Before this month is out, WLEE will be broadcasting at 5000 watts. That means thousands and thousands more listeners for our advertisers. That means more value for every advertising dollar you spend on WLEE. Rates will soon go up. Buy WLEE now, at our present rates—now a bigger bargain than ever. Get the whole story from your Forjoe man.
"WHAS-TV News"

WHAS-TV offers the top news show in Louisville, featuring the city's first and only TV newsreel. Each day WHAS-TV cameramen cover the top news stories in the Louisville area, and the films they take are processed for showing the same night. The result is lively and timely local coverage...

"Today's News Today".

In addition to local film highlights and guest appearances, a complete local, national and international round-up is presented by WHAS News Director Dick Oberlin and Pete French, Kentuckiana's two best known newscasters.

The show is the work of the same outstanding news staff (now expanded) that in 1949 was voted the best newsroom in broadcasting by the National Association of Radio News Directors.

"Flying Saucer" makes its first TV appearance on WHAS-TV News

On his way to cover a routine assignment, an alert WHAS-TV cameraman saw—and captured on film—this unique movie shot of the so-called "flying saucer". WHAS-TV viewers saw the movie as part of their WHAS-TV NEWS, "Today's News Today".

A Basic CBS Affiliate...
and the Cable is coming in October
takes pleasure in announcing the appointment of

WEED and company

as NATIONAL ADVERTISING REPRESENTATIVES effective

JULY 1, 1950

PATROON BROADCASTING COMPANY, INC.

Hotel Ten Eyck

Albany, N. Y.
Upcoming


(Bulletins)

WGIG Brunswick, Ga., will become an ABC affiliate, effective Aug. 1. Robert C. Moran is general manager of 1 kw station on 1440 kc.

TRUMAN TO SUBMIT PLAN FOR EXPANDED 'VOICE'

PRESIDENT TRUMAN will submit plan for expanded Voice of America and request for $10 million more to Congress this week. Edward Barrett, Assistant Secretary for public affairs, revealed Friday to Senate Foreign Relations subcommittee during hearings on Benton proposal (see story page 15).

Plan, now before Budget Bureau, would triple current allotment for international information program. Also appearing in support of Benton resolution (S Res. 245) were Lt. Gen. Walter Bedell Smith, former Ambassador to Russia; Bernard Baruch; George Stoddard, U. of Illinois. Worldwide radio network, Mr. Baruch testified, would convince Russian satellite countries their fate is "either death or liberation."

POPP TO U.S. TOBACCO

PETER E. POPP, former assistant account executive at Compton Adv., New York, has joined United States Tobacco Co., New York, as assistant to advertising director.

BUSINESS BRIEFLY


KEN-L-RATION SPOTS • Ken-L-Ration Div. of Quaker Oats Co., Chicago, starts one-minute spots on four Washington, D. C., TV stations and will expand in August to five more markets. Agency, Ruthrauff & Ryan, Chicago.

ADM. BUCK ELECTED RCA VICE PRESIDENT

REAR ADM. WALTER A. BUCK elected vice president and general manager of RCA Victor Division by RCA board Friday. Adm. Buck moves up to chief executive post after service as operating vice president (Closed Circuit, June 12). Top job in RCA Victor has been open since death of John G. Wilson, executive vice president in charge of division, two months ago.

Admiral Buck became operating vice president of RCA Victor Jan. 7, 1949, after serving as president of Radiomarine Corp. following retirement from U. S. Navy March 15, 1948. His 30 years of Navy service included duty as Paymaster General and Chief of Bureau of Supplies & Accounts.

Adm. Buck is native of Oskaloosa, Kan. He was graduated in 1913 from Kansas State College of Agriculture & Applied Science with B. S. degree in electrical engineering and received M. S. degree from same college in 1915.

BALTIMORE RANKS SIXTH AMONG U. S. CITIES

BALTIMORE rose from seventh to sixth place in population of U. S. cities (incorporated limits only), according to Census Bureau data made available Friday. Figures disclosed for cities over 100,000, supplemented data in July 3 Broadcasting.

Total city-limit population of Baltimore jumped from 859,100 in 1940 to 939,865 in 1950. City-limit population of other large cities (several still to come) follow for 1940 and 1950 respectively: Washington, 665,091 to 792,234; Buffalo, 576,901 to 676,506; Newark, 429,760 to 457,833; Denver, 322,412 to 412,583; Atlanta, 302,288 to 326,962; Jersey City, 301,173 to 300,447; Omaha, 223,844 to 247,970; Jacksonville, 175,065 to 198,380; Yakonkers, 145,588 to 152,583; Fall River, 115,428 to 122,133; Knoxville, 111,486 to 124,117; Sacramento, 105,985 to 134,313; Peoria, 105,087 to 111,475.

GRAY AT CABINET MEETING

CABINET officials Friday held closed meeting with National Security Resources Board and Chairman W. Stuart Symington. Those reported present included: Harry H. Gray, M. K. Koenig, J. L. Wilson, Winston-Salem, N. C., President; State Secretary Dean Acheson, and W. Averell Harriman, assistant to President.

Page 4 • July 10, 1950
PLAY BALL!

PHILLIES
and
ATHLETICS
Games on

WDEL-TV
Wilmington, Del.

WGAL-TV
Lancaster, Penna.

Play Ball means that all Saturday home games of both Phillies and Athletics are telecast over WGAL-TV and WDEL-TV. This splendid baseball feature is important on two counts. First, because it has definite appeal in these two markets. Second, because it is only one of a great many special features which are the result of effective, long-range programming. These two stations are increasing their number of viewers constantly. They're keeping these growing audiences loyal and responsive through programs which are worthwhile and diversified. They offer TV advertisers an unusually fine opportunity for profitable business. Investigate.

WDEL-TV—Wilmington, Delaware
Only television station in Delaware—fifth market in per capita income in the nation. Brings viewers a clear picture, all NBC network shows. Excellent TV Test Market.

WGAL-TV—Lancaster, Pennsylvania
Only TV station in this large, prosperous area of Pennsylvania. Presents the top shows of four networks: NBC, CBS, ABC and DuMont. Excellent TV Test Market.

Steinman Stations—Clair R. McCollough, General Manager

Represented by
ROBERT MEEKER Associates • CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES
To a radio advertiser who can’t afford Godfrey

In case you’re beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There’s good reason to believe that Iowa’s income is greater than Godfrey’s—and his isn’t half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an ookeele, but who eats ookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What’s more, WMT has more sponsors than Godfrey!

WMT’s 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa’s WMT budgets at $27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes. Please ask the Katz man for additional data.

600 KC
5000 WATTS
DAY & NIGHT

BASIC COLUMBIA NETWORK
For economical recordings . . .

...nothing beats a high-fidelity 73-B

IN PRICE . . . lowest in RCA history* . . . the 73-B compares with any recorder of similar quality!

IN CUTTING COSTS per hour (where the records are permanently retained), the 73-B saves up to 92 per cent—compared with all other recording mediums!

IN RECORD STORAGE space, the 73-B saves up to 83 per cent—compared with all other recording mediums!

New Fine-Groove and 45 RPM Kits

Kit MI-11882 makes it easy to convert your 73-B recorder to cut fine-groove recordings— and reduce your recording costs one half!

New motor drive pulleys make it practicable to operate your 73-B at 45 RPM—and utilize this speed, plus either 33 1/3 or 78 RPM. (MI-11860 for 45 and 33 1/3 RPM, and MI-11861 for 45 and 78 RPM.)

Easy to operate, this professional recorder offers technical and economical advantages matched by no other recorder in its class. For details ask your RCA Broadcast Sales Engineer. Or write Dept. 19 GB RCA Engineering Products, Camden, N. J.

*Ask your RCA Broadcast Sales Engineer for the special package price!

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Look at these low operating costs!

<table>
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<tr>
<th>Specifications</th>
<th>Records</th>
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AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
WHY IS YOUR KITCHEN LIKE A CANOE?

... OR YOUR LIVING ROOM LIKE A LAKE SHORE?

Kitchens, canoes, living rooms, lake shores—just about any spot you can name—all have this in common: RADIO is there. Wherever people go, radio’s pervasive, persuasive influence follows.

Where radio goes, your sales message can also go. And with SPOT radio, your message travels at lower cost . . . with greater efficiency . . . with more precise matching of market and marketing problems than any other medium can provide.

If you have used SPOT, you know how it has sold for you in the past. It can sell even better today. If you’ve never before tried spot, think first of this roster of stations where so many advertisers start their spot thinking . . . . . .

**SPOT RADIO LIST**

- WSB - Atlanta - NBC
- WBAL - Baltimore - NBC
- WNAC - Boston - MBS
- WICC - Bridgeport - MBS
- WBEN - Buffalo - NBC
- WGAR - Cleveland - CBS
- WFAA - Dallas - NBC
- WJRT - Detroit - CBS
- KARM - Fresno - ABC
- KPRC - Houston - NBC
- WDAF - Kansas City - NBC
- KFOR - Lincoln - ABC
- KARK - Little Rock - NBC
- KFI - Los Angeles - NBC
- WHAS - Louisville - CBS
- WTMJ - Milwaukee - NBC
- KSTP - Mpls.-St. Paul - NBC
- WSM - Nashville - NBC
- WSMB - New Orleans - NBC
- WTAR - Norfolk - NBC
- KOIL - Omaha - ABC
- WIP - Philadelphia - MBS
- KGW - Portland, Ore. - NBC
- WEAN - Providence - MBS
- WRNL - Richmond - ABC
- WOAI - San Antonio - NBC
- KOMO - Seattle - NBC
- KTBS - Shreveport - NBC
- KGA - Spokane - ABC
- WMAS - Springfield - CBS
- WAGE - Syracuse - ABC
- KVOC - Tulsa - NBC
- WWVA - Wheeling - CBS
- KFH - Wichita - CBS

THE YANKEE NETWORK
TENAS QUALITY NETWORK

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

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA
Maybe you feel time extra help your summertime revenue by keeping you in good station in hot, but not too hot, weather around the country. The heavyweights mean more to you in the summer. Keep cool...place your next schedule on the station that doesn't relax in the summer...The BIG STATION in OKLAHOMA: KOMA, 50 kw CBS.

J. J. Bernard
General Manager

---

CAME here to retire," says John Loudon Vollbrecht, "but I had to do a little work and now I'm short of help." Twenty-eight years old, a native of Maniste, Mich., and a veteran of 10 years in New York City, John is radio director for Bacon, Hartman & Vollbrecht Inc., St. Augustine, Fla. Radio for John Vollbrecht began while he was a freshman at CCNY, New York, when he obtained a B.S. degree in comparative literature. He started at NBC as a script checker, later moving to broadcast properties. His jobs with big broadcasters were lacking in glamour, but he looked over every script with the eye of an editor and moved pianos with the air of a vice president getting his exercise.

Not rich but well-educated in the ways of radio, young Vollbrecht in 1943 left NBC to become a Navy public relations officer and later director of an Armed Forces Radio station of the Pacific Network. There he wrote, produced and directed 24 live shows a week. The station pulled 10,000 letters a month. John says the best part of the job was learning announcing from Gordon Phillips of KHJ Hollywood.

The agency of Bacon, Hartman & Vollbrecht Inc. came into being four years ago. John was in Florida as public relations officer with the Atlantic Reserve Fleet when he met former NBC reporter turned ad man, Milton E. Bacon Jr. Together with John W. Hartman, another Navy man of the public relations office, they surprised southern circles by setting up in business 40 miles from the agency's nearest big account.

John is a publicity as well as an advertising man and produces radio material for clients from Vero Beach to Charleston. His total radio work is better measured in broadcast time secured, than in dollars spent. On the dollar score he does weekly travel shows for Daytona Beach and Ellinor Village resorts, Florida spot coverage for Barnett National Banks, national spot for Kingsland Saws and a dozen other clients, all radio.

John's greatest joy this year was that of having Florida's Fountain of Youth promoted for six weeks (Continued on page 68)
WARD V. EVANS Jr., Bauer & Black, Chicago, to C. J. La Roche & Co., N. Y., as member merchandising department.

G. N. BEECHER Jr. and GEORGE HUMBERT, account executives Kenyon & Eckhardt, N. Y., elected vice presidents. Mr. Beecher with agency since June, 1949; Mr. Humbert since November, 1943.

MARX S. KAUFMAN and SAMUEL S. STROUSE form Kaufman-Strouse Adv., Court Square Bldg., Balto.

LESTER A. SWENSON, Williams & Saylor Inc., N. Y., as assistant to president, to Kenyon & Eckhardt, N. Y., in account management capacity.

HUMBERTO M. SHERIDAN, manager Mexico City branch J. Walter Thompson, elected vice president Mexican Assn. of Advertising Agencies.

THEODORE FREMD, merchandising manager G. M. Basford Co., to Ralph H. Jones Co., Cincinnati, as account executive Edison Electric Institute and others.

LESTER A. SWENSON, assistant to president Williams & Saylor Inc., N. Y., to Kenyon & Eckhardt, same city, in account management capacity.

FRANCES VOLLMER, Earle A. Buckley Organization, Phila., to copy department, Lamb & Keen Inc., same city.

WILLIAM J. WATT, chain store sales manager A. D. McKelvy Co., and WILLIAM M. NAGLER Jr., Audience Research Inc. and Procter & Gamble Distributing Co., to plans-merchandising staff N. W. Ayer & Son, N. Y.


ANTHONY R. CANGEMI named assistant production manager John Mather Lupton Co., N. Y.

CHARLES W. TISDALL to public relations staff Tandy Adv. Agency Ltd., Toronto.

ROBERT A. CANYOCK, copy chief E. J. Lush Inc., to head of copy department Remsen Adv. Inc., both New Haven, Conn.

MURIEL KAUFMAN, chief copywriter Russeks, N. Y., to Pedlar & Ryan, N. Y., as copywriter in fashion group.

PAUL SCHLESINGER, timebuyer Tatham-Laird, Chicago, and LORRAINE STOLZER, secretary to art director J. Walter Thompson, also Chicago, were married June 30.

MYRON GOLDEN, Grant Adv.; ELEANOR GOODRICH, Rothrauff & Ryan; HERB FITTRAN, free-lance author of daytime serials, and CODY SATTLEY, Leo Burnett, all Chicago, will address enrollees in Dramatic Continuity course at NBC-Northwestern U. Summer Radio Institute, Chicago.


LOR, media director, becomes production head and vice president.

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid’s" photo. Says WKNA: “No need to tell you how pleased our sponsor is!”

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building pro-grams. Write, wire or phone for details.

LOW PRICED!
1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

July 10, 1950 • Page 11
Robert L. Berner Co., Chicago (Holiday Hop corn), expands spot schedule in three markets to Kansas City, Detroit and Cincinnati, starting in August, and to other national markets later, to introduce new product. One minute TV spots to start soon in six markets. Agency: George H. Hartman, Chicago; Thomas Rivian account executive.

Kemcal Inc., S. F. (household products), names Roy S. Durstine Inc., N. Y. Spot TV planned for West Coast beginning week of July 22.

British American Oil, Canada, planning American TV spot campaign for first time. Markets will include Boston, Rochester, N. Y., Buffalo, Phila., Cleveland, Detroit. Agency: James Lavick, Toronto. Norman Sharp will service.


Panwaff Inc., Minneapolis (packaged pancake and waffle batter), names Fadell Co., same city, to direct advertising. Radio, TV will be used.

Jefferson Island Salt Co., Louisville, and Jarman Shoe Co., Nashville, appoint Noble-Dury & Assoc., Nashville, to direct advertising. Radio, TV are used.

F. W. Fitch Co., Toronto (hair preparations), names James Lovick Co., Toronto, to direct advertising. Expanded radio advertising planned.

Caliphtus Co., subsidiary of Strypkers Soap, S. F., appoints Guild, Bascom & Bonfigli, S. F., for radio-TV campaign for Caliphtus Shampoo. Participations started on KFRC KPIX (TV) Kron-TV KGO, all S. F.

Network Accounts . . .


Lustre-Creme Hair Dressing, N. Y., starts participation sponsorship Cavaleade of Bands and Cavaleade of Stars on DuMont network. Agency: Lennen & Mitchell, N. Y.

Pepsi Cola Co., N. Y., to sponsor Gay Emerson, three times weekly, quarter hour, CBS-TV, starting early fall. Specific time not yet determined. Agency: Blowy Co., N. Y.

Best Foods Inc., N. Y. (Shinola shoe polish and Rit dyes), sponsors The Betty Furness Show, Fri. 10-10:30 p.m., beginning Sept. 15, on ABC-TV. Agency: Earle Ludgin & Co., Chicago.


Green Giant Co., LeSueur, Minn. (canned food products), to sponsor Friday 6:30-7 p.m. (CST) TV show starring Art Linkletter on ABC from Oct. 6 for 52 weeks. Title and format to be set later. Agency: Leo Burnett, Chicago.

Wish
ABC Affiliate
Indianapolis
George J. Higgins, Manager
Free & Peters, National Representatives
In San Francisco

He doubles in sales

Everything about Lewis Martin goes double. It's double time for this master showman-salesman: 1:30 to 2:00 p.m., The Housewives' Protective League, and 10:30 to 11:30 p.m., Starlight Salute.

...With a double take. Ratings! (The HPL is San Francisco's top participating show. And Starlight Salute is the leading program in its time period.)* And results! (Of 20,000 letters Martin received last year, 18,000 were orders for merchandise! This year, he drew 5,678 orders for a single dollar item in three months!)

His sponsors are seeing double... and love it! Tru-Value Food Products: "Our sales have increased 100% in the past 30 days."

Herb Jones: "Outstanding results... surpass greatest expectations."

For double sales impact in the Bay Area, let Lewis Martin sell for you — day or night. Ask us or Radio Sales for details today.

*Pulse of San Francisco, March-April 1950

San Francisco
Columbia's Key to the Golden Gate
GETTING a BMB Daytime Weekly Audience of over 300,000 families is not exceptional for a 50,000-watt station. But getting almost two-thirds of these weekly families as daily listeners is proof of outstanding Know-How!

BMB Study No. 2 reveals that 303,230 families tune to KWKH at least once a week in the daytime. 64% of them listen “6 or 7 days weekly,” and over 75% are “average daily listeners”.

Shreveport Hoopers give further proof of KWKH’s ability to attract and hold listeners. Throughout 1949 KWKH got far and away the largest Share of Audience—Morning, Afternoon and Evening—and this holds true for 1950 Hoopers, too!

Get all the facts about KWKH and the job it can do for you in our three-state area. Write direct, or ask The Branham Company!

* Weighted in BMB-approved manner.
$200 MILLION WORLD NETWORK

By JOHN OSHON

UNANIMOUS demands for a sweeping "Marshall Plan of Ideas"—encompassing vast radio networks and use of television abroad—caused "fire" on Capitol Hill last week as Congress alerted itself to the impact of Soviet propaganda in the Korean campaign and on other international fronts.

Without exception, America's top military leaders joined legislators and a key official of the radio industry—Brig. Gen. David Sarnoff, chairman of the board of RCA—in pressing for immediate expansion of the international overeas program, including increased facilities and programming of the Voice of America and utilization of radio on a global scale.

Simultaneously, it was revealed that President Truman is currently studying an expansion program along the course charted by Sen. William Benton (D-Conn.), on whose resolution (S Res 243) a Senate Foreign Relations subcommittee held hearings last week.

Sarnoff's Proposal

Gen. Sarnoff testified before the subcommittee Thursday, proposed:

• Expansion of the U. S. international radio broadcast service—programming and facilities—"as quickly as it is physically and technically possible." He estimated the cost at $200 million with an annual overhead at $50 million.

• Procurement of "strategic sites on American and other free territory" upon which stations can be installed and operated.

• Construction of stations equipped with "several high power, shortwave and mediumwave transmitters" designed to "ring Iron Curtain countries."

• Extension of arrangements between State Dept. and the British government "on a much wider basis" to help increase range and scope of the Voice of America.

• Coordination of data on international broadcasting and television "in preparation of an overall comprehensive and definitive plan" and looking toward a fused "Voice and Vision of America."

• Establishment of a commission to prepare such a plan, including costs estimates, and to transmit its findings to the President and Congress.

Other highlights of the three-day hearings, conducted before a subcommittee under Sen. Elbert D. Thomas (D-Utah), evolved around discussion exploring:

(1) Possibility of a general headquarters group for all international services in the United States.

(2) Proposal that Voice of America program operation be removed from the State Dept. but remain subject to its policy jurisdication.

(3) Indication that State Dept. is prepared to request additional funds to expand its overall information program.

(4) Oral evidence that Russia's radio and press reports have distorted the American peace objectives in the Korean situation.

Also testifying in support of the extensive Benton resolution were Gen. George Marshall and Dwight Eisenhower; John Foster Dulles, Republican advisor in the State Dept.; Secretary of State Dean Acheson; and several legislators, including Sens. Karl Mundt (R.S.D.), Herbert H. Lehman (D-N.Y.), Ralph E. Flanders (R-Vt.), and Robert C. Hendrickson (R-N.J.).

BENTON, MUNDT GIVE SUPPORT

Sen. Benton, former Assistant Secretary of State and avid advocate of shortwave broadcasting, and Sen. Mundt, original cosponsor of legislation authorizing the Voice and proponent of a similar measure utilizing international television, headed the Congressional contingent supporting the resolution.

Sen. Thomas said Thursday his subcommittee did not plan to report immediately to the full committee on the proposal but pointed out that most of its provisions already are authorized under Public

(Continued on page 46)

SUMMER SALES STEADY

Networks Up

By BRUCE ROBERTSON

1P, as certain melancholy prophets have freely predicted, commercial radio is going rapidly downhill, losing sponsors and listeners alike to its new rival, television, the summer schedules of the four nationwide networks fail to show it.

Nor has the switch of several network advertisers to network TV [Broadcasting, July 5] and the general resurgence of spot business reduced the total of sponsored network time.

Analysis of Broadcasting's comparative network showsheets for July of this year and the same month of a year ago reveals that the total number of sponsored network hours is almost identical for the two months. In fact, July 1950 is ever so slightly higher in the lead.

SPONSORED NETWORK TIME

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<th>EVENING</th>
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<tr>
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<tr>
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with a weekly total of 169 hours, 20 minutes of commercial time, compared with 169 hours and no minutes for a July 1949 week.

Evening sponsored hours are down somewhat this summer from a year ago: 25 hours and 45 minutes a week in July 1950, against 32 hours and 45 minutes a week in July 1949. In the daytime the picture is reversed: 115 hours, 55 minutes of commercial time per week this July, opposed to 110 hours, 40 minutes, a year ago.

CBS and MBS both have more commercial time scheduled for this July than they had for last July, according to the showsheet, which is compiled each month by the networks themselves for Broadcasting. According to this copyrighted

(Continued on page 50)
KJBS STIRS REACTION

C. E. HOOPER, president of C. E. Hooper Inc., and Sydney Roslow, manager of the Los Angeles office of the Pacific, in a full-page advertisement in last Monday's issue (July 3).

Reaching by phone Monday at a cabin, Hooper, who had been a writer of a house-to-house coincidental house to house survey, gave to the telephone coincidental method of obtaining the sample.

1. That the cost of this survey be shared 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 materials, 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 station representative, (b) a pre-service representative, (c) an advertising agency, (d) an advertiser, (e) a station representative, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.

Heavy Response

Mr. Breyer told Broadcasting he had received a large number of letters calling for that CJS officials had been "on the phone all morning" as a result of the advertisement. He declared it was "remarkable how promptly and thoroughly your editorial (was) read.

Agency executives emphasize that although San Francisco is the locale of the controversy, the confusion is nationwide, according to Mr. Breyer.

Labelled "An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Clear Up Confusion About Ratings," the KJBS copy points out that two rating services either duplicate each other, with unnecessary expense resulting, or deliver different ratings, producing confusion. "It makes as much sense as having two umpires behind the plate as well as two sets of rules," the station declares.

KJBS states that in recent appearances before the San Francisco Advertising Club Mr. Hooper has defended the accuracy of his telephone-coincident method and Dr. Roslow the accuracy of his personal interview-aided recall system. As evidence supporting accuracy of the figures each has produced a house-to-house coincidental survey. Since "it is obvious that both Mr. Hooper and Dr. Roslow have excluded the house-to-house coincidental survey as a method approximately par for the course, although much too expensive to employ regularly," since neither of the personal coincidental surveys was conducted in the San Francisco-Oakland area, KJBS proposes:

JOINS PETRY

MAILLEFERT LEAVES WVET

WILLIAM B. MAILLEFERT, president and general manager of WVET Rochester, N. Y., will join the New York office of Edward Petry & Co. as an account executive for radio, it was announced last week.

Mr. Maillefert started with the Compton Agency in New York in 1937, and in 1938 was made its head of the agency's radio time-buyer. He served such clients as Socony Vacuum, Proctor & Gamble, Nestle Products, Goodyear, Allis Chalmers & Fall Mall. With the expiration of two years in the South Pacific as captain with the Army Transport Service, he was with the Compton Agency for eight years.

Mr. Maillefert had managed WVET since 1946. He has been associated with the American Association of Advertising Agencies Radio Committee and the War Advertising Council, and is a former vice president of the Radio Executives Club of New York.

TUBE SALES UP

May Radio Orders Double '49

Reflecting continued demand for radio receivers and swift growth of TV, sales of radio receiving tubes in May doubled those of the same month in 1949, according to Radio-Television Mfrs. Assoc.

May radio tube sales totaled 29,706,500 units, as compared to 13,495,218 in May 1949 and 27,387,689 in April 1960. Of the May sales, 23,429,417 were sold for new sets, 5,458,010 for replacements, 79,031 for dealers' stock, 61,722 for government agencies. Five-month tube sales this year totaled 137, 395,236.

Sales of cathode ray tubes to TV receiver manufacturers increased 20% in May, with trend to large screens emphasized. More than 64% of all TV picture tubes were 21-inch and over, with 12-13.9 inches, the previous dominant size, down to 35% of the total.

May TV picture tube sales totaled 599,687 units valued at $14,260,114 compared to 498,624 in April valued at $12,054,207.

TV set makers' purchases of cathode ray tubes for the first four months of 1960 totaled 2,604,718 units valued at $64,042,781.

Sano To Use Radio

FLEMMING-HALL Tobacco Co., through its agency, Raymond Specter & Co., New York, will use radio in the fall for its Sano cigarette Agency has not decided yet whether it will be spot or network.

Page 16 • July 10, 1950

"Oh, he's the network censor for plumping necklines!"

DRAWN FOR BROADCASTING BY SID HIX

BROADCASTING • TELECASTING
EMERGENCY BLUEPRINTS

ROADCASTERS, Government Meet

RADIO'S emergency blueprint, under attentive study the past fortnight by the National Security Resources Board [Broadcasting, July 3], came in for closed circuit discussion because of a meeting of broadcasters' advisory group met—for the first time in two years—with mobilization planner on communications' role in civil defense planning.

Radiomen representing the major networks joined with common carrier representatives and officials of government agencies in response to a meeting called Friday by Paul Larsen, the nation's mobilization chief.

