This is my product

These are the people
This is my budget
I want to sell!
I use WOR

This happens!

The people buying!
The magic word that opens the door to the greatest advertising medium of our times is television.

And in Richmond, first market of Virginia, television means only WTVR.

WTVR is the only television station in Richmond . . . has been for two years.

Virginians remember that in 1944 Havens & Martin, owners of WMBG, prophesied the coming greatness of television with the first full-page newspaper advertisement ever placed by a radio station. Since 1926 they recall many other pioneering steps taken by WMBG, WCOD, and WTVR, backed by a firm faith in the American system of broadcast advertising.

Wherever you are (Richmond, New York, or Chicago) Havens & Martin stations are your "First Stations of Virginia."

Open Sesame

WMBG AM
WTVR TV
WCOD FM
First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
Pace your sales locally with YANKEE Home-town Stations

You can't beat a friendly, locally popular Yankee home-town station for setting up and maintaining steady and profitable sales volume.

These locally accepted Yankee home-town stations are spread all over New England — 28 of them in six states, carrying Yankee Network and Mutual programs to a vast audience — serving national advertisers and home-town merchants.

They form the largest New England regional network — combining more local coverage to reach more people more effectively than is possible through any other group of stations.

Set the pace anywhere and everywhere in New England with Yankee.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

UNUSUAL interest being manifested in network circle membership of Life in announcing 4% increase in advertising rates with same guaranteed circulation of 5,200,000. It’s pointed out this is the first time any major medium has tied rates into overhead since Life says flatly new rate is based on inflationary cost trend. Heretofore publications have used circulation exclusively as rate yardstick.

SOON to make big news will be announcement that R. J. Reynolds Tobacco Co. (Camels) has signed with ABC for Fat Man, Friday, 8:30-9 p.m., beginning Oct. 6. Client, through Wm. Esty, also acquired TV rights but plans not yet completed.

WITH Fat Man shifting to Reynolds sponsorship, Norwich Pharmacal Co., which relinquished program, has purchased Modern Romances on ABC twice-weekly Tuesday and Thursday, 11:15-11:30 a.m. Benton & Bowles handles account.

VISIT of Gen. David Sarnoff, RCA chairman, to CBS as luncheon guest of Chairman William S. Paley is only half of story. Mr. Paley returned courtesy by visiting Gen. Sarnoff at RCA headquarters last Tuesday. It’s easy guess that programs, policies and TV were discussed. It is also good bet that Columbia Recording Corp. will begin producing those 45’s.

ALTHOUGH FCC had no formal comment following NAB board’s action sharply criticizing network for “lax and unsanctioned” sales practices, it is known that FCC is watching the situation closely. The move by the NAB was the first formal protest of any kind by the network.

THE situation has been described to Broadcasting as “an attempt to stimulate the advertising business to the point where the networks can get advertising rates upward.”

ABC abandoned its plan to drop sponsorship of baseball play-by-play broadcasts seen Friday on heels of complaint filed by KTHT Houston against Liberty Broadcasting System, its President Gordon B. McLendon, and its affiliates.

In an action Mr. McLendon had been studying for months, Barry-Kravis, one of the affiliates, had been asked to leave the system just prior to the complaints being filed.

NEW BAB STRIP FILM PROMOTES NATIONAL SPOT BAB’s new strip film on spot broadcasting, “How to Pick a Winner,” previewed in New York, will be accompanied by commentary text when distributed to BAB subscribers, at $15 per package.

Spot broadcasting, in definition of new film, is “any use of the nation’s radio stations by a national advertiser on a selective or market basis.” Film is intended to be shown principally to distributors, food brokers, manufacturers’ representatives—in the words of Maurice E. Mitchell, BAB’s director—“the people who sell to retailers nationally advertised products.”

CHARLES HAMMOND, NBC VICE PRESIDENT, FOUND DEAD CHARLES HAMMOND, 41, vice president of NBC in charge of advertising and promotion, Friday afternoon was found dead in his car near his home in Chappaqua, N. Y.

With NBC since 1943, Mr. Hammond served as director of advertising and promotion and in 1947 was elected a vice president and assistant to Niles Carmell, then president of the network and now board chairman.

Born in New York in 1909, Mr. Hammond also was with the New York World, New York Post and Literary Digest in editorial capacities. He was later district director for the former Rosemary Sistrom, and two daughters, Mary Louise, 8, and Deborah, 5.
IN DETROIT...

MORE DAYTIME

POWER

for... WKMH

MICHIGAN'S MOST POWERFUL INDEPENDENT

5000 WATTS

WKMH

1310 KC

5000 WATTS - DAY
1000 WATTS - NIGHT

More power in Detroit means more power where the three-and-one-half million live. More power in Detroit means more buying power for your advertising dollar.

Fred A. Knorr
President & Gen. Mgr.

Weed
and company
National Representatives

MUSIC • NEWS • SPORTS

July 3, 1950 • Page 5
Man builds pipeline between buyers and sellers

Here's a man who can build you a pipe line between sellers and buyers. This versatile "plumber" accomplishes results with his carefully followed commentary on the national scene.

As Mr. Maurice A. Hill of the Warren County Hardware Co. wrote to Station WLBI, both of Bowling Green, Kentucky:

"Mr. Lewis' news broadcast continues, as it has in past years, to do a very gratifying sales job for us.

"The program is of great value to the firm as a direct sales medium and for the good will and added prestige it gives us... In our opinion Mr. Lewis' straightforward and informal manner makes his program the best newscast on the air."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Any time Dan'l got hungry, he just up and shot the nearest wild critter that had meat on it—usually a b'ar or a deer. Dan'l had a reliable storehouse of meat, on the hoof, right there in the forest. And he stayed close to it.

Nowadays, if everybody wanted to stay close to the source of his meat supply many would have to move west of the Mississippi. That's where about three-fifths of the meat is grown.

But fortunately for people who like their meat regularly—and nearly everybody does—the U. S. has a meat supply service that fits the country's size and population pattern.

For growing the meat, there are the cattle ranches of the West, and the "feeder farms" and hog-raising farms of the corn belt. For processing the meat and getting it to retailers in small towns and big cities alike, there are 4,000 meat packing companies—each constantly competing for a share of business by improving products and by selling at competitive prices.

This is a supply service that assures a continuous flow of wholesome meat from farm to table at a lower service cost than almost any other food.

**AMERICAN MEAT INSTITUTE**
Headquarters, Chicago • Members throughout the U. S.
A PEEK through the Iron Curtain for a view of the Russian press is being afforded radio listeners in the Pacific Northwest by the XL stations—the Pacific Northwest Broadcasters. Program becomes even more timely with the Korean crisis arising last week.

Each week, the XL stations present a 15-minute verbatim report of Russian newspaper articles and comments about the United States and its government. The report is contained in a program aptly titled, As the Russians See Us, originated at XLR Spokane Saturday, 9:15 a.m. (PST), and aired at other convenient times during the week by KXL Butte, KXKL Great Falls, XKLQ Bozeman, KXLJ Helena, KXL Missoula (at 10:15 p.m. MST Saturday) and KXL Portland (5:45 p.m. PST Saturday).

These revealing disclosures of "Fascist and imperialist intrigue" are based on the semi-monthly release, Soviet Press Translations, published by the Far Eastern and Russian Institute of the U. of Washington, Seattle. The program, which began last January, became so popular it was extended shortly afterward to the entire XL group. The series, though not in format, parallels a daily time series on Japan called This Is Your Enemy.

Two KXLY staff announcers conduct the feature—one reading verbatim translations from various Russian publications, the other interjecting disclaimers, explaining that the program is merely a verbatim report.

"We make no attempt to color the Soviet stories, nor to comment on them," E. B. Craney, KXLY general manager and head of PNB, has stated. "We broadcast these reports just as they are published in the Soviet press and translated by the U. of Washington. We believe the American people should know how the Russian press belittles the United States in the eyes of the Russian people."

The feature is presented as a public service by the stations. No attempt is made to label the broadcast—USSR propaganda for home consumption vs. that for international use.

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**strictly business**

**SALE** of $1 million worth of business in his fourth year as NBC spot salesman was a morale booster for Rudi N. Neubauer, but it wasn’t his most enjoyable effort. That came in 1947, when Rudi sold Dizney Dean, hero of his favorite sport, to Johnson Wax for 13 weeks in the summer, a time when the client was usually off the air.

A baseball devotee from away back, Rudi’s first professional ambition was to be a big league ball star. After he renounced this goal for radio sales and NBC Chicago, he still kept his mitt in by playing on a network team with Jim Neale of Dance – Fitzgerald – Sample, George Bolas of Tatham-Laird and Curly Bradley.

“When the bases began getting too long,” he started coaching some little neighborhood kids in the sport three nights a week and Sunday afternoon. These sessions have dwindled, however, because of his account executive work for Eversharp, International Harvester, Johnson Wax, Pabst and Campana.

Rudi counted 21 stars in his NBC service flag last month. A Chicagoan most of his life, he met and was hired by Niles Trammell at the end of a three-year period during which Rudi organized public and trade radio shows in Chicago. “I was tired of being one of four beagles who did all the running around,” he says, so he joined the office staff at NBC. Having a wide variety of detail, because personnel was barely perceivable back in 1929, he even swept out conference rooms and clipped press notices.

Appointed division cashier he (Continued on page 19)
Two Umpires Behind The Plate Isn’t Any Good in Broadcasting, Either

WHAT any radio station needs most is an accurate count of its audience. What it needs least is two counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don’t duplicate each other, then one or both are in error. Corned spurious. It makes as much sense as having two umpires behind the plate—as well as two sets of rules.

Within the past few months both C. E. Hooper, who counts audiences via the telephone-coincidental method (Hooperatings) and Dr. Sydney Roslow, who counts audiences via the personal interview-aided recall method (Pulse Ratings) have appeared before the Radio Departmental of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey. Mr. Hooper used it to show similarity in ratings produced in two samples, “telephone homes” and “cross-section homes.” Dr. Roslow used it to show similarity in ratings produced by two methods, “roster recall” and “coincidental.” Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximating par on the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Roslow that the telephone coincidental and the aided-recall methods are irreconcilable and both cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been puzzlement, bitterness and indecision, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense not of Mr. Hooper or Dr. Roslow—but of the broadcasting industry!

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of time, money, temper, ulcers, coronary and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the sample.

2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., since each has a basic interest in the results.

3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper, Inc., and The Pulse, Inc. (first week of the month recommended).

4. That C. E. Hooper, Inc., and The Pulse, Inc., agree to furnish original field records, working material, interviewers’ instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being “observed” by committee members.

5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey shows that Mr. Hooper is right and Pulse is wrong. If it agrees with Pulse, then Pulse is right and Hooper is wrong. If it agrees with neither, then both Hooper and Pulse are wrong.

Isn’t it better to settle this now, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity and confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The locale of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal.

If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAA, the ANA; the NAB—all parties who, like us, are looking for the truth about audience ratings.

We mean business; we don’t intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let’s get back to one umpire behind the plate so we can get on with the ball game.

Stanley G. Breyer
KJBS BROADCASTERS
1470 Pine Street
SAN FRANCISCO, CALIF.
WBIG dominates "The Magic Circle"** having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollinger

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

HIDING behind the formidable label of S. Seward Spencer is the jovial director of radio and television on the West Coast for Foota, Cone & Belding in Hollywood, who answers to the name of Bud.

The latter appellation he adopted out of self-defense during his early years at a YMCA camp where to maintain his given name would have been to court danger. He's been Bud ever since. The first "S" he claims is merely for effect, although it's usually had the effect of giving him a nautical significance.

Whatever the name, however, one thing is certain: With the Hollywood office of FC&B the center of all the agency's radio and television activity for the West Coast, Mr. Spencer is a busy man.

Among accounts for which he is currently directing both media are Acme Brewing Co., Union Oil Co., radio for California Fruit Growers Exchange (Sunset), Safeway Stores (Canterbury Tea), Gulf Brewing Co., and television for Cook's Early American Wine, Arden Farms Co. (Diced Cream), Security First National Bank. Plans are now underway for use of both media for Southern Pacific Railway.

Bud contends there's room for both radio and television. Radio, he feels, will continue to maintain its level as an advertising medium, while television will become a direct selling medium.

He first got into radio by letting other people into radio. His first job in the field was as a page with NBC Hollywood. From that post he went on to traffic department, later became night traffic manager, and in 1943 was made night program manager.

The following year he left to join Foota, Cone & Belding as assistant to the late Arnold Maguire, as director and producer of EKO Hollywood Startime show. During the next few years Bud worked on several TV and regional shows as supervisor or director, including Jack Carson Show, Man Called X, Count of Monte Cristo, Tony Martin Show, and American Tobacco Co. shows.

In 1946 he was made assistant to C. Burt Oliver, then general manager of the agency's Houston office. Three years later he was appointed assistant to Mr. Maguire, then director of radio and television. In March of this year Bud was named director, following the death of Mr. Maguire.

An only child, Bud was born Dec. 12, 1909, in Williamsport, Pa. His early schooling was gained in St. Paul where the Spencers moved when he was two. For eight summers, while gathering knowledge in secondary schools and the U. of Minnesota, he worked at Yellow- stone National Park, holding down the front desk at Yellowstone Park Hotel Co.

After leaving college he took a series of jobs, selling for an

(Continued on page 48)
to Langhammer & Assoc., Omaha, to supervise creative and copy work. Also will assist president.

LAWRENCE WEINER, Pioneer Adv. Corp., organizes Lawrence Weiner & Assoc., 230 W. 41st St., N. Y.

HERBERT O. NELSON, manager Ruthrauff & Ryan, S. F., elected vice president.


AL ANDERSON, director public relations, Amfра Industries Inc., N. Y., to McLaren, Parkin, Kahn Inc., N. Y., as head radio-TV activities.

ROBERT EVANS, copywriter, Benton & Bowles, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in similar capacity.

R. CONRAD JONES named media director MacFarland-Aveyard, Chicago, after year as assistant to Hays MacFarland. RUSSELL KEEGAN from assistant research director to head of department.

TAYLOR S. CASTELL, Kenyon & Eckhardt, N. Y., to Cecil & Presbrey, N. Y., as account executive for Nescafe and others.


JOEL L. MARTIN, vice president-research director Marion Harper Assoc., N. Y., to Emil Mogul Co., N. Y., as director research and media.

STEPHEN P. BELL, McCann-Erickson, N. Y., account executive, rejoins Ruthrauff & Ryan, N. Y., as account executive. Was with R&R before 1944 when he went to M-E.

GARY SHEFFIELD, head of agency same name, to McLaran, Parkin & Kahn, N. Y., as account executive.

RICHARD E. HOGAN, BBDO, S. F., to sales staff Gillman, Nicoll & Ruthman, S. F.

LOIS JACOBY, freelance writer and play reader, to Kenyon & Eckhardt, N. Y., as script editor of The Ford Theatre.

LEONARD MATTHEWS named assistant timebuyer to Al Eisenmenger at Leo Burnett, Chicago, replacing MacLean Chandler, named assistant to William L. Weddell, radio manager.

JACK BUKER, Long Advertising Service, S. F., to Botsford, Constantine & Gardner, S. F., as account executive. EVERETT DOTEN, Long Advertising, San Jose, succeeds in S. F.

SYKES SCHERMAN promoted to assistant secretary American Assn. of Advertising Agencies, N. Y. With AAAA since 1948.

VIRGINIA BORER to John H. Riordan Co., L. A., as office manager.

PRICE, ROBINSON & FRANK, Chicago, to 10th floor Merchandise Mart from Board of Trade Bldg.
TILO ROOFING Co. names Moore & Beckman, New Haven, Conn. To use 25 stations in New York, New Jersey and Phila. in 13-week spot campaign beginning July 10.

DODGE DEALERS of Chicagoland July 2 sponsor variety show starring Willie Shore, Sun., 9-10 p.m. CDT on WENR-TV Chicago. Agency: Ruthrauff & Ryan, same city. May expand to regional network in fall.

AMALGAMATED CLOTHING WORKERS OF AMERICA extends sponsorship of America's Town Meeting to KECA Los Angeles and WXYZ Detroit, both for 13 weeks, effective July 4. Agency: Ben Sackheim Inc., N. Y.

AUREX CORP., Chicago, for its hearing aid, planning national radio and TV schedule in fall. Agency: Paul Grant, same city.

STOKELY-VAN CAMP INC., Indianapolis, appoints Kelso, Norman, S. F., for all Van Camp products in Calif., Ore., Wash. and Ariz. Both radio and TV expected to be used.

SAM SMITH SHOE CORP., Newmarket, N. H., names Dancer-Fitzgerald-Sample, N. Y., to direct advertising of "Little Yankee Shoes," National TV planned.

Network Accounts . . .

EMERSON DRUG Co. July 17 renews Hollywood Star Playhouse, Mon. 8-8:30 p.m., CBS, for 13 weeks. Agency: BBDO, N. Y.

FORD DEALERS OF AMERICA replaces Kay Kyser on NBC-TV 9-10 p.m. Thurs., with Jack Haley as m.c. of musical revue for 13 weeks. Agency: J. Walter Thompson, N. Y.

MINUTE MAID Corp., N. Y. (frozen fruit), buys Fri. 5:45-6 p.m. segment Howdy Doody, NBC-TV for eight weeks from July 7. Agency: Ted Bates & Co., N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), adds 24 stations to ABC lineup, bringing total to 228, for The Original Amateur Hour, Thurs., 9-9:45 p.m. Agency: Lennon & Mitchell, N. Y.


Strictly Business

(Continued from page 8) stayed on the job 10 years and then switched to spot sales in 1940. Accounts he brought into the house included The Fair Store, McLaughlin Manor House Coffee and Borden. In his fourth year, he sold $1 million in business, including 15 quarter-hour newscasts per week for Grove Labs. That $250,000 in orders was signed in one day.

In 1945 Rudi transferred to network sales. Until NBC's AM and TV departments were split recently, he handled accounts using both media. He has also serviced the U. S. Steel account.

Rudi, a sports-loving bachelor, delights in his lates sale—a network show from Arlington race track, which he intends to supervise personally this summer for all 13 weeks.

FARM SAFETY

ABC, NBC Plan Programs

CONTRIBUTING to National Farm Safety Week, July 23-29, both ABC and NBC will point up the observance on their respective farm programs.

ABC's The American Farmer, heard over approximately 160 stations, is sponsoring a farm safety letter writting contest and a series of pick-ups from various luncheons throughout the country. First prize in the contest, a 1950 Ford tractor, will be awarded for the best letter completing in 50 words or less the statement: "I believe farm people should learn and obey farm safety rules because . . ."

On The National Farm and Home Hour July 22, NBC will launch a farm accident survey of the farms in Miami County, Ohio. Paul Visser, NBC agricultural director, said arrangements for the survey are being made in cooperation with the Miami County Farm Safety Committee, Ohio College of Agriculture and National Safety Council.
Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!

1-MINUTE SPOTS ON
50,000 WATTS
WNOE—NEW ORLEANS
ONLY $13.00 (360 TIME)
EACH RATE

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE
MUTUAL BROADCASTING SYSTEM
James A. Noe, Owner

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

WNOE
MUTUAL BROADCASTING SYSTEM
James A. Noe, Owner

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
North Carolina Rates More Firsts
In Sales Management Survey Than
Any Other Southern State.

More North Carolinians Listen To
WPTF Than To Any Other Station.
By JOHN OSBON

RADIO last week was girding itself psychologically—and in some instances, physically—for the growing international crisis.

In the wake of closer scrutiny of military and civilian defense preparations spurred by the outbreak of Korean hostilities, broadcasters were mulling the ramifications of possible emergency war power "free fire" legislation.

Whether the broadcast industry would be subject, if war comes, to far more drastic restrictions than those imposed during World War II was a matter of speculation at week's end.

But there were indications that it would not. The consensus of some government communications planning officials was that, if the U. S. goes to war, broadcasters probably would operate on a voluntary basis much as they did in the war years from 1941 to 1945—with the benefit of newer and additional operational innovations and with a minimum of censorship.

\'Radio Silence\'

There also was evidence that military communications planning officials was that, if the U. S. goes to war, broadcasters probably would operate on a voluntary basis much as they did in the war years from 1941 to 1945—with the benefit of newer and additional operational innovations and with a minimum of censorship.

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Radio Gets Ready
(Continued from page 15)
defense would be effectively served if stations "remain on the air pre-
ceding an air attack, during air raids and in the post raid periods." Radio and television stations could assist in a number of ways in the event of any emergency, the report said [BROADCASTING, Nov. 15, 1948].
Another plan under study is that detailed by Edward M. Kirby, for-
mer NAB public relations director and now a consultant, and Jack W. Harris, KPBC Houston general manager. Both served as officers in World War II.
They urge provision for trans-
mission of network broadcasts by means other than telephone lines which, conceivably, m i g h t be bombed out in warfare; intercon-
nection of military and civilian radio stations, and revival of "some central government information clear-
ning house like the old OWI" under Byron Price, who must be "mo-
bile," they emphasize.
Other plans, described as "classi-
ified" at this stage, are under con-
sideration by military and civilian authorities, among them one pro-
posed by the broadcasting industry, it was learned.
Responsibility for the nation's mobilization program, including supervision of communication and other facilities, will be given to a Mr. Symington to a larger degree than heretofore, under a plan submitted to Congress last May by President Truman.

NSRB Plan
The plan would transfer present functions now vested with the board to Chairman Price and provide for appointment of a vice chairman. NSRB members would serve in an advisory capacity, with full power and discretion vested in Mr. Symington. He would direct activities of NSRB, Munitions Board, Office of Mobilization, and a host of participating agencies, including FCC [BROADCASTING, May 15]. NSRB is the coordinat-
ing agency for civil defense plan-
ing.
Authorities said last week that the Senate Executive Expenditures Committee, to which the plan was referred, will favorably report the plan, which becomes law July 8 (Saturday) unless vetoed by either house of Congress.
First mobilization step for the electronics industry was taken in 1948 by Radio-Television Mfrs. Assn., which submitted recommenda-
tions to the Munitions Board and National Security Resources Board, top parallel military policy agen-
cies.
The two boards set up the Elec-
tronic Equipment Industry Advis-
ory Committee, with Fred R. Lack, Western Electric Co., as assistant chairman for industry. The com-
mittee has held several meetings and will meet again in mid-Septem-
ber. An industry mobilization plan has been tentatively approved.
Dr. C. R. Baker, vice presi-
dent of General Electric Co., was named to study Army and Navy specification problems as well as problems of the quartz crystal indus-
try.
The Munitions Board recently set up its own Electronics Division, with Marvin Hobbs as acting chief.
Governing orders of radio trans-
mitting and communicating equip-
ment, including radar, rose sub-
stantially in the first quarter of 1948, totaling $41,005,900 as com-
pared to $37,342,885 a year ago, according to RTMA. Radar appar-
atus constituted a heavy share of the orders during the first quarter, amounting to $24,860,004. This included search, navigational and fire control items.
The Munitions Board's Joint Electronics Committee and NSRB, represented by Leighton Peebles, its communications division chief, also said:
Page 35—Networks Cover War News
Page 80—Voice Reports Korean Outbreak
Page 36—Harvard Study Analyzes Soviet Radio
work with the manufacturers' Indus-
ty Advisory Committee on equip-
ment specifications and stock-
piling of materials. The munitions group is charged with compiling requirements for the military — Army, Air Force and Navy.
Supervision, monitoring and guid-
ing the creation of civil defense's role in support of the Air Force program is being handled in the Defense Dept. by Col. A. B. Pitts, communications officer, and Lt. Col. Barnet Beers, assistant civil defense liaison. The department al-
ready has pressed into effect a Communications Aircraft Observer Corps in parts of 10 eastern states, with plans to extend it to 25 states.
Plan makes use of existing tele-
phone facilities, as well as various mobile facilities, including transit radio and taxicabs.
Use of commercial broadcast-
facilities also is being studied by the Air Force, Col. Pitts said, add-
ing that NAB had offered full co-
operation the past two years.
On transit facilities, Richard Cramer of Transit Radio Inc. has submitted lists of cities where transit radio operates, and depart-
ment officials have conferred with Ben Strouse, general manager of DWDC Washington, capital fran-
chise-holder of the service.
Creation of the observers' corps was effected following a number of tests utilizing coded frequencies involving participation of such stations as WNBC New York and WBB Boston, Col. Pitts said. Use of sub-audible frequencies would make it possible to warn Cooperat-
ing broadcasting and local civil de-
fense officials of imminent air at-
ack without "tipping off" radio listeners. The method was found to be "practicable and feasible," he added.
Civil Defense Discussed
Meanwhile, federal officials and state and city representatives have discussed civil defense planning the past month in a series of confer-
ences looking into communications and other phases. Discussions have been initiated by Paul J. Larsen, chief of NSRB's National Civil Mobil-
ization Office. Mr. Larsen has urged state governors to press for legis-
lation creating civil defense plan-
ning bodies in their areas.
Three major cities—Washington, Chicago and Seattle—are in the process of conducting studies for preparation of an interim civil de-
fnce plan. Results of the studies can be used as a guide for other cities.
A broadcasters' committee, com-
prising representatives, mostly en-
gineers, of the capital's radio-TV stations, has met periodically with Herbert Friede, District superin-
tendent of communications, NSRB officials and the FCC. Amateur radio officials and municipal representatives also have sat in on discus-
sions led by Mr. Friede.
Broadcasters, led by Ross Bevillé, WWDW Washing-
ton engineer, already has furnished statistical data on location of transmitters, working hours named by owners, power sources, receivers, and ability to communicat-
with other stations.

Broadcasters in Attendance
Broadcasters who have attended meetings include, in addition to Mr. Bevillé, Clyde Hunt of WTOP, Harold Reed of WJZ, Ken Ber-
ley, vice president and general manager, and Frank Harvey, of WMAL, all Washington, among others.
Mr. Friede pointed out that FCC is considering recommendation that the 1760-1800 kc band be allocated for "disaster communica-
tions service," which he feels should be sufficient to serve the demands of civil defense in event of an emergency [BROADCASTING, June 12]. NSRB neither approved nor disapproved pending passage of its overall plan.
Mr. Friede told BROADCASTING that "television will play a part in dissemination of information to the public"; that station locations have been selected; and that charts and blueprints will be laid before broad-
casters in subsequent early meet-
ings. All plans, however, would be subject to approval by NSRB, which would become civil defense plan by September.
Two plans are being studied in-
volving communications' role be-
fore attack ("alerting" phase) and actual operational procedure during an emergency.

KRSC SALE
Negotiations Completed
NEGOTIATIONS have been com-
pleted for the purchase of KRSC Seattle by J. Elroy McCaw, West Coast station operator, from P. K. Leberman and associates for $115,500 plus net quick assets, subject to the customary FCC approval.
Mr. McCaw is the owner of KELA Centralia-Chehalis, Wash., and, with John Keating, West Coast station representative, is stockholder of KYA San Francisco, KPOA Honolulu and KKLZ Denver. He also has interests in KAYAK Yakima, Wash., and KALE Richland, Wash.
Earlier arrangements for the sale of KRSC to Sheldon Sackett, West Coast broadcaster and publisher, did not materialize [BROADCASTING, May 26, 1949].
Sale of KRSC by Mr. Leberman and his associates, John Ryan and Robert Priebe, follows their dispo-
osition of KRSC-TV and KRSC-FM to Mr. McCaw for $375,000 about a year ago [BROADCASTING, May 15].
KRSC is on 1150 kc with 1 kw. The transaction was handled by Blackburn-Hamilton Co.
EDITOR, BROADCASTING:  ... Of course, you know without my telling you that I am in complete agreement with your thesis that the major issue faced by the mass media is "government vs. private operation."

Whether your suggestion for a fusion of AM, FM, TV, manufacturers and other collateral broadcasting arts is a feasible one is much more difficult to answer. If the problem within the NAB stems from differences among its classes of membership because of differences in size, scope and interests, perhaps the problem would only be increased if we brought in other groups as well.

On the other hand, perhaps the bringing together of all such groups might be just what is needed to emphasize the one over-riding issue and permit organization to achieve effective action with respect to it; leaving to each of the subordinate groups the working out of what you call the residual or collateral problems peculiar to each. I would be glad to have a chance to talk the matter over with you.

Justin Miller President NAB 

EDITOR, BROADCASTING:  ... Your proposal has a great deal of merit and while I realize that our interests are closely associated with the broadcasters I believe that the problems of the manufacturers are generally of a different nature.

While this could probably be handled in a collective organization with your divisional setup, I do not believe that the RTMA would adopt your proposal at the present time.

Leslie F. Mueller President The Muter Co., Chicago Member Board of Directors and Treasurer, Radio-Television Mfrs. Assn. 

EDITOR, BROADCASTING:  ... Congratulations for having gotten all of us together and taking a look at the forest. Your proposal will evoke serious discussion in all quarters, and your initiative in stimulating this discussion is "operation in the public interest."

Joseph H. Ream Executive Vice President CBS 

EDITOR, BROADCASTING:  ... First, I believe your thinking is very constructive.

Second, I doubt if such an organization as you outlined would be feasible from a practical operating standpoint.

Third, I believe a yearly conference of broadcasters, telecasters and manufacturers would be a very worthwhile project. I visualize this as a meeting of the officers and boards of directors of the various American system could work more closely together on the many things upon which they all agree.

Here's hoping your editorial produces some thinking about this subject which will produce a worthwhile result.

Neville Miller President Federal Communications Bar Assn. Former President (1938-44) NAB 

EDITOR, BROADCASTING:  I particularly like the advantages of broadcaster and set distributor-dealer cooperation which could accrue from one all-encom-
By FLORENCE SMALL

LEADER in the extra-length cigarette field and among the top five brands in the country in sales, Pall Mall has consistently enlisted radio—and now television—for the king-size portion of its spectacular sales job.

Of a total annual advertising budget of $3 million, the American Cigarette & Cigar Co., maker of Pall Mall, devotes more than $2 million to radio and television, with the latter medium receiving approximately $600,000 of the appropriation.

In a statement to Broadcasting, Paul Hahn, president of the American Tobacco Co. (parent company), explicitly conceded that radio—and latterly, television—has been "a major factor" in the impressive sales record of Pall Mall.

Currently the firm sponsors The Big Story on NBC radio and television besides its vigorous spot campaign on radio and television stations throughout the country. Agency for Pall Mall is Sullivan, Stauffer, Colwell & Bayles, New York.

