original application in Docket 8968 (application for new station on 1450 kc 250 w un) from Sept. 22 to Sept. 13.

BY THE SECRETARY

KTER Terrel, Tex.—Granted mod. CP for new AM station.

Following remote pickups deleted pending consideration of separation of Article VI of the Commission's Rules and Regulations, amended and enacted the following:

BY THE COMMISSIONER

Rudolph W. Henssler, N. C.—Granted mod. license to change main studio location.

KCLW Hamilton, Tenn.—Granted mod. license to change main studio location.

WKNP Hendersonville, N. C.—Granted mod. license to change main studio location.

KOGT Orange, Tex.—Granted mod. license to change main studio location.

WDDO Chattanooga, Tenn.—Granted CP to install an auxiliary station at present location of main station in 1200 kc, 1 kw, for aux. purposes only.

KUAT Salt Lake City, Utah—Granted

(Continued on page 71)
### Consulting Radio Engineers

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<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tr>
<td><strong>JANSKY &amp; BAILEY</strong></td>
<td>Executive Offices</td>
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<td>Member AFCCE*</td>
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<td><strong>McNARY &amp; WRATHALL</strong></td>
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<td><strong>A. D. RING &amp; CO.</strong></td>
<td>26 Years' Experience in Radio Engineering</td>
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<td><strong>GEORGE C. DAVIS</strong></td>
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<td><strong>Gautney &amp; Ray</strong></td>
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<td><strong>JOHN J. KEEL</strong></td>
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<td><strong>JOHN CREUTZ</strong></td>
<td>319 BOND BLDG.</td>
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<td><strong>Guy C. Hutcheson</strong></td>
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<td>ARLINGTON, TEXAS</td>
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<td><strong>G. R. Miller</strong></td>
<td>Consulting Radio Engineer</td>
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<td>Telephone—Kingswood 7431</td>
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<td><strong>SILLMAN &amp; BARCLAY</strong></td>
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<td><strong>Lynne C. Smeby</strong></td>
<td>&quot;Registered Professional Engineer&quot;</td>
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**BROADCASTING • Telecasting**

September 18, 1950 • Page 77
Help Wanted

Managerial

Station manager, with sales background for network station in Ohio. Must have at least 5 years experience of which at least 3 years in sales and sales management and sales experience: personal and field sales experience; last two positions: references; photo; income desired. Station operating at a profit, but good management will produce better results for clients and greater profit for station and the manager. Needs individual, alert, dynamic personality. WANTED: General manager for 250 watt independent midwest city of 14,000. Challenge of a lifetime. Will be kept confidential. Box 414G, BROADCASTING.

Experienced manager for local (250 watt) fulltime service northeast Texas community of 15,000. Opportunities for promotion up to foundering interest. Requires 5-7 thousand. Will stand closest intelligence and ability. Photo, references. Box 444G, BROADCASTING.

Salesman

Wanted, experienced time salesman who can sell in competitive market for ABC 59 watt West, northeast Texas. Salary plus incentive assignment. Please send detailed resume, previous character references and photo. Box 726, BROADCASTING.

Wanted, salesman or commercial manager for 1000 watt progressive daytime listener. Desires to stay active in market, working conditions and financial arrangements. Good city, good people, good market. Car preferred. Rush photograph, references. Box 384G, BROADCASTING.

Annoncers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send resume, credentials and letter. Box 258, BROADCASTING.

WANTED: Combination announcer-engineer, first class ticket, Virginia daytimer independent. Living accommodations available. Some room, some board. Must give or draft status. WNTN, Warsaw, Va.

Technical

Immediate opening with 1900 watt independent Station. Must have first class ticket. Must be able to announce. Box 350G, BROADCASTING.

Home economics broadcaster needed to join college staff interested in college home economics experience. Box 352G, BROADCASTING.

Wanted: Some air work. Rush photo, disc and copy preferences. Larry Filkins, KSICB, Liberal, Kansas.

WANTED: Program director capable of getting along with play-by-play, sports and little news. Must have neat and trim appearance. Must do call, or send disc. Write or wire: W. R. King, WVER, Box 1388, Albuquerque, New Mexico.

Wanted: Permanent female copy writer. Excellent work, as well as good personality. Must be very good with general staff. Contact Manager, WCRA, Peoria, Illinois. Personal reference required.

WANTED: At once: Replacement for regular announcer. Include: Farm editor, announcer, special spots, some weather and local. Contact manager, WTBZ, Broadcasting 117-113 E. Green Bay St., Shawano, Wisconsin.

Television

TV traffic opening for woman twenty-five to forty interested in western New York. Must be experienced typist and have writing ability. State education, experience, salary required. Box 452G, BROADCASTING.

Situations Wanted

Managerial

Manager (with investment): Thor- oughly experienced manager, 12 years radio and newspaper management and sales experience. Has been experienced in business management, em- ploying and publishing, sales promotion, public relations. Strong on sales and programming. Family man, two children. Draft exempt. Box 379G, BROADCASTING.

Manager, available after October first. Extensive background. Bottom to top. BROADCASTING.