Mr. Larsen was to make a presentation on communications during the "inernal roundtable discussion," then solicit suggestions from radio and common carrier representatives "looking toward development of the project which NSRB hopes to make available sometime this September," it was announced Thursday.

Broadcasters were called in "an advisory capacity," it was emphasized, where William Hedges and William McAndrew, NBC; Ear\l Gammons and Ted Koop, CBS; Hollis Seavey, MBS; Robert H. Hinckley, Kenneth Berkeley and Bry graphs, Wilbur and Robert K. Richards, NAB.

Officials of American Telephone & Telegraph, American Radio Relay League of all Energy Commission and other agencies also were invited to participate in the discussions conducted at the Executive Office of the President.

"There was general belief," it was overheard, "that communications was to be explored during the all-day session.

Two key plans—one contemplated key stations in a potential primary "emergency" network the other envisioning secondary stations which conceivably would be more subject to blackout during air raids—were referred by Mr. Larsen believed to be slated for discussion by the group.

NSRB communications officials already have indicated they are studying costs of component parts of station equipment material, number availability of trained radio and TV technicians and other matters in relation to any overall man-power situation that may arise.

Voluntary Korean war news standards for radio, television and newspapers went into effect after the July 1, as announced by Gen. Douglas MacArthur and approved by Secretary of Defense Louis Johnson. A statement from the Far East Command follows:

Gen. MacArthur does not desire to invoke censorship. He prefers that the press establish a voluntary code that will insure the security of operations and the safety of personnel. This will prevent detrimental information being made available to hostile forces. A true democratic press, it is believed, will accept the challenge.

Reports naming specific units, sizes, titles, places of landings, locations and troop movements should not be disclosed. Subordinate headquarters units come up lower than the Eighth Army, Fifth Air Force, Twentieth Air Force and Seventh Fleet on any field locations are not mentioned. Your co-operation is requested.

On Capital Hill the Senate Executive Expenditures Committee meanwhile withheld a completely favorable report on President Truman's plan to transfer most of NSRB's functions to its chairman, W. Stuart Symington, but the proposal went into effect last Saturday.

It gives Mr. Symington complete control of the mobilization program, including communications, over and above board members—heads of State Dept., Treasury, Agriculture, Interior, Defense, Labor and Commerce.

"This is in line with a number of so-called "ghost orders" for communications and electronics equipment which it has not yet been possible to trace and from machine tools, most of them have remained "on paper."

NSRB and Munitions Board have been collaborating on plans in volving radio equipment—stockpiling of basic or critical materials. Additionally, steel, copper, aluminum and quartz crystal are among the items which would be deemed vital in the event of any emergency. Thus far there has been only speculation of a possible "freeze" on such materials.

The Electronics Equipment Advisory group, composed of manufacturers, has been mulling specifications which may be required of the industry by the military and certain problems relating to standardization of equipment nomenclature, as well as specifications, are being studied by Dr. W. R. G. Baker of General Electric Co., a member of the committee.

Tubes, Components Important

One of the key products on the NSRB-MB list is the cathode or transmitter tube and component parts, an NSRB official said last week. A Mun tions Board study, under way for some time, has pinpointed about 400 companies which make large communications items and some 200 more who produce component parts or small products, he added.

Relocation of key electronic equipment companies who have opened new plants or expanded others also has been stressed from time to time by NSRB officials as of major importance. One such major company, Andrew Corp., expanded its facilities to strategic areas in 1948, and others have indicated similar action, NSRB has pointed out.

Dispersion of cities, however, "would be fantastic," Mr. Larsen has pointed out. "On the practical side, the board is and will continue to stress . . . dispersion as a planning factor in new construction and in our cities . . . on a voluntary basis," he added.

Government agencies also might fall under such a plan, although it already has been indicated that FCC would not be included, according to present proposals, because of its "essential nature" as a communications regulatory body. It would likely remain near the seat of government and military, NSRB officials believe.

Meanwhile, on another front, it was revealed last week that the President's Communications Policy Board, set up early this year [Broadcasting, Feb. 27, 1950], would open four-day meetings in Washington beginning today.

Defense Discussion Seen

It was believed that defense would be a vital subject of discussion during sessions dealing with the allocations of frequencies and international communications, a spokesman of the board indicated last week. This is one of the board's periodic meetings and was slated two months ago by Dr. Irvin Stewart, of the U. of West Va., head of the group and former FCC Commissioner. It plans to meet again in August. Previous sessions were held in March, April and May.

ECONOMY OF RADIO

VALUE OF RADIO advertising is Joseph H. McConnell, NBC president stated last week.

Speaking last Friday before the South Carolina Broadcasters Assn. at Myrtle Beach, S. C., Mr. McConnell said: "During the past 10 years, while rates for other media were repeatedly raised to reflect increases in their circulation, network radio—which enjoyed the greatest increases (in circulation) of them all—kept its rates fixed. "It did so for good economic reasons. By offering greater and greater values, it secured maximum volume—and in the broadcasting business a high volume of sales is especially important.

"Mr. Adolph, on unsold time, not only reduces revenues but increases expense at the same time, resulting in high cost, inefficient operations. We did not establish the increased rates which would have been justified by the increasing value of our product, so that we would keep broadcasting far in the lead as the most economical medium, with the biggest maximum sales volume and the most efficient level of operations."

"As the size of radio grew—

of the printed media with which it competes . . .

"They are overlooking the fact that after the full effect of television is taken into account, national radio during the coming season will still deliver a larger audi ence.

(Continued on page 18)
When Joseph Levy, president of Walton Motors, Chicago, started taking in horses and wagons in trade for automobiles in 1915, he ran advertisements in the Chicago newspapers. It was logical that he follow the example of his grandfather in this new venture.

David Levy rebuilt his commercial horse business on the ashes of the Great Chicago Fire through newspaper promotion. But by 1929 Joe Levy felt he needed a "more dynamic" medium to cope with competition in the dynamic automobile business. So he started buying time on independent Chicago stations. Bob Hawk, later a top network personality, clicked so well on WAAF that Mr. Levy boldly allocated to the radio 25% of his advertising budget for the year. By 1930, he had completely reversed a long-standing family policy favoring printed media and put 80% of his promotional dollars into broadcasting.

Strengthen Radio Budget

This ratio prevailed at Walton Motors—"Finest Chrysler-Plymouth Dealer in America"—until this year when Mr. Levy met the challenge of a prolonged Chrysler strike by upping his radio budget to 85% of the advertising appropriation.

For the past 10 years, the company's radio budget has never been below $75,000 annually. It amounts to about $25 per car sold.

Completely devoted to the "music and news" type of independent station, Joe Levy believes that automobile dealers who buy time on network outlets are "wasting their money." He thinks the working class has long preferred the station that guarantees either a popular tune or a timely bit of news any hour of the day.

"We get most of our business from the working people who switch on the radio while traveling to and from work or while relaxing at home," he says. "Over the years, we have kept our programming pretty well concentrated between 5 and 7 p.m. because we believe that is the time when the great mass of workers want to snap out of the day's routine. Our customers aren't the type who keep up with daytime serials."

Walton Motors has used radio almost exclusively to merchandise used cars. (In 1941, a total of 3,100 was moved.) During this year's Chrysler strike when, for many weeks, no new cars were available, this policy paid big dividends. But the company has chalked up an imposing record in normal years with new car sales.

A year ago last December, when the '49 models were beginning to come in, Mr. Levy was caught with 100 brand new '48 Chryslers.

"Even though many of these were designed for the carriage trade, we disposed of each and every one—thanks to radio," he recalls.

"House of Walton," as the company is known on Chicago's "automobile row," has had a succession of personable disc jockeys since Bob Hawk wisecracked his way through its first 15-minute program on WAAF. Eddie Chase and his Make-Believe Ballroom, also on WAAF, was one of its biggest hits. Featuring the same orchestra throughout each 15-minute period, this disc program had a background of ballroom sound effects. Tom Moore, present star of Mutual's Ladies Fair, Linn Burton, and Fran Wiegel all have worked for Walton.

The company now has five 15-minute shows Monday through Saturday and eight 15-minute shows on Sunday. Each program has three commercials. The Sunday shows are spaced through the 10 a.m. to 4 p.m. period. Stations currently used are WATI and WAAF. The latter has been a favorite with Mr. Levy since his first venture into radio "way back when. However, time also has been purchased from WIND and WCFL during the sponsor's 21 years on the air.

Experiments With Formats

While 15-minute record shows appear to be most popular at Walton, other formats have been tried with considerable success. In 1932, a "hot stove league" type of program on WCFL drew an average of 250 letters and cards a day with answers to the question: "In what order will the major league teams finish the year?" Twelve season passes to either Chicago Cubs or White Sox games went to the winners.

Race results and scores of sports contests often are woven into Walton broadcasts. Spot announcements are rarely used.

Joe Levy conducted his automobile business for nine years in a livery stable operated by his father, Henry D. Levy, at Milwaukee Ave. and Cornelia St. on Chicago's near northwest side. The livery service was a successor to Grandfather David Levy's commercial horse enterprise which survived the holocaust of 1871.

By 1924, he had built a new building—for automobiles only—and since by that time the name of Cornelia St. had been changed to Walton St., he chose this as the permanent name of his organization.

The present House of Walton is an imposing five-story building at 2301 South Michigan Blvd. A swank service building at nearby 2222 South Indiana Ave.—long and rambling and containing the latest precision equipment for servicing Chrysler and Plymouth cars—rounds out the company's facilities.

Highest Allocation

Last year, this concern was allocated more Chryslers than any dealer in the United States.

Mr. Levy is recognized as one of Chicago's most astute business men. He holds memberships in the Standard Club, a downtown organization of some of the city's best known leaders, and the Bryn Mawr Golf Club. Six of his roster of 90 employees have been with him for more than 25 years. He has had the same advertising agency—Irving Rocklin Assoc.—for 14 years.

One of his younger officials is radio-minded Joe Levy Jr., educated at Culver Military Academy and Northwestern U. He joins with his father in saying:

"Results show that radio does a far better job for us than any other advertising medium."
ANTI-RED LAWS

MOUNTING Congressional pressure seeks passage of Communist registration legislation, which would require specific party and group identification on radio and television broadcasts, was further evidenced on Capitol Hill last week.

Sen. Karl Mundt (R-S. D.) and members of the Republican Policy Committee in urging early consideration of the Mundt-Nixon-Ferguson-Johnston anti-Communist bill on the Senate floor. A companion piece is pending in the House Un-American Activities Committee, which has held lengthy hearings.

The Senate version (S 2311) would ban broadcasts or telecasts on behalf of Communist Party or other political organizations if the sponsors are properly labeled in advance of the programs. [Broadcasting, June 26.]

The bill was co-authored also by Sen. Ohio Johnston (D-I11.), and Rep. Richard Nixon (R-Calif.).

Sen. Mundt last Tuesday warned colleagues against "new and highly-financed attempts by American Communist Party leaders to stop the program from passing legislation "and curtailing their conspiratorial efforts to divide American public opinion" and sabotage "the American peace effort."

Foster Communiqué Cited

He cited a "Communist communiqué" written by William Z. Foster, chairman of the National Communist Party, calling all members to direct an "all-out Communist crusade" against the legislation. Mr. Foster had urged party members to write Sen. Scott Lucas (D-I11.), Senate Majority leader, and other Senators to "reject the demand of the Republican Policy Committee."

Sen. Mundt described the effort as a "comic, last-ditch campaign of misrepresentation" against measures which would protect the home front against "treachery, espionage, and sabotage. He expressed doubt that Sen. Lucas would "try to prevent the Senate from working its wishes" and asked the majority leader to "take off the legislative lid he has had clamped" on the bill. He was joined in this demand by Sen. Ferguson Tuesday.

Amid heated floor debate last Wednesday, however, Sen. Lucas strongly indicated he would not be "stamped" into quick action on the proposal.

The measure would seek to curb espionage and infiltration of government agencies and departments by Communists or members of "front" organizations, requiring them to register with the U. S. Attorney General's office and other wise subjecting them to provisions governing radio-TV broadcasts sponsored by the Republican and Democratic parties.

The question of security also has arisen on another front, involving facilities of the radio-TV industry.

Security Plans Studied

It was learned last week that the Defense Dept. and Civilian Mobilization Office, in cooperation with other agencies, have been studying security plans relating to facilities of commercial broadcast stations and common carrier communications.

During World War II, it was revealed, the communications industry worked with the military and the FBI on means for protection of equipment and security of communications against sabotage.

New plans, it was disclosed, substantially follow recommendations set forth in the famous Hopley report, "Civil Defense for National Security." The report had made plain, however, that while procedures are subject to coordination by the military and the mobilization office, primary responsibility would rest with private companies.

Must Protect Facilities

"The protection of common carrier telephone and telegraph systems and radio broadcasting stations," it asserted, "against normal physical hazards and the war hazards of sabotage and fifth column activities such as attempting to take over radio broadcasting stations, is the primary responsibility of the commercial companies and the public or private agencies operating the systems."

Meanwhile, an "alert" memorandum on internal security, reportedly has been handed down from FBI Director J. Edgar Hoover's office to the broadcasters to exercise close scrutiny over suspected and known Communists in vital industries.

The FBI has documented data on an approximate 50,000 to 100,000 suspects, many of them American citizens, and some of whom are employed in radio, television and other key industries.

HAITI PLAN EYED

PROJECTED next of commercial broadcast stations in Haiti, designed to blanket North and South America and other areas, is being investigated by the U. S. State Dept. [Closed Circuit, June 26.]

The reasons, World Radio Corporation have launched a series of mass meetings in the United States in an effort to raise money for the projects.

Using religion and anti-Communism as main themes, World Radio is enlisting the aid of commercial radio preachers and other members of the clergy in an attempt to raise funds. It proposes to sell time to U. S. advertisers.

The project may raise a new problem for the upcoming NARBA conference, since Haiti has no war-channel assignments and World Radio is reported to have been interested in 870 kc (WWL New Orleans), 640 kc (KFI Los Angeles) and other clear facilities.

Stressing the evangelistic motif, World Radio has issued a brochure in which it claims to have a license from the Republic of Haiti to build and operate a "group of the world's largest radio stations."

State Dept. officials are checking the claims. World Radio maintains an office at 7601 S. Main St., Houston, Tex., with Post Office Box 1662 as mailing address.

It is understood World Radio had set a goal of a half-million dollars in Houston alone. Mentioned in connection with a mass meeting held in Houston a few weeks ago were S. E. Ramsay, of Mexico City. World Radio president, and J. H. Gould, chief engineer.

Among members of the clergy who were mentioned by World Radio as participants in the Houston meeting were Rev. L. L. Rolof, identified as pastor of the Second Baptist Church, Corpus Christi, Tex., billed as main speaker at Houston; Rev. Max Gaulke, pastor, First Church of God, city not shown; Rev. Paul T. Seastrand, pastor, Augustana Lutheran Church, city not shown; Ed Shepard, layman, and Mr. Trussell, musical conductor.

Religion vs. Communism

Another purported World Radio official, Jack Senter, vice president, has been quoted as predicting work on a 10 kw station will start this summer with Jan. 1, the completion date. Mr. Senter is said to believe one of the best ways of fighting Communism is through the spread of religious teachings.

Plans for the Haitian project envision broadcasts in 18 languages and dialects. Further broadcasting centers are being considered in Canada, Switzerland and Ethiopia, it is understood. The Haitian stations would be 60% commercial and sustaining time and 40% religious.

World Radio is said to have contacted Securities & Exchange Commission in Washington in regard (Continued on page 50)
HAMTRAMCK CASE

FCC Would Deny Atlas Group

NEW AM station on 1440 kc with 500 w daytime at Hamtramck, Mich., is proposed to be granted to Hamtramck Broadcasting Corp. in an initial decision reported by FCC last Wednesday. Competitive bid of Atlas Broadcasting Co. there would be denied.

Hearing Examiner Hugh B. Hutchison preferred Hamtramck Broadcasting over Atlas on grounds the former included experienced broadcasters familiar with the area, and would participate in daily management and operation. Major stockholders in Hamtramck Broadcasting are Frank E. Pellegrin, former director of broadcast advertising for NAB and now national sales manager for Transit Radio Inc., and Lynne C. Smeby, Washingdon consulting radio engineer. Each holds 20% interest with Mr. Pellegrin first vice president and Mr. Smeby second vice president. Mr. Pellegrin also is one-third owner of WATO Oak Ridge, Tenn., and 35% owner of KSTL St. Louis, Mo. Smeby formerly was chief engineer of WJZ, New York.

Others in the proposed successful applicant include: Charles S. Gray, wholesale paint distributor and former time salesman and assistant Polish program director at WJBK Detroit, president 65%; Walter J. Serement, Hamtramck city councilman and 9% owner of local beer garden-restaurant, treasurer 15%; Ignacy Ulasowski, former Detroit area Polish broadcaster and now furniture store owner, secretary 3%: Morris Lukin, former general counsel of WJBK Detroit and now Los Angeles attorney, 2.4% owner. KWIR Burbank, Calif. 15%; Eugene H. Konstantynowicz, former Detroit area Polish broadcast newspaper writer, 11.4%: Eugene Brzominski, Polish broadcast for more than 20 years, 34%; Stanley Jerczowskki, radio technician for Hamtramck police department 3%: Stanislav Milicevich, singer, producer for many mid-West and eastern stations since 1933.

Atlas Broadcasting is equally owned by three area residents. These are Stephen S. Skrzyszow, local surgeon and mayor of Hamtramck, president; his uncle, Stanley Formaniak, 20% owner Atlas Broadcasting. and Casimir Zbirojski, owner Wayne County Dist. of Social Welfare, secretary-treasurer.

SCRIPT of The Quick and the Dead, biography of the atom and hydrogen bomb, as telecast last week, is checked by Major Gen. Leslie Groves (i), chief of atomic production during the war, and William F. Brooks, NBC vice president in charge of news and special events.

McFARLAND BILL

CROSSER MAY CALL JULY HEARING

CHAIRMAN Robert Crosser (D-Ohio) of the House Interstate & Foreign Commerce Committee has not dismissed consideration of the McFarland FCC bill this session—pending "clarification on certain issues" posed by the Senate-approved measure.

He said the bill had not been considered "because of the prospect of congressional "lunativeness" legislation the committee would seek to abandon in the closing days of the 81st Congress. He felt that, once differences are ironed out, the controversy could go on for short hearings sometime this month. He has promised to confer with committee members on what action to take.

Other observers on Capitol Hill were not as optimistic, however, among them Rep. Harris Eillsworth (R-Ohio), a minority member of the House Interstate Commerce Committee.

"Unless Congress stays on to August, I don't think there is the faintest chance it will be taken up," Crosser reported. He felt personally that committee membership favored the McFarland bill.

Push for Action

Rep. Ellsworth, a stockholder in KNR Roseburg, Ore., said he has "tried every possible avenue of approach many times in committee meetings on the ground the bill is strongly "needed" but that further action rested with Chairman Crosser. He said: "I think we can count on Miss Judy Beckworth (D-Texas) and Rep. J. Percy Priest (D-Tenn.), both of whom expressed interest in it."

The bill (S 1973), authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate last year, would re-establish the Commission on a regular basis and authorize the FCC to realign station operation while permitting the FCC to realign stations from the air. Its provisions include elimination of the "coercion" tactics; exploration of new ways to handle interplay of interests; radio fraud provisions, and a host of other proposals.

Chairman Crosser said last week he does not want "lengthy hearings" in any event and would like to hear everybody. He added:

"In the light of information now before me, the McFarland bill does not constitute a measure which is wholly free from question."

CBS IN KOREA

Three Are Assigned

THREE CBS correspondents, including Edward R. Murrow, are en route or about to leave for the Korean war zone. Bill Downer, who recently returned to the U. S. after assignment in Berlin, and Bill Costello, who was chief of the CBS Far Eastern Bureau until reassignment several months ago to Washington, are on their way to the scene of action. Mr. Murrow will leave July 15. Larry Lesueur will substitute for him on the Edward R. Murrow with the CBS Far Eastern Bureau for eight weeks beginning July 10.

NBC already has a staff correspondent, George Thomas Folster, in Tokyo, and has also been taking broadcasts from Japanese strings. Although neither ABC nor Mutual has staffers on the scene, both have strings in the war zone.
WANT LOW-COST REPLIES IN THE PHILADELPHIA AREA?

Take a tip from the cosmetics manufacturer who made a special sample offer on two Philadelphia stations. On computing costs per inquiry, he found that for every single reply pulled by the second station, he received 12 replies from KYW. This is typical of KYW's consistent sales power* in the nation's third market! For availabilities, check Free & Peters.

*MARKET DATA

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KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEK • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting

July 10, 1950 • Page 21
A new calling card better

444 Madison Avenue
Effective July 1st our New York office will be located in new and expanded quarters at 444 Madison Avenue.

We are occupying the entire 36th floor, double the space of our present offices. This move will afford greater facilities for improved service to our stations in both the radio and television field.

Our general location remains, as it has always been, in the geographical center of New York radio and advertising activity.

We are very proud to announce this move. It has been made necessary by a substantially increasing business backed up by our eighteen years of success.

Paul H. Raymer Company, Inc.
RADIO AND TELEVISION REPRESENTATIVES
444 Madison Ave.—PLaza 9-5570
New York Boston Detroit Chicago Hollywood San Francisco
DIVERSITY of views, most of them generally favorable, were expressed in briefs filed last Monday on FCC's proposed antenna-site standards designed to minimize the often troublesome problem of approval by the Civil Aeronautics Administration [Broadcasting, May 29].

The Commission meanwhile extended the deadline for comments from July 3 to July 17 to allow further filings to be made, particularly CAA's brief.

Broadcast industry reaction was mixed although the Commission's intent to expedite aviation clearance of tower sites was favorably received. Chief objections were directed to technical inconsistencies and limitations on tower heights, markings and certain other aspects. Restrictions on TV and FM tower construction were particularly noted.

Segal Files
Principal objection to the proposed new standards, which would become Part 17 of the Commission's rules and regulations, was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessee. His argument that the proposed rules go beyond the authority granted FCC by the Communications Act was made in briefs filed in behalf of Congress Square Hotel Corp., Portland, Ore.; Loyola U., New Orleans, and Alvin G. Beaman and T. E. Baker Jr., Nashville, Tenn., all three television station applicants. Mr. Segal also filed for American Radio Relay League.

"It is our conclusion," NAB told the FCC, "that the goal sought by the Commission in this proceeding would be an advanced step and helpful to the broadcasting industry. But because of the complex nature and certain inconsistencies of the proposed rules," NAB suggested "additional time and another opportunity at an informal conference or a formal hearing be granted to the broadcasting industry to cooperatively discuss means for clarification of the proposal."

Such a conference was held last year when the Commission informally proposed the rules. They met stiff opposition at the time from broadcasters and FCC compromised part of the issues when it released its final proposal in May.

NAB indicated the definitions in Sec. 17.3 of FCC's proposal, based on CAA's technical standards order TSO-N18 issued April 26, "fuzzy and improperly are used as a criteria for determining tower limitations in connection with air navigation."

NAB explained the CAA order cited criteria "to determine "obstructions" to air navigation and was not intended to impose limitations on tower heights."

Sec. 17.2(e) of the Commission's proposed rules makes air traffic control areas as 500-ft. upwards, was termed not wholly consistent with CAA's procedure for air traffic control effective last March 15 which mentions airspace upwards from 700-ft. altitude. NAB noted FCC "arbitrarily" used the 500-ft. limit throughout its proposal.

NAB said that if FCC's proposed rules require aeronautical study of every new antenna over 500 ft. "radio applicants will be discouraged from higher antennas because of the delays involved." FCC's rules for Class B FM and TV stations recommend antennas of 500 ft. or higher, and also this is being considered in the Commission's overall TV reallocation proceeding, NAB quoted.

It also urged time limits be put on regional airspace subcommittees to pass on applications referred to them, with provisions also for notifying applicants of any objections. NAB also urged clarification of those provisions dealing with rejection of an application by the government Air Coordinating Committee as well as appeal methods and hearing jurisdiction.

TBA Objections
Television Broadcasters Assn. similarly struck all FCC references to the 500-ft. limitation because of the effect on TV towers. TBA urged when special antenna studies are instituted that factors of natural formations and existing structures be considered where they shield the tower involved.

"TBA would not wish to be mislead," the association's brief concluded, "if it did not specify that in general the limitations included in the FCC proposal are at the behest of any specific regulations."

The Federal Communications Bar Assn. said it did not construe the rules "to imply in any way that the applications requiring special aeronautical study will be approved or disapproved." It added however if the rules were set forth criteria for determining whether structures might be a hazard to air navigation additional consideration and study would be required.

Since the proposed rules are

(Continued on page 27)
Hardy perennials ~ home grown!

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

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
WAVE CAN'T HURRY TO RUSH (Ky.)!

Sure we're fast, but we just can't work up enough velocity to tag Rush (Ky.). Hit's too darned fur away....

Instead, we show our speed around the Louisville Trading Area—27 counties in which the effective buying income is 41% higher than in Kentucky outside our zone. Comparatively speaking, the people in WAVE's market are rich! They buy almost as much as all the rest of the State combined!

If you want to Rush your products off the shelf with haste, not waste, contact WAVE or Free & Peters—immediately!

LOUISVILLE'S WAVE

NATIONAL REPRESENTATIVES

Page 26 • July 10, 1950
...Ahead in ANALYZING the Korean News, Too!

That’s what newscasters the country over are telling the United Press.

They know how far ahead U.P. was with news of the outbreak of war in Korea—two hours from Seoul on the start of the invasion, an hour on the United Nations’ meeting to take action, three-quarters of an hour on the U.S. decision to help the South Koreans with arms.

But the story of a war calls for more than front-line reports.

It’s the how and the where, of course. But it’s also the why—both militarily and politically. And newscasters have found the U.P. as far ahead in explaining the news as in reporting it. From Washington, it’s been U.P. news analyst George Marder in his “Under the Capitol Dome.” Explaining events abroad has been Leroy Pope, in his “United Press Commentary.”

Each turn of events has brought a fresh U.P. commentary to make the news understandable to every listener to U.P. news programs.

The outspoken praise U.P.'s performance has won bears out again U.P.'s reputation for “the world's best coverage of the world's biggest news.”
and now...over a 6-month period...

**WCFL Leads in Chicago in Pulse-Rating Gains**

*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)*

**Economy of Radio**

(Continued from page 17)

Unlike all other media, radio has not raised its rates to reflect its increased costs of operation. While the whole price level of our economy has been going up—while the advertiser pays more for every service and commodity he uses in his business—he charges more for his own product—he buys radio at a 1940 rate and gets more for his money than he got in 1940.

Radio broadcasters, said Mr. McConnell, can assure themselves of happy futures if they accomplish the following tasks: (1) create properly priced programs that attract audiences and sell goods; (2) promote the essential worth of radio in sound stories to advertisers; (3) extend the productiveness of radio by cooperating with clients in merchandising campaigns.