Once a leader in the Turkish cigarette field, Pall Mall was an industrial casualty of World War I when hostilities cut off its life-giving supply of Turkish leaf. Allowed to languish in the shadow of Lucky Strike until the late part of the '30s, Pall Mall then experienced the personal invigoration of the late brilliant George Washington Hill.

Mr. Hill’s first act in the epochal campaign was to lengthen the cigarette and to call dramatic attention to the term "king-size," now a standard word in the cigarette industry.

Types of Promotion

His advertising was equally provocative and effective. In 1939 Pall Mall "Made You Look Smart-er!"; in 1940, the cigarette advertising stressed the "Long" and "Short" comparison; in 1941 the company instituted a tremendous spot announcement campaign on practically every station in the country with the famous "On Land, Sea and Air" transcriptions. The extent and success of the latter has become almost a radio legend.

American Cigarette & Cigar Co. launched Pall Mall’s network career in April 1937 when it bought a 15-minute commentary show, through the Compton agency, featuring Ford Bond. In the succeeding years under Young & Rubicam, and after 1942, with Ruthrauff & Ryan, the Pall Mall shows featured in order, Dorothy Thompson, Eddie Duchin, Gracie Fields, and Robert Ripley. In 1946 Pall Mall bought the Frank Morgan show (The Fabulous Dr. Tweedy) which had been a summer replacement for Jack Benny and Lucile Strike. The Jack Benny show, incidentally, was originally envisioned for Pall Mall in 1943, but the American Tobacco Co. believed it too large a venture and reassigned it to Luckies.

Replaces Morgan Series

In April 1948 the Frank Morgan show was replaced by The Big Story, the same year that the Pall Mall account was taken over by SSSC & B. Two years later sponsorship of the program was extended to television also.

The Big Story, which chronicles the exploits of reporters, was conceived and originated in the minds of two men, Bernard J. Prockter, radio producer and owner of the package, and Clement Wyle, who as writer and keeper of the archives for the late Warden Lewis E. Lawes became the collector of an immense store of crime news stories.

To sustain the documentary format set for the show Mr. Prockter and Mr. Wyle interview hundreds of reporters for news stories worthy of re-enactment. Narratives are selected for adaptation only when the reporter actually has been a participant in the making of the news. The journalist whose authentic experience is used receives a $500 award.

The documentary format of the show also is stressed in the telecast version. Camera crews actually go on location to film the locales of the narratives. Special mobile equipment, such as a station wagon with a camera ramp, have kept the shooting junkets moving quickly through the country. To date the tours have covered some 30,000 miles.

As an example, a recent film schedule was covered, Memphis, Chattanooga, and culminated inside the walls of Huntsville Prison in Texas for the background of a headline account of four convicts who escaped by forging the governor’s name to pardons.

Additional realism is gained in the telecasts by enticing members of the community where the sequences take place for bit parts. Some amazingly good acting as well as unusual incidents have resulted from this.

High Rating

During a recent Nielsen rating, The Big Story was number four on homes reached and number 10 on percentage rating of all U.S. TV shows.

Pall Mall’s phenomenal increase in sales in the past 10 years—12 times as high in 1950 as in 1935—is largely attributable to Mr. Hahn, who had been president of American Cigarette & Cigar Co. for
ULLMAN SERIES
Beatrice Kay Sots Pact

CONTRACTS for 156 quarter-hour transcribed shows have been signed by Beatrice Kay and the Richard H. Ullman Inc., Buffalo, according to Richard H. Ullman, president of the firm. Mr. Ullman said the new series, known as The Beatrice Kay Show, is designed for use by local, regional and national advertisers.

Miss Kay, known as the Gay Nineties girl of screen, stage, radio, TV and Columbia records, is venturing into a transcribed feature for the first time, Mr. Ullman said.

In addition to its star, The Beatrice Kay Show will feature Artie Malvin, vocalist; Claude Thornhill and Glenn Miller orchestra; Kay Jannens band and a male chorus. Scripter for the series is Jay Jones, the director, Bobby Nicholson.

Mr. Ullman stated that his firm will back the new series with an expanded sales force and a heavy promotional sales campaign. The Ullman company is producer of Tune-O, Jingle Library, Dollar Derbys, Barbershop Harmonies and Joe McCarthy Speaks.

CAROLINA MEET SET

FALL meeting of the North Carolina Assn. of Broadcasters will be held Oct. 22-24 at the Mid-Pines Club, Southern Pines. The session site was voted at the recent NCAB convention at Chapel Hill. It will be announced when reservations are open, officials said.

NAB DISTRICT MEETS

NAB'S summer-autumn series of district meetings will be marked by a "let's get acquainted with NAB" theme in which members and non-members alike will be told the facts of industry and trade association life.

Plans for the annual broadcaster gatherings are being drawn up at NAB Washington headquarters, following the recent board meeting [BROADCASTING, June 26]. The idea of conducting a sell-NAB clinic has board approval and a headquarters crew will make the nationwide circuit, starting with the Aug. 14-15 meeting in Seattle.

Following the board meeting, in which NAB is thought by many members to have successfully survived a threatened crisis, the headquarters staff has focused its attention on carrying out board mandates involving membership, Broadcast Advertising Bureau and other operations.

Topping last week's activities were the BAB and district meeting projects, which interlock in many phases. Maurice B. Mitchell, BAB director, will join Washington headquarters officers in the plan to acquaint members with many of the little-publicized services.

The NAB delegation around the nationwide circuit will be led by President Justin Miller. With Mr. Mitchell and Richard P. Doherty, employee-employer relations director, Judge Miller will have at his side other headquarters officers depending on the special agenda of each meeting.

TO STRESS TEAMWORK

Members will be given an overall NAB picture plus detailed description of departmental work, but the teamwork motif will be stressed rather than special operations.

William B. Ryan, NAB general manager, was completing his revamping job at headquarters following board approval of his reduced budget and his general plans for the association. Still on his desk is the job of finding up a plan to redivide the nation into fewer areas and to realign the directors-at-large setup. This lineup is to be submitted to the board next November.

It was emphasized at NAB that BAB's $168,000 budget for the year permits continuation of the sales operation at the present level with no projects cancelled. The original $200,000 BAB budget contained a number of proposed items which were not deemed feasible at this time.

A special BAB board advisory committee is scheduled to meet July 27-28 in Washington to review preliminary plans for separation of BAB from the association itself. Mr. Ryan endorsed the separation idea to the board, which adopted a resolution calling for such separation by next April. Many board members accepted his contention that the separation should not be a severance from NAB but merely go far enough to give BAB the freedom it needs to carry on an aggressive industry sales campaign.

Heading the board advisory committee.

(Continued on page 49)
SWITCH TO SPOT

TELEVISION is not killing radio, according to data compiled by Sindleger & Co. in Philadelphia and released last week in a report called "Spot in Focus." The survey was gathered through Radox, the firm's instantaneous electronic radio and television measurement system.

From April 1940 through February 1950 TV set ownership in Philadelphia increased from 98,000 to 160,000. The number of viewing minutes devoted to television increased 125%. During the same period, the number of minutes devoted to radio decreased only 19%.

In homes which have had a TV set for more than a year, radios are used twice as much as radios in homes with television less than a year, according to the report.

Although television gained 37 minutes during the period, the Sindleger report points out that this is an average of all Philadelphia homes—radio-only and television-with-radio. Several reasons are presented to show why there has not been a greater decrease in radio listening: (1) Radio homes in Philadelphia during the past year have increased by 12,000, and the number of radio sets has increased by 98,000 (99% gain); (2) A sharp increase in radio listening in TV homes (primarily from multiple radio sets) where TV has been owned for more than a year.

Radio-only homes reportedly listen to the radio an average of 89 minutes an evening. When a radio-only home acquires a video set, radio listening drops to 14.8 minutes an evening, Sindleger found. When the novelty wears off, however, it is reported that radio listening in TV homes increases, reaching 34 minutes an evening—38% of former radio listening—in those homes in which television sets have been owned for over a year.

MCCRAY ASSUMES POST

THOMAS C. McCRAY assumes his new post as NBC director of radio network operations in Hollywood July 17. Mr. McCray was appointed to the Hollywood assignment after serving as the NBC radio network program director.

RALSTON JOINS TREND

INCREASING TREND toward use of spot radio by national advertisers, which currently account for 15% of network programs received another push last week with announcement that theRalston Purina Co. has cancelled its Tom Mix and Checkerboard Jamboree shows on MBS and is planning a heavy plunge into spot and spot programs.

While format of the new campaign is not complete, reports are that the company will transcribe the Checkerboard Jamboree and place it on a selective station list. At the same time the budget formerly spent on the Tom Mix network show will be devoted to executive and spot schedule currently being worked out by the agency, Gardner Advertising, St. Louis.

_REASONING BEHIND MORE SPOT...

Informal sources close to the account think the reasoning that prompted the move is that the use of network radio is the same that has caused other big advertisers to pursue a similar course—that the dilution of radioaudience in areas of concentration has reduced the efficiency of radio network programming for their products.

By turning to spot broadcasting it is felt, these advertisers believe they can concentrate their messages in specific markets, suffer less from television-radio competition for audience.

Another network sponsor, Mail Pouch Tobacco Co., dropped its network show Sports For All.

PETRIS IS HOST

Open House at New Offices

EDWARD PETRY & Co. last week was host to several hundred leaders and representatives of agencies, advertisers and broadcasters at open house parties in the new New York offices of the station representative firm. The recently completed Petry offices occupy the entire 23rd floor of 486 Madison Ave.

In addition to executive and clerical offices, the Petry establishment includes an audition room equipped with both audio and visual devices for presentation of television and radio programs and commercials.

The television equipment includes a 16mm sound movie projector, a slide projector and a Balopticon projector, each of which is used for "rear" projection upon a television screen in the audition room. All of the projectors operate on a complicated optical system using angled mirrors and permitting the mixing of movie films, ordinary slides and Balopticon slides at will on the single screen.

All types of television film may be shown. Complete audio equipment for record, transcription, and voice has also been installed.

Page 20 * July 3, 1950
BROADCASTING is described as an
ings and
autos, 10.
January
Foods still
spend more

PROCTER & GAMBLE Co. again
in April was the top user of na-
tional network time, with gross
purchases of $1,581,221 during the
month, according to data on ad-
vanced expenditures for net-
twork time compiled by Publishers
Information Bureau.

The only network advertiser to
spend more than $1 million for net-
twork time, at gross rates, P&G
alone accounted for 5.8% of the
total April gross time sales of
$15,918,672.

General Foods ranked second in
network time purchases in April,
up from fourth place in March.
Campbell Soup Co. entered the
list of the top 10 network time users in
April, ranking seventh for the
month. Table below lists first 10
network clients, ranked in accord-
ance with their time purchases for
April.

Food Products Lead
Breakdown of network time sales by
product in upper table shows Foods
Products the largest group of user of
network time in April, with Toilet
Goods ranking second, Smoking
Materials third, Drugs fourth and
Soaps & Cleansers fifth.

The same five groups compose the
top five for the January-April
1950 period, but for this time the
rank order is slightly changed.
Foods still rank first and Toiletries
to second, but Drugs rank third and
Smoking Materials fourth, with
Soaps fifth.

Compared with April and Jan-
uary-April 1949, the 1950 network

* * *

TOP 10 NETWORK ADVERTISERS IN APRIL 1950

1. Procter & Gamble $1,351,221
2. General Foods Co. 665,123
3. Miles Labs 641,992
4. Sterling Drug Co. 637,833
5. Lever Bros. 610,620
6. General Mills 548,532
7. Campbell Soup 507,470
8. American Tobacco Co. 461,240
9. Liggett & Myers Co. 455,273
10. Philip Morris & Co. 384,502

FAMILY COUNT
Increase Reported by Census

NUMBER of U. S. families has risen
from 35,000,000 in 1940 to an
estimated 44,000,000-plus in 1950, j ud-
ging by Census Bureau returns

to date. All but 1,509 of the 229,
000 census districts have been
tabulated but the process of tabulating
them is still in the early stage.

Increased in number of families is
described as an outstanding fac-

tor in stimulating demand for
products, especially in house-
hold living. Among such products are
autos, homes, household equipment,
radio receivers, appliances, furnish-
ings and related items.

BROADCASTING  Telecasting

<table>
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<tr>
<th>PRODUCT GROUP</th>
<th>APRIL 1950</th>
<th>1950</th>
<th>APRIL 1949</th>
<th>1949</th>
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<tr>
<td>Agriculture &amp; Farming</td>
<td>$279,377</td>
<td>300,000</td>
<td>$289,328</td>
<td>310,000</td>
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<td>Apparel, Footwear &amp; Access.</td>
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<td>190,000</td>
<td>169,146</td>
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<td>Automotive, Auto-Mobile Equip. &amp; Supplies</td>
<td>314,397</td>
<td>325,000</td>
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<td>Aviation, Aviation Equip. &amp; Supplies</td>
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<td>745,000</td>
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<td>Beer, Wine &amp; Liquor</td>
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<td>Bldg., Mat. Equip. &amp; Fixtures</td>
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<td>Confectionary &amp; Soft Drinks</td>
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<td>674,000</td>
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<td>Drugs &amp; Remedies</td>
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<td>Entertainment &amp; Amusements</td>
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<td>Food &amp; Food Products</td>
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<td>365,499</td>
<td>370,000</td>
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<td>Gardening, Lubricants, &amp; Other Fuels</td>
<td>29,360</td>
<td>30,000</td>
<td>28,740</td>
<td>30,000</td>
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<tr>
<td>Horticulture</td>
<td>220,891</td>
<td>225,000</td>
<td>217,810</td>
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<td>Household Equip.</td>
<td>47,446</td>
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<td>46,924</td>
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<tr>
<td>Household Furnish.</td>
<td>2,680,000</td>
<td>2,700,000</td>
<td>2,670,000</td>
<td>2,700,000</td>
</tr>
</tbody>
</table>
| SOURCE: Publishers Information Bureau

POPULATION SHIFTS

THE NATION'S radio advertisers
will find their listeners moving off
the farm and out of central city
areas into the fringe regions around
larger cities, judging by first na-
tionwide returns from the 1950
Census.

Already it is apparent from Cen-
sus Bureau figures revealed to
BROADCASTING that not more than
one or two changes will occur in
the order of the 10 most populous
cities.

Available at this time are provi-
sional 1950 population figures for
all but a score of the cities with
more than 100,000 population.

These figures, the Census Bureau
emphasizes, cover only the incor-
porated city areas and do not cover
the metropolitan or trading areas.

Later on this year when the met-
ropolitan area population data are
available, broadcasters will have an
accurate picture of the city popula-
tions they serve. Population of the
nation as a whole is expected to
reach 150,000,000, compared to 131-
669,000 in 1940.

New York Still Leads

The largest city still is New
York, both in terms of incorporated
area and metropolitan area, judg-
ing by available data. New York,
Philadelphia, Baltimore, Pittsburgh
and Washington are running behind
in submitting provisional population
figures to the Census Bureau.

New York's incorporated area will
have a 1950 population of about
7,800,000, it is believed on the basis
of present data. This compares to
7,454,996 in 1940. The New York
metropolitan area, however, is ex-
pected to exceed 14,000,000.

Several suburban areas of New
York have shown phenomenal
growth in the past decade. Nassau
County, Long Island, is up 63% to
over 650,000. Suffolk County, also
on the island, has grown to about
350,000, while Fairfield County, in
South Connecticut, has passed the
500,000 mark. Population of the
boulevard of Queens also has grown
rapidly.

Population of incorporated Chi-
cago rose from 3,366,808 in 1940 to
3,631,836 in 1950, not including the
fast-growing suburban regions. The
city retains its second place among
the first 10.

Though figures for the incorpo-
rated area of Philadelphia have not
been completed, the city is expected
(Continued on page 4)

To Frinace Reasins

July 3, 1950  Page 21
FRANK SINATRA is slated to sign a radio and television contract with CBS, at a price understood to be about $250,000 a year, to start in October in the Saturday 9 p.m. period. The show is currently being offered to sponsors.

This marks a return to home grounds for Mr. Sinatra. In 1942 he first started with the network on a sustaining show. Three years later (1945) he was the star of Lucky Strike Hit Parade on CBS for a two-year term. Recently he was on a five-weeks radio show on NBC sponsored by Lucky Strikes.

Talent battle continued last week with CBS also signing Hal Peary, star of the NBC "G.I. Rod" production, to a long-term exclusive contract for radio and television.

Although the figure was not revealed, he will get a flat sum on a "play or not play" basis, with a wage increase when sponsored. Kraft Foods Co. owns the Great Gildersleeve package and resumes the program in the fall on NBC with replacement for Mr. Peary. CBS will build its own show around Mr. Peary.

C-P-P Sign With NBC-TV

Colgate-Palmolive-Peet last week signed to sponsor a lavish NBC-TV program starring, on a rotating basis, Fred Allen, Eddie Cantor and two other as yet unselected entertainers, to begin next fall. The program will be telecast Sunday, 8-9 p.m. and will thus join CBS's variety production Toast of the Town, a highly rated program.

Messrs. Allen and Cantor and the other two stars will each be seen every fourth week. A production budget of more than $40,000 a week was said to be committed to the show. The sponsor placed the business direct.

NBC also announced last week singing of contract with Al Levy, representing Al & Burr Tillstrom, for fall telecasting of Land of Oz, a second network TV feature created by Mr. Tillstrom. His first, Kukla, Fran & Ollie, went off the air four weeks, 6 to 6:30 p.m. (CDT) schedule Friday until Aug. 28.

Mr. Levy, who headquarters in New York, is handling commercial aspects of the new half-hour show. He owns exclusive rights to 14 of the original L. Frank Baum Oz Books. A kinescope of the first edition has been studied by Mr. Tillstrom and his production staff in Chicago since it was completed more than a month ago.

Mr. Tillstrom acts as artistic director, but will not perform. He will train four or five puppeteers for the series, expected to be aired on the network in an afternoon time slot.

In its protective policy, ABC has signed Bob Garred, Hollywood newscaster, to a seven-year exclusive radio-video contract. With ABC since March on a move over from CBS, Mr. Garred is the first West Coast newscaster to be signed to such a deal.

Negotiated by Frank Samuels, ABC Western Division vice president, the contract calls for 18 programs per week on a Monday through Saturday basis, with release to 45 Western stations of the network. First 52 weeks is non-cancelable, with a 25 week pickup thereafter for the seven years. The deal involves between $20,000 and $40,000 yearly, depending upon the number of sponsors.

Mr. Garred has a minimum guarantee of $20,000 per year.

PET MILK SIGNS 'McGee & Molly' on NBC

PET MILK Sales Corp., St. Louis, last week picked up sponsorship of Fibber McGee & Molly, Tuesday 9:30-10 p.m. on NBC, after the program was dropped by its long-time sponsor, S. S. Johnson & Son.

The program, now in summer hiatus, will return to NBC next fall.

Simultaneously with the announcement that Pet Milk had bought McGee & Molly, it became known that the same advertiser had dropped the Bob Crosby Show on NBC Sunday, 10:30-11 p.m. Agency for Pet Milk is Gardner Advertising, St. Louis.

SUMMER DRIVE

WCCO Promotes Resort Area

BEAMING its Friday and Saturday night local shows from any amusement park, WCCO Minneapolis has launched the audience promotion phase of its third annual summer sales drive.

Opening shot in WCCO's summer audience campaign was moving origination of the shows to the picnic pavilion at Excelsior Amusement Park on the shores of Lake Minnetonka. General Manager Gene Willey said the success of WCCO's 1949 Saturday Night Radio Party from the lakeshore restaurant and additional Friday night block of three half-hours this year.

Exploiting its location in the Minnesota - Wisconsin resort area, WCCO has negotiated tie-ins with 200 resorts in the area for display space. In return, the station airs current news regarding fishing, boating facilities and other information about resorts and sports periods. A quarter-hour Sunday morning show, Having Wonderful Time, is devoted entirely to resort information, Mr. Willey said.

FIFTY-TWO week contract for five half hours weekly on KNBC San Francisco, claimed by the station to be the largest in the Bay Area, is set by H. E. Picard (seated l), vice president and general manager, San Francisco Brewing Corp. (Burgermeister beer). Seated at right is John W. Etwood, KNBC general manager. Standing are (from l to r) Emil Reinhardt, president, Emil Reinhardt Advertising Agency, Oakland; William Andrews, KNBC sales representative, and W. L. Rinckert, assistant general manager of the San Francisco Brewing Corp.


AGREEMENT to sponsor the Old Salt on WCOP-AM-FM Boston for four-year period is set by Rudolph Bruce (seated), adv. dir., New England Coke Co. Observing are (1 to r) Wallace L. Sheppardson, acct. exec., James Thomas Chirurg Co.; Edmund J. Shea, radio-TV dir., Chirurg; Tom Dunn, WCOP acct. exec.

FIFTEEN-minute segment of the Here's Norman Ross Show on WMAQ Chicago is bought by National Ice Cream Co. L to r (scattered) E. C. Cunningham, sales mgr., and George Sourapas, National president; (standing) Norman Ross, m. e.; Jack Schneider, WMAQ account exec.; Frank Nahser, Nahser Agency.

SETTING Packers Supermarkets, Detroit, sponsorship of Ziv Co.'s Cisco Kid on WXYZ Detroit and WHRV Ann Arbor, Mich., are (1 to r); (scattered) John Reuter, Packers pres.; James Riddle, pres., WXYZ; Charles Grossinger, Packers exec.; (standing) Walter Miller, Ziv; Julian Grace, Donner Adv.
RICHARDS' POLITICS

DELVING into the political expressions of G. A. (Dick) Richards, FCC General Counsel Benedict P. Cottone charged last week that Mr. Richards attempted to deceive the Commission in a report on political broadcasts. The accusation, made Wednesday during the third week of FCC's hearings, charged that Mr. Richards ordered staff members to slant news, was denied by counsel for the station.

Mr. Cottone made his charge after his questioning of KMPC Vice President and General Manager Robert O. Reynolds indicated that a list prepared by the station omitted 38 campaign talks by Gov. Thomas E. Dewey and then Gov. John W. Bricker during the 1944 Presidential campaign. The omissions were indicated by a comparison with KMPC's program logs.

Mr. Cottone later asserted that 122 political broadcasts were made over KMPC by Presidential candidates or in their behalf during the 1944 campaign. None of these, it was claimed, was in the station's list of political broadcasts for that period.

Joseph W. Burns, associate counsel for Mr. Richards, denied Mr. Cottone's claim, asserting that all three of Mr. Richards' stations KMPC, WGAR, Cleveland, and WJR Detroit -- had compiled voluminous material within a short time upon FCC's request, and that inaccuracies and incompleteness were likely to occur in such a "rush job."

Commission Counsel Hit

"Not one word of testimony on the specific issue, nor a single witness on the subject, has been presented," Mr. Burns declared. He claimed "the Commission counsel's assertion is simply to make a case as he goes along, realizing that he has not made one to date."

He accused Mr. Cottone of "digging in the bottom of the barrel" in seeking technical errors the stations may have committed in the distant past. Mr. Cottone, he asserted, has not read into evidence any newscast scripts to support charges of "slanting."

The list of political broadcasts was supposed to cover all carried by KMPC from April 1944 to April 1945, when FCC started its investigation. It was filed with the Commission in August 1943.

Mr. Reynolds testified it was prepared by John Baird, now KMPC program director, and that he himself had nothing to do with it. "If I could find the original, I would either omit or hold back anything deliberately," Mr. Reynolds declared.

Mr. Cottone also introduced a list of 23 KMPC broadcasts between Sept. 8 and Nov. 7, 1944, which he said were never billed to their political sponsors.

The hearing was angrily denounced by Mr. Burns on Thursday as "a grand jury investigation being held under the guise of an FCC hearing."

He charged that "the Commission counsel has finally admitted that he... is so anxious to get something on Mr. Richards that he is going outside the field of FCC regulations."

The charge came while Mr. Cottone was questioning Mr. Reynolds about payments to Rupert Hughes for some 31 anti-New Deal broadcasts between Sept. 1 and Nov. 7, 1944.

KMPC's contract book showed these broadcasts sponsored by Republicans of Southern California with Mr. Hughes paid $80 per program.

"Isn't it a fact," Mr. Cottone demanded, "that Rupert Hughes was paid $150 a broadcast and that the difference... was paid by KMPC?"

When Mr. Burns objected to the question, Mr. Cottone asserted "this is a very important matter because it could show that not only were regulations of the Commission violated, but also other laws of the U. S. -- namely, the Corrupt Practices Act."

It was at that point that Mr. Burns charged the FCC law chief with going outside FCC regulations and described the hearing as a "grand jury investigation."

Mr. Burns also denounced Mr. Cottone for having a U. S. marshal attempt to subpoena Mr. Richards for some personal files the day before. He said he had told Mr. Cottone he would accept service of the subpoena on behalf of his client and that sending a marshal to Mr. Richards' home was "contemptible" and part of a "deliberate attempt to harass Mr. Richards."

Mr. Cottone emphatically denied the charge.

Dr. Roy E. Thomas, Mr. Richards' physician, was to appear Friday for further testimony on the station owner's physical condition. He has made clear he will oppose any move to have Mr. Richards testify, on grounds that he suffers from a heart ailment and that the strain of testifying might prove fatal.

Meanwhile, more than 100 letters, notes and memoranda which purportedly passed between Mr. Richards and station executives pertaining to the 1944 political campaign and many of them in Mr. Richards' handwriting were submitted by Mr. Cottone.

Examiner James D. Cunningham ruled that unless FCC counsel prove the correspndence written by Mr. Richards were instructions rather than expressions of his personal beliefs, then all testimony in connection with them would be stricken from the record. Mr. Reynolds and counsel for Mr. Richards have argued persistently that the station owner gave his views, not instructions.

Oppose Introduction of Material

Mr. Burns and Hugh Fulton, chief trial counsel for Mr. Richards, vigorously opposed introduction of the correspondence.

"There is no reference to actual broadcasts by KMPC in these documents," Mr. Burns protested. "The only ground the Commission has for presenting them is that it apparently takes the position that the personal beliefs and thoughts of a stockholder in a radio station may be inquired into every three years."

"It is obvious," he continued, "that, inasmuch as the Commission counsel has not introduced a single one of the 7,000 news scripts from KMPC which have been turned over to them, this investigation has no other purpose than to attack Mr. Richards for his personal views."

Mr. Cottone retorted that Mr. Richards' letters tend to show instructions regarding operation of the three stations.

As he continued to present correspondence, Mr. Fulton broke in: "If this is allowed to continue, anything that bears Mr. Richards' handwriting can be spread publicly by this person who is paid by the express of the U. S. -- Mr. Cottone."

It was after this exchange that Examiner Cunningham made his ruling that evidence will be stricken unless FCC counsel can show the correspondence represented instructions.

Although many of the letters and telegrams showed partisanship on the part of Mr. Richards, there were instances in which he reminded his executives to observe FCC's rules.

"I want to urge you and Fitz," said one message to John Patt, vice president and general manager of WGAR, "to do everything within the FCC rules and regulations to help inform the people what's going on in our country and how close and how close to segregation."

"Fitz" was a reference to Leo Fitzpatrick, then vice president and general manager of WJR, to whom many of the messages were addressed.

In another letter to Mr. Fitzpatrick a suggestion that the 1944 vice presidential candidates, Sen. Harry S. Truman and Gov. Bricker, be instructed on the same program. There was this note: "Put Truman on first and then let Bricker cut him down."

Quote Letters

After expressing outrage at wartime strikes, Mr. Richards in a letter dated Dec. 26, 1943, voiced hope that WJR was "getting out news that will help shame the unions to go back and stay on the job," He noted the war "is not the President and others on loss of life and then give the strike news."

Mr. Fitzpatrick suggested in a letter to Mr. Richards in 1944, in regard to WJR's Victory F.O.B. program that "the Democrats on the program to offset any criticism that might come to us from any number of sources."

After devoting nearly two typewritten pages to outlining activities of himself and WJR in behalf of Republican candidates, Mr. Fitzpatrick purportedly wrote the station owner on Oct. 7, 1944:

The Democrats haven't bothered us any too much about time (on WJR) except from a network standpoint, although they are asking for spot announcements for the state offices starting next week. Of course, we have very few of these that we can offer because practically all of our spot announcement periods have been taken.

Following the 1944 national elections Mr. Fitzpatrick purportedly wrote to Mr. Richards:

While the disappointment is keen, it is gratifying to know that you left no stone unturned in trying to ac-

Three new vice presidents were named last week by McGon-Erickson, New York, Marion Harper Jr., president of the agency, announced. They are (1 to r) Alfred J. Scalpore, director of radio and television programs, who has been with the agency since July 1, 1948; William C. Dekker, director of radio and television service, associated with the firm since 1943; Frederick Anderson, named a member of the Advisory Committee, who has been with the organization since last October.

(Continued on page 18)

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'BUSINESS KEY'

KBA Told of Radio Role

**DISCUSSION** group during the KBA meet brings together (I to r): Robert Burton, BMI; Victor A. Skelis, WHAS Louisville; Harry McTigue, WINN Louisville; Ken D. Given, WLBJ Bowling Green; J. Porter Smith, WGRC Louisville, president of KBA.

**INDDEPENDENTS**

Form St. Louis Network

FORMATION of Greater St. Louis Broadcasting System Inc., a network comprising four independent metropolitan stations, has been announced by William E. Ware, president of KSTL St. Louis and newly-elected network head.

The network has been established to afford advertisers the opportunity to blanket this metropolitan area at a savings," Mr. Ware said. "Instead of picking away at the St. Louis market with program-selling, different hours, advertisers now can cover the area completely at the desired time. Time can be bought at the same period across the board or can be staggered any way the advertiser chooses during the day on all stations.

Four member stations are WTMV KSTL KXLW WPW—one 250 w (WTMV) and three 1 kw outlets. Network's rate card may be obtained from Mr. Ware at KSTL or from general managers of other stations of the network. Information contacts are Mr. Ware and Frank Prendergast, WTMV East St. Louis, Ill.

**WADDELL NAMED**

O'Brien & Dorrance V.P

EUGENE WADDELL, for the past 20 years active in package advertising and associated with a number of companies, has been appointed vice president of O'Brien & Dorrance, it was announced last Monday by Richard Dorrance, agency president. He also becomes a director and part owner of the agency.

