WOR is the greatest audience-building, sales-producing, habit-forming station in America!

This is proven in a startling new booklet which you may have received. If you haven't, a postcard, telephone call, or letter, will bring you the proof.

the address is
WOR
that power-full station at 1440 Broadway, in New York
LOngeacre 4-8000
and the substantial family people of Midwest America are called to Church ...for religion is deep-rooted in the small towns and farming communities that dominate the Midwest...and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...

CHURCH BELLS RING...and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
Let's talk about MARKETS

We at WOAI are proud of the great Southwest . . . we're proud of the part WOAI plays in Telling and Selling the folks who listen to us three or more times weekly as shown in the new BMB survey. In the 480 counties where families listen to WOAI regularly at night, live 9,281,000 people. Last year they spent nearly six and one-half billion dollars over retail counters. The 217 counties which report regular daytime listening have 4,770,000 people who spent over three and one-quarter billion dollars. You need a BIG salesman to reach the BIG Southwest. These earning and spending people have the WOAI listening habit! To sell the great Southwest use WOAI. Call Petry.

Market Data Corp. 1950 Sales Management Survey of Buying Power; further reproduction not licensed.
Closed Circuit

FIRST emergency measure, if any, to be invoked by President Truman, according to usually well informed sources, will be in price, wage and job spheres to nip inflationary spiral before mobilisation and industrial conversion begins. Presumably prices, salaries and job assignments would be frozen.

NAME MOST frequently heard as successor to Maurice B. Mitchell, who leaves NAB's Broadcast Advertising Bureau Aug. 15 to join NBC's executive AM sales staff (see story page 15): Eugene S. Thomas, general manager WOIC (TV) Washington, sale of which by Macy organization to Washington Post-CBS (WTOP Inc.) now waits FCC approval. Mr. Thomas slated to return to WOR-TV New York executive staff. It is known, however, that NAB top command look favorably upon his 15 years experience in WOR organization as fitting him admirably for Mr. Mitchell's successorship.

NATIONAL census figures showing radio and television homes to be available in December, based on Census Bureau sampling of housing data. Provisional total to be broken down by North, South and West divisions. State and county radio-TV homes to be announced in mid-1961.

GENERAL FOODS (La France), through its agency, Young & Rubicam, New York, preparing spot announcement campaign starting Aug. 13 for four weeks, using mostly women's participation programs.

NOW AT BAT before FCC, in executive session, is color TV issue. When that's disposed of—by Aug. 1 it's hoped—Commission will consider Transit Radio case and related issues involving storecasting, Musak, et al. Staff report which won't necessarily be followed, gobbles over whether these PM off-shots actually constitute "broadcast service" within terms of act, with tendency to veer toward view that most of them are not performing service for which they were licensed.

P. SCHUMACHER & Co., New York (fabrics), preparing participation program radio campaign using 18 stations in as many markets, for eight weeks starting early in September. Lawrence Boles Hicks Inc., New York, is agency.

WHILE FCC proceeds on "business as usual" basis, it's no secret that Commission level is concerned about money and membership. Facing 10% cut in its $6,625,000 recommended budget, along with move in Senate to superimpose second 10% slice, FCC would have to further sharply reduce what it regards as an already under-staffed organization. Moreover, large percentage of its engineers and lawyers are in military reserve subject to call in event of mobilisation.

NEXT defense move, from broadcasting standpoint, may be appointment by NAB of board.

(Continued on page 70)

Upcoming

Aug. 7-8: NAB FM Committee-Station meeting, NAB Hqrs., Washington.
Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 23)

Bulletins

FIFTH ARMY, comprising 13 Midwest states, named Schoenfeld, Huber & Co., New York, to handle all advertising for its Army and Air Force recruiting. Campaign includes radio and TV.

SEN. SCOTT W. LUCAS (D-III) in Senate Friday urged that immediate voluntary censorship steps be taken by radio and press. He cited current instances of news dissemination that contained information of possible value to the enemy.

BUREAU OF STANDARDS RADIO LAB APPROVED

EMPHASIS by Sen. Ed Johnson (D-Col.) on importance of Bureau of Standards radio laboratory spurred Senate approval of $134,000 in funds for construction of plant in Boulder, Col., and increased contract authorizations totaling $1,234,000. Senate Appropriations Committee had deleted provision for $5 million laboratory in report (see early story page 22).

Boulder plant would further research on methods of preventing Russian jamming of radio frequencies and elimination of "blind spots" in spectrum, as well as radar. Sen. Pat McCarran (D-Nev.), sponsor of amendment, told the Senate.

SEDGWICK JOINS ABC

WILLIAM P. SEDGWICK, former sales promotion manager for Edward Petry Co., New York, joins ABC spot sales department as assistant to Ralph E. Dennis, in charge of spot sales development.

SIMPERS GETS NEW POST

ROBERT S. SIMPERS, former president, Simpers Co. Inc., New York, named by Columbia Records Inc., New York, as West Coast director of artists and repertoire and West Coast musical director of Columbia's Popular Record Div.

PAUL WESTON TO CRI

PAUL WESTON, former musical director for Capitol Records Inc., New York, named by Columbia Records Inc., New York, as West Coast director of artists and repertoire and West Coast musical director of Columbia's Popular Record Div.

BEN POLLET NAMED


Business Briefly

ALL STARS BROADCAST • WilsonSport-Ing Goods Co. and General Mills plan joint broadcast of football game between College All Stars, New England's population figure rose from 8,437,290 to 9,305,767. Breakdown, showing 1940 comparison to 1960, follows: Connecticut, 1,709,242 to 1,994,818; Maine, 847,228 to 907,205; Massachusetts, 4,316,721 to 4,711,763; New Hampshire, 491,624 to 529,881; Rhode Island, 713,846 to 786,224; Vermont, 359,231 to 376,786.

New York's total city-limit population climbed from 7,454,985 in 1940 to 7,841,610 in 1960, population figures for U. S. cities disclosed. Data for other cities over 100,000, supplementing figures in BROADCASTING, July 10, 3 follow for 1940 and 1960, respectively (incorporated limits only): Pittsburgh, 671,669 to 673,786; San Antonio, 253,854 to 405,973; St. Paul, 287,736 to 310,165; Wichita, 114,966 to 156,374; Albany (N. Y.), 130,577 to 134,382; South Bend, 101,286 to 115,402.

NO SERIOUS CUTBACK SEEN IN RADIO-TV PRODUCTION

MILITARY's Korean war needs for electronic equipment and component parts probably will be met "without serious cutbacks" in radio-TV civilian production, Robert C. Sprague, president, Radio-TV Mfrs. Assn., said Friday. Overall requirements not expected to exceed 20% of industry output—may be only 10% to 15%—according to present estimates.

Noting that entire resources of industry would be required in event of all-out mobilization, Mr. Sprague felt it is "far better prepared" than at outbreak of last war. He cited expansion, particularly in component field, due to TV sales jump.

Mr. Sprague's statement issued following military procurement conferences with military officers and officials of National Security Resources Board. Mr. Sprague also covered preliminary plans for voluntary cooperation of manufacturers in expediting program. Further discussions to be held as military needs crystallize, RTMA said.
From the 1948 Census of Business, recently released, advertisers can learn a vital lesson about Pittsburgh and its metropolitan area. The Census shows that in the Pittsburgh market, more than in any other, the areas outside the city are important to reach. Figures tell the

<table>
<thead>
<tr>
<th>Market Area</th>
<th>&quot;In City&quot; Sales</th>
<th>&quot;Outside&quot; Sales</th>
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</thead>
<tbody>
<tr>
<td>New York</td>
<td>63.4%</td>
<td>36.6%</td>
</tr>
<tr>
<td>Chicago</td>
<td>72.6%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Detroit</td>
<td>69.1%</td>
<td>30.9%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>44.3%</td>
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<td>St. Louis</td>
<td>62.9%</td>
<td>37.1%</td>
</tr>
<tr>
<td>Washington</td>
<td>74.8%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

story: in 1948, when "in city" sales hit a walloping total of $871 million, "outside" sales exceeded $1,096 million.

Why settle for less than a complete advertising job in this, the nation's sixth market?

Obviously, you need a station with the power and the popularity to get your message across to the buyers in that big 55.7% of the market outside the city limits.

That station, unquestionably, is KDKA... one of the nation's great stations!

For details on KDKA's sales performances, and on availabilities, write or telephone to KDKA or to your Free & Peters representative.
Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

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

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!
Tower on KSRO Hit By Plane

Two navy fighter pilots from the Aircraft Carrier Boxer narrowly escaped injury yesterday in two separate mishaps at Santa Rosa Naval Air Base.

Yesterday morning a VT-8 fighter piloted by Ens. J. P. McCarthy brushed a wing against one of Radio Station KSRO's 194-feet high transmitter towers. The impact sent approximately eight inches of the plane's wing—aluminum, fabric and landing lights—fluttering to the ground.

The aircraft, however, did not go out of control. The pilot zoomed close to the ground, apparently discovered the plane was still navigable, and turned towards his Alameda Naval Air Station base. Two companions flew a protective escort at his side.

AT APPROXIMATELY 3 p.m., a similar type fighter groundlooped and was badly damaged as it set down for a landing at the Santa Rosa strip.

The pilot, Lt. (j.g.) J. G. Rickel, was uninjured except for minor scratches.

The earlier mishap bent about 10 feet of the KSRO tower but did not force the station off the air. In fact, station attendants were unaware of the accident until mid-afternoon when shifts were changed and nearby residents carried over some of the wing pieces that fell from the plane.

Note particularly the last paragraph of this interesting news story, giving the details of an accidental and impressive test of Truscon Radio Tower strength.

Ability to stand up under the most unusual operating conditions is a characteristic of Truscon Towers of Strength. Throughout the world these strong, sturdy fingers of steel are setting new performance records. Truscon draws upon this background of world-wide experience to engineer and erect exactly the type of tower needed for each particular operating and geographical condition. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.
IN THE U. S. HEMPSTEAD IS

3rd Net INCOME PER FAMILY ...... $8,799
Net INCOME PER CAPITA ...... $2,512

17th TOTAL NET INCOME ...... $884,271,000

25th FOOD STORE SALES ...... $115,158,000
$1145 per Family

38th RETAIL SALES ............ $380,311,000
$3784 per Family

LATEST CONLAN SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>Network</th>
<th>50 KW</th>
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</thead>
<tbody>
<tr>
<td>&quot;A&quot;</td>
<td>27.0</td>
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<tr>
<td>&quot;B&quot;</td>
<td>26.2</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>14.3</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>12.1</td>
</tr>
<tr>
<td>All Other Independents Combined</td>
<td>9.0</td>
</tr>
</tbody>
</table>

DATA SOURCES:
Sales Management—1950.


6:00 A.M. to 5:30 P.M.

BMB Study #2

63% BMB IN HEMPSTEAD

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N. Y.

ELIAS L. GODOFSKY, President

WILLIAM T. JOHNSON, ABC Hollywood writer-producer, to J. Walter Thompson Co., Hollywood, as talent buyer and frame- work writer for CBS Lux Radio Theatre. Replaces HARRY KERR, resigned. LOUIS SILVERS, show's musical director for past 15 years, resigns to enter TV in N. Y. No replacement named.

JESSE LIDE, vice president in charge of sales and advertising General Plywood Corp., Louisville, rejoins McCann-Erickson, Chicago, in executive capacity.


MARK MARTIN, Gardner Adv., St. Louis, to Buchanan & Co., N. Y., as creative director and executive vice president; JEROME GODOFSKY, merging Gerome Adv., St. Louis, with Buchanan, becomes director and executive vice president.

"Radio has come a long way," Mark Schieber, head of Shreiber Advertising, Denver, muses as he reminisces over his pioneer days as "board man," platter-spinner, log-keeper and even floorsweeper at KPUM (now KFOR Colorado Springs).

Mark was only 14 then but he was destined to win recognition as "The Voice of the Rockies" and new laurels for himself in the agency field on the strength of his radio and sales experience.

After a stint as vice president and partner of Ball & Davidson, Los Angeles and Denver advertising firm, Mark last August opened his own agency in Denver.

Behind Mark's success is a career of diversified interests and talents. In fact, his voice is still heard on radio sets throughout the Rocky Mountain empire, describing basketball and football games. Closely identified with Denver sports the past few years, Mark has covered over 500 play-by-play basketball games coast-to-coast, including 10 consecutive National AAU championships, as well as the 1938 Colorado-Rice Cotton Bowl contest for KOA-NBC Denver.

His background also embraces five years of college coaching and public relations work, and a fouryear stretch as sports columnist for the Denver Post.

Besides his sports activities, Mark had been closely associated with the sales side of radio during the '40s. He served as salesman at KLZ Denver as well as sports director for the CBS affiliate. In 1941 he moved to KMYR and doubled as sales manager and sports director, helping to build the station to a prominent position in the Denver market.

This relationship last until Mark ventured into the advertising field with Ball & Davidson where he remained until last August.

Mark heads a staff of 11 people who turn out one of the largest quotas of advertising in Denver today. His radio billing alone runs well into six figures with time placed on 35 stations.

A staunch advocate of honest, straightforward radio," Mark holds no forte for operators who indulge in PI deals or double and triple spots; or for advertisers who want to "test" radio's selling impact. "Radio doesn't need testing, it proved itself long ago," he remarks.

Mark was born in Burlington, Iowa, in 1914 and was reared in Southern California. He is a golf enthusiast (a leading amateur on the Lakewood Country Club team) and also is becoming an authority on thoroughbred horse racing.

In addition, he is business manager of the Denver Chevrolet basketball team and a director of the National Industrial Basketball League.

Mark and his wife Margene, whom he married while in college, have one son Rick, 7.
Beat

vice president in charge Midwest operations; KENNETH BUCHANAN, head of public relations Elgin Watch Case Co., to director and vice chairman, and ERNEST KLEIN, associated in fields allied to advertising, to director Buchanan & Co. PAUL GAYNOR, J. M. Hickerson Inc., N. Y., named to Buchanan as vice president.

GEORGE A. FLANAGAN, copy supervisor on Decca Records Inc., Texas Co., and other accounts at Cunningham & Walsh, N. Y., named copy chief all general business.

WALLACE H. WULFECK, research director-drive president Federal Adv., N. Y., to William Esty, N. Y., as vice president.

MEL KAMPE, promotion manager, WIL St. Louis, to join Lindell Adv., same city, as production director.

GEORGE A. McMoran appointed office manager and assistant comptroller Cunningham & Walsh Inc., N. Y. With firm and predecessor, Newell-Emmett Co., since 1941.

ELY A. LANDAU, TV head Mos Assoc., N. Y., to Emil Mogul, N. Y., as head of TV department.

LEON MEADOW, copy supervisor, Hanly, Hicks & Montgomery, to Ted Bates & Co., N. Y., copy staff.

JOHN P. BERESFORD, sales manager, Taylor-Reed Sales Corp., N. Y., to Cecil & Presbrey Inc., N. Y., as account executive.

JOHN FRESE, head motion picture production Young & Rubicam, N. Y., appointed technical director TV commercials.

THEODORE D. SIEGEL and PAUL T. SPRINZ, with Blaker Adv. Agency, N. Y., since 1913 and 1918, respectively, continue with Dowd, Redfield & Johnstone, its successor, as account executives.


MARION LAW Jr., head public relations department Budd Co., Phila., to Hewitt, Ogilvy, Benson & Mather, N. Y., as public relations director.

JIM TAYLOR, producer-director WBKB (TV) Chicago since 1947, to Ruthrauff & Ryan's Chicago video department.

PAUL A. CAREY, copywriter Fletcher D. Richards, N. Y., copy department Geyer, Newell & Ganger, N. Y.

FRANK COCCO to E. J. Lush Inc., New Haven, Conn.

RICHARD W. SMITH, account executive and branch manager Griswold-Eshleman Co., Louisville, to Doe-Anderson, same city, as account executive.

DON FRANCISCO, vice president J. Walter Thompson Co., N. Y., named general chairman managing committee for national essay contest for high school students sponsored by Advertising Federation of America.

PAUL FRANKE, account manager, Dan White & Assoc., El Paso, resigns to join Republic National Bank, Dallas, heading advertising section.


PEARSON ADV. Inc., N. Y., moves to 250 Park Ave.

H. V. Kaltenborn

Undoubtedly the dean of American news analysts—a regular habit with millions of listeners coast-to-coast—perfect vehicle for your commercial messages and now...

Co-op in Rochester

to reach Western New York's richest market—a unique combination of highly paid industrial and professional workers and a 15-county area of prosperous farm land—

On the No. 1 Station

WHAM—the 50,000 watt clear-channel station which provides BMB primary coverage of 15 counties—dominant superiofity over any other Rochester station—plus "bonus" secondary coverage which draws mail from 23 states.

Available in September

Three times weekly: Mondays, Wednesdays and Fridays, 7:45 to 8:00 P.M. Put this powerful program on your fall plans NOW—and see your George F. Hollingbery Co. representative for full details.

WHAM

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

July 17, 1950 • Page 9
Business is booming at ABC Television... 17 brand-new sponsors, 17 exciting new shows, in less than two weeks! Look at this list!