"With an expanding economy," he said, "with radio retaining its basic values, with opportunities for even greater development of its present resources, I do not think we have to fear for the outlook of sound broadcasting. It is favorable in the extreme, and some of the greatest chapters in its history are yet to be written."

While he did not predict when radio rates would be reduced, he said he was certain such a step would be necessary "to keep the cost of advertising on radio in relation to its value."

Turning to a broader subject, Mr. McConnell said broadcasters were confronted with a formidable problem of keeping Americans informed truly straightforwardly of world events.

Mr. McConnell warned that broadcasters "must make sure that their efforts are not thwarted by sabotage from within."

**WJOL CASE**

**Felman Petitions FCC**

A. J. FELMAN, former owner of WJOL Joliet, Ill., in a petition filed with FCC last week charged the Joliet Broadcasting Co., licensee of the station, "has not negotiated in good faith" regarding modification of the contract by which it acquired WJOL from Mr. Felman.

FCC ordered modification of the contract, which reserves 45 minutes daily of station time for Mr. Felman's department store as part of the 1897 sale agreement, when the Commission adopted Sec. 3.109 of its rules banning such agreements. FCC has proposed to renew WJOL's license on condition it modify the Felman contract to comply with the rule. Further extension has been granted to Sept. 1.

Mr. Felman told the Commission he and the present WJOL owners are in complete agreement on all phases of the modification except as to the amount of lump sum payment or periodic payments to be

**DURHAM MERGER**

**WDUK, WTIK To Consolidate**

SECOND station merger in Durham, N. C.—that of WDKU and WTIK there — was reported in transfer papers filed with FCC last week. The Commission last year approved merger of WHIT and WSSB ther under WSSB facilities (Broadcasting, Nov. 21, 1949).

The license of WDKU (1 kw day, 550 w night on 1510 kc) is proposed to be assigned to Durham Broadcasting Enterprises Inc., a new firm to be owned 50% by the present licensee of WTIK and 50% by Harmon and Virginia Duncan, identified with owners of operation of WDKU. Present licensee of WTIK (1 kw day on 730 kc) is Durham Broadcasting Co., owned 85% by Floyd Fletcher. Messrs. Fletcher and Duncan are to be co-managers of the merged stations, which will continue under the WTIK call but will use the WDKU plant and full-time facilities.

WDUK's ABC affiliation will be retained and WTIK's Tobacco Network affiliation will be transferred to the new operation.

According to the merger plan, the Duncans and Durham Broadcasting Co. each will put $18,000 into the new Durham Broadcasting Enterprises, which will pay WDKU Inc. $28,000 for the WDKU properties. The Duncans, about 77.5% owners of WDKU Inc., propose to buy the remaining interests of eight other stockholders for $21,720 prior to the merger. These stockholders include: S. H. Campbell Jr., president, 16%; W. H. Lancaster Sr., 12%; W. H. Lancaster Jr., 5%; W. W. Couch Jr., 4%; R. C. Jones Jr., 19%; T. S. Dooley, less than 1%; Barbara Lancaster, 5%; and American National Bank of Chattanooga as trustee, 12%.

Upon merger of the stations it is proposed to surrender the WTIK license for daytime operation on 730 kc. Disposition of the WTIK equipment still is under consideration.

Transfer applications for the merger were filed with FCC by Frank U. Fletcher of Washington.
No need to shout. The figures speak for themselves.

The Broadcast Measurement Bureau has just released the final circulation figures of Study No. 2 and NBC continues in first place with the largest audience in all radio—reaching more people than any other single advertising medium. (90% of agency timebuyers use BMB as their basic source of information in comparing network circulation according to a recent independent research spot check.)

Network radio is bigger than ever—as big as America—and the BMB results show that each week, day or night, more than 7 out of 10 families listen to NBC. These findings give NBC a weekly audience advantage of over 1 1/4 million homes during the day and more than 2 1/2 million at night over the second network. And the greater the intensity of listening, the greater is NBC’s relative superiority over the next network.

America’s No. 1 Advertising Medium
A service of Radio Corporation of America
VOLUMINOUS Evidence Compiled

Mr. Burns said voluminous evidence has been compiled to counteract charges and inferences by FCC counsel regarding Mr. Richards' purported prejudices.

Mr. Richards' counsel introduced a three-volume digest of KMPC activities with over 1,000 pages based on 10,000 man-hours preparation. It provides exhaustive analyses and breakdowns of the station's program logs and other data.

Wednesday afternoon testimony brought out a series of letters from United Jewish Welfare Appeal, Blood for Israel, Bureau of Jewish Education and other organizations thanking KMPC for public service time.

Mr. James Milton Robb, of Detroit, described as a friend of 30 years and a civic leader, appeared as a character witness on behalf of Mr. Richards, testifying as to his moral and financial standing in Los Angeles and Detroit. He praised Mr. Richards' patriotism and civic consciousness, and lauded his generosity in donating time for public appeals.

Dr. Roy E. Thomas, who had spent 90 minutes on the stand June 30 giving technical testimony in support of his previous statements that Mr. Richards should be endangered should he be forced to appear for questioning at the hearing.

He said his patient is a victim of coronary occlusion and angina pectoris. He also presented an X-ray which, he testified, showed a "definite enlargement" of Mr. Richards' heart.

The name of Lewis Allen Weiss was brought into the hearing through a letter he purportedly wrote to Mr. Richards on Sept. 5, 1947, when board chairman of MBS. The letter was among the voluminous correspondence gathered by FCC from the Richards' stations. It read: "Unlike yourself, I am compelled to distinguish between my personal politics ideas and the operation of the radio stations and networks for which I have an official responsibility."

An undated letter from Mr. Richards to Leo Fitzpatrick, then vice president and general manager of WJR, presumably written shortly after the death of President Roosevelt, read in part: "Fitz, I wish you and John would give instructions not to mention the rest of the Roosevelt's over the air any more except in the case of more deaths and then only a short paragraph. We are putting this into effect today at KMPC. If I never hear the name again, it will be soon enough."

Robert Croft

FUNERAL services were to have been conducted Friday afternoon for Robert Croft, 33, account executive at the Walter L. Rubens Agency, Chicago, who died last Tuesday. Mr. Croft, who was ill three months, worked on all accounts at Rubens during the past three years. Before that he was a local salesman at WBMM Chicago, where he started as a page boy. Surviving is his widow, Audrey.
**WGN** reaches more homes one or more times a week than any other Chicago Station*

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<th>DAY</th>
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<tr>
<td>WGN</td>
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<td>Station D</td>
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*1949 BMB

*1949 BMB

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A Clear Channel Station...  
Serving the Middle West

MBS

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Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

235 Montgomery St., San Francisco 4  
2078 Wilshire Blvd., Los Angeles 5

710 Lewis Bldg., 333 SW Oak St., Portland 4

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**BROADCASTING * Telecasting**  
**July 10, 1950 * Page**
nature follows the lit...
A bolt of lightning strikes at the nearest conductor of electricity. Air naturally goes into areas of lower pressure. Water flows downhill, seeking its own level. In any physical phenomenon, nature spontaneously takes the course of least resistance.

Just as naturally, your message reaches the listeners by following the line of least sales resistance, when you advertise over a Fort Industry station. The seven stations of Fort Industry are leaders in sales results in the seven wealthy markets where they are located. The stations, listed below, have an established listening audience which puts its faith in the superior programming, community service, and high Hoopers which make Fort Industry tops in its respective markets. We have done the spade-work for you. Your sales message goes right to the heart of the buying public, with an impact that means exceptional listener-response. Right down the line, Fort Industry stations deliver your message with dispatch and sales results because of low sales resistance and high audience acceptance.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
Radio-TV and M-Day

FOR THE second time within a decade the spectre of total war enshrouds us. The Korean conflict, whether it evolves into full-scale war, or simply a localized test of strength, nevertheless will change the existing order.

Radio, as demonstrated by World War II, is in the forefront. It may be a different kind of war, utilizing different methods, but radio's role is pre-charged.

That which already has transpired is sufficient to give the green light for defense spending. That means full-tilt building of a war machine. The blue prints are there. Congress will loosen its purse strings.

It is inevitable that strategic materials will become scarce. Rationing talk is deployed, but cannot be ignored. Radio and TV are users of many of these strategic commodities.

Thus, it is not beyond possibility that:

(1) The freeze on TV, now dictated by purely allocation and interference equations, will be clamped tighter than ever by the Government edict because of material shortages.

(2) All radio (AM, FM and TV) production—receiver as well as transmitter—will be halted.

(3) Skilled manpower requirements will bring about a labor shortage, notably in the technical pursuits.

(4) Voluntary censorship will be reinstated, and radio and TV operations will be off limit to the public, with man-in-the-street and other unrehearsed audience participation out.

We do not say these dire things will happen. We do say that any and all of them can happen. A single overt act, which could touch off total war, would bring the whole gamut of them, and possibly others stemming from the kind of warfare that could be waged.

Accent will be on civilian defense. A home force of 10 million may be recruited under Stuart Symington's National Security Resources Board. Radio and TV will have leading roles on the home front.

World War II lies green on the memories of all except the great unshaven who took to the radio-TV war. After V-J day, radio emerged from that grim conflict without a single unintended. Before the Pearl Harbor attack, there were less than 900 licensed AM, FM and TV stations. At the time of the Korean invasion, there were 2,238 licensed stations on the air. The problem of voluntary controls, therefore, would be enhanced threefold.

At the outset of World War II there was strong sentiment within the military to command all radio under military auspices. Saner heads prevailed.

Because of radio's exemplary service as the fourth arm in World War II, the radio-TV blueprints for M-day do not envisage military controls. Under the Communications Act, the President, in a national emergency, can take over all communications.

Radio, and its partner, TV, must be on the qui vive. They must exercise extreme vigilance, wisdom and caution. They must watch particularly the Red menace—infiltration of their fields by sympathizers or cardholders.

War may not come. We hope and pray it does not. But our every radio thought must be on a war-footing.

Life's HCL

LIFE has whipped up a little party of its own. It has announced a 4% rate increase effective in April 1951. A year ago, it startled the advertising world by announcing a 3% cut.

This increase is not based on circulation, which will continue at a 5,200,000 guarantee. It is based on increased operating overhead.

This presents an interesting picture. It introduces an entirely new method of establishing rates. It is not cost per impression, but a reasonable operating return.

It should be remembered that Life, for two years in a row, had gross advertising billings larger than those of any single entity. In 1949 it boasted $12 million more than NBC. Keep in mind that Life, a 100-page book published weekly, grossed more than all of the nationwide networks delivering 18 hours of programming, seven days a week to most of the 42 million radio homes.

We posed the question earlier this year, when the figures became available, why any nationwide network should be led by anyone at all in gross revenue. Our conclusion was, not that Life is necessarily over-priced, but that radio is sold at bargain-basement rates. Life's 4% increase is further proof of this.

It torpedoed the argument that radio's rates should be readjusted downward because of the emergence of TV. Statistics show radio receiver sales up. That means increased circulation. Trigger-happy broadcasters who cut rates probably are putting away their cap-pistols.

What applies to the national magazines affects equally the daily newspapers. Newspapers have been consolidating or folding because of operating overheads that exceeded revenue. It is a condition to be deplored, and over which none in radio will gloat.

By any comparison, radio has delivered more for the advertising dollar than any other medium. Introduction of the "overhead" ingredient in magazine and newspaper rate-making underscores and amplifies radio's story.

The story is irrefutable: Radio is the world's best advertising buy.

Lighting the Fusion Fuse

WHEN WE project the idea for an overall organization to handle the perforce of the radio-TV arts in all their ramifications a fortnight ago, we had no notion that we were offering a new thought. At least a half dozen important personalities during years past have projected variations of the same plan. The time wasn't propitious, and may not be now.

The temper and tone of most of the responses to our proposal are thought-provoking and even encouraging. There were suggestions, for example, that periodic conferences of broadcasters, telecasters, manufacturers, and other representatives of the radio-TV arts, be held. Another thought was that, rather than a "Congress," there be a "Radio & Television Council." There were those who felt the plan premature and unworkable. On the other hand, it was pointed out that years ago the newspapers, magazines, agricultural papers, advertisers and agencies got together to create the Audit Bureau of Circulations. A more recent example cited was the unification of the Armed Forces combining the traditionally rivaling Army, Navy and Air Forces in one department, with the resources of all available for the attack.

The fusion plan is revolutionary. Otherwise, it might not evoke a murmur of interest.

We know of no one yet prepared to hit the radio-TV hushings on it as yet. But we feel that day will come.

Static & Snow

By AWFREY QUINCY

A Boston banker tells a Minneapolis convention that television will reduce eating out. At home, television reduces chewing the fat.

Suggested sign for television remote booths: "If YOU are contemplating suicide, please do not discuss the matter with announcers and producers. At AAB-TV, the customer is always right. Too many might join you. We get a show to do."

The lead editorial in the June 26 BROADCASTING dealt ably with a vital issue but managed to end on a waggish note, "fusion or confusion." As a follow-up we offer:

merge or submerge combine or combat integrate or inter.

Once Homer wrote his blooming lyric Once pipes of Pan thrilled out their tool Once Nero fiddled at Rome's fire Once Cleopatra plucked her lute.

The drummers and the trumpeters The harpists and the sifres too Once stirred the soul or charmed the heart To charge a foe or pitch some woo. But tenal deeds down through the years Add up to nothing but a fluke Until you've cupped and bent both ears As Arthur Godfrey strums his uke.

Richard Clarence Francis

ROUNDING out a quarter century of service, Richard Clarence Francis, vice president and manager of Pacific Coast operation of Campbell-Ewald Co., was among those honored by that firm when executives gathered around the banquet table in Detroit recently (May 20).

But since those days when he first joined the agency on July 9, 1925, his experience has covered a variety of assignments and for practically every type of account, fitting him well for the post he holds today.

No pompous executive is Mr. Francis. Should you walk into his Los Angeles office you are apt to find him handling most any kind of agency chore, from black-and-white layout to radio and TV commercial copy.

Mr. Francis aims to keep the agency client happy and succeeds in doing so. A hearst for work, he meets every issue squarely and

(Richard Clarence Francis)

(Continued on page 44)
WE RATE! WGAR leads in more rated periods than all other Cleveland stations combined! WGAR ratings are greater than the next closest station in 58 of 68 day quarter-hours, and greater in 54 of 75 night half-hours. WGAR has just won the annual Cleveland Press Local Radio Poll for the fourth consecutive year, winning 12 first place votes in 14 categories. IMPRESSIVE!

ACTIVATED! Shell Premium Gas and WGAR promotion! WGAR gets new listeners to Shell's daily newscasts through attractive full-color swivel-board posters in Shell stations. It's another promotional activity by WGAR... promotion with drive!

in Northern Ohio... WGAR
the SPOT for SPOT RADIO

Above: Mr. G. G. McKenzie, District Manager for Shell Oil, and a member of Cleveland Petroleum Club and City Club. Below: Mr. Sandy A. Flint, Division Manager of Shell Oil Company, Cleveland, and member of Cleveland Petroleum Club, Chamber of Commerce and Mid-Day Club. Shell Oil is a WGAR sponsor.

SUNDAY PUNCH... with smiles. For the first time in 15 years, WGAR has changed its Sunday morning programming and has time available for sponsorship. The Bob Smiley Show is featured in this new line-up. For added sales impact at low cost, consider this bright program of Sunday morning pop music. Ask about it.

RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM
WGAR... Cleveland... 50,000 watts... CBS... Represented Nationally by Edward Petry & Company
HERBERT WALTER HAASE, station manager WDRC Hartford, Conn., elected chairman New England Major Markets Group, comprised of WDRC Hartford, WTAG Worcester, WLAW Lawrence, WGGY Bangor, WGAN Portland, Me., and WPRO Providence, R.I.

PAUL E. FITZPATRICK, president and director WKBW Buffalo, resigns because of duties as state Democratic Chairman. No successor announced.

BILL GOODWIN, WXGI Richmond, Va., to sales staff WMAR-TV Baltimore, on bank, department store and brewery accounts.

HERBERT T. ANDERSON, vice president and general manager WTSP St. Petersburg, Fla., to WCLE Clearwater, Fla., as station manager.

ROBERT W. RESNICK, Shaw-Shon Adv., N.Y., and NICHOLAS RABIECKI Jr., to sales staff WAVZ New Haven, Conn.

HENRY S. WHITE, associate director CBS-TV programs, appointed business manager network programs CBS and CBS-TV, newly created post.

BILL HAMILTON, new to radio, joins sales staff CKCK Regina. Previously with Saskatchewan provincial government.

HOWARD C. (Bud) EVANS, local sales manager KPRC Houston, to commercial manager KXYZ same city. Was with WWOK Flint, Mich., and WLWT (TV) Cincinnati as sales executive.

EDWARD PETRY & Co. appointed national representative KPHO Phoenix, Ariz.

MERRILL INCH, general manager KWRN Reno, Nev., also appointed general manager Reno Evening Gazette and Nevada State Journal, owned by Reno Newspapers Inc., licensee of KWRN. LARRY SHEIDS, sales manager, becomes KWRN active manager.

Mr. Evans

WILLIAM J. WILLIAMSON, account executive Ralph H. Jones Co., Cincinnati, to WLWD (TV) Dayton as sales manager.

INDEPENDENT METROPOLITAN SALES appointed to represent WCLE Clearwater, Fla.

S. L. ADLER, salesman WCPO-TV Cincinnati, to sales staff WLWT (TV) there.

BOB LESLIE elected president Montreal and Toronto representative firms merged under name National Broadcast Sales, Toronto.

BIL MCKEMIE, Dallas manager Ross Federal Research Corp., and BOB FERRIER, Southern Methodist U., graduate, to WFAA Dallas sales staff. Mr. McKemie, formerly with WFAA in talent work, will handle AM accounts. Mr. Ferrier starts as assistant to ALEX C. KEENE, regional sales manager, will later concentrate on WFAA-TV sales.

MORTON A. BARRETT, buyer, CBS-TV purchasing department, to service manager WCBS-TV New York.

PERSONALS


FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
TOUCHDOWN TIPS has been sold by more than 800 local stations during 8 thrill-packed seasons.

Again in 1950... millions of football fans will tune in Sam Hayes' TOUCHDOWN TIPS for up-to-the-minute, factual gridiron information... just as they have for the past 8 years!

What is TOUCHDOWN TIPS? An action-packed, weekly quarter-hour of football dope, stories, predictions by ace sportscaster Sam Hayes.

How good are the show's PREDICTIONS? Uncanny! Record of accuracy over the years: picking trends, 93%... predicting winners, 82%... forecasting scores within one touchdown, 63%! Predictions are based on the All-American Gridiron Index, an amazing, precise system of analysis.

How wide is TOUCHDOWN TIPS coverage? 30 to 40 major college and pro games weekly. Sam Hayes records the show in Hollywood every Saturday. Recordings are rushed to station subscribers for broadcast before the following week's games.

Any "special" angles? You bet! A live tag: predictions for up to 6 schools in your area. Salute to a "Team of the Week" on every program. Two big bonus programs. One complete emergency program. An effective merchandising and promotion kit!

Yes! TOUCHDOWN TIPS is another big RCA Syndicated Program... designed to win and hold sponsors and listeners alike.

SAM HAYES has attained one of the highest ratings of any news commentator on the West Coast! TOUCHDOWN TIPS kicks off Sept. 15! So hurry! Wire, phone, or write for audition today!

An RCA Syndicated Program

Radio Corp. of America RCA Victor Division • 120 East 23 St., New York 10, N. Y. • Chicago • Hollywood

BROADCASTING • Telecasting

July 10, 1950 • Page 37
Continuous, as usual, are WWL's campaigns of 24-sheet posters, streetcar and bus dash signs, store displays, posters, stack signs and personal-assistance calls on the trade. WWL gives more of everything...to the listener...to the advertiser.
South’s Greatest Salesman
Uses New Ideas In Program-Promotion

WWL’s current newspaper campaign is far and away the biggest, most comprehensive listener campaign New Orleans has ever seen. A series of full pages in color—plus 2-column newspaper ads every day—all as packed with appeal as WWL is packed with CBS stars and local attractions.

WWL Leads in Hoopers
...Morning...Noon
...and Night

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience exceeds that of the next two stations combined.

Whatever you have to sell, hire
South’s Greatest Salesman

WWL
NEW ORLEANS

50,000 WATTS  CLEAR CHANNEL
CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY
ANN EVANS, promotion director, WPAY Portsmouth, Ohio, to WBNS and WELD (FM) Columbus, Ohio, as program promotion director.

GLEN B. WEBBER to announcing staff at KEW St. Louis from WIPZ Evansville, Ind. He was announcer and news editor there.

GEORGE WELLS, announcer WKNP and WKIL (FM) Kankakee, Ill., substituting for BILL BAILEY, vacationing announcer on National Barn Dance, WLS Chicago.

ROBERT SKRLEAU, CBS free lance writer, to WSDU New Orleans, as continuity writer. JACK (Clark) ALEXANDER, CBS and Air Features, to WSDU as staff announcer.

JOE McKINNEY, announcer KWWB Ft. Worth and KWHW Altus, Okla., to KUCU Ft. Worth, Tex., as staff announcer. BILL Wells, musician with Liberty Network, to KUCU on Bill Wells Show. JAMES PETTY, Negro disc jockey and vocalist, to KCUL's daily Swing Street.

RAY MATTINGLY, promotion director WTHI Terre Haute, Ind., to WBHM Chicago sales promotion staff.

DICK THOMAS, disc jockey WCCB Fort Worth and WCCQ Altus, Okla., to KUCL Ft. Worth, Tex., as disc announcer. BILL WELLS, musician with Liberty Network, to KUCL on Bill Wells Show.

CLAUDE TAYLOR and BOB KOLAGE, WJIP Jacksonville, Fla., to WCCB Norfolk, Va.

JOHN COLE to ABC Chicago continuity staff.

WILLIAM McNEILL, new to radio, to CBI Sydney, as announcer-operator.

ROBERT E. BEST, director WASH (FM) Washington, named traffic director Continental FM Network.

DICK BAYLOR named announcer WCSS Amsterdam, N. Y.

GEORGE LAWLOR and JACK WILKIE to CHAB Moose Jaw as announcers.

JOHNNY KARR, morning man WIDE Biddeford, Me., to WCRB Waltham, Mass.

JIM HARLING, m. R. Regrettably Yours and Spinning Wheel, WPFP Middletown, Ohio, appointed chief announcer. JACK KISTLER, continuity director for WPFP, named program director.

CHARLES KEATON, WOL Washington staff announcer and musical director, starts new series, Double in Love, 12:15-12:30 p.m., daily.

CAROLE WISCHMEIER named to head traffic department WCPO Cincinnati. BETTY GUSLER, chief music librarian WCKY same city, to similar post at WCPO.

TOMMY (Butterball) PAIGE, WSM Nashville, Great Ole Opry star, to Butterball Barn Dance, daily, 7:30-8 p.m., WBAI Baltimore.

RICHARD ALTON NOVAK, winner 24-week disc jockey contest on KXL Portland, Ore., as fulltime announcer and disc jockey.

RICHARD P. PETTY, announcer WITR Lebanon, Pa., and WPGF Freeport, Ohio, to WAZV New Haven, Conn., as announcer.

OTTO BREMERS to NBC Chicago advertising and promotion staff from Ruthrauff & Ryan, where he was radio writer.

HAROLD A. SAFFORD, program director WLS Chicago, appointed to programs committee for Illinois Farm Sports Festival at U. of Illinois Aug. 24 and 25.

JACK WALKLIN and LESTER LUTHER to production crew of KTXL (TV) Hollywood Fantastick Studios, as program, as dance director and vocal coach respectively.

DON SYCHOWSKI to NBC Chicago transcriptions from guide staff.

RILEY HILL, motion picture actor, named lead in ABC-TV Nashville of Gunfight Pass, replacing SMITH BALEW, withdrawn from role because of other commitments.

LARRY BERN, CBS Hollywood producer-director has returned to work following recuperation from injuries suffered in recent automobile accident.


BILL QUINN, WBT (TV) Charlotte, N. C., production staff, and Emma Reese have announced their marriage.

MORT DANK, program manager KEYL (TV) San Antonio, made honorary special deputy sheriff of Bexar County, Tex.

JUNE HELMSTADTER, continuity director WING Dayton, Ohio, elected secretary of Dayton Ad Club. MRS. RUTH R. KROUSE, merchandising consultant at WING, elected to board of directors of DAC.

CODY PFANSTIEL, director press information WTOP Washington, appointed chairman publicity committee Ad Club of Washington.

ZACK BETTIS, continuity writer WFAA Dallas, father of boy.

ANNOUNCEMENT. JANUARY 1, 1960.

CONNIE MONAHAN joins WIDE Biddeford, Me., as sports editor replacing MERRILL SMITH, resigned.

JOHN SCHMIDT, production assistant, to news staff WMAR-TV Baltimore.

LOWELL THOMAS, CBS commentator, voted "favorite national newscaster" in poll of 34th Annual Convention of Canadian and United States Delta Gamma Women's Fraternity at Banff, Canada.

BOB SHEPPARD, graduate Pasadena Institute of Radio, Pasadena, to KOLO Reno to handle news and sports.

JEAN PAUL KING, freelance newsmen and announcer, starts 7:30 a.m. daily newscast over KALL Salt Lake City and 27-station Intermountain Network.

RALPH WIDMAN, sports and special events director WFAA Dallas, father of boy.

John S. Fredericks

FUNERAL services for John Stevens Fredericks, 58, part owner of CBS Sunnyside Radio & Television Center, Bldg., and sometime co-owner and manager of 6000 Sunset Recording Studios, Hollywood, were held last Wednesday in Church of the Recessional at Forest Lawn Memorial Park, Glendale, Calif. Mr. Fredericks died June 30 in St. John's Hospital, Santa Monica, Calif., from a brain tumor following an operation three weeks prior. Before becoming associated with the recording studio, Mr. Fredericks was chief engineer KTVF Anchorage. Besides his widow, Mrs. Mable G. Fredericks, surviving is a half-sister, Mrs. Julie McCluskey.
FROM NOW ON, WWJ-TV's advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is guaranteed to advertisers for one full year!
A PROGRAM which its originators boast is all advertising is making good in the Pacific Northwest—good business.

The show is Swap 'n Shop, heard nightly since Nov. 7, 1949, on KIRO Seattle, and recently launched on a morning schedule as well. Practically everything from a juke box to a Hudson Terraplane, from an apartment to a 200-acre ranch, has been bought or sold via this want-ad-column-of-the-air.

A man was wanted to play Santa Claus—he was found through one announcement. A man wanted a job as night watchman—he was hired two minutes after the ad went on the air. Two men offered to thaw cold water pipes—they received 50 calls as a result of two announcements.

Designed as a vehicle for what the station tabs "listener ads," the program has been so successful that established retailers and service organizations in the area are beginning to use it. So many ads have come in, solicited only on the program itself and in promotion spots during the day, that the original 16-minute program is now billed "10:15 p.m. to conclusion" (at least 30 minutes Monday through Saturday), and the overflow is being accommodated in the 8 a.m. slot Monday through Friday every week.