Commercial manager of 5 kw station going into radio. Out of office to give time to large manufacturing concern. Expect- ing to give time to display advertising with large daily and three times a week newspaper. Send in farm magazine as advertising man- agement. List name and type and top level references. Can change status 1. Box 345G, BROADCASTING.

Sales manager, ($55,000.00 investment) Broad experience in field of radio, dealers of association with business executives who are planning or soon contemplating applying for television executive experience. Once the Federal Communi- cations Commission takes hear, will dispose of re- fuse. Would consider management position in advertising, sales, or production. Presently employed with one of the second order of achievement in all phases of radio management. Box 355G, BROADCASTING.

Assistant manager, program director. Must be experienced in all phases of radio network experience. Must be willing to relocate. Will consider. Presently employed. Box 357G, BROADCASTING.

Sales manager, salesman. Experienced all phases radio. Complete details and references. Must be experienced. For immediate consideration. Box 358G, BROADCASTING.

Wanted: Immediate and tested trio. Successful management, sales, programming, announcing. Available usual notice. Manager-commercials, program director, program manager. All or part of team. Must have full photo; current references. Box 415G, BROADCASTING.

WANTED: To settle in central Florida. Have 30 years experience in all phases of radio, special events, announcing, programming, production, musical, direction and public relations. Ten coupon years working in production of motion pictures, co-ordinating, writing, narrating. Last four years devoted to preparing and carrying out radio campaigns for Mutual and TV. Family man, aged 42, veteran. Box 410G, BROADCASTING.

Top notch college basketball, football. AA baseball staff announcer. Excellent recommendations from radio, major league clubs over a period of years. Seeking year-round sports assignment. Will work out of town while proposition, preferably in south central states. Radio station in St. Louis. Box 442G, BROADCASTING.

Announcers

Major league baseball announcer. All phases. 5 years experience. Can be relied. Box 810F, BROADCASTING.

Topflight college basketball, football. AA baseball staff announcer. Excellent recommendations from radio, major league clubs over a period of years. Seeking year-round sports assignment. Will work out of town while proposition, preferably in south central states. Radio station in St. Louis. Box 442G, BROADCASTING.

Announcer, 24, single. Draft exempt. All-round experience, some major league. Prefer midwest or Florida area but will go anywhere. Box 460G, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Produced, sang, emceed announcement shows in Chicago night club. Two years college. Graduated oldest broad- casters school in country. Taught instructor courses taught all phases of broad- cast station management, technique, law. Box 355G, BROADCASTING.

Young man running west. 28. Married. Five years creditable experience. Prefer job with no contact. Box 367G, BROADCASTING.

Top notch ice hockey play-by-play an- nouncer in present location. Experienced in all phases of staff announcing. Good radio personality, sales ability. No re- sources. Available for coming season. Box 356G, BROADCASTING.

Announcer with 4 years experience and currently with 1 kw large eastern market station. 25 years old, but older and exempt from draft. Letters of recommendation. Travel anywhere. Box 338G, BROADCASTING.

Announcer-engineer, would like re- porting to manager who can give us variety and versatility that can use versatility and ability. Six years experience in all phases of TV and radio work. Can play any position. Box 366G, BROADCASTING.

Announcer with family wants perma- nent position. 8 years experience in all phases programming, production, net- work and independent with some TV. If you can offer congenial working conditions, write. Box 359G, BROADCASTING.

Winchell news treatment, Wamer news treatment, combination sport and news director with very successful background. Experience, newspaper, television, two journalism and others. Veteran, top references, prefer east. Box 378G, BROADCASTING.


Mature veteran, 2 years college, 2 years drama and radio school (television and radio) receiving full time with postwar go back into radio. Out of office to give time to large manufacturing concern. Desires position as announcer. Send resume, references. Box 450G, BROADCASTING.


Announcer, 24, single. Draft exempt. All-round experience, some major league. Prefer midwest or Florida area but will go anywhere. Box 460G, BROADCASTING.

Available, experienced combo man and woman. All worked all sections of country. Can handle program director position. Box 382G, BROADCASTING.

Chief engineer, experienced all phases, wildlife considered. Box 382G, BROADCASTING.

Technical: 2 years experience all phases control room work, meter work, troubleshooting. Prefer Midwest or West. Box 382G, BROADCASTING.

Engineer, licensed. Three years experience, all phases. Can travel. Box 418G, BROADCASTING.

Vet, first phone, seeking staff position presently employed. Presently chief engineer, forever and ever. Box 428G, BROADCASTING.

Engineer, last phone, experienced Gates equipment, transmitter, studio, recording, east coast, car. Box 427G, BROADCASTING.

First phone, vet. 7 months combination AM, FM, TV experience. Northeast preferred. Box 428G, BROADCASTING.

First phone, first class B amateur. Two years experience one station, all phases, veteran, 23, have car, car available anywhere. All replies answered promptly. Box 428G, BROADCASTING.

Experienced engineer-announcer 6-10 years experience, possibly kansas or Nebraska preferred. Box 428G, BROADCASTING.