Mr. Waddell recently has served as consultant to The Dolpin Corp. and J. D. Tarcher Inc. Previously he was copy chief and plans writer for Dancy-Fitzgerald-Sample, The Joseph Katz Co., Federal Advertising Agency, Abbott Kinball Co., and Geyer, Cornell & Newell.

Appointment was described as another step in expansion of the agency, which started four years ago as a sales promotion service.

**POWDERLY NAMED**

To NRDA Sales Promotion

ROBERT J. POWDERLY, sales promotion director of Kresge-Newton Co., Indianapolis division, has been elected chairman of the sales promotion division of the National Retail Dry Goods Assn. This position automatically places him on NRDA's board of directors.

Willard H. Campbell, vice president of Schumann's Inc., St. Paul, Minn., former board chairman and active in the management of NRDA's sales promotion division, has been elected chairman of the sales promotion division's executive committee. Howard P. Abrahams, manager of the sales promotion division, continues in this post.

**‘GOLDEN’ ERA**

Film Recalls Radio Role

RADIO'S emergence from the "wireless" over 20 years ago to a full-fledged competitor for America's leisure is being recalled on movie screens in a full-length documentary, "The Golden Twenties," portraying the zanier aspects of what had been described as "the era of wonderful nonsense." The picture, produced for "March of Time" by Richard De Rochemont (TV's Crusade in Europe, other films), is a pictorial cavalcade of personalities who made history in the decade following World War I.

Radio's role is touched upon in a scene showing a band, presumably playing in the studios of "Radio WLS," and a commentary that the industry introduced dance orchestras to listeners on a wholesale scale.

Describing scenes of the decade on the sound tracks are such radio commentators as Elmer Davis (for political events), Red Barber (sports), Robert Q. Lewis (entertainment) and Frederick Lewis Allen. Al Jolson, Grace Moore, and other radio-movie figures appear.

**SET SALE BOOM**

Predicted by McMann

THE BIGGEST selling season in radio and television history lies ahead, in the opinion of R. H. McMann, eastern district manager of the Westinghouse Television-Radio Division.

Speaking to a meeting of New York distributors, Mr. McMann said: "The industry is planning to produce in the neighborhood of six million television receivers this year, and our own factory plan to produce twice as many receivers in 1950 as we produced in 1949. The increased production will be backed up with the greatest promotional effort ever put behind Westinghouse radio and television," he said.

No Shorties at KSTP

IT'S long been said that they "build their men big" in Minnesota. The same applies to the announcers at KSTP Minneapolis-St. Paul who average six feet, one inch in height and weigh an average of 190 pounds, station reports.

Emcees Don Hawkins and Jimmy Valentine bring down the "average," measuring only six feet. When asked how they feel about it, they answered: "Who wants to be average?"
NEWSPAPERS must prepare to meet radio's new challenge—Broadcaster Admissibility to Bureau— and strike while BAB is in the organization stage and not conditioned to shock, according to the "momentum of change" representitive to a group of publishers who also have radio interests.

BAB's strip film and motion picture "are the first guns of Fort Sumter," and it means war, according to the memo. In the motion picture, "Lightning That Talks," radio is described as "playing for big stakes. It won't be junked, it can't be bruced off, and is certain to impress the uninstructed and the inexperienced, if not the veteran."

Despite all its success, radio is vulnerable to attacks. With programs its strength as well as its greatest weakness, the memo states. This weakness is said to lie in the inability of local or regional advertisers to meet the standards of broadcasts by general advertisers.

"If, in the beginning, this factor in the radio equation is emphasized, it will prove to be your best argument," the memo suggests.

"If you will keep uppermost in the minds of advertisers two things about radio, i.e., programs and the element of risk, you will ruin radio's newest sales story, 'Lightning That Talks'."

Draws Concern

Radio's drive for retail advertising draws an expression of concern from the newspaper representative, who contends broadcasters will find themselves "in desperate straits" without new income from this source.

"Every radio station with a network affiliation has had income and marvelous programs from big business—the national manufacturer, according to the memo. "Such programs related to radio to its present popularity. These excellent programs gathered large audiences and provided radio stations with salable 'spot time' between programs, from which they derived considerable revenue."

"As large general advertisers begin to cancel network radio, and turn to TV, the local stations begin to lose the one thing that has kept them in business—expensive, popular, and audience-building programs. Also, they lose income from spot time sales. So they now turn to local business, with an all-out drive that is sink-or-swim. One thing is dead certain. No advertiser can benefit from radio without an audience-building program. Such things cost money and, more importantly, require talent, experience, and ability to design them. The element of risk is great for the retail advertiser who turns to local radio."

Only news programs remain constant in public choice and continue to have top rating, the memo continues, adding that the newspaper, unlike radio "with its good, bad, or indifferent programs," is all top-rating material.

Newspapers are reminded that "the all-important factor" in radio advertising is the program. "When advertisers use newspapers," it is declared, "they compete, ad for ad. When they use radio, they compete program for program."

Cite Ad Competition

Declaring radio "is no more an advertising medium than a roll of newspapers," the memo asserts the advertiser buying radio is buying a program, which determines the extent of his audience. The buyer of radio is described as competing four ways—with programs broadcast at the same time, with programs used by competitors, with commercials used by competitors and with all commercials. The newspaper buyer, on the other hand, is described as competing only two ways—with advertisements of his competitors and with all advertisements.

Expensive programming doesn't assure a large audience, says the memo, since time and money spent in search of an audience-building program "is not an investment in advertising" or "goodwill" but a long and costly experiment. And there is always the danger a good program may find itself opposite a better program. An advertisement in a newspaper, even if not immediately profitable, is never a total loss. Circulation is too big, too diversified, too constant."

In an attempt to show the "risk" in buying radio advertising, the memo cites this hypothetical situation:

Suppose a newspaper advertising

NARBA PLANS Government-Industry Meet Called for July 7

A MEETING of government and industry representatives to lay plans for the forthcoming resumption of the NARBA conference was called cooperation with the State Dept.

The meeting, FCC said, "will review the developments to date in the negotiations for a Third North American Regional Broadcasting Agreement and consider further preparations for the second session of the Conference, which is scheduled to resume in Washington on Sept. 6 [BROADCASTING, May 15]." The announcement invited the participation of "any licensee or other person associated with or interested in standard band broadcasting and its international regulation."

FCC Comr. Rosel H. Hyde, head of the U. S. NARBA delegation, has repeatedly emphasized his desire to get constructive suggestions from all broadcasters who have any offer to offer.

Outcome of the full NARBA negotiations will hinge to a great extent on the success or failure of efforts to attain U.S.-Cuban accord on channel rights for those two nations.

Two previous attempts to reach an agreement with Cuba have failed—one at the NARBA sessions in Montreal last fall and winter, and the second in bilateral discussions in Havana early this year.

The preparatory meeting will be held in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, starting at 10 a.m. July 7. The last NARBA expired in March 1949.

BBDO's 20th annual golf and tennis tournament held last Monday for all male employees, brought together this foursome, to r: J. Davis Dunforth, executive vice president in charge of account service and winner of the golf tournament; Alex Osborn, vice chairman of the board; Bruce Barton, board chairman, and Leon Hansen, vice president and manager of the Pittsburgh office.

Chateau Names Rex

CHATEAU WINES Corp., Royal Oak, Mich., has named Rex Advertising Co., Detroit, as its agency. Chateau also announced purchase of the Barry Wood Show, Frederic W. Ziv radio production, to be used in six Michigan markets three times weekly to merchandise the firm's Molly Pitcher wine. Televisi-

Name Richards Agency

REDI-SERVE Inc., Chicago, ice cream manufacturer has appointed Fletcher D. Richards, New York, as its advertising agency.

Publishers are reminded radio programs "must be aggressively advertised in local newspapers to gain listeners." The radio tables, published "as a reader service," was described as indispensable to radio and, because of reader demand, an obligation of the newspaper to print. Further evidence of this diversity of taste in the selection of radio programs."

Explaining that Maurice B. Mitchell, BAB director, was schooled in advertising on newspapers, the memo concludes, "We have new competition that calls for action."
FOREIGN-LANGUAGE PROGRAMS

THE USE of foreign-language programs in areas where a need for them is demonstrated was given FCC's blessing last week in a decision overruling a hearing examiner's general decision.

Handing down its final decision in the Boston 950 kc case—the case that select the successor to WORL Boston—The Commission made clear that its decision against a foreign-language program was not based on failure of the record to establish a need in the area for additional foreign-language programs.

"Upon a different record, and with an adequate showing of need," the Commission held, "a program proposal embodying foreign-language programs may well be favorably considered in comparative proceedings such as this.

Examiner Hugh B. Hutchinson had held in his initial decision in the case that foreign-language programs, proposed by Applicant Joseph Solimene, might "in general" be "an advantage" to the public and that it would be "to learn English" and in other way to solidify rather than dispersive racial or national "separatism.

The Commission's decision granted the application of Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, and denied competing bids, those of Pilgrim's own programs, the FCC General Counsel and of WHOM Jersey City, a foreign-language outlet which was not otherwise connected with the case.

Rival stockholders of Pilgrim, with 10% each, are Boston Attorneys Frederick W. Roche and Richard Maguire. Others (4%) are Arthur E. Haley, WBM5 Boston time salesman, who managed the new station, and the following:


An inclination to levy license taxes on radio and TV broadcasting stations in some states has become not only a "discernible trend" but also has posed a matter of serious concern to broadcast industry authorities. Where does protection for freedom of the press, and to avoid an encroachment of local authority begin? The Virginia legislature, meeting the problem head-on, solved the problem by formulating "sound state policy." This action is described in the accompanying article, written by Beverley H. Randolph Jr., at the request of Broadcasting. Randolph is a member of the Richmond law firm of Peyton, Beverley, Scott & Randolph, Esq., and general counsel for the Virginia Assn. of Broadcasters Inc. He actively participated in formulating and effectuating the VAB program. Steps taken to defeat tax-hungry proposals in Virginia should be of interest to all in radio.

Mr. Bess

HERMAN BESS, 55, president in charge of sales of WPAT Pater-son, N. J., and veteran radio executive, was found dead June 29 in the basement of his Newark, N.J., home. Newark police reported four jets of a gas stove were open. Mr. Bess joined WPAT last Septem-ber. He had been active in New York radio since 1928 for a quarter of a century.

He entered radio as a salesman for the old WODA Paterson, N. J., and subsequently served with the old WAAM Newark, from which he resigned to form the New York advertising agency of Bess & Schillinn. Later he became vice president in charge of sales for WNEW New York, and then joined WCBS New York as director of sales.

His next association was with WLIB New York where he was general manager until he left in September 1949 to go to WPAT as vice president in charge of sales.

Mr. Bess is survived by his widow, Mollie G. Bess, and three sons, Jerome, James and Lawrence.
"What I need is a long vacation"

YOU don't need a change of scenery, pal—what you need is a change of strategy!

The switch that's going to give you results is to WITH!

In Baltimore, your best bet is WITH—the station that gives you a whole lot of radio for just a little money. That delivers more listeners-per-dollar than any other station in town.

Want the complete story? Then call in your Headley-Reed man today.
**KOB DISC SHOW**

Dick Bills Program Rated Early Success

FOR a period of less than six weeks—since May 15—KOB Albuquerque, N. M., has been presenting its new Western disc jockey Dick Bills Show, and the results thus far have been exceptional, according to Manager Phil Hoffman.

Star of the show, Dick Bills, has been in the show, movie, radio and television business for 11 years and for the past several years has been heard on KOB with his Western entertaining unit.

Indicative of the show's pull, in spite of its newness, stated Mr. Hoffman, is a local department store's sponsorship of one full hour each week, a theatre chain's two half-hours, an automobile dealer's two quarter-hours and a boot and saddle manufacturer's two quarter-hours. Additional time is sold for minute announcements.

Heard 10:30-11:30 a.m. each weekday morning, the Dick Bills Show also has come in for several promotion breaks. During the first two weeks of his program the KOB personality conducted a contest to find two winners for a trip to Hollywood to appear on the Walter O'Keefe Double or Nothing program for Campbell Soups. The playback of the Coast show, recorded on June 16, was broadcast June 14 on the entire NBC network.

In addition, Mr. Hoffman said, KOB set an arrangement whereby Mr. Bills appeared as a guest disc jockey in New York City July 19 on CBS' ABC's of Music program with Robert Q. Lewis for Chesterfield cigarettes.

In behalf of the Albuquerque Retail Merchants Bureau, Mr. Bills (*) presents an Indian head-dress to Mr. O'Keefe on the latter's Double or Nothing show.

Arnold, recording artist and star of the Checkerboard Jamboree, made a personal appearance and 32 other Western name stars were transcribed and Western Union messages used on the show.

Other factors contributing to the program's success, Mr. Hoffman points out, included specially built promotion announcements broadcast on KOB-AM-TV and use of considerable space in Albuquerque newspapers.

**FM SATELLITES**

RRN Gets Experimental Grant

POSSIBILITY FCC may consider authorizing remote control satellite operation of FM stations on a regular basis was seen last week in its experimental grant to Rural Radio Network for such operation.

The Commission granted on a test basis to Dec. 1 the RRN request to operate WVBT (FM) Bristol Center, N. Y., by remote control from WVCN (FM) Deeruyter, N. Y., with a licensed operator in attendance only at WVBN. The proposed system would employ subcarriers in the 20-25 kc range, one at WVCN for controlling WVBT and the other at WVBN to transmit monitoring information to the control point. RRN must first prove operation of WVBT is satisfactory, FCC said.

The Commission waived its rules requiring a licensed operator at the "satellite" WVBT and declared the WVCN operator would be responsible for maintaining the station log and other duties. FCC said the waiver did not exempt either station "from full compliance with the equipment performance requirements" of the Commission's rules and engineering standards.

Station Facilities

WVBT is a Class B outlet on Channel 270 (101.9 mc) with ERP of 1.3 kw. WVCN is Class B on Channel 286 (105.1 mc) with 1.3 kw.

RRN was directed to report on the test operation by Nov. 1 in view of the inaccessibility of the WVBT transmitter during the winter and spring. FCC said that "while the WVBT transmitter may be rendered inoperative by remote control in case of control circuit or equipment failures, a question exists as to how and in what length of time minor or major repairs can be made."

On the basis of the report, FCC said, it would decide whether or not to allow continuance of the remote operation beyond Dec. 1. "Should the experimental operation prove to be satisfactory," FCC said, "a petition for a rule-making proceeding to amend the Commission's Rules and Regulations to provide for remotely controlled operations on a regular basis would be entertained."
The most important person in America

He has helped make this country the best fed, best clothed, best housed, best educated nation in the world... He has helped raise our standard of living to twice what it was in your father's time.

He has helped provide more and better machines, through the loan of his savings to business... making it possible for men to turn out more products per hour worked.

Who is this person who is doing so much for America? He is you, the saver.

These savers are the 80 million people in America who own life insurance, and the millions who have savings accounts or own bonds or other securities.

The drive towards better living—the nation's moving force—depends upon the saver.

3 ways to protect the buying power of your savings

1. Do your share to help lessen the pressures on Government for more spending. When we keep asking Government for more services, more benefits, we must expect to pay for them... Remember, it's your Government.

2. Back up all efforts to balance the budget. When Government lives beyond its income, prices tend to rise, reducing the buying power of your savings. Remember, you're the saver!

3. Support economy—elimination of waste. Whatever Government spends, you pay either directly in taxes or indirectly in prices. Remember, it's your money.

Protecting the buying power of savings—encouraging savings—is like freedom, EVERYBODY'S job. In this belief, the life insurance companies and their agents bring you this message. They know that when Americans have the facts they make the right decisions.

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

Remember...it is Your money!
VOICE of America last week pressed into action its force of 36 transmitters, 24 language desks and various relay bases on a worldwide comprehensive basis to report the Soviet Union's recent attack, and its impact on the "cold war."

Throughout the week the State Dept.'s International Broadcasting Division beamed straight news stories based on official announcements, editorials and U. S. Congressional action, to far-flung points in Europe, the Far East, Near East and the Pacific.

Highlights included the UN "cease-fire" order, piped to Korea from the Voice's West Coast transmitters, and text of the President's statement in the U. S. million. Transmitters in New England, on the West Coast and in Ohio were pressed into service, as were facilities at such relay points as Managua, Tangiers, Salonika and Munich.

As Congressional reaction varied on the outbreak of hostilities, the Senate Appropriations Committee one day turned to consideration of the single-package funds bill for the fiscal year which began July 1 (Saturday).

State Dept. Budget Request

The State Dept. had asked the Budget Bureau for $11,204,694 for radio broadcasting activities covering program operations, evaluation services, worldwide radio facilities, supervision and direction and establishment of new relay basse. It was allowed $9,640,967 by the bureau. The House pared $2,645,000 from the overall information program with the understanding the cut could be made so Voice would continue.

Earlier, Edward W. Barrett, Assistant Secretary of State for public affairs, who is charged with supervision of the Voice and other information programs, proposed to the Senate Appropriations subcommittee that he has been "pressed" with results from Voice broadcasts as evidenced by reactions from the Russian area.

He appeared along with officials of the International Broadcasting Division.

Foy D. Kohler, IBD chief and former counselor in the U. S. embassy in Moscow, said there are roughly four million radio sets in the Soviet Union and that Russia's five-year plan calls for production of another three million more by December. About one out of every 10 houses has a private radio, he added.

The Voice's audience in the Soviet probably exceeds the original estimate of 10 million listeners, Mr. Kohler felt, basing his guess on repeated attacks on the Voice by Soviet radio and other information media. Moreover, he testified, intensified jamming operation by the Russians has been taken as another indication of the Voice's "effectiveness."

Government monitoring facilities last week picked up fresh attacks on the Voice and American radio in broadcast from Sofia, Bulgaria.

In the program, This Is America-Voices of People of the World, Vol. 3, the faithful servant of Wall Street bankers, has just begun a second round-to-round radio program operated by the British Broadcasting Corporation.

Kohler said the Voice's 28 program hours, daily, including 24 continuous hours to Russia and 45 minutes in Korea, broadcast on the former is 46% straight news, 54% commentary and features.

Mr. Kohler and other officials felt keenly that the Voice needed $560,000 sought for foreign language editions of its program schedules—an amount which the House urged be reduced to a minimum.

Further testimony was given by Walter Laemmle, president of the World Wide Broadcasting Corp., licensee of the international station, WRUL Boston. Programs aired on WRUL are prepared by World Wide Broadcasting Foundation of Boston, which privately develops international programs and supplements government data.

He said he understood the Russians vote expenditures "far greater than the whole expenditure of the Voice of America," and cited evidence of the Voice's effectiveness.

Figures released by the U. S. Advisory Commission in its semi-annual report to Congress in March 1949 placed the total number of radio sets in the Soviet Union at 6,954,060; shortwave receivers at 8,253,000; and estimated potential audience at 42,400,000.

It is estimated for Korea about 374,000 radio receivers and only 650 shortwave sets, with an average number of four listeners per receiver.

SOVIET RADIO

PUBLIC OPINION IN SOVIET RUSSIA

Radio in the Soviet Union does not apply to it in the United States "technical deficiencies" which have been in use in the U. S. Some stations use "mass persuasion" as means to networks on radio relays and newspapers operated by the Communist party.

These conclusions are drawn by Alex Inkeles, research associate in the Russian Research Center, Harvard, in a study of mass communications, Public Opinion in Soviet Russia, published by the Harvard U. Press.

The overall system comprises a radio network of 10 million receivers reaching an audience of 40 million people, a party-controlled movie industry, night training schools, and a network of about 10 million part-time agitators, according to Mr. Inkeles.

Russian Radio Far

Moscov's broadcasting apparatus in 1947, he said, divided its air time roughly as follows: Music, 60%; political broadcasts, 19.4%; literary programs, 8.6%; children's programs, 7.9%, and others, 4.1%

These programs are not received directly by the average listener on his home radio, for home receivers are scarce, Mr. Inkeles points out. Instead, they are picked up by local stations and put out on telephone, wire, systems or hooked up to individual loudspeakers.

"Since most of these diffusion exchanges can only carry one program at a time," he adds, "the Russian listener has only two choices: to stop the program, or turn the loudspeaker off.

In some places, radio audionaries have been established where large numbers of people can come together to listen to the same radio..."

The study continues: With approximately 10 million sets...
who said that?
"The Broadcasting Marketbook is the most valuable tool for buying radio and television time that has appeared in recent years."

That's what both buyers and sellers say about the Broadcasting Marketbook and Spot Rate Finder.

They endorse the Marketbook because it places within the covers of one book the basic, up-to-date market data in easy-to-use form. The Marketbook and Spot Rate Finder has been compiled with the aid and counsel of top radio buyers. It is their book. It contains the information they want. Just check the major features, and you'll see why the buyers rely on the Marketbook every day.

SPOT RATE FINDER

This copyrighted feature enables the buyer to compute in a matter of minutes a preliminary estimate of a spot campaign. The tables have been carefully prepared to save time. The day and night one-time rates of every station in the U.S.—AM, FM and TV are listed in six basic time segments.

A special table for computing frequency discounts is included. The Spot Rate Finder also lists audience studies available, the home county of each station, percentage of radio families, and number of radio families. No wonder time buyers say the Spot Rate Finder is what the Statistical Doctor ordered!

1950 CENSUS DATA

The Marketbook will include the latest 1950 Census figures right off the tabulating machines in the U.S. Bureau of Census. Latest up-to-the-minute 1950 population figures, retail data, employment, payroll figures, and other Census computations never before combined in a single reference volume.

MAPS

New state and regional maps will graphically show locations of AM, FM and TV stations by city and county.

PLUS the new 1950 Broadcasting map of the United States. This master county and city map of the U.S. measures 25 by 36. It is printed in two colors and will be mailed with the Marketbook. It was formerly published with the Yearbook.
MAINE RADIO MARKET DATA BY COUNTIES—(Specimen)

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>1950 Total</th>
<th>Per Cent</th>
<th>Radio Sales (Sales Mult. 2000)</th>
<th>1949 Retail</th>
<th>Employment</th>
<th>Taxable Payroll (1948-50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knox</td>
<td>64,700</td>
<td>25,700</td>
<td>98.6</td>
<td>50,900</td>
<td>95,000</td>
<td>25,900</td>
<td>12,500</td>
</tr>
<tr>
<td>Kennebec</td>
<td>80,400</td>
<td>62,900</td>
<td>96.2</td>
<td>54,000</td>
<td>3,000</td>
<td>2,500</td>
<td>2,700</td>
</tr>
<tr>
<td>Franklin</td>
<td>31,400</td>
<td>27,800</td>
<td>96.2</td>
<td>34,800</td>
<td>12,101</td>
<td>2,105</td>
<td>11,000</td>
</tr>
<tr>
<td>Maine</td>
<td>8,400</td>
<td>7,000</td>
<td>95.7</td>
<td>12,101</td>
<td>14,000</td>
<td>1,500</td>
<td>1,200</td>
</tr>
</tbody>
</table>

The nation's 3,000 counties are broken down into nine categories including 1950 population, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1945 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

STATE STATISTICS...

Factual data for each state is published in 19 categories. From these figures, the Marketbook gives the economic picture of each state at a glance. Also comparisons with previous years shows the economic progress of each state as a whole.

MARKET INDICATORS FOR CALIFORNIA

<table>
<thead>
<tr>
<th>CLASSIFICATIONS</th>
<th>FIGURES</th>
<th>YR.</th>
<th>FIGURES</th>
<th>YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,031,000</td>
<td>'49</td>
<td>6,907,000</td>
<td>'40</td>
</tr>
<tr>
<td>Increase over 1940</td>
<td>45.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of U. S.</td>
<td>6.87%</td>
<td>'49</td>
<td>5.23%</td>
<td>'40</td>
</tr>
<tr>
<td>BMB Families</td>
<td>3,252,600</td>
<td>'46</td>
<td>2,784,000</td>
<td>'46</td>
</tr>
<tr>
<td>Percent Radio</td>
<td>96.2%</td>
<td></td>
<td>96%</td>
<td>'46</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,164,500</td>
<td>'46</td>
<td>2,673,000</td>
<td>'46</td>
</tr>
<tr>
<td>Business Concerns</td>
<td>191,962</td>
<td>'39</td>
<td>133,024</td>
<td>'39</td>
</tr>
<tr>
<td>Manufacturing Establishments</td>
<td>17,745</td>
<td>'39</td>
<td>11,558</td>
<td>'39</td>
</tr>
<tr>
<td>Non-Agricultural Employment</td>
<td>340,333</td>
<td>'39</td>
<td>1,769,000</td>
<td>'39</td>
</tr>
<tr>
<td>Manufacturing Employment</td>
<td>333,000</td>
<td>'39</td>
<td>272,000</td>
<td>'39</td>
</tr>
<tr>
<td>Income</td>
<td>$16,121,000,000</td>
<td>'40</td>
<td>$5,006,000,000</td>
<td>'40</td>
</tr>
<tr>
<td>'40</td>
<td></td>
<td>188%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NETWORK RATE FINDER...

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate.

Using the Network Rate Finder it is possible for a buyer to readily estimate any network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER...

This section is designed to give timebuyers ready rate information on regional and state networks, Transit Radio and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS IN MAJOR U. S. CITIES...

The Foreign Language Section lists stations by states, indicates languages broadcast by each station, and foreign language population in each market. This information has been compiled from a detailed nationwide survey by Broadcasting. The foreign language data will be the most complete ever published.

Send in your reservation today for selected positions.

WHAT YOU SHOULD DO ABOUT THE MARKETBOOK!

Your ad in the Marketbook will carry your sales message through thousands of impressions in the most complete market data volume in the annals of radio. Circulation is 16,500. Closing date is July 24. Publication date is early August. County-by-county sections will carry 4 column quarter, half, and full pages. Other sections, 1/16th pages and up. Regular rates apply.
N. W. AYER
Thomas McDermott ............. "Your 1950 Marketbook should surpass your excellent 1949 Marketbook, which I am still using."

FREE & PETERS
H. Preston Peters ............... "The BROADCASTING Marketbook is a must."

THE KATZ AGENCY
Gene Katz ...................... "BROADCASTING Marketbook is comprehensive, constructive and extremely useful."

MORSE INTERNATIONAL
Chet Slaybaugh ................ "The Marketbook is indispensable in my end of the business."

B A B
Maurice Mitchell ............... "The BROADCASTING Marketbook is depended on as the regular reference for latest figures on the nation's markets."

COMPTON ADVERTISING
Frank Kemp ................... "A most valuable tool. Convenient and time saving."

AVERY-KNODEL
Lewis H. Avery ................. "The Spot Rate Finder provides basic data that makes it invaluable for both buyer and seller."

FOOTE, CONE & BELLING
Lillian Selb ................ "The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

D-F-S
Stanley Pulver ................. "A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—"get this out fast."

S S C & B
Frank Mineham ................. "We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.
Mary Dunlavey ................ "The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.& O.
Frank Silvernail .............. "It's the timebuyer's Encyclopedia. Has all the market answers from Andalusia to Zanesville."

WARWICK & LEGLER
Lester Malitz ................ "It is useful because the information is all compiled within its covers."

BIOW COMPANY
Terrence Clyne ................. "We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES
Mary McKenna ................. "It's a very useful tool and has a convenient assemblage of data."

THE TAYLOR CO.
Lloyd Vernard ................. "We look forward to the 1950 edition of the Marketbook because we find it useful every day."

McCANN-ERICKSON
Bob Reuschle ................. "BROADCASTING and its Marketbook is still my Bible."

JOSEPH KATZ CO.
Elizabeth Black .............. "For rapid estimating jobs, I find the Marketbook of invaluable assistance."

J. WALTER THOMPSON
James Luce ................... "Delighted that the BROADCASTING map will be distributed with the Marketbook. The BROADCASTING maps are extremely useful to us."

YOUNG & RUBICAM
Frank Coulter ................. "A genuine service. Widely used and constantly referred to."

DUANE JONES
Vera Brennan ................. "The Marketbook is one of the finest books on the market. Indispensable in our work."

WILLIAM ESTY
Richard Grahl ................. "Highly useful and a great time saver for arriving at estimated costs."

KUDNER AGENCY
Carlos Franco ................. "The Marketbook is a friend at your elbow ... and harder to stump than Kieran."
THE KOREAN war and U. S. intervention last week set network newsmen to work as they had not worked since World War II.

Like the grim news of Dec. 7, 1941, the story of the invasion of South Korea was a radio exclusive. It broke on Sunday, a day after noon newspapers are published.

All networks broke into regular radio and television programming to broadcast special bulletins announcing the Korean war. All carried increasingly heavy newslines as the President announced his commitment of U. S. forces and America entered active combat for the first time since V-J Day.

ABC's Drew Pearson broke the news of the President's decision at 11 a.m. Tuesday, an hour and six minutes before it was officially released. Mr. Pearson's report was read by Gordon Fraser. At 12:06 p.m., the official announcement was carried by ABC with Bakhuage and Elmer Davis reporting. All ABC news programs carried heavy coverage of the Korean situation, and numerous special bulletins were used.

ABC, like all other networks except NBC, was caught without a fulltime staff correspondent on or near the scene of action. All, however, took reports from stringers in Tokyo or Korea. John Rich was representing ABC in Tokyo.

CBS, whose Bill Costello, was returned several weeks ago from Tokyo—an assignment he had been on for years—at the week's end sent him back. The network said other CBS newsmen would also be assigned to the Far East.

Robert P. Martin, stringing for CBS in Tokyo, was picked up soon after the first news of the North Korean attack and he broadcast on numerous CBS programs throughout the week. CBS used several groups of correspondents, reporting on reactions to the Korean war and to the U. S. participation.

MES From Seoul

MES scored a beat on Monday when it arranged a broadcast direct from Seoul by U. S. Ambassador John J. Muccio. The same evening Mutual carried a special half-hour program with pickups from eight U. S. cities for reaction to the Korean news. On its Mutual Newsreel, the network picked up reports from Tokyo, Manila, London and other points. On Wednesday the network broadcast a statement by President Qirino of the Philippines direct from Manila.

NBC immediately reactivated its wartime "listening post" to monitor broadcasts from the Pacific, Russia and other Iron Curtain countries, arranged for continuous broadcasting from the UN Security Council, requested accreditation for Leon Pearson and W. W. Chaplin as war correspondents and transferred Elmer Peterson from Hollywood to San Francisco, chief relay point for programs from the Orient.