The idea originated with Saul Haas, president of KIRO, but virtually the entire staff has had a hand in developing the show. With rates set at $2 for a 50-word announcement and $5 for 75 words, the merchandising vehicle is open to all comers, subject only to the limitations imposed by law and good taste. At least half the ads, for some reason, offer or seek real estate, and in most cases the property is offered for sale by the owner himself. Only the "lonely hearts" appeal is taboo.

The items offered are read by alternating voices, with a bell marking the end of each item. In every case, the address or phone number is repeated, and several times during the program there is a quick summary, with a one-phrase description of the item, followed by another repetition of the address.

The program is staff-written on the basis of descriptions written or phoned in by the advertisers, but the announcers are encouraged to add lib as the spirit moves them. The result is a lively, informal show, while accuracy is safeguarded by the factual descriptions typed on cards.

The "bargain hunters' rendezvous" has required the development of new writing and voicing techniques, according to Warren McCoy, KIRO continuity chief. He believes that radio gives a want ad something special, because the voice can make an item come alive and seem truly desirable.

In Providence too, it's the BIG
Independent

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

* American Research Bureau.

In the Nation's Capital: Your Best Buy is

Henry E. Ringgold, vice president and director of western sales for the Edward Petry Co., maintains that his greatest sales effort involved not the selling of a product but of an idea. The idea was the use by national advertisers of the new medium—radio—in the new way—spot.

The Petry Co. was the first exclusive station representative firm in the industry, and Mr. Ringgold was one of the first salesmen for the Petry Co., joining the company 11 months after it opened its doors on Jan. 1, 1933.

Prior to the emergence of the radio station representative, spot radio was plagued by a chaotic brokerage system in which firms not wishing to sell specifically took over. Noting the limitations, and with multiple standards, would negotiate deals between agency and station at whatever rates the mud-

strictly business

Mr. Ringgold

"One of the Nation's Leading Independents"

1110 on the dial in Providence, R.I.
Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.
Respects
(Continued from page 54)
tackles the job on hand. His alertness and creative ability is never better than when working under extreme pressure, associates declare. He has been continuously as a member of the agency's national radio and television board.

Besides being responsible for Chevrolet Motors Division and other General Motors products West Coast advertising, he directs other accounts serviced by the Los Angeles office. These include various Chevrolet dealer groups, Du Mont Television, Quality Television Inc., Hertz Drive-Your-Self System, Burroughs Adding Machine Co., as well as others.

In addition to radio, the various Chevrolet dealer groups are users of West Coast video time. Mr. Francis admits being a busy man because he personally keeps his fingers on the pulse of activity. Besides Chevrolet Dealers of Southern California Monday night 3 1/2 hour film session on KCEA-TV Los Angeles, a consistent newscast schedule is maintained on various radio stations in that city.

San Diego Country Chevrolet Dealers' account is also administered by Mr. Francis' office, with a twice-weekly film schedule on KFMB-TV as well as newscasts on radio stations in that city.

Born in Oklahoma

Born on the blistering hot afternoon of Aug. 7, 1904, in McAlester, Okla., then an Indian Territory, Mr. Francis received his public and high school education in that community.

Interest in advertising and selling came early to young Mr. Francis. First experience was gained when working as a clerk in the McAlester general store after school and during summer vacation. Besides selling to the trade, he helped with the store's advertising, writing handbills and window signs for special sales.

But Mr. Francis will tell you that his most interesting and exciting job was news "butcher" aboard the local train running between McAlester and Wilburton, 40 miles away. He was about 15 then.

With high school over, he was determined to make advertising and selling his life work. He enrolled in the U. of Chicago School of Commerce and Business Administration in September 1920. He majored in advertising and economics.

Although working his way through college with a variety of jobs, that and study didn't consume all his time. Mr. Francis managed to be active in the college dramatic club. He played major roles in many productions staged during his three years at the U. He was a member of the Blackfriars, college dramatic society, too. Fraternity was Sigma Alpha Epsilon.

Joins Hamilton Brown Shoe Co.

Mr. Francis left college in 1923 to become assistant advertising manager of Hamilton Brown Shoe Co. in St. Louis, Mo. Before the year was out, he was advertising manager.

In August 1924 he joined Henri, Hurst & McDonald Inc., Chicago, as assistant account executive. Shortly afterwards he met Mar- garet Campbell, employed in the agency's billing department. She became Mrs. Francis on Oct. 1, 1925.

The enterprising young man didn't sit still. During the next 12 months Mr. Francis made a name for himself among Chicago agency men. They recognized his creative ability and admired the way he carried out.

Result was an invitation to join Campbell-Ewald Co. in Detroit as production manager, and he did just that on July 9, 1925. A year later he was back in Chicago as assistant to the agency's manager in that city.

During the next decade, from 1925 to 1936, he served in prac- tically all capacities, both creative and contact, in the firm's Chicago office.

When an account executive was needed in Los Angeles in spring of 1936, Mr. Francis was chosen for the assignment. He packed bag and baggage and headed west. He was called upon to do considerable creative work in addition to account executive duties. Time was devoted primarily to U. S. Rubber Co. and Chevrolet accounts.

During the next 11 years, West Coast accounts of the Campbell-Ewald Co. continued to expand and in February 1947 he was made a vice president and manager of all Pacific Coast operations.

Mr. Francis, with his wife and 11-year-old daughter Ellen, make their home in suburban Pacific Palisades, a rolling hills residential section overlooking the Pacific Ocean. His older daughter, Melody, is married to Chevrolet salesman Britt Johnson. They live in the suburban area of Santa Barbara, Calif. Mr. Francis also includes a two-months-old grandson, Britt Jr., as a very important member of his family.

Although Mr. Francis claims he hasn't little time for club, life memberships are maintained in the Jonathan Club and Beverly Hills Club. A member of Los Angeles Chamber of Commerce and Los Angeles Ad Club, he currently is serving on the AAAA Ad Club relations committee. He makes it a point also to give of his time to the Manual Arts and Community Chest campaigns.

A Writer of Verse

For many years he has been working both poetry and light verse. His work has appeared in many national magazines and newspapers. Readers in "Erwin's Bulletin" and Ted Cook's syndicated "Coo-Coo's Nest," remember many of Mr. Francis' iambic pentameters. He is currently working on a collection of verse to be titled "Rhyme Doesn't Pay." Secret ambition is to write lyrics for a musical show.

HARRIS APPOINTED

Is WOR Program Manager

APPOINTMENT of Blaney Harris as program manager for WOR New York (CLOSED CIRCUIT, July 8) was announced last week by Julius F. Seebach Jr., vice president in charge of programs.

Mr. Harris will be directly in charge of creative programming and supervision of programming structure, Mr. Seebach said. The appointment becomes effective July 17, 1950.

Well-known in the radio and TV industry in New York and Hollywood, Mr. Harris has been associated with Doherty, Clifford & Shenfield, New York, since 1944. Most recently he was supervisor of radio and TV programs there. Previously, he was assistant to the radio director of Pedlar & Ryan, New York.

KIRBY RETURNS

Heads New Pentagon Unit

Col. Edward M. Kirby, former NAB public relations director and wartime chief of radio at the Pentagon, was recalled to active duty today (July 10) in the office of Maj. Gen. F. L. Parks, chief of information of the Military Establishment.

The call, which preceded the outbreak of the Korean conflict, has to do with creation of a new unit of military public relations wherein reservists in all media will be indoctrinated to establish a pool of trained personnel who would be available for immediate assignment. Col. Kirby will head this unit in the Washington area, regarded as a "pilot" operation.

Gen. Parks, in recalling Col. Kirby, said he would serve as commanding officer of the newest organization in his office. He said he had high hopes that this training unit would fill a long-felt need and provide a better means for exchanging ideas between his office and those in the Washington area whose interests lie in that direction.

Col. Kirby returned to inactive status in November 1945 following termination of World War II hostilities. He was recalled for a temporary tour in 1947 to initiate a study for emergency communications. In 1945 he won a Peabody Radio Award for "Yankee ingenuity" on a global scale.

Fire Prevention

THE ADVERTISING COUNCIL will launch a home fire prevention campaign in connection with the National Fire Protection Assn. Erwin, Wasey & Co., New York, is volunteer advertising agency for the campaign, and D. W. Stewart, advertising division manager of the Texas Co., will serve as volunteer coordinator.

1930—1950

20th Anniversary Year

46.0

"HOOPER"**

* (average 6 periods winter, 1950)
proves the best buy in DANVILLE, VA.

Rep: HOLLINGER

3kw (d) A BC 1kw (n)
To the PRESS and RADIO:

Subject: IMPROVING THE RAILROADS

Another milestone in the railroads' never-ending search for improved methods was reached recently when a new million-dollar research laboratory built by the Association of American Railroads was opened on the campus of the Illinois Institute of Technology in Chicago. This laboratory is the nerve center for research in the railroad industry. Here will be the headquarters for engineering, mechanical and shipping container research, as well as facilities for testing many other kinds of railroad equipment.

This laboratory is just another example of how the railroads have carried on continuous research in every part of the railroad plant and equipment and in every phase of railroad operation since the very beginning of railroads in America.

The net result we see all about us, in a railroad plant and railroad methods which are producing more and better service than the pioneers could possibly have dreamed of.

But it is as true today as it ever was that the railroads are a product of research, and for this reason the kind of research which has given us the finest rail transportation system in the world is being carried on in more directions and with greater intensity than ever before.

This research is being carried on by the railroads themselves, by the Association of American Railroads and by the manufacturers who supply the railroad industry. It is going forward in university laboratories, in technological institutions and in railroad plants. It is also being conducted by railroad workers in offices and shops and out along the right-of-way where day-by-day operations are the real proving ground for technological advances.

This broad program of research on the railroads is another assurance that we in America will have even safer, more dependable, more efficient and more economical rail transportation service in the years ahead.

Sincerely yours,

William T. Faricy
World Network
(Continued from page 16)
lic Law 402 (Smith-Mundt).
Secretary Acheson told the subcommittee Wednesday that "we have all the authority we need" to put the President's plan into effect save for "additional appropriations and personnel," which he indicated would be presented shortly.

Sen. Benton, co-sponsor of the resolution along with 12 Senate colleagues [BROADCASTING, March 27], urges a worldwide radio network capable of "laying a signal into every receiver in the world"; creation of a non-government agency to coordinate resources and overseas contracts in furtherance of the overall information program, and acceleration of work done by UNESCO in cooperation with the State Dept.

Subcommittee members who attended last week's hearings were Sens. Brien McMahon (D-Conn.), H. Alexander Smith (R-N.J.), Henry Cabot Lodge (R-Mass.), in addition to Sen. Thomas. Other Senators sitting in were Sen. Millard Tydings (D-Md.), as well as Sens. Benton, Mundt, Flanders and Hendrickson.

Gen. Sarnoff estimated cost of erecting a worldwide network system at about $200 million—"no more than the price of two modern battleships"—and placed operating cost at roughly $50 million annually.

He pointed out that the larger U.S. networks spend about $60 million each annually, covering programming and cost of facilities, to reach portions of the U.S. and said his guess on costs for operation of a worldwide network were based on estimates of NBC's chief engineer.

Construction costs for the expanded Voice would be written off in about five years "in view of rapid technical development in the engineering arts," he added.

Even if there were no Soviet crisis, Gen. Sarnoff said under cross-examination, he would favor expansion of our international broadcasting to sell America to the world as the largest, most prosperous and most productive nation. This would advertise our commerce, help employment and boost business generally.

Radio Termed Best
"Radio broadcasting is the most economical and effective way" to carry that message, he remarked.

With respect to television, Gen. Sarnoff noted:
We should also take into account the promising possibilities of international television. It is not too early to give serious consideration to ways and means for adding sight to sound, in our efforts to reflect democracy to those abroad who seek freedom from oppression. "The Voice and Vision of America's" can be a powerful aid in achieving these goals.

I suggest that all existing information pertaining to international broadcasting and television be coordinated and crystallized in the preparation of an over-all comprehensive and definitive plan. For this purpose, I recommend the establishment of a commission, to study the subject in all its aspects. It should be able, in 60 days, to prepare such a comprehensive plan, including specific estimates of costs, and to transmit its findings to the President of the United States and to the Congress.

Gen. Sarnoff told the subcommittee there were now no facilities to "bridge the oceans" or set up relay stations and that while "TV holds a promise of development, sound broadcasting is a vital fact."

He advised Sen. Benton and other members that he has submitted a plan for "development and establishment of a radio bridge" designed for various purposes.

Strictly Business
(Continued from page 48)
ple of an organization devoted exclusively to station representation with escalating success and for the greater portion of that time, Mr. Ringgold has been one of the firm's most successful salesmen.

Previous to his work in radio, Mr. Ringgold served with the Brunswick Balke Collender Co. as head of the dealer's advertising service for the radio-nondeal division. In 1930 Brunswick (then owned by Warner Bros.) moved him to New York City to take charge of record merchandising.

In the fall of 1933, convinced that the major portion of radio's past lay in the future, Mr. Ringgold joined the Edward Petry Co., and his work with it has since included sales-service, promotion, advertising and selling radio time and programs on the approximately 30 stations and the regional networks they represent.

Known to his colleagues as "Hanque," Mr. Ringgold traces the spelling of his nickname back to a first year French class at Northwestern U.

Mr. Ringgold is married to the former Maureen Jeffries. They have one son, Peter, 14 years old. The family lives in Scarsdale, N.Y.

He is a member of the Whippoorwill Golf Club, Shen洛克 Shore Club, Town Club, Radio Executives Club and Phi Delta Theta.

Page 46 • July 10, 1950
OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

The considered judgment of the entire industry is a safe guide. It will pay you, too, to specify Andrew Transmission Lines and Fittings for your station.

LEADERSHIP IN SERVICE TOO!
ONLY ANDREW OFFERS YOU COMPLETE INSTALLATION SERVICE INCLUDING ENGINEERING PROOF OF PERFORMANCE. Work is done by factory engineers, placing complete responsibility upon ANDREW.
World Network
(Continued from page 66)
who supervises Voice operation.
He had previously proposed, he pointed out, establishment of the principle of “freedom to listen” and creation of an independent international broadcasting system to be known as “The Voice of UN.” Plan was abandoned, he said, for lack of UN funds after lengthy study and consideration. Later he expanded his plan to include “The Voice of America, Freedom to Listen and to Look.”

With respect to relative effectiveness of the Voice and systems of other countries, Gen. Sarnoff said Russia transmits 932 program hours per week and the U. S., 192. “It is tragic that the U. S. is so far behind Russia,” he noted.

He urged that the U. S. place medium and shortwave stations in Greece, Arabia, Iran, India, Pakistan, the Philippines, Japan and possibly Okinawa, as well as shortwave, high power stations in Alaska “to beam into Siberia.” America lacks stations at strategic points, he said.

Simultaneous broadcasting on many frequencies is the “best method today” to combat Russian jamming, he testified, but this alone “would not solve the problem.”

“Our immediate objective should be to ring the Iron Curtain countries with radio broadcasting,” he stated. “To do this, strategic sites must be obtained on American and other free territory upon which shortwave and mediumwave broadcasting stations can be installed and operated.”

I would propose that we build stations wherever there is a free democratic government that will permit us to do so, and that each of these stations be equipped with several high power, shortwave and mediumwave transmitters, and a proper selection of frequencies.

Further, I would suggest that the major portion of program material be originated in the United States. These programs should be transmitted to the proposed stations on foreign soil, where modern receiving facilities can be provided to enable these stations to receive despite jamming. The additional coverage we might gain through shortwave receivers tuned directly to our United States originating stations, would be so much to the good. This program service could be further supplemented by transcriptions from the United States.

The most practical extension of our service to the listening public in foreign lands, would be through high power stations operated by the United States in those countries. This we can do today in Germany, Tangiers, Japan, and the Philippines.

The State Dept. should be granted the necessary funds and authority to erect additional stations in territories now under our control, and to add stations wherever they can reach high concentrations of population. Also, the department should be authorized to negotiate for transmitter sites with nations whose territories fringe upon the Iron Curtain satellites.

Such a comprehensive world-wide plan would permit the Voice of America not only to render more reliable service, but would also increase the number of hours and the number of languages and dialects which could be covered. We should not only match, but surpass the Russian broadcasting service in the international field.

Gen. Sarnoff also suggested that the State Dept. might consider the possibility of purchasing time for programs of the Voice of America on local stations in foreign countries, particularly those receiving U. S. economic and military aid.

Summarizing, Gen. Sarnoff thought “we must do everything in our power along scientific and technical lines” and convey to Russia our peace policy to effectively prevent another World War.

Hits Russia
At the present time, he asserted, “Russia is not for peace—not for war—but just for chaos.” Noting the distinction between the Russian government and people, he stressed, “a message is good only if somebody listens to it” and there must be adequate facilities to beam that message.

Gen. Sarnoff expressed little hope the Soviet government would ever vote for any UN resolution guaranteeing “freedom to listen.”

Kickoff witness before the Thomas subcommittee was Sen. Benton, who urged: (1) “constant pressure” through the UN and available diplomatic channels for freedom of radio, television, press; (2) five-fold expansion of the Voice of America.
way in which we can boot Soviet propaganda where it deserves to be booted. We've got to do it now.

Sen. Benton was backed strongly by Sen. Mundt, who urges creation of a Hoover-type commission to study radio, television and other activities overseas. A key factor in his proposal is establishment of a global TV network—"a Vision of America"—with provision for a network of key video stations operating as part of a radio relay system. [TELECASTING, June 19, 12]. Sen. Mundt believes TV networks (stations and relays) could be set up in certain countries for about $4,000,000 each.

He favored "immediate passage" of the Benton proposal and his own measure ($3780) as "companion pieces." The Commission, he explained, would report its recommendations by Feb. 1, 1951.

Eisenhower Plan

"What we need in this area of activity today," he stated, "is a general headquarters staff (such as suggested by Gen. Eisenhower) equipped with authority and the necessary tools to carry the ideological war to our adversaries."

The TV proposal, he felt, likewise could be put under the public law governing the Voice of America.

In his prepared statement, Secretary Acheson said President Truman had directed him "to plan a strengthened and more effective national effort to use the great power of truth in working for peace." Accordingly, he said, the State Dept. has submitted to the President a plan for a stronger and broader information program designed to carry out a "great campaign of truth."

The plan currently is being studied by the President, he told the subcommittee, and is "dedicated to the achievement of the principles and purposes" set forth in the Benton resolution.

He declared "it is essential to the success of our foreign policy" that America "has an effective information program based on the truth."

Gen. Marshall felt it "very important" that the U. S. meet the Soviet objective for "conquest of minds" by instituting a program similar to that proposed by Sen. Benton.

"This program seems most appropriate," he told the Senate Foreign Relations subcommittee, "it is urgently necessary that something more dynamic be done than heretofore."

In reply to questioning by Sen. Benton, he said that the State Dept. would better serve in an advisory capacity and that it would be a "good thing" if the overall information program were taken out of the department, but subject to its policy jurisdiction.

Agrees With Benton

Gen. Eisenhower asserted he is "in complete and absolute accord—emphatically so"—with the Benton resolution and urged that America "use the 'truth' of 'voice bombardment'" to bolster morale of our allies throughout the world. He thought an overall information headquarters group, comprising the OWI and OSS of World War II, might be "advisable."

Mr. Dulles, Republican advisor to the Secretary of State, told the group that full-scale war "may depend on the relative effectiveness of Communist and American propaganda and information." He felt the Benton resolution has "useful long-range provisions," and added: "We must explore other methods of radio to reach behind the Iron Curtain to counteract Russian jamming."

NARND Awards

TWO awards for outstanding presentation of radio and television news will be made by the National Assn. of Radio News Directors at its November convention. Regulations for the competition are being drawn up by a committee headed by Ted Koop, director of CBS Washington news and public affairs. One award will be for outstanding presentation of radio news throughout the period from Sept. 1, 1949, to Sept. 1, 1950. The other will be for outstanding presentation of TV news throughout the same period.

---

**bigger by far than 10 years ago!**

...Almost 3½ times more retail sales dollars—$1,246,420,000 last year! (And lots more people, too!)*

**try WBT for size!**

JEFFERSON STANDARD BROADCASTING COMPANY - 50,000 WATTS

CHARLOTTE, N. C. - REPRESENTED BY RADIO SALES
Summer Sales Steady
(Continued from page 15)
feature tabulation, CBS this July will broadcast weekly a total of 63 hours, 15 minutes of sponsored programs, up five and a quarter hours from the 48-hour total for July 1949. Mutual for this July reports 28 hours and 55 minutes of commercial network time weekly, up four hours and five minutes from the 24 hours, 50 minutes, reported for July 1948.

ABC and NBC are down slightly in commercial hours this summer as compared with last. ABC reports a weekly total of 33 hours, 55 minutes of sponsored time this July, five hours and a quarter below the ABC July 1949 figure of 39 hours, ten minutes. NBC commercial time totals are 63 hours, 15 minutes for July 1950, three and three-quarters hours below the July 1949 total of 57 hours.

CBS is the only network to show a gain in evening sponsored time this July over last; 15 hours, 46 minutes, compared to 13 hours, 15 minutes. The two and a half-hour increase all but matches the increased time purchases of William Wrigley Jr. Co., which this summer is sponsoring six evening half-hours on CBS, contrasted to a single weekly half-hour last year at the time. Colgate-Palmolive-Peet. Co. could single-handedly account for all but 16 minutes of the CBS daytime increase of two and three-quarters hours by its sponsored time of the afternoon half-hour Strike It Rich, five days a week.

NBC this summer, General Mills corresponds to Wrigley on CBS by sponsoring a summer series of half-hour evening programs daily except Sunday, and in the daytime field, Campbell Soup has added two and a half hours to its NBC time purchases by doubling its Double Or Nothing broadcasts from one to two a day.

NBC’s major events, overlapped as compared with July 1949 were three half-hour programs sponsored by Colgate-Palmolive-Peet Co., two half-hour shows sponsored by Philip Morris and five quarter-hours sponsored by Liggett & Myers. This last item was offset by Miles Labs promptly packing up the L&M time. In the daytime on NBC, General Mills has dropped two daytime series and Procter & Gamble one such program in comparison with last July.

Mutual’s Additions
Mutual’s chief daytime additions this month as compared with July 1949 are the Miles Labs sponsorship of Ladies Fair in addition to its continuing Queen for a Day, and the Lanny Ross quarter-hours across the board for Gulf Oil. This network’s nighttime changes reflect normal advertising schedules, adjustments, with the five-a-week 15-minute newscasts sponsored by the American Federation of Labor the outstanding new business item of the year.

ABC’s schedule also reflects the flow and ebb of advertising activity during the shifts to other networks such as the American Assn. of Railroads to NBC and American Oil Co. to CBS. ABC daytime schedule shows the total amount of sponsored time this July about on a par with the figure of a year ago.

The overall picture shows commercial network hours this July holding their own and gaining slightly ahead of the total for July of last year, but this does not necessarily reflect equality of advertising expenditures for network time. Revenue is based on the number of stations purchased by advertisers for their network programs and those stations’ rates as well as the amount of time, and in this analysis only the time figures were considered. There is no indication, however, that when the dollar calculations have been completed, the network total for this July will vary radically from that for July 1949.

Haiti Plan Eyed
(Continued from page 19)
to sale of bonds.
A pamphlet circulated in Houston (see attached facsimile of pledge blank) carries a cover illustration showing a complex antenna array titled “largest radio station in the world, broadcasting the gospel to every land 24 hours a day.”

Other illustrations show an antenna tower and view of a transmitter room. Two pages of the pamphlet are devoted to illustrations and descriptions of receivers. One is called "The Community Missionary," designed as a listening post for group worship. An other receiver, of the crystal type, is called "The Midget Missionary" and comprises a head set and small box requiring no battery. This receiver "carries the Word" far into jungles and uncivilized areas, it is explained.

Going into the details of the project, the pamphlet continues:
For nearly two years the executives of World Radio Corp. worked in the Caribbean area negotiating to obtain a license to erect our proposed radio stations. In November 1949, the Government of the Republic of Haiti approved our commitments and issued us a very wonderful license for a period of 25 years, and an option in perpetuity. This permits us to construct and operate a group of the world’s largest radio stations.

The Republic of Haiti presents one of the greatest challenges to world missions in church history from the days of Paul the Apostle to this very present time.

The President, his Excellency, Duval Pierremont of the Republic of Haiti, has most graciously accepted the commitment of World Radio Corp. as presented by its President, Mr. S. E. Ramseyer, for the establishment of four radio stations within the republic.

A 1,000,000 watt long-wave station to be constructed at Port-du-Paix will beam programs to cover all of the United States and Canada east of the Rocky Mountains.

The stars of today and tomorrow are Hours for more Sales
...with the new era in Thesaurus
"The Tex Beneke Show"

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists!
You get comprehensive programming, promotion, publicity...a steady flow of current times and material...network-quality production. Wire or write today for full details!
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Mock Surveys Impact By Income Brackets  Page 3

Teletype: KFMB-TV  Page 6

Latest Set Count By Markets  Page 8

ON "WNBW"

ONE MINUTE

AVAILABILITIES

"THE RANSOM SHERMAN SHOW"

That unpredictable Ransom Sherman ... Comedy - Songs - Plus the Art Van Damme quintette for your daily enjoyment.

7:00-7:30 Monday through Friday

RATE: $75.00

"WARNER'S CORNER"

For late evening enjoyment with "Washington's first lady of TV," songstress Jeanne Warner, and guests.

Mon.-Wed.-Thurs.-Fri.—10:30 to 11 PM

RATE: $56.00

"FOOTLIGHT THEATRE"

An hour's stay with Mystery, comedy, romance and adventure feature films. "Footlight Theatre" entitles each advertiser to "3 for 1"—one full 60-second commercial, plus open and close oral and visual identification.

Mon. thru Sat. 6 to 7 PM

RATE: $75.00

"NBC CINEMA PLAYHOUSE"

A brand new series of feature films ... top-flight shows with top stars, including "Captain Caution," "The Frenchman," "Nicholas Nickelby." It's the CINEMA PLAYHOUSE.

Each Tuesday 8:00-9:00 PM

RATE: $75.00

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Mon. thru Sat. 6 to 7 PM

RATE: $75.00

"NBC CINEMA PLAYHOUSE"

A brand new series of feature films ... top-flight shows with top stars, including "Captain Caution," "The Frenchman," "Nicholas Nickelby." It's the CINEMA PLAYHOUSE.

Each Tuesday 8:00-9:00 PM

RATE: $75.00
Dr. Baker Analyzes Television’s Future

"The '61 Market"

By Dr. W. R. G. Baker
V. P. AND GEN. MGR., ELECTRONICS DEPT., GENERAL ELECTRIC CO.

FORECASTING the future of television has become such a popular sport recently that an entire new group of experts has arisen. As usual with any group of experts, their answers would range from "the sky’s the limit", to "run for your lives, the bubble has burst."