First phone. Non union. Four years experience, worked in recording, studios, mini-printing, television. Box 428G, BROADCASTING.

First phone, control transmitter. Would like progressive opportunity. Box 423G, BROADCASTING.

Immediate openings combination menwomen

placer via air mail special delivery giving full particulars. Do not send checks.

BOROM RADIO PERSONNEL SERVICE
703 South Versailles • Dolar, Texas
For Sale (Cont'd)

Make offer F M WE 508 B-2 complete, apart. 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM. Wilmington, Delaware.

Complete RCA 1 kw station equipment used 800 hours. Includes 1 kw transmitter 2 70-50 turhstable with preamplifiers, 5 microphones, 106 foot tower, 2 section pylon antenna and 1 portable 3 input Magnecorder recorder. To be sold in complete package or separately. Write or contact Charles W. Hofer, Aurora, Illinois, Beacon-News.


Wanted to Buy

Equipment, etc.

Wanted: 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter & monitor; above also for sale. Box 441G, BROADCASTING.

Wanted to Buy

Equipment, etc.

Wanted: Small console for transmitter studio. Prefer Gates studioette or similar type reasonably complete. Give full details. WHRI, Rock Hill, S. C.

Miscellaneous

RADIO ACCOUNTING SERVICES
COMPLETE OPERATIONS COVERAGE
includes all required FCC and income tax information and reports.

J. R. Hoffman & Associates
1219 F St., N.W., Suite 505
Washington, D.C.

Executive 01121

WANTED DIRECTOR
CHIEF ENGINEER OR ASSISTANT
Proven ability; 20 years experience in radio, television, F M, high frequency, high power. Strong on installation and maintenance of television equipment. Degree and advanced work. Former Western Electric engineer. Networks; color television? U.S. or South America.

BOX 449G, BROADCASTING

CIVIL RIGHTS
WAVZ Denies Time Purchase

BECAUSE the Civil Rights Congress "is one of those listed as a Communist front by the attorney general," WAVZ New Haven, Conn, has refused a request from the local chairman of the Congress for purchase of time to discuss pending legislation.

In announcing the station's stand, Daniel W. Kops, vice president and general manager, said: "We consider it contrary to the public interest to sell or give time to any organization in this category." He pointed out that this situation is "particularly true now" because our "civil liberties and civil rights are threatened today from without and within."

Mr. Kops said Mrs. Thelma Mettes, New Haven chairman of the Congress, and WAVZ had started preliminary negotiations for 14-minute broadcasts on the pending Mundt-Nixon Bill, which calls for registration of all Communists in the United States. He stated that WAVZ had "no intention of having such discussion funneled through an organization labeled as a Communist front."

KELO FARM TOUR
Group to Visit Europe

To enable Midwest farmers to study at first-hand agricultural conditions in Europe, Midcontinent Broadcasting Co., operator of KELO Sioux Falls, S. D., is sponsoring a five-week "Mid-Century Farm Tour." The group will leave New York Oct. 12 by air and return to New York Nov. 10.

Directed by Les Harding, KELO farm director, the tour will take in France, Sweden, Denmark, Germany, Holland, England, Switzerland, Spain and Portugal.

The schedule will include glimpses of the Marshall Plan in action, a study of farm prices and prices, in addition to observing the progress of economic and social recovery. Mr. Harding is in charge of reservations for the trip.

WORD GRIDCASTS
Set 48 Games for AM-FM

WORD and WDXY (FM) Stark-
tumburg, S. C., will carry 48 football games this fall, including professional, local and national college games and six high school contests.

All Washington Redskins games, sponsored by American Oil Co., and the top college game of the week will be handled by Harry Wiemer, ABC sportscaster. Top regional games played in the southeast and the important games played by Clemson and South Carolina also will be aired.

All Wofford College games will be carried and also six Spartanburg High School games. The Wofford and regional games will be sponsored by the Aug. W. Smith Co. and the local Cudd & Coan Insurance Co.; the high school games will be sponsored by Stratford Motor Co.

WWCF (FM) Rates

1 N BROADCASTING - TELECASTING'S 1600 MARKETBOOK, page 230, it was erroneously stated that WWCF (FM) Poynter, Wis., is available as a bonus to national advertisers buying time on its AM affiliate WIBU. WWCF is not available to WIBU advertisers without additional payment amounting to 50% increase in WIBU rates.

BROADCASTING

STATION MANAgERS

Need Trained Personnel?

WANT A REFRESHER COURSE?

BEGINNErs!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3333 16th Street, N. W., Washington 10, D. C.

NEW TERM OPENS OCT. 2

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

BROADCASTING SCHOOL

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3333-16th St., N. W.
Washington, D. C.

Please send information concerning:

[ ] Correspondence [ ] Residence Courses.

Name:__________________________ Address:__________________________ City:__________________________ State:__________________________
September 12 Decisions

BY THE SECRETARY

The New Era Fallon, Inc., Niagara Falls, N. Y. - Granted license to change trans. site to new FM station.

KAZA-FM Los Angeles, Calif. - Granted license to change new FM station to new site.