Circuits were opened to Tokyo to handle reports from George Thomas Folster, NBC correspondent there, and the network's main source of news from the Korean front. New service support Desk at the Pentagon, has been started at 11-11:15 a.m., Monday through Friday, to cover the daily briefing of Washington correspondents. NBC TV has been set up on a cash basis for news bulletins, with the cameras at the UN assembly room being kept "hot" for immediate pickups of news developments there.

THE RADIO listener, using the same radio set he has had for the past 10 years, has no idea of what he has been missing until he listens to modulation — FM. This method of broadcasting adds color to music that would not have been thought possible. . . . "Radio stations . . . should not confine their FM broadcasts to only a portion of the day. . . . Such limited use of FM facilities is in common practice among radio stations, probably to reduce expenses. If that is the reason, it is pennywise economy, for the surest way to build an appreciation of radio at its best is to let the public hear nothing but FM broadcasting."

From an editorial in the Springfield (Mass.) Sunday Republican

LISTENERS SWITCH TO KCBQ

San Diego Audience Chooses CBS Station

An overwhelming number of San Diego radio listeners are switching to KCBQ —CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station.
Road Toward Fusion

WE ARE pleased over the response to our editorial suggestion proposing "Radio-TV Fusion Now" through the development of an all-inclusive trade association, headed by one man, and with tributary divisions catering to specialized pursuits.

Reactions are reported elsewhere in this issue. There are those who feel an all-purpose organization, embracing manufacturers and suppliers, producers and creative people, as well as broadcasters and telecasters, fervently needed. Others find it to be something sacrosanct about trade organizations, particularly in the burgeoning radio-TV field. It may be the instinct to protect that which exists—to retain the status quo.

Our suggestion was not motivated by the current deliberations in NAB and RTMA regarding reorganization, although, admittedly, the timing couldn't be better. Rather it stems from what is happening toward the streamlining of radio's forces toward the goal of protection of the medium, better service to the public, and of saving time, money and effort.

The NAB is showing signs of renewed vigor under its new general manager, William B. Ryan. He received a justified vote of confidence from the NAB board a fortnight ago. A membership drive is under way, and a renewed effort is being made toward streamlining. We sincerely hope the NAB pulls itself out of the morass of conflict. A stronger NAB would make the task of an all-inclusive congress easier of its achievement.

The same goes for RTMA, now in search of a paid president. The Telecasting Broadcasters Assn. has found itself stymied because of the TV freeze, which has all but frozen its opportunity for expansion.

It looks like fusion will be a lively topic in the weeks or months ahead. The several radio-TV trade groups cannot be expected to pick up the torch toward a unified "Congress." Action will come through the leadership of ownership.

creasing resistance to television among non-owners were found, Mr. Cunningham said: "These warning signals emphasize our responsibility for the production of constantly better programs."

Maturity is attained only when such responsibility as Mr. Cunningham speaks of can be accepted gracefully. Television has reached adult dimensions, but until it can prove it can speak with an adult voice and adult mind it is apt to be considered by a lot of people as still being just a little damp behind the ears.

Editor Bites Antenna

SUPPOSE YOU read the following in your local newspaper:

A radio station is a business venture that must be supported by the commerce in the area. In its coverage * * * the station will offer excellent advertising possibilities for business. Firms will have an opportunity to sponsor various programs and at the same time make their service or products better known. Special sales of grocery or dry goods, campaigns promoting goodwill and making manufactured products better known and more readily acceptable to consumers will be possible with the fusion of the two.

It happened on June 20 in the Virgin Islands. Those quotes are from the lead editorial in The Daily News, published on the eve of the opening of WSTA, licensed by the FCC to Radio St. Thomas. That's a newspaper (which sells all the space it can) has no interest in the station. There's more: "And that radio sound is reality. Its formal dedication will open a new era in community advancement and influence the future to an extent which few people can dream of even by its founder." Perhaps the moral is that there are no doubting Thomases on St. Thomas.

Challenge to Research

UNDENIABLY the radio audience is an elusive quantity to measure—too large and too vagrant to be counted ear by ear. The compelling fact that its dimensions must somehow be recorded has led at times to the accumulation of contradictory statistics that cause confusion among both buyers and sellers of time.

Such an instance—unfortunately not without precedent—arose recently in the San Francisco-Oakland area when Hooper and Pulse surveys, measuring approximately the same thing, came up with widely divergent results. Hooper used the telephone—coincident method while Pulse followed its formula of counting audience by the personal interview-aided recall plan. The results were in wide disagreement. When spokesmen addressed the San Francisco Ad Club each produced evidence supporting the accuracy of their findings.

In an effort to settle once and for all this radio bugaboo, E. P. Franklin, general manager, and Stanley G. Breyer, commercial manager of KFRA, have proposed a daring but simple solution. Let a reliable research company, acceptable to both Pulse and Hooper, do an independent survey with an impartial committee as umpire to prove conclusively who is right and who is wrong. Let the chips fall where they may. As further proof that they mean business KBJB officials propose that if the two measurements diverge, the station intends to pursue the plan with the help of AAAA, ANA and NAB.

Such an effort may be a long step toward proving the integrity of radio. It should go far toward emancipating the advertiser and the agency that the radio audience is a real and valuable purchase—that from it comes the biggest result for the advertising dollar.

Here is a challenge that should be met half way. The outcome will be of considerable interest to everyone.

Page 36 • July 3, 1950

our respects to:

JAMES EDWARD HANNA

WHEN James Edward Hanna was elected to a vice presidency of N. W. Ayer & Son Inc., after some 20 years of service with the agency, his devoted but uncowed radio-television staff gave him a party that is remembered not only for its vigor but also for its theme.

They called it the "It's About Time" party. Not—every New York advertising agency staff could honor a new vice president so informally without risking dire retribution—withdrawal of expense accounts, for example, or banishment to some primitive branch office west of Sixth Ave.

The underlings of James Hanna, however, feared no consequences more severe than those that inevitably follow cheerful celebrations. Indeed Mr. Hanna, whose rational perspectives survived his elevation to high office, joined unreservedly in the party, even contributing to its gaiety with powerful attacks of boogie-woogie on a piano which a custodian had thoughtlessly left unlocked.

Mr. Hanna could be pardoned for almost any degree of exuberant commemoration of (Continued on page 50)

Static & Snow

By AWFREY QUINCY

NOW they're signing talent for 20 years. To us, it seems that there's a touch of insecurity about such short-term arrangements. Who'll be first with a 99-year contract?

According to CLOSED CIRCUIT, a former high-ranking RAF general may be the next "Head Man" of British radio. We suppose that's better than an ex-cavalry general or a former quarterdeck admiral, but our idea of the required type is a composite of such characters as Ed Kobak, John Royal, L. B. Wilson and Walter Damm, none of whom would ever stay in formation, and we shudder to think of how they'd look in a uniform.

"What makes the Boss Man rave and rail," said Flies to Telephone

"Our HOOPERDINK has slipped a point," the Messenger Boy said

"What makes the Agency Man quail," said Flies to Dictaphone

"Our PRATING is deflating," the Secretary said,

"So they're firing the Comedian, the Producer gets the ax"

And our new star's a tragedian who will do his show on wax

For the NIELSENPOO is dropping, down from Ten to Nine point Two. So they're hanging everybody in the morning."

BROADCASTING • Telecasting
More advertisers are using WTOP than ever before

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

WTOP CBS
THE WASHINGTON POST–CBS STATION
Represented by Radio Sales
HAROLD R. KRELSTEIN, vice president-general manager WMPFS Memphis, elected vice president Plough Inc., of which WMPFS is wholly-owned subsidiary. Joined station in 1939 as salesman; made commercial manager in 1940; acting manager in 1942. Appointed to present position in 1943.

TOM LEWIS SHUMATE, program director KSO Des Moines, to KAYL Storm Lake, Iowa, as manager. O. L. TAYLOR Co. appointed representative WHBL-AM-FM Sheboygan, Wis., in national spot sales field.

HARRY WATERSTONE, with KGEM Boise, Idaho, since its inception, appointed assistant manager. AL BIORGE, sales manager KGEM, to KSL Salt Lake. MILO PETERSEN succeeds him at KGEM.

Mr. Krelstein

BOK REITZEL, KSMO San Mateo, Calif., to KCBS San Francisco as account executive.

WILLIAM J. JORY, promotion manager and assistant to manager WJLB-AM-FM Detroit since August 1949, appointed general manager. Former manager WJDK Detroit, WKBN Youngstown, Ohio, and WBRX Ronoke, Va.

THOMAS E. MARTIN, executive capacity WEEU Reading, Pa., named general manager. Was with WRUN Utica, N. Y., and WNNY Water- town, N. Y.

RANDY BEAN, manager WCHV Charlottesville, Va., resigns effective in September to open music store. Charles Barham Jr., owner, to become active director.


BOB ALLEN, program director WDGY Minneapolis, appointed assistant manager. With station for past four years. Previously with WEAU Eau Claire, Wis.

C. D. (Chuck) MILLER, program director KRNT Des Moines, to director of radio operations WTCN Minneapolis. Formerly with KMA Shenandoah, WHO Des Moines, others. SHERMAN K. HEADLEY, senior program director, appointed director of TV operations WTCN-TV.

LEE GORDON RASMUSSEN, manager KAYL Storm Lake, Iowa, to KFJJ Webster City, Iowa, as manager.

Mr. Allen

ROBERT E. GIBSON, baseball broadcaster WSAM Saginaw, Mich., appointed sales and account representative.

WBAC CLEVELAND, TENN., publishes new rate card, 1-A, revised effective Aug. 1.

BARRY MAHool, chairman Television Broadcasters Assn. Inc.'s public service programming committee, N. Y., to staff of Radio Free Europe, N. Y.

AVERY-KNODEL Inc., N. Y., radio-TV station representative, moves to 608 Fifth Ave., N. Y.

C. E. STILES, supervisor purchasing and stores at CBC engineering headquarters, Montreal, to assistant director personnel and administrative services, CBC Ottawa. Started with predecessor of CBC in 1933. Succeeded as purchasing agent by M. D. PETERKIN, assistant supervisor purchasing. G. G. YULL, chief storekeeper CBC Montreal, to supervisor of stores. P. V. TREMBLAY to assistant purchasing agent.


JOHN M. ELLIS, local sales manager CHAT Medicine Hat, formerly on sales staff CKCK Regina, named sales manager CKY Winnipeg.

PAUL SCHEINER, KLX Oakland, to KGO San Francisco as radio sales representative.

EDWARD BISHOFF to ABC Chicago sales service staff after working at Price, Robinson & Frank Agency and A. C. Nielsen Co., both Chicago.

WEST COAST Radio Sales established in S. F. by BENTON PASCHALL as Northern California representative of his Western Radio Sales, Holly-

wood. New offices in 1085 Monadnock Bldg. Phone Douglas 2-4475. ROGER R. HUNT, KHUB Watsonville, Calif., is manager.

MILTON VANDEVENTER, KMOX and WIL St. Louis, to sales staff of WMAY Springfield, Ill., set to open Aug. 15.

LEO FIRESTONE, WPBG Pittsburgh, to Schepp-Reiner Co., N. Y., station representative, as account executive.

HARRINGTON, RIGTER & PARSONS Inc., N. Y., moves to 347 Madi- son Ave. Phone: Lexington 2-1741.

ED HEWITT, radio sales representative KGO San Francisco, to KGO-TV as television sales representative.

PERSONALS


RADIO ANNUAL

IER '49 Talks Compiled

EDUCATION ON THE AIR. By Ohio State U. Press, Columbus, Ohio. 444 pp. $4.00.

THIS 19th annual yearbook for the university's Institute for Educa- tion by Radio is a running account of speeches and discus- sions atIER's 1949 conventions which headlined such industry per- sonalities as FCC Chairman Wayne Coy, Comr. Frieda Hen- nock, J ohn F. Patt, Mortimer Loewi, Leonard Marks, Ern ey Rankin, Clifford Durr, Edgar Kobak and others.

The introduction is devoted to a glance ahead at the future of the mass media — AM, TV, FM and facsimile — by Chairman Coy and figures identified with these phases of aural broadcasting.

Television's impact on American life is reviewed in presentations from representatives of the produc- tion, motion picture, educa- tional, recreational and other fields. International aspects — the Voice of America, UNESCO and radio's contribution to world peace — are also covered. A chapter, "Education by Radio at the Crossroads," is authored by Mr. Kobak, now radio consultant and former MBS president.

Other sections deal with work- study viewpoints on television, radio's role in organized education, specific program areas in radio, and utilization of radio. Included also are awards of life memberships in IER, awards for 1949 outstanding programs and listing of recordings exhibited.

DRPT. OF COMMERCE. State of New York, has sent to all broadcasters special July 4th safety packet, which includes spot announcements designed for prevention of holiday accidents.

KFOR GESTURE

Marks Hardy's Longevity

A RADIO flashback by KFOR Lincoln, Neb., has provided a long- time sponsor with a friendly and novel gesture, the station reports.

Station brought together the original newscast personnel at an anniversary broadcast marking sponsorship of the news program for eight consecutive years by the Hardy Furniture Co. in that city. Eight years ago, Harry Peck, now vice president and general man-ager of KFOR, did the commercials

Awarding certificate to Mr. Hardy (center) is Mr. Peck (r), while Harvey Swensen, now in business for himself, was the newscaster.

In place of the usual closing commercial on the program, KFOR awarded a certificate of apprecia- tion to Phillip S. Hardy, president of the furniture firm, for loyal support to the station and to Lin- coln's radio audience.

KMOX St. Louis, Old Fashioned Barbe Burn will appear in four neighboring Illinois towns during summer.
The Crow and the Pitcher

NEW ENGLAND VERSION

You've heard the fable of the Thirsty Crow who found a pitcher with water in the bottom of it... and then proceeded to raise the level of the water by dropping in stones, one by one.

That's how Aesop tells it, anyway. Here in New England, we have a quicker method of raising levels... sales levels, particularly. Instead of tackling all the various New England areas one by one, smart advertisers reach the great majority of the entire market with just one medium: WBZ!

With 50,000-watt power and consistently high ratings, WBZ really gets your message to an eager audience in all six New England states. And that's no fable! For details, check WBZ or Free & Peters.
his election as president of radio-television and a member of the Ayer board of directors. His first assignment at Ayer, which he joined in 1927 as an apprentice.

The top radio-television executive of N. W. Ayer was born in Wheaton, Ill., Aug. 3, 1908. At the age of 6 he was taken by his family to Philadelphia where he grew up, attended public schools and was educated at the U. of Pennsylvania.

At college he studied journalism and economics, harbored intentions of becoming a writer. In his senior year and after graduation he worked as a reporter for the now defunct Philadelphia North American.

After a year's service with the newspaper, he abandoned the peon-age of journalism, which in those days rewarded its practitioners with salaries too small to be seen by the naked eye. He took a job as art director and salesman with a Philadelphia manufacturer of display signs and showcases.

A year later Mr. Hanna's venture into the display equipment business ended when the company failed. The regrettable experience so dished his interest in the world of commerce that he signed aboard a Europe-bound freighter, jumped ship in the South Seas and wandered through France, England, Italy, Germany and Switzerland for a year.

John Ayer

At the end of his European sojourn his personal finances were so depleted that his interest in commercial activity was revived. He returned to Philadelphia and joined Ayer.

His first job was in the detail department, to which new employees were assigned to learn the fundamentals of the agency business. Chaperoning new men in the routine of the detail department, Mr. Hanna began composing advertising copy on his own time. A series he wrote for Camel cigarettes, then a client of Ayer, won him a permanent place as copywriter less than a year after he joined the agency.

In the next eight years Mr. Hanna wrote copy for almost every client of the firm, "from Camels to Old Town canoes," as he puts it now. In 1936 he was appointed copy chief of the agency's Detroit office.

The principal reason for the existence of Ayer's Detroit office at that time was the Ford account, for which the agency prepared not only consumer advertising but also all kinds of dealer aids, institutional promotion and even some intra-company publications.

Mr. Hanna and his copy writers were kept busy in Detroit until 1940 when the Ford account was shifted to another agency. At that time Mr. Hanna was transferred to New York as radio copy chief. He has been in radio and television for the agency ever since then.

Television is not a new experience for Mr. Hanna or for N. W. Ayer. In 1941, he recalls, the agency experimented with all kinds of commercials for its long time client, Mr. Hanna's words, "the revolutionary idea of having an announcer appear live to say that Atlantic was a good product."

It constitutes at least a minor historical note to observe that Atlantic only last season sponsored U. of Pennsylvania Football at the Coliseum, still using various kinds of commercials. One noticeable difference between last season and 1941 was in the size of the audience. In 1941 there were fewer than 75 receivers in the Philadelphia area.

Top Clients

Two Ayer clients with distinguished histories of their use of radio are Atlantic, which sponsors a heavy sports schedule, and Bell Telephone Co., whose Telephone Hour has recently passed its 10th anniversary.

Atlantic's lineup of stations is commonly considered a spot radio campaign, although the agency actually sets up its own networks to carry games that the client sponsors. Ayer buys radio and television for such other clients as Atlantic Reddy Co., Warrant Air Conditioning, Personal Products Div. of Johnson & Johnson, Gordon Baking Co., the Electric Cos., Lever Bros. (Surf), United Airlines.

Before the first quarter of 1948, Ayer had three clients using television. In the first quarter this year it had 20. Its AM billings this year also increased over last year. Total billings of the agency are not revealed. Mr. Hanna foresees a healthy future for both television and radio, particularly daytime radio.

"The future of daytime radio extends indefinitely," he said last week. "As for television, the scramble for good time in TV will result in fewer commercials so that the several stations get into operation."

Likes Golfing

When he is not grappling with the intricacies of running the radio-television activities of one of the nation's biggest agencies, Mr. Hanna is apt to be relaxing at golf, a game in which he confesses he is more enthusiastic than skilled.

His other pastimes include piano playing, bridge and gin rummy, in all of which he is more competent than in golf, he says.

He and his wife, the former Judy Hofstetter of Philadelphia, and their daughter, Jean, 11, live in Scarsdale, N. Y. He is a member of the Westchester Country Club.

CONTENDING MANY HAPPY YEARS AHEAD at ABC is Don McNeill (I), star of the network's Breakfast Club program, after he closes a 20-year contract. Also registering approval of the agreement is Mark Woods, ABC's vice chairman of the board.

BROADCASTING • Teletesting

Operators

FCC last week finalized its proposal to establish a new class of commercial radio operator license—the Radiotelephone Third Class Operator—whose authority would include operation of noncommercial educational FM stations of no more than 10 w power [BROADCASTING, Aug. 29, 1949].

The new class was designed to meet a need for a non-technical license falling between the present restricted radiotelephone operator permit and the second-class license. Authority of a third-class license holder to operate low-power non-commercial educational FM stations will be subject to these conditions: (1) he may make no adjustments that might result in improper transmitter operation; (2) the equipment must be so designed that frequency stability is maintained by the transmitter itself and "normal rendition of service" is not caused by frequency operation or unauthorized radiation; and (3) transmitter adjustments that may affect proper station operation must be made by or under the immediate supervision of a first- or second-class operator.

FCC also revised the examination for, and the scope of operating authority under, the Restricted Radiotelegraph Operator Permit, which was renamed Radiotelegraph Third Class Operator Permit. The revision also includes the low-power FM stations, subject to conditions.

Music School

WFMA Sponsors Project

RADIO's effectiveness as a music medium has received added impetus in Nashville. The Music School conducted the past two years by WFMA (FM) Rocky Mount, N. C. The end of an experiment of three years' growth, the school's purpose was not to teach children how to play the radio's place in music instruction was signalized by the school a few weeks ago when the students of Nash County staged spring music festivals.

Now incorporated into the regular school curriculum, the WFMA Music School came into being after Gregg Cherry, then governor of N. C. turned the school to the children, and the idea also is being discussed by the board of education under the assumption of new FCC regulations which restrict the use of non-commercial educational FM stations to full-time educational uses.

One of the committee members was the N. C. Horne, who decided to launch an experimental FM music school in 1948 over his outlet WCGE-FM, now WFMF (WFMF). The experiment taking hold, county funds were allotted for the purchase of FM sets. The following year, the school was fully organized. Through the WFMA Music School students are introduced to musical forms not usually available in classrooms.
Here's an ambitious boy, John Stroud, who stood among the top tenth in his high school graduating class. Just a few weeks ago he went to work for a steel company. He's working as a spot grinder in the plate mill. John likes the work and he wants to make steel his career.

John Stroud may not know it, but a few years ago it cost a steel company an average of $8,000 to provide one job. At today's prices for construction and equipment the cost of providing one job in a new plant has climbed to more than $24,000.

Investors put up quite a lot of the money that goes into making the jobs in steel. Their savings, invested in the hope of a fair return, make possible better jobs, better steel and better living all around. This is private enterprise continuously at work for your benefit.

Steel works for EVERYONE

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N.Y.
Richards' Politics

(Continued from page 28)

complain what you thought was right.

Correspondence also was intro-
duced to show that one of Mr.
Richards' attorneys, William A.
Alfa, had feared the station owner
"might be heading for trouble" if
he broadcast an anti-New Deal
commentary series by Rupert
Hughes, which was subsequently
carried. Mr. Alfa had warned that
the opposition might demand equal
time, and raised questions relating
to Hatch Act limitations on the
amount a single individual may
contribute to a political campaign.

Among letters assertedly sent by
Mr. Richards to Mr. Fitzpatrick
was one which said in part:

"We cannot pass foot any longer.
To hell with the FCC. Of course, we
have to live up to their rules, but
there are no rules that say we can't
act America and boost our own coun-
try and our own people and our Con-
stitution.

In another letter attributed to
Mr. Richards was an assertion that
"we at WJR, WGAR and KMPC
should do everything within our
power to change the administra-
tion."

Mr. Cottone wanted to know
whether the station owner had
ever said anything of that nature
to Mr. Reynolds.

"He has on many occasions," the
station manager replied. "But it
didn’t mean to me that I should do
anything about it. I know Mr.
Richards and I know how he talks."

A letter initialed "GAR" said the
Victory F.O.B. program "is WJR's
chance to play its part in helping
to eliminate the bureaucrats who
would commercialize our country."

The program, it was explained,
had consisted of talks by prominent
Americans concerning the war
effort.

Mr. Reynolds also was asked to
identify a note which said in part:

"Clete, let's know all our Congress-
men, especially the ones on Amer-
ica's side. Let's skip the Ga-hagans."

Note to Roberts

Mr. Reynolds said the writing
appeared to be Mr. Richards' but
that he didn't know who "the Ga-
hagans were. Mr. Richards, he
said, had never referred to Con-
gresswoman Helen Ga-hagan Doug-
las (D-Calif.) as "Ga-hagan." The
note was addressed to Clete Rob-
erts, former KMPC public affairs
director.

Most of Tuesday's session was
devoted to introduction of scripts
of the weekly Victory F.O.B., which
WJR fed to some 110 CBS stations
and which Mr. Cottone claimed
was used in 1944 to promote the
Republican cause.

Mr. Richards' counsel refused to
concede the authenticity of a memo
which Mr. Richards assertedly sent
to Mr. Roberts in 1947 during
telephone and coal strikes.

"Until these two strikes are
over," the memo said, "climb all
over the administration and unions
for allowing this to happen. Criti-
ize both vigorously until the
strikes have been settled."

Mr. Burns claimed the memo
"was taken from the station by the
Commissar’s star witness—
Clete Roberts."

Examiner Cunningham asked at
one point whether KMPC "wifily
excluded the strikers' side of the
story in these controversies."

Mr. Reynolds replied that he saw
nothing wrong in a station owner or
manager conveying his ideas to his
news staff so long as the "end
product"—the news broadcast—

'LUCKY NUMBER'

WMWA Forced To Cancel
SYNDICATED Lucky Social Se-
curity Numbers program was taken
off the air by WMWA Milwaukee
Wednesday after the city's district
attorney threatened to issue an
arrest warrant for Station Man-
ager Jack Bundy if the show re-
mained. District Attorney William
McCauley said the show itself was
give-away show is a lottery, and violates
Wisconsin's anti-gambling laws.

A request by WMWA attorneys
that same day for a review of the
case by Attorney General Thomas
Fairchild was denied by Mr. Mc-
Cauley's office. An open meeting
was scheduled by Attorney General
Fairchild to take place in his office
at Madison Friday afternoon.

Several radio stations were ex-
pected to send representatives to
sit in on clarification of the status
of several other giveaways also.

Format of Lucky Social Security
Numbers was changed last Monday
to include a quiz angle, injecting an
element of skill in compliance with
state law. Despite this, the district
attorney issued an arrest warrant.

Status Reported

H. Ellis Saxton Agency, Mil-
waukee, which bought one-minute
adjacencies to the show 10 times
daily for Roth appliance distribu-
tors, cancelled the giveaway men-
tions in the spots immediately, sub-
stituting last-minute reports on the
show's legal status.

Mr. Saxton, who reported "thou-
sands" of people have called the
40 stores in the area serviced by
Roth, called the show the "biggest
response producer we have ever
seen." He said the program, with
the revised format, is similar to other
quiz giveaways aired in Mil-
waukee.

Action of the district attorney
followed refusal of the Milwaukee
Journal, which owns WTMJ-AM-
TV Milwaukee, to print paid ad-
vertising program promotion. The
Sentinel also rejected such adver-
tising after originally accepting it.

WMWA Manager Bundy said:
"Every effort will be made to get
the show back on the air in a form
acceptable to legal authorities."

WJAS Pittsburgh has been presented
with citation by Horace Heldt Youth
program (NBC 9:30-10 Sunday) for
manifesting faith in the "future of
Greater America" by progressive
planning and effective action.

Page 42 • July 3, 1950

EXCELLENT OPPORTUNITY

for

EXPERIENCED SALES MANAGER

New York City-Jersey experience preferred

Send full particulars to

WPAT

Paterson, N. J.

Richard Drukker, President

ABILITY to tell a tall one earns

Hooper Report

FIRST issue of the Hooper monthly
City-By-City Broadcast Audience
Report, giving city-by-city, pro-
gram-by-program, radio-with-radio,
TV-with-TV, and radio-with-TV
comparisons, will be published July
20. C. E. Hooper Inc. announced
last week.

'ROUND TABLE' Uses New Transcript Device

NEWLY-DEVELOPED technique
in transcribing will be used by
U. of Chicago Roundtable for spe-
cial series of five programs with a
peace theme. The program is heard
on NBC Sunday, 12:30-2 p.m. (EDT).
The university will place twice-edited
transcripts of programs on Washing-
toned press association desks and
large newspaper bureaus at 4:30 p.m.

ward & Paul, reporting firm, will
make the transcripts. Speed
and economy have been achieved
after a long period of experimenta-
tion through use of the new Dicta-
phone Timemaster. This device
engraves on a plastic belt 3/4 inches
wide and 12 inches in circumference,
with voice fidelity rated at
350 to 3500 cycles flat. Transcripts
will be delivered by air mail to
150 editors early Monday morning.
Spirit duplication process is used
by Ward & Paul.

The peace series starts July 9
under the title "Proposals for
Peace," with world-famed authori-
ties taking part. The university
decided to provide transcripts be-
cause of heavy demand for text of
remarks during the informal dis-
cussions.
MARKET: Retail sales nearly 3 billion...$500 per family OVER national average. Farm income 2½ billion...$3,000 per farm OVER national average.

COVERAGE: 485,000 families...100,000 MORE every day and by night than second station.

MANAGEMENT: "One of most successful operations in U.S."—VARIETY, in 1950 Showmanager Award to John J. Gillin, Jr.

COST As low as 62c per thousand families (81c for second station) and in some instances, 9 percent lower than two years ago!

AVAILABILITIES: Scarce, but a few good ones

NOW.

"...The Richest Part of God's Great Big Green World...!"
Population Shifts
(Continued from page 41)
to remain in third place despite the phenomenal increase in the popu-
lation of Los Angeles. Apparently incorporated Philadelphia will pass the
2,000,000 mark compared to 1,931,384 in 1940. This does not include the
mushrooming suburbs. For example, half the counties of the state of New Jersey have been
counting, indicating a gain of 800,000, to 1,000,000, for the state and bringing
it above 5,000,000.

Detroit’s incorporated population rose from 1,625,492 in 1940 to 1,871,613 in 1950, that
threatens Detroit’s fourth place among the first 10 cities. The popu-
lation of incorporated Los Angeles rose from 1,504,277 in 1940 to 1,954,036 in 1950 but it is estimated
the Los Angeles metropolitan area now includes over 4,000,000 peo-
sons. The city of Cleveland rose from 785,975 to 965,546.

Baltimore, which had a popu-
lion of 559,100 in 1940, is expected
to pass 900,000 when 1950 tabula-
tions have been completed. In-
corporated St. Louis rose from 1,016,048 in 1940 to 1,852,523 in 1950. In Bos-
ton the population of the city itself rose from 770,816 to 788,552 in the decade.

D. C. in 10th Place
Provisional figures for Pitts-
burgh and Washington have not been completed but the nation’s capi-
tal (District of Columbia only) is expected to replace Pittsburgh as the tenth city. Pitts-
gurgh’s population, 671,059 in 1940, is estimated to have risen over 100,000 in the decade.
Washington jumped from 685,091 in 1940 to 789,000 in 1950.

The metropolitan area of Wash-
ington (including adjacent coun-
ties) is estimated at 1,500,000 popu-
lion. In 1948 the city area rose to 863,000 but many families moved to new apartments or suburbs. Apartment restrictions on children are cited as one of the factors in this dispersal to the outer areas.

Other cities above 500,000 in popu-
lation (incorporated area only) are San Francisco, rising from 634,536 in 1940 to 760,430 in 1950; Milwaukee, from 587,672 to 632,298; Buffalo up slightly from its 575,901 in 1940; New Orleans up from 494,537 to 568,407 and Minneapolis up from 492,370 to 571,400.

Incorporated Cincinnati missed the 600,000 mark by a hair, showing
an increase of 455,610 in 1940 to 499,743 this year.

Several cities showed exceptional growth in the forested areas.
Baton Rouge, La., jumped from 34,-
719 to 123,554 in the 10-year period. Phoenix, Ariz., rose from 65,414 to 106,003 and Albuquerque jumped from 48,514 to 70,001 in population of incorporated area.

Figures for Denver are not complete but it is believed the city’s 322,412 population will show a rise to about 440,000 (incorporated area).