Granting that there are a number of variables and a few "ifs" in the picture, I believe it is possible to throw away the blue-sky guesses, and base a projected market analysis on a few hard facts and somewhat constant trends. Using as factors, cost of equipment, station operating costs, advertising revenue and population, and assuming the freeze is lifted before the end of the year, the future looks like this:

More than 400 new TV stations will go on the air before the end of 1955, as a cost for television transmitting equipment, of $75.5 million.

An additional 143 new stations will be added between 1955 and 1960. Of the 666 stations in operation by 1961, 514 will be UHF.

By the end of 1960, 75% of the families in the United States will be within range of at least one TV station.

Television broadcasting and programming will be a billion dollar a year business by the end of 1955. This does not include the $7.5 billion that will be spent, at the retail level, for new television receivers during the five-year period.

Eighty-three percent of the buying power of the nation will have TV coverage by 1956.

In tabular form, the analysis follows:

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Estimated Growth of TV Transmitting Facilities Over 10-Year Period Ending Jan. 1, 1961

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183 268 106 253 304

(Continued on Telecasting p. 12)
TELEVISION impacts more to low-income families than those with high incomes. IC, and 'everything possible' should be done to bring these benefits within reach of the wage earner's family, according to a pilot study of the television home conducted for John Meck Industries, Plymouth, Ind.

With high-income families having more sources of entertainment, information, and education, low-income families more dependent on TV's benefits, according to John S. Meck, head of the company, "there seems to be justification for the conclusion that decisions of the government, the television industry, broadcasters and sponsors must be based on this fact."

Mr. Meck declared this pilot study "is but a start toward a clear understanding of the subject. Television is certain to be an increasingly important influence on our way of life, and should be studied carefully as it develops."

The study was conducted by Davies, Koehnlein & Keating, Chicago market survey organization. The low-income group included TV families with incomes of $40 a week or less, or more than one wage-earner in the low-income group. The high-income group included TV families with $100 or more per week. A minimum of 50 families were interviewed in each group, interviewers working in two sections of Chicago.

Cultural Tendency

High-income families tend to select a higher percentage of educational and cultural programs than low-income families, the figures being 9.9% and 6.9%, respectively; entertainment 80.8% for high-income viewers, 86% for low; 7.5% and 4.2% in the case of news; 1.8% and 2.9% in the case of sports. The findings are based on Sunday-Monday viewing, with a somewhat higher percentage of high-income families having their sets in use, though this does not affect the findings.

As asked what type of television programs they would like to see given more time on the air, the results were: More educational and cultural, high 53.8% and low 24.1%; more entertainment, high 32.9% and low 66.6%; no answer, high 14.3% and low 9.3% (some respondents gave both types so totals are not 100%).

Entertainment and sports programs dominated the television preferences of all persons in the family, with a preference for educational and cultural programs apparent in the high-income lists.

The survey considered the effect of TV on family life in considerable detail. Low-income families gave much more consideration than high-income families to the possibility that television would keep the children at home more. At the same time, low-income families also gave more consideration to the possibility that TV would keep adults home and keep the family together more.

These low-income families also gave a great deal more weight to the fact that TV supplies less expensive entertainment than the movies, and to the possibility that TV would supply more wholesome leisure time activity.

Effect on Movies

In surveying the Chicago TV families, the Meck company found some slight indication that TV has reduced movie attendance among higher-income families more than in the case of low-income families.

Studying attendance at sports events, the survey shows these results for attendance of TV families at ball games, wrestling and other sports:

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<td>54.5%</td>
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This would indicate that roughly one-fourth of families reduce their attendance at sports events after buying a TV.

On the other hand, 40.7% of low-income and 62.5% of high-income families have reduced the amount of time they read at home.

Low-income families are doing about the same amount of reading at home in 55.5% of cases compared to 37.5% for high-income families. Low-income families are entertaining more adult guests in 28.9% of cases compared to 7.1% for the high-income group. In the case of child guests, 21.4% of low and 28.3% of high-income families are doing more entertaining.

A fourth of low-income families are going less to taverns and cocktail lounges compared to 12.5% of high-income families.

In the case of radio listening, the figures follow:

<table>
<thead>
<tr>
<th>Low Income</th>
<th>High Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the same</td>
<td>22.3%</td>
</tr>
<tr>
<td>Less</td>
<td>77.8%</td>
</tr>
<tr>
<td>More</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Radio Listening

This would indicate that three-fourths of low-income TV families are doing less radio listening compared to six-sevenths of high-income families. No effort was made to indicate the extent of this reduction in radio listening.

Low-income families have reduced their playing of phonograph records in 64.5% of cases compared to 37.6% for high-income families. A fourth of low-income families have reduced their participation in bowling and other sports compared to an eighth of high-income families.

Only 3.7% of low-income families feel TV has brought objectionable changes into the homes compared to 28% of high-income families. Both groups, only families with children reported objectionable effects.

Half of those who noted objectionable changes cited TV's impact on family life, according to Whitman's; almost as many named homework problems.

Looking at TV from the other side, 57.4% of low-income families reported the visual medium had brought beneficial changes in family life compared to 50% of high-income families. Both groups observed most often that TV entertains and educates the children and keeps them occupied. Secondly, they said TV keeps the family together more and the parents don't have to worry so much about children.

In general, it was found that families with children have had TV sets longer than childless families.

The neighborhood store was found much more important as a source of TV sets than downtown stores. "Wholesale" buying was twice as prevalent among high-income families. Furnitures stores are much more important as a source for sets for low-income than high-income families.

Preferences for More Time

In their choice of programs to be given more air time, low-income families mentioned plays and good music most frequently in the educational field; variety, movies and home-life dramas in entertainment. High-income families wanted plays, good music, educational and good music programs most frequently in the educational field; movies and variety in the entertainment bracket.

First three programs preferred by low-income women were Arthur Godfrey, Milton Berle and movies; high-income women, Arthur Godfrey, Toast of the Town, and Milton Berle, Saturday Night Review, Fred Waring and Studio One all tied for third.

Prefered by low-income men were wrestling, Milton Berle and Arthur Godfrey. Preferred by high-income men were wrestling, Toast of the Town, and sports and Fred Waring tied for third.

Low-income teen-agers preferred wrestling, Milton Berle and Saturday Night Review; high-income teen-agers preferred Arthur Godfrey with a dozen others following.

Low-income children preferred Hoody Doody, Hapalong Cassidy and Mickey Mouse; high-income children preferred Hoody Doody, Hapalong Cassidy, and Judy Splinters, Paddy the Pelican and Small Fry tied for third.

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**EXCHANGING** ideas following recent presentation in Los Angeles of the NBC-Hofstra College study on television sales effectiveness are (1 to r): Ruddick Lawrence, NBC New York; Ed Feldman, radio director, and Jack Runyon, manager, Biow Co., Hollywood; Edward Madden, assistant to Joseph H. McConnell, NBC president; Sidney N. Stroitz, vice president in charge of NBC Western Division.

**ATTENDING** a recent Philadelphia showing of the Hofstra TV study are (1 to r); Charles Eyles, Foley Agency; William M. Noonan, vice president, Whitman's; George H. Fay, NBC; Louis L. McIlhenny, president, Whitman's; T. C. Gleysteen, Ward Wheelock Co.
LINE SCAN RATE

Standardization Urged At London Meet

U.S. SUPPORT for a new standardization of television line and frame rates "on a world-wide basis" was pledged in an international television conference in London, an official report on the meeting showed last week.

The proposal — to adopt a common "line scan frequency" — would achieve compatibility between the 525-line, 30-frame system of the U.S. and the 625-line, 25-frame standard advocated by most European countries. If adopted by the U.S., authorities said, it would mean "very minor adjustments" of existing equipment.

The conference also concluded that future color television standards should be "dual," if possible, compatible with black and white. Since this question is in dispute in FCC's current color hearings, U.S. delegates expressed no opinion.

In the meeting — a session of the television study group of the International Radio Consultative Committee (CCIR) — it was also disclosed that seven European nations had agreed among themselves to adopt a 7-mc bandwidth with 625 lines and 25 frames for television in their respective countries.

The report of the meeting was prepared by William H. J. McIntyre, telecommunications attaché at the U.S. Embassy in London and chairman of the U.S. delegation at the conference. The meeting was held May 8-12 following the group by the U.S., France and the Netherlands for a demonstration of television in those countries as well as in Great Britain [TELECASTING, April 5].

To Make Recommendations

The group is assigned to make technical recommendations to the CCIR for world standards for television. Next CCIR meeting is now scheduled for 1961.

The proposed new standard for line and frame rates was advanced by CCIR Director Balth. van der Pol, of the Netherlands. He pointed out that 525 x 30 (representing the standards of the U.S. system) is 15,750, and that 625 x 25 (representing the European nations' proposal) is 15,625. Accordingly he proposed that 15,700 be established as a common line scan frequency, with a tolerance to be fixed.

The proposal is to be studied further by a subcommittee of the television group.

"The U.S. at once stated that it would support this standard on a world-wide basis," Mr. McIntyre reported.

He regarded the proposal as "one of particular merit" which "may well yet result in achieving a world standardization of lines and frames." His report asserted:

The significance of the line frequency concept as a replacement for the two standards of number of lines per picture and number of frames per second among countries varying the new suggested standard would be enabled to change, at will, the number of lines per picture and the number of pictures per second. Thus future needs, or changes in public taste, could be met without rendering existing receivers obsolete.

Moreover, in areas where direct program interchange is possible and is desired, a line scan frequency would permit receivers to operate on transmissions from all countries and adopt, at their discretion, the respective of whether the lines and frames in use in these countries may be different.

This standard would permit of a single world system of television. For interchange of programs transmitted from one country to the receiver in another, other common standards, such as negative or positive modulation, FM or AM for sound, side bands, and composition channel location carriers, must be adopted. (The continental European countries are desirous of agreement on these points. A sub-group under the chairmanship of Dr. W. Gerber of Switzerland will study these questions at the CCIR headquarters in Geneva in the near future.)

Standards Vary

The nations which indicated agreement on the use of 625 lines and 25 frames, with a 7-mc bandwidth, were Belgium, the Netherlands, Switzerland, Austria, Sweden, Denmark and Spain. Views on channel width: U.S., 6 mc; France, 14 mc; the United Kingdom, 5 mc.

Members of the U.S. delegation to the conference:

Mr. McIntyre; K. A. Norton, Bureau of Standards, vice chairman; Miss Florence Trail, State Dept's Telecommunications Policy; Veatch; Donald S. Parris, Commerce Dept.; and the following industry advisors: Donald G. Fink, editor of "Electronics"; David B. Smith, vice president and chief engineer of Philco Corp., and James P. Veatch, RCA Frequency Bureau.

WGN-TV CENTER Opens Project at Fair

WGN-TV Chicago opened its Chicago Fair TV Center July 1, less than 10 days after the idea for the center was first discussed by the station's management staff. When this musical variety show Come To The Fair took the air on schedule at 7 p.m. that day, the station claimed a record for engineering, programming and construction efficiency.

Center has seats for 300 observers, who are permitted to watch rehearsals as well as actual performances. All of the station's daytime programs, except baseball, will be broadcast from this center for three months. Station has signed an exclusive five-year contract [BROADCASTING, June 26] to operate the center adjacent to a pavilion where manufacturers exhibit TV sets. About 20 sets are turned on throughout the program day.
TV PROBLEMS NOT NEW

By RUFUS CRATER

FCC'S PRESENT TELEVISION troubles may be the worst it has confronted in the visual field, but they're not the first by at least 22 years.

Records of the old Federal Radio Commission show that as long ago as 1928 one of the agency's fundamental TV problems—even as now—was allocations.

The terms were somewhat different then, with references to "television broadcasting" and "picture broadcasting" the latter being used to denote the transmission of still pictures. The pioneers also were more hopeful of achieving television operations which would not be per-family; they spoke of 10-kc channels—of which the present 6-mc channel could accommodate 600.

The nature of the problem of those days is reflected in an Aug. 16, 1928, "Opinion of the General Counsel," written by Louis G. Calwell, then General counsel and now a prominent Washington radio attorney.

It deals with a proposal of WRNY, a 500-w station which was owned by the Experiment Publishing Co., and located at Coytesville, N. J., to use a portion of its time on 920 kc to transmit television.

Calwell's opinion reported that, according to his information, ordinary receivers would "give forth only various kinds of squeaks and noises whenever tuned to the channel" and they would not be usable.

The FCC, which Calwell's opinion pointed out, was considering whether radio transmitting and receiving sets should be required to be equipped "with regard to free use of the comparatively few channels that would be available" for picture broadcasting. The Commission was also considering the proposal of a small commercial station "to transmit pictures within the range of 450 to 650 kc.

"The opinion concluded, "that if the latter proposal were considered, it would be necessary to hold the number of permittees limited to one per day, the number of hours to be limited to three per day, and the power to be limited to 2 kw.

"If limits should be fixed in these respects, is it not possible to contemplate conditions under which telegraphs might be transmitted on a more or less permanent basis?"

INSTEDT of the ordinary "one minute please" signal which is used when something happens to put television temporarily out of commission, WFMY-TV Greensboro uses this photo. The photo is made into a slide including the caption: "We're trying!" The trouble-shooters: (l to r, standing) Doyle Thompson, WFMY-TV technical director; Lowell Wagner and Herb Clark, engineers. Underneath is Engineer Norman Sanders, using a bit of muscle to steady the camera.

July 10, 1950

Confronted FRC in '28

TOPS ALL MEDIA

Strotz Tells Industry Group

"TELEVISION stands head and shoulders above any other advertising medium devised by man," in the opinion of Sidney N. Strotz, NBC administrative vice president in charge of Western Division. Mr. Strotz addressed the convention of the National Industrial Assn. in Los Angeles.

The new medium, he said, not only has the advantages of the spoken word, immediacy, illustration, and many others held by other media, but the further important advantages of motion, dramatization, visual demonstration that other media lack.

Shows Sales Effectiveness

Offering proof of television's selling power, Mr. Strotz demonstrated a portion of the recent NBC-Hofstra study of the medium's sales effectiveness. He showed TV's acceptance by the American public by stating set ownership figures—from 10,000 in 1941 to over 6,278,000 at the present.

"Just as industry found radio broadcasting an ideal medium for fostering good-will and public understanding," he concluded, "with television's even greater potentialities for doing this same necessary task far better, I feel certain that industry will not be long in making full use of this newest and most effective of advertising media."

WJAC-TV LINK

AT&T Makes Connection

A DIRECT network television connection for WJAC-TV Johnstown, Pa., effective June 30, has been announced by the American Telephone & Telegraph Co.

Two wires extend from Pittsburgh to the WJAC-TV station at Troy Hill, Pa. From there the video signals go by radio relay to Johnstown. The new connection will give WJAC-TV its own selection of programs going East and West through the Pittsburgh control center.

TELECASTING • Page 5
KFMB-TV enjoys one-outlet market with unique L.A. tie-in

When the Academy of Television Arts & Sciences in Hollywood made its annual awards Jan. 27, the 25,000 TV set owners in San Diego, who have but one local television station, didn’t seem the least bit surprised that 10 of the 15 winning programs were being seen over KFMB-TV that city.

The ratio did cause some eye-lifting within the trade, however. It spotlighted Jack Gross Broadcasting Co., operator ofKFMB-AM-FM-TV, as a pioneer in Southern California television as well as in standard and FM radio.

Like other one-station cities, San Diego has access to many kinescope features representing competitive networks. But unlike other cities, San Diego has been afforded a unique satellite position to the seven Los Angeles TV stations through a quirk of nature and precise engineering which make direct pickup of Los Angeles telecasts plausible without use of microwave relay or coaxial cable.

Full Schedule

Thus, since it first started telecasting on May 16, 1949, KFMB-TV has provided full schedules of up to 50 hours weekly, combining local live programming, films and network kinescopes with a wide variety of relays from KTLA KECA-TV KTIV KLAC-TV and KNBH Los Angeles.

The satellite operation has not precluded any abundance of local programming, nor is it a one-way deal. Jack O. Gross, president and general manager of KFMB-TV, points out. Of major interest in Southern California was the recent debut over KFMB-TV of Jai Alai games from the Tijuana, Mexico. Presently, now a regular Saturday night feature and the first international show regularly seen on video. This series, “fed” up the coastline and re-broadcast simultaneously by direct pickup, also was a regular Saturday night feature over KLAC-TV Los Angeles, some 120 miles distant, for 13 weeks.

Personnel-wise, a compact staff of 22 persons has been organized since KFMB-TV went on the air. This is independent of KFMB-AM-FM.

Ground was broken for the building, transmitter and antenna installation on Feb. 25, 1949. Exactly 76 days later KFMB-TV was on the air with studio in operation. And in another month, the main studio was completed.

Much fanfare accompanied the inaugural program of KFMB-TV on the evening of May 16, 1949. It was practically a local holiday, with streets gayly decorated for the occasion. Each of the three local daily newspapers issued special editions. A lavish banquet, with some 400 prominent guests in attendance, was given by the city and county in cooperation with San Diego Chamber of Commerce.

Mayor Harley Knox threw the switch putting on KFMB-TV’s first program.

With ABC national and regional executives and Hollywood name talent participating, plus a remote salute from Klaus Landsberger, vice president and West Coast director of Paramount Television Productions, and general manager of KTLA in Hollywood (the first San Diego re-telecast) KFMB-TV was launched with a six day, 24-hour per week program schedule.

Mr. Gross, who at 45 has spent 28 years in radio, approached telecasting as a veteran station operator. From executive positions with Louisiana and Texas stations, he had gone to KFWB Hollywood in 1938 as commercial manager. In 1945 he purchased KFMB and in February 1948 he moved it from 1450 kc to 550 kc, with an increase from 250 w to 1 kw power. Shortly before, he had put KFMB-FM on the air as San Diego’s first FM station. At that time he applied for a television permit, and has been the only one to receive a grant in San Diego to date.

TV rates have been substantially increased since KFMB-TV first started operating. Present rate card No. 2, which went into effect last Jan. 1, based on studio and film transmissions, lists the hourly one-time rate at $300.

Other time segments on a one-time basis are as follows: 30 minutes, $189; 20 minutes, $160; 15 minutes, $129; 10 minutes, $105; 5 minutes, $75; one minute announcement $37.50.

The basic rate includes transmitter and film facilities, services and all single parties. A $37.50 minimum is charged on all announcements.

This includes also provides and announcements relayed from a Los Angeles TV station or network.

Community Stress

Knowing his local market as an intensely civic-minded community, priding itself on being outside the orbit of Los Angeles, Mr. Gross has built KFMB-TV on a firm community service basis in which he has sought cooperation from and offered facilities to every phase of the city.

Through its news, forum and special events programs, KFMB-TV has brought before cameras everyone from back-country Indians to vacationing celebrities; from an amateur “astronomer” who had photographs of flying saucers to experts from the famed Palomar Observatory; and from tent meeting evangelists to ministers of congregations numbering thousands of members. The major requirement is that the person or program be of particular interest to San Diego.

For his program coordinator, Mr. Gross brought from KTSU (TV) Hollywood, Alvin G. Flanagan, who served as programming director for KDCA Pittsburgh and as producer of WOR New York before going to the West Coast.

Thornton Chew, who had joined the engineering staff of Don Lee Television, Hollywood, in April 1941, left his post as engineering supervisor of KTSU (TV) to become vice president in charge of engineering for Jack Gross Broadcasting Co. Mr. Chew had carried on his research in wartime as a commander in the Design Branch of the Electronics Division, Bureau of Ships, Washington, D. C.

Commercial manager of KFMB-TV is O. O. Gross, who is also sales director of KFMB. Mr. Edholm started his radio career in 1935 with WJAG Norfolk, Neb. In 1937 he joined the Central States Broadcasting System, becoming general sales manager seven years later. In 1948 he joined the KFMB organization.

Bill Fox, who came to KFMB-TV from KSYL Alexandria, La., is production manager.

Immediate acceptance of television as a sales medium by San Diego advertisers is indicated by the fact that the station’s initial program schedule was 50% sponsored. This proportion increased in the fall of 1949 when Walt Tufford, RCA-Victor TV distributor, launched a three-hour, five-day afternoon program of film, local public service and remotes to become one of the nation’s first large-scale sales agency advertisers.

At that time, the first schedule of KFMB-TV jumped to 42 hours including afternoon and evening each day except Saturday. Sixth afternoon was bought by Grand Union, San Diego department store.

Now 39 Hours Weekly

KFMB-TV currently is on the air 39 hours weekly. Approximately 30% of this time is studio or remote; another 30% is kinescope recording, with 25% film and 15% direct pickup from Los Angeles TV stations.

One of the most successful programs on KFMB-TV is the locally produced People in the News, a nightly quarter-hour show sponsored by J. R. Townsend Co., San Diego Studabaker distributor. Based on a program idea suggested by Mr. Gross, the show features Harold Keen, veteran newsman, interviewing local persons who had figured in the day’s headlines.

For San Diego advertising agencies and merchandisers, this program has been an eye-opener, Bureau of Broadcasting, Page 6 * TELECASTING

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Mr. Flanagan Mr. Chew Mr. Gross Mr. Fox

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according to Mr. Gross. Use of slides and film to pitch auto sales is topped each evening with a "Television Special," a used car priced down to the video audience only. The car dealer remains open for 90 minutes following the telecast and has reported four out of five featured cars each week sold either that same night or the following morning.

Local sponsors have been quick to adapt the station's satellite operations to their needs, declares Mr. Gross. The Academy Award winning film "Time for Beauty" is sponsored locally by Sunbeam Bread which provides its own commercials during fade-outs from the Los Angeles sponsor's plugs. Pitched by an initial order of 8 million brand wrapper bands, the program is paying big dividends to the San Diego sponsor as well, executives of that firm state.

Hoffman Radio & Television has reported heavy sales due to its half hour Hoffman-Hi-Time, a talent show which each week features performers from San Diego County schools, competing for prizes and Hollywood appearances. Four hundred studio tickets for each show are distributed by Mr. Hoffman.

Commercial Manager Edholm declares that enthusiastic response from spot purchasers is an old story at KFMB-TV. To illustrate, he cited sales of 14-liner ironers, at $239 each and traceable to two one-minute spots; a surge of 500 persons within an hour after opening of the Grand Store, for a lip-stick giveaway announced the previous evening; and steady response to car refinishng spots.

Technical Units

Technical operations of KFMB-TV, operating on Channel 1 (180-186 mc), are divided between two locations. The transmitter and non-live program scene is an old studio and re-creation area for networks, on Los Angeles streets—located on Mount Soledad, 1,040 feet above the Pacific. Live studio and re-mote program scene for facilities in the Hotel San Diego at Broadway and State Sts., in downtown San Diego.

The General Electric 5 kw transmitter is driven by a six bay antenna. Also installed in the transmitter building is a General Electric film camera chain. Picture sources are two GE Synchronel 16mm motion picture cameras, for opaque and transparency 3" x 4" slide projector and a dual purpose 35 mm strip film or 2" x 2" transparent slide projector. Special receivers, developed by Mr. Crews, at this location pick up programs from affiliated Los Angeles television stations, and an RCA 7000 mc microwave receiver completes the studio-transmitter link.

Studio facilities in the Hotel San Diego include one 25' x 40' stage, a control booth, shop and property rooms. A large adjoining dance-banquet room is shared for presentation of audience participation programs. Key lighting is obtained from two banks of eight slim-line fluorescent lamps each. Full lighting and back lighting are provided by cluster of four or five reflector floodlamps, and for model lighting, 1000 w Fresnelite lamps are used.

Video equipment is comprised of a DuMont two-camera image orthicon chain of portable type. A General Electric audio console, mixing two turntables with the studio and announcers microphones, comprise the audio program facilities at this point. All program continuity is directed and announced from the studio control booth over an especially designed and engineered intercom system which extends throughout the studio to the transmitter, 10 airline miles away.

Experiments in daytime scheduling of KFMB-TV, though successful, have been put aside pending enlargement of studio facilities, because of the necessity of afternoon rehearsal. A 12 hour a day programming schedule at KFMB-TV, however, is not far away, Mr. Gross assures.

Cites Survey

As proof that the station has come of age, KFMB-TV cites a recent impartial survey of San Diego TV habits made by Woodbury College in Los Angeles. Survey indicated that KFMB-TV dominates the video field in the former area despite available reception of Los Angeles telecasts.

Acknowledging that San Diego's lone station carries network and independent programs, many of which are seen over Los Angeles outlets, Woodbury pollsters discovered in 1,000 home-to-home calls that San Diego viewers prefer, three-to-one, to watch KFMB-TV.

San Diegans were found by the survey to watch KFMB-TV an average of 30.8 hours per week. Technically, KFMB-TV blankets San Diego County with a near-perfect signal, the survey revealed.

TUNER FOR FM
Developed by S.M.A. Co.

DEVELOPMENT of a television tuner providing reception of the 88-108 mc FM broadcast band at relatively low cost was disclosed to Sen. Edwin C. Johnson (D-Col), chairman of the Senate Interstate & Foreign Commerce, in a letter sent last week by S. M. A. Co., Chicago. A similar letter was sent to NAB President Justin Miller.

S. M. A. Co. said the tuner increases cost of TV receivers with a split-sound TV chassis only $2. The inter-carrier chassis would require slight modification but total cost would still come within the NAB $3-$5 estimate, it was added. The NAB has endorsed inclusion of FM facilities in TV tuners.

National Assn. of Educational Broadcasters last month urged Chairman Johnson to recognize problems facing the FM medium and declared failure to include FM tuners in television receivers is "short-sighted" and "criminally negligent."

WPIX(TV) Names Forker

APPOINTMENT of Victor E. (Buck) Forker as advertising manager of WPIX (TV) New York was announced last week. Mr. Forker had been in charge of program promotion since he joined WPIX in April 1948. Previously he was associated with the National Advertising Art Center.

LIVE ACTORS

SAG Would Waive Claims

NEW challenge was given Television Authority by Screen Actors Guild last Wednesday when the union announced it would "not act immediately" in negotiating improved wages and working conditions for performers in live television. The guild's statement, addressed jointly to TVA and television network management, said that because of "existing deplorable conditions for performers in live television," SAG would waive any rights or claims it might have in pending NLRB proceedings regarding actors in network television. It is stated that TVA and the networks start immediately on contract negotiations for such performers. Guild has accused TVA of delaying negotiations with networks and live TV performers because it is attempting to impose control over actors in telecast motion pictures.

Stating there were "no strings" in its offer, SAG said that while it would appreciate a reciprocal offer from TVA for negotiations in the telecast motion picture field, its proposal was "not contingent" upon such an agreement with the live talent group.

KSTP-TV STRIKE
Station Seeks Injunction

THIRD request by KSTP-TV Minneapolis-St. Paul management for an injunction against the International Brotherhood of Electrical Workers (IBEW) is being considered by Minneapolis District Court after turning down the first two pleas.

Station management, asking for a restraining order on picketing because actions are "in violation of state and federal labor law," lost a decision the second time early this month. Manager Stanley Hubbard, in this third attempt, charges that IBEW technicians' picketing is illegal. He is reported to have charged that several women bystanders, who stuck hatchets into non-union men passing through the picket line, were hired by the union. IBEW claims it has no control over actions of onlookers.