September 11 Applications

ACCEPTED FOR FILING

License Renewal

Request license renewal for AM station.

KXDR Des Moines, Iowa - Granted license renewal.

KWOI Sioux Falls, S. D. - Granted renewal to be submitted at a later date.

KXGD-AM New Ulm, Minn. - Granted renewal.

KXSK-FM Denver, Colo. - Granted renewal.

Radio City of West Palm Beach, Fla. - Granted renewal.

September 5 Applications

ACCEPTED FOR FILING

License Renewal

Request license renewal for AM station.

September 4 Applications

ACCEPTED FOR FILING

License Renewal

Request license renewal for AM station.

August 28 Applications

ACCEPTED FOR FILING

License Renewal

Request license renewal for AM station.

Laws that has it!

(IF IT IS FOR A BROADCASTING STATION)

GATES RADIO COMPANY

QUINCY, ILLINOIS

TELEPHONE • 522

(TEL. METROPOLITAN 0522)

September 18, 1980 • Page 81
SILVER ANNIVERSARY

WELL Steaming Month-Long Observance

Cleaning up the WELL studios for the next 25 years are (1 to r) Messrs. Jayne, Owen and Stone, all 20-year veterans in the radio business.

WITH a month-long series of special events planned, WELL Battle Creek, Mich., is observing its 25th anniversary during September.

Scene of the silver jubilee is the WELL studios in the Michigan National Bank Bldg. Among the anniversary highlights planned are special broadcasts by birthday guests, contests, prizes, refreshments and a program re-creating the days when WELL sent out its first broadcasts on a 5 w transmitter.

Appropriately, the walls of the studios' entrance lobby have been painted in silver. Atop the 205-ft. transmitter tower on the bank's roof, a pennant has been mounted bearing the emblem, "WELL 25."

Also in keeping with the occasion, Dan E. Jayne, vice president and general manager, has invited all married couples in Battle Creek and the four surrounding townships, whose 25th anniversaries occur in September, to visit the studios and be interviewed by staff announcers, either "live" or by tape.

In keeping with WELL's welcome policy towards visitors, listeners have been invited to "come up and broadcast" during September. Their voices will be tape-recorded and later aired.

For early risers, free coffee "and" is being served each morning between 6 and 7 o'clock. During the same hour, Danny Daniels, "The Old Brooklyn Cowboy," interviews some of the visitors on his program.

On four Saturday evenings, 9 to 10 p.m., WELL is staging a Radio Talent of the Future show. Young people in the 15-30 class will appear in solo or group performances. Cash prizes will be awarded and each winner will be declared eligible to enter the city-wide amateur contest in October, sponsored by the Retail Merchants in connection with "Hospitality Farm Week."

WELL also is sponsoring a jingle contest. Some of the most appealing offerings will be read over the air.

Inserting a touch of nostalgia, popular melodies of 25 years ago will be played on the Mon.-Fri. Accent on Melody show.

In addition to Manager Jayne, key figures in preparing and staging the WELL observance include: Forrest F. Owen, public relations and program director; E. P. Mills Jr., commercial manager; Frank Jayne, traffic manager, and Earl J. Stone, chief engineer.

An ABC affiliate, WELL is owned and operated by Federated Publications Inc. and is licensed for 250 w on 1400 kc. Its sister station WELL-FM, founded in 1947, operates on Channel 271 (B) with 45 kw on 106.1 mc.

STANDARDIZATION

Graham Addresses IRE Meet

VIRGIL M. GRAHAM, director of technical relations for Sylvania Electric Products Inc., and associate director of the Radio-Television Mfrs. Assn.'s engineering department, has cited engineering standardization in the radio industry as today's basis of outstanding advances in the electronic art.

Speaking before the West Coast convention of the Institute of Radio Engineers in Los Angeles last Wednesday [BROADCASTING, Sept. 11], Mr. Graham gave a report containing "definitions of terms, tests and symbols which are of interest to the radio industry and the institute today." Among organizations he cited as being active in establishing and promoting manufacturing type of standards were the Associated Mfrs. of Electrical Supplies, later combined with the Electric Power Club to form the National Electrical Mfrs. Assn., and the Radio-Television Mfrs. Assn.

KCJB ON AIR

New Fulltime N.D. Outlet

NEW CBS affiliate, KCJB Minot, N. D., officially went on the air Sept. 1, operating fulltime on 910 kc with 1 kw. John W. Boler, president and general manager of station, is owner.

Mr. Boler also owns KSB Fargo-Jamestown, N. D. G. H. McKinnon is commercial manager of KCJB and Linn Wells is sports editor.
COMMUNIST CONTROL BILL Passes Senate

A BELLIGERENT Senate, weathering discord within its ranks, passed a stiff omnibus Communist control bill last week. The measure, a broadened version of the McCarran Bill (S 4037), was approved by 70-7 vote in an atmosphere politically charged.

With the Senate action taken, conferences late Thursday sat down to sort out differences between the upper chamber's package security bill and the House-passed McCarran bill, sponsored by Rep. John Wood (D-Ga.).