**IRONRite**
Hollywood Screen Test
7:30 - 8:00 Mon.

**The Chrysler Sales Division of the Chrysler Corporation (McCann-Erickson)**
Treasury Men in Action
8:00 - 8:30 Mon.

**Green Giant Co.**
The Art Linkletter Show
7:30 - 8:00 Fri.

**Gruen Watch Co.**
(Stockton, West Brothers)
Blind Date
9:30 - 10:00 Thurs.

**Arthur Murray Dance Studios**
(Huber, Hadji & Sons)
Party Time at Arthur Murray's
9:00 - 9:30 Thurs.

**Phama-Craft Corp.**
American Safety Razor Corp.
(Burroughs & Ryan)
The Sugar Bowl
9:00 - 9:30 Mon.*

*alternative weeks
SUN OIL CO.
National Football League Championship Games
2:00 Sun.
PRO FOOTBALL GAME HIGHLIGHTS
8:30 - 9:00 Fri.

PROCTER & GAMBLE
Dancing in the Street
BEULAH
7:30 - 8:00 Tues.

THE GENERAL SHOE CORP.
(Ruth & Ryan)
Acrobat Ranch
11:30 - 12:00 Noon Sat.

AMERICAN DAIRY ASS'N
(Campbell-Mitchum)
TV Teen Club
8:00 - 8:30 Sat.

BEST FOODS, INC.
(Bearl Lud&n & Co.)
the Betty Furness Show
10:00 - 10:30 Fri.

TO BE ANNOUNCED
A lively audience-participation show, a home-appliance sponsor
7:30 - 8:00 Wed.

TO BE ANNOUNCED
A big Sunday-night show—will it be a home-appliance sponsor?
7:30 - 8:00 Sun.

TO BE ANNOUNCED
Watch for the announcement of this full-hour Friday night dramatic show—coming soon (sponsored on ABC-TV)
9:00 - 10:00 Fri.

TO BE ANNOUNCED
A motor-car manufacturer teams up with a famous columnist
9:00 - 9:30 Tues.

TO BE ANNOUNCED
A famous full hour in radio—soon on TV, with a half hour already sold!
9:00 - 10:00 Wed.

ABC TELEVISION

General Mills
(Dancer-Fitzgerald-Semple)
The Lone Ranger...
Thursday 7:30 - 8:00

The Goodyear Tire and Rubber Company
(Young & Rubicam)
Paul Wilbur Show...
Sunday 7:00 - 7:30

Canada Dry
(U. M. Hambro)
M & M Candies
(William Hey Co.)
Peters Shoe Co.
(Max, Wood & McDonald)
Pepsi-Cola...
Super Hosiery...
Sunday 5:00 - 6:00

Admiral Corp.
(Roger Agency, Inc.)
P. Lyle & Co.
(Sherman & Roberts)
Sunset Ranch...
Sunday 5:00 - 6:00

Ronson Art Metal Works
(Grey Advertising)
20 Questions...
Tuesday 8:00 - 8:30

Kraft Foods Co.
(Johnson & Johnson)
Kraft Foods Company
Sunday 6:00 - 6:30

Blatz Brewing Co.
(Kelly, Farrell & Ciffler)
Roller Derby...
Thursday 10:30 - 11:00

Packard Motor Car Co.
(Terry & Rubina)
Packard Motor Car Co.
Wednesday, Nov...
Thursday 8:00 - 8:30

They'll be in good company on ABC-TV

July 17, 1950 • Page 11
feature of the week

Many radio stations try to attain a home-like appearance, but KRLD Dallas' studio in Fort Worth, Tex., is a step ahead. It not only looks like a home but is one to W. H. (Hal) Noble, Mrs. Noble, and their huge Persian cat. They are the residents of the gray-green frame house on Fifth St. which has carefully weeded flower beds, a cool side porch shaded by a large hackberry tree, an old fashioned door with brass knocker—and a broadcasting studio.

Mr. Noble, who is 76, first visited the house 70 years ago when an aunt lived there. But it became a new experience when Tom C. Gooch, chairman of the KRLD board, invited him to live in the house as the station's representative. Having retired after 30 years with The Texas Co., Mr. Noble knew little about radio, but in the five years he has been associated with the home-studio he's picked up a lot of know-how.

The broadcasting studio consists of two microphones and an office with control panel and is used when KRLD broadcasts originate from Fort Worth. A principal duty of Mr. Noble is to answer queries on the telephone, a pastime that can become quite a job when, for example, KRLD had transmitter trouble and was off the air for 55 minutes. During that time, 75 persons called Mr. Noble asking for the cause of the trouble as well as the usual information as to when the station would be back.

OLIVER B. CAPELLE, sales promotion manager of Miles Labs, Elkhart, Ind., is convinced that radio is a powerful medium. He was convinced back in 1935 when Alka-Seltzer was airing its original show, the National Barn Dance, on the Blue Network.

In a facetious moment Mr. Capelle wrote a verse about a June bride, and comedian Uncle Ezra read it on the air, offering a copy gratis to anyone writing in. Request for 18,000 copies of the ditty was adequate testimony to Mr. Capelle of the far reaching effect of radio advertising.

Before moving to Elkhart, Oliver Capelle had spent all of his time in Boston, Cleveland and New York. He left an account executive's office with Fuller & Smith & Ross to fill the post at Miles Labs.

As a sideline to his Miles job, he originated the comedy show Thank You, Sisu, and with the scripter, Al Barker, wrote it for a year. It ran transcribed on 80 stations. The leading comic on the show was Al Peary, now known to all as "The Great Gildersleeve."

In Quizmaster Role

Mr. Capelle had a fling at stock acting himself when a lad, and never quite got over it. In February 1946 Joe Kelly, quizmaster of the Miles Quiz Kids program, took sick and had to relax in Florida. Modestly, Mr. Capelle suggested to Jeff Wade of the Wade Agency, that he could do the job himself. The idea did not seem to meet with wild enthusiasm, but while listening to the program, which in turn had been given to John W. Vandercook, Tom Brenneman and Victor Borge, Mr. Capelle heard the announcer sign off by saying: "The quizmaster next week will be Oliver Capelle."

Mr. Capelle took his assignment like a trooper and plaudits from people he hadn't seen in years made the stunt worth while.

Mr. Capelle is married to Blanche Crichett of Barrington, N. H. He lays claim to the best rose garden in Elkhart; and has a Persian cat named Princess Penelope. He is a past president of the Kiwanis.

Most of his time is spent on the company's Alka-Seltzer and Tabacin advertising, but he carries the sales bally for all Miles' products. The zooming sales charts prove how well he is doing that job.

First in Washington

Gene Archer

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

In the Nation's Capital

Your best buy is

Look

What's Happening

to Houston
and K-NUZ

Now More Than Ever
Houston's Best Dollar Buy!

K-NUZ Ranks No. 2 for
10 Hours Monday
Through Friday
or 50 Hours Per Week

K-NUZ Share of Audience:
Morning, Monday Through
Friday—6 AM to Noon 19.4%, No.
2 in Houston
Afternoon, Monday Through
Friday—1 to 6 PM 15.3, No.
2 in Houston
(Hooper Index, April-May,
1930)
K-NUZ No. 1 Dollar Buy in
South's Fabulous No. 1 Market

No. 1 Availability:
"Collie's Cartoon"—11:30 to
11:45 AM, Monday Through
Friday Hooper* 5.0, No. 1,
Houston
* Source: April-May Hooper,
1930

Call WIRE or WRITE
FORJOE, NAT. REP.
DAVE MORRIS, MGR.
CE-8801

K-NUZ
(KAY-NEWS)
9th Floor Scatlon Bldg.
HOUSTON, TEXAS

Broadcasting • Telecasting
new business

LUDEN’S Inc., Reading, Pa., will allocate fall broadcasting media budget one-third for TV and two-thirds for radio. Agency: J. M. Mathes Inc., N. Y.

CALVARY SOCIETY Inc. (Calvary Stations of the Cross devotional beads) appoints Ray McCarthy Adv. Service, N. Y., to direct advertising. Spot radio will be used.

CORNER FILM Co., N. Y., distributor of Hollywood-produced home, TV and educational movies, appoints Shappe-Wilkes Inc., N. Y., as agency. Radio will be used.


BURTON-DIXIE Corp., Chicago (Slumberon mattress), may place spot TV schedules in three or four markets in fall. TV programming considered also. Agency: Turner Adv., Chicago.

Network Accounts ...


AMERICAN SAFETY RAZOR Corp. and PHARMACRAFT Corp. reschedule Chico Marx Sugar Bowl, ABC-TV, originally planned to begin Thurs., Oct. 5, to Mon., 9-9:30 p.m., starting Oct. 2. Agency for both: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago, will sponsor Americans Martin Stone Production package, starting Oct. 1, Sun., 5-5:30 p.m. on NBC-TV. Agency: Sherman & Marquette, Chicago.

PROCTOR & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor TV version of Beulah starring Ethel Waters on ABC-TV starting in October. Series will be filmed in N. Y. under direction Dancer-Fitzgerald-Sample and production will be done by Pictorial Productions Inc.


CIGAR ENJOYMENT PARADE, N. Y., for cigar industry, to sponsor Wrestling Interviews from Ringside on 15 ABC-TV stations starting Aug. 30. Five-minute show to be telecast Wed. night after wrestling from Chicago arena, and will sign-off each station. Agency: Wesley Assoc., N. Y.

Adpeople ...

RICHARD E. ST. JOHN, advertising manager Swift & Co., Chicago, to Langendorf United Bakeries, S. F., as advertising manager.

HERBERT M. STEIN, Ronson Art Metal Works, Newark, since October, appointed assistant advertising director. Was account executive A. W. Lewin, Newark.

HAROLD H. HORTON, advertising manager Singer Sewing Machine Co., appointed to new post as director of advertising G. L. NEWCOMB Jr., assistant advertising manager, named advertising manager.

TAKING A TIP FROM THE NATIVES... They Know Where to Find Pay Dirt!

In boom-town Atlanta, WGST has more local business than any other station in the market! So take a tip from Atlanta’s businessmen — they know the best spot for results is 920 on Atlanta’s dial. The “old-family-friend” voice of WGST, aided and abetted by the sterling line-up of ABC shows, pans out rich for everybody. You don’t need much of a stake, either!

WGST

ABC IN ATLANTA
5000 WATTS AT 920 K.C.

Studies and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

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

July 17, 1950 • Page 13
LOW COST RESULTS

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE W-I-T-H STORY
SPOT OPTION TIME

A MOVEMENT that threatens to revolutionize the traditional station-network-station representative relationship and to work major changes in the time buying, time selling habits of radio and television is under way among members of the National Assn. of Radio Station Representatives, Broadcasting learned last week.

In essence, the plan calls for station managers to give firm options on choice time periods to their representatives in the same manner as they previously gave option time to the networks. Although neither NARSR nor its members have made an official announcement on the subject, Broadcasting has learned from informed sources that the NARSR board, at a meeting in New York last week, adopted a resolution committing the organization to a drive to encourage television stations to set aside choice time for spot programming.

The resolution was reported, was regarded as a forerunner of future action of similar nature with respect to radio.

Weed Appointed

Joseph Weed, president of Weed & Co., a member of NARSR, was appointed by the board to head a committee which will explore the question of establishing a system of option time for spot programming among radio stations, it was learned.

The situation, as outlined to Broadcasting, can be summarized as follows:

The station representatives have long realized that the firm option time clauses in station affiliation contracts gave the networks an almost insurmountable advantage over the representatives in the sale of program time to advertisers. Whatever the advantages of spot radio in matching advertising coverage to the prospective sponsor's distribution and sales set-up might be, they were usually swept aside when learned that even if he were able to line up good evening time on stations in the markets he wanted to reach, he could be bumped out in short order should the network offer any station a network client for that time spot.

The representatives until recently were unable to make any headway against the network advantages in selling program time. And the trend toward the use of networks for programs, spot, seemed to be hardening into an unbreakable law of time buying, when television entered the picture with an upsetting effect here as it has had on many other traditional radio practices.

Network advertisers have begun to complain loudly and publicly that evening radio time rates in TV cities should be reduced in proportion to the amount that television has cut into radio listening. They still want to use radio time to reach radio's unparalleled circulation, but they dislike the network requirements that they must buy TV markets on the same basis as non-TV markets despite the changed audience set-up in the TV cities.

Opportunity Long Sought

This gives the representatives the opportunity they have long sought. With a growing list of advertisers and agencies who would definitely be interested in using spot radio for their programs if they could be assured of the station time for the duration of their contracts, the representatives are now in a position to ask the stations to give them this assurance. With an increase in the number of evening time periods not called for by the networks, although falling within the network option time blocks, the stations are now in a position to ask the networks to relinquish their options on time for firm sale to spot clients.

Just how this idea will work out, what effects it will have on the whole time-buying, time-selling set-up, it is far too early to tell.

Some NARSR members are extremely enthusiastic about it and report equal enthusiasm on the part of the stations they represent. Others, particularly those whose stations are affiliated with NBC and CBS, are dubious about any immediate change in the present system. They say that they can't sell advertisers and agencies on using spot for evening programs unless they can give them firm time guarantees and that they can't ask stations to risk their network affiliations by demanding network releases to permit them to give those advertisers and agencies to their clients.

(Continued on page 48)

MITCHELL LEAVING BAB

Maurice B. Mitchell, first director of the Broadcast Advertising Bureau, NAB's business-getting adjunct, resigned last Friday to accept a position on the executive sales staff of NBC in charge of new AM business development. He will report to NBC on Aug. 15.

His decision to resign followed several weeks of discussion with NAB executives and key broadcasters most vitally concerned with expansion of BAB. He was importuned to remain with NAB, but, it is understood, concluded that his departure would stimulate consolidation of broadcast interests and give new impetus to BAB as the all-purpose selling organization for radio and television.

Mr. Mitchell's salary at BAB is $17,000 per annum. It is presumed his NBC stipend will be in the $25,000 area.

Mr. Mitchell made the decision after a conference with NAB General Manager William B. Ryan last Tuesday in Washington. In a statement issued Friday Mr. Ryan said:

There could be no finer tribute to Mitch's abilities than that reflected in the growth of the Broadcast Advertising Bureau in a period of two years. This growth itself bespeaks the confidence and high regard in which NAB's members hold Mitch for they've put up the money for the expansion. As all broadcasters in the association know, the bureau is only on the threshold of its development. A pattern has been set for its continuing expansion and a director to replace Mitch and pursue that course of expansion will be selected immediately. Doubtless he will come from the broadcasting field. All of us wish Mitch the best of luck in his new and responsible position with the National Broadcasting Company, whose mem-

(Continued on page 48)
Mitchell Leaving BAB
(Continued from page 15)

burship in the association assures us that we will continue to benefit from the counsel of the bureau's first director.

President Miller is vacationing at his home in Los Angeles preparatory to the beginning of the district meeting swing, which gets underway in mid-August. It is doubted if Mr. Mitchell will attend any of the district meetings, but he is expected to attend the July 27 session of the board's BAB Committee and counsel with it on BAB affairs.

The 35-year executive has favored complete divestment of BAB from the parent organization. The board, however, has been reluctant to decree this move and failed to authorize for the fiscal year minimum funds deemed necessary for the project by Mr. Mitchell and the newspapers. The authorized budget is in the neighborhood of $170,000, whereas BAB proponents felt the bureau should have been allotted a minimum of $200,000.

Wants 'Active Sales'

Citing his desire to get back into "active sales," Mr. Mitchell wrote the following letter of resignation:

Please accept my resignation from the staff of NAB, to be effective at your convenience on or before Aug. 15, 1950.

I know you realize that I leave NAB and BAB with the dearest regret. It has been a real privilege for me to have participated in the development of the Broadcast Advertising Bureau, and I want you to know that the continued growth and development of this central advertising bureau in the radio industry is one of my sincerest desires.

Two years in trade association work in the advertising field has taken me a long way from the practical realities of selling. I think such absence from district and regional work has reduced the effectiveness of anyone in my kind of work, and it is chiefly for this reason that I am returning to active radio sales. I am joining the staff of the National Broadcasting Company in work which will permit me to do new business development in the field of AM network advertising. I hope you will pass along to everyone at NAB my thanks and appreciation for all of their wonderful help and cooperation during the BAB development period. They are performing a real and valuable service to the industry, and I will continue to hope as I have in the past that an increasing number of broadcasters will avail themselves of their services.

I know you will feel free to call on me if I can ever be of any assistance to NAB or BAB in the continuation of this fine work.

Would Complete Assignments

Mr. Mitchell advised Charles D. Bennis, NBC executive vice president, that he would join the network after several projects now underway at BAB are complete. It was agreed his resignation will become effective Aug. 15 and that he will join the network on the same date.

An NBC announcement said that he will work with Harry C. Kopf, vice president in charge of radio sales, and will "specialize in developing ways and means for advertisers who have used radio to test out for themselves the power and the effectiveness of network radio."

Mr. Mitchell joined the NAB in September 1948 as director of its Dept. of Broadcast Advertising, after having served as manager of WTOP Washington under CBS ownership (the station now is controlled by The Washington Post, with CBS holding a 45% minority interest). He spearheaded the creation of the Bureau of Advertising of the American Newspaper Publishers Assn. The project was authorized by the NAB convention in Chicago in April 1949 and actually got underway in June of last year with a $200,000 budget.

Thereafter, "Mitch's Pitch" became the byword in radio selling. He toured the country, speaking several times weekly before district and state broadcasters' meetings, advertising clubs, sales organizations and to any group who would listen. He sold radio against all media and, in no few instances, aroused the ire of newspaper publishers. His direct and indirect selling resulted in numerous new accounts for radio on national, regional and local levels.