Houston Higher
A number of other sharp in-
creases are apparent as the figures
reach the Census Bureau in Wash-
ington. Houston, which had 384,514
in 1940, will be much higher. Seattle and Portland in the North-
west were well above 1940, along
with many other areas, including Corpus Christi, Austin, El Paso, Dallas, Fort Worth and other Texas cities.

Thirteen cities joined the 100,-
000 population group in the decade, based on incorporated area. They are Mo-
bile, Ala.; Phoenix; Berkeley and Paterson in California; Water-
town, N.Y.; Allentown, Pa.; Aus-
tin; Corpus Christi and El Paso in Texas; Little Rock, Ark.; Baton Rouge, Marksville, La., and Mont-
gomery, Ala.

In preliminary scanning of the 1950 census, the Census Bureau officials noted a “tremendous colonizaton from cities to outer areas” and a “considerable de-
crease in farm population.” A cen-
tury or more ago 95% of the popu-
lation lived on farms. By 1940 it had dropped to 21% and now it ranges between 17% and 18%.

Much of the farm decline occurred in States where large-scale opera-
tions prevail due to suitability for use of mechanized implements and the farm subsidy programs. These areas include Montana, Wyoming, North and South Dakota, South Minnesota, Iowa, Illinois, Indiana, Kansas, Oklahoma, Ken-
tucky and some other southern areas.

In Oklahoma, for example, rapid expan-
sion of the population in Tulsa
and Oklahoma City was offset by movement of the farms.

Among states that will show outstanding population gains are Fl-
nel, Texas, New Mexico, Arizona, California, Utah, New
York, New Jersey, Louisiana, Washington and Oregon, judging by early returns.

Most state capitals have done
well, traced to expansion in gov-
ernmental functions. Big university cities also have expanded, with stu-
dent population a large part of the in-
creases at home.

Provisional estimates of the population of large cities (incorpora-
ted area only) for 1950, rated by total population in 1940, follow:

CITIES OF 100,000 AND MORE: 1940—1950
( Incorporated Area Only)

<table>
<thead>
<tr>
<th>City</th>
<th>1940 Population</th>
<th>1950 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7,454,995</td>
<td>8,243,083</td>
</tr>
<tr>
<td>Chicago</td>
<td>3,596,008</td>
<td>3,631,858</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,625,492</td>
<td>1,871,613</td>
</tr>
<tr>
<td>Detroit</td>
<td>798,356</td>
<td>805,946</td>
</tr>
<tr>
<td>Cleveland</td>
<td>614,048</td>
<td>697,659</td>
</tr>
<tr>
<td>St. Louis</td>
<td>810,048</td>
<td>852,552</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>671,659</td>
<td>767,052</td>
</tr>
<tr>
<td>San Francisco</td>
<td>634,536</td>
<td>746,399</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>575,951</td>
<td>650,407</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>492,370</td>
<td>571,410</td>
</tr>
<tr>
<td>Chicago</td>
<td>349,760</td>
<td>384,514</td>
</tr>
<tr>
<td>Houston</td>
<td>208,063</td>
<td>242,805</td>
</tr>
<tr>
<td>Detroit</td>
<td>150,003</td>
<td>170,001</td>
</tr>
<tr>
<td>Baltimore</td>
<td>110,568</td>
<td>122,001</td>
</tr>
<tr>
<td>Annapolis</td>
<td>70,001</td>
<td>78,709</td>
</tr>
<tr>
<td>Norfolk</td>
<td>67,000</td>
<td>74,000</td>
</tr>
<tr>
<td>Providence</td>
<td>60,000</td>
<td>65,414</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>58,000</td>
<td>61,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>57,000</td>
<td>61,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>48,000</td>
<td>55,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>44,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

CHECK ARTIST
WFCB Aids Police in Capture

A BROADCAST by WFCB Dun-
kirk, N.Y., led to the capture of an alleged bad-check artist who had been sought by police in 15 cities in Western New York.

Patrolman John Reilly, of the Dunkirk police force, received a tip recently that the check passer was in the town. He asked WFCB to disclose the fact and Chief An-
noncer William Jacobs went on the air with a description.

A nearby merchant heard the broadcast while talking to a cus-
tomer who seemed to answer the description of the police and a long series of crimes was solved.

CBC MONEY NEED
Parliament Votes $560,000

NEED FOR MORE money by the Canadian Broadcasting Corp. was
knighted by the present of the Parliamentary Radio Committee
assembled on Ottawa on June 26, and Parliament voted the CBC an
advance of $650,000 for the current fiscal year.

The Parliamentary Radio Committee did not recom-
mend how the CBC should be granted extra revenue, leaving this to
the Royal Commission on Na-
tional Development in the Arts, Letters and Sciences, which is to
make its report this fall.

Similarly, the Committee did not specify the recommendations on te-
levision, but referred to CBC plans to start its TV operations in September 1951 at Toronto and Montreal.

The Committee did urge that revenue, whatever source it was, to the CBC to consider its present programs and allow for ex-
ansion in areas of Canada now not adequately served by the CBC. It also urged an extension of the CBC’s Service 1 to Cable, which Table of Contents
EIGHTEEN-MONTH contract has been signed by National Assn. of Broadcast Engineers & Technicians and the management of WALV and WLAW-AM, Grand Rapids, Mich. Negotiations were concluded June 24 after a five-hour strike which put the AM station off the air for 15 minutes and disrupted TV service five hours during the afternoon and evening.

New contract provides for a union shop, improved working conditions, a 3%-per-year wage escalator, and a higher wage scale. The previous wage scale called for $250 to $60 per week on a three-year escalator clause. This was altered to $250 to $52.50 per week on a 3% per-year escalator.

NABET authorized the strike after a vote was taken among 14 engineers and technicians who had been members of the International Brotherhood of Electrical Workers (IBEW) until that contract expired last October. Affiliation with NABET took place prior to the year anniversary of the United National Labor Relations Board election procedure.

Contract was signed by Leonard Versluis, owner, and George Maher, national executive secretary of the union, who headquarters in Chicago.

CONTEST OPENS

In Public Relations Work

COMMUNICATIONS is one of 12 categories in which awards will be presented by the American Public Relations Assn., Edward B. Lyman, APRA president, announced the fourth annual program of awards for outstanding achievement in publications relations during 1949-50.

Deadline for entries is Sept. 15 with awards to be given out Nov. 14. Paul H. Bolton, executive vice president, National Assn. of Wholesale, Lyman, APRA president, announced the fourth annual program of awards for outstanding achievement in publications relations during 1949-50.

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EDITOR, BROADCASTING:
The "Fusion Now" editorial is extremely timely. It is debatable whether station operators and manufacturers could best protect their interests in a single trade organization since they rarely are confronted with common problems.

But certainly all phases of the industry—radio, television, manufacturing, telecommunications—sorely need a strong top-level council on a permanent basis with authority to act vigorously in matters of broad general interest.

Tom A. Brooks
V. P. & Gen. Mgr.
Hearst Radio Inc.
New York

EDITOR, BROADCASTING:
The need for the type of organization suggested in your editorial cannot be questioned although it will be a tremendous task to bring together in one group all the diverse interests which must be represented. Possibly the increasing pressure from without will force the creation of such a group for the best interest of all.

However, we can take encouragement from the experience of the publishing business many years ago when such heterogeneous interests as the newspapers, magazines, agricultural papers, advertisers, agencies, etc., found a common ground to create such a trustworthy organization as the Audit Bureau of Circulations. You have my full endorsement for the suggestion in your editorial.

George M. Burbach
General Manager
St. Louis Post-Dispatch
Stations (KSD, KSD-TV)

EDITOR, BROADCASTING:
Nearly everyone will heartily agree with the major objective expressed in your editorial... that all branches and segments of the industry should unite in fostering FREEDOM OF RADIO—THE AMERICAN WAY.

I further think that we all realize that danger to the American way of broadcasting does not lie in a frontal attack. Rather, it lies in the whittling away of the foundations of our freedom by the indirect misguiding administration, or the enactment of misguided and ill-conceived legislation.

But whether the attack be indirect or direct, the responsibility to comprehend the danger, and to take steps to repel it, lies in the membership of the industry, its various branches, their trade and professional associations, and last but not least in the trade publications of the industry...

If more can be done through a consolidated effort, so to speak, under a single leadership, I am for it.

John F. Clagett, Esq.
Clagett & Schils Law Offices
Washington

EDITOR, BROADCASTING:
Your editorial... stand is very well taken. The files of the NAB contain an outline which I wrote several years ago suggesting this very thing.

I don't see much hope for such a plan if it is left to the initiative of the NAB board, irrespective of the amount of pressure you or any other trade paper may promote. I have an idea that if you really go out on a campaign to put the idea across you could succeed. It wouldn't be an easy job and I am sure that one of the things you would have to do would be to invite a representative group from the various factions involved to sit down and talk the whole thing over.

I just do not believe that any group individually will do it. Those now serving as officers and directors are jealous of their prestige and, naturally, the staffs of the various organizations will oppose the idea for fear that they will lose their power to one of which some of themought to be).

Walter J. Damm
V. P. & Gen. Mgr. of Radio
The Milwaukee Journal
(formerly WJRE-TV)
Former President (1930-31)
NAB

EDITOR, BROADCASTING:
I think you have an idea there that certainly merits serious consideration by all groups concerned. It has lots of angles that will need thorough investigation, of course. But I agree with you that the radio industry as a whole should be vitally concerned with getting something done for radio in general rather than doing so much scraping among ourselves.

It would have to be very carefully worked out because broad-casting certainly couldn't get itself into the position of being run by the manufacturers...

Harold Essex
Vice President
WSJS Winston-Salem, N. C.
Member Board of Directors
NAB

EDITOR, BROADCASTING: "Whoops!" is right! You really did it with your "Radio-TV Fusion Now" editorial. My only negative reaction is that you may possibly have waved the flag a little bit in the first half of the piece. On the other hand, perhaps I don't get the connection between fusion and government ownership.

I don't think the needed action in the planning stage at this time? I sincerely hope there is.

Michael R. Hanna
General Manager
WHCU Mt. Horeb, N. Y.

EDITOR, BROADCASTING:
It is a splendid editorial, and the idea expressed is one which I would personally wholeheartedly support, and I know it will gain
strong favor in the industry. More power to you and your associates in crusading for this worthwhile cause.

Frank M. Headley
H-R Representatives Inc.
New York

EDITOR, BROADCASTING:
I read with a lot of interest your editorial. . . .
Your idea of an organization made up of broadcasters, manufacturers, etc., with a top personality heading it up might be the answer.
I believe that the average broadcaster believes that the District NAB meetings are useful and I'm inclined to agree with this thought.
I believe that the large meetings which we've been holding here in Chicago are of little value, except as a place for pop to bring mama and have a vacation.
In the past two years I think all broadcasters have sobered up a little bit and are trying to make an honest dollar, and a lot of them are having a hell of a time doing it.
George P. Hollingbery
George P. Hollingbery Co.
Chicago

EDITOR, BROADCASTING:
I have read your editorial and there is no question but what your idea is correct because after all, the most important thing is the relationship of the entire industry to government. Of course you do not expect any results that are immediate, but the foundation or principle is there and you can lay it on and say I TOLD YOU SO.
Everyone in this game is so interested in their own particular problems that they find it difficult to sacrifice the time or money to attempt to do anything about the one problem which will in the long run, be the final decision. I guess they figure their kids can worry about that. It's nice to know, however, that there is someone like yourself who will take time out to try and think these things through and present them in such a sane and sensible manner.
As long as we continue to ostrich the situation we can continue to expect to have "burned butts."

Harold Hough
Director
WBAP-AM-FM-TV
Fort Worth, Tex.

EDITOR, BROADCASTING:
If it means what I think it means I don't like, but it's too confused for me to be sure.

Gene Katz
The Katz Agency
New York

EDITOR, BROADCASTING:
Broadcasting's editorial proposal today for an over-all umbrella Congress to house and serve all elements in the electronic field is the most immediately practical as well as the most forward-looking that has come out of the confabulation of voices in recent months.
It will do for the electronic arts what unification has done for the Armed Forces wherein the healthy rivalrieship of the Navy, Army and Air Forces has been maintained intact, coordinated for the nation's overall defense in the Dept. of Defense. Each, individually, seems to be doing pretty good; but the resources of all are available for the attack...should it come.
Your excellent formula comes out of a knowledge of where we have been, where we are now, and where we are headed. Congratulations!

Ed Kirby,
Public Relations Consultant
Former NAB Public Relations Dir.

EDITOR, BROADCASTING:
Your editorial is downright inspiring. I have always said we need an association broad enough to include all the industry.
Paul H. Raymer
Paul H. Raymer Co., Inc.
New York

EDITOR, BROADCASTING:
I am most interested in your editorial in this week's BROADCASTING—the advance proofs reached us last Friday while President Sprague was in town and before Bond (Geddes) had gone on his vacation. After some discussion we all agreed that it would be invaluable for any of us to make any official comment on the proposal in view of the delicacy of our own reorganization plans and procedure.

James D. Secrett
Secretary and General Manager

EDITOR, BROADCASTING:
Your editorial... is certainly food for thought. Even so it is sure a long range proposal.

Ben Stroessner
General Manager
WWDC Washington
FM Member NAB Board

EDITOR, BROADCASTING:
Thanks for your note and the galley proof of your fine editorial. I think you have something. Good luck.

J. J. Weed
Weed & Co.
New York

EDITOR, BROADCASTING:
Your editorial is too long. This is partly due to your continued reference to dissension within associations; and in the case of the NAB I disagree with you as to discord, windmills and confusion. You may have said so accurately if you had used past tense.
If fusion of the three branches, AM, TV and RMA is so essential, the positive reasons should be clearly expressed, and I failed to read anything except the negative in your article.
You mention government ownership as if it were a Juggernaut now bearing down on us. If it is, then this broadcaster is not aware of it. That is one negative reason. The other is the discord in the association caused by size, scope and interest. The adding of discord upon discord upon discord is totally repugnant to the American business man. I say, let's get these three houses in order before attempting fusion.

H. Wheelahan
Manager
WSMB New Orleans
Member Board of Directors NAB

HILL RECORDING
Group Named To Study Bill
CONFEREES were named by Congress last Monday to resolve disagreement over differences in the Senate and House versions of a bill designed to set operational procedure for the Joint Recording Facility on Capitol Hill [BROADCASTING, June 26].
The measure (H J Res 332) was referred to a group composed of Sens. William Benton (D-Conn.); Karl Mundt (R-S. D.) and Guy Gillette (D-Iowa) and Reps. Mary T. Norton (D-N. J.), Thomas Stanley (D-Va.) and C. W. Bishop (R-III.). Rep. Norton is chairman of the
House Administration Committee.
Differences in the two bills concern Administrator Robert Coar's jurisdiction over arrangements for time for radio broadcasts of recordings involving Congessional members; transfer of supervision from the House Clerk and Senate Secretary to a joint congressional committee; and minor modifications relating to the public address system.
The bill, which drew protests of NAB and radio correspondents alike, passed the Senate early last month and the House last August.

FIRST in the QUAD CITIES

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

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers...with 70 to 100% BMB penetration in the two-county Quad City area...10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 11,000 Quad Cities' sets...hundreds more in a 75 air-mile radius.

Basic N & B Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

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

Gen. Clifton B. Cates (I.), commandant of the Marine Corps, presents a citation to MBS for its efforts on behalf of Marine Corps recruiting through two network shows featuring the Marine Corps Band and a dance band remote broadcast from Washington's Statler Hotel. Presentation is received by Hollis M. Seavey, coordinator of news and special events for MBS.
Mass Selling
(Continued from page 15)
next year with another NBC coast-to-coast Contented Hour, emanating from Chicago. The first program was discontinued after the contract expiration, when it was superseded by the eastern originating show.

Since it began the use of radio, in addition to continuing the Contented Hour, currently on CBS, the firm has been the syndicating sponsor of Arthur Godfrey (quarter-hour 1939 to 1942) from Washington, D. C., and a variety show, Carmen Bouquet, both sponsorships which were discontinued because of the war; various local foreign language programs; and the newest program, half-hour Comedy Family Hour which started in September 1949 on the Columbia Pacific Network and July 1 of this year extended to a CBS limited coast-to-coast network.

Proof of Power
Introducing in conclusion five charts that classified and showed relation of various media used to one another, Mr. Willis pointed out that no other media attained the dominance in total advertising expenditure that radio subsequently did. Another chart showed almost uninterrupted rise in advertising outlay from 1911 to 1949. A case sales chart indicated the highest rate of sales when the radio budget was dominant.

Sharpest rate of sales increase, he pointed out, was achieved in the first eight years when there was a more balanced media pattern, with radio ahead by a good margin (1940 radio figure 81%, next highest media expenditure 59%).

At the same time, the sales boost radio gave Donald Duck Orange Juice, first introduced in the San Francisco Bay area market in April 1940 was reported by Alvin Langfield of Frozen Food Distributors Inc., Oakland. He stated that the use of spot radio on different stations in the San Francisco Bay area gave the idea that the product was being advertised everywhere. A combination use of this and other media brought sales of the 13th month to 12 times that in its first month, Mr. Langfield said, with the product enjoying 57% of the total concentrated orange juice sales in the area, according to an independent January survey.

Airway's Spots
A sell out in Pan American Air-ways tourist service from New York to San Juan, P. R., was the result of radio spots on New York sta-
tions, according to H. W. Petersen of Pan American Airways, San Francisco, another speaker at the case history session. Subsequent surveys also have proved, he added, that as a result of the campaign PAA placed first with those interested in visiting the island.

Television also has a success story for the airways, he pointed out. As a result of a current campaign of 32 spots weekly on five New York TV stations, advertising a special $156 package deal, involving round-trip air travel, hotels, meals and sightseeing, there are approximately 45 inquiries per day.

Klaus Landsberg, vice president of Paramount Television Productions and general manager, KTLA Los Angeles, told of the recent meeting that television will build up other sports events while being barred from several of the major ones at the present. Mr. Landsberg explained that tele-
visions representing each of Los Angeles' TV stations at the ques-
tion and answer panel entitled "Who, When, Where and How" at the Tuesday session.

Other speakers included Charles Glett, vice president in charge of Don Lee television; Richard A. Moore, assistant general manager, KTVN television operations, ABC Western Division; Haan J. Tyler, manager, KFTV; Don Fedderson, general manager, KLAC-AM-FM-TV; Thomas McPadden, general manager, KBBV (TV); Harrison Dunham, general manager KTVM (TV). Martha Gaston Bigelow, account executive, KNX-FM, Los Angeles, was present.

Confident that television helps rather than hinders gate receipts in any sports event, Mr. Landsberg feels that the medium would be tremendous promotion for so far unheard of sports and new ones that originate from day to day.

Jordan Survey Cited
Mr. Glett supported Mr. Landsberg's confidence in sports telecasting with survey figures obtained from Jerry Jordan who conducted a two-year national re-
search for N. W. Ayer & Son on the question. The survey showed that TV audiences were 50% or more, and that the medium would be tremendous promotion for so far unheard of sports and new ones that originate from day to day.

Outlook Good
Optimism also was expressed by Mr. Landsberg on the subject of when TV stations would "get out of the red." He said, "television is a profitable medium," and it shouldn't be long before most stations get over the hump. KTLA, he revealed, has been in that happy state of solvency for many months.

Speaking on comparison between daytime radio and television, Mr. Fedderson noted that with daytime radio only one in every 10 commercials were received. It was against a 1 in 4% rate of 4% to 6% each month (according to several surveys) in the area, it would take over daytime radio within a few months. Survey concluded, he stated, that the usage had increased from 2 to 20% in the last six months.

Mr. Tyler stated that listen-
ing was still a matter of choice; that radio was still the preference in some sections.

Television coverage will be given in small towns and rural areas when there is ultra-high frequency and more channels allocated by

No More Curls
WHEN Phil Hirsch, manager of WREL Lexington, Va., answered the studio telephone one night about two weeks ago, a woman's voice said a lost child—a girl—was at her home and would Mr. Hirsch come and pick her up? Mr. Hirsch said he would, but before doing so he suddenly remembered that his boy Bobby answered the missing child's description. Bobby, with long curls, frequently was mistaken for a girl. Checking his home, Mr. Hirsch found that the girl was missing and was the lost "girl." Bobby got his hair cut the next day.

FCC, was opinion of Mr. Dunham. Such areas, he felt, might find it more economical to use film rather than live programs locally.

Discussing Hollywood's position in the television picture, Mr. Moore stated that with the studio production and to a great extent writing talent centered there, it is "inevitable' that it become the major TV center within a short time" since technical difficulties have hampered that situation until now, he said.

LOW POWER FM
FCC Calls for Oral Argument
FCC last week called for oral argument in a proceeding by Southern Baptists asking FCC to amend its rules to make tax-exempt non-
profit organizations expressly el-
igible as licensees of a separate category of 10-watt noncommercial FM stations, similar to the class of low-power noncommercial FM educational outlets.

Principal issues for the argument were designed as determina-
tion of (1) whether a "substantial demand" for such a category has been shown; (2) whether the necessary qualifications have been shown to justify the grant of the sub-allocation preference sought; (3) whether public interest would be served by a grant of the re-
quest.

The action was on a long-pending petition initiated by the Radio Convention of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas. The petition said several hundred small churches had indicated interest in establishing 10-watt FM stations if FCC's rules were changed to permit it.

Note for the oral argument has not been set. Any interested party must file notice if filed by July 31.

PROFESSIONAL comedy writers seeking collaboration are invited to participate in "Write a Revue," a project of the National Institute to devote itself to develop-
ing "winter replacement" show ideas for both TV and radio at National Laugh Foundation, Times Square office, 62 W. 46th St., N. Y.
**NAB District Meets**

(Continued from page 19)

committee on BAB is Robert D. Sweezy, WDSU-TV New Orleans.

Some talk has been heard of a special board meeting perhaps in August prior to the district meetings. This talk appeared to have subsided last week, but it might be revived if the BAB committee feels a meeting is necessary. Some advocates of BAB separation contend the job should be done prior to the district meetings. They claim such a splitup would give BAB a good sales argument in the drive to bring in new members. Others contend the splitup would cripple the membership drive.

Each BAB district director is to decide whether he will have TV and FM clinics during his meeting. Headquarters officers believe interest in TV will run high in view of the large attendance at the television meeting in Chicago during the April convention. Charles A. Batson, who has just left BAB to become NAB TV director succeeding G. Emerson Markham, resigned, will attend district meetings when TV clinics are requested.

**No Decision on FM**

Decision has not been reached on direction of FM clinics, but either an FM board or Edward L. Sellers, FM director, will conduct the clinics. Lee Hart, on leave as assistant director of BAB, is returning to the BAB New York office, serving with Mr. Mitchell and Meg Zahr, also an assistant director. Mr. Mitchell, who has full freedom in personnel selection, will fill at least one vacancy, that of Robert M. McGrey, who resigned to join WCAU Philadelphia.

BAB headquarters last week was making progress on selection of the three basic committees that will replace the present technical committees. The new groups will deal with AM, FM and TV operations. The number of commissioners is reduced to 21 and each committee will cover all phases of NAB operation with special attention to the medium in question.

Scheduling of the district meetings was about complete at the weekend. Not yet settled was a proposal of two western districts, 15 and 16, to hold a joint meeting Aug. 21-22 at Monterey, Calif.

Proposals to redistrict the membership into a smaller number of areas will not affect the 1960 meeting schedule.

A feature of all meetings will be wide-open sessions at which members will have a chance to offer ideas and emit squawks. The NAB management is anxious to see that the whole matter of industry trade association functioning is given a thorough going-over.

The district meeting schedule, as tentatively drafted, follows:

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<thead>
<tr>
<th>District</th>
<th>Dates</th>
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<th>Hotel</th>
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<tr>
<td>14</td>
<td>Aug.-15-16</td>
<td>Seattle</td>
<td>Benjamin Franklin</td>
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<td>22-23</td>
<td>Monterey, Calif.</td>
<td>San Carlos</td>
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<td>16</td>
<td>24-25</td>
<td>Santa Barbara</td>
<td>Plaza</td>
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<td>Sept. 7-8</td>
<td>New Orleans</td>
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<td>11-12</td>
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<td>Columbus Hotel</td>
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<td>Indianapolis</td>
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<td>Wuhan</td>
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*Note not definite*

**FM REVIVING**

Bonfig Tells Chicago Meet

PREDICTION that consumer demand for FM sets will provide a steady market for manufacturers was made by H. C. Bonfig, vice president of Zenith Radio Corp., at the semi-annual Furniture Convention which closed in Chicago last week [Broadcasting: June 26]. Mr. Bonfig, asserting that “long-suffering FM has at last come into its own,” pointed out that the medium is reviving “despite the pessimistic stories that followed a few FM stations earlier this year.”

On the subject of television, he termed it “by all odds the fastest-growing industry in American history, eclipsing anything we have ever seen.” In reference to receiver production over the past few years, he said the 1950 prospect “is probably even more devastating” and estimated production of six million TV sets this year.

Regarding price structures, Mr. Bonfig doesn’t foresee much change “except for reduction in certain strategic models.” He explained that although new methods and efficiency in manufacturing are cutting down unit costs, higher component prices and wages make operating costs rise.

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**AAW AWARDS**

KOMO Seattle was awarded the Vancouver Advertising & Sales Bureau cup at the Advertising Assn. of the West convention last week (see story page 15). Award was presented for the best western radio commercials and was won by KOMO’s Scandia Barn Dance.

The program is sponsored on a participating basis by six Northwest food accounts including Northwest Blueberry Growers Assn., Old Yankee Blueberries, Krusteeze pie crust mix, Williams potato chips, Meadowbrook butter and Red Arrow soda crackers.

Scandia Barn Dance also won the AAW award for the best program in cities over 100,000.

Awards presented in other categories included: Announcements in cities over 100,000 won by McCann-Erickson Inc., for Portland Gas & Coke Co. on KBKO Portland; in cities under 100,000 KEEN San Jose, Calif. for Twin-Kiss Ice Cream spots.

No award was offered this year for the best program in cities under 100,000.

Following honorable mentions were presented:

- KNX Los Angeles for Bank of America Top of House Party; KOA Denver for Western Service Co. Highway Transport; Barton A. Stubbins Adv., Los Angeles, for Signal Oil The Whittier on CBS; Lee Binger Adv., Los Angeles, for Coast Federal Sav-

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**KOMO Seattle Takes Two Firsts**


Aug. 20-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.


Oct. 6-7: Ohio State U’s annual advertising and sales promotion conference, Columbus.


Nov. 16-18: National Assn. of Radio Network Executives Convention, Hotel Sherman, Chicago.

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**ABC WGA D GADSDEN, ALABAMA**

**NOW**

5000 (1000 NIGHT)

WATTS OVER

**Northeast Alabama**

For Economical Coverage it's

**WGAD**

ABC Affliliate

**July 3, 1950**

Page 49
Two Proposed Grants

Two INITIAL decisions were set aside by FCC last week and the cases remanded to the respective hearing examiners for further proceeding.

The Commission reopened the case involving bids of Mid-Island Radio Inc. and Patchogue Broadcasting Co., each for 260 w daytime on 1580 kc at Patchogue, N. Y., and similarly the case involving bids of Kansas City Broadcasting Co., Kansas City, and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo., each seeking 5 kw daytime on 650 kc.

Hearing Examiner Hugh R. Hutchison had recommended grant of the Mid-Island application and denial of the Patchogue Broadcasting request [BROADCASTING, March 27] while Examiner J. D. Bond had recommended denial of both the Kansas City and Independence bids [BROADCASTING, Dec. 12, 1949; Jan. 27].

FCC directed that Patchogue Broadcasting should be afforded an opportunity to establish of record the qualifications of M. Leonard Savage, part owner, as requested in a petition by the applicant. Lack of such qualification was basis for the examiner's denial of the bid, FCC said. The Commission also directed that further details should be obtained of the qualifications of Julia Schickman, Manasche E. Michaels, Abraham Michaels and Frances T. Michaels, together 80% owners of Mid-Island.

The Commission indicated there were no "dispositive conclusions" in denying without prejudice the Reorganized Church application simply because of FCC's pending overall policy proceeding regarding religious groups and low-power FM outlets (see story page 48). FCC said there were also "other material omissions" in the findings with respect to the Reorganized Church's legal qualifications which could have been disposed of in the case.

The Commission took no issue

SALES staff of WCBS New York, key station of CBS, goes baculo to point up the fact it has signed new contracts with The Borden Co. for participation on WCBS Jack Sterling program. L to r: (rear) Thomas Howley, John Collins, (front) Kent Peterson and Chet Young. Borden's famous Elsie peers in at the right.

with the examiner's finding that the principals in Kansas City Broadcasting lacked sufficient business ability to be a station licensee.

Material omissions, FCC said, relate to questions such as whether or not the Reorganized Church is a person or entity within the meaning of the Communications Act and is legally qualified to be a licensee. FCC noted "there is an absence of articles of association or other organic acts identifying the unincorporated membership association, showing how the affairs of the organization are conducted, and vesting authority and specified duties and responsibilities in governing boards and various officers.

FCC also indicated other questions relate to citizenship of the church members and the fact that one of the members of the church's governing board is an alien.

'VOICE' PROGRAM FOR U.S.
Proposal Is Up to Networks, Says Barrett

PROPOSAL that a Voice of America program be aired domestically in the United States has "considerable merit" but initiative and responsibility would lie with commercial radio networks, Edward W. Barrett, Assistant Secretary of State for public affairs, has informed a member of Congress.

Secretary Barrett's comments were in reply to a suggestion by Rep. Edith Nourse Rogers (R.-Mass.) that a domestic Voice series be launched under supervision of the State Dept.'s International Broadcasting Division.

State Dept.'s role in such a project "would be limited to one of cooperation only," Mr. Barrett said, pointing out that there are legislative restrictions on the use of funds for the Voice.

He added, however, that any network interested in presenting a "documentary program" could obtain from the department official reports on U. S. views expressed by radio broadcasts, or transcripts of foreign views on the U. S. which are available from the Foreign Broadcast Information Service.

"You will be interested to learn that the American Broadcasting Co. already has communicated with the department's International Broadcasting Division with a view to producing a program on the Voice of America," Secretary Barrett told Rep. Rogers. He felt "we should encourage" such a strong program, within reason.

EFFECTIVE June 17 KNEW Spokane, Mutual-Don Lee affiliate, began operations on new frequency of 790 kc with 5000 w, day and night. Station is owned by Cesar d'Alene Broadcasting. C. E. Rodell is general manager.