The final version to be sent to the White House and possibly facing a Presidential veto [BROADCASTING, Sept. 11] was expected to contain the provision which would require Communist and Communist-front groups to label in advance all publication and telecasts with the source of sponsorship.

The author of the Senate bill, Sen. Pat McCarran (D-Nev.), predicted that the veto for the measure “because American public opinion won't let him do otherwise.” Sen. McCarran was appointed chairman of the joint Senate-House conference committee.

President Truman told newsmen Thursday afternoon he would have to study the new bill as it emerged in conference before committing himself. Earlier, Mr. Truman had warned he would veto the original McCarran Bill which subsequently was modified. The bill was essentially the old Mundt-Nixon bill.

Provisions of Bill

The approved legislation had two main provisions: (1) The registration of Communists by an independent Senate Committee to Control Board, and (2) machinery for the Attorney General to intern Communists and other potential saboteurs in case of an invasion or insurrection. Stricken from the bill was a proposal to arrest saboteurs in case of an invasion or insurrection or internment.

Supporters of the measure already were mapping plans to override a veto should the President decide to send it back to Congress. At his news conference Thursday, Mr. Truman ruled out any possibility that he would apply a “pocket veto,” i.e., not sign the bill in a 10-day period during which Congress adjourned.

The President made it plain that he would have flatly rejected the measure had the Senate sent it to him in the form passed by the House.

In a topsy-turvy session in which Democrats and Republicans charged each other with infringing upon Constitutional rights, the Senate last Wednesday finally turned down provisions of the Administration-backed security control bill and accepted the modified McCarran bill.

Controversy on alleged “thought control” provisions of the bill, which includes the labeling of Communist broadcasts or telecasts, was a main undercurrent. Sen. Herbert O'Connor (D-Md.), denying the bill had such an aim, said it was designed to halt “un-American elements.”

In another move to tighten security, the Senate passed and sent to the House a bill aimed to strengthen the FBI's hand in combating espionage and sabotage. The measure would permit FBI agents to make arrests without recourse to warrant for federal offenses committed in their presence. It also would allow such arrests if the agent has “reasonable grounds” to believe a felony is involved.

The House overrode a Presidents veto of a measure which would impose drastic anti-Communist requirements for obtaining and retaining citizenship in the U.S. If the Senate takes its cue from the House on this, Truman probably would override. The bill, as authored by Rep. Francis E. Walter (D-Pa.), would prohibit citizenship to any alien who belonged to a subversive group within 10 years before applying for citizenship.

COMPLETING details for Ford spon- sorship over KJOA Des Moines of U. of lowa football games this season are (1 to r) Bob Elston, KJOA sports- caster; I. W. Brauer, account execu- tive, J. Walter Thompson Co., representing Iowa Ford Dealers Commit- tee; James L. Kelahan, KJOA sales manager; Don O'Brien, station sports- caster. Games, originated by KJOA, to be carried by KBIZ Otumwa, KICD Spencer, KGLO Mason City, KSIB Creston, KWWL Waterloo, KVFD Fort Dodge, KBUR Burlington.

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode. This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker and active clubwoman. Her recipes, food and household hints are of great interest to KMB-C-FRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current spon- sors, but additional sponsors are now available. Promotion and merchandising aids are also a part of the participa- tion. Contact us, or any Free & Peters "Colonel" for details!

WNOE BID Seeks Switch to 1090 kc Made Available by FCC

WNOE New Orleans last week filed for 50 kw day, 25 kw night, directional frequency declared "available" by [BROADCASTING, April 17]. Owner by James A. Noe, WNOE presently has an expected move to 1090 kc with 50 kw day, 5 kw night, directional fulltime.

WNOE in effect is filing for the change to 1090 kc, D. L. Inglis, KTHS Hot Springs, Ark., now operating on 1090 kc with 10 kw day, 1 kw night. KTHS has pending an application for move to Little Rock and boost 1 kw to 5 kw fulltime, directional fulltime [BROADCASTING, Aug. 14].

Under the North American Regional Broadcasting Agreement, now being renegotiated (see story page 41), 1090 kc has been usable in the U. S. heretofore only in Arkansas (KTHS) and Maryland (WBAL Baltimore) 50 kw, directional night.

It was because of NARBA that FCC had earlier denied KTHS' bid to move to West Memphis, Ark., and boost power to 50 kw.

At the same time FCC also had denied the competitive application of C. E. Palmer's Hot Springs Broadcasting Co. for a new station at Hot Springs on 1090 kc with 50 kw fulltime as well as KTHS' second bid for a new outlet there on 50 kw with 5 kw day, 1 kw night, to replace the 1090 kc outlet were it removed to West Memphis.

But on ruling in this case, FCC officially would consider 1090 kc assignable in those areas where it might be assigned since NARBA had expired after the closing of the record in the proceeding. The Commission further gave the partie- pants a year in which they might file new applications, indicating they thereby might compete on equal terms with applicants who may wish to enter the lists for use of 1090 kc in accord with presently existing considerations.