Previously, the judge at both hearings for a temporary injunction said picketers could carry banners wherever television equipment owned by the station was installed preparation. This applied to remote telecasts as well as those emanating from the station's studios. Union men were ordered to stop picketing whenever such equipment was removed from remote sites.

The American Federation of Musicians continued to back up claim of "illegal" on KSTP, which has been on strike since early April after months of negotiations [BROADCASTING, April 10, April 17, May 15, June 19].

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Alabama’s WAFM-TV has map—map coverage in 4 states, including 39 of Alabama’s 67 counties ... an area of 573,000 families. Estimated set ownership by late summer — 20,000.

One year old last month, WAFM-TV has the only “live” TV cameras in Alabama. An average 30% of our weekly schedule is live TV programming.

“Live” Network shows, too. The pick of CBS-TV programs soon will be on WAFM-TV “live” ... because the cable comes to Alabama on September 30, 1950.

TV Production of all kinds is available: complete facilities for film, slide and studio programs; mobile TV unit for coverage of all local sports and special events.

WAFM-TV, “Television Alabama” CHANNEL 13 — BIRMINGHAM CBS-TV and ABC-TV REPRESENTED BY RADIO SALES
"Responsibility to the Community"

"In Video-happy Baltimore, WMAR-TV won the distinction of becoming the first sight station in nation to outrank all AM stations in its market... In rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series, "Slums" and "Atomic Report"..." from VARIETY'S 1949-50 plaque award for "Responsibility to the Community." WMAR-TV's efforts in this respect are continuing...

Baltimore Salutes Its Neighbors

Baltimore pays tribute to its smaller neighbors in a new series, "Baltimore's Neighbors," presented by WMAR-TV, the Sunpapers television station, on Sunday nights.

Each week, a complete half-hour segment is dedicated to a particular Maryland town. Talent appearing on the show is recruited exclusively from the city being saluted. In addition, hundreds of feet of motion picture film are made by WMAR-TV's newswreel unit, picturing the life and the history of the community.

The first community saluted was historic Ellicott City. Talent included a 36-piece band and a 20-voice choir. Citizens of Ellicott City formed a motorcade of more than twenty automobiles to transport the group to Baltimore.

The second of Baltimore's neighbors to be saluted was the fast-growing seat of Baltimore county, Towson. Recently announced census figures show that the population of Towson has increased in the past ten years from 21,000 to 40,000.

"Baltimore's Neighbors" will continue as weekly WMAR-TV feature through the summer. Other communities to be saluted include Dundalk, Chester-town, Bel Air, Catonsville, Annapolis, Glen Burnie, Pikesville, Essex and Reisterstown.

Soap Box Derby

The excitement, color and thrill of Baltimore's Soap Box Derby will be brought to Baltimore televiewers on Saturday, July 16, from 1 to 3 p.m. by WMAR-TV, Sunpapers Television in Baltimore.

As approximately 125 boys from 11 to 15 years of age race their home-made cars against each other over the East Baltimore course, three WMAR-TV cameras will follow them down the hill to victory.

Each age group, 11 to 12 years old and 13 to 15 years old, will have its own series of elimination contests, three cars to a heat. Before the telecast goes off the air, a champion of each group will have been picked, and a grand champion of the Soap Box Derby will have been crowned.

Sponsors of the Derby are the Chevrolet Dealers of Baltimore, and the Sunpapers Television.

Later the grand champion and his family will be guests on WMAR-TV's program, "Soap Box Derby Champion". Prefaced by a fifteen minute film of the race, made by motion picture camera units of WMAR-TV, the awards to the speed king will be made. From there it'll be "good racing" as the lad turns to Akron, Ohio, and the National Soap Box Derby Championship on August 13.

Dedication of Friendship Airport

Four Zoomar lenses, a Reflectar with a 40 inch focal length, plus the usual assortment of ordinary optical goods were used by WMAR-TV, The Sunpapers' television station in Baltimore, in covering President Truman's activities dedicating the new Friendship International airport here on June 24th.

Just completed at a cost exceeding $16,000,000, the airport will handle world air traffic for both the Baltimore and Washington areas.

WMAR-TV did the honors both "live" and on film...

The "live" show—this station's 727th remote—ran for four and a half hours. Two electronic cameras were on a special stand directly in front of the President's rostrum. A third was on a pier of the airport building, affording an over-all picture of the scene. WMAR-TV used Zoomars on two of these cameras and the Reflectar—TV's newest and most powerful lens—on the third.

In addition, a sound-film record of portions of President Truman's speech was integrated with a documentary-type treatment of the historic event, and the film unit used its two 16mm Zoomars in this coverage which was seen on the CBS Television Network Sunday night.

In Maryland Most People Watch

WMAR-TV

Channel 2

Represented by

The Katz Agency, Inc.

New York  •  Detroit  •  Kansas City  •  San Francisco
Chicago  •  Atlanta  •  Dallas  •  Los Angeles

Television Affiliate of the Columbia Broadcasting System
PRODUCTION TIPS

BAB Gives Commercial Hints

BAB's latest publication, "Production Pointers for More Effective Television Commercials," is a down-to-earth elementary guide for TV broadcasters, advertisers, agencies, program producers and anyone else interested in or concerned with getting the best and quickest message through the video screens.

Material, supplied by Richard L. Linkroom and John A. DeMott of the CBS TV production staff, includes such helpful hints as how to emphasize the vital difference between milk and cream (add a pinch of turmeric to the cream), how to make beer foam whiter (add carbonate of soda), how to make flowers fresher (spray with water to which a little ink has been added).

For 22 types of advertisers, material also includes instructions for producing commercial effects of rain, snow, night, etc., and for making titles.

Charles A. Batson, now head of NBC's TV department, edited the work in his capacity then as assistant director of BAB for TV.

NAB member stations will get one copy of "Production Pointers" without charge, and can get extra copies at $2.50 each. For others, the price is $4 a copy.

'BREAKFAST CLUB'

Philo, Swift Sign for TV

PHILCO CORP., Philadelphia, and Swift & Co., Chicago, will sponsor half-hour segments of Breakfast Club on TV, which debuts with Don McNeill and his regular AM cast, Sept. 8 on ABC-TV network. Philco, Swift and General Mills, which share AM sponsorship five mornings weekly, have been given options on the TV time.

If General Mills, which has until tomorrow afternoon (Tuesday) to decide, sponsors a half hour, clients will alternate, with two each week. The show is to air each Friday, Saturday, Sunday, 8-9 p.m. CDT, from Philadelphia. Agencies: Philco, Hutchins Advertising, Philadelphia; Swift & Co., J. Walter Thompson, Chicago; General Mills, Tatham-Laird, Chicago.

WCPN-TV Burlesque

RIVARLY between Cincinnati's WCPN-TV and WLWT (TV) was emphasized a fortnight ago when WCPN-TV burlesqued the other outlet's Get on the Line, giveaway show with the telephone gimmick. Spoofing WLWT, WCPN-TV presented Get Off the Hook, billing it as the giveaway show to end all giveaway shows." Station reported that many viewers who missed the burlesque have requested a repeat performance.

JOSEPH BETZER

BECAUSE Sarra Inc. sells "ideas along with the film" for television commercials, Joseph Betzer spends more time on a 20-second spot than on a two-reeler. Director of film planning for Sarra, Chicago, Betzer creates and coordinates sales on television, slide films and motion pictures—Joe is convinced that the best TV commercials provide motivation but will never solve the entire sales problem alone.

"The primary rule of all advertising is still to know your audience," and this is the main reason why Sarra retains a full-time business psychologist on its staff. He and Joe confer closely on the impact sought by the client and that which he actually gets after the job is completed.

Joe Betzer has been at Sarra's Chicago office eight years, the last two as director of film planning. Before that he was scenario editor. He works with 40 persons in a 3%-story mansion on the city's near North Side. The house, built by Henry Field (brother of Marshall Field) some 70 years ago, offers a wealth of facilities for production needs.

The top floor, originally a private theater with a large stage, dressing rooms and a balcony, has been converted into a shooting stage which can accommodate four crews simultaneously. The stage is a carpenter shop, and three sides of the balcony have been removed, leaving the fourth for storage space. Two other studios are used also.

Headquarters in Chicago

Headquarters of the film unit is in Chicago (other offices are located in New York and Los Angeles). And this is where Joe directs TV work for clients, including Santa Fe Railway, Pure Oil Co., Pepsi Cola, Bulova, Swift & Co., Miller High Life, Anheuser-Busch, Chrysler, Toastmaster, O'Cedar, Taystee, Gold Seal Co., Blatz Brewing. A series of spots created for Universal Gas Range recently were the only video commercials to be cited for excellence in the 1950 Chicago Federated Advertising Club Awards competition.

Joe builds a knowledge of show business, music, writing, production, acting and living into his work. Born in Buffalo, N. Y., he lived there until 1939. In the early '30s he did announcing and acting at WGR and WKBW there.

While doing the producing shows and the radio division of the New York Dept. of Education, he announced at WBBR, handled station publicity and wrote straight news and features for the Buffalo News. The paper, which owned WBEN and later bought WEBB, hired him as publicity director for both stations, put him in charge of news at each and gave him commentary duties. Later, to make the monopoly complete, Joe became radio editor of the paper.

In 1939, with war looming, Joe transferred his writing and production efforts to motion pictures, working as a civilian on training and motivation films produced by the Army Air Forces at Wright Field, Dayton, Ohio. There, putting out films that were "drier than dust" at first, he matched brains with such people as Hal Roach and William Saroyan, along with dozens of top-ranking Hollywood writers and producers. When the AAF unit was disbanded in 1941, he went to Sarra.

Joe is married to the former Ruth Steffan of Buffalo, "a school teacher who still teaches me things every day." His wife is in charge of the trend check department at the A. C. Nielsen research firm, handling the final analysis of radio and television data before it is published.

Basic Factors Stressed

Some of his conclusions after working in the TV medium for four years: "We believe in creeping before we walk, which is why we keep the organization small and specialized to give individual attention; film work is not one person's business but that of a lot of good creative people working together; you have to stick to basic appeals in all filming, and these appeals are emotional; the quality of regional and local spots should be just as high as that in commercials telecast nationally." Insistent on quality production, Joe believes too many advertising film budgets are understated. "You do a client a disservice if you take his money and give him a mass-produced, poor-quality commercial. With only a few seconds to sell, we can't afford to have inferior quality. Television people are learning what the movie people have had to learn, and that is that long after the highlight is forgotten, that picture on the screen is still there. If it isn't good, everybody suffers."

WANAMAKER'S

Buys Daytime Show on TV

CLAIMED to be one of largest daytime show producers, writes on a contract for a department store, John Wanamaker's last week signed for 1 1/2 hours daily, Monday-Friday, on W CAU-TV Philadel-phia, Pennsylvania.

Agreement was completed by Lamb & Keen Inc., Philadelphia agency which handles all TV advertising for agency, which said program details are still to be completed, also will produce the show and plans to combine shopping news, entertainment and public service features in a "complete new manner."

Wanamaker's is the third Philadelphia department store to contract for time over WCAU-TV. Lit Brothers sponsors the weekly Lit's Have Fun, hour-long variety show Tuesday morning, while N. J. Spiebhall & Co. sponsors Sel-lenburg's TV Jamboree, hour-long, daily live remote each afternoon from the department store.

CTI STOCK

16,000 New Shares Approved

COLOR TELEVISION Inc., San Francisco, contestant with RCA and CBS for FCC approval of a color TV system, will put a new stock issue on the market during the next two weeks, Arthur S. Matthews, CTI president, has announced.

Mr. Matthews announced the company had received permission from the California Corporations Commission to issue 16,000 new shares of Class A stock. The stock will be offered through Hooker & Associates at $10, and will be convertible share for share into common. It will be callable at $11. The new stock will help the company to finance the cumulative dividend and thereafter will participate equally with common stock.

NBC Clothes Bank

TO AVOID the awful possibility that an actor on NBC-TV might appear in short pants, NBC's Network last week announced it is organizing a "clothes bank" of latest men's fashions. The Men's Fashion Guild will supply garments, and a three-minute wardrobe to NBC, replenishing such articles as pass out of style.
Zenith Tells FCC Decoder Offer Withdrawn

ZENITH Radio Corp. has told the FCC that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonovision decoder outlets into their television sets [TELECASTING, June 5, 20].

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The announcements were made by John R. Howland, assistant to Zenith President Eugene F. McDonald, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonovision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions laid down by FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would realize an additional expense in the event Phonovision should be ultimately approved and put into operation." The cost of installation of such a factory would be between 7 and 25¢ whereas the cost of adapting sets later would be "substantially greater," Mr. Howland noted.

The Commission feared that Zenith's action would spread the public into thinking that Phonovision has been or will be authorized, and pointed out that in authorizing Phonovision, it did not state that such an impression should not be created.

Cites Earlier Letter

Mr. Howland reminded FCC that Zenith had said, in an earlier letter, that it would withdraw its offer "if the Commission felt that it had created public interest for us to continue to suggest to our competitors that they help protect the public by equipping their sets to accommodate Phonovision if and when it is approved...."

"Your letter .... is a clear indication that the Commission does not approve of our suggestion to our competitors, .... Accordingly, we are today notifying all television manufacturers to whom we [made the offer] that such offer of contingent credit is withdrawn."

Mr. Howland pointed out, however, that the outlets themselves are not patented and that "any television manufacturer is entirely free to install such outlets without the payment of any royalty to Zenith and irrespective of any suggestion from Zenith that they do." He said Zenith will not encourage the installation of such outlets by any means, "although we believe that our suggestion that such outlets be installed was and still is in the public interest."

He said the following manufacturers have indicated interest in installing the outlets: General Electric Co., Emerson Radio & Television Co., Magnavox, Stromberg-Carlson Stewart-Warner Corp., Crosley Div. of Avco Mfg. Co., Colonial Div. of Sylvania Corp., Industrial Television Inc., Wilcox-Cay Corp., and Hoffman Radio Corp. One other "major" TV manufacturer, he said, also indicated interest but asked that the fact be kept confidential.

Mr. Howland said some of the companies have conferred with Zenith and asked for detailed information on which to make cost estimates; that Zenith has modified TV sets of two manufacturers and installed outlets to demonstrate their feasibility; and that one of the firms indicated a desire to have several sets equipped with outlets and decoder units for demonstration during the Phonovision tests.

No Agreements Made

No other arrangements or agreements have been made with any of these manufacturers.

Under the contingent credit plan, Zenith had offered to grant credits at the rate of 25¢ for each set equipped with a decoder outlet, the credit to apply against future royalties of 50¢ per set when and if Phonovision is approved and if the manufacturers then wish to obtain a license under Phonovision patents.

The decoder outlets, he explained, are means of "making accessible by a plug connection or similar means those points of the television receiver circuit to which various types of Phonovision decoder units may require access in order that the set and decoder may function."

Zenith's Phonovision test, scheduled to be held in Chicago for a 90-day period, was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1. Mr. Howland said this is "the date on which we expect that the moving of our television experimental station to its new authorized location and the installation of certain new equipment in said station will have been completed."

CBS Leases Theatres

CBS has announced leasing of Town Theatre and Peace House, both in New York, for conversion to television studios. Both will be used as a test and pilot project that CBS TV control in New York. Remodeling is scheduled by mid-September.

Conference between personnel of CBS and KSL-AM-FM-TV Salt Lake City, held in the Utah capital, finds C. Richard Evans (r), general manager of the stations, telling of TV's progress there (to l to r): Ralph Pett, Detroit manager, CBS spot sales division; Sam Cook Digges, Chicago manager, CBS TV spot sales; Ivor Sharp, executive vice president, Radio Service Corp. of Utah (KSL); Richard Elpers, Los Angeles manager, CBS spot sales; Leonart Thompson, San Francisco spot sales; Lennox Murdoch, director of KSL-TV operations; Frank McLatchey, sales manager, KSL-AM-TV, and George Dunham, eastern sales manager, CBS TV spot sales.

Record Sale

WHAT Westinghouse believes to be the largest single order for television receivers ever sold by a retail dealer has been made by Wick's Electrical Living Shop, Westinghouse electric appliance, radio and TV dealer in Berkeley, Calif. The firm, through W. E. Wickliffe, president, has sold 807 sets for installation in all homes to be built in Tareyton Village, new development in the residential suburbs of Oakland. Delivery will begin in mid-August, according to L. R. Devlin Jr., district radio and TV manager for Westinghouse Electric Supply Co.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau and creator of "Mitch's Pitch," basic sales story of radio, will introduce the "Mitch's Pitch of Television" at the July 11 luncheon of the Advertising Club of Washington, D.C., in the Statler Hotel.

For the first time, Mr. Mitchell will tell the basic story of TV, titled "Television: 20th Century Tool for Advertisers." His presentation will be a report on the fundamentals of the medium and how these can be used to move goods and sell services.

"Black Screen" TV

A CAMBRIDGE, England, firm has announced development of "black screen television." The unit is so named because the dark areas of the TV picture are for the first time rendered really black, the firm claims. A plastic filter is mounted in front of the cathode-ray tube. Positive image contrasts on the screen and cutting out flicker and eyestrain, the announcement said.

THEATRE VIDEO

Sullivan Cites FCC Stand

CLARIFICATION of FCC's position in its anticipated theatre television proceeding was made by Gael Sullivan, executive director of Theatre Owners of America, in releasing last week his exchange of correspondence being on the issue with FCC Chairman Wayne Coy.

Mr. Sullivan explained he had been assured by Chairman Coy that FCC does have authority to allocate channels exclusively to theatre TV use if sufficient public interest is met. Chairman Coy also told the theatre executive there is no present inclination but the part of FCC to vacate telecasters from the VHF and make these channels available to other services, but rather to open up the VHF to add new room to the existing structure. Mr. Sullivan said the FCC chairman could not make a specific date when the theatre TV hearing might get underway but indicated TOA is hopeful it will before the end of this year.

Mr. Sullivan said he had written Chairman Coy on three topics because considerable confusion had arisen in that industry regarding the FCC's position on the issues.

Mr. Sullivan's views on what he regarded as "black screen television" were based on the idea of "black screen television," the unit is so named because the dark areas of the TV picture are for the first time rendered really black, the firm claims. A plastic filter is mounted in front of the cathode-ray tube. Positive image contrasts on the screen and cutting out flicker and eyestrain, the announcement said.
Teletextus
(Continued from Telecasting p. 8)
for the period June 1-7 in the cities covered follow:

BOSTON
Once-A-Week Shows
Program Average Rating
June 7
Texas Star Theatre
25.7
Godfrey & His Friends
72.9
Saturday Night Revue
42.6
Howdy Dody
32.1
Six Gun Playhouse
18.4
Great Falls
18.4
Howdy Dody
12.0
Paul Douglas's Music Shop*
11.8
Camel News Caravan
11.8
Kukla, Fran & Ollie
10.9
Mahawk Showroom
10.2

** 13.2 Mon.-Sun.
** 12.2 Mon.-Sat.

CLEVELAND
Once-A-Week Shows
Program Average Rating
June 7
Godfrey & His Friends
58.0
Harley's Talents Scouts
42.0
Step the Music
47.9
Great Falls
46.9
Super Circus
43.0
Silent Theatre
58.3
Blind Date
34.0
Fredi Theatre
33.8
Wrestling
39.7

Multi-Weekly Shows
Program Average Rating
June 7
Baseball
25.0
Howdy Dody
32.8
Howdy Dody
18.9
Super Circus
17.5
Little Clubhouse
14.6
Kukla, Fran & Ollie
16.1
Captain Video
15.8
Mahawk Showroom
15.8
Lucky Pop
15.9

Te-Ve

"Drawn for Telecasting by John Zeigler"
"Have a tough day at the TV set, dear!"

Dayton Indians Baseball
21.8
Mahawk Showroom
23.4
Camel News Caravan
22.3
Captain Video
19.5
Kukla, Fran & Ollie
19.5
CBS News
18.5
Magpie Cottage
15.7
Snacky
14.1

LOS ANGELES
Once-A-Week Shows
Program Average Rating
June 7
Texas Star Theatre
31.4
Hoppin' Casydy
29.5
Magpie Cottage
29.5
Wrestling
28.0
Ford Theatre
36.0
Carrot Top
35.8
Man Against Crime
13.5
Lucky Pop
13.6

Multi-Weekly Shows
Program Average Rating
June 7
Baseball
22.5
Captain Video
21.9
Six Gun Playhouse
20.7
Rodeo Theatre
20.3

’WHO’S AFRAID?’

Fortune’s Looks at Video

TELEVISION has fulfilled the promise it gave of being the greatest commercial novelty since the development of radio, and now the question is what impact this powerful new medium is having on other industries, particularly those with which it appears to be in more or less direct competition.

This point of TV’s impact on competitive entertainment is contained in an article titled “TV—Who’s Afraid?” which appears in the July issue of Fortune magazine. The article points out that in spite of arguments that TV is destined to make radio obsolete, the radio industry only recently reached the crest of its career.

Citing the difficulty in getting “a line on television,” the article said the average owner has had his set for about six months.

“No really consistent pattern of habits and preferences in the division of time and money between TV and other forms of entertainment, has yet been discovered,” it was stated.

Film cut-out editor wanted for TV department Washington, D.C. section. Only experienced men with good picture judgment need apply. Send picture and full qualifications first. Box 789, BROADCASTING.
Set Complaints

N. Y. BBB Plans Standards

RISING public complaints over advertising and sales practices of a minority of TV set dealers and servicemen in metropolitan New York has started a campaign to elevate standards within the industry, and to educate the public in respect to present limitations of TV reception.

A meeting of 900 TV dealers, called by the city's Better Business Bureau on June 25, heard representatives of manufacturers, distributors, dealers, service organizations and the metropolitan press pledge the cooperation of their respective groups.

The bureau's president, Hugh R. Jackson, reported 233% increase in complaints concerning radio and TV in the first five months of 1960, as compared to the same period in 1949. "Yet the number of television sets in use in this area during the same period increased by only 110%," he said.

To correct abuses within the industry, the bureau presented a set of standards for advertising, selling and servicing of radio and television, and home appliances. To inform the public of the limitations of TV reception, the bureau presented a booklet, "Things You Should Know About the Purchase and Servicing of Television Sets."

Copies are available to manufacturers and distributors for public distribution at 7 cents a copy in lots of 25, or $50 per 1,000 copies. Individuals may purchase copies for 10 cents. All requests should be addressed to the Better Business Bureau of New York City.

Robert C. Sprague, president of Radio-Television Mfrs. Assn., told the group "the board of directors and the membership of RTMA are fully behind the broad objectives of this organized program."

KMTV Drops DuMont

KMTV (TV) Omaha will resign its affiliation with DuMont Television Network in September, coincident with interconnection of radio relay and coaxial cable facilities, Owen Saddler, KMTV general manager, has announced. KMTV also is affiliated with ABC-TV and CBS-TV.

Mr. Saddler said that "doing business with a third network would be untenable unless we cancelled almost all our local programs." He cited surveys tending to prove that local productions "are more popular than any network feature we have carried to date."

The '61 Market

(Continued from Telecasting p. 2)

ample, a large station would have ample studio facilities, full equipment for remote pickup. A small station would have the minimum facilities necessary for maintaining operation. The medium would, of course, fall in between the large and small.

The tabulation on Telecasting p. 2 shows estimated growth of TV transmitting facilities over the 10-year period ending Jan. 1, 1961. The figures show stations to be added.

Church Resolution

GENERAL COUNCIL of the Congregational Christian Churches, meeting in Cleveland fortnight ago, passed a resolution calling upon the Senate Interstate Commerce Committee and appropriate committees of the House of Representatives "to investigate forthwith the problems of television programming with a view to appropriate legislation." Resolution also calls upon the FCC "promptly to move or revoke licenses where programs of indecent or harmful content have been, or are, being broadcast."

THE SALES power of TV has been effectively proven for safe manufacturing concern that bought a 16-minute test program on KPIX (TV) San Francisco and found people lined up to buy safes at the start of business the following day.

The Lok-Tite Safe Co. of Oakland took over one-time sponsorship of KPIX's What's on Your Mind show, a mentalist act conducted by Sandy Spillman, the station's program director who also is an amateur magician. Show was built around Mr. Spillman's reading of the contents of an envelope secured in a Lok-Tite Safe, with the safe prominently displayed, discussed and demonstrated throughout the act.

The following day, the safe manufacturer reported, seven people were waiting to buy safes when the store opened for business. A building contractor placed an order for 75 safes shortly after the doors opened. All 75 safes had been introduced to the safes and sold on the idea of buying during the KPIX telecast. Other customers and prospects, interested through the TV showing, continued to come, the company reported.

New TV Sets

ALLEN B. DU-MONT Labs and RCA Victor introduced new television models in New York showings last week. Highlight of the DuMont line, shown at a national distributor sales convention in the Pierre Hotel, was a 30-inch direct-view receiver, providing a "home-movie" size picture. Tube will be ready for delivery in September, DuMont officials announced. No price has been set yet. At a dealer showing in the Barbizon-Plaza Hotel, RCA Victor introduced its new line of 18 TV models, said to be $40 to $225 lower than previous receivers.

NON-TECHNICAL brochure (Form 2R-8501) describing RCA's TV anten- naplex system, has been published and is available on request from Sound Products Section of RCA Engineering Products Dept., Camden, N. J.

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS of TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-5520

CONSULTING on plans for developing multiple antenna facilities for five separate New York TV stations on New York's Empire State Tower are Dr. Frank G. Keen, Keen & Kennedy, consultant representing the Empire State Bldg.; C. W. Lyon Jr., executive vice president, Empire State Bldg., and W. W. Watts, vice president in charge of RCA's Engineering Products Dept. The super-antenna project, contracted by RCA, Empire State Inc. and NBC, is planned to provide facilities for WCBS-TV, WABD (TV), WPIX-TV, WNET (TV) and WNBC-FM, WJZ-FM and WCBF-FM.

EDUCATION GOAL

Walker Urges Early TV Action

THE next few months will be crucial months for the educators insofar as their participation in radio and television is concerned and it is imperative that the educator now make plans so that he can make an impressive claim for a part of the radio spectrum for educational television.

This opinion was voiced by Paul A. Walker, vice chairman of the FCC, speaking last Thursday at the fourth annual Institute of Radio-Audio-Visual Education at the Massachusetts School of Art in Boston.

Discussing "New Goals in Educational Radio and Television," Comr. Walker said educational planning groups such as the Boston institute that should also carry on an aggressive campaign to inform educators all over the country of the potentialities of educational FM and television and urged that they take immediate advantage of the opportunities which are available to them.

Pointing to FM as a teaching aid, Comr. Walker said: "Many educators tell us that they are waiting for further commercial FM development and the availability of more sets before they build their own stations. I don't think they ought to wait. I think they should do their part to put programs on the air and give people an incentive to purchase FM sets. However, there is no question that an acceleration of commercial FM sets would help the educational stations."