TAX REVISION

President Truman's 1950 revenue bill, encompassing widespread increases in corporate taxes and closing loopholes for profitable "side" enterprises of certain organizations, including radio stations, last Thursday won approval by the House, and was sent to the Senate.

Earlier, the House Ways & Means Committee issued its report on the single-package revenue measure, which drew some sharp distinctions governing "unrelated activities" of educational, religious and charitable institutions, on which Congress proposes to levy taxes.

Exemptions Specified

The committee specified that exemptions for religious organizations apply only to churches but not organizations under their auspices. The same holds true for charitable and educational groups organized under church auspices. Labor, agricultural, recreational and other organizations also are taxable.

Thus, radio stations owned and operated by religious educational colleges and universities, competing commercially in the broadcast field, were presumed to fall in the taxable category calling for a 38% levy.

Among those stations licensed to religious and/or educational institutions are WWL New Orleans (Loyola U.), KGA Spokane (Gonzaga U.), WEW St. Louis (St. Louis U.), KWBU Corpus Christi (Baylor U.), WGST Atlanta (Georgia Institute of Technology)

WCCO Minneapolis-St. Paul received 1949 Public Interest Award for outstanding public service in accident prevention at meeting of Greater Minneapolis Safety Council June 15, presentation made by the National Safety Council's Joseph Adams' "Noontime News" broadcast from luncheon held at Minneapolis' Radisson Hotel.

FCC SETS ASIDE

WDCR CONNECT IN CONNECTICUT

Dubious About Distribution Costs?

Dollars get more dialers on Du Mont!

Because Du Mont—first in TV, only in TV—covers 99% of America’s telesets at time and talent prices that are downright parsimonious.® Spots or programs, we have the proof they more than pay their way in direct sales. Put your money where your market is. Get on Du Mont.

®Very thrifty

59 Stations The Nation’s Window on the World

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A Division of the Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, N. Y. • Phone: Murray Hill 8-2600
In San Francisco Bay Area Television...

KRON-TV’s PROGRAM PARADE

HOLDS AUDIENCES ALERT

FOR SPOTS

EVERY WEEK
...all these top-notch local and NBC network shows on KRON-TV...presented with the selling impact of "Clear Sweep" Television:

6 shows especially for children
3 with audience participation
4 that present fashions
6 featuring interviews
9 dramatic presentations
5 with music and songs
2 shows about sports
5 variety shows
10 miscellaneous
News, telenews, regularly

The San Francisco television station that does most to help your "spots" produce is

KRON TV
SAN FRANCISCO CHRONICLE - NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC. - New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
FCC Hopes for Decision by Sept.

SMOKING MATERIALS, composed of cigarettes, pipe tobaccos and lighters, made up the largest class of TV network advertisers in April, according to data compiled by Publishers Information Bureau, on advertising on the ABC, CBS and NBC TV networks. DuMont figures are not available. This smokers advertising class accounted for video network time purchases of $424,038, at gross rates, in April, on the three networks.

Automotive advertising in April ranked second among TV network product groups. Foods were third, Radios and TV sets fourth and Household Equipment fifth. Rank order was the same for the January-April period except that Toilet Goods advertising, which ranked sixth in April, was in fifth place for the four-month period, with Household Equipment ranking sixth. Table I shows the gross time purchases for each advertising class on the three TV networks reporting for both April and for the four months.

Ford Motor Co. was the top TV network client for April, followed by R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co., National Dairy Products Corp. and American Tobacco Co., in that order, the ranking again based on the three video networks whose gross billings were available.

In view of the leadership of Smoking Materials in TV network advertising for the month, it is noteworthy that three of the top five advertisers for April are tobacco companies. Table II lists the top 10 advertisers.

Gross time sales of the three TV networks for April totaled $2,397,788, more than three times as much as the gross of all four video networks for the same month of last year [TELECASTING, May 22]. The same ratio held for the four-month period of 1960, for which the combined gross TV time sales of ABC, CBS and NBC totaled $8,500,288.

**TABLE I**

<table>
<thead>
<tr>
<th>Gross TV Network Billings</th>
<th>Product Groups</th>
<th>April</th>
<th>Jan.-April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$99,604</td>
<td>$208,670</td>
<td></td>
</tr>
<tr>
<td>Automobiles, Automotive Supplies &amp; Equip.</td>
<td>275,119</td>
<td>1,299,818</td>
<td></td>
</tr>
<tr>
<td>Beer, Wines &amp; Liquors</td>
<td>115,910</td>
<td>473,990</td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>97,730</td>
<td>502,491</td>
<td></td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>16,050</td>
<td>59,333</td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>17,330</td>
<td>72,810</td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>355,250</td>
<td>1,191,081</td>
<td></td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Other Fuels</td>
<td>95,780</td>
<td>340,673</td>
<td></td>
</tr>
<tr>
<td>Horticulture</td>
<td>250</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>Jewelry</td>
<td>157,460</td>
<td>546,412</td>
<td></td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>18,840</td>
<td>74,965</td>
<td></td>
</tr>
<tr>
<td>Pharmaceutical &amp; Medical</td>
<td>18,840</td>
<td>74,965</td>
<td></td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Supplies</td>
<td>241,957</td>
<td>883,915</td>
<td></td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>424,028</td>
<td>1,485,628</td>
<td></td>
</tr>
<tr>
<td>Stamp Collecting &amp; Philately</td>
<td>31,890</td>
<td>105,485</td>
<td></td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>10,100</td>
<td>363,957</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>17,689</td>
<td>62,390</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,397,788</strong></td>
<td><strong>$8,202,268</strong></td>
<td></td>
</tr>
</tbody>
</table>

*The most important single fac-

**TABLE II**

<table>
<thead>
<tr>
<th>Gross TV Time Sales</th>
<th>April</th>
<th>Jan.-April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford Motor Co.</td>
<td>$155,418</td>
<td></td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>95,255</td>
<td></td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>93,246</td>
<td></td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>86,495</td>
<td></td>
</tr>
<tr>
<td>General Foods</td>
<td>77,775</td>
<td></td>
</tr>
<tr>
<td>General Electric</td>
<td>67,456</td>
<td></td>
</tr>
<tr>
<td>Whirlpool Motors</td>
<td>65,382</td>
<td></td>
</tr>
</tbody>
</table>

*Or ABC, CBS and NBC; DuMont not reporting.
TELEVISION population of Video- town, a secret and typical American city, will double in 1950 though set purchases have reached the leveling-off stage, according to the third annual "census" of this mythical community within 40 miles of New York City.

The continuing study was started in April 1948 by Newell-Emmett, now Cunningham & Walsh, New York agency [Broad- casting, July 4, 1949].

Future increases in TV sales will depend more and more heavily on buying by the lower income groups, according to John P. Cun- ningham, executive vice president of the agency. He added: "A definite warning to agencies, telecasters and the entire TV industry becomes visible in the decreasing buying rate among upper income groups, noticeable since 1948, and in the steadily increasing resistance to television among the non-owners who stated that they would not be in the market for TV sets. These warning signals emphasize our responsibility for the production of constantly better programs."

Facts for the conclusions were obtained by interviewing all of the 5,007 Video-town families owning TV sets, plus a broad sampling of non-TV families. Gerald Tasker, agency research director, and William Bunn, research manager, took a staff of 16 trained researchers into the city, spending a month. Videotown is described as economically independent with about 40,000 population, well within the range of good TV reception from major New York stations.

By the end of 1950, 40% to 45% of all Videotown families will have TV sets, according to Mr. Tasker, though the growth is substantially less than the 150% increase in 1949 and 500% in 1948.

Consumers show a preference for larger screen sizes and brand competition is becoming keener with 52 brands on the market compared to 30 a year ago. Two leading brands account for 30% of purchases, nine for 50% of sales, and 41 brands divide the remaining 20%.

Actual number of sets sold in 1950 will reach a new high, the survey shows.

Have Fewer Guests

F ewer than 20% of TV families entertain guests on a weekly basis, and only half of those watch their sets while guests are present. TV families attend fewer movies and go out less in the evening, according to the survey. Most consistent viewers are children and teen-agers.

Actual TV ownership in the test city has risen from 208 in April 1948 to 1,241 last year and 3,007 (72.4% of families) in April 1950. Sales increase this year over 1949 is estimated at 50%, based on expressed intentions, compared to an estimated 80% based on first-quarter sales and a seasonal trend similar to 1949.

Viewers in Videotown are becoming more selective in their personal choice of programs, it is stated. The evening audience

changes, with 78% of young chil- dren and teen-agers watching programs an average night whereas 62% of grown women and daugh- ters and 30% of parents in TV families do not watch programs. Though there is some leveling off viewing by individual members of the family, the average Videotown set is in use about four hours during the evening and in- dividual viewers in TV families spend about three hours before

the set. The TV guest problem is disappearing.

The survey shows 16% of members of TV families are away from home at night, compared to 25% of non-owners. About 75% of TV owners and 70% of non-owners are away from home viewing TV elsewhere. Movie at- tendance is less among TV families at a ratio of about 1 to 2. Eight out of 10 adults in TV and non-TV households are attending some sports event in the evening.

Replacement market is expected to take up some of the slack in set buying.

ACTUAL sales of TV receivers by the entire manufacturing industry totaled 389,000 units in April, according to the first of a series of monthly reports issued by Radio-Television Mfrs. Assn. Factory production of TV sets by RTMA members, about 80% of industry total, amounted to 420,000 sets for the month, sales rising sharply behind produc- tion.

TV receiver shipments for the first four months of 1950 total 1,925,000 units, according to RTMA.

RTMA's sales figures show esti- mated shipments to dealers, by counties, in 37 states and the Dis- trict of Columbia. First quarter shipments were issued in June by the RTMA Industry Statistics Committee [Television, June 1]. The April and January-April four month shipments to states and counties follow:

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<thead>
<tr>
<th>State</th>
<th>April Shipments</th>
<th>Jan-April Shipments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>558</td>
<td>2,848</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,411</td>
<td>1,305</td>
</tr>
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<td>California</td>
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<td></td>
</tr>
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<td>Colorado</td>
<td>1,874</td>
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<td>1,879</td>
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<tr>
<td>Florida</td>
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<td>427</td>
<td>2,322</td>
</tr>
<tr>
<td>Michigan</td>
<td>471</td>
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</tr>
<tr>
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<tr>
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<td>6,201</td>
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<tr>
<td>Pennsylvania</td>
<td>515</td>
<td>33,864</td>
</tr>
<tr>
<td>Texas</td>
<td>1,511</td>
<td>515</td>
</tr>
<tr>
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<td>35,319</td>
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Shipments by County in April Listed by RTMA

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</table>
HALPERN NAMED
Is Re-elected ATS President

DAVID HALE HALPERN, radio and TV director of Owen & Chappell, New York, has been re-elected president of the American Television Society for a second consecutive year, it was announced last week.

Two elected were Warren Carson, Theatre Guild, vice president; Barbara Jones, Queenie; Charles; publisher; Arch U. Bantaufeld, CPA, treasurer; Ronald N. T. Kuhns, partner, partner; Paul Alan, William J. Gans Co.; Halsey Barrett, Dumbarton; Albert Deine, Paramount International, Jorns, vice president. Special Purpose Films; Don McCrory, N.W. Ayer & Son; Richard B. Rawls, ABC; Henry White, CBS.

WHBF-TV BEGINS

REGULAR schedule of telecasts—first downhill Illinois TV programming outside of Chicago—began Saturday (July 1) as WHBF-TV Rock Island, Ill., has begun regular broadcastings at 6:30 p.m. Saturday

by Leslie C. Johnson, WHBF-AM-FM-TV general manager and vice

from over 84 cities within a 115-

mile radius of Rock Island—from locations in Illinois, Iowa, Missouri, Wisconsin and Carolina. Four quad-city daily newspapers ran special editions Saturday spotlighting the advent of TV in Rock Island.

Officers of Rock Island Broadcasting Co. and WHBF-TV, in addition to Mr. Johnson, are: Ben Potter, president; Margarette Potter, vice president; Charles Harrison, production manager; Forrest Cooke, program director; Maurice Corken, general sales manager; Robert J. Simnett, chief engineer.

By BRUCE ROBERTSON

about first of the year NBC began rebroadcasting the programs of WNBT (TV) New York over an experimental UHF video station, KCXAX, located on a hilltop above three miles of Bridgeport, Conn., last Wednesday, KCXAX celebrated six months of operation, amounting to some 2,000 hours of actual broadcasts, by holding open house for a delegation of about 80 Washington radio attorneys and consulting engineers. Raymond F. Guy, manager of radio and allocations engineering for NBC, headed the party, which also included a score of RCA broadcast equipment engineers and salesmen.

Facilities Outlined

Signals beamed from the Empire State Bldg. in New York to KCXAX are broadcast on the 829-556 MC band with a 1 kw UHF transmitter built around a standard RCA commercial VHF TV transmitter. A 40-foot omni-directional polarization antenna with a power gain of 17.3, giving an output level of about 14 kw, is mounted on a 200-foot tower atop the 200-foot hill, sending out a signal 50 miles above sea level (and above Bridgeport).

The UHF pictures are received on converted TV sets installed by RCA Service Co. technicians in homes throughout the area. A trail station wagon "UHF caravan" with a 46-foot ladder type receiving antenna mast travels the highways making field intensity tests of the UHF transmissions.

Purpose of the Bridgeport tests, which will continue at least through the remainder of this year, is to continue the collection of data begun in early tests in New York and Washington about propagation characteristics of the UHF frequencies. A second objective is to test the operation of RCA's UHF transmitting and receiving equipment, which the company expects to have ready as soon as possible after the FCC has made its allocations and set standards for video broadcasting in the UHF region.

The visiting group spent a morning hour crowded into the neat, efficient looking transmitter house, where a map showing the quality of reception at various receiver points was the center of attention, or outside gathered around the UHF caravan and gazing up at the transmitter asking a myriad of more or less technical questions. It then adjourned to Bridgeport for a lecture-and-lunch session. A noon tour visit to a country club, where four receivers permitted a comparison of the UHF broadcast of a WNBT test pattern with VHF broadcasts from New York, completed the day's agenda.

Information and impressions amassed by this reporter during the day included:

Quality Satisfactory

Quality of the UHF signal seemed satisfactory and about as good as the VHF pickups.

The effective range of UHF is something less than 20 miles and the UHF signals are affected by shadows to a much greater degree than VHF transmissions, with locations further behind a hill or other large obstructions unable to receive a usable signal.

Mr. Guy pointed out that UHF coverage has to be considered somewhat differently from VHF, for where VHF may provide adequate service to 95 percent of the locations within its overall service area, the UHF figure may be 75 percent or less, with terrain characteristics a very important factor.

Seasonal changes must also be considered in UHF, he added, noting that foliage in summer may interfere with reception at a location which got satisfactory service when the trees were bare.

Howard Leslie of RCA Service Co. in Bridgeport, who handled the installations, said that a fan antenna is usually effective within a five-mile radius of the UHF transmitter and a stacked or antenna works well in most locations and has the added advantage of being inexpensive and easy to install. Rhombic antennas have proved effective in cutting out reflections, he said, adding that parabola and helical antennas had been tried out and were effective although bulky and expensive.

Antenna Problem

If the receiving point is located in the station's radiating field the antenna location is not critical, Mr. Leslie said, noting that the nearer the home is to the lower fringe of the radiated field the more critical the antenna location becomes, sometimes changing when the antenna is moved a few feet, or even a few inches. If the setter is dependent on a reflected signal, he is in a tough spot for UHF reception. Indoor antennas will work at homes within five miles of the transmitter, he said, but outside antennas work better.

RCA already has three or four contracts for UHF package transmitter installations similar to that at Bridgeport, provided the FCC approves the applications of the buyers, Buck Lewis of the RCA Victor sales division said. Price is now $135,000 for the complete package, including everything but the building and tower, he said, noting that this is an appreciable (Continued on Telecasting p. 11)
COAST-TO-COAST RELAY

AT&T Details

FIRST details of the $20 million radio relay circuit to be built by Jan. 1, 1952, making coast-to-coast TV program service available by the end of 1952, were released, below, to TELECASTING at its request by AT&T.

Approval of the construction of 55 radio stations between Omaha and San Francisco, plus expanded facilities between Omaha and Chicago, given June 23 by the FCC, will provide two TV channels, one for the eastern route from East to West, the other for West-to-East programming in addition to two channels for telephone use.

Describes System

Bell System's description of its construction plans for these new facilities follows:

"The radio relay route from Omaha westward will pass through Denver and Salt Lake City, enroute to San Francisco. The height will be varied by location of one-story concrete structures.

"From Denver the relay route swings in a northwestern direction across the southern part of Wyoming in line with a probable path entering Utah north of Salt Lake City. The microwave beams will shoot over the southern tip of Great Salt Lake, across Salt Lake Desert and enter Nevada at Wendover. After crossing the Nevada-California border at Reno, the radio beam will cross California by way of Sacramento.

"Telephone buildings in Omaha, Denver, Sacramento and San Francisco will serve as relay stations along the route. Highest point on the route is Mt. Rose, Nevada, a 10,000-foot peak in the Sierra-Nevada range about three miles from the California border.

"West of Omaha the route parallels the Platte River to Denver."

INTERCONNECTION

Blockbusters Still in Favor

BROADCASTERS last week reaffirmed their earlier views that interconnection of the intercity TV relay facilities of Western Union and American Telephone and Telegraph would be feasible if factors such as cost, quality or coverage remained in their favor.

Appearing for further cross-examination in the suit, the exclusion of FCC's hearing to determine the Western Union-AT&T interconnection issue were Adrian Murphy, CBS vice president and general counsel; Ernest Jahncke Jr., ABC vice president in charge of stations, and Rodney K. Chipp, engineering director of the DuMont PICT.

William S. Hedges, NBC vice president in charge of integrated services, was to appear Friday morning before FCC Hearing Examiner Elizabeth C. Smith. J. B. Poppele, vice president of engineering for WOR-AM-TV New York and WOIC (TV) Washington, who had testified with the group earlier [TELECASTING, May 8], was not recalled as had been expected [BROADCASTING, June 26].

Murphy Outlines CBS Stand

Mr. Murphy indicated CBS' "normal" position would be to prefer with only one common carrier, other things being equal. He would favor interconnection, however, if technical quality of the service were not impaired, costs to the broadcaster did not increase or the long-range development of common carrier facilities were not retarded.

Upon questioning, Mr. Murphy indicated that CBS would prefer the AT&T system of a channel in each direction to WU's single reversible channel. If WU were cheaper, however, he said operating "flexibility" would have to be weighed against the "saving" involved in making a choice.

Mr. Jahncke related that generally speaking ABC's needs are presently being met by AT&T facilities in those areas where WU has proposed to install relays. The same is true, he said, for the New York-Philadelphia link where WU already has facilities installed. The witness said there would be no reason for ABC to change unless there was "something to gain," or if WU offered a "better" service.

Such consideration involves many factors, he explained.

Asked how he felt about interconnection if it meant increased rates, Mr. Jahncke said that "obvious disadvantage" would have to be balanced against "other possible advantages." More program origin-

PREDICTIONS

1. The FCC will give its approval to AT&T's plans. This will be welcomed by all broadcasters, and a new era of uniformity and convenience will begin.

2. DuMont will continue to be a viable competitor in the television industry. Their professional staff will continue to produce high-quality programs that will attract a wide audience. The network will continue to expand its reach and influence, eventually becoming a major player in the industry.

3. The Western Union-AT&T interconnection will not be approved by the FCC. The competing networks will continue to insist on exclusive control over their own facilities and services, further complicating the already complex and expensive landscape of television broadcasting.

4. The FCC will likely impose strict regulations to ensure fair competition and prevent monopolistic practices. This will be met with mixed reactions from broadcasters, some of whom will be content with the status quo, while others will view it as a threat to their independence and profitability.

5. The future of television will be shaped by the interplay between technological advancements and regulatory frameworks. The industry will continue to evolve, driven by innovations in broadcasting practices and the increasing demands of an ever-expanding audience.
MR. I. MAGINATION
one of television's
most praised shows, a
CBS Package Program
now bought for fall
sponsorship by
Nestlé's Chocolate.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Country Doctor (E-M)</td>
</tr>
<tr>
<td>8:00</td>
<td>The Big Horn Show (E-M)</td>
</tr>
<tr>
<td>8:30</td>
<td>The Adventures of Don Juan (E-M)</td>
</tr>
<tr>
<td>9:00</td>
<td>The Story of a Soldier (Film)</td>
</tr>
<tr>
<td>9:30</td>
<td>The Red Cat Show (E-M)</td>
</tr>
<tr>
<td>10:00</td>
<td>The Dick Tracy Show (E-M)</td>
</tr>
<tr>
<td>10:30</td>
<td>The Romanoff Show (E-M)</td>
</tr>
<tr>
<td>11:00</td>
<td>The Jack and Jill Show (E-M)</td>
</tr>
<tr>
<td>11:30</td>
<td>The Colgate Hour (Film)</td>
</tr>
</tbody>
</table>

Note: Times are approximate and may vary.
### A Service of BROADCASTING

#### Programs

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00</td>
<td>Dennis James' Okay Mother</td>
</tr>
<tr>
<td>1:15</td>
<td>Tia Bora Bora (F-M)</td>
</tr>
<tr>
<td>1:20</td>
<td>Men on the Street—with Dan Patterson</td>
</tr>
<tr>
<td>1:30</td>
<td>Susan Raye Sings</td>
</tr>
<tr>
<td>1:45</td>
<td>Public Service Announcement</td>
</tr>
</tbody>
</table>

#### Radio Reports

- **PULSE** radio reports are issued bimonthly, except in the case of New York, which is monthly. TV reports are available monthly and employ the same interviewing technique as the radio reports.
- **PULSE** markets include:
  - Boston
  - Cincinnati
  - New York
  - Cleveland
  - Philadelphia
  - Dayton
  - Washington, D.C.
  - St. Louis
  - Richmond
  - Los Angeles
  - Chicago
  - San Francisco

#### For Information About Any of These Markets

**ASK THE PULSE**

**THE PULSE INCORPORATED**

15 West 46th Street
New York 19, N.Y.
LIFE WITH SNARKY PARKER is a very funny CBS Package Program perfectly designed both to entertain and to sell.

Bil and Cora Baird's actors, true-to-life marionettes, in a series of slap-happy adventures about the perils and pleasures of the Wild West.
NBC’s UHF Tests
(Continued from Telecasting p. 5)
drop from RCA’s initial price of
$170,000.

Technical refinements and vol-
uume purchases will bring price
reductions as UHF broadcast-
ing gets into more general use,
it was said, with one RCA repre-
sentative estimating that eventu-
al UHF equipment will be sold at
15 percent to 20 percent more
than VHF.

No particular operating difficul-
ties were observed at K2C2XAK. One
day engineer and one evening
man, neither with previous
UHF experience, have han-
dled the transmitter without undue
difficulty, it was said. The power
bills have run around $220 a month
and the tube bills slightly more
than $600 a month, for 340 hours
of air time, Mr. Guy re-
ported. The tube expenses in-clude
a couple of accidents, he ad-
ded, stating that without mishaps
they should average less than $600
a month.

Asked whether as a result of
tests to date he believed UHF
could render a satisfactory service
on a major scale, Mr. Guy an-
swered: “UHF can provide service
in flat areas better than in hilly
areas.” He added that analysis
has just begun of the reports of
the Bridgeport tests. He felt that
when this task is completed he may
be able to give a better answer.

Comments from the Washing-
ton visitors were a consensus
that the ability of UHF to provide
satisfactory service has not been
proved and that the Commission is
confronted with a tough task in
attempting to make UHF available
without further information.

It was suggested that one solu-
tion might be to issue UHF com-
cerns licenses to operate from
determined, varied locations through-
out the country for a time long enough
so provide a thorough test of the
public acceptance of UHF service.

The license bids were described
as sum up the general feeling in an
informal comment that UHF might
be acceptable in areas in which
there is no VHF service.

Those attending included:
Adler Ben, Adler Engineering Co.,
John F., Adel, Electrocraft, Paul
G., Gillett & Associates, William
H., Guelin, L. L., Gurler, L. J.,
Cohen, Julius, George C., Davis,
Frederick, John, Washington;
Davis, George C. and Walter L.,
George C., Davis, George C.,
David, C., Davis; Wm. C., Wilt,
Inc., Washington; Garm.
son, Washington; Gautney,
Dale, George G., Garmson;
Garmson, Washington; Halley,
Paul F. and Paul J., Paul Godley
& Son, Inc., Washington; Inglis,
Andrew F., Inglis, Washington;
Keel, Alfred E., Washington;
Keel, John J., Keyworth, William,
Washington, Mass.; Key, Russell F.,
Washington; McNair, James C.,
McNair, W. C., McNair, John
McNaughton, Neal, NAB, Washing-
ton; Merritt, D., Merritt & Conn.;
Moffett, John A., Wm. L.
~., Moffett; Ross, Albert F.,
Washington; Pollock, Dale,
Washington; Pollock, J. D.,
Pollock, J. D., Pollock; Pole,
John, Dale Pollock Lab., New
Lluncs, N. Y.; Printing, W. J.,
Conn.; Ray, Homer A., C. F.,
Ray, J. D., Ray, J. D., Ray;
Rockey, Post Pub. Co., Bridge-
port, Conn.; Robertson, Bruce,
BROADCASTING, N. Y. Weinberg,
Al., Radio News Bureau, Wash-
ington.

DuMONT SALES
$80 Million Total Seen

TOTAL SALES of $80 million this
year for the Allen B. DuMont Labs
were reported last week by Dr.
Allen B. DuMont, president.

At the annual stockholders’ meet-
ing and election of officers June 28,
Dr. DuMont revealed that the firm’s
operations for the first 24 weeks of
its fiscal year showed a profit of
$2.37 million, compared with $18
million for the same period in 1949.
Earnings for the first 24 weeks of
this year will approximate $2.37
million, as compared to $17.1 million
for the same period last year.

‘MAG-NEG-TIC’
Is New CBS TV Recorder

A NEW SYSTEM of television re-
cording, employing magnetic tape
for sound and 35mm negative film
for the picture, has been an-
ounced by William B. Lodge, CBS
vice president in charge of general
engineering.

Placed in service June 6, the
new system, known as ‘mag-neg-
tic,’ is to record programs
originating in Hollywood for re-
telecasting over the interconnected
CBS television network.

The film and magnetic tape,
with the new system, are kept on
two separate tracks that are repre-
duced separately on a film projec-
tor and a magnetic playback.

A complex servo-system, developed
by CBS Television Engineering
Equipment Corp., synchronizes the
starting and stopping of the two ma-

Page 61 • BROADCASTING

EMERSON PLANS
Sets $8 Million Ad Budget

EMERSON RADIO & PHONO-
GRAPH CORP., plans to spend ap-
proximately $5 million in advertis-
ing during the next 12 months,
Benjamin Abrams, president, said
Monday.

Mr. Abrams is chairman of the
Board of Directors of Mercury
Laboratories, the parent firm of
Emerson distributors at New York’s
Waldorf-Astoria, where the com-
pany’s 1951 line of radio and TV
sets was previewed.

Now sponsoring The Clock alter-
nate Fridays, 9:30-10 p.m., on
NBC’s TV network, Emerson is
happy about the large audience
this program has attracted, Mr.
Abrams said, stating that The
Clock’s rating is 24 or 25.

In addition to television, the
company also will use radio, new-
spapers and magazines.

AUTRY TV SHOW
Wrigley to Sponsor Films

GENE AUTRY’s first six video
films marking his entry into TV
will be sponsored by Wlliam
Wrigley Jr. Co., Chicago, in six
major markets as a once-weekly
feature starting July 23. Booking
agency is Atlass Amusement Corp.,
Chicago firm headed by H. Leslie
Atlass Jr., program director of
WIND Chicago. CBS Radio Sales
is acting as sales agent.

E. J. Brach & Sons, Chicago,
for its candy, last week was con-
sidering sponsorship of the show
on a first run basis in 14 other
major market areas through J.
walter Thompson Co., Chicago.

MOHAWK CARPET
WNBW (TV) Color Tests Held

CONTINUING its tests of color
techniques, Mohawk Carpet Mills
Inc., Amsterdam, N. Y., in the
premises. Wednesday, June 14
presented its Mohawk Show-
room on WNBW (TV) Washing-
ton, which airs RCA color tests.

Premised by a cocktail party at
the Mayflower Hotel at which the
studio was viewed by some 100 guests
on color receivers installed in NBC
Washington studios. The program
was fed simultaneously to the NBC-
TV network in the usual black and
white.

THEATRE VIDEO
National Seeks Participation

NATIONAL Theatres Corp., a
subsidiary of 20th Century-Fox
Film Corp., asked FCC last week
to permit it to participate in forth-
coming proceedings looking into
the possible establishment of a theatre
television service.

The company, owner of some
600 theatres, said it has been con-
ducting theatre TV studies, for
several years in collaboration with
20th Century-Fox, particularly in
connection with the plan to estab-
lish the theatre hotels and Los
Angeles area theatres owned by
its subsidiary Fox West Coast
Theatres.
TELEVISION is not hard on the eyes and it can be a powerful instrument of public education, if properly used, Dr. Carl P. Shepard, Chicago optometrist, told the 52nd annual congress of the American Optometric Assn. meeting last week in Minneapolis.

"Television does not harm the eyes," Dr. Shepard said, "but quite often it brings out the fact that a visual problem exists" which might otherwise not be discovered until later. He pointed out that while television has driven many people to the optometrist, "it has not caused the difficulty of which they complained. It has merely made them conscious of problems which already needed attention."

He said that the best distance for viewing television is dependent on the individual and that each viewer should find the distance which is most comfortable for himself.

"When filters are used they should be placed before the eyes and not the set," Dr. Shepard said. "The very substances that produce the light that makes the picture are filters, and each manufacturer has carefully determined the light emission that has been selected by his advisers as the best. . . . Screens differ because opinions differ, but all are very good and none are harmful."

Dr. Shepard’s talk was telecast by WTCN-TV Minneapolis and included a demonstration of how a professional practitioner examines and corrects the vision of a patient. He praised television as a powerful instrument for disseminating useful information to the public and said scientists and educators should take advantage of its potentials.

**Ross Reviews N. Y.
Programming for May**

SIX New York TV stations at the end of May were broadcasting 293 programs totaling 1,358 quarter-hours a week, according to an analysis in the June issue of Ross Reports on TV Programming. Of the total, 141 programs accounted for 381 quarter-hours of air time were sponsored.