WNOE's winning statement, prepared by the Washington consulting engineering firm of Meccano," the measure would permit FBI agents to make arrests without recourse to warrant for federal offenses committed in their presence. It also would allow such arrests if the agent has "reasonable grounds" to believe a felony is involved.

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September 18, 1950 • Page 83

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**FCC Actions**

(Continued from page 81)

Decisions Con't.

Minn.—Granted continuance of heartbeat operation, subject to expiration of time and to submission of continuing application from 9-13 to 13-15.

By Examiner Jack P. Blume.

**FCC Roundup**

*New Grants, Transfers, Changes, Applications*

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**Box Score**

**Summary to September 14**

**License Applications**

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<th>Class</th>
<th>AM Stations</th>
<th>Licensed CP's</th>
<th>Conditions of Hearing</th>
<th>AM Stations</th>
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<tr>
<td>Class B</td>
<td>2,178</td>
<td>1,246</td>
<td>355</td>
<td>207</td>
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<tr>
<td>Class C</td>
<td>106</td>
<td>58</td>
<td>353</td>
<td>182</td>
</tr>
</tbody>
</table>

**On the air**

**TOTAL**

**Docket Actions**

**INITIAL DECISION**

WJMJ and Royal Bank, Co., New York City, granted new station license for FM station in New York City. 4,000 kw, 740 m. To be operated by WJMJ, Inc., a corporation in New York City. License conditioned on construction of facility and 1,000 m for the initial license term. The condition concerning the construction of the facility is a condition of the initial license grant.

**Non-Docket Actions**

**AM GRANTS**

New Orleans, La.—J. J. J. Pilgrim, granted license for an AM station in New Orleans, La., 1,000 kw, 500 m, and fulltime license to operate.

**September 13 Applications**

**ACCEPTED FOR FILING**

**AM—1390 kc**

KEEN San Bernando, Calif.—Applicant, to change station facilities from 640 kc to 1,500 kw, 100 m, 25 kw directional. Approved.

**WAMS Wilmington, Del.—**On approval, to operate a commercial educational station from 590 kc to 1,000 m.

**Modification of CP**

KAHU Hilo, Hawaii—Modified to extend a commercial educational station from 590 kc to 1,000 m. License conditioned on the maintenance of the station.

**License Renewal**

Request for renewal license application for station KLAC-TV, Los Angeles, Calif., to serve the metropolitan area of Los Angeles, Calif.

**License for CP**

KRBC-FM Austin, Texas—License to offer CP service.

**TENDED FOR FILING**

**AM—1050 kc**

WNOE New Orleans, La.—Applicant, to operate a commercial educational station from 1,000 kc to 1,000 m, 25 kw, and 100 kw directional.

**September 14 Decisions**

**By a Board**

STA GRANTED

Zenith Radio Corp., Chicago—Grants license to operate a station within the city of Chicago, Illinois.

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.

1131 Vermont Ave., Wash., D. C.

Sterling 4264

COMMERCIAL RADIO

Monitors Company

PRECISION FREQUENCY METERS

On Duty All Night Every Night

PHONE JACKSON 3502

P. O. Box 7037

Kansas City, Mo.

---

**Deletions**

One AM station application reported deleted last week by FCC. Total to date since Jan. 1, 1950, 1,823.

**KGAR-FM Garden City, Kan.—**Announced March 1, 1950, to delete FM license, total of 67.

**WJMJ Springfield, Mo.—**Grant of an FM station is rescinded. Action Sept. 12.

**OPERATIONS SUSPENDED**

KFRP Berkeley, Calif.—Granted request for FM station, license expired, until Oct. 21, 1950, pending reconsideration.

**WXJN Plainfield, N. J.—**Grant of a request for renewal license is suspended, pending reconsideration, until Sept. 30, 1950.

**WHNH Warren, Ohio—**Grant of a request for renewal license is suspended, pending settlement of labor problems. Action Sept. 14.

**All suspended operations on condition that applicants cease all construction or motion of equipment and take all necessary steps to eliminate the delay.**

---

**Transfers**

**WKBK Pullaski, Tenn.—**Grant of a request for transfer of license from Joseph R. Crowder to James Porter Clark and W. E. Cady.

**WGRL Salem, Ore.—**Grant of a request for transfer of license from John R. Crowder and James Porter Clark to W. E. Cady.

**WIKR Redding, Calif.—**Grant of a request for transfer of license from W. E. Cady to Joseph R. Crowder.

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**WXJN Plainfield, N. J.—**Grant of a request for renewal license is suspended, pending reconsideration, until Sept. 30, 1950.

**WHNH Warren, Ohio—**Grant of a request for renewal license is suspended, pending settlement of labor problems. Action Sept. 14.

**All suspended operations on condition that applicants cease all construction or motion of equipment and take all necessary steps to eliminate the delay.**
KYW SALES CLINIC

F&P Staffers See Available Shows

* * *

Featured talent on KYW local programs line up for clinic's finale as Mr. Pyle (seated) handles the m. c. chores.