Turning to the tape recorder, he said its possibilities as a teaching aid are just beginning to be tested. "This device is solving the dilemma of how schools can integrate into their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has therefore been lost to the schools. . . . Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

On the international scene, the Commissioner observed, the struggle to reach men's minds via radio is daily increasing in momentum and intensity.

Comr. Walker noted that a group of senators has proposed a vast expansion of the Voice of America's broadcasting program envisioning a "Marshall Plan of Ideas." This, he said, would be a worldwide network to carry the American message into every radio receiver in the world. Another proposal before the Senate, he stated, would supplement the Voice of America with the "Vision of America" — a system of worldwide TV networks.

"In these crucial days since President Truman ordered our forces into Korea," Comr. Walker declared, "this whole matter of peoples understanding peoples is brought more sharply into focus. We are made to feel more strongly than ever that if people everywhere could know and understand the story of American democracy and of the sincerity of our intentions, we would make long strides toward improving the chances for an orderly world."

FARM VIDEO

MAL HANSEN, farm director at WOW-AM-TV, Omaha, says "WOW TV" will attract "farmers within TV range of the city, according to Bill Wiseman, station's research director. Mr. Wiseman reports that a rural route mail carrier check shows WOW-TV serves at least 5% of nearly 45,000 farm homes in its 60-mile range. The one estimate that 2,300 farm families who now view WOW-TV shows own almost 10% of total TV sets if area. Check also reveals that farm columns visible from highways along 18 typical rural mail routes in six Iowa, five Nebraska and one Missouri counties.
TELEVISION INDEX

Sener To Report on Survey

RESULTS of a recent Television Index Project conducted in Los Angeles by the U. of Southern California, Los Angeles, will be discussed and demonstrated Tuesday at a meeting of the Television Committee of Los Angeles Chamber of Commerce by William H. Sener, head of USC radio department who supervised the survey.

Mr. Sener will show by charts and various breakdowns what the survey showed on "how much of what is appearing on television."

Information will include TV trends, ratings, and various breakdowns, most prevalent commercial techniques, most widely used program themes and formats.

L. A. INVESTMENT
Gock Cites TV Growth

TELEVISION investments in Southern California now exceed $200 million and the industry employs in excess of 6,000 people with total annual payroll of $22 million, A. J. Gock, president of Los Angeles Chamber of Commerce, announced last week. Mr. Gock also is chairman of board of the Bank of America.

"Never has any new enterprise hit Los Angeles as hard, as fast and with such widespread benefits," he declared.

Making his disclosures in connection with the celebration of "Television Month," July 15, Mr. Gock pointed out that $170 million had been expended by 565,000 residents for TV receivers during the past three years. He quoted estimates from the Electric League of Los Angeles to the effect that set ownership will reach approximately 750,000 by the year's end.

Citing other figures, Mr. Gock declared that in excess of $12 million in capital investment has been expended by the seven Los Angeles TV stations.

FLYING SAUCER?
WHAS-TV Shows Films

PREMIER showing of flying saucers—if such things do exist—was presented June 28 by WHAS-TV Louisville on the station's regular local newsmagazine. Moving pictures of a disk that has defied official explanation were shown on the WHAS-TV news at 6:30 p.m. and again on the sign-off news.

Films of the "saucers" were taken by Al Hixenaugh, staff photographer for the Louisville Times and freelance for WHAS-TV. He shot almost 40 feet of film while out on a TV news assignment.

Mr. Hixenaugh reported he suddenly heard a noise overhead, looked up and saw the circular shaped object. He shot about 60 feet of film after focusing his 15 magazine-loading camera at the disk as long as it stayed in sight.

FILM production to start within 10 days on "Buster Reatown," which recently completed live series over KTTV (TV) Los Angeles. Independent Hollywood producer to do filming. Half-hour prints will be offered to recently organized Hollywood television film syndication . . . Dummett-Moore Productions Inc., Los Angeles, incorporates for production of radio, TV shows and motion pictures. Larry C. Moore is firm president; Frank Dummett de Smours, vice president; Victor Mindlin, secretary; Maurice Levy, board chairman.

INS-Teleneus sports review


** Daytime Video

"Sound" Move, Murphy Says

SUMMERTIME can be profitable for TV stations in point of viewers and revenue—in fact, summer hiatus and daytime viewing hours are a thing of the past for WLWT (TV) Cincinnati—according to John T. Murphy, television operations director for Crosley Broadcasting Corp.

Addressing the Louisville Advertisers Club, Mr. Murphy cited the experiences of the Crosley video outlets in Cincinnati, Dayton and Columbus and said that, contrary to accepted belief, an audience exists for daytime programming.

He singled out the New York area where, he said, such programming is gaining a foothold.

WHBF-TV Publicized

SIGNALLING the beginning of a regular schedule of telecasts by WHBF-TV Rock Island, Ill., July 1 [BROADCASTING, July 8], the Rock Island Argus published a special television page in its mid-July 27 issue. Seven-picture spread, showing the outlet's 482 ft. tower, studio interior and personnel, including Station Manager Leslie C. Johnson, was printed on front page of the 24-page section.

TELEVISION INDEX

D AYTIME DIRECTORY

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TV PRODUCERS

Organize National Society

NATIONAL Society of Television Producers merger of Television Producers Assn. of Hollywood and Independent Television Producers Assn. of New York, has been organized at simultaneous meetings of groups in New York and Hollywood.

Irvin Paul Sals, acting president of the New York group, has been elected first national president.

Other newly-elected officers are Charles B. W. Broadring, attorney, secretary; Jack Levine, treasurer.

West Coast officers are: Michael George, president; George Fug, vice president; Gladys Rubens, secretary; Malcolm H. Treaster.

Elected to board of directors for New York area are Richard Knowlton, Walter Arminack, Judy Hooker, Oliver W. Nicol, Martin Gosh and Sotz Howard. Mal Boyd, past president of Hollywood group, and Bernie Keeler, past executive president, elected honorary members.

James Lawrence Fly, former FCC Chairman, will serve as counsel for the New York group. Max Chest, Hollywood, will act in similar capacity there.

WOW-TV Sports

WOW-TV Omaha, Neb., has announced it will carry direct the 1950 World Series over the new network relay, which is scheduled to begin service Oct. 1. In addition, the network announced it may carry all nine Nebraska U. football games, at home and away, as well as Sunday afternoon professional games.

Biggest Summer Show

in Midwest TV...

"GET ON THE LINE"

Seven nights a week, viewers in the WLW-Television Station area are drawn to their sets by the prospect of winning the gigantic jackpot of over $1,000,000 in wanted merchandise—awarded for identifying a tune. This term-

the show for summer selling will have a few participating sponsors available—all in Class "A" time periods.

WLW-TELEVISION

CHANNEL 3 CINCINNATI

CHANNEL 5 DAYTON

CHANNEL 3 COLUMBUS

Crosley Broadcasting Company


BENSON & BENSON, Princeton, N. J. market research firm, announces new confidential service for its brand name audit called: "Check on the Penetration of Your Brand Name in TV versus Non-TV Homes." Service measures penetration and effect of brand names using TV for manufacturer and agency.


EDWARD A. FAUBEL, assistant chief engineer WSTC-AM-FM Stamford, Conn., named acting chief engineer after resignation of EDWARD M. MARKMAN for reasons of health.

WESLEY PIKE, graduate Capital Radio Engineering Institute, Washington, to WASH (FM) that city an engineer.

WILLIAM H. KELLER Jr., chief engineer WEAD Decatur, Ga., father of boys, William III, June 25.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces self-contained, air-cooled TV transmitter (type T-10-A) designed to provide low installation, operating and maintenance costs. New 5 kw unit has 5 kw visual and 2.5 kw aural power in three cubicles and can be operated on Channels 2 through 6.

ELECTRO-VOICE Inc., Buchanan, Mich., develops new coastal two-way high-fidelity loudspeakers utilizing Radax principle to achieve maximum realism and economy.

WCPO Plans Expansion

EXPANSION program for almost doubling the building of WCPO-AM-FM-TV Cincinnati has been announced by M. C. Watters, general manager. Construction on the new wing, which will house offices, clients' rooms, audition rooms, and the main lobby, will begin within a month, Mr. Watters said. Plans call for all operations, including the commercial offices, to be located in the same building, he added.

Technical...

EDWARD W. BARLING named general sales manager of small apparatus divisions, and HORACE ZIMMER, N. Y. district manager of apparatus department, named manager of districts for department. He is succeeded by FRANK A. FARON, N. Y. industrial divisions manager.

SYDNEY J. MASS appointed advertising and sales promotion director of Jerrold Electronics Corp., Phila.

JOHN F. MYERS, manager Westinghouse Electric Corp.'s consumer product factory branches in Middle Atlantic district, elected president of board of directors of Westinghouse Electric Supply Co., N. Y., succeeding DAVID M. SALSBURY.

PENTRON Corp., Chicago, acquires assets and facilities Sound Corp., same city. Management will be directed by present Pentron officers.

Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

- For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

SERVICE DIRECTORY

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
ENGINEERED TO ORDER DAILY

PHONE JACOB 5302
P. O. Box 7037
Kansas City, Mo.
SHUMATE CITED

Get Dr. Christian Award

GENE SHUMATE, sports announcer for KSO Des Moines, Iowa, has won the annual Dr. Christian Script Award, $400 prize, given annually by McCann-Erickson Inc., New York, on behalf of Cheesbrough Mfg. Co., Inc., New York. It was announced last week. Cheesbrough sponsors the Dr. Christian show on CBS.

The award, given for the best script submitted to the show starring Jean Hershot, is the second Mr. Shumate has won in this contest. As sportscaster with KSI his duties have included dual coverage of Midwestern football games with CBS Sports Director Red Barber since 1946. The dual coverage experiment was launched by Mr. Barber when the Ohio State-Michigan and Illinois-Northwestern games were deciding the Big Ten championship and the conference representative in the Rose Bowl.

SMUGGLE CITED

Red Barber has announced.

Mr. Shumate

Watch Out

For The Symptoms!

Laughed out loud when I first heard Hoot Davis was down with the Chicken Pox. Imagine a man of forty-five catching a kid's disease!

So I went to see him, armed with jokes about "second childhood" but forgot them fast when I got to his house. Hoot looked terrible and he had quite a fever.

While we talked, I come to think of how Chicken Pox is a lot like other "diseases"—diseases of the character, such as intolerance, self-righteousness or ignorance. They're excusable in children, but when they come out in adults they're ten times as bad—and can be mighty "contagious."

From where I sit, we should all watch out for the "symptoms"—little things like criticizing a person's preference for a friendly glass of temperate beer or ale. We've seen personal freedom wither away in other countries, when individual intolerance was allowed to get out of hand and become a nationwide epidemic.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Party Line

LISTENERS TO WBAP Fort Worth's noonday newscast not only get their news American style but they also come in for Russian propaganda. When Bob Bassindale of the outlet's news staff tuned on Radio Moscow's shortwave broadcast, he found the comparison between the Russian version and U. S. wire service reports interesting. So WBAP technicians rigged an antenna on the TV tower and installed a receiver with connected wire recorder. Now listeners hear excerpts of Moscow's English language news on WBAP's noonday newscast.

On All Accounts

(Continued from page 10)

on two networks via Ford Bond's shows for Bab.

The Fountain of Youth account isn't the only thing keeping John Volbrecht young. He has a lovely wife Ruth, and two children, Johnny 2 and Tiana 1.

John's radio philosophy is in direct contrast to his boisterous personality. He insists singing commercials and sound-effects plugs are on the way out—temporarily anyway. "The straight spoken fact is the most powerful selling force in radio to-day," he says. His own hard-hitting commercials bear him out.

TV-wise, he wrote the world's first show starring a 10-foot alligator from St. Augustine Alligator farm and is now looking for a client to buy his prize TV commercial featuring a rattlesnake as a visual sound effect. "An attention-getter," he describes it.

John's ambition is to stay in Florida and to build the agency to the point where it can compete equally with those back in New York. If hard work and an inexhaustible supply of original ideas will do it, New York agencies may yet have to look to their laurels in Florida.

SOUTH CAROLINA'S SUPERMARKET

HAS 44% of S. C.'s HOME FURNISHING SALES

MAKE IT YOURS WITH WBC GREENVILLE, S.C. 5000 WATTS

The News-Piedmont Station

* NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodl

Advertising from Where I Sit by Joe Marsh

MSCS CITED

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THE
PRESTO
RC-10

New Rack Mounting
Tape Recorder
With 10½” Reel

These features distinguish the PRESTO RC-10 as the finest of its type available to broadcasters, recording companies, schools:

* 3-motor drive mechanism
* Each reel driven by separate torque-type motor
* Separate record, playback, erase heads
* Constant tape tension to insure minimum wow or flutter
* Two speeds: 7½ and 15”/sec
* Fast forward and rewind speeds
* Frequency response to 15,000 cps.
* Takes 7” or 10½” reels
* Instantaneous speed accuracy

This new PRESTO recorder is the only machine of its type and price available today. Answering the need of broadcasters and recording studios throughout the nation, the RC-10 is another precision product of the world's largest manufacturer of instantaneous recording equipment. This is your assurance that this machine, like all other PRESTO products, is built for maximum performance and years of satisfying service.

900-A1 Amplifier is recommended for use with the RC-10 tape recorder. This is the same basic unit supplied with the PRESTO PT-900 portable tape recorder.

TIMELY SCRIPT

WAVE Louisville scheduled The 38th Parallel immediately following President Truman's announcement of U. S. support to South Korea June 27. Documentary show, written by Bill Hodapp, WAVE continuity editor, familiarized listeners with background information on Korea. Station reported receipt of numerous letters and telephone calls from area listeners in appreciation of drama.

SKIPPING joy

WBZ Boston sends to trade jumping rope with miniature cardboard tree attached. Tree imprinted with message, "As reported in Time the kids around Boston jump rope to this ditty: 'Had a little radio, put it in a tree, only station I could get was WBZ.' The attached rope is to be used in jumping for glee after you use WBZ, with roots in great New England."

QUIET ANSWER

WWBP Chicago, The Quiet An- swer, Mon. 8-8:30 p.m., CDST. Report to city on status of human re- lations there. Show result of six months research by WWBP docu- mentary unit supervised by Perry Wolff, writer-producer. Based on civil, ecclesiastical declarations of man's equality in family of races, creeds and color.

PRIZE PROMOTION

WSRS Cleveland donated radio as prize to annual outing Cleveland Advertising Club. Gift was lettered "Radio is better than ever. Dial 1480 WSRS." Prizes displayed ten days at ad club headquarters.

ACCIDENT COVERAGE

WOMI Owensboro, Ky., June 18, had two exclusive, direct-from-the- scene, eye-witness broadcasts of race accidents. First accident get- ting spot coverage occurred at Tri- State Fairgrounds motorcycle races when official starter was struck by vehicle. Other mishap took place at Owenboro Speed- way's stock car races as car crashed through fence, injuring driver. Both accidents and hospital follow-ups were covered by WOMI Announcer Walt Murphy and assistant, Hugh Potter Jr.

KDKA BARBECUE

KDKA Pittsburgh cooked some 800 lbs. of steak last month when 300-odd KDKA clients and advertising representatives were entertained at Westinghouse outlet's Third An- nual Advertisers B a r b e c u e in North Park. As memento, each guest received cigarette lighter engraved with red bull and words: "KDKA Barbecue—1950."

PRESENTATION Aired

WTAM Cleveland last month paid tribute to Tom (Old Rehead) Manning celebrating his 25th year as sportscaster. Anniversary program was telecast over WNBK (TV), affiliate of WTAM. Bill Duggan, president of Cleveland Baseball Federation, made presenta- tion of $1,000 Savings Bond to Mr. Manning.

CHARM CIRCLE

WSKB McComb, Miss., issues ladies' compact with map on cover showing outlet's listening area. Promotion piece also carries call letters of station with wording, "The Charm Circle of the South."

BABY SHOW

WMAL-TV Washington, That's My Baby, Fri., 7:30 p.m. Show is presentation of achievements of very young children. Parents bring children to studio. Prizes given youngest child who can walk, talk etc. Jackson Weaver m.c.

SUMMER NEWS

WGJ St. Joseph, Mich., "Mike and Camera" house organ sent as promotion piece to listeners at New York, Massachusetts, Vermont, New Hampshire resorts. Piece is accompanied by letter and given July and August program schedules. WGJ points out promotion is answer to "summer hiatus—no listeners problem."

EXAMPLE of WWEB Buffalo's playing up the family angle is this picture of Bob Wells, station's disc jockey, and his daughter, Debbie. WWEB is using family shots of its top talent in sales literature and newspaper dur- ing current campaign.

ANNIVERSARY PROMOTION

WKY-TV Oklahoma City sends trade reprint from June 6 issue Daily Oklahoman and Oklahoma City Times celebrating station's first anniversary. Three-color page includes pictures of stars of ABC CBS Dumont and NBC network shows. WKBK - TV and shots of local shows and special events.

INDEPENDENT'S SCOOP

WLOW Norfolk, Va., independent, reported scoring sweep on networks and individual stations when it broadcast strope-stroke-stroke report of recent PGA Golf Tournament at Columbus, Ohio. Through WLOW's Sports Director Mark Scott, sta- tion arranged with UP to supply information for six-hour broadcast of tourney, with Mr. Scott doing reconstruction.

PUBLIC INTEREST PREMIUMS

WWDC and WTTG (TV) Washing- ton Sportscaster Bob Wolf has launched new project which he de- scribes as "strictly for the kids." He has authored Bob Wolf Official Scoorebook and is donating all royalties to Boys Club of Washington and Junior Police and Citizens Corps. Fans may obtain score- book by sending in 50 cents.

AIRS COUNCIL SERIES

WMGB Richmond, Richmond City Council series, 10:30 p.m. every Monday. Public service, records meetings and Council and rebroad- casts them same evening. Special commentary covers legislation pre- sented at meeting. Also broadcast by WMGB's affiliate WCOD (FM).

KTUL FOLDER

KTUL Tulsa, Okla., mails grey and brown folder to trade. Included is BMH trend of radio listening in area, running commentary of market data, and tables of figures showing station's prominent position both when area had only three stations and at present. Lower cost of time also tabulated.

TEEN TIME

WVAM Altoona, Pa., Teen Club Matinee, Sat. 2-3 p.m., co-sponsored by local Coca-Cola Bottling Co. and Book and Record Shop. Put on at local Teen Age Club. Remote broadcast featuring records re- quessted by teen-agers. Admission free, limited to teen-agers.

COASTER'S MESSAGE

WHIO-TV Dayton, Ohio, releases, along with form letters, sets of lighter-weight coasters carrying slogans "WHIO-TV, Channel 13." or name of show mentioned in fan-mail received by studio. Coasters sent with letter answering all mail sent to station.

PLAYTIME SHOW

WOKY Milwaukee, Playtime for Children, sponsored by Borden Co., starring Jerry Bartell, will feature songs, stories, games and dances for children. Young listeners will par- ticipate in show along with Elsie the Borden cow who will give ad- vice on behavior, safety and hy- giene. Series starts in September.

LANG-WORTH FEATURE PROGRAMS

SELL JEWELRY

HOWARD J. McCOLLISTER
Reginal Representatives
1660 BELLAGIO, LOS ANGELES • BR 6705

SHOWS WITH A HOLLYWOOD HERITAGE • MEMBER N.A.B.

BROADCASTING • Telecasting
BLAW-KNOX builds ANOTHER RINGSIDE SEAT to the Events of the World

For its ultra-modern station in the heart of down-town Louisville, WHAS engineers specified a Blaw-Knox Heavy Duty Type H-40 Tower 526 ft. high to support safely its 10,000 lb., 12 bay high gain TV antenna.

Telecasting top-flight national and regional programs, WHAS will open up a new market for TV sets and provide ringside seats for appreciative thousands in the populous and progressive Louisville area.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted—$1.00 per line; minimum, $4.00. All other classifications 25c per word—$4.00 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 660F, Broadc. & Pub. Mgmt. BROADCASTING is not responsible for the return of applicant material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Opportunity for sales organization manager. Five years experience, WRCO, WDBC, WPRL, WREX, with network stations, good results. Wheaton, Ill. Box 619F, BROADCASTING.

Manager for—Midwest MBS affiliated stations. Young, aggressive personality, with experience in major market and good results. Salary $7000, plus expenses. Continued opportunity. Box 616F, BROADCASTING.

Sales manager for major market station in northwest. Excellent salary and bonus, possibility of promotion. Should be aggressive and capable of taking full responsibility; have executive ability to sell; have promotion ideas and ability to develop new programs. Must acquire interest in station if desired. Excellent benefits. Box 665F, BROADCASTING.

Sales manager to take on a big job in a good New England medium. Must have several years of sales experience in a major market. Should have a strong personality and be able to handle top executives. Excellent salary plus full benefits. Box 658F, BROADCASTING.

Sales—Western. Good sell perhaps your career. Good experience in sales. Box 659F, BROADCASTING.

Situations Wanted

Managerial

General manager-television director, network newscaster. Should have been in top stations in most recent years. Base salary plus signifcant bonus. Box 618F, BROADCASTING.

Secondary network affiliation has one opening for program producer. Salary $50, start, plus. Good opportunity. Box 614F, BROADCASTING.

If you have the ability to handle play-by-play sports and if you have a good selling air personality, an unusual opportunity is available at a progressive station in a large metropolitan area. Write Box 664F, BROADCASTING.

Announcer-Engineer with accent on sports. Phone ticket required. Box 653F, BROADCASTING.

Annie-caster presently employed by one of the major networks. Desires immediate opportunity. Audition and interview as soon as possible. Box 652F, BROADCASTING.

General manager and/or commercial manager with 10 years experience. Excellent salary rate. Box 651F, BROADCASTING.

General manager who can handle an expansion team. He is a good general manager and with experiences as a general manager on both AM and TV. A vetcon who is interested can fill this position. Box 607F, BROADCASTING.

Manager, sales manager or both. Some experience necessary. Thorough knowledge of programming and public relations. Clean out.
Mr. Manager: Here is my story; five years broadcasting collegiate and professional football, basketball, with national sponsors. Local news-sports with special events-interviews with national figures, plus staff writing and production ideas—not a sports bum. References to back your inquiry. I started this start three years sales experience. Af- firmed to top sales in the nation's start of football. What do I want? A permanent position. Your inquiry will be answered promptly with full details. Write Box 681F, BROADCASTING.

Morning DJ right successful years. Took early after-school broadcasting week. Married. $80.00. Replies ac- knowledged. Box 685F, BROADCAST- ING.


Experienced announcer. Over a year in station, formerly signal station, on 1000 and 1 kW stations. Fine quality, deep voice with network caliber delivery. Can handle console like I was part of it. Box 686F, BROADCASTING.

Announcer, writer, single. News and news writing experience, excellent in a thorough knowledge of jazz and popular music. gentle voice, high school diploma. Certain success. Have done radio writing. Contact Box 687F, BROADCASTING.

Experienced announcer, 11/2 years age, 25, married, strong on commercials, operate con- sole, sober. Disc on request. Box 700F, BROADCASTING.

Capable announcer-writer. Best refer- ences both fields. Know control board. Will accept position on request. Box 712F, BROADCASTING.

Experienced announcer, continuity, references available. Age 23. Disc and Resume, disc on request. Box 704F, BROADCASTING.

Young man, single, seeking staff an- nouncing position, some experience. Threw away the paging radio at Radio City. Will travel. Disc available. Box 706F, BROADCASTING.

Overseas radio experience Foggia and Rome. Write if interested, disc availa- ble. Box 707F, BROADCASTING.


Signals announcer, play-by-play, base- ball, basketball, 3 yr. experience, good commercial work. Contact Mike Wynn, 376 Columbus Ave., New York 24, N. Y. Phone 782181.

Ability available. We have well-trained professional. Two years experience in metropolitan stations as an- nouncer. Excellent personality. Disc jockey Radio, script work stunting, us your requirements and we will send resumes, photos and disc. Write Paul Winter, Institute, 6th and Chestnut St., Phila- delphia 7, Pa.

Technical

Engineer, young, 1 broadcast ex- perience, trans., and control. Unem- ployed. Box 633F, BROADCASTING.

Engineer, young, five years broadcast experience. Graduate late 1948. Located in New York, obtaining position offering chance for wide experience in leading stations for advancement. Box 612F, BROADCASTING.

Engineer—three years broadcasting experience, maintenance, operation, and control. Experience in transmitters. Disc jockey, producers and script work stunting. We have your requirements and we will send resumes, photos and disc. Write John R. Davis, Institute, 6th and Chestnut St., Phila- delphia 7, Pa.

Chief engineer. Long experience all phases of broadcasting. Includes transmitters and control. References include well known broadcasting companies. Box 601F, BROADCASTING.

Engineer—Six months experience, directing new station, recently moved up. Presently employed. Box 603F, BROADCASTING.

Engineer—First phone, Veteran, will travel. No experience. 2 years TV servi- ces experience. Write Box 604F, BROADCASTING.

Production-Programming, others

Young Univ. of Missouri graduate seeks opportunity with station, agency, or packaging as writer-producer-designer. Married, employed. Box 605F, BROADCASTING.

Resume, disc experience. Partner in regional Indy. Proven writing record. Sales and producing experience. College, references. Box 609F, BROAD- CASTING. Address Box 609F, BROADCASTING.

For Sale

Stations

Florida exclusive independent. Des-irable, fast-growing market. Basis nine times net. $55,000 down. Box 610F, BROADCASTING.

$15,000 down buys exclusive Texas in- dependent with real potential. Priced by quick sale. No tragers. Box 611F, BROAD- CASTING.

AM station grossing almost five thou- sand, Pennsylvania-Ohio border, 400+ listeners, reliable. Small market, no trangers. Box 612F, BROAD- CASTING.

Rural Wisconsin network outlet. Can be bought for $1500. Can create own network. Excellent, profitable. Box 638F, BROAD- CASTING.

AM station grossing almost five thousand. Box 641F, BROAD- CASTING.

ARM frequency monitor and modulation equipment. Price, $20,000. Box 642F, BROAD- CASTING.

AM frequency measurement service. No. 11 S. Commercial, Emporia, Kans. Phone 2709.

Situations Wanted

Announcers

Gates 250-C transmitter, Gates limiter, GR frequency and modulation monitors, tuning unit. Box 614F, BROAD- CASTING.

Fairchild professional recorder, guar- anteed in excellent condition. Less than one-half retail price. Box 615F, BROAD- CASTING.

For sale. Equipment in first-class shape. Used Western Electric 1 kw type TE amplifier, 3-type 270-A and 1-type 270-A W.E. tubes, 1-G.E. power trans- former, 2 Westinghouse power con- ducers and 1 Westinghouse S5 Henty. Box 617F, BROAD- CASTING.

Seeking风云 in educational broadcasting. Box 618F, BROAD- CASTING.

AM station and FM station. Write Box 619F, BROAD- CASTING.

Extremely equipped station. Combina- tion man one year experience. Refer- ences. Box 620F, BROAD- CASTING.

Time director—five years experience, controls, editing. Postion available. Box 621F, BROAD- CASTING.

Amateur talent. Many years experience advertising sales, public relations background. Dynamic, versatile. Desires position, in radio or TV. Box 622F, BROAD- CASTING.