Drew Industry Plaudits

His inspired business forays, with a skeleton staff and a budget of perhaps one-twentieth that of the newspaper and magazine associations, won the acclaim of large and small broadcasters alike, with the publishers' societies of the newspaper-owned groups.

The resignation comes just prior to the scheduled July 27 board meeting but it is expected that the board itself was not following the mandate of the broadcasters in refusing to cut BAB loose. Mr. Mitchell found himself embroiled in this intraboard controversy.

Original Proposal

Board supporters of BAB first proposed separation in July 1949. President Miller and a majority of the board, however, were disposed to retain BAB as an NAB segment until it could stand on its own feet.

There were other considerations incident to the creation of an independent telephone enterprise and problems of adequate financing of both BAB as a separate organization and the effect of such a separation on the news media.

Mr. Mitchell entered radio in 1946 as press and sales promotion manager of WTOP, at that time entirely CBS-owned. He had been with the Gannett newspapers and at the time he entered the Army was national sales and promotion manager of the Rochester Times-Union.

At WTOP he quickly rose to the post of sales manager. After a week-long tour at CBS Radio Sales in New York he was sent back to Washington by CBS to manage WTOP. He became director of the NAB Dept. of Broadcast Advertising in August 1948.

Mr. Mitchell was named New York Press Assn. award for best-written weekly newspaper early in his career, while editing the Gouveure (N. Y.) Tribune Press and also won nationwide award for advertising excellence.

During the war he served in the Army's Armored Command as a tank expert and was mustered out after suffering a spinal injury.
DEFENSE QUESTIONS

OFFICIAL WASHINGTON last week seethed with activity reminiscent of the pre-Pearl Harbor days, with increased talk of re-employment of World War II production rationing that might strike at both transmitting and receiving ends of radio and TV.

As Secretary of War Stimson reportedly was weighing the possibility of clamp- ing on freezes on strategic mate- rials and of imposing ceilings on production of civilian commodities. But the talk was largely from any official quarter as to when or how, if ever. Declaration of a new state of national emergency by the Chief Executive would be the first step. In usually informed quarters, it was stated that there is no cause for alarm. The Korean conflict, it was said, is a "localized" action and is in no way comparable to the fore- runner of total war. Moreover, it was pointed out that the situation dif- fers from that which followed Pearl Harbor, which precipitated total war, and all that it involved on the home front.

In the radio sphere, there was no indication that a "Board of De- fense Communications" would be re-established, as was done follow- ing the outbreak of the European phase, when the Nazis marched into Dutch, Belgium and France in 1939. The agency promptly became the "War Com- munications Board" when the Japs struck at Pearl Harbor.

'Freeze' Talk Premature

Talk of prompt stoppage of set production was regarded as premature. Similarly, imposition of freezes on station construction — whatever the category — was de- plored. And rumors of closure of any operating stations at this time because of interference with mil- itary communications or military needs, were labelled not only pre- mature but ill-timed.

It was not denied that blueprints have been drafted to meet any contingency. The more extreme provide for the taking over or shutting down of many existing services, from taxi-cab radio call systems to silencing of TV and AM services. But these are simply plans — evolved largely by the military — and do not warrant "alarmist stories." Since V-J Day, it was recalled, the FCC has had expert commit- tees working with the military on "M-Day" plans. There are periodic conferences and plans are revised. The monitoring service of the FCC, for example, provides the nucleus for re-established operations of the World War II Radio Intelligence Division which sup- plied the military with information on the whereabouts of enemy craft and on enemy war plans.

If total war comes, there would remain a period during which trans- mission from civilian to military pro- duction would have to be staggered according to priorities set by observers. First the ap- propriations would have to come from Congress, then the letting of contracts, and finally the tooling up for wartime production. In the last war, for example, RCA Victor pro- duced war heads for radio guided missiles, while Philco manufactured bulletins, and practically every prac- titioners equipment shop turned out war materiel.

Transitional Period

During that transitional period, stockpiles could be replenished with the aid of the capacity of the 100-old manufacturing plants now engaged in both TV and radio production.

Government production agencies as well as the FCC, were beseeched with inquirers to this end:

Will rearmament mean the stop- page of private radio and TV manu- facturing and construction; and conversion of plants to full-tit manufacturing?

Will there be radio or TV silence, or both, with the stoppage of all new licensing and modifications?

Will TV be defrosted as sched- uled to permit licensing of new stations, or will it be joined in deep- freeze by AM, FM, and everything except those services war-con- nected?

Will voluntary censorship be re- imposed, or will it be something more drastic?

The answers were not forthcoming. The administration line is "business as usual." That's the FCC line too. But it's known that the blueprints are there, in event of all-out mobiliza- tion or anything in between.

Perhaps causing greatest in- trigue was the story that one basic military plan projects the shutting down of TV service altogether. The military, absentee attacks on "blue bands," would use the VHF channels used by TV and FM too, since World War II radar and other communications equipment operate in those bands.

This equipment, the story went, is in mothballs, and can be reac- tivated. Moreover, there are prob- lems of interference with aviation communications and possibly with UHF radar. Post-war radar opera- tions, such as the radar screen now being installed at a multi-hundred million cost, utilize VHF fre- quencies.

Manpower Plans

The problem of manpower plans and labor shortages, which would result from further draft calls, in- cluding those likely to be made by com- munications specialists, also arose in sharper focus.

Speculation on manpower and materials plans of the government grew among observers. Demands for total mobilization to (Continued on page 37)

RADIO CONTROL ISSUE

Mulled at NSR Meet

July 17, 1950 * Page 17
The Code of Wartime Practices for American Broadcasters Used in World War II

As Revised Dec. 1, 1943 by Office of Censorship

**Exceptions:**
- Unauthorized forces in the United States.—Those in training camps and units not engaged in police duty, as regards names, addresses, and general character.
- Troops outside the United States.—Names and locations (without unit identifications) of presence of U.S. armed forces or other troops.

Warriors or reports of impending air attacks to remote broadcasters dealing with raids, during or after action.

Information of any raid in the continental United States during its course, to anyone other than designated representatives of the Office of Censorship in the area in which the raid occurs.

Special Note—Progress of production for war purposes or other categories of material, such as planes, tanks, guns, vehicles and ammunition, and statistical information on specific weaponry such as bombs, fighter planes, and naval armament, etc., should be avoided without appropriate clearance.

((i) Fortifications and air installations.—Location and description of fortifications, including—
- Airfields.
- Airfields engaged in war work.
- Antiaircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Lavatories, specially constructed bomb shelters.

Information concerning installations for military purposes outside the United States.

(ii) Sabotage.—Specifications (including blueprints, etc.) or information as to which saboteurs could use to damage critical installations. Any mention of sabotage should be made only in an appropriate manner and may be controlled by the Office of Censorship.

(k) Production (see also Sabotage).—News not otherwise controlled, identity and location of plants producing them; designs or recipes for construction or consumption of any specific type of war material; formulas, processes, or procedures engaged in war production.

Information on imports or government stock piles of critical or strategic materials, such as tin, natural rubber, magnesium, manganese, quinine, tungsten, platinum and high-octane gasoline.

Militaryurnished to the use of war material.

Note—Programs for production for categories of materials or installations connected with war, as well as news of factories, plants, ships, etc., should be avoided without appropriate clearance.

((f) Combat zone interviews and letters.—Interviews with service men or civilians in the combat zone, including accounts of escapes from foreign territory) should be submitted for review to the Office of Censorship or to the appropriate military authority.

(u) Civilian internees, enemy aliens, saboteurs.—Names of internees, enemy aliens, saboteurs from combat zones are censored at the source for home and family connection only.

Wartime practices for American Broadcasters Used in World War II

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President Seeks $89 Million

"In this crisis," Sen. Benton urged, "the existing facilities and personnel of the State Dept. information service could be utilized to the utmost. They should be integrated with the Dept. of Defense, and with Gen. MacArthur's forces. It should be more energetically tied in with the program and facilities of other individual members of the United Nations."

Sen. Benton urged a six-point program: (1) The U. S. should approach UN with an offer to help finance its public information division on the Korean issues (2) Congress should provide money for the U. S. to buy time on standard band radio stations in other countries to supplement Voice facilities; (3) mobilize the creative genius of the motion picture industry to constructive use; (4) increase the use of leaflets and pamphlets; (5) expand the exchange of leaders in many fields among countries; and (6) the State Dept. should ask UNESCO to develop immediate projects for world peace.

With respect to UN, Sen. Ben-...(Continued on page 5)

President Seeks $89 Million

President Seeks $89 Million

RADIO- TV STOCK DROPS

War Scare Cited

The 1950 bull market in radio and television issues on the New York Stock Exchange has been transformed into a bear, with millions of selling engendered by the war scare driving prices down relentlessly.

By the middle of last week many radio-television stocks had lost most of the gains they made during spectacular buying sprees that began early last spring and held until the outbreak of the Korean war.

Wall Street observers believed that investors were unloading their radio-television holdings in the fear that profits would suffer in the event of conversion to a rearmament program.

This belief was reinforced as the market spiraled downward in somewhat the same degree as the fortunes of U. S. forces in Korea. Investors were thought to be increasingly apprehensive that the U. S. would be obliged to embark on a vigorous military production schedule.

In both an event, it was felt, companies now manufacturing radio and television sets would have to switch to production of electronic equipment for the military, at considerable cost of conversion.

Further, it was feared, the financing of an expanded arms program would require the imposition of new taxes, with an increase in taxes on corporate profits virtually inevitable.

ABC and CBS, two broadcasting companies whose stock had followed the upward movement of the radio-television manufacturing issues, reacted similarly to the downward trend.

The reasons for the bearish market in ABC and CBS shares were not identical to those that were given for the collapse of the manufacturers' issues.

Experts at financial houses said, however, that they believed investors feared that advertising volume might suffer in case of a deterioration in the international situation, despite the absence of any facts to support such a supposition.

In the case of ABC, it was pointed out, the stock had always been considered by experts as a speculative play. It has never paid a dividend.

The speculative speculators' buying had soared last April after a stockholders' meeting had been informed that the company made a net profit in the first quarter of 1950, after recording a substantial net loss for 1949.

Although CBS has paid regular dividends, its stock price sagged as badly as ABC's.

Radio-TV Hit Hard

A recapitulation of market activity showed that all leading radio-television issues were hit hard on Monday, June 26, the day after the invasion of South Korea by the Reds and the first day of trading following news of the attack.

Admiral Corp., that Monday, fell 3%; CBS was off 1%; CBS Class A dropped 2%; CBS Class B 2%; Emerson Radio and Phonograph 3%; RCA fell 17%; Zenith plummeted 5%; and Motorola, the biggest loser, skidded 8% points.

DuMont Labs Inc., an over the counter security, also suffered. Its bid fell 29 1/4 points.

The day before the Korean war were 24% and 25% respectively. On Monday the bid and asked prices were, respectively, 23 and 23.

The over-all decline lessened perceptibly the next day, Tuesday, when stocks recovered, thanks to intervention, and Emerson and Motorola even regained some lost ground.

As the news from the battlefront reported unanticipated advances of the North Koreans and later the commitment and retreats of the U. S. elements, the radio-television issues resumed the decline.

Closing Status

When the market closed last Wednesday, all the radio-television stocks were depressed.

As compared with their prices on the last day of trading before the Korean war began, Admiral Corp. had slipped from 35 1/4 to 28%; ABC from 12% to 8%; CBS Class A from 38 1/2 to 33 1/2, and Class B from 33 1/2 to 28; Emerson from 19% to 12%; Motorola from 32 to 31 1/2; RCA from 21% to 14%; Zenith fell from 61% to 41%. DuMont's 1950 high prices fell from 24% and 25% respectively to 15% and 16%.

Meanwhile it was learned that two ABC executives had sold holdings in ABC stock in June.

Earl E. Anderson, ABC vice president and director, sold 500 shares June 27, according to information filed with the Securities Exchange Corp., and Mr. Anderson, who sold 500 shares were traded on a day that the ABC stock closed at 11%, retains 6,500 shares.

Robert F. Kintner, ABC president, sold 3,000 shares sometime in June, although the date was not revealed. He retains 7,000 shares.

“...regional...” - last page...
A BANK'S
FRIENDLY SERVICES
Are Extolled by Radio

By DAVE BERLYN
RADIO, like the "Man Who Came to Dinner," has extended its stay indefinitely at the Industrial Trust Co. of Providence. But unlike the main character of the play, radio's visit has been pleasant and profitable for both parties.

The medium has played the major role in Industrial's advertising plans since January 1948 and the success story it has rolled up in that two-year span spells a continued devotion between it and the bank.

Until 1948, radio advertising was a minor part of Industrial's budget and only spots were used. First change in this policy occurred when Horton-Noyes Co., Providence advertising agency, proposed the dropping of spots in favor of straight programs.

Industrial Trust does not maintain an advertising department of its own. Earl S. Crawford, senior vice president, is in charge of advertising and works directly with the bank's agency—Horton-Noyes.

Before committing specific program types to the campaign, the agency undertook a careful study of the bank customer groups Industrial would want its message to reach.

Direct Approach Chosen

Since Industrial has a complete farm department staffed with farm experts and had been developing its services on all categories of rural loans, it was decided that the agriculture group in Rhode Island could be approached directly by a program pointing up farmer interests. This design evolved into a 7:35-8 a.m. show made up of music, time, temperature and weather announcements, market prices for farm products, 4-H activities and news, etc. It was placed on WHIM Providence, a local independent.

In signing recently for a renewal of the show's contract for the third straight year, Robert W. Cooke, manager of the Farm Loan Dept., said:

"This program has just been signed for its third consecutive year, for the reason that farm loan applications have increased approximately 100% since radio was adopted to publicize the bank's farm loan services."

The show necessitated plans to drop from the loan department advertising budget all other media including newspapers. The double-edge came in April 1948 with the origination of a second program—this earmarked for the women's taste.

Called The Homemakers Institute, with the hostess given the name of "Ann Baker," a copyrighted name, the program is aired daily 10-10:15 a.m. Mon.-Fri. on CBS station, WPRI Providence.

The appeal to women was made as a result of surveys which have showed that women are responsible for 85% of the family's purchases and that approximately this same percentage of women decided where to do the family banking.

Commercials on Homemakers show are devoted almost entirely to the Installment Loan Dept. and to the Home Loan Dept. Attestling to the strength of this program have been letters received from listeners thanking "Miss Baker" for the household hints and suggestions for good health. As a letter writer put it: "...it is a wonderful feeling to know that a large and busy bank has the time to consider 'a housewife!'"

Trial Flower Offer

In March 1949 the bank, curious to see where its listeners to these two morning shows were located, offered a special flower seed packet in an arrangement with the Burpee Co. The offer was promoted daily by a single announcement on each program. More than 6,000 requests were received. An analysis of requests showed 2,600 of the flowers were a "Mister Lincoln" variety, 1,132 were "Plastic Edged China Annuals," 511 were "Cherry Blossom," 380 were "Red Hot," 347 were "White Petunias," 232 were "Tall Mix," 187 were "Morning Glory," 180 were "Yarn Silk," 173 were "New England Annuals," 155 were "Swiss Chard," 114 were "Thyself," 114 were "White Mimulus," 46 were "Jewel of China," 44 were "Yellow Mimulus," 37 were "Bulgar Chrysanthemum," 31 were "Red Mix," 24 were "Red Peace," 23 were "China Mix," and 22 were "White Peace."
Three popular season...R.F. Faitioe Sunday Afternoon Program on th Ae
Theatre of Melody

INDUSTRIAL’s newspaper ads frequently the company’s radio offerings.

turns revealed listener was spread over the entire state of Rhode Island, nearby Connecticut and Massachusetts.

Both these programs are designated as the ball carriers in the Industrial “selling” campaign. Commercial copy, opening and closing of about 30 words and a 125-word commercial midway in program is hard-hitting with emphasis on the bank department with which the program is associated.

Banding out its radio advertising, Industrial introduced a third program series of the institutional or goodwill type. One-hour long (Sunday, 2-3 p.m.), Theatre of Melody on WHIM presents top-flight recordings of popular music. The format is based to a great extent on the famous show tunes of Broadway and Hollywood. There is no “selling” on the Sunday program. Stress is laid in commercials on the friendly reception the customer receives at the bank.

Basic Formulas

The Melody program pulled a “hook-up” of 7.2 for the period October 1949 to February 1950, in the Providence-Pawtucket area.

These are the basic radio formulas being put into use in the Rhode Island area by Industrial Trust. It is significant that Industrial has obtained sharp results in its programming over the airwaves even though it is already one of the 100 largest banks in the United States. It actually ranks 64th, with assets slightly under $30 million.

Success of the radio campaign is evidenced also by testimonials of the bank’s executives. In February of this year, William P. Andrews, vice president in charge of the Home Loan Dept., commenting on the Homemakers program, said: “Normally in October, November, December, and January of any year the loan office handled about four home loan applications per day. In December of 1949 and January of 1950 (two years after the radio work began) our volume has increased to an average of 30 loan applications per day.”

The Installment Loan Dept. (the money maker in any bank) showed an almost 100% increase in these two radio years. More figures are given by Joseph Jacobson, vice president in charge of Installment Loans:

“In January 1948, Industrial had 8,933 personal loan customers with total loans of $4,154,000. In January 1950, these loans had increased to numbers of 19,344, and to $7,247,500 in dollar volume. This represents an increase of more than $3 million during the two year period.”

Radio Is Added

In both instances, the same amount of newspaper space was used as in previous years, the only addition being the radio program for the departments.

Further evidence of Industrial’s radio reception is the fact that the bank allots about 25% of its advertising budget to radio as against an 11% allotment made by most banks of comparable size.

Industrial Trust has ignored the traditional “prestige” policy formulated by the majority of banks and instead has embarked upon a personal level approach. It enunciates a policy that a large commercial bank is no more than “a department store of money,” that it has things to “sell,” and that its radio programs are designed to reach the largest possible audience.

This on-the-level approach is carried over to commercial copy. It is not unusual for an announcer to refer to bank officials as the “big wheels” or “the brass.” Mr. Crawford is often given the affectionate recognition of “The V. P. in charge of N. B.—the Vice President in charge of Nervous Breakdowns.”

It’s on the record that customers who have passed through Industrial portals have remarked: “A bank that would let an announcer talk about the big shots the way I’ve heard they do it, just doesn’t have the right stuff!”

Effectiveness Checked

A more careful and accurate check at Industrial is made of radio’s effectiveness. Every interview in the installment and home loan departments is instructed to check the loan applicant to discover, if possible, the source that brought him into the bank.

Checks have shown that recent reports submitted by department heads indicate the number of persons mentioning radio as the source

SARNOFF PLAN Again Urges World-Wide Network

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week continued his plea for world-wide radio networks and use of television abroad [BROADCASTING, July 10], by urging “a radio air-raid to meet present and future requirements for world-wide communications.”

Gen. Sarnoff, spoke Wednesday at the U. S. Army Signal Corps ROTC summer camp at Fort Monmouth, N. J., where Army men had as guests the president and representatives of 40 colleges and universities. Underlining the inadequacy of present communications facilities, Gen. Sarnoff declared the Voice of America is still a whisper and reaches a trifling percentage of the world’s population. An effective and world-wide network system of broadcasting is vitally needed, he reiterated.

Television, Gen. Sarnoff said, “will be a vital factor in communications on land, sea and in the air” in a future war. Actual battlefronts will be under TV eyes and viewed by military strategists across the seas, he predicted. It is even within possibility, according to Gen. Sarnoff, that home viewers will watch the progress of action on a battle line.

Latest developments in electronics and communications, he said, “challenge the old, automatic radio relay system capable of carrying the highest usable frequencies across the oceans to link the continents.” Gen. Sarnoff said the need for direct and instant communications with all parts of the world “calls for more channels than are now available for use in the radio spectrum.”

Meeting the Challenge

This challenge, he noted, can be met by (1) developing additional channels in other parts of the spectrum, (2) increased speed of communications by passing more information over available frequencies, (3) wider services and greater flexibility of international telephony. “Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development,” Gen. Sarnoff declared.

To Sponsor Murrow

TWO FIRMS are about to sign for sponsorship of the CBS Edward R. Murrow news program on the Pacific Coast. American Oil Co., will retain the show on the eastern network. The two new advertisers are Peter Paul Candy, through Maxims Inc., New York, and Hamm’s Brewing Co., through Campbell-Mithun, Minneapolis.

LUNCH is enjoyed by this group of broadcasters assembled at the July 7 meeting of the South Carolina Broadcasters Assn. held at Myrtle Beach, [BROADCASTING, July 10]. L to r: Joseph H. McConnell, NBC president; Morold Essex,WJS Winston-Salem, N. C.; Newton Smith, WFBC Greenville; Richard Shoff, WIS Columbus; Sydney Eiges, NBC vice president; Steve Libby, WIS; B. T. Whitmore, WFBC; Dr. Nick Mitchell and B. H. Peace Jr., Greenville News; Frank Harner and Dudley Saunders, WFBC; Dr. Robert W. Jones, WTMA Charleston; Douglas Featherstone, WCRS Greenwood; Paul Craftson, WFBC; Calhoun Hipp, Surety Life Insurance Co., and Don Crossland, WCRS.

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SYDNEY ROSLOW, director, The Pulse Inc., last week joined C. E. Hooper, president, C. E. Hooper Inc., in accepting, with certain qualifications, the challenge of KJBS San Francisco for both of the audience research organizations to submit to a test whereby their rival methods will be checked in the San Francisco-Oakland area. KJBS proposal appeared as a full-page ad in the July 3 issue of Broadcasting, signed by Stanley G. Breyer, commercial manager. Mr. Breyer’s acceptance, wired to KJBS July 3 [Broadcasting, July 19], stated that “we accept all conditions subject to approval of cost except that an adjustment be made to compensate for apparent differences in ‘available audience’ as obtained by the personal coincidental survey and with the telephone coincidental.”

Mr. Breyer proposed that the data of all three surveys—Pulse, Hooper and the house-to-house coincidental—be submitted for checking to an “impartial committee consisting of (A) a Hooper representative (B) a Pulse representative and an impartial (C) sex. (D) an advertiser, (E) a Hooper station subscriber, (F) a Pulse station-subscriber.”

Hooper Names Self

Mr. Hooper, who left New York Friday on an extended business trip to the West, has designated himself as his firm’s representative on this committee. KJBS also has an agency position filled if the station wishes to accept the offer of Harold H. Webber, vice president, Foote, Cone & Belding, who last week wire the station: “Having been extremely concerned with the same problem which you have so forcefully brought to the industry’s attention in your advertisement in Broadcasting July 3, 1950, Foote, Cone & Belding would be happy to volunteer to supply a representative for your impartial technical committee.”

Dr. Roslow’s letter of acceptance, dated July 14, states that the test proposed by KJBS “can be a problem of considerable importance and I have taken the necessary time to analyze carefully the implications before responding . . .”

He pointed out that Pulse “has always been ready to submit a retabulation of any past historic data for any market at any time for comparison with the findings of any other research technique.”

With respect to the time element involved in the advertising time—“I happened to be in the readily accessible spot of Myrtle Beach, S. C., but it required Broadcasting to call my office to direct our attention to the advertisement”—Mr. Roslow noted that he “did not share the good fortune of C. E. Hooper.”

Pulse acceptance of the proposal made by Mr. Breyer, he said, would be subject to the following conditions:

1. The survey cannot be limited to San Francisco and Oakland. Each station is considerably more accessible than that. Therefore, the so-called crucial house-to-house coincidental should be done over the broad area— at least six counties and perhaps more—the metropolitan area in which Pulse operates. The areas studied by Pulse coincidental, Pulse and the regular Hooper with tape recording should be coincidental.

2. During the survey week (the first week of a month agreed upon) Pulse will do its regular survey with the sample normally used that week in the six-county area, and supply the tabulation to an impartial committee. The committee is to be asked to compare the regular Pulse and the regular Hooper with tape recording and the house-to-house coincidental.

3. During the survey week (the first week of a month agreed upon) the Hooper company will do its regular survey with the sample normally used that week in San Francisco and Oakland, and supply the tabulation to an impartial committee. The sample is to be increased or decreased, since the objective of the experiment is to compare the regular Hooper and the house-to-house coincidental.

4. Telephone tabulations should be made on a quarter-hour basis by stations. For comparison, the use of the telephone coincidental from Pulse programs, and most programs are quarter-hour coincidental. The Pulse tabulations with tabulation by hours as the basis for comparison and timebuying are not done on this basis.

5. The sample size of the house-to-house coincidental must be adequate to afford quarter-hour data of reliability and validity in the open spaces of Pulse, as well as the other interested parties.

6. The method of the house-to-house coincidental survey and the method of analysis must be acceptable to Pulse. The cost must be acceptable to Pulse.

7. The committee must be acceptable to Pulse and must be comprised of recognized research people who are removed from the San Francisco locale.

8. It is difficult to visualize that the present house-to-house coincidental survey can be undertaken in the first week of August as recommended by the advertisement. It will need to be a month which allows the time necessary for all arrangements to be made.

9. The research company must be acceptable to the Hooper company. A guarantee must be established that it will make the study available to the research measurement business after completion of the survey during the lifetime of the Pulse. The Pulse does not believe that any fairminded person would ask the Pulse to contribute toward setting up a competitor into business on its expense and labor of tabulating the telephone coincidental results by the Pulse method. Taking account of the legal difference between that system and the house-to-house coincidental. After all, the house-to-house coincidental will be taken on a quarter-hour basis by stations. For comparison, the use of the telephone coincidental is made on a quarter-hour basis by stations. For comparison, the use of the telephone coincidental from Pulse programs, and most programs are quarter-hour coincidental. The Pulse tabulations with tabulation by hours as the basis for comparison and timebuying are not done on this basis.

Commenting further, Mr. Roslow said he “never went on record as saying that the house-to-house coincidental survey represents the ultimate in audience measurement.” Rather, he noted, he stated at the San Francisco meeting that the Pulse had been able to “compare our regular roster survey with a special house-to-house coincidental survey which we called the Simulpulse. If you hold the coincidental to be the system ‘par excellence,’ then you should be interested in these results.”

Many different surveys are in existence in the broadcasting industry, and the committees are in perfect agreement with the other, he said, adding differences in method and sample “should and do produce differences in results.”

Pointing out that the Pulse “is a research company not merely a rating service,” Mr. Roslow said no one system is the ultimate in audience measurement. “I have never claimed that the Pulse roster method is the best,” he said.

Bert Ferguson, general manager of WDAM, Memphis, proposed to KJBS that Com appreciates and any other interested survey firms be invited to make their special type of surveys at the same time. This should establish whether, if any of the present research companies is providing a commendable service,” he said.

FCC ‘51 Funds

Cut in Operating Budget Slated

FCC would function with an actual operating budget at least 10% below that for the past fiscal year which ended June 30, though it is assured of an overall appropriation over last year’s under provisions of the Metropolitan Bill or the 1951 funding bill studied by Congress last week. The Senate debated the single-package measure allotting the Commission $6,800,000 plus an additional $1,000,000 by dollar coincidently “for a survey of ways and means of expediting” business operations.

Whether the Commission would utilize the extra funds for employment of personnel, equipment or administrative expenses will be decided by the House appropriations committee.

An estimated $200,000 cut in FCC’s operating budget would soar even higher in the face of demands for blanket 10% decrease on all non-military agencies. The bill was reported July 8 by Sen. Kenneth McKellar (Tenn.), chairman of the Senate appropriations group, which voted the identical figure recommended by the House and which was passed by the House later.

The committees urged a sum $307,000 short of President Truman’s 1951 budget estimates. Congress recently gave the FCC an additional supplemental appropriation of $119,000 to enable it to partly absorb salary and per diem increases which began on July 1, 1949. Boosts amounted to $212,000 which was considered part of FCC’s 1949-50 budget. Increases in the current year will have to be absorbed from the operating expenditure.

Like the House group, the Senate appropriation members expressed hope for a speedup in FCC’s broadcast application processing and in hearings on those applications, as well as those for safety and safety services.

The breakdown on Commission activities would call for ceilings of $11,500 on building improvements and repairs; 20 passenger motor vehicles for replacement; $93,000 for travel expenses; and $25,000 for “outside services.”

The “cut” in FCC’s operating budget results chiefly from salary increases, though the Commission has cut its number of jobs from 1,330 to 1,280, authorities said last week. Like other government agencies, it has refrained from filling vacancies pending Congressional action.

Committee also voted to go the international information program a sum of $32,700,000—$14.5 million under last year’s funds; $1.3 million

(Continued on page 67)
WBAL CASE

FCC is Queried on Delay

INQUIRY as to protracted delay in FCC's action on the WBAL Baltimore case was made of Chairman Wayne C. last week by counsel for Public Service Radio Corp., which requests the clear channel facilities WBAL seeks to renew.

In a letter to the Commission's chairman, Marcus Cohn, attorney for Public Service, it was understood to have asked the status of the WBAL license renewal proceeding and when FCC also might act on the pending application for Public Service ownership of more than a year ago protesting the delay [BROADCASTING, June 13, 1949]. Chairman Coy declined to make the letter public at the present time since he had not answered it. Under the circumstances Mr. Cohn also was not inclined to re-lease the letter.

Public Service, headed by Commentators Drew Pearson and Robert S. Allen, in last year's petition criticized FCC's regulation by "inaction. WBAL, owned by Hearst Radio Industries, was assigned 50 kw full-time on 1090 kc. The license renewal case, in which Public Service's bid was consolidated, was closed last week. This proceeding, stemming from FCC's Blue Book condonation of WBAL's programming, began in early 1946.

KDSX INTEREST

Bought by L. L. Hendrick

LOFTON L. HENDRICK, general manager of KERRY Sherman, Tex., since the station's establishment in 1936, has purchased a minority interest in The Grayson Broadcasting Corp., operator of KDSX Denison, Tex., it was announced last week.

Mr. Hendrick, who will assume his duties as vice president and treasurer of KDSX, was in the station last week in July, purchased the interests of Fred Conn of Denison and Millard Cope of Marshall, each of whom owned 72 shares of the common stock, and other of the remaining 168 shares, retains his interest and will continue to serve as president of KDSX. Outlet operates on 1220 kc with 1 kw day time.

Shaw Appointed

WILLIAM SHAW, account executive with Columbia Radio Sales, formerly with the Columbia Pacific Coast network, has been appointed head of the New York Radio Sales AM staff, succeeding Tom Dawson, who resigned to join Edward Petry and Co.

Names Kleinman

ABC POPCORN Co., Chicago, for French Boy Popcorn, has hired Frederick R. Kleinman agency, major city, to handle its advertising. Local and national radio and TV are being considered. Schedules to be set by Aug. 1. Account executive is Thomas O'Connor.

NBC AFFILIATES

Will Be Asked for More Time by Network

NBC this week will ask 30 of its stations to relinquish five of its principal stations to relinquish five network commercial problems. Executives of the stations will July 20, at the invitation of the network. Charles R. Denny, NBC vice president, expected to tell them that the network has received orders from prospective sponsors for 1-2 p.m. period, Monday-Friday, which is station time, and asks them to clear that time for the network.

Possibility that NBC would offer, in return, to relinquish some present programming periods to the stations was discounted at NBC headquarters. "We expect to make a strong pitch to obtain the

Comments on 'Fusion'

EDITOR, BROADCASTING:

Your editorial "Radio-TV Fusion Now," is very well written, and ... the type association you propose would be ideal if it were possible for all of the various set manufacturers, component part manufacturers, as well as broadcasters, to get together.

The arrangements you suggest would be the answer to many problems in the industry, but I feel it is questionable that all these various segments of the radio TV arts could be brought together to provide for a well-knit and constructively powerful organization. J. W. Craig V.P. & Gen. Mgr. Avo Mfg. Corp. Member Board of Directors, MA

EDITOR, BROADCASTING:

... I certainly feel that there are important problems in which radio and television broadcasters and manufacturers have related interests and that the area of these interests may widen rather than contract in the future. The creation of an overall organization such as you suggest would provide a needed means for unity of approach in dealing with these problems. The sooner such an organization is formed, the sooner the industry will be strengthened by coordinated action of its interdependent parts. I also have the feeling that the creation of such an organization would reveal the existence of many more situations in which the various segments of the industry could work together for their mutual benefit instead of dispersing their efforts or remaining inactive for lack of a centralizing force.

The organization [NAB] certainly has a critical time ahead of it. Quite possibly your suggestion for a joint structure will lead the way to a permanent solution to industry problems. I am afraid that the broadcasting side of the picture will have to be a little clearer than it is now for any approach to be effective. Paul W. Morency Vice President WTIC Hartford, Conn.

AQUATENIAL

WCCO's Wilkey Heads Radio

GENE WILKEY, general manager of WCCO, has been named to head all radio activities at the 1950 Minneapolis Aquatennial Festival, annual civic cele-

Mr. Wilkey Mr. Moe

bration, to be held this year July 21-31. A highlight of the event is the WCCO Aquatennial radio and stage show to be staged next Saturday night (July 28) at the Minneapolis Auditorium. Tony Moe, WCCO sales promotion manager, has been named chairman of the two-hour presentation.

Cast for this year's show is headed by Eddie Cantor, Garry Moore and Janette Davies and features WCCO Stars Celtic Adams and Bob DeHaven. A 30-minute segment of the two-hour show will be fed to CBS. Mr. Wilkey reports that all seats (11,-000) for the event have been sold out.

Finalists in the "Aquatennial Popular Singing Contest," series of six broadcasts sponsored by the Ford Dealers Assn., will constitute a half-hour portion of the program. In addition, WCCO also is covering the canoe derby, day and night parades, coronation of new Queen of the Lakes and other features in a series of broadcasts during the 10 days.

FULLTIME GRANTS

Proposed for WKAP, WSCR

PROPOSED grants of applications by two stations to change facilities from daytime to fulltime operation were reported last week by FCC in an initial decision.

Affected were WKAP Inc. to change facilities of WKAP Allen- town, Pa., from 1680 kc with 1 kw daytime only to 1320 kc with 1 kw fulltime, and Lackawanna Valley Broadcasting Co. to change facilities of WCCR Scranton, Pa., from 1000 kc with 1 kw daytime only to 1320 kc with 1 kw daytime and 500 w night. Both grants would be subject to engineering conditions.

John P. Norton

JOHN P. NORTON, president of WDBD Escanaba, Mich., and owner-publisher of the Escanaba Daily Press, died Wednesday after a long illness. Mr. Norton put WDBD, a Mutual affiliate, on the air in 1941. He founded the paper in 1909.
ANALYSIS of over 1,500 news scripts of KMPC Hollywood by E. Z. Dimitman, former executive editor of the Chicago Sun and Philadelphia Inquirer, showed them to be fair and impartial, Robert O. Reynolds, KMPC general manager, testified last week. He completed his 16th and final day on the stand in FCC's Los Angeles hearings on charges that G. A. (Dick) Richards, chief owner of KMPC, WJR Detroit and WGAN Cleveland, had ordered staff members to slant the news.

The testimony marked the first instance in which any part of the Dimitman report has been directly received in evidence. Richards' counsel is said to be relying heavily on the report, referred to frequently early in the hearing.

Last week's proceedings were marked by issuance of a five-page statement by Radio News Club of Southern California, which claimed the club itself took the whole case to the FCC. The club branded as "a deliberate untruth" charges that James Roosevelt instigated the FCC inquiry.

"Mr. Roosevelt's letter was only one of several hundred on the subject received by the Commission," the club said in a statement over the signature of its president, Al Gordon, news and special events director of KFNB Hollywood. "We acted in concert with no one but the professional radio newsmen who make up our group," the statement said.

It was added that complaint had been filed by the club with the FCC only after a meeting with KMPC Manager Reynolds and a special attorney had failed to produce "any defense, explanation or rebuttal to the charges (of news slanting) made to RNC" by Clete Roberts, KMPC news director at the time, and two other former KMPC newsmen.

Doubts Roberts

At the Monday FCC hearing Mr. Reynolds challenged Mr. Robert's 1948 affidavit to the FCC in which Mr. Richards was charged with ordering him to slant the news on behalf of the Republican party. Mr. Reynolds said he believed the statement to be false because he himself had never received any such instructions from Mr. Richards.

Mr. Reynolds testified that after news-slanting charges were first made, KMPC obtained letters from 18 advertising agencies representing sponsors of KMPC newscasts and all of them praised fairness of the material. He said that not once did he or the station's commercial department receive a complaint of news-slanting in favor of or against any group. All of the agencies have continued to do business with KMPC since the charges were made in 1948, he said.

From 75% to 90% of KMPC newscasts have been sponsored during the past decade, many of them by Jewish firms or individuals, and not once has any criticism come from them, he continued.

State of Mr. Richards' health came up at the Tuesday hearing while Mr. Reynolds was identifying an affidavit Mr. Richards had sent to the FCC in 1948 in response to complaints of news slanting. Examiner Cunningham observed to F. L. (Dick) Richards that perhaps Mr. Richards will be able to identify affidavits later.

Cites Health

One Richards affidavit noted that he has been unable to exercise and lacking outlets for his energy, has been "apt to be impulsive and express himself in an exaggerated manner." His executives and others who know him well are aware of this, the affidavit noted, and treat his utterances accordingly.

Mr. Reynolds said he had not heard Mr. Richards tell Robert L. Horn and William N. Kneely, newsmen to slant broadcasts or to refer to Henry Wallace as "peanut head."

At the Wednesday hearing, Mr. Richards

CITE RICHARDS

Accepts Legion Award

DUAL honors have been conferred upon G. A. (Dick) Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAN Cleveland, by the American Legion in Los Angeles. Mr. Richards received a personal citation July 7 from A. D. Guasti, Commander of the Legion Los Angeles County Council. He then accepted a public service citation "awarded KMPC from Earl E. Baldwin, Legion vice-commander of California."

Personal citation was "in recognition of his outstanding service, cooperation and courtesy to the American Legion by providing the facilities of Radio Station KMPC as a public service in the interest of the welfare and security of that community, state and nation."

Public service citation to KMPC was in appreciation of station's outstanding support of Legion patriotic and Americanism programs.

A third award was given KMPC last week, an Award of Merit for services to wounded veterans, by the California department of the Military Order of Purple Heart. Award was presented by Rex W. Franklin, California commander.

DURING operations of a salvaging ship in Alaska's Cassia Inlet, Ann Dinsmore, Mumbles editor of KENI Anchorage, is interviewed as she prepares to dive 47 feet into the arctic water. Her experiences, reported by her via the diving suit's electrical inter-communications system and tape recorded, were released later on the air.

Reynolds identified inter-office memos designed to support KMPC's claim that Mr. Roberts was discharged in an economic move and not because of alleged defiance of orders. An itemized Roberts expense list of $1,247 from Jan. 3 to March 14, 1947 included lunches, new office furniture and a $60 portrait sitting, it was testified.

After a vacation Mr. Reynolds is to be recalled to the stand in mid-August for FCC redirect examination.

Capt. Eddie Rickenbacker, president of Eastern Airlines, appeared as a character witness, testifying he had known Mr. Reynolds intimately for 40 years. He called Mr. Richards "a great patriot, a civic leader and an honest, aggressive businessman."

"There is no greater patriot in America today than Mr. Richards, and there never has been," he said.

"If we had more true Americans like him, we would not be sending our boys 5,000 miles overseas to be slaughtered in Korea." FCC Counsel Frederick W. Ford objected that the testimony was not responsive to the question and was sustained by Examiner James D. Cunningham, presiding officer.

Rickenbacker Praises

Mr. Rickenbacker characterized the KMPC owner as an excellent businessman, honest and fair, and "extremely generous, particularly with those less fortunate." He added that he has "served every faith, Catholic, Jew and Protestant, without discrimination."

Appearance of the famed aviator drew a full crowd. During his last minutes on the stand he sat grimly silent as Mr. Ford and Hugh Fulton, chief counsel for Richards, argued for FCC counsel's right to ask a hypothetical question. "If it were shown that Mr. Richards ordered his newscasters to slant the news in favor of certain groups and omit news that other groups would never still test that he was fair?"

"Yes," Mr. Rickenbacker had re-

(Continued on page 40)

COVERS 17,000,000 population
area in 5 States

* Adam J. Young, Jr., Inc. National Rep.

Mutual Broadcasting System

Guardian Building, Detroit 26, Michigan

J. E. Campeau, President

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BROADCASTING • Telecasting
AIRMAID MILLS
Plans Expanded Radio Use

A RE-SHUFFLE at Airmaid Hoisyry Mills, Dallas, which markets hose through drugstores coast to coast, includes plans for expanded use of radio.

Effective July 31, Airmaid’s account will be handled by the Dallas office of Simmonds & Simmonds, headed by Vice President Monte Kleban, a veteran in the radio field.

“We are planning a campaign,” said Mr. Kleban, “which includes the purchase of 15,000 spot announcements in a 26-state area in the coming year. We are also going into TV in all major markets in the 26 states. The company also has in view an expansion program to go into other markets.”

Newly appointed as Airmaid’s advertising manager, effective July 15, is Dorothy Cantrell, radio director and copy chief of J. B. Taylor Inc., Dallas, and formerly account executive of Albert Evans Advertising, Fort Worth. She succeeds Lillian Clark.

New president of Airmaid is Myer M. Donosky, former treasurer of the Dallas Morning News and past president of the Texas Newspaper Publishers’ Assn. He succeeds Joe R. Brown, who becomes chairman of the board.

HARDESTY TO NAB
Named Richards Assistant

JOHN F. HARDESTY, of WOIC (TV) Washington, joins the NAB Washington headquarters staff July 31 as assistant to Robert K. Richards, public affairs director. He replaces James Dawson, who resigned a fortnight ago as assistant director.

Mr. Hardesty has been with WOIC since November 1948, working under General Manager Eugene S. Thomas in preparing the station’s debut in January 1949. He was director of special events and advertising, and also was in charge of news coverage.

1905
B. Walter Huffington
1950

JUST as he was starting a nationwide membership sales campaign, B. Walter Huffington, 41, station relations director of NAB, was struck Thursday with a heart attack while motoring out of Winston - Salem, N. C. He lived in his home with Mrs. Huffington and daughter, a student at the University of North Carolina.

Funeral services were held Saturday at Portsmouth, Va., his home.

Mr. Huffington joined NAB last May 18 as director of the new Station Relations Dept. Previously he had been general manager of WSAP Portsmouth.

Mr. Huffington was born Aug. 21, 1908, in Norfolk where he attended public schools and Atlantic University.

He entered radio in 1937 at WWAR Norfolk, Va.

He married the former Helen Anna Lang, of Norfolk. They had one child, Betty Anne, 16. Mrs. Huffington, the daughter and her mother, Mrs. B. W. Huffington, survive.

William B. Ryan, NAB general manager, issued a statement Thursday in which he praised Mr. Huffington’s work at NAB and voiced the association’s grief at his sudden death.

N.Y. EXCHANGE
To Jointly Promote Radio

AN AGREEMENT among New York radio stations to exchange research and promotional information to reinforce radio’s place as a top advertising medium was reached last week.

Representatives of 10 New York stations, meeting at the invitation of R. C. Maddux, WOR vice president in charge of sales, exchanged informal views on the problem of promoting radio. They agreed that each would invigorate promotional efforts individually.

Present at the meeting in addition to Mr. Maddux were Norman Bozio, WCBS; Ted Cotter, WNOB; Joseph Creamer, WOR; Murray Grabhorn, WJZ; Bernice Judis, WNEW; K. T. Murphy, WINS; J. R. Pepple, WOR; Elliott M. Sanger, WQXR; Hattie Samuels, WPDR; G. Richard Swift, WCBS, and Ralph W. WOY.

upcoming

NAB District Meetings
Aug. 21-22: Dist. 18, San Carlos Hotel, Monterey, Calif.
Aug. 26-27: Dist. 19, (Place to be selected).

Aug. 28-30: Canadian Assn. of Broadcasters, general manager meeting, Jasper Park Lodge, Jasper, Alta.

WIBW goes straight down the farm row!

Let’s do some straight talking. Kansas is a mighty good market. It’s made up mostly of profitable, productive farms and prosperous agricultural communities. In short, it’s a farm market.

Think this over! WIBW IS A FARM STATION. It’s the preferred station of the farm and small town homes in Kansas. It makes mighty good sense to turn your sales job over to the station that goes right down the row of the homes that do the biggest part of the buying in this market. Join the hundreds of satisfied WIBW advertisers and be convinced.

Kansas Radio Audience 1949

WIBW
TOPEKA, KANSAS
WIBW-FM

SERVING AND SELLING
"THE MAGIC CIRCLE"


BROADCASTING • Telecasting

July 17, 1950 • Page 25
POLICY BOARD

THE PRESIDENT'S Communications Policy Board met last week in Washington and conferred with President Truman on progress achieved thus far in its study of overall frequency utilization.

The nature of the three-day Washington sessions among board members and its conferences with President Truman was not revealed. It was learned, however, that the five board members concerned themselves chiefly with international radio and wire communications problems.

A spokesman for the board said that the defense issue, as it might affect the board's work, was not touched on in any great detail save superficially, either in its sessions or the Presidential conference. It was intimated, however, that the board plans to delve into the use of spectrum space by the government at its next meeting, tentatively slated for Aug. 2-3. The board is to report its overall findings by Oct. 31.

To that end, a special committee was named to look into the problem of frequency utilisation as between government and/or military users and non-government or private users of frequencies as allocated by FCC. Heading up the group is Fred C. Alexander, formerly associated with Mackay Radio Co. and just returned from a Geneva conference on frequency utilization.

A second committee, under the chairmanship of Marvin L. Fair, of Tulane U., also was appointed to consider the economic aspects of international and domestic communications.

The board met Tuesday with President Truman and reportedly presented a "progress report" on what it had accomplished and what it hopes to do before its dissolution in February 1961. Already it has consulted with officials of private telephone companies, State Dept., Defense Dept. and FCC in past meetings held in March, April, and May.

Its purpose is to make recommendations to the President on policies to govern use of radio frequencies in the international communications and wire fields as well as on the domestic levels. It was believed that these proposals, when available, would serve as a basis for the President's own recommendations in future conferences with NSRB Chairman W. Stuart Symington and Defense chiefs in the overall communications planning for national defense.

Head of the board, appointed last February by the President [BROADCASTING, Feb. 20], is Irvin L. Stewart, former FCC Commissioner and now president of the U. of West Virginia. Other members are D. Lee A. Du Bridge, California Institute of Technology; William J. Everitt, Dept. of Electrical Engineering, U. of Illinois; Dr. James R. Killian Jr., Massachusetts Institute of Technology; and David H. O'Brien, Hackettstown, N. J.

CBS-SPG Wage Pact

AGREEMENT for raises of $4 per week each across the board for nine CBS Hollywood Screen Publicists Guild members was reached last week between the network and SPG. Negotiation followed re-opening of the wage question of the present contract that still has 18 more months to go. Contract is subject to ratification tomorrow (July 18) at an SPG membership meeting. Present guild wage minimum is $77.

CAB Directors Meet

REPRESENTATION of Canadian Assn. of Broadcasters at the forthcoming NABBA meeting and domestic problems will be aired at the CAB directors meeting to be held Aug. 28-30, at Jasper Park, Alta. The directors meet will immediately precede the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Aug. 30-Sept. 2.

INDIANA FAIR

Stations Pledge Support

PLEDGE of cooperation for the Indiana State Fair and other state-wide activities were given at the Indiana Broadcasters Assn.'s 1950 summer meeting held July 7 at the Columbia Club in Indianapolis.

Roger Waleott, in charge of public relations, and Albert Bloom-ke, promotion and publicity, attended the meeting to help coordinate radio activities at the fair.

Memorial Award

AWARD of $2,500 annually in memory of 14 American correspondents who died July 12, 1949, in an airplane crash over Bombay, was announced Wednesday in Washington by Albert Balink, editor of Knickerbocker, Netherlands magazine in the U. S. Award will be given to the author of the best article or series promoting democratic affiliation between the Netherlands and the United States. Among the 14 who lost their lives were H. R. Knickerbocker, WOR New York; Elsie B. Dick, MBS, and George L. Moorad, KGW Portland.

ZIV PROGRAMS

New Sponsors Set

FREDERIC W. ZIV Co., New York, producers of transcibed-syndicated programs, announces sale of the following programs:

Barry Word Show to Molly Pitcher Wines for 52 weeks, three-per-week basis, in Flint, Grand Rapids, Jackson, Lansing, Port Huron, and Sault, Mich.

Boston Blackie, Philco Feature, Guy Lombardo Show, Wayne King Show and Favorite Story, plus 12 other shows, for 52 weeks to WMCA Mt. Carmel, Ill.

Philco Feature, Wayne King Show, Guy Lombardo Show, Boston Blackie, The Cisco Kid and Favorite Story to KSWO Lawton, Okla., for 52 weeks.

The Cisco Kid has also been sold to Packard Super Markets Inc., Detroit, and WCAU-TV Philadelphia.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?

□ See Centrespread This Issue

□ On the Air Everywhere 24 Hours a Day

P.B. Wilson

WCKY

CINCINNATI

50,000 Watts of Selling Power

Page 26 • July 17, 1950

Now being served

the Central Ohio Market

... on a platter.

WBNS

PLUS WELD-FM

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO
Doherty Back

From Geneva Conference

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., has returned from Geneva, Switzerland, where he served as one of five U. S. delegates representing American industry at the International Labor Organization conference.

The conference worked on industrial relations problems, minimum wages, vocational training and equal pay. The ILO board ruled that the 1960 agenda was too full to permit discussion of performers rights. On his return trip Mr. Doherty conferred with officials of labor and government officials in France and England and with leaders of the British motion picture industry.

Safety Bureau

FCC Lists Key Personnel

Appointment of key personnel in its new Safety and Special Radio Services Bureau was announced last Tuesday by FCC.

Move follows the second phase of FCC's functional reorganization of its staff in which the bureau was established in charge of Edwin L. White, Chief of Aviation Division, Bureau of Engineering [Broadcasting, July 3]. The unified bureau will be activated July 31.

Key personnel named were:

- Assistant chief of bureau, Lester W. Spillane, presently assistant general counsel in charge of Safety and Special Services Division; Marine Division, William N. Krebs, chief, now assistant chief engineer in charge of the engineering Marine and Safety Division; Aviation Division, John R. Evans, chief, now on staff of engineering Aviation Division; State-Local Government and Amateur Division, George R. Rollins, chief, now chief of engineering radio and Amateur Division.

Also, Industry & Commerce Division, Glen E. Nielsen, chief, now chief of engineering Public Safety and Special Services Division; Authorization Analysis Division, Charles R. Weeks, chief, now planning officer, Organization and Methods Division, Office of Administration; Enforcement Unit, Chief, Marshall S. Orr, now chief of Aviation and General Mobile Branch, Office of the General Counsel.

Bmi Program Clinic

Broadcast Music Inc. is planning a program clinic for Midwest station executives in Chicago next fall. The seminar, intended to be a practical work session, is tentatively scheduled for late October at the Stevens Hotel. More than 100 station men are expected to attend sessions on all phases of programming, including several on how to use music effectively. Clinic is similar to those which have been conducted by BMI in New York and Los Angeles.

June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Total authorized</td>
<td>2,303</td>
<td>132</td>
<td>169</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,144</td>
<td>691</td>
<td>104</td>
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<tr>
<td>Licenses (All on air)</td>
<td>2,318</td>
<td>405</td>
<td>47</td>
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<tr>
<td>Construction permits</td>
<td>185</td>
<td>196</td>
<td>62</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>17</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>535</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>394</td>
<td>141</td>
<td>397</td>
</tr>
<tr>
<td>Deletion of permits issued</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deletion of conditional permits</td>
<td>4</td>
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Appoint Hutcheson

Appointment of Dr. J. A. Hutcheson, research director of Westinghouse Electric Corp., Pittsburgh, as chairman of the Committee on Ordnance, Research and Development Board, was announced last Monday by William Webster, board chairman. Dr. Hutcheson, with the firm the past 24 years and research director since March 1948, supervised engineering of radio communication and radar equipment produced by Westinghouse for the armed services during World War II.

Canada Ratings

U. S. Shows Still on Top


Daytime programs also lead with U.S. shows in top place, first five out of 13 total, being: Big Sister 13.6, Ma Perkins 13, Pepper Young's Family 12.1, Road of Life 11.5, and Right to Happiness 11.3. French-language evening shows, 14 in all, were led by Un Homme et Son Peche 17.6, Metropole 27.1, Radio Canadien 24.5, C'est qu'on aime 19.2, and Jones Double 19.

French-language daytime shows, 15 in all, were led by Jeanne's Doree 25.7, Rue Principale 23.9, Tante Lucie 20.6, Groupe Soeur 19.5, and Quart d'Heure de Detente 19.1.

In Buffalo you can go places fast with WGR

AND ITS HIGHER-THAN-EVER HOOPER RATINGS

Edgar Bergen, Arthur Godfrey, Bob Hope, Suspense

Egan Bergen, My Friend Irma, Buddy Clark

Lux Radio Theatre, Hallmark Playhouse, Jack Smith, The FBI

Dick Hayes, Edward R. Murrow, The Goldbergs

Mr. Murs, North, The Golden Girls

Mr. Burrows, Aline Ball, Abe Burrows

Mr. Keen, Crime Photography

Joan Davis, Grouch Mahoney

Mr. Chameleon, Dr. Christian

Bing Crosby, Burns & Allen

Jack Benny, Inner Sanctum

Red Skelton, Helen Hayes

Howard Heidt, Mystery Theater

Philip Marlowe, Gang Busters

Dinah Shore, Gene Autry

Leo J. "Fitz" Fitzpatrick

I. R. "Ike" Lounsbury
THE LATEST WCKY STORY

THE LOCAL ADVERTISER KNOWS THE BEST BUY!

Look at these success stories of WCKY local advertisers:

DOT FOOD STORES— independent regional food chain—sponsors of "Supper Surprise" 5:30 to 6 PM Monday thru Friday, report coffee sales of its Dot Coffee are up 12%, despite a general trade decrease in coffee sales.

PATRICIA STEVENS—modelling school—reports WCKY produces more prospects at lower cost than any other Cincinnati station they have used.

BIGNER, INC.—retail television store—sponsoring WCKY newscasts, report they secured more leads and sales of television sets by using WCKY than they had obtained from any other media.

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

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

THE NATIONAL ADVERTISER KNOWS THE BEST BUY!

Look at these success stories of advertisers on the Jamboree:

PROCTER & GAMBLE—LAVA SOAP—secured orders for 27,382 dozen gladioli bulbs at 25¢ per dozen, in 8 weeks.

FREUND JEWELERS secured 20,073 orders for Bulova watches and wristbands, selling at $37.95, in 12 weeks.

FOR A SUCCESS STORY ON YOUR CAMPAIGN INVEST YOUR AD DOLLAR WCKY’s-ly!

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER
editorial

Will TV Lights Go Out?

WITHIN HOURS of the outbreak of the Korean conflict, word was being whispered in Washington that total TV would bring TV to a grinding halt. The military, supreme in a national emergency, the story went, would order the closure of TV transmitters—blackout the 106 stations and 6½ million receivers.

It sounded preposterous. We checked, but got neither denial nor confirmation. The ether hog propensities of TV, now using 12 channels of six megacycle (6,000 kilocycle) width, was cited as one salient reason for the alarmist TV talk. Interference with the radar screen to ring the country, and with aircraft communications, also were mentioned, ever so gingerly.

The talk did not touch aural broadcasting because of the experience of the last war, and the success achieved through voluntary safeguards.

The other day the authoritative Alsop brothers, in their syndicated column, shed further light on the question of TV mobilization. They cited the need for vital war equipment, including radar warning apparatus. Then the tip-off that the President is expected to ask for emergency authority allocation and priority to break bottlenecks.

"The television boom, for instance," said the Alsops, "cannot be permitted to halt radar manufacture, as it is now doing."

Effects of this brand of talk have been reflected in the stock market gyrations, where TV issues are taking a beating. The word has gone out that there will be production restrictions on TV because of rearmament.

The veiled talk and innuendo is not unlike that which preceded Pearl Harbor, when the military wanted to commande all radio and clamp rigid censorship on everything.

The rule of reason prevailed. Radio was not molested. Elaborate plans for "radio silence" were made via the key station system, whereby TV issues were alerted in event of air attack. Radio did a home front job that won the plaudits of all, the military included.

The rule of reason must prevail in the present crisis too. TV is a new medium. Atomic war, if it comes, is new.

Let's examine the part TV could play in total war—push-button war, with electronically controlled missiles, even atom bombs.

Visualize a sneak attack that happened to break through the radar screen. Panic could be multiplied and doubly avoided—through the calm voice of radio.

How much more psychologically reassuring it would be if the President could be seen, and the degree of damage (or lack of it) wrought could be flashed before the people! What if the public could see Old Glory still whispering in the breeze over the Capitol?

There's little more important than the nation's morale in a time of national emergency. There's no instrumentality with greater impact than TV—now essentially a major market medium. A push-button, atomic war would strike at the arsenals, mainly major markets.

This is horrendous talk. It may be premature and grim. But we learned in World War II about the twin gremains "Too Little and Too Late."

In this situation we see portents of a continued TV freeze because of imminent mobilization and stockpiling of materials.

Limitation on radio-TV manufacture may be in the offing. Despite wild talk, there's little likelihood of closure of stations. The entire AM spectrum covers only 1600 kc. just two-tenths the space occupied by a single TV channel.

In a national emergency, needs of government are superior to those of industry. First, it must be ascertained that the indicated needs of government are in the best interests of the nation.

There can be no rule of reason if plans as radical as the snuffing out of TV are evolved in the ivory towers of the military. It is the duty of the FCC and of our mobilization and defense forces to ascertain beyond reasonable doubt that our psychological weapons on the home front are not impaired or demolished by military fiat.

The Voice Roars

UNLESS all signs fail, the Voice of America soon will be endorsed to the extent of perhaps $100 million to speed the "truth offensive" and counteract the Soviet global propaganda. A year ago, the Voice couldn't borrow or beg a dollar beyond "minimum requirements."

The sudden turn of events in the Pacific, the stepped up jamming by the Soviet of Voice transmissions, and the united front of leading national figures in support of the Benton Plan for a "Marshall Plan of Ideas" over a worldwide shortwave network, have converged to pass this near miracle.

Whether the control of this enlarged Voice should continue in the State Dept. or be vested in a separate propaganda agency as proposed by Elder Statesman Bernard Baruch, is left to Congress. The Voice is not proscribed by diplomacy and protocol. An outward-and-out propaganda agency obviously would have greater freedom.

On another front, Radio Free Europe began regular operation last week in the counteroffensive. It is financed by a group of prominent Americans, most of them identified with the war effort. It won't compete with the Voice. Because of its private auspices, it will have flexibility and force not possible for a Government-operated venture. Its transmitters are in American-occupied Germany, and its frequencies cleared through the State Dept.

It is significant that opposition to the Voice—a Government radio venture—is practically inaudible. Just a few months ago, Congress was bellicose. There also was opposition from private broadcast groups who feared Government invasion of radio—even in the shortwave international domains. This journal was skeptical, and espoused use of longwave stations on the continent, as a sort of reverse lend-lease.

Time would be "purchased" in exchange for Marshall Plan credits, on stations customarily heard on the "people's radios" in general use.

We still favor the reverse lend-lease plan. We recognize, however, that in a national emergency, propaganda is a function of Government. We are now engaged in a psychological war in Europe and Asia. Hence, a "national emergency" exists.

The shooting war is now localized in Korea. In that psychological war, the battle lines are global. Radio is a weapon. It is a war for the minds of men.

When war ends—psychological as well as physical work will be laid down. Swarms will be forged into plowshares, and transmitters will be diverted to their American free enterprise functions of educating, informing and entertaining; to the sale of good will along with goods.

Charles Gordon Baskerville

A FEW months more and Charles Gordon Baskerville at 44 will have completed a five year general managership of WFLA Tampa, the Tampa Tribune station and NBC affiliate.

By the fall, when that five year cycle is completed, the physical results of Mr. Baskerville's efforts during his tenure are scheduled to come to a head. WFLA's AM and FM business offices and studios will move into newly constructed facilities at the Tribune building in downtown Tampa. The stations, with elaborate provisions for eventual television, will have one of the most modern and efficient broadcasting plants in the South.

This high mark in the Baskerville career is typical of progress made in the past by the North Carolina born Floridian. An associate of radio, off and on, for the past 20 years, the still youthful broadcaster knows the busi-

static and Snow

By AWFREY QUINCY

SEN. JOHNSON describes fusion as "associating elephants with mice, wolves with lambs." Who, me?

The radio business never ran truer to form than in those letters about "Fusion Now." Most broadcasters think the idea is terrific, but at least one thinks it's terrible—one doesn't understand it—two claim they thought of it first and long ago—receiver manufacturers are occupationally cagey and non-committal—trade association lads approve in principle while unsheathing the dagger. But, while the fumes squabble, the house may burn to the ground. It's all too reminiscent of 1940 and the spectacle of La Belle France with untenable governments, unfriendly political splinters, uncompromising internal differences, while Germany neatly gobbled up the entire mess.

Stan Hubbard's publicity man confirms our worst suspicions. According to a KSTP release, radio announcers have but two dimensions: Height and weight.

Much to our surprise, a BBDO picture in Broadcasting identified a Mr. Barton and a Mr. Osborn. Next thing we know, we'll learn that in London there is actually a Mr. Lloyd in the insurance business.

Broadcasting  Telecasting
WOV's "Daily Triple"

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

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

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

IN NEW YORK AT NIGHT...

THE BIG SWING IS TO THE INDEPENDENTS!

*Source: The Pulse, Inc.

THIS IS THE "Daily Triple"

Each program reaching a large, distinctive and different audience.

★ 1280 CLUB — with Bill Williams. 1½ hours of fun and music with America's best bands to enthrall you.


★ A RAMBLE IN ERIN with Pat Stanton — Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126
National Representative  John E. Pearson Co.
DR. HARRY MORGAN, co-owner, assumes active management KESB W Salinas, Calif., with partner WILLIAM OATES, commercial manager. KEN RANDOLPH, general manager, resigns.

GEORGE E. LINDMAN, general manager KITO San Bernardino, Calif., to station manager KPOA Honolulu, T. H. KPOA joined MBS July 4.

JOHN F. SCREEN, WABB Mobile, Ala., commercial manager, to WAFB-AM-FM Baton Rouge, La., in same capacity.

L. BERRY LONG Jr., account executive-sales director KOA Denver, to WNBD-AM-FM New York as sales manager.

INDEPENDENT METROPOLITAN SALES appointed national representative for WHTN-AM-FM Huntington, W. Va.

NORMAN HARROD, salesman CKRC Winnipeg, to sales staff CKY Winnipeg.

RALPH HATCHER, director CBS co-op programs, to WPLH Huntington, W. Va., as manager. Was with W TAR Norfolk. Succeeds F. J. EVANS, who continues as president and 50% stockholder WPLH.

EDWARD J. DEVNEY resigns as vice president William G. Rambeau Co. to form his own station representative firm, Devney & Co., 347 Madison Ave., N. Y. Phone: Hickory 6-6722. Firm will concentrate on stations currently without representation in N. Y. operating on flat fee basis in place of usual commission plan. Mr. Devney previously western manager Howard J. Wilson Co. and Headley-Reed Co. account executive.

CHARLES A. BLACK, assistant to president, Hawaiian Pineapple Co., Honolulu, to account executive KTTV (TV) Hollywood.

CARROLL J. LOOS, advertising representative for Wallace's Farmer and Iowa Homestead, to KFAB Omaha, Neb.

DONALD J. QUINN, sales staff KXOC Chico, Calif. Both Lincoln Dellar stations. He succeeds TED HALL, resigned.


ANTHONY M. (Bob) HENNIG, with ABC since it became independent network, last as assistant treasurer, appointed business manager of ABC-TV program department.

DAVID LASLEY, radio-TV network advertising and promotion manager NBC Chicago, to radio network sales staff as account executive. HAROLD A. SMITH, promotion manager WMAQ and WNBQ (TV) Chicago, NBC stations, replaces him.

MILO PETERSEN, general manager, KGEM Boise, Idaho, also assumes sales responsibilities following resignation of AL BORGE, sales manager. Mr. Petersen was not correctly identified in this column July 3.

CAL CANNON, general manager KIEV Glendale, Calif., father of girl, July 2.

PERSONALS . . .

JOHN S. HAYES, vice president and general manager WTOP Washington, appointed chairman business employees unit No. 1, 1951 Community Chest campaign. . . . RICHARD A. MOORE, assistant general manager and ABC Western Div. director of TV operations, on three weeks business-vacation trip to N. Y. and Vermont. . . . ROBERT R. TINCHER, general manager WNAX Yakton, S. D., elected to board of trustees of Yankton College.

ED YOCUM, general manager KGHL Billings, Mont., returns to his office after several weeks of illness. He suffered a stomach disorder while on recent trip East. . . . JACK R. DRAUGHON, president-general manager WSIX Nashville, spending half-days at his office after absence of several months during which he was on rigid diet. He dropped 53 pounds.

ROGER W. CLIPP, general manager WFIL-TV Philadelphia, awarded certificate of appreciation by Phila. chapter of National Foundation for Infantile Paralysis for station's contributions to 1960 March of Dimes campaign. . . . GEORGE M. BURBACH, general manager KSD-AM-TV St. Louis, and Mrs. Burbach sailed on Queen Mary July 8 for European vacation until late August. . . . DON B. DAVIS, auditor KF WB Holly- wood, will address accounting students of Southwestern U., L. A., on "Office Management of Broadcasting." Aug. 16.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

Represented nationally by RA-TEL, Inc. and regionally by BULMER-JOHNSON Inc., Milw.

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SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

1949 BMB

Day—110,590 families in 36 counties
Night—85,830 families in 31 counties

3 to 7 days weekly:

Day—90,320 families
Night—66,230 families

(Retail sales in the area are over $600 million yearly)
Respects
(Continued from page 30)
ness from the copy desk, where he first began in the industry, to the front office.

Born in Charlotte, N.C., on Aug. 26, 1908, Mr. Baskerville spent his youth in that city and in the little town of Monroe about 25 miles from Charlotte where his family moved while he still was in his boyhood. After completing high school in Monroe where he played football, he entered Davidson. There, his sports participation was cut short by an illness. The "Roaring Twenties," in which Charles Baskerville grew up, were just a memory by 1930. The depression had placed the country's economy on a treadmill. The radio industry was feeling its first sharp growing pains. That was the year when Mr. Baskerville returned to radio, his eyes focused on the industry's opportunities and needs. As an enterprising youngster, he filled one of those needs at the outset by becoming salesman and copywriter at WDAE, owned by the Carolina Times. It was Mr. Baskerville's uncle, the late Charles G. Mullen, then general manager of the Times, who introduced his name sake to the newspaper world and eventually to radio.

During the Christmas season of 1927, after young Baskerville had graduated as an English major from Davidson with plans to study law, Mr. Mullen offered his nephew a summer job at the Times on June 21, 1928, Mr. Baskerville left North Carolina for Florida, starting in at the paper as a cub reporter, covering police, the sheriff's office and other assignments.

Jobs WDAE
Grasping at an opportunity to enter radio at WDAE, he soon was launched on an experience that brought him to grips with the regulatory function of government in radio. He made frequent trips to Washington on behalf of WDAE before the old Federal Radio Commission.

During this time, Mr. Baskerville, as manager of WDAE, also pioneered in the extension of network broadcasting. He deliberated in conferences with CBS on plans to extend the service into Florida. At the time when WDAE joined CBS, the station had less than two hours commercial per week.

Later, Mr. Baskerville became associated with the sales staff at WFLA, then located in Clearwater with a studio and sales office in Tampa. When the Tribune became interested in radio, he was "loaned" to the paper to work out applications, forms, and other material applicable for a new regional station. While waiting for results, he was sent to Chicago to work there with the Tribune. Following this assignment, he returned to Tampa to work on the Tribune display staff, becoming manager of that office, until entering the Navy in June 1942.

His three and a half year tour of duty in the Navy included an assignment on the staff of CINC PAC under Admiral Nimitz, which carried Mr. Baskerville to Pearl Harbor, Guan and Japan. He also was attached to Press Censorship in New York during the war. He was released in 1946 with the rank of lieutenant commander.

Returns to Tampa
In November of that year, Mr. Baskerville returned to radio—this time at the helm of WFLA. During his period of direction at the Tribune station, WFLA-FM was born and began regular operation. His long training in both radio and advertising has left a deep business imprint on the Florida radio executive. It is his belief that "AM radio will continue to do an outstanding job for its advertisers." FM, he says, has been a disappointment but "in broadcasting it seems most anything can happen and it might be that eventually FM will come into its own. We in Florida, with probably the highest static level in the country, know the advantages of FM."

As for television, Mr. Baskerville, whose organization is mapping plans for TV, says video "is the coming medium of radio," but, he adds, "in the outlying rural communities there will always be a place for well operated AM stations."

Mr. and Mrs. Baskerville—she is the former Elizabeth Lott—make their home in Tampa. They were married in December 1934. He is a member of Pi Kappa Alpha, Ye Mystic Krewe of Gasparilla, University Club, Mercymakers Club, Chamber of Commerce, and is secretary of the Tampa Yacht and Country Club.

WMCK McKeesport, Pa., has announced its affiliation with Sports Broadcast Network. Station will carry outstanding college football each week.

SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND
WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its hear is two adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-billion dollars!

WSBT—and only WSBT—gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it—all of it—only with WSBT.
'GARDEN STATE' N. J. Radio Group Forms

FORMATION is underway of a new network of New Jersey radio stations to be known as "The Garden State Network," according to Fred L. Bernstein, assistant general manager, WTTM Trenton.

Details of the plan were worked out during a meeting of seven broadcasters in Atlantic City a few weeks ago. Attending were James L. Rowe, WCTC New Brunswick; Fred Weber, WFRG Atlantic City; Thomas R. Tighe, WJLK Asbury Park; Ralph Compton, WKDN Camden; Charles O'Neil, WNJR Newark; Paul Alger, WSNJ Bridgeton and Mr. Bernstein.

Mr. Bernstein said advantages to the advertiser in "buying the network" would include "concentrated coverage, convenience, one billing, price economy, local interest and keeping income within the state." In order to buy in GSN, a client must purchase all seven stations. For promotion purposes, a complete market brochure giving coverage data, market information and other aids to clients as well as a 15-minute transcription and sales kit have been prepared.

DISASTER SYSTEM Map Radio Setup in L. A.

BLUEPRINTS for emergency operations of Los Angeles County commercial broadcast stations in time of disaster have been completed by Southern California Broadcasters' Assn. and communications departments of police and sheriff's office.

System of cues and pre-set announcements has been set up, using line facilities of Radio Central in downtown Los Angeles, supplemented by the SCBA telephone committee. Police shortwave radio is lined up for standby duty, according to Robert J. McAndrews, SCBA managing director. SCBA emergency planning committee includes Ben McGlashan, KGJF; Laurence McDowell, KFOX; Stuart Novins, KNX; Robert J. Reynolds, KMPD; James T. VanDiver, KECA-TV.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
P. B. Wilson WCKY CINCINNATI
50,000 WATTS OF SELLING POWER

PAUL MURPHY, news editor, KONE Dayton, Ohio, to program director and disc jockey WANE Ft. Wayne, Ind., replacing LINN MILLER, resigned.

ROBERT F. JAMIESON, traffic manager Du Mont TV Network, named manager station relations.

SIDNEY ANDORON, columnist WERE Cleveland, to WXEL (TV) same city as producer-director local programming, effective Aug. 1. Continues his work for WERE.

MERRILL G. SMITH, announcer, WHEB Portsmouth-Dover, N. H. Was with WIDE Biddeford, Me.

MARSHALL PACK to news staff WASH (FM) Washington. Was with WSFA Spartanburg, S.C.

JIM GROHMAN, m.c. WNAR Newark, to WCAU Philadelphia as m.c. in addition to WNAR duties.

FRANK SISSON, WOOD Grand Rapids, Mich. disc Jockey, named program director.

IRWIN GIEGLD, screen writer, signed as writer-producer for new NBC documentary series, Once Upon a Crime.

KAY O. CROWN to public relations post CJOR Vancouver.

DICK BOYNTON, announcer KKGM Albuquerque, N. Mex., to KCQB San Diego announcing staff.

JACK V. NEWMAN, staff announcer KOME Tulsa, Okla., to KOTV (TV) same city.

GRETHEN THOMAS, WTDC Hartford, Conn., to WEOL Elyria-Lorain, Ohio, as director women's activities.

JACK MATRANGA, traffic manager KECC Pittsburgh, Calif., to program department KCRA Sacramento.

CLIFF FEERDON, General Motors Corp., to director public relations WERC-AM-TV and WCTS (FM) Cincinnati.

MISS (Cal) T. MARA named publicity director WJAS Pittsburgh, Pa.

COBY PFANSTIEHL, director press information and promotion WTOP Washington, conducts Inside Plant, 7:45-8 p.m. on WFCP (FM) Washington, in addition to present duties.

THEODORE B.ILLS, director-writer WJAB-Fox, to ABC-TV production staff.

ED SPRAGUE, WCOL Columbus, Ohio, to KTMS Santa Maria, Calif., as traffic manager.

BOB CARRINGTON to announcing staff DuMont TV Network. Was announcer WSSR Cleveland and WHBR Hanover, N.H., using name Mark Roberts.

BRYSON RASH, ABC White House correspondent and director special events WWMV-AM-TV Washington, substitutes for WALTER KRNIAN, Mon.-Fri., 3:30 p.m., One Man's Opinion, from July 17-31.

MARJORIE BENEDICT named to handle literary rights for ABC Western Division radio-TV.

IRV HAAQ, copy writer and sports editor WGGG Kalamazoo, Mich., to KFAB Omaha, N. Y. in writing capacity.

KEN NILES, announcer, starts new half-hour sports show, Hunting and Fishing With Ken Niles on KECA-TV Los Angeles.

WHITNEY BERQUIST, orchestra leader NBC Chicago, is composer of "Come On You Cubs, Play Ball," official theme song Chicago Cubs National League ball squad. Song debuted on NBC National Farm and Home Hour July 15.

NANCY SPURR, assistant to program manager KEX Portland, Ore., resigns to become director of information and alumni affairs at Willamette U., Salem, Ore., effective Aug. 1. Succeeded at KEX by LORRAINE RUSSELL, continuity staff.

MARY LOUISE MARSHALL, women's correspondent NBC Davenport, Iowa, appointed Iowa chairman, Assn. of Women Broadcasters.

ROBERT IRVING, KXYZ Houston, Tex., to EMQ St. Louis as staff announcer.

AL MORGAN, pianist, signed to AM and TV contract for two years by WGN Inc., Chicago. His shows originate from Chicago Fair at WGN's TV center.

JACK HUSTON, WLW Cincinnati, to WCCO Minneapolis announcing staff.

ED REIMERS, staff announcer KTVM (TV) Hollywood, signed by Filmmakers Productions for major role in motion picture, "Mother of a Champion."

RALPH EDWARDS and NBC Truth or Consequences staff on several weeks tour in Germany entertaining troops stationed in six cities there.

JENNINGS FRIECE, NBC Western Division director public relations, station and guest relations, elected vice president, Assn. for Education by Radio, Pacific Southwest Region.

DONALD N. RICKLES, NBC Hollywood vacation relief announcer, to permanent announcing staff. Replaces DOUGLAS GOURLAY, resigned.

RHODA WILLIAMS, "Betty" in Father Knows Best, NBC, aided local safety campaign by appearing in Tulsa, Okla., to encourage safe driving by teenagers.

JOHN WILLIS, promotion manager KTMS Santa Maria, Calif., father of girl, Karen Gale, May 27. Announcement was given in BROADCASTING, June 26.

CLARK REID, disc Jockey WAKR Akron, Ohio, father of girl, Cathy Susan, June 30.

News . . .

JAMES T. VAN DIVEER, director remote telecasts KECA-TV Los Angeles, named executive producer in charge special events and sports. Continues as organizer of remote programs.

ERNIE SPEALMAN, KOWH Omaha news staff, to KFAB Omaha to cover city news.

ROBERT MAKER, newscaster WKBW Buffalo, N. Y., heard twice daily, 12:30 p.m. and 6:15 p.m. on station.

BARRERE RESIGNS Leaves FLQN Executive Post

CLAUD BARRERE resigned last week as executive director of the Foreign Language Quality Network. In a joint statement, Mr. Barrere and Ralph N. Weil, president of PLQN and general manager of WOV New York, said that the network would engage a national time sales organization to represent it.

According to the announcement, Mr. Barrere's work, for which he was engaged a year ago, pertained to the development of the network and to the creation of promotional material and sales data. These having been done, FLQN now needs "an extensive selling organization," the statement said.

West Va. Meet

WEST VA. Broadcasters Assn, will meet at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 8-9, the association has announced.
Expand 'Voice' 
(Continued from page 19)

ton thought it could call on the "best talents" of all nations to serve their countries in the communications fields. Gen. Eisen- hower, who has long advocated an ad hoc committee of communications leaders.

Sen. Homer Ferguson (R-Mich.) wondered whether "actions really would not speak louder than any word in view of public opinion in Korea. Sen. Benton agreed to the extent that the U.S. had put roughly $500 million into Korean economic aid but only $1,400,000 for information services last year.

Sen. Scott Lucas, Majority leader, asserted that Congress has denied the State Dept. "sufficient funds to do any kind of job whatever," and expressed hope that current interest indicated "an awakening to the value of the Voice of America."

"Simply because there were a few little things which happened with respect to the Voice of America that were not quite in keeping with what certain members of the Senate thought was right, on that basis appropriations were denied for a mighty worthy cause, and we are today suffering as a result of it," he said.

Sen. Benton said the President's new program will cover appropriations for "long range efforts for new facilities and transmitters, and similar investments, such as the building of great new radio facilities." It also will support immediate expansion of existing programs and utilization of present transmitters, he explained.

Sen. Benton was backed on the floor by Sens. Harley Kilgore (D-W.Va.), J. William Fulbright (D-Ark), Hubert Humphrey (D-Minn.), and others. Fulbright and others sharply criticized the Senate Appropriations Committee for paring the budget funds for the Voice and other information activities.

HIGHEST sales peak in its 17-year history reached by KHEY Glendale, Calif., during first six months of this year, station reports.

1930—1950
20th Anniversary Year
46.0
"HOOPER"
*(average 8 periods winter, 1950)*
proves the best buy

DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERRY
5kw (d) ABC 1kw (a)

BROADCASTING • Telecasting

COMBAT RECORDINGS
Defence Dept. Cooperates With Networks

FOUR major radio networks are cooperating with the Defense Dept's. radio-TV information branch on the exchange of information from the Korean and Tokyo headquarters areas, the Defense Dept. revealed last week.

Secretary of Defense W. E. Brown has set up two "reporter officers" to the Korean-Tokyo war theatres to make combat recordings of fighting action for immediate use by the networks. The Pentagon's recording chief is Charles Dillon, chief of the radio-TV branch. The two officers—Major Wes McPherson (USA) and Ensign Jack Siegel (USN)—are representing all military services, he added.

The material recorded is divided into two categories—"hot" news and so-called feature material—is played over the network's voice circuits to San Francisco. Spot news is being used by the networks to supplement their regular coverage, while the feature material is relayed to the Pentagon for use on such Defense Dept. programs as ABC's Time for Defense and MBS' Air Force Hour.

Additionally, Mr. Dillon revealed, the Pentagon has made available its studio and recording rooms to the networks for broadcasts and telecasts. All have direct lines to the Pentagon. ABC and NBC have been chief users thus far. Defense Dept. also has set up a radio newsmroom similar to one used by newspapermen.

MARY PICKFORD
Offers To Aid Propaganda

MARY PICKFORD, "America's sweetheart" of the silent movie era, has placed her services at the disposal of the U.S. government for "propaganda functions," including those of the Voice of America, her personal representative, Mal Boyd, revealed last week.

Wires indicating her availability were sent to Defense Secretary Louis Johnson; Sen. Tom Connally (D-Tex.), Elbert Thomas (D-Utah) and William Benton (D-Conn.); and to Edward Barrett, assistant Secretary of State for public affairs, charged with supervision of the Voice.

SECURITY MOVE
Solons Ask News 'Restraint'

AMERICAN RADIO and press last week were urged to "exercise such voluntary restraint as may be necessary to insure adequate security" as Congress evidenced growing wariness over disclosures of movement of U.S. troops and materials.

Defense Secretary Louis Johnson issued a security directive to the military branches setting forth limitations on the news media, and the services. Directive covered information dealing with "preparations for military operations or movements within the continental U.S., movements of Naval vessels, transports, cargo ships from the West Coast and west of Pearl Harbor. Other data included unit designations, equipment status, strength, date of movements.

Demand for this voluntary curb was voiced by Sen. Styles Bridges (R-N.H.) in a statement on Capitol Hill. Almos t simultaneously, the Army and Navy announced they have issued policy directives to command posts calling for tighter security measures.

Sen. Bridges said he had been disturbed by "recent press and radio reports" dealing with movement of troops and supplies and urged the Defense Dept. to put an end to such "public disclosures" as a "measure of elementary security."

Radio and press reports of ship movements would end after departure of ships from the West Coast, according to the Navy directive. Data and statistics on personnel and equipment numbers may not be disclosed, it added.

EXCISE BILL
Korea War Seen as Bar

ADMINISTRATION leaders last week reportedly were prepared to abandon the huge revenue-excise tax reduction bill in the face of Korean hostilities and the prospect of increased federal expenditures for defense purposes.

The bill, on which the Senate Finance committee held hearings all last week, would provide for wholesale boosts in corporate taxes, close loopholes through which some organizations are presently tax-exempt on their radio and other "unrelated" activities, and pare certain excises.

Sen. Walter F. George (D-Ga.), chairman of the Senate group, declared in youth on reports that Treasury Secretary John Snyder had recommended shelving the bill, but Congressional leaders agreed generally that excise tax cuts appeared out of the question for the time being.

Asked for his view on excise taxes during his Thursday radio-press conference, President Truman said he endorsed every word in the Snyder statement which called for abandoning the Administration's 1950 tax program.

The measure passed the House last month after lengthy hearings during which the House Ways & Means Committee, among other actions, rejected a proposed tax on TV receivers at the manufacturers' level and voted to retain the 20% tax on radio sets [BROADCASTING, July 3].

WRIB APPLICATION
FCC Sets Further Hearing

FCC has remanded to a hearing examiner for further hearing the application of WRIB Providence, R. I., for an increase in power to enable WRIB to show it would not in the future sell time to time brokers.

The hearing examiner Leo Resnick has proposed to grant WRIB's request to change power from 250 w to 1 kw, operating daytime on 1220 kc [BROADCASTING, April 3].
The Answer to a Disc Jockey’s Prayer

by DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

* Operate a relay which can start a turntable motor.
* Function as a cueing control.
* Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. Pend.

For further information write to Dept. BD-3
Defense Questions
(Continued from page 17)

sped the conclusion of Korean hostilities.

The armed services have been pushing plans to step up their demands for communications specialists in such divisions as the Signal Corps, Army and Army Air Corps.

The manpower issue was projected on a national level last week as W. Stuart Symington, chairman of the National Security Resources Board, met in Washington with labor leaders on manpower controls envisaged under total mobilization.

Conversion Plans

Earlier, a Munitions Board official revealed proposals for conversion of industries, stockpiling and "technical skills" which are deemed essential in the nation's planning efforts. Mr. Symington, charged with co-ordinating the nation's planning on military and civilian levels, conferred Tuesday with officials of the CIO, AFL-CIO and unions representing the labor force.

NSRB officials stressed that, while civilian production would be pared in the event of emergency, that situation is not yet "in sight." Manpower needs, moreover, cannot be determined specifically until production demands are formulated, they added.

It was pointed out, however, that the manpower problem presents varying aspects from those studied before World War II, in that the labor surplus is far less today—about four million are unemployed compared to eight million during 1940-41.

It also was emphasized that the manpower question also awaits a report from the Defense Dept. on its full needs.

Both the CIO and AFL are heavily represented in the radio-TV industries. Falling under AFL jurisdiction are such groups as the American Federation of Musicians, Associated Actors and Artists of America, International Brotherhood of Electrical Workers, International Alliance of Theatrical Stage Employees and Moving Picture Operators, Broadcast-Television Recording Engineering Engineers (division of IBEW), Radio & Television Directors Guild, and others, many of them affiliated with Associated Actors and Artists of America.

CIO has claimed the American Communications Assn., Communication Workers of America and several Office of Professional Workers of America and others.

Labor leaders have appointed a nine-man committee to work with Mr. Symington on the setting of manpower plans, and also placed themselves squarely on record as opposed to a labordraft, contending that voluntary controls are sufficient.

There was sentiment on Capitol Hill for immediate mobilization, reflected in a demand by Sen. Lyndon B. Johnson (D-Tex.) last Wednesday. He urged the President to place priority orders "for all materials essential to the armed forces" and called for a uniform policy on labor legislation to provide necessary powers for full mobilization of our industrial capacity."

Labor Skills Listed

It was revealed that the government could put over 250 industrial plants on a war production footing "almost overnight" and has standby plans for at least 200 others.

With respect to the nation's manpower plant, Hubert Howard, chairman of the Munitions Board, disclosed that his board has set aside a list of some 900 skills which would be deemed "scarce" in wartime and which take years of experience to acquire.

Technical skills presumably comprise a good part of the list, a Munitions Board official conceded last week, pointing out that already the armed services have stepped up their recruiting campaigns on the basis of needs in the specialized communications fields.

"Persons having one of these skills will be drafted only to the extent and in the numbers definitely needed for that skill by the services," Mr. Howard said in Chicago.

First action to set up a new and NAB was taken last week with appointment, headed by Ben Strouse, director-at-large.

Two committees—AM and TV—have not yet been announced. The three-committee idea was adopted by the board in the union of William B. Ryan, NAB general manager. It is designed to give NAB a media perspective, with each committee interested in its own problem.

Joining Mr. Strouse on the FM committee are Everett L. Dillard, WASH (FM) Washington, who retired last April as a director-at-large for FM; Henry W. Slavick, condensed committee structure in point of a five-man FM Committee-FM Washington, an NAB (Closed Circuit, July 3).

WMCF (FM) Memphis, recently affiliated District 6 directors—U. Fisher, WARL-FM Arlington, Va., FM director-at-large, and Josh Horne, WMFA (FM) Rocky Mount, N. C., once a director of the old FM AS.

The FM Committee is expected to introduce a new technique to NAB committee meetings by inviting FM broadcasters to attend a meeting tentatively scheduled Aug. 7-8.

"We assume the local selective service board will determine who will be deferred on an individual basis and that plant management will make requests to the board of men with critical skills and will, at the same time, economize on their use."

NSRB itself is known to be studying the number of trained radio and TV technicians for part of its overall defense plan involving distinction between primary and secondary commercial stations contemplated as links in wartime emergency networks. Also under consideration are costs of component parts of equipment items, maintenance, and the general manpower situation as it would affect the broadcast industry.

On the total plants available to the government for war production, detailed blueprints have been set for at least 250, some of them presumably including electronics manufacturers like Andrew Corp., which could be converted for almost exclusive production of military communications needs. A host of others were understood also to be included in plans.

Munitions Board currently is considering over 70 separate programs for mobilization of industry. Meanwhile, the Electronics Equipment Advisory group, comprising electronics manufacturers, is cooperating with NSRB and the Munitions Board on equipment specifications and standardization of nomenclature required by the military. Next meeting is slated for Sept. 24.

The extent of civilian retrenchments in electronics industries already has been well charted by the Munitions Board in directives to procurement officers.

Civilian Quotas

While at least 50% of ordinary peacetime productive capacity probably would remain devoted to civilian demands with respect to industry as a whole, over 90% of communications equipment would be channeled to military sources. These include such items as radios, tubes, and other equipment. One estimate placed civilian needs during emergency at roughly 7% for these materials.

Cathode or transmitter tubes would be in great demand by the government, it was felt.

On the materials side, Mr. Howard said that the Munitions Board now is engaged in a $3,800,000,000 stockpiling program, which embraces such critical or classified materials as tungsten, copper, manganese, chrome, nickel, aluminum, rubber, industrial abrasives, zinc, etc. Many of these items are used by radio-TV manufacturing industries.

Demands for scarce materials and the Munitions Board's stockpiling program have evoked protests from small business concerns unable to attain them for civilian use. Complaints, filed with the House Select Small Business Committee, have cited inability to obtain such materials as zinc and rubber because of the board's stockpiling, stepped up since the outbreak of Korean hostilities.

'Cigar Parade' Spots

THE NATIONAL "Cigar Enjoyment Parade," sponsored by both manufacturers and distributors, in August, will begin using spot radio between 6:30-9:00 a.m. in 42 major cities. Wesley Assoc., New York, agency for the account, is looking for radio availabilities, while television plans announced earlier remain the same.
### NATIONAL NIELSEN-RATINGS® TOP RADIO PROGRAMS

(Total U.S., Incl., Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

**JUNE 4-10, 1950**

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**DAY, SATURDAY (Average for All Programs)**

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**DAY, SUNDAY (Average for All Programs)**

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NOTE: Number of homes is obtained by applying the “NIELSEN-RATING” (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

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**VA. NETWORK**

8 Independents Map Plans

Plans for formation of a network of eight Virginia independent stations were explored at a meeting of program directors in Richmond, Va., last week.

Graeme Zimmer, vice president of WXG1 Richmond, and board members of the eight outlets are studying plans for the independent network to include stations in Richmond, Norfolk, Alexandria, Charlottesville, Farmville, Blackstone and Hampton.

**KMAN ON AIR**

Boasts Modern Studios

KMAN, Manhattan, Kan., operating daytime on 1350 kc with 500 w, is now in its second month on the air as Kansas’ newest outlet. As such, it boasts one of the most modern studio quarters in the state, according to Manager Ray L. Kozak.

KMAN made its official debut on June 4 with most of the station’s manpower coming from the Kansas State College (Manhattan) radio department. Equipped and manned by Gates, the station occupies the second floor of a downtown building.

Chief personnel in addition to Mr. Kozak, formerly with KSRV Ontario, Ore., include Program Director Fredrick Butcher, graduate of Kansas State and formerly with KXLQ Boise, Mont.; Chief Engineer Herbert Lavin, formerly of KHAS Hastings, Neb., and Commercial Manager Fred Langan. KMAN uses AP newswire, Capitol transcriptions and Liberty Broadcasting System baseball broadcasts.

**RADIO-TV COMICS**

Post Office Investigating

The U.S. Post Office Dept. is cracking down on comic books in which cartooned heroes allegedly advertise their radio, movie, TV scenes.

A department official has disclosed that the Post Office is studying the situation. If the comic books are found to be simply advertising matter, the publishers will lose second class mail privileges.

In its investigation, the department looks over contracts comic book publishers make with the “big names” featured. One such contract, according to a P.O. investigator, required one page of each magazine devoted to promoting the hero’s movie. Issue is whether comic books such as “Mr. District Attorney,” “Bob Hope,” or “Howdy Doody” are really editorial or the means by which their heroes are promoted in other fields.

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**KRIZ OPENING**

Sept. 1 Set for Debut

KRIZ Phoenix, Ariz., will go on the air on or about Sept. 1, according to Howard M. Loeb, owner-manager.

With studio and offices at 2345 W. Buckeye Road, Phoenix, the station will operate fulltime with 250 w at 1280 kc. Mr. Loeb formerly operated WDFD, ABC affiliate in Flint, Mich., and previously was with KQV Pittsburgh.

Atlantic Sports Meet

AN ALL DAY “refresher” session was held July 11 by N. W. Ayer & Son, Philadelphia, and the Atlantic Refining Co. for sports commentators who announce play-by-play of Philadelphia, New York, Boston and Pittsburgh baseball games for Atlantic.

Russell Joins D-F-S

RICHARD A. RUSSELL, formerly an executive with Fosse, Cone & Belding, Chicago and San Francisco, has joined the New York office of Dance-Fitzgerald-Sample as vice president and account executive.
SEATTLE CASE
School Board Is Upheld

AN EXCLUSIVE contract with one radio or television station to broadcast all high school athletic events may be signed by the Seattle School Board, Superior Court Judge Theodore S. Turner held in a decision July 31 in the suit brought by Bruce Bartley, owner of KBBRO Bremerton, against the school board [Broadcasting, July 3, June 26].

The opinion, issued in the form of a memorandum decision, declared:

I have no doubt of the power of the school district to sponsor athletic contests. . . . We may safely assume that the school district will not attempt to restrict the right of any spectator to report what he sees at an athletic contest. However, the right of the spectator to report does not include the right to use facilities over which the school district has control for the purpose of conveying to persons outside the stadium a play-by-play account of the game while it is in progress. Of course the same rule would apply to television.

Since the school district has a property right in the broadcasting and television rights to athletic contests sponsored by it, it may grant the exclusive right to others.

Bartley’s Stand

Commenting on the court’s action, Mr. Bartley asserted: “The decision is not sufficiently broad to require determination of the freedom of speech question.” If Judge Turner enters an order, following the memorandum decision, which is broad enough to sharpen the issues with which he is concerned, Mr. Bartley told Broadcasting, he will appeal the case to the Supreme Court. In that event, the Washington State Assn. of Broadcasters may enter the case as amicus curiae. Mr. Bartley is attorney for WSAB, although he brought the suit originally as an individual.

An alternative course of action, Mr. Bartley indicated, is the submission of an amended complaint, which might be brought in the name of the state association. At a special meeting on June 28, the WSAB board authorized Mr. Bartley to take such action at his discretion.

Meanwhile, it was learned that prior to the issuance of the court’s decision, three resignations from the WSAB had been received, in addition to that of KING Seattle [Broadcasting, July 3]. The other stations which resigned were KHQ and KREK Spokane and KREW Sunnyvale.

LOYALTY OATHS
All KRNO Staffers Sign

ALL employees of KRNO San Bernar
dino, Calif., voluntarily have signed non-Communist affidavits and loyalty oaths, according to James W. Gerrard, president of the station. Signing was witnessed and notarized by Roy Cain, Superior Court reporter, after which the original copy of the affidavit was forwarded to President Truman, Mr. Gerrard said.

Similar action was taken by KFI Los Angeles last month when members of the staff, from janitor to executive, took loyalty pledges [Broadcasting, June 12].

“It is the sincere hope of KRNO’s management,” declared Mr. Gerrard, “that this voluntary movement of our employees in signing non-Communist affidavits and loyalty oaths will spread into all segments of the broadcasting in-
dustry. We believe that with proper publicity the movement would catch on. Needless to say, we are very proud of our staff for taking this self-inspired action.”

Take New Positions

TWO former staff executives of NAB have new Washington connections. C. Meryl Sullivan, for three years assistant director of research, has joined National Cann
ers Assn. headquarters in charge of marketing research. Everett E. Revere, assistant treasurer and auditor of NAB from 1955 to last May, has been named admin
istратive secretary of the newly formed Patent Foundation at George Washington U.

REBROADCAST of We Human Beings, series of seven documentary dramas produced by Lowell Institute Cooperat

ing Broadcasting Council, started on WCP-AM-FM Boston.

FIRST... . . . with a SLIM TRIM DYNAMIC for TV

• New “655” Microphone Provides Ultra-Wide Range
• High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, for the first time, you have a slim, trim microphone with all the advantages of dynamic performance and utility! Only because of the ingenious Acoustalloy diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the 655 pop-proof. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. Field proved.

See for yourself! Write today for Bulletin No. 136 and full information on how you can try this amazing new microphone.

Model 655. List Price $200

Electro-Voice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arbor

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Mull News Script
(Continued from page 24)
plied, "because I don't believe he did it." The answer was staccato from the record.
William J. Burns, Los Angeles Times reporter and former secre-
tary-treasurer of the Radio News Club which filed the original charges, reviewed club activities at the time KMPC discharged Mr. Roberts, George Lewin and Mauri Starrelles from the news staff. Though Mr. Roberts was club presi-
dent, Lewin and Starrelles were members of the board and Mr. Starrelle's the club's publicity director, the three did not participate in the organization's inquiry into their discharge, Mr. Burns testified.

FCC counsel began parading for-
mer employees of KMPC to the wit-
ness stand late Wednesday to give testimony regarding news-slanting charges against Mr. Richards.

Robert P. Anderson, now produc-
tion supervisor of Don Lee Tele-
vision, testified that during a two-
week period while Mr. Anderson was on vacation, he took over Broadway Department Store newscasts on KMPC and was instructed by Robert Horn, then in the station's news department, about station policy. The instructions, which were re-
ceived but not followed, according to testimony included no mention of Robert W. Kenny, then candi-
date for Democratic gubernatorial nomination; no unfavorable men-
tion of Ku Klux Klan; no favorable mention of Henry Wallace and to always refer to him as "pin head." Mr. Anderson testified that Mr. Horn informed him the orders came from Mr. Richards.

"Be-bop" music again drew at-
tention when Harry Patterson, com-
mercial manager of KPVD Los An-
geles and one-time announcer-
newscaster for WMBC in New York, managed salesman of KMPC, took the witness stand. Repeating testimony of last March, he said Mr. Richards ordered him not to play "be-bop" music on the station because "it fostered communist impulses."

Mr. Patterson said Mr. Richards ordered him to read news stories and an editorial from a newspaper on a straight newscast the day he worked at the station. He said no editorial credit was given. Mr. Patterson frequently read editori-
als on newscasts without giving credit, he testified, that Mr. Richards did not care.

When Mr. Ford asked the wit-
ness if Mr. Richards would have told him to do so in jest, Mr. Pat-
terson replied "No, Mr. Richards was very serious."

Under cross-examination, Mr. Patterson identified two letters he wrote to KMPC expressing "high-
est regard" for the station and its man-
agement and telling Mr. Rich-
ards that "your policy to have done all of us a lot of good."

One letter, Mr. Patterson testified, was written at the suggestion of Clair Stout, Washington attorney for KMPC, after complaints had been filed against the station.

Latimer Testifies

Tom Latimer Jr., announcer at KMPC from January 1946 to June 1947, was in the witness chair for the balance of the afternoon and a portion of Thursday morning. He testified Mr. Richards in-
structed him to insert items from the Examiner into newscasts. He remembered reading an Examiner editorial as straight news.

Mr. Richards criticized him for giving the "lead" position in a newscast to a story that Russia was the first country to make its full contribution to the United Na-
tions, he said, and Mr. Latimer testified. Mr. Richards met him in the hall following the broadcast and after putting him on the carpet, told him to always show Russia in a derogatory manner, the witness said.

Later, he said, he was taken out of the station's news department after ignoring a request by Mr. Richards that he read on a new-
cast a newspaper by-lined feature story that Communists were infil-
trating the CIA.

I don't know what is more along the Communist line," Mr. Fulton, chief counsel for Mr. Richards, as he cross-examined Mr. Latimer, "than to magnify Russia's contribution to the United Nations and then risk a job by not reading

a feature about Communist infiltr-
ation to a luncheon discussion.

Both the witness and FCC Coun-
el Ford began table-pounding de-
nunciation of Mr. Fulton's insinu-
ation.

Mr. Latimer heatedly asserted that he refused to include the newspaper feature on a newscast, not because of its contents, but be-
cause it was "an out-and-out edito-
rial."

He further presented Mr. Fulton's inference, he said, because he had served 27 months with American forces in Korea and KMPC had offered his services, if they are needed, in the present conflict with Communists in Korea.

Mr. Latimer previously had testi-
fied that KMPC newscasts which was "half-
way intelligent" would have real-
ized broadcasts were "slanted." He admitted under cross-examina-
tion, however, that, as far as he knew, sponsors of newscasts or advertising agencies representing sponsors had never received any complaints about it.

Earlier testimony also brought out that most stories clipped from newspapers were either "anti-
ad-ministration or pro-Republican"

Mr. Richards also said Mr. Richards told him several times not to use the name of Henry Wallace, and if he did so it was to be only in a derogatory manner.

Mr. Latimer admitted he was taken off news and put back to straight announcing, but explained it was because "my selection of newscast material was flat wrong."

He declared that Mr. Richards said, "if you want to get the news, get it from the newspapers," but, Mr. Latimer testified, "as a conscientious newsman" he tried to do a good job, but "was prevented by Mr. Richards."

Cities Phone Calls

Charles Calvert, production man-
ger of KMPC from August 1945 to August 1947, testified Thursday that the station was "by all odds" a talk station when newscasts were sometimes in-
terfered with technical operations. When station engineers complained to him of delayed newscasts, checking into master control until seconds before they went on the air, with news, Mr. Calvert testified he demanded an explanation.

"Tell me," Mr. Calvert said, "that they had been held up by calls from Mr. Richards."

Jack Slattery, freelance researcher who worked as announcer at KMPC for three months in 1946, on the air Thursday, testified that Mr. Rich-
ards sometimes called him as early as 6 a.m. to request paragraphs from Westbrook Pegler's column he inserted into newscasts without source of material being mentioned.

Usually, Mr. Slattery said, he ignored these requests. As a result, he added, Mr. Richards at a staff meeting accused him of "not playing ball with the team."

Although earlier testimony was to the contrary, from club minutes and other records produced, Coun-
sel Burns on Thursday showed dur-

continued cross-examination of William Burns, then secretary-
treasurer, that when the Radio News Club delegation called on Station Manager Reynolds to dis-
tuss handling of news at the sta-
tion and reasons for firing the three newsmen (Messrs. Roberts, Lewin, Starrelles) letters of com-
plaint with affidavits had already been filed to FCC.

When Colonel Burns asked why Mr. Reynolds wasn't informed of this, Witness Burns said, "It was none of Mr. Reynolds' business. It was the job of the Laurence Club." The first letter to FCC was sent Feb. 28, 1948, according to evidence. Mr. Reynolds in a letter dated February 17, 1948, wrote to a luncheon discussion with Witness Burns as taking place on March 1, 1948.

The witness did not consider these letters an "out-and-out complaint with FCC, according to testimony. Con-
tending that neither he nor his fel-
low members of the club knew legal procedure, Mr. Burns said letters were written to bring attention to an evil situation that ex-
isted at KMPC."

Except to admit to being hazy as to detail, Mr. Burns held back on previous testimony.

At the July 7 session Mr. Reynolds testified that during the 1940 presidential election year, KMPC gave almost twice as much time to President Roosevelt as to Wendell Willkie, though Mr. Rich-

ards was personally opposed to a

AIR FILIBUSTER

Webster Aids Fresh Air Fund

WHEN the word "filibuster" is mentioned these days in Strouds-
burg, Pa., chances are a person who immediately comes to
mind is not a legislator but an an-

ouncer.

On June 23, Program Director Joe Webster of WVPO Stroud-
burg conducted what is now known as "Webster's Filibuster." From 3 p.m. until sign off at 8:30 p.m. Mr. Webster kept up an unbroken flow of talk for 9 hours and 30 minutes of uninterrupted talk.

He was prompted to do so by lack of response to the ap-
pel for the New York Herald Tri-

bune Fresh Air Fund.

The results were not what the regularly scheduled programs for the five-
and-one-half hour talkathon, Mr. Webster told his listeners they would hear no more music for the rest of the day. Members of a tenn-
ques made by anyone who called