Anne Lee's Notebook broadcast and condensed local shows with a tour of the studios sandwiched in. Luncheon was served in the building, after which the clinic was devoted to station coverage, market, promotion, publicity and sales promotion, and, finally, a sales talk.

Attending were:

Westinghouse Radio Stations Inc.—Walter E. Benoit, vice president; Edward Borroff, sales manager; Eldon Campbell, sales representative; W. B. McGill, advertising and promotion manager.
KYW—L. R. Rawlins, station manager; R. H. Teter, sales manager; Frank A. Tooke, program director, and Paul I. Woodland, promotion.

To lend added effectiveness to the clinic, a special studio was set up on the KYW auditorium stage. Occupying half the stage, it was framed by a large arch labeled "Sound Investments," complete with front curtain.

Heralding the clinic was a specially written "P & P Bedtime Story," plus other reminders, which were left the previous night in hotel rooms of those scheduled to attend.

The clinic started at 8:30 a.m. Presentations included the first half hour of KYW's Musical Clock, unofficial capacity, Sen. Johnson questioned the networks.

According to the Senator's office, the networks answered the queries emphatically that (1) they are not in favor of cutting AM rates and hope to have new plans to do so, and (2) in view of increased rates charged by other media, radio time charges probably are too low.

If there are to be any readjustments, it was indicated, the networks would consider an upward revision.

U. S. F.B.A. Proposes Change

PROPOSAL to amend Federal tax laws to remove hardship on broadcasters in accumulating funds for TV and other facilities will be submitted to the American Bar Assn. convention in Washington this week.

Move on behalf of stations devised with the Federal Communications Bar Assn., which is represented in ABA's House of Delegates by Guilford Jameson, F.C.B.A. past president. The problem was discussed by the ABA Tax Section, which opened a three-day meeting last Thursday.

A special committee on Section 102 of the code contends that the present procedure handicaps stations in withholding dividends for the purpose of constructing TV facilities or otherwise expanding operations. The committee feels Section 102 should be amended to allow withholding of funds where the station can show reasonable growth.

In recent broadcast cases (KTUL Tulsa and KOMA Oklahoma City) the Revenue Bureau assessed additional taxes on dividends withheld. The action was upheld on appeal.

Other problems affecting radio and television were discussed by the ABA Copyright Section at a Saturday symposium held at the Shoreham Hotel. ABA national convention sessions conclude Sept. 20.

NO AM RATE CUTS

Networks Tell Johnson

EVIDENCE has cropped up on Capitol Hill that two of the major radio networks, specifically CBS and NBC, have no intention at this time of cutting rates to timebuyers.

The revelation, disclosed by the office of Sen. Ed C. Johnson (D-Col.), showed little inclination by the networks to follow along the controversial path of AM rate cutting as advocated by the Assn. of National Advertisers. ANA's plans, spearheaded by its Radio and Television Stations Committee, were repulsed temporarily by the networks late in July [BROADCASTING, July 31].

Rate cutting as an issue entered the office of radio-minded Sen. Johnson, chairman of the Senate Commerce Committee, in the form of queries from unidentified affiliates who are concerned with rates regarding ANA and other sources. As a courtesy and in an

BROADCASTING • Telecasting

When You BMU Tells You

IT'S LOVE

When You BMU Tells You

IT'S LOVE

On Records: Toni Arden—Col. 38903; Denise Darcel—Lon. 756; Phil Brito—MG1 10788.

On Transcription: David LeWinter—Standard.
Closed Circuit
(Continued from page 4)

ator whose Washington commentary is co-
operatively sponsored on more than 300 sta-
tions, shortly will resume newspaper column.
He has signed one-year contract with King
Features Syndicate for column five days per
week, likely to appear in large list of papers,
probably Including Hearst chains.

WHEN W. J. Faulkner, notable actor—gets award
for “distinguished service to medicine” that’s news.
Shortly to be announced will be award to
Jean Hersholt for his Dr. Christian series
(CBS, Wed. 8:30-9 p.m.) by District of Colum-
bia Medical Society (an Academy chapter)
to occur annual banquet in Washington on
Oct. 4.

ATLANTIC REFINING fall sports schedule
delayed by increasing difficulty in clearing
time. With AM schedule complete N. W.
Ayer, Philadelphia, Atlantic agency, working
furiously to complete TV contracts before
season deadline.

ERWIN, WASEY & Co., New York, prepar-
ing spot announcement campaign in Ohio to
start in October for Republican party’s candi-
date for governor, Dan Elr1gt.

SCHWERIN RESEARCH CORP., New York,
specialists in qualitative audience reaction
measurements, will expand into regional radio
and television service, probably on West Coast,
in near future.

NEW JERSEY STATIONS OFFER DEFENSE HOOKUP
NEW JERSEY Network, composed of 32 AM
and FM stations in state, offered to governor
and state department of defense for emergency
communications, according to statement filed
with FCC Friday by New Jersey Broadcasters
Assn. indicating approval of Commission’s pro-
duced disaster communications service [BROAD-
CASTING, Aug. 7]. Network, including non-
NJBA outlets, can be activated within hours
in event of national or local disasters such as
“floods, blizzards, earthquakes, hurricanes,
exposures or the consequence of armed attack.”