Amplifier, mounted in excellent condition. Guaranteed. Box 623F, BROAD- CASTING.

Engineer, young, 4 years experi- ence in electronic repair and television. Box 624F, BROAD- CASTING.

Practical experience in design and construction of television and radio equipment. Box 625F, BROAD- CASTING.

Assistant engineer, 4 years experi- ence in radio transmission and television. Box 626F, BROAD- CASTING.

Radio full, 1½ years experience. Box 627F, BROAD- CASTING.

Engineer—Young man, anxious to get back into broadcasting. Desires school and college experience. Please write to Box 629F, BROAD- CASTING.

Television

Engineer—Four years experience in radio and television broadcasting. Box 630F, BROAD- CASTING.

Amateur engineer, 1 year in control room. Desires greater responsibility. Box 631F, BROAD- CASTING.

Engineer, 1st phone, single, car, 2 years experience operation and mainte- nance of AM/FM transmitters. Familiar with controls, tape and disc recorders. Box 632F, BROAD- CASTING.

Engineer, 1st phone, wants position with a growing organization. Has car and is available for full-time work. Box 633F, BROAD- CASTING.


Television

Announcers

Twelve years experience in all phases of broadcasting at remote stations. Desires position on progressive station. Would prefer Chicago. Recently created one of top folk disc shows. Dominant personality with special events. Housing situation forces move. Box 639F, BROAD- CASTING.

Situations Wanted (Cont'd)

Technical

Recent graduate of leading TV produc- tion school, recently trained on camera, control and audio console. Desires directing, directing floor managing, lighting, operated video switcher mike boom and Director. Have excellent, clean regional indie. Proven writing record. Sales and producing experience. Box 640F, BROAD- CASTING.

West Coast High Powered

Independent—$280,000.00

Long-established—newly equipped—high-powered—money maker—brilliant future—valuable real estate—major market—audience ratings high. Sold to prices in demand under favorable terms and conditions.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKHURST-HAMILTON COMPANY INC.

RADIO STATION AND NETWORK BROKERS

WASHINGTON, D. C.

CHICAGO

Waltzers Inc., 1004 H St., Washington, D. C.

Post Office Box 342.

11 S. Commercial, Emporia, Kans.

CHICAGO, I1

11 S. Commercial, Emporia, Kans.

460 N. Michigan Ave., Chicago 11.

Sterling 414-2

Ralph W. Scott, Jr.

Ralph W. Scott, Jr.

Randolph 4-1050

Eubanks 2-3612

Wanted to Buy

Equipment, etc.

Wanted—Used towers, transmitter for 5 kw installation. Five used towers, overall height 240 feet, above base in- stalled, equipped with A-3 lighting. Excellent condition, tower lot. Please give complete information, manufacturer's name, model number, approximate age, date last used, condition, location. Will consider complete installations. Price. Box 649F, BROAD- CASTING.


Wanted to buy... 790 ft. ¾ in. and 1200 ft. ¾ in. semi-flexible Coax cable; also type 300 Wincharger tower not over 300 ft. Write Box 707F, BROAD- CASTING.

AM frequency monitor and modulation equipment. Price, $20,000. Box 645F, BROAD- CASTING.

Situations Wanted

ANNOUNCER-PROGRAM DIRECTOR

Capable, experienced. Good voice, pleasant personality. Reliable family man available. Box 496F, BROAD- CASTING.

Disc jockey with major market station de- sires change to station which will offer satisfactorily situation arrangements. Am happy with present spot with exception of salary. Want an opportunity to make money when I bring more money to station. Will work closely with sales staff. Can build disc shows into highboosted, material station. Not as consultant, but as Disc Jockey or Emceeman, but all around experienced radio personnel. Desires most any situation. Will work closely with sales. Will consider for personal interest if possible. Box 686F, BROAD- CASTING.
KOAA CHANGES

Five Major Departments Set

MAJOR reorganization at KOAA Denver has been announced by Lloyd E. Yoder, general manager. Under the new setup, conforming with recent operational changes made by NBC, KOAA will have five major departments, with managers of each serving under Mr. Yoder as the management staff.

Mr. Yoder said the following have been designated to head the departments: Dale Newbold, controller's department; Robert Owen, assistant general manager, as head of engineering and integrated services; Berry Long, as sales chief, including promotion and advertising; Earle Ferguson, program department manager, and William Day, news, special events and public affairs.

Included in the news, press and public affairs setup are Donald Peach, supervising agriculture activities; and Lewis Pasadas, press supervisor. Donald Allen is also serving as KOAA supervisor of public affairs to the program department as a production director.

Reorganization became effective July 1. "Under this new and streamlined organizational setup," Mr. Yoder said, "we will be able to operate more efficiently than in the past and thus be of greater service to our listeners and to our clients."

POTLIGHTING

[Plug] Forces Equal Time

FREE radio announcements on KSDD San Diego for nine candidates for Secretary of State in Oklahoma were the result of an agreement recently reached by trying to get his uncle into office.

Seems that Bostick Wester, station disc mc., during one of his programs urged all Oklahomans in Southern California to write to the family, to vote for his uncle, John D. Conner, who was running for Secretary of State in July's primary. The request was followed up with a statement that it was an "unpaid" political announcement. When word of the announcement came to the attention of Jack Heintz, general manager, he set out to remedy the situation by offering equivalent free time to the uncle's opponents. There weren't any. P.S. Disc mc. Wester has retired from politics.

FCC Retires Two

ROBERT T. HOSKINSON and Frank L. Tracy, both accountants with FCC since 1935, have retired from government service, the Commission has announced. Mr. Hoskinson served with FCC and prior to that with the U. S. agencies continuously for nearly 45 years. From 1941 to 1945 he was on loan to the House Committee Investigating Naval Affairs. Mr. Tracy retired with nearly 22 years of civilian service and more than 16 years military service to his credit.

PATCHOGE AM

Proposed Grant Issued

DESPITE four deviations from FCC's engineering rules, proposed new AM station at East Patchogue, N. Y., on 1370 kc with 500 w day-tay, received recommended grant in an initial decision issued last month by the FCC. The licensee is Suffolk Broadcasting Corp., permittee of WFFS (PM) Coram, Suffolk County, Long Island.

FCC Hearing Examiner J. D. Bond ruled to grant the Suffolk Broadcasting application on ground a first local service would be given to more than 7,000 persons in Patchogue. New daytime service would be provided a total of nearly 58,000 persons on Long Island in and excess of 20,000 in New Jersey, theredisc mc., noted. Optional interference would be caused within the normally-protected contours in New Jersey of WBNX New York and WMKI New Brunswick, N. J., it was stated, affecting some 11,000 persons. The decision said 15 other stations serve this group, however.

Other deviations from FCC's standards were related to antenna height and use of a regional frequency, but the examiner felt them justified. Engineering conditions were attached to the proposed grant.

FCC actions

JUNE 30 to JULY 6

CP-construction permit
DA-directional antenna
ERF-efficient radiated power
Sta.-transmitter link
Synch. synchro-amplifier
STA-special temporary authorization
Ant.-antenna
D-day
N-night
Vis.-visual
Un.-unlimited hours
Cond.-conditional

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 30 Applications . . . ACCEPTED FOR FILING

AM-1490 kc
Walter W. Mansfield, Albert S. Hall, Floyd J. Jolley and Arthur J. Crowley, d/b/a Beest of Burbank, Calif.—CP new AM station on 1490 kc, 250 w full time, in accordance with FCC policies, ruled to grant.

AM-1500 kc
M. R. Lankford, Princeton, Ind.—CP AM station at 1500 kc to change name to Walter AM. The station is currently licensed to be operated at 1530 kc.

AM-1500 kc
WJRK Detroit, W—CP AM station to change from 1500 kc to 1500 kc 10 kw N to 1500 kc 10 kw N 1 kw.

License for CP
WARM Holland, Me.—License for CP new station.

WVOK Birmingham, Ala.—License station to increase power, install DA etc.

TENDERED FOR FILING

AM-120 kc
KQD Anchorage, Alaska.—AM station on 120 kc to change from 1790 kc 5 kw to 1790 kc 10 kw.

SSA-710 kc

SSA-1070 kc
K>JX Joliet, Ill.—Request for license to change name to Walter 1070 kc 1 kw.

WVFM Ardmore, P. R.—Request for license to change name to Walter 1070 kc 1 kw.

AM-960 kc
KALE Richland, Wash.—CP AM station to change from 960 kc 1 kw to 960 kc 1 kw-D 1 kw un-D.

July 3 Applications . . . ACTIONS ON MOTIONS

By subscribers
Rose M. Hyde
The Ashley County Bestg. Co., Crossett, Ark.—Granted petition requesting Commission to accept late one application for license to operate on following date. The petition was granted.

KWCO Chickasha, Okla.—Granted petition insofar as it requests leave to amend application so as to specify revised directional array for nighttime operation; dismissed request for reopening of record in this proceeding.


By Examiner J. D. Bond
KFXD Nampa, Lcda. and Butterly Best., Inc., Billings, Mont.—Denied petition, KFXD for acceptance of amendments to change D antenna, the petition was not opposed in application—which changes permitted to eliminate objectional directional interference. The application proposed by Butterly Best was rejected and Trans., requests application of KFXD and that of Butterly Best Inc. be removed from pending docket.

By Examiner Leo Benrek
Jennings Bestg. Co., Inc., Jennings, La.— Granted leave to amend application so as to change proposed transmitter site and make changes in technical data granted petition for continuation of

hearing from July 12 to Sept. 14 in Washington, D. C.

By Examiner H. B. Hutchison
WKBK DeSoto, Mich.—License for CP to increase power, change DA etc.

KALG Annapolis, N. M.—License for new CP.

License Renewal

SSA-710 kc

Modification of CP
Mod. new CP station for extension of operation date to July 1.—Granted.

KWCO Chickasha, Okla.—Granted petition insofar as it requests leave to amend application so as to specify revised directional array for nighttime operation; dismissed request for reopening of record in this proceeding.

WPMX Martinsburg, W. Va.—Modified CP, issued new CP for extension of operation date to July 17.

KWTV Oklahoma, Okla.—Denied petition for new CP.

License for CP
WKBK DeSoto, Mich.—License to cover.

PT6-JA

Greatest professional, technical and marketable Portable high fidelity rec- order and amplifier—at low as $499.50

WRITE

Maquegon, Inc.

360 N. Michigan Ave.

Chicago 1, ll.
CP to change studio location to Smith Hill, Utica.

July 6 Decisions

BY COMMISSION EN BANC

CP Granted

Sarkes Tarzian Inc., Bloomington, Ill. - Granted CP license for new 5 kw experimental mobile radio station to operate on amateur frequencies from 88.0 to 89.9 MHz, Saul Dreyfus, Gen. Manager, to install new vertical antenna.

KFAI, Minneapolis, Minn. - Granted mod. CP to change location from 1366 Minnesota St. South, Mpls., to 1500 Nicollet Blvd., Mpls., and change type of trans.

Hearing Designated

WMJF & WSMJ, St. Louis, Mo. - Designated for hearing in Washington Dec. 12. Application to change frequency from 1450 to 1390 kec, and install DA-7, and application to install DA-6; and application to install KAER for mod. CP, to change DA-pattern, and change type of trans.

Discretion Granted

KPRS, Omaha, Neb. - Denied application for SBA to operate during nighttime hours between Aug. 1 and Aug. 2, 1950, because frequency of 1500 kw with 500 kw, because such operation would result in objectionable interference to four other stations.

Hearing Designated

KSBV, Oklahoma City, Okla., and KROSS, Everett, Wash. - Designated for hearing in consolidated applications to change frequency from 1450 to 1380 kec, and install DA-7, and application to install KAER for mod. CP, to change DA-pattern, and change type of trans, and proceed with respect to applications to be heard in Washington Dec. 14.

Petition Dismissed

WLLI, Lenoir City, Tenn. - Dismissed petition by Robert Lex Laxley re. station, WWL, Lenoir City, Tenn., for failing to comply with the action of March 29, granting WLLI, CP license for new station on 91.9, and further ordered Paragraphs 1, 3 and 8 of the bylaws of Laxley to be inserted as "false and baseless.

Extension Granted

KXN-FM, McPherson, Kan. - Granted extension of authority for period ending Dec. 1, 1950, to continue operation using facilities specified in CP, for purpose of providing CP program service.

By the Secretary

Granting license new remote pickups extended on temporary basis to Sept. 1, KTVT, Los Angeles, Calif., license KA-5160, and license KA-5160.

Applications for extension and renewal of license.

V. N. James, Salado, Colo., granted license new remote pickup KA-3925.

Revocation of license.

KAI-967, Kansas City, Mo., granted license new remote pick-up KA-4251.

The Evening News Assoc., Detroit, - Granted license for new station on 98.1, using frequencies from 333,890 to 335,620 to 337,650, and 340,220 to 341,550 kec, and for use of station.

Eastern Carolina Best, Inc., Goldsboro, N. C., granted license for new station on 395,560 kec, frequency from 335,800 to 337,600 kec, and to be used with WRX, WRC and WFX.

Alabama-Georgia Bests, Inc., Tuscaloosa, Ala., granted license for new station on 962,100 kec, frequency from 2905 to 2920 kec, and to be used with WRC, WRC and WFX.

Reading Best Co., Reading, Pa., granted license for new station on 389,950 kec, frequency from 3400 to 3405 kec, and to be used with WRX, WRC and WFX.

KMMJ Inc., Grand Island, Neb., granted license for new station on 496,200 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

Salt River Valley Best Co., Phoenix, Ariz., granted license for new station on 970,800 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

Sara Valley Best Co., Phoenix, Ariz., granted license for new station on 970,800 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

General Electric Co., Schenectady, N. Y., granted license for new station on 496,200 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

North Carolina Bests, Inc., Raleigh, N. C., granted license for new station on 496,200 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

Reading Best Co., Reading, Pa., granted license for new station on 389,950 kec, frequency from 3400 to 3405 kec, and to be used with WRX, WRC and WFX.

KMMJ Inc., Grand Island, Neb., granted license for new station on 496,200 kec, frequency from 2905 to 2920 kec, and to be used with WRX, WRC and WFX.

Gould Reviews Programs

JACK GOULD, radio editor of the New York Times, last week instituted a radio and television program review column to provide critical commentary on program performance. The reviews appear in Times the day after the broadcasts they cover. The features will be carried whenever the number of premiers warrants, it was said. Program reviews are not an innovation with the Times, which for years has run lengthy ones in its Sunday editions.

July 6 Publications

July 6 Publications

July 6 Radio

BIGGEST RADIO BARGAIN in the U.S.A. TODAY

WNEO-NEW ORLEANS

National Representatives

RA-TEL

240 Lehigh Ave., N. J.

WNEO NEW ORLEANS

Available Right Now: Spots between High-Bated National Shows. Spots on or between local shows. Call for details. Send checks or money orders.

BROADCASTING • Telecasting
FCC Actions
(Continued from page 76)

TENDERED FOR FILING

AM—790 kc
KFBF Fairbanks, Alaska.—Mod. CP new AM station to change from 1290 kc to 590 kc.

AM—1090 kc
KAWA Austin, Minn.—CP AM station to change from 1420 kc to 1460 kc.

Non-Docket Actions

AM GRANTS
WFPF Fort Payne, Ala.—Granted switch in facilities from 1290 kc to 590 kc.

AM—1090 kc
KAUW Austin, Minn.—CP AM station to change from 1420 kc to 1460 kc.

FCC Actions

APPLICANTS

FOR RADIO STATION LICENSES

John H. R. Johnson, Applications Manager, AM Broadcasting Co., New York, N. Y., for license to operate an AM broadcasting station at Burlington, Iowa.

BROADCASTING

76 • July 10, 1950

Please note that the text is a mixture of natural language and technical jargon related to radio and television broadcasting. It includes references to various license applications, station operations, and other industry-related matters. The text is not a self-contained narrative and requires additional context to understand its full implications.
NETWORK BOX SCORE

Number of commercials on the four nationwide networks May 31 265
Number of commercials starting on networks during June 8
Number of commercials dropped from networks during June 60
Number of commercials on four nationwide networks, June 30 233

JUNE ADDITIONS

SPONSOR PROGRAM NETWORK TIME AGENCY
General Mills Live Like a Millionaire NBC Mon.-Fri., 2:30-3 Knoc Reeves Co.
General Mills A Private Affair ABC Thurs., 10-10:30 Knoc Reeves Co.
Recall Drug Co. Richard Diamond, Detective NBC Wed., 10-10:30 BBDO
Brown & Williamson Tobacco Connie B. NAB Tues., 10-10:30 Russel M. Seeds Co. (Nat.)
Kraft Foods Co. The Falcon (hiatus) n.m., Sat., 8:30-9 Neudham, Louis & Brody
Lewis-Howe Starlight Concert (Nat.) Tues., 8:30-9 Dance-Paragonstrand (Nat.)
U. S. Steel Symphony (Nat.) Sun., 8:30-9 BBDO

JUNE DELETIONS

American Oil Co. Carnegie Hall ABC Tues., 6-6:30 Jazz Co.
Derby Foods Inc. Sky King (hiatus) Mon.-Wed., Fri., 7-7:30-6 Neudham, Louis & Brody
General Mills Jack Armstrong ABC Tues-Thurs., Mon.-Wed., Thurs., 5:30-6 Knoc Reeves Co. (Nat.)
P. Lorillard Co. Doctor I. (hiatus) ABC Wed., 8-8:30 Dryer, Naylor & Company
Miles Labs Edwin C. Hill ABC Mon.-Wed., Fri., 7-7:30-6 Wode Adv.
Pepsi-Cola Counter-Spy (hiatus) ABC Tues., Thurs., 9:30-10 Blow Co.
Quaker Oats Co. Challenge of the Yukon (hiatus) ABC Mon.-Wed., Thurs., 7-7:30-6 Sherman & Mar- quette
Quaker Oats Co. Quiz as a Flash (hiatus) ABC Mon., 3:30-4 Price, Robinson & Frank
Southern Baptist Convention The Baptist Hour ABC Mon.-Fri., 12:30-1:30 Lillier, Neal & Battle
Sterling Drug Bride & Groom ABC Mon., 5-5:30-6 Dance-Fargarder-Cooper (Nat.)
Trimount Clothing Step the Music (Nat.) Sun., 8-8:30-6 William H. Weintraub
Ferry-Morse Seed Garden Gate ABC Sat., 9-9:15-10 Matheus, John & Adams
Hall Bros. Hallmark Playhouse (Nat.) CBS Thurs., 10-10:30 Foote, Cone & Belding
Brock Candy Co. Sunshine Sea CBS, Thurs., 7-7:30-6 Lillier, Neal & Battle

SPONSOR PROGRAM NETWORK TIME AGENCY
Columbus Records LP Parade CBS Sun., 1:30-2 p.m. McCann-Erickson
Dellworth, Locke- wana & West- ern Co. The Shadow MBS Sun., 5-5:30 p.m. Ruthoff & Ryan
Mail Pouch Tobacco Sports for All MBS Thurs., 8:30-8:30 Charles W. Hay & Co.
Relaton Purina Co. Tom Mix & His Relaton Straight Shooters Mon.-Wed.-Fri., 5-5:30 p.m. Gardner Adv.
General Foods Corpora- tion Mon.-Wed.-Fri., 5-5:30 p.m.
Kellogg Co. Mark Trail MBS Sun., 6-6:30 p.m. Sherman & Mar- quette
Quaker Oats Co. Roy Rogers Mon.-Wed.-Fri., 5-5:30 p.m.
R. B. Santer & Gallery Thursday MBS Wed., 7:30-7:45 Eikel, Vosey & Co.
American Tobacco Company Light-Up Time Co. NBC Mon.-Fri., 7-7:15 BBDO
General Mills Today's Children NBC Mon.-Fri., 2:30- 3:45 p.m. Knoc Reeves Co.
General Mills Light of the World NBC Mon.-Fri., 2:45-3:45 p.m. Dance-Paragonstrand Sample
Liggott & Myers Challenge of the Front NBC Thurs., 10-10:30 Cunningham & Walsh
Ponter & Goodale's Truth Or Consequences NBC Sat., 5-5:30 p.m. Complex Adv.
S. E. Johnson & Sons Theatre NBC Tues., 9:15-10 Bob Hope, Esty & Brody

JUNE ONE-TIMERS

Gilllette Safety Razor Co. Belmont Stake NBC Sun., June 16, 1950 Boxen Inc.
Stonely Home Products Corillan Dedication ABC Sun., June 4, 1950 Charles W. Hay Co.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Produced by Peer

MAMBO JAMBO


On Transcription: Lenny Herman—Lang- worth; David LeWinter—Standard.

Let's face it, a high
black seems to
be going in
this country.
For instance,
WCHS's home
is Charleston,
W. Va., and
what's more,
how the hell
is it in the
middle of the
state? For
to get there
you'd have
to go from
Charleston
to Richmond,
about 70
miles, then
on to
Chesterfield
and beyond.

MISS MARY BRIDELY

I wanna do
some records
in these
summer
times.

You never heard
of a record
called
"MAMBO JAMBO."

So, unless
you're
sick of
samba,
why not
come
and hear it
at the
next BMI
show in
Charleston,
W. Va.

MISS MARY BRENDEL

Yonkheh Baker, Inc.
New York City

Dear Mary:

Looking for a fastgroovin', money-
spendin' market? Well, the area around
WCHS's home town is

WCHS

CHS

WCHS

WCHS

WCHS

CHARLESTON, WEST VIRGINIA

MU-24993

MAMBO JAMBO

Your New York City

WCHS

Yes, Alvy

WCHS

Charleston, W. Va.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Produced by Peer

MAMBO JAMBO


On Transcription: Lenny Herman—Langworth; David LeWinter—Standard.

BROADCASTING * Telecasting

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114 Local Accounts
26 Regional and National Accs.
2781 Pieces of Free For May '50

News * Art * Sports

WTNN

475 FIFTH AVENUE NEW YORK 18, N. Y.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Produced by Peer

MAMBO JAMBO


On Transcription: Lenny Herman—Langworth; David LeWinter—Standard.

BROADCASTING * Telecasting

July 10, 1950 * Page 77

114 Local Accounts
26 Regional and National Accs.
2781 Pieces of Free For May '50

News * Art * Sports

WTNN
PROGRESS IN NARBA NEGOTIATIONS ENDORSED

APPROVAL in principle of progress to date toward Third North American Regional Broadcasting Agreement (which will extend radio and television cooperation among representatives of foreign states and the U.S. government, including foreign media representatives and government representatives Friday at State Dept., Washington, meeting for informal preview of further NARBA conference there Sept. 6, group outlines provisions for aid to U. S. delegation under FCC Court, Rosel H. Hyde.

Review of Montreal session last fall and U. S.-Cuba talks earlier this year in Havana was given by Com. Hyde who set up three committees to prepare data for U. S. group.

Committee on Standards is to consider propagation measurement curves, which proved too complex for many participants; 650-mile-protection rule, political issue with Cuba; and answer to possible Mexican suggestion for 9-kc separation of channels.

Committee on Interference is to get usable information on havoc to U. S. operations being caused by propagation of foreign stations. Committee on Existing Facilities is to get cost data and other facts on efficiency of U. S. channel use as achieved by best engineering techniques, plus cost data on possible simplification of existing arrangements, including simple directional arrays. Second meeting set for mid-August. Committee nominations:

Committee on Standards: Edgar Vandivere, FCC chairman; Smith, Upland Broadcasting Co. Cleveland; Ralph Harmon, Westinghouse; Ward Quail, Clear Channel Broadcasting Co.; C. F. Leydorf, WJR Detroit; William Bennis, consulting engineer; Cramer, T. A. M. Coven. Consulting engineer; James Parker, CBS; John Preston, ABC; William Dutters, NBC. Committee on Interference: James E. Barr, FCC chairman; Dwight Myer, Westinghouse; Herbert Barlow; Weller, K TN, Chicago; and Messrs. Leydorf, Parker, Preston, Dutters and Craven. Committee on Existing Facilities: Paul Coven, WMAQ Chicago; President, FCC; John Preston; N. D. House. Committee on Separation: Edward S. Coven, WMAQ Chicago; Chairman, ABC; Myrtle C. Coven, WMAQ Chicago; Chairman, NBC; William Bennis, consulting engineer; J. F. Leydorf, WJR Detroit; Donald C. Coven, consulting engineer; James Parker, CBS; John Preston, ABC; William Dutters, NBC. Committee on Interference: James E. Barr, FCC chairman; Dwight Myer, Westinghouse; Herbert Barlow, Weller, K TN, Chicago; and Messrs. Leydorf, Parker, Preston, Dutters and Craven.

CIVIL DEFENSE PLANNING DISCUSSED AT CONFERENCE

CLOSED discussions Friday among broadcasters, NSRB officials and representatives of RCA, FCC, Defense Dept., common carriers and Eastern Radio Relay League explored problems in communications civil defense planning (early story page 17).

Among topics aired, it's understood were: (1) Signals transmitted by sub-audible or coded frequencies; (2) radio silence (on which military leaders reportedly are undecided); (3) standardization and design for electronic equipment (with appointment of special committee direct); (4) emergency "disaster" network with use of 1760-1800 kc band (now being studied by FCC); (5) role of radio amateurs as links between regional-state civil-defense offices; (6) use of single monitoring station for "key stations" during World War II) for alert purposes; (7) and primary and tertiary networks comprising telephone and broadcast stations.

TWO NAMED HOOPER VPs

DOROTHY M. BEHRENS and Edythe F. Bull elected vice presidents of C. E. Hooper Inc. Miss Behrens, with Hooper organization since 1935, has been publisher of all audience reports since 1947, a position she retains. Miss Bull has supervised special surveys of firm since 1936.
THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

Is The Team's great potential audience responsive, you may ask?

Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.

The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.

To examine this proof, contact KMBC-KFRM, or any Free & Peters “Colonel”.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
Now, for more than a year, music-lovers everywhere in the country have had—and have acclaimed—RCA Victor's remarkable 45-rpm record-playing system. Already, millions know "45" as the magic number that makes music mirror-clear.

As was said when the American Society of Industrial Engineers presented RCA Victor with its 1950 Merit Award, "We are moved to admiration by your bold departure from past practices in developing a completely integrated record and record-player system."

Research leading to "45"—confirmed at RCA Laboratories—covered 11 years... and resulted in small, non-breakable records which can be stored by hundreds in ordinary bookshelves, yet play as long as conventional 12-inch records. The automatic player, fastest ever built, changes records in less than 3 seconds—plays up to 50 minutes of glorious music at the touch of a button! Every advantage of convenience, compactness and cost, marks "45" as the ideal record-playing system!

Another great RCA development is the finest long-play record (33⅓-rpm) on the market—for your enjoyment of symphonies, concertos, and full-length operas. Radio Corporation of America, Radio City, N. Y. 20.

What magic number makes music mirror-clear?

Fully automatic RCA Victor 45-rpm record player and records—small enough to hold in one hand... inexpensive enough for any purse.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television