Compared with a year ago, when approximately 90 programs, 500 quarter-hours of TV programming were offered by the six New York TV stations, the current figures indicate an increase of 40 programs and 516 quarter-hours. Ross noted that the past year has seen “a huge rise” in daytime programming.

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### Optometric Assn. Studies TV (Report 118)

**Two Video Outlets Announce New Rates**

NEW RATE CARDS have been announced by WFMF-TV Greensboro, N. C., and WOAI-TV San Antonio, Tex.

On July 1 the basic hourly rate at WFMF-TV increased from $150 to $200, with Rate Card No. 2.

At WOAI-TV rates will increase 25% in all time classes on July 15. The new hourly rate for class A time becomes $250, Class B rate advances to $187.50 and Class C to $125 per hour on Rate Card No. 3.

**New York Nielsen Rating Released**

LEADING, once-a-week, evening television program in the New York area during the four weeks ended June 10 was Texaco Star Theatre, according to the latest report from the A. C. Nielsen Co. Nielsen ratings for programs telecast two or more times during the period in the New York area:

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### Weekly Television Summary

**July 3, 1950, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Stations in Use</th>
<th>New Rates</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>10</td>
<td></td>
<td>KOB-TV</td>
<td>3,550</td>
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<tr>
<td>Atlanta</td>
<td>15</td>
<td></td>
<td>WAGA-TV, WSJ-TV, WSB-TV</td>
<td>19,652</td>
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<td>Boston</td>
<td>25</td>
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<td>WBZ-TV, WAGE-TV, WABR-TV</td>
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<td>30</td>
<td></td>
<td>WBBM, WMAQ, WMMI</td>
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<tr>
<td>Cleveland</td>
<td>40</td>
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<td>WJW, WERE, WNBX, WTVN, WJWJ, WTNW, WTVX</td>
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<td>Columbus</td>
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<td>WOSU, WTVN, WJBC, WTVN</td>
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<td>Dallas</td>
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<td>KRLD-WFAA, WSBW, WSBW-TV, WSBW-AM, WSBW-FM, WSBW-DV</td>
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<td>WCCO, WCCO-AM</td>
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<td>KTRK, WJTV, WJTV-AM</td>
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<td>WJAX, WJAX-AM</td>
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<td>Kansas City</td>
<td>20</td>
<td></td>
<td>KCTV, WDAF, WDAF-AM</td>
<td>56,740</td>
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<tr>
<td>Los Angeles</td>
<td>30</td>
<td></td>
<td>KTLA, KTLA-AM</td>
<td>3,500</td>
</tr>
</tbody>
</table>

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### Station Information

**KRLD-Dallas, Fort Worth**

**AM-FM-TV**

**Channel 4**

**The Times Herald Station**

**National Representatives**

**The Branham Company**

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**Notes:**

- New rates in this report.
- Source of rate estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain uncharged in successive summaries. Total sets in all areas is necessarily approximate.

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**Editor’s Note:** The editors of TELECASTING would like to take this opportunity to thank all those who have contributed to the success of this publication. It is their hope that TELECASTING will continue to serve the television industry as a valuable resource. - TELECASTING © 2020 Page 12
PULSE PROVES
WHIO-TV IS DAYTON'S
FIRST
TELEVISION STATION

PULSE for May reports SEVEN of top ten television shows telecast once a week in Dayton are on WHIO-TV.

PULSE reports FOUR of top ten television shows broadcast more than once a week in Dayton are on WHIO-TV.

PULSE shows that, on the average, more Dayton televiwers watch WHIO-TV between 2:00 P.M. and 4:15 P.M. and between 6:30 P.M. and 11:30 P.M. than any other television station.

PULSE proves that WHIO-TV delivers the lion's share of the TV audience in this area—now more than 88,000 sets. You can sell more people at a lower cost per viewer with WHIO-TV.

GET THE FACTS TODAY.

Channel 13
whio-tv
DAYTON, OHIO

Represented nationally by the Katz Agency, Inc.

Affiliated with The Dayton Daily News and Journal-Herald.
Color Findings
(Continued from Telecasting p. 3)

ed in favor of the RCA color sets.

RCA's earlier estimates of selling prices for its own color sets were reviewed—25 to 50% more than a comparable monochrome receiver. The statement also reiterated that with early adoption of the RCA system RCA would be in a position to produce color sets by June 1951.

Additional station equipment needed for RCA colorcasts would cost an estimated $54,440, including the cost of one color camera. Additional color cameras would cost approximately $25,760 each. It was noted that the estimates "do not reflect the potential savings from the use of single tubes in either the cameras or monitors and from further circuit simplifications."

Cite Receiver Progress

RCA cited the progress made in receiver simplification since the first demonstration last October—a reduction from more than 100 tubes to as few as 37 in last April's showings—indicative of "the progress in that direction which may be expected in the future."

The RCA proposals were filed by John T. Cahill, J. V. Heffernan and Glen McDaniel as RCA attorneys, with John W. Nields, Ray B. Houston, and Robert G. Zeller also participating.

CBS Arguments

In its 100,000-word, 368-page brief, CBS contended:

"CBS, as clearly evident from the record . . . that the CBS color system is now superior in every significant aspect to either the RCA or CTI color systems."

"This overwhelming superiority obtains in each of the four areas in which the two color television systems are to be evaluated: (1) the area of performance, (2) the area of color, (3) the area of ability and readiness, and (4) the area of ability to co-exist in harmony with the present standard monochrome system."

As to performance, CBS contended that RCA have seised on a few factors and have exaggerated them all out of proportion. It has been shown, however, that these factors are of no significance."

Whatever the theoretical limitations to the use of reduced geometry, the brief stated, "the fact is that its clarity of detail is almost universally approved and is generally agreed to be superior to that of the current system."

"In sharp contrast," CBS said, "the present color performance of the RCA and CTI systems is in many respects grossly degraded. Their overall picture quality is low. Their brightness and contrast are inadequate."

RCA and CTI also were accused of inability to transmit "satisfactory" color or monochrome over existing coaxial cable networks, "although such ability is obviously prerequisites to the prompt establishment of a color service."

CBS argued that since its system is "excellent now and can be even better in the future," it is "not associated in the future embodiment of a single direct-view tri-color tube or horizontal interlace."

"On the other hand, RCA has no system at all," CBS contended, "without the single direct view tri-color tube or without its dot interlacs—an application of interlace which is far more complex than Columbia's horizontal interlace."

CBS noted the cost of CBS claimed "clear superiority" over RCA and CTI.

"Nor can there be any serious question of the relative readiness of the three systems," the brief asserted. It held CBS "is the first and "apparatus can be rapidly available so that a nationwide color television service can become a fact within a short space of time."

CBS on the issue of compatibility contended its performance is "markedly superior." Columbia is "plainly convertible" while neither RCA nor CTI has "apparatus that is convertible," the brief held. CBS explained it used the broad interpretation of "compatibility," which allowed for slight modifications on existing sets to receive color in color.

CBS held that "RCA's assurance for the future must be evaluated in the light of its past conduct and attitude in respect of color."

"On this issue," the CBS brief related, "the record not only of this hearing but of past hearings leaves no doubt: It is clear that so long as this potential threat has been in the field of color television, RCA cannot be relied upon to press the development."

CBS therefore "can be no assurance whatsoever that the dot sequential system would not be replaced, in the same way that the simultaneous system of 1946 to 1948 and the RCA at least offered hope of adoption of standards in 18 months, was ultimately replaced without ripening into a color system."

Proposed rules and regulations were recommended by CBS only on compatibility and convertibility. CBS said it "expressly re- f r a m e d " from recommending that manufacturers be compelled to adapt receivers internally if CBS standards are adopted, as the question is only for CBS standards."

CBS Recommendation

However, CBS indicated that if there is widespread refusal to adapt internally, or to make CBS color receivers, CBS recommends re-examination of the situation. It has been suggested that it is necessary to break any set makers' boycott that FCC require broadcasters to air CBS color.

Columbia recommended that FCC should consider that aspect of compatibility which concerns the ability of unmodified receivers to receive color signals in band and who suggested it is necessary to break any set makers' "apparatus," FCC require broadcasters to air CBS color.

CBS vigorously attacked the "inconsistency of the industry position" on the compatibility issue during the present color hearing and in past years.

"Thus in 1940," CBS held, "when RCA was a strong proponent of immediate adoption of a black and white system and "apparatus can be rapidly available so that a nationwide color television service can become a fact within a short space of time."

CBS on the issue of compatibility contended its performance is superior. "Markedly superior." Columbia is "plainly convertible" while neither RCA nor CTI has "apparatus that is convertible," the brief held. CBS explained it used the broad interpretation of "compatibility," which allowed for slight modifications on existing sets to receive color in color.

"CBS urged FCC to adopt standards which would give the best

'CHROMICON'

CTI Develops New Camera

COLOR Television Inc., developer of one of the three systems competing in FCC's color TV hearing (see Telecasting p. 3), claimed last week that it had solved a major technical problem of clarity in color reception . . . by the use of an ingenious new device to be known as the 'Chromicon' camera."

Arthur S. Matthews, president of CTI, said the camera that exists in present black-and-white television may now be obtained in color after the completion of the new optical system with regular television cameras. He said laboratory tests have been successful and that a working model of the Chromicon will be ready for public showing within 60 days.

"CBS further recommended FCC should not set minimum hours of color broadcasting but after 30 days could do without it. Manufacturers were reluctant to adapt sets internally. CBS opposed multiple standards because of the limited number of stations in major markets."

The brief was filed by the New York law firm of Rosenman, Goldmark, Colin & Kaye.

CTI Position

CTI maintained that standards for its line-sequential system can be adopted now "with full assurance [of their] fundamental soundness," but said it "would not object to some method of [standardization] in order to permit all systems to be demonstrated under like conditions."

The company insisted that short coming of the line-sequential system result from imperfections of apparatus rather than system faults, and placed great reliance upon the development of "the minimally-view," three-color—"one of which CTI "expects to be able to demonstrate within the next two months or so." CTI "readily" conceded that, "apparatus-wise," its system can be improved.

"The fact of the matter is, however, that from this aspect none of the systems has been 'proposed to be any more ready," the proposal continued. "CTI believes that, apparatus-wise, all presently demonstrated color systems are obsolete, even including the RCA direct-view tricolor tube receiver."

CTI opposed multiple standards as a "delusion and snare" which would "promote sales at the sacrifice of the public good," and while suggesting that "kiss of death" for the CTI and CBS systems. "In any event," the firm said, "should multiple standards be adopted, there should be 'further investigation of the scale' to prevent such a result."

Conversion of existing sets to receive color transmissions was opposed "on any basis whatever," CTI felt "few black-and-white set owners would convert"
even if conversion costs were minimized by development of the direct-view tube.

CTI attacked the CBS field-sequential system for its lack of compatibility, and held that "no direct-view tricolor tube, whatever else it may do, can work the inescapable infirmities of any field-sequential color television system." CTI felt the RCA dot-sequential system might provide the most elegant answer to the color question, but ruled it "commercially impractical" for reasons of "probable cost, necessary licensing, and commercial infeasibility, and the need for continuously critical apparatus adjustments."

Of its own system, CTI said: "The system has occurred during the course of these hearings to alter CTI's belief in the fundamental superiority of line-sequential operation over any other yet proposed and demonstrated method of attaining color television."

Its proposed system is completely compatible with existing black-and-white operations. The use of a direct-view tricolor tube will eliminate many, if not most, of CTI's past reception problems. Electronic means of compensating for and maintaining colormetric registration at the camera are being developed.

The system is free from the very high costs associated with the "elegant" variety of any dot-sequential operation. Viewed, therefore, from the standpoint of its fundamental advantages, and recalling that its past and present apparatus limitations are all by way of being remedied by the rapid development of the art, CTI therefore believes that its proposed system may now safely be standardized and that such standardization would be in the public interest.

CTI said its "present intent...is to operate as a research, development, and licensing organization," not as a manufacturer. The CTI findings and conclusions were submitted by Attorneys Carl I. Wheat of Wheat, May & Shan- non, and James E. Smith of Lip- pincott & Smith.

Paramount's Plan

Paramount Television Productions Inc. and Chromatic Television Labs. Inc. asserted the record and demonstrations "clearly establish that good color television is attainable in a 6 mc channel," and that color interference conditions have been shown to be identical "for all practical purposes" with monochrome.

The immediate availability of low price sets, however, was denied by Paramount.

"The dot sequential system (RCA's), which is particularly challenging from the standpoint of possibilities of developments," the brief of the company continued, "is currently burdened with cost problems due to special tolerances."

Paramount told FCC it believed "there is in the process of development the beginning of the committing and receiving apparatus which within a period of a few years might resolve what may now be costly impediments with respect to the proposed system."

On this basis, the brief contended, "the Commission should give consideration to encouragement of new discoveries and techniques and hold in abeyance for a period of one year the promulgation of final standards."

However, Paramount asked FCC to consider the adoption of its "new and different plan" and the Commission decide that "the dynamic growth of monochrome television would have the effect of extracting the proper development of color as a service to the public."

These basic standards were proposed: (1) Adoption of the field sequential (CBS-type) system (2) Requirements of the 80 frames 405-line standard of transmission in 6 mc channel, including horizontal dot interface (3) Use of proposed new 6 mc portion of the present bandwidth to increase geometric resolution.

In addition to these basic standards, Paramount proposed that FCC require all UHF stations to transmit in color and that each present VHF licensee be assigned a UHF channel with the requirement that the telecast simultaneously in color.

Paramount explained that thus existing receivers would continue to receive service from the VHF outlets and "there will be no problems relating to compatibility or convertibility."

The brief advocated no particular system at this time since Chromatid Television Labs., Inc. is committed primarily with the development and production of a direct view tricolor tube which can be used with the three system proposed. Plans to intensify this research were indicated.

Paramount stated that as owner of KTLA it "will make full use of any opportunity for color television broadcasting which might be provided under any system on which the Commission may standardize."

The findings were filed by Paul A. Smith, former FCC chairman, of the Washington law firm of Arnold, Fortas & Porter.

KTSI (TV) BID

Requests FCC Action

DON LEE Broadcasting Sys- tem petitioned FCC last week for a grant of its Los Angeles television application modification, held up herefore by Don Lee's recently approved bids for station rentals.

The network is operating an experimental TV station commercially (KTSI) on Channel 2 under special temporary authority granted in May 1948. With its AM and FM renewal applications now standing, the petition asserts that this station is the "reasonable alternative" to the FCC's current TV freeze under the terms of the freeze order itself and should be granted immediately as a matter of "simple justice." The petition asserted:

"This is emphasized by the fact that two of such competitors, NBC and ABC, which compete with Don Lee in the network field and in the field of AM and FM operation in Los Angeles as well as in the television field, were known by the Commission at the time of the application for Los Angeles television applications [in 1946] to be suspect to the same degree as Don Lee of violation of network regulations (the subject matter of the renewal proceedings). . . . The petition argued at length that the fact of Don Lee's intention of construction on Mt. Wilson without a construction permit should not be a bar to issuance of the CP. KTSI and the other Don Lee properties are currently up for sale but Ben H. Brown, special administrator of the Thomas S. Lee estate, has indicated that action on one of Don Lee's stations may be delayed for several weeks [Telecasting, June 26]."

Set Sales

(Continued from Telecasting p. 4)

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<thead>
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<th>State and County</th>
<th>State and County</th>
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</thead>
<tbody>
<tr>
<td>State and County</td>
<td>State and County</td>
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Barbara STANWYCK
Robert Young
DURANTI
Steffi
Claudette COLBERT
Jack BENNY
Pauline GODDARD
Jimmy STEWART
Marie D'EBONER
Malvyn DOUGLAS
Raymond MASSEY
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>906 Natl. Press Bldg.</td>
<td>1011 319 BLDG.</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
<td>906 Natl. Press Bldg.</td>
<td>1469 CHURCH ST., WASH., D. C.</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>MUNSEY BLDG.</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DIST 8215 WASHINGTON 4, D. C.</td>
<td>1469 CHURCH ST.</td>
<td>1501 54TH ST., WASH., D. C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers</td>
<td>WELDON BLDG.</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
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<td>Philip Merryman &amp; Associates</td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
<td>1469 CHURCH ST.</td>
<td>1501 54TH ST., WASH., D. C.</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>Registered Professional Engineer</td>
<td>906 Natl. Press Bldg.</td>
<td>1469 CHURCH ST., WASH., D. C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>906 Natl. Press Bldg.</td>
<td>1469 CHURCH ST., WASH., D. C.</td>
</tr>
<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>Television and Broadcast Facilities Design and Construction</td>
<td>906 Natl. Press Bldg.</td>
<td>1469 CHURCH ST., WASH., D. C.</td>
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<tr>
<td>ADLER ENGINEERING CO.</td>
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<td>906 Natl. Press Bldg.</td>
<td>1469 CHURCH ST., WASH., D. C.</td>
</tr>
</tbody>
</table>
June 23 Applications

**ACCEPTED FOR FILING**

Modification of CP

Saunders Bostg. Co., Flagstaff, Ariz. - Granted license in proceeding to change station to change power to 1,500 kw at 90°. Also to change frequency from 1460 to 1490 kc, both at Flagstaff, Ariz.; OKC-AM, Oklahoma City, Okla., to change station to change power from 550 kw to 1 kW at 1490 kc and transfer to New York City, N.Y.; WLLJ Bowling Green Ky. - Mod. CP to change station to change power to 2,500 kw at 120°. Also to change frequency from 1450 to 1490 kc at Bowling Green, Ky.; WOBM Food & Drink, Columbus, Ga., to change power to 500 kw at 1440 kc and frequency to 1450 kc and transfer to Savannah, Ga.; WSNJ-TV Lincoln, Neb., to change station to change power to 1,500 kw and frequency to 1450 kc at Lincoln, Neb.; WUSX Atlanta, Ga., to change power to 1 kW at 1490 kc and transfer to Savannah, Ga.; WMAR-Baltimore, Md., to change station to change power to 3 kw.

June 26 Decisions

**BY COMMISSION EN BANC**

SSEA Denied

KFRM Kansas City, Mo. - Denied petition for SSA to operate KFRM uni. time on .5 kw, 1320 kc at .5 kw at Kansas City, Mo. H. W. B. 

Extension Granted

WIRK Knoxville, Tenn. - Granted extension of license to Sept. 30, 1950, for WIRK until Sept. 30, 1950, provided station make application for further extension of time to make application for license renewal and that application is filed prior to Sept. 30, 1950. 

Request Granted

WMCP Baltimore, Md. - Granted request for waiver of Sec. 3201 of rules to permit operation, from 6:30 p.m. to 12 midnight Monday through Saturday, and 10:00 a.m. to 11:15 p.m. on Sunday. 

ACTIONS ON MOTIONS

By Commissioner Hennec

KMMG Marshall, Mo. - Granted dismissal of application for mod. license. 

KMMX Columbus, Ohio - Granted request to dismiss petition to intervene in proceeding to grant KMMX mod. license.

KU Agric. & Mech. College, Stillwater, Okla. - Granted dismissal without prejudice of application for extension of application of date.

WDIA Memphis, Tenn. - Granted dismissal with prejudice of application. 

WNAY Annapolis, Md. - Granted petition requesting Commission accept late appearance in proceeding upon application. 

WSSO Starkville, Miss. - Granted petition requesting Commission accept late appearance in proceeding upon application. 


KMA Shannon, Iowa. - Granted petition requesting leave to intervene in hearing upon application for new license. 

Lehigh Valley Bostg. Co., Allentown, Pa. - Granted leave to amend application to change name of application to Lehigh Valley Television Inc. 

The Fort Industry Co., Wheeling, W. Va. - Granted petition insofar as it requested amendment of technical portion of application of West Virginia Bostg. Corp., Wheeling, W. Va., so as to change station to change power from 6 kw to 15 kw, both at Wheeling, W. Va. 

SUMMARY OF DECISIONS

**ANT-AUX**

1. WMAR-Baltimore, Md. - License to cover new station from 1800 to 1990 kc and frequency to 1990 kc, both at Baltimore, Md., to change power to 500 kw and transfer to New York City, N.Y., for new station.

**FACILIT. & CONSTRUCTION PERMITS**

1. OKC-AM, Oklahoma City, Okla. - New station granted permission to construct new station to change power to 1 kW and frequency to 1490 kc at Oklahoma City, Okla.; WLLJ Bowling Green Ky. - Mod. station to change power to 2,500 kw at 120° and frequency to 1490 kc at Bowling Green, Ky.; WOBM Food & Drink, Columbus, Ga. - New station granted to construct new station to change power to 500 kw and frequency to 1450 kc at Savannah, Ga.; WUSX Atlanta, Ga. - New station granted to construct new station to change power to 1 kW and frequency to 1490 kc at Savannah, Ga.

Grants authority new stations, changes in facilities, and transfers applications to the end of this department, accompanied by a roundup of new station and transfer applications.

**CP-CONSTRUCTION PERMIT**

1. WQX Bicknell, Ind. - License to cover new station to change power to 1 kw and frequency to 1540 kc, both at Bicknell, Ind., to change power to 1 kw and frequency to 1540 kc and change time from 1200 to 1230调查显示,该文本是关于美国广播行业的信息，包括许可证的申请和批准、频率和功率的变更等。文本中包含了多个申请和决定的详情，涉及多个地点和组织，如Baltimore, Md., Columbus, Ga., and Salt Lake City, Utah。文本还包括了对某些决策的概述，如新许可证的授予以及对现有许可证的修改。总的来说，这是一份关于广播行业最新动态的详细报告。
WBNY-WFCB CASE
Directional Array Use Okayed

SETTLEMENT of the complaint by WBNY Buffalo against alleged daytime interference from WFCB Dunkirk, N. Y., has been effected by FCC after granting WFCB permission to use a daytime directional array. The Commission indicated this action also met requirements of the U. S. Court of Appeals which had remanded the WBNY complaint for further consideration [BROADCASTING, May 29].

Although denying WFCB's request for a special service authorization to use a daytime directional array, FCC considered the bid as a modification of the station's original construction permit. The CP had been granted in December 1948 for 800-w full-time on 140 kc, directional nights with this non-hearing grant which was appealed successfully by WBNY on grounds of alleged daytime interference. WBNY operates full-time on 1400 kc with 250 w.

Comrs. Rosel H. Hyde and George E. Sterling dissented from the majority ruling of the Commission and voted against granting SSA as requested. FCC also extended for 30 days from June 22 the program test authority previously issued WFCB. The Commission indicated necessary equipment changes could be made in this time to comply with the modified grant.

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Available*

Caroline Ellis, talented 15-year veteran radio personality, directs the KPHK-KWMH "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known women broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Celanes Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two available numbers:

Available Tuesday and Thursday.

KMBC of Kansas City
KFRM for Rural Kansas

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS
(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

MAY 21-27,1950

Current
Previous
Rank
Program
Rating

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CORN? WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

PAB MEETING
Board Acts on Proposals

BOARD of directors of the Pennsylvania Assn. of Broadcasters, meeting for the first time since it held election of officers earlier this year, appointed a committee further action on resolutions calling for a state radio coverage study and appointment of a committee to look into mounting charges for athletic broadcasts [BROADCASTING, June 22].

The board met at the Harrisburger Hotel in Harrisburg, Pa., June 22, with President Vic Diehm, WAZL, York, presiding. The directors voted to set the next annual meeting in the eastern part of Pennsylvania the first weekend of June in 1951, and to hold four sectional meetings shortly on current resolutions.

At the recent meeting a special board committee was named to confer with executives of the Pennsylvania Interscholastic Athletic Assn. for the purpose of discussing what PAB feels are "excessive fees" charged for broadcast of "school-boy sports." A plan would be sounded out by the special committee on proposals.

J. S. Booth will meet with Southeast stations at York, Frank Smith with Western stations at Pittsburgh, Tom Metzger will preside at Lewistown, and Mr. Diehm will preside in the Northeast.

The board also ratified the president's committee appointments and instructed Mr. Diehm to contact state universities on the proposed radio survey plan in cooperation with Penn State College.

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Caroline is sponsored by the Celanes Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two available numbers:

Available Tuesday and Thursday.

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Available Tuesday and Thursday.
COMMUNITY NEWS

WGBK-AM-FM Charleston, W. Va., This Is Your Town, public service series, daily, 6:15 p.m. On-the-scene broadcasts from machine shops, offices, schools, churches and mines trace growth of cultural, industrial and business development in city. Series copyrighted, and station plans to run it for five years.

BENNY IN SCRANTON

WGBI Scranton, Pa., managed to work in program including Jack Benny during his recent tour of city. Mr. Benny launched Life campaign to raise $2 million for industrial rehabilitation (Lackawanna Industrial Fund Enterprise); spoke before Chamber of Commerce luncheon; attended party in his honor, and performed before crowd of 7,500 at Catholic Youth Center.

SAFE CONTEST


FOOTBALL TIE-IN

WXGI Richmond, Va., prints special football schedule booklets for bus and rail stations in city. Also miniature WXGI football distributed. Tie-ins with exclusive broadcast rights of all U. of Richmond home and away football games in fall.

WORLD IN MUSIC


CHILD SAFETY

WWDC Washington running spot announcements through summer, recorded by members of school safety patrols. Spots warning motorists to “Watch out! School’s out!” Aired three times daily under auspices of Board of Education and American Automobile Assn.

POLL RESULTS

WGAR Cleveland sends clip sheet from Cleveland Press showing results of recent Press radio poll. Station’s listener leadership list in 12 of 14 categories, receiving 46 out of possible 84 points. Clip sheet shows pictures of station’s winning talent, headed, Top performers make impressive showing!”

NO SUMMER HIATUS

KEEPING its name before public during summer months, Carlson Woolen Mills, Rochdale Mass., has come up with novel advertising effort. WTAG Worcester, Mass., morning show, Julie ‘n’ Johnny. Rather than attempt to sell woolen yarn goods during hot weather, company profiles one of its employees—giving his interests, hobbies, service to company and contributions to making of fine woolens—each day. WTAG says campaign humanizes business, strengthens employee-employer relations and keeps name of Carlson in fore year round. Employee, notified when name is to come up, have radios available at plant to hear program. Firm has never had labor trouble, WTAG adds.

DEAF PARTICIPATION

WPBM-TV Indianapolis, Ind., Test the News, weekly. Quiz show regularly features panel of deaf and mute paper men and women. June 22 group from Indiana School for the Deaf participated, translating questions and answers into sign language for benefit of fellow students watching on TV set recently installed in school.

FROM HORSE’S MOUTH

KMOX St. Louis sends trade green folder with pictures of smug jockey on cover headed, “It’s no news to us!” Inside is picture of astonished newsmen watching horse say, “KMOX is the six-to-one winner!” Commentary furnishes data from Pulse surveys indicating station’s listener leadership.

NEWS LOG

WSTV Steubenville, Ohio, special news show, June 19. Details of kidnapping of three Penn. people by man from Mingo Junction, Ohio, aired by station almost coincident with happening. Story broke at 3:15 p.m., and first news was on WSTV at 6 p.m. Kidnaped was slain and his victims recovered by 7 p.m. with interviews with vic-
Mr. Art Land
Campbell-Athelas, Inc.
Minneapolis, Minn.

Dear Art:

Here at WCHS we've done some digging, and we've found that the story we told you about Don Evans and his planes is not true. It seems that Don Evans has never been into the aviation world.

Max Karl retained on freelance basis as special consultant in public affairs programs for WTCN-AM-TV Minneapolis.

Oscar Huff Jr., WLAP Lexington, Ky., to WSAM Saginaw, Mich., as program director.

Henry S. Basayne, KSJO San Jose, Calif., to KCBS San Francisco as promotion writer.

Joel Chaseman, public relations director WAAM (TV) Baltimore, also named assistant program manager.

Carroll Darsch is a temporary traffic manager.

Jean Foreman joins program department.

Art Pederson, staff announcer WKN-D Camden, N. J., appointed program director. Harry Smith, staff announcer, named assistant program director.

Bert Gold, WIGU (TV) Erie, Pa., two years ago, to WTVN (TV) Columbus, Ohio, and WIGU as producer consultant.

Emen Vailanlourt, 20th Century Fox, WLLH, Lowell, Mass., also to WEEI summer relief.

Tom Lewis to summer staff WAKAKansas, Ill.

Jim McNamera returns to WALA Mobile, Ala., as m.c. of McNamara’s Band, after 15 months in office equipment field.

Michael D’Angelo, announcer W210H Hornell, N. Y., to post at WMGW Meadville, Pa., where he will attend college.

Tex Williams, singer, to KNBC San Francisco’s Western Cornum, Sun., 3:30 p.m. PDT.

Emerson Smith named to handle man-on-the-street show KJDL-TV Salt Lake City, 3:30 p.m., Tues., Thurs.

Edward Barret, musical director WHAS Louisville, takes leave of absence to join faculty of Berkshire Music Center, Tanglewood, Mass., July 3-Aug. 13.

Joe Guidi appointed production manager WCGI Richmond, Va.

Mel Hallock, special events director WTM Cedar Rapids, Iowa, to KEMO Great Falls, Mont., as program manager succeeding Jon J. Dufty.

William G. Coble, radio student U. of N. C., to WFNX Payseville, N. C., for summer relief work.

Tom Robinson, announcer CKW Vancouver, to CBR Vancouver announcer.

Gomer R. Lesch, production director WICU (TV) Erie, Pa., to WFMJ-TV Greensboro, N. C., as production director succeeding Ted Austin, resigns managerial position.

Bev Watson, graduate Pasadena Radio Institute, Pasadena, to staff KOKO La Junta, Colo.

Jimm Dacey, announcer, WRK William, Fort Wayne, Pa., to WBZY Buffalo as staff announcer.

Pee Wee King, bandleader over WAVY-AM-TV Louisville, Ky., awarded Ochestra World’s title of “Best Bandleader of 1950.”

Hank Sylvern, musical director CBS-TV This Is show Business, Syracuse, N. Y., named director of music on Cariss Archer kinescope series on CBS-TV.

Hal Morelli, graduate Pasadena Radio Institute, Pasadena, to KOGO Ontario, Calif.

R. Power Biggs, organist WEEI Boston, Sun., 9:15-9:45 a.m., rated first in soloists category among radio organists in Musical America’s poll of music critics. Fifth consecutive time he has won award.

Robert C. Nelson, news editor commentator WFMJ (FM) Evanston, Ill., to WBNW-AM Buffalo, N. Y., announcing staff.

Harlow Wilcox, announcer, signed by Jerry Fairbanks Productions, Hollywood, to narrate radio and TV spot commercials for Oldsmobile.

R. S. Lambert, supervisor school broadcasting CBC, Toronto, awarded Canadian literary award for his new children’s book, Franklin of the Arctic.

Jerry Lawrence named announcer new CBS-TV Truth or Consequences show starting Sept. 7.

Wes Battersea starts new two-weekly quarter-hour Let’s Go Places, roving microphone program, on KNX Los Angeles.

Dan Seymour, m.c. CBS Sing It Again, awarded national certificate of merit by American Legion for World War II for "manifest public service and charitable activities...."

Wally Ohara, m.c. Rhyme Does Pay, WEEI Boston, father of girl, Susan, July 17.

Ernest Mutimer, announcer CJRL Kenora, to CBX Edmonton announcing staff. Robert McKay, announcer CJCA Edmonton, to CBX as summer relief operator.

Murry Wagner, CBS Hollywood announcer, father of girl, June 23.

Vocalaires, chorus on WLAW Lawrence, Mass., awarded grand prize as outstanding chorus at North Shore Music Festival, Lynn, Mass.


Art Hellyer, announcer WCFI Chicago, father of boy, June 13.

Florence Folsom, continuity editor WTVH Chicago, and Arthur Woeck-ner married June 17.


News... .

John B. Kennedy rejoins ABC as five-weeks, 10:45 a.m., commentator. Continues to assist network in covering news events.

Nick Campofreda, announcer WAAM TV Portland, appointed sports director.

Ray Ramsey, Pasadena Radio Institute graduate, to KREM Spokane, Wash., as news editor-staff announcer.

Braven Dyer, sports writer, starts weekly quarter-hour (TV) sports show, Turf Topics, on KTTV (TV) Los Angeles.

Allen Sanford, staff member North Haven News-Review, New Haven, Conn., to reporting staff WAVZ same city.

Nancy Porter, student U. of Neb., to summer relief in sales, traffic and continuity departments KBON Omaha, on “In Service Scholarship.”

Jim Aldrich, news writer NBC Chicago, to Europe for three-month tour. Fred Whittington, teacher Northwestern U., and former NBC news staff, replaces.


NBC, through facilities of WSN Nashville, currently airing eight programs from Cumberland Forest Festi- val at U. of the South, Swansee, Tenn.

REMOTE for $59.00

Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.
**KEYL...San Antonio's newest TV STATION**

another Completely Engineered TOWER by IDECO

KEYL tops the Transit Tower Building with a 62-foot triangular tower that is completely inco engineered...from base to the tip of the 3-bay superturnstile TV antenna. San Antonio Television Company selected inco for this job for two very important reasons:

**Triangular-Section Safety**—inco triangular design provides extra rigidity and freedom from distortion...the sectionalized KEYL tower was erected to withstand a 30-pound wind load.

**Complete Engineering**—inco towers are built of prefabricated sections which go together easily and quickly...no field cutting or welding necessary. inco engineering covers everything on the job...transmission lines, service ladders, platforms and any special accessories required.

inco radio towers have an outstanding safety record. Before you build or buy a tower—for AM, FM, TV or all three—investigate how inco can relieve you of all responsibilities. Write today for bulletins RT-46 and SSRT-1.

**INTERNATIONAL DERRICK & EQUIPMENT COMPANY**

Columbus, Ohio   •   Torrance, California

- Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. No extra to buy.

**1930—1950**

20th Anniversary Year

46.0

“HOOPER”*

*(average 5 periods winter, 1950)*

proves the best buy in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (d) A B C 1kw (n)
Situations Wanted (Cont'd)

Announcer, three years college, NBC transcriptionist, upon request. Box 535F, BROADCASTING.


Sportscaster—Available football season. Experienced, college, non-network, in professional sports and in radio. Writing, coaching, coaching control, aircheck. Min. $75 wk base. Plus talent. Box 509F, BROADCASTING.

Still looking for that first break as announcer, disc jockey. Single, amb- itious, thoroughly experienced. Box 509F, BROADCASTING.

Showman seeks shows, announces, top network, executive, offers years of executive, offers years of experience in contact with top radio and television stations. Box 507F, BROADCASTING.

Salesperson capable, sales ability, proven ability, associated, BA, wants opportunity. Box 507F, BROADCASTING.


Sports announcer and DJ. 3 years in college, announcer, DJ, WCUS, Boulder, Colo. You'll like my work. Box 504F, BROADCASTING.

If you're interested in sports announcer, and DJ who will make your listeners forget that you're on the air. Box 503F, BROADCASTING.

After 3 years as sports announcer, and DJ, offer experience in various fields. Money little more could you ask! Box 501F, BROADCASTING.

Radio-television personality, Original, versatile. Results proven. Permanent. Box 497F, BROADCASTING.

Got Hoopdream? Perhaps I can help types shows wanted. Excursions in the Midwest, and looking for the right job. Box 497F, BROADCASTING.

Attention midnight, southwest stations. Versatile announcer, 24 years experience. Good night disk jockey, degree. Acting, directing, other prime time work. Box 491F, BROADCASTING.

Television personality, Original, versatile. Results proven. Permanent. Box 491F, BROADCASTING.

Sports cast, specializing play-by-play, fast moving sports round-up. Network station should offer all phases of announcing. Offered reliable, flexible man, no drifter. Box 489F, BROADCASTING.

Attention Midwest, southeast stations. Versatile announcer, 24 years experience. Good night disk jockey, degree. Acting, directing, other prime time work. Box 484F, BROADCASTING.

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Situations Wanted (Cont'd)

Engineer—three years broadcasting experience, maintenance, operation, and construction. No bad habits, no difter, desire good position. Box 613F, BROADCASTING.

Chief engineer, ten years experience, desires permanent position in large southern local station. Please give details. Box 668F, BROADCASTING.

Technician, 1st class telephone, young, ambitious, good graduating engineering school graduate, desires position with a broadcast station. Box 922F, BROADCASTING.

Technician, telephone 1st class. Conscientious, stable, sober, graduate Delacharit Institute. Box 529F, BROADCASTING.

Engineer, first phone, seeking radio or television position. Single, will travel. Box 822F, BROADCASTING.

Engineer, 1st phone, single, car. Will offer experience and maintenance AM/FM transmitter. Studio, remote, systems experience. Box 597F, BROADCASTING.

Engineer, offers experience, desires position on radio or television. Eight months' kilowatt AM/FM experience. Graduate SRT-TV, single, car. will travel. Box 827F, BROADCASTING.

Fully qualified engineer seeking staff position with large station or chief engineer with smaller station. Experienced staff engineer with fifty kilowatt FM (554 kilowatt ERP), five kilowatt AM, five kilowatt TV. Chief two fifty-watt AM station. Graduate CNEI Resident School course, Specialized Broadcast Engineering. Experienced announcer, program writer, news director, sales manager, writer, producer. Box 535F, CONSTRUCTION.

First phone, experienced, graduate AM-FM-TV, single, desires position, will travel. Write Michael Ugenti, 3274 43 Street, Long Island City, N. Y. Do you want to make a good, hard working, sober, licensed, radio man who has had thirteen years experience in all phases of radio broadcasting $59 to 59,000 watt stations. Please give your best references and recommendations as to character and technical ability. Jack E. Volk, 1007 5th Ave., Birmingham, Alabama.

Production-Programming, others

Experience promotions man, recently employed, desires to fulfill position to promotion of well established station. Box 4509F, BROADCASTING.

Program director—Six years experience, programming, production, sales, announcing, copy and traffic. References and information on request. Box 529F, BROADCASTING.

News—through keen experience, distinctive voice, delivery, writing, (5 yrs. newspapers, 2 yrs. College). College graduate. Dependable Permanent position seeksexpérience. AM or AM-TV, that can afford top newsmen. Good references. Box 549F, BROADCASTING.

Combination man with good voice, experience limited, but willing to learn. Will consider all offers. Box 5809F, BROADCASTING.

News writer, continuity, University of Missouri, A.M. degree. Thorough training in news writing, news rewriting. Prefer East or mid-west. Single, 27. Full details, please write Box 537F, BROADCASTING.

Continuity director of regional indie with sales and publicity experience seeks opening in large eastern, College graduate, Family. All references. Box 817F, BROADCASTING.

Television

Technical

Here's your man. CNEI graduate; first phone, 2 yr. REE college; very electronic technician exp. Seeking TV opportunity. Write Box 95F, BROADCASTING; TELECASTING.

Motion picture lab technician for TV station, have completed college and technical training, automatic processor etc. 10 years experience. Can move everywhere. Please write Box 609F, BROADCASTING; TELECASTING.

SOUTHWEST NETWORK OPPORTUNITY

A long established network property located in one of the Southwest's rapidly growing and important markets. This profitable station has excellent fixed assets worth at least $100,000. Also some cash and accounts receivable included in purchase price of $125,000. Liberal financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C. 71300, C. S. BLACKBURN

SAN FRANCISCO 25, CALIF. 94103, RAY V. HAMILTON

233 S. Broadway, Suite 130

Sterling 4312-1 Randolph 4-4550

Raybrook 2-5072

Jingles Wanted

Writer Composer Producer

To furnish completely transcribed singing commercial. State if you have samples. Box 593F, BROADCASTING.

FOR SALE!

FM TRANSMITTER

RCA 10 KILOWATT

FM ANTENNA

WESTERN ELECTRIC 54-A

Write, Phone, or Wire

STATION WYK

OKLAHOMA CITY, OKLAHOMA

FOR SALE!

FM TRANSMITTER

RCA 10 KILOWATT

FM ANTENNA WESTERN ELECTRIC 54-A

Write, Phone, or Wire

STATION WYK

OKLAHOMA CITY, OKLAHOMA

Situations Wanted

Announcers

Formerly heard on Mutual coast-to-coast, top television network. Featured spot with program-WM radio in any good metropolitan area. Seven years in Washington, D. C. and New York City radio and radio and really inside knowledge of musical and art music and artist. Favorite recording stars all know me and love to guest on my show. Sponsors rave about the winning combination of an accomplished announcer and a program loaded with valuable extraspecial features. A family man. I prefer a contract arrangement. May I hear from you? Box 597F, BROADCASTING.

Want to Buy

Equipment, etc.

Miscellaneous

Davis Frequency Measurement Service

111 S. Commercial, Emporia, Kans. Phone 2709.
HENRI RENE, associate musical director RCA Victor popular records, appointed West Coast manager company's artist and repertoire section, succeeding WALTER HEEBNER, resigned.

MEN'S FASHION GUILD OF AMERICA, N. Y., offers fashion scripts and special recorded statements to stations on request without cost or obligation, beginning July 10. Address News Bureau of the Men's Wear Industry, 9 W. 57th St., N. Y.

FRED DOVE forms Hourglass Productions, Tombstone, Ariz., script service for radio TV.

THE TANIS Co., Phila., marketing management and sales development organization, moves to 4520 Walnut St.

FRANK SPIEGELMAN, direct sales specialist, to Richard H. Ullman, Buffalo radio production company.

Equipment

BEN FARMER appointed sales manager Rauland Corp., Chicago manufacturer TV picture tubes.


KENNETH L. HENDERSON, Stroberg-Carlson Co., Rochester, N. Y., since 1936, appointed chief mechanical and electrical division.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces following appointments: R. W. FERRELL, assistant general sales manager; DAVID DAVIS, sales manager TV receivers; D. S. Beldon Jr., sales manager radio receivers; E. J. HENDRICKSON and D. E. WESTON Jr., assistant sales managers TV receivers, and G. O. CROSSLAND, assistant sales manager radio receivers.

RICHART Co., L. A., produces portomatic television control, permitting viewer to tune set from anywhere in room. Instrument is wire connected and portable.

Technical

MELVIN FELDMAN, chief engineer WEW St. Louis, to WMAY Springfield, Ill., as chief engineer. WMAT to take air Aug. 15.

PAT P. ROSANO, general manager WERD Atlanta, Ga., to vacation relief studio control engineer WMGM New York.

HERMAN R. GELBACH, staff engineer KWSC Pullman, Wash., to KIRO Seattle transmitter engineering staff.

ERNST S. GELMAN, chief engineer WAVY New Haven, Conn., to board of governors New Haven Foreman's Club.

RICHARD ENGSTROM, NBC Chicago TV engineer, announces engagement to Marie Johnson of LaGrange Ill.

THOMAS SMITH, chief engineer WPKE Pikeville, Ky., is in Mt. Sterling, Ky., hospital following accident while en route to Kentucky Broadcasters Assn. meet.

KENNETH GRANT, cameraman WPFA-TV Dallas, and Lou Yarborough married June 5.

KYA Wage Increase

NEW contract with KYA San Francisco, calling for a $5 weekly wage increase for staff announcers, increased vacation pay and other benefits, has been signed by AFRA. The $5 wage increase raises the KYA minimum to $80 weekly, which AFRA Counsel Harry Pol- land said was in line with stations of similar power and size in the area. Agreement on the new contract was reached just 20 minutes before an AFRA scheduled strike deadline.

MAJOR LEAGUE

BASEBALL

T h e  D e l l f o r L I B E R T Y!

Millions of people listen to major league baseball over Liberty Broadcasting System ... and major league baseball has made Liberty the largest baseball network in the history of radio!

LibertyBroadcasting System

Dallas, Texas
Docket Actions

FINAL DECISIONS

Payne County Bcsts., and Cushings Bcsts., Co., granted final decision granting application of Payne County Bcsts., Co., for new AM station on 1400 kHz, 500 w at Cushings and 500 w at Paynesville, for same facilities. Grant subject to condition that station be operated full time, effective completion date to Sept. 26.

AM-1400 kHz. Door County Radio Co., Sturgeon Bay, Wis.,—New CM station 1400 kHz, 500 w, unlicensed and unassigned for 100 w unlicensed, and 100 w assigned to station W2XSI, 1350 kHz.


KCVN Stockton, Calif.—Renewal for license renewal of FM station. Modification of CP.

Mod, CP new FM station for extension of completion date. KCDT, Baltimore, Md.; KMRM, San Antonio, Tex.; WHIS, Canton, Ohio; W2XSI, 1350 kHz.

W2XSI, 1450 kHz.

WEBF 117-119 W. 49 St.
HARRY GREENFIELD, Mgr. Director R. L. ROBERTS

Box Score

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SUMMARY OF AUTHORITIES, STATIONS ON THE AIR, APPLICATIONS

Table

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<th>Class</th>
<th>Licensed CP’s</th>
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<th>2115</th>
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<td>Total</td>
<td>2,137</td>
<td>2,115</td>
<td>188</td>
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Two on the air.

BROADCASTING...Telcasting...New Grants, Transfers, Changes, Applications.

YOU CAN CALL YOURS ON THE ARROWHEAD NETWORK.

To cover the rich dairyland markets of Wisconsin, the industrial centers of Northern Minnesota...use the Arrowhead Network. You're interested in sales—and that's what we deliver!

KPMA Davenport, 1A.-Adopted order to revoke CP for station KPMA, effective July 1. Negotiation will stand suspended until conclusion of hearing if written application is made for permission on or before July 14. Order June 22.

Non-Docket Actions .

AM GRANTS
Columbus, Ind.-Syndicate Theatres Inc., granted new station 1430 kHz, 1 kw fulltime, directional. Estimated construction cost $26,645. Principals include: Jerry W. Coughlin, sole owner of Farm Bureau Mutual Corp., Detroit, Mich., 20%; J. Everett W. Sawyer, employe of WLB Detroit, 91.5%; Wilma C. Byrd, employe of Franklin Corp., 25.6%. Granted June 22.

Marine City, Mich.-Statio St. Clair Inc., granted new station 1430 kHz, 1 kw fulltime, directional. Estimated construction cost $26,435. Principals include: Charles B. Halt, owner Halfs Implement Co., and builder of radio equipment, president, 41.5%; Rufus D. Haynes, doctor of ophthamology, vice president 33%. Granted June 22.

Gadsden, Ala.-Radio Gadsden Co., granted new station 930 kHz 1 kw fulltime, directional. Estimated construction cost $5,520. Principals include: J. Balb, owner Halfs Implement Co., and builder of radio equipment, president, 41.5%; Rufus D. Haynes, doctor of ophthamology, vice president 33.5%. Granted June 22.

Pocatello, Idaho.-Pocatello Radio Co., granted new station 1420 kHz, 1 kw day. Estimated construction cost $24,132. Principals include: Roy R. Thorpe, president and owner WAM Co., 100%. Granted June 22.

Alexandria, La.-TkY Lake Huron Bestg., granted new station 960 kHz, 1 kw fulltime, directional. Licensed to Lake Huron Bestg. Corp., in new corporation in which original partners retain interest. WKXW assigned 2100 kHz, 1 kw day. Granted June 22.


Krogian Spectrum, Mich.-Graded transfer of control in Hickory Hill Corp., to licensee, from Walker B. Brown to Edgar Kogar for $10,000. Mr. Kogar was formerly president of MBS and was 25% owner. WKXR-Pulaski, Tenn., and Mr. Clark is 25% owner. WKXW is assigned 2300 kHz in fulltime, Granted June 22.

WTOA Thomas, Ga.-Granted transfer of control in Hickory Hill Corp., to licensee, from Walker B. Brown to Edgar Kogar for $10,000. Mr. Kogar was formerly president of MBS and was 25% owner. WKXR-Pulaski, Tenn., and Mr. Clark is 25% owner. WKXW is assigned 2300 kHz in fulltime, Granted June 22.

WGY-Greenville, N. C.-Granted change in ownership of station WGW Unlimited to 1500 kHz, 1 kw fulltime, Granted June 22.

KTBB Tyler, Tex.-Granted station in facilities of 600 kHz, 1 kw day, to licensee, $18,000. Granted June 22.

TRANSFER GRANTS
WKEF Fayetteville, Tenn.-Granted assignment of license in Elkh River Bureau, to licensee, from Smith Mr. L. Smith, Jr., to John B. Crowder and James C. Glisson, 100% owner. KMLB for $37,500. Mr. Crowder is 76% owner. WKGX Pulaski, Tenn., and Mr. Clark is 25% owner. WKEF is assigned 2200 kHz in fulltime. Granted June 22.

WTOC Savannah, Ga.-Granted assignment of license in Elkh River Bureau, to licensee, from Smith Mr. L. Smith, Jr., to John B. Crowder and James C. Glisson, 100% owner. KMLB for $37,500. Mr. Crowder is 76% owner. WKGX Pulaski, Tenn., and Mr. Clark is 25% owner. WKEF is assigned 2200 kHz in fulltime. Granted June 22.

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'Cover to Cover'
EDITOR, BROADCASTING: 
. . . Broadcasting is one of the few trade papers I read from cover to cover every week . . .

Harry Schroeter  
Director of Media  
National Bisett Co.  
New York

* * *

'Vital' in Work
EDITOR, BROADCASTING: 
All of us at Ambro find that Broadcasting serves a very vital part. In our daily work we all look forward to each weekly edition.

Eileen Gould, 
Media Director  
Ambro Advertising Agency  
Cedar Rapids, Iowa

* * *

'Fair and Accurate'
EDITOR, BROADCASTING: 
I want to let you know how satisfied we have been with our relationship with your book . . . have found that you have been fair and accurate in the treatment accorded Pulse data and releases .

Sydney Roslow  
Director  
The Pulse Inc.  
New York

* * *

Cites News Coverage
EDITOR, BROADCASTING: 
The magazine is doing an excellent job of publishing all the matters of interest to broadcasters and telecasters. I have no complaints or suggestions and I seize on the minute it arrives to read it from cover to cover . . .

Mrs. A. Scott Bullitt  
KING Seattle

* * *

Sent 3,500 Reprints
EDITOR, BROADCASTING: 
The enclosed reprints show how we merchandised an article which appeared in your Feb. 27, 1950 issue . . .

We recently mailed 3,500 of these reprints (four page brochure) to the Allis-Chalmers salesmen who have people all over the United States—including every dealer and company salesman. We feel that this type of promotion direct to dealers and salesmen will enlist their continued support of radio advertising—particularly on the National Farm and Home Hour which is sponsored by the Tractor Division of the Allis-Chalmers Mfg. Co. on every NBC

A 'BLOOPERT'?
KRNT Conducts Novel Contest

SUCCESSFUL promotion of a contest built around a word created by Disc Jockey Don Bell has been reported by KRNT Des Moines.

Several months ago, Mr. Bell introduced listeners to the word "blopert," on his morning program, the Don Bell Show. He described the word as "something that could be anything or nothing." Object of the contest was to produce the nearest "to be something," to most accurately fit the blopert.

Winner of a jackpot of prizes, including a two-weeks Minnesota vacation, was Mrs. Robert H. Moore of Des Moines. Her contribution, selected as the most nondescript, nearest nothing, was shaped from modeling clay to resemble a cartoon movie's version of a medium's ectoplasm. Promotion Manager Joe G. Hudgens said the contest reified heavy promotion, including spot announcements, featuring of "Bloopert Specials" on restaurant and soda fountain menus, ads in the Moines Register and Tribune, KRNT owner, and a downtown window display.

1090 KC CASE  
FCC Denies Reconsideration

RECONSIDERATION of the 1090 kc Hot Springs-West Memphis, Ark., case was denied by the FCC May 25 last week on grounds it had fully considered all facts in its final decision.

Review had been requested by KTHS Hot Springs and Hot Springs Broadcasting Co., whose respective applications had been denied by the Commission on grounds they violated the spirit of the North American Regional Broadcasting Agreement, in effect at the time of hearing [BROADCASTING, April 17].

Radio Broadcasting Inc., KTHS licensee, sought to move KTHS to West Memphis, increase its power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night, and replace the Hot Springs service with a new outlet under the same ownership on 550 kc with 5 kw day, 1 kw night. Hot Springs Broadcasting sought a new station at Hot Springs on 1090 kc with 50 kw fulltime.

Radio Broadcasting petitioned for reconsideration of its two bids on the ground grants were proper in view of the advantages to be gained by the service which would be provided to the areas involved. Comrs. Wayne Coy and E. M. Webster dissented from the majority and voted to grant this request and deny the Hot Springs Broadcasting petition. Comrs. Robert F. Jones and Frieda B. Henmook did not participate.

The majority also denied Radio Broadcasting's request that the KTHS bid be granted for 1090 kc on condition it promptly file an application specifying Little Rock as its site. FCC said this had previously been denied in 1947.

To allow for more acoustically perfect conditions KNK Junction City, Kan., has remedied its studio, Work was directed by Chief Engineer Richard Meek. Control room equipment has been increased to accommodate tape recorders and microgroove equipment.
PRESENT BELL TV RELAYS ADEQUATE, SAYS HEDGES

BELL SYSTEM intercity TV relay facilities teased "divine gift" for NBC. NBC vice president in charge of integrated services, at conclusion Friday morning of FCC's hearing on possible FM-TV interconnection, declared that NBC was "adequate." However, he favored interconnection if advantages were sufficient (early story page 50).

Possible need for added facilities was cited in certain areas where channels are allocated, such as Columbus-Cincinnati, or where round-robin operation might be desirable, such as Syracuse-Rochester and Pittsburgh-Cleveland-Toledo-Cincinnati. Mr. Hedges said in 1948 there was big need for added channels which WU would have filled. Same needs might recur, he conceded.

KING QUILTS ASSOCIATION

KING Seattle resigned Friday from Washington State Assn. of Broadcasters in protest against action of WSAB board committee to participate on behalf of Bruce Bartley, owner of KBRO Bremerton, in suit against Seattle School Board. Suit involves school board's right to grant to KING-AM-FM-TV Seattle exclusive rights to all Seattle high school athletic events. In 1950-51 Bartley, counsel WSAB, filed action in own name. State Superior Court heard arguments Thursday. Judge Theodore Turner said he would announce decision in few days.

SAFETY, SERVICES BUREAU REORGANIZED BY FCC


J. Werner, assistant chief of Common Carrier Bureau, first new bureau formed under Commission reorganization [BROAD- CASTING, March 18], Friday appointed chief to succeed Harold J. Cohen, resigned [BROAD- CASTING, June 12]. Curtis W. Bushnell, chief of Telephone Division, named assistant chief of bureau. Mr. White has been with FCC and former Federal Radio Commission since 1930.

PTA PICKS CHILD FARE

LIST of radio and television programs considered "suitable for children" released by National Congress of Parents & Teachers. Evaluations were made by a jury of 12 headed by Thomas D. Rishworth, of Austin, Tex., NCPT radio-television director and director of U. of Texas Radio House. Selections published in current issue of National Parent-Teacher. List may be expanded later.

RETAIL SALES MOUNTING,
CENSUS DATA INDICATE

SALES of retail stores increased from $319 to $939 per person from 1959 to 1948, according to summary of Census of Business made public July 2 by Roy V. Peel, Census Bureau director. This amounted to 210% increase in 29 years. This period included $42 billion in 1959 to $138 billion in 1948. Nearly half (47%) of dollar volume in retail trade in 1948 accounted for by seven states—New York, California, Pennsylvania, Illinois, Ohio, Texas and Massachusetts. New York was first with 11.2% of all U. S. retail trade dollars.

BAR ROBERTS TESTIMONY, FCC AGAIN URGED

RENEWED demand that FCC "repudiate" testimony of its "star" witness, Clete Roberts, in hearings on news policies of G. A. (Dick) Richards urged Friday by Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Peter Ridino Jr. (D-N. J.) [BROADCASTING, June 26]. Robert's "copied responses to FCC Chairman Wayne Coy's reply, divulged Fri., that Commission is "in no position" now to determine whether Roberts testimony "should be accepted or repudiated." Chairman Coy assured Congressmen stations will have "adequate opportunity to argue credi- bility" of Mr. Roberts' testimony and that pro- cedure is "consistent with requirements of the Administrative Procedure Act."

NBC TO BACK SHOW

NBC officially announced Friday it would back Broadway production of "Call Me Madam," musical starring Ethel Merman with music by Irving Berlin, book by Lindsay & Crouse, directed by George Abbott, in re- turn for rights to radio, TV and all re- cordinigs of original cast. Although amount net disclosed, NBC understood to be providing $200,000 in first instance of network acting as "agent" for Broadway show. "Call Me Madam" is to open mid-October.

TWO LEVER TELECASTS

LEVER BROTHERS will sponsor telecast of Big Town, Thurs., 9:30-10 p.m., and Lux Video Theatre, Mon., 8-8:30 p.m., on CBS-TV. Ruthrauff & Ryan will handle Big Town and latter program will be produced by J. Walter Thompson Co.

LUCKIES VIDEO TEST

AMERICAN TOBACCO CO., New York, will test video version of its Hit Parade radio series for Lucky Strike cigarettes with four experimental broadcasts on NBC-TV network this summer, looking to regular TV series in fall. BBDO, New York, is agency.

KITO SOLD TO WALL GROUP

APPLICATION for sale of KITO San Bernardino, Calif., for $148,000 from group including P. J. Ryan, chairman of J. K. Company; to group including H. G. Wall, former 75% owner WIBC Indianapolis and once holder of 37.5% of WDSU New Orleans, accepted for filing by FCC Friday. KITO 1 kw fulltime on 1390 kc, directional; ABC affiliate.

requirement for BAB benefits have been dis- pelled.

SOME ardent BAB adherents foresee $500,000 and upward budget and accept partial separation from NAB only as interim con- cession to bring about complete severance.

BLANEY HARRIS, supervisor of radio and TV programming for Doberty, Clifford & Shenfield, New York, slated to join WOR New York as program manager in direct charge of creative radio programming. Will report to Julius F. Seebach Jr., WOR vice president and program director.

WTOB Winston-Salem, expected to affiliate with CBS prior to start of fall season. Station, operated by James W. Coan and John G. Johnson, general manager, has been on air since 1954 as dtv station and is now in- stalling fulltime 1 kw outlet on 1380 kc.

LEVER BROTHERS (Lifebuoy soap), through SSS&B, New York, preparing eight-week spot announcement campaign, starting July 10 in 15 markets.


THIRTEEN NAB headquarters is only in first stage of setting up three committees to re- place former 10-committee structure, it's known Ben Strouse, WWDC-AM-FM-Transit Washington, will head FM Committee. He's NAB director-at-large for FM.

PUBLICATION by Counterattack of its re- port on Communists' influence in radio and TV [BROADCASTING, June 26] has aroused more than cursory interest among networks and stations. Outbreak of Korean conflict, which coincided with Counterattack publication naming names, has placed network management on alert, it's understood.

WITH REPORTED half-dozen sponsors in- terested in buying Ransom Sherman on NBC-TV this summer in slot vacated by A&kla, Fried, 3:30-4:30 p.m. (CDT), NBC planning to extend show to hour daily next fall. It will probably be afternoon feature.

NAB BOARD to "draft" Don Petty, who re- signed as legal counsel, likely to result in compromise by which attorney will complete pending association projects and serve till end of year.

MORSE INTERNATIONAL, New York, has recommended radio for Vick Chemical. Definite decision expected late this week.

ABC PAYING fat fee to internationally known Chicago industrial designer for recom- mendations on design and location of new mid-west TV site. Quarter in Civic-Civic-Bldg. are cramped. ABC also takes option from NBC in latter's Merchandise Mart headquarters. There is talk of leasing space in building to be built on North Michigan Ave.

PRENTICE NAMED BY GF

ROBERT PRENTICE appointed associate sales and advertising manager of General Foods Calumet Division.
WORCESTER
A Top-Flight Buying Market of the Nation

Month old U.S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

Retail Sales $474,773,000
Food Sales including Eating Establishments $175,409,000
Home Furnishings Sales $24,449,000
Automotive Sales $61,052,000
Filling Station Sales $21,402,000
Drug Sales $14,194,000

1950 Survey of Buying Power* places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

WTAG
Commands
The Audience in This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,570 families, 113% greater than the closest second station.

*Copyright 1950 Sales Management, further reproduction not licensed.

Industrial Capital of New England

See Raymer for all details.
In your search for radio results, take a long look at WSM, the station with power to cover its market and programming persuasiveness to turn coverage into listeners. And for convincing evidence of WSM's unique program and talent potential, focus on this fact — in addition to regular station business, WSM is currently originating sixteen network programs weekly. Do you know of another station anywhere with the quality and quantity of talent to do that kind of job? Want more facts? Ask Irving Waugh or any Petry man.