In addition to state network, stations pro-
tie-in with local civil defense plans. Net-
workZone encompasses FM stations. Three originating keys are WTOA
Trenton, WAAT Newark and WSNJ Bridge-
ton. Alternate network patterns planned should
originating key become inoperative, FCC was
told at Plan presentation to state by Carl Marx,
WTIT Trenton general manager and NJBA
president.

COFFEE BUREAU ON ABC
As PART of “most intensive” advertising
campaign in its history, Pan-American Coffee
Bureau, New York, will continue to sponsor
Edwin C. Hill’s The Human Side of the News
three-weekly on 21 ABC stations. Theophilo
de Andrade, bureau’s president, announced
Friday. Magazine, newspaper Sunday supple-
ment and other advertising will accompany
drive to promote coffee as America’s favorite
beverage.

PAGLIARA JOINS WIL
NICK PAGLIARA, 25-year radio veteran who
was general manager of WEW St. Louis from
1940 until much ago, joins WIL St. Louis
as national sales manager. Mr. Pagliara was pro-
gram director of West Virginia Network from
1935 to 1940.

MACK LEAVES PEPSI-COLA
WALTER S. MACK Friday announced resig-
nation as chairman of board of Pepsi-Cola Co.

RURAL NETWORK ASKS FCC
TO REJECT MUZAK PLAN
REFUTING “vigorously” Muzak Corp.’s conten-
tion FM has not progressed from “a few and
distinctive public service,” Rural Radio Net-
work Friday petitioned FCC to reject Muzak
proposal that “narrowcasting” of its pay-as-
you-listen service be allowed in over 200
FM band [BROADCASTING, Sept. 11]. RRN saw
destruction of FM as national broadcast
service under Muzak plan rather than enhance-
ment visioned by subscription radio proponent.

FILED by Washington counsel, Marcus Cohn,
RRN petition cited extensive, unique service
of RRN’s FM network operation as best refut-
ation of “unsupported contentions of Muzak.”
Although reporting to present, “there should be
no justification for Muzak’s proposal for a misguided FM euthanasia. The
way to cure FM’s ills is most assuredly not by killing the service.”

RRN saw “obnoxious nature” of narrow-
casting “pig squeal” emitting from sets to
prevent non-subscribers from enjoying Muzak
programs without payment as diminishing
value of FM broadcasting to listener. Possible
confusion of “pig squeal” with static further
would destroy work RRN and others have done
to herald FM as static free, petition also noted,
also as adverse effect on potential FM set
purchasers realizing cost of set “was only a
license to pay for further service.”

TV PICTURE TUBES
MOSTLY ABOVE 15 INCHES
RECTANGULAR TV picture tubes made up
47% of July cathode tube sales to set manu-
facturers, RTMA reported Friday in first
breakdown of circular and rectangular tube
sales.

Also reported by RTMA was 40% drop in
July tube sales from previous month because of
vacation shutdown by manufacturing plants.
Picture tube sales to manufacturers totaled
341,940 units, valued at $9,133,746, in July
cumulately with $66,942 tubes, valued at $15-
04,910 in June, RTMA said. Data also showed
84% of July sales were tubes 18-in. and longer.
Tubes 15-in. and less accounted for 15% of
that month’s sales; 10-in. and larger for
slightly more than 11%.

TV GROUP’S FCC PROTEST
TV MANUFACTURERS ASSN., in letters
from President Michael L. Kaplan to FCC
Chairman William G. Hill, protests color decision
as “half-baked,” giving TV “black eye,” mak-
ing manufacturers “whipping boy” and re-
quests time limit be extended “until a prac-
tical, compatible color system satisfactory to
your Commission is presented.”

PALEY TO BE GUEST
TO COMMEMORATE his 20th anniversary
program Lowell Thomas on Sept. 29 will have
William S. Paley, chairman of board of CBS,
as his guest.

NAVY PROMOTES GODFREY
ARTHUR GODFREY, CBS radio-TV actor,
promoted to commander in Navy Reserve
Friday, while on two-week period of active
duty at Navy Air Training Command, Pensac-
ola, Fla.

Page 86 • September 18, 1950
Today, farmers and farm families have more spendable dollars than any other group in the U.S.

There are many ways of covering this rich, ready-to-buy market. But any way you try in WLW-land will cost you more than WLW. It's as simple as this—

WLW reaches a greater rural audience in WLW-land—at less cost—than any single medium or any combination of media.

Here's why—

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than any other station,* with 216 stations competing.

WLW reaches 81.7% of all rural radio homes in four weeks, 66.5% in an average week. And the average rural home reached LISTENS TO WLW EIGHT HOURS AND SIXTEEN MINUTES PER WEEK.**

For further information, contact any of the WLW Sales Offices in

CINCINNATI
CHICAGO
NEW YORK
HOLLYWOOD

* People's Advisory Council Survey
** Nielsen Radio Index, Feb.-March, 1950

CROSLEY BROADCASTING CORPORATION
WEED

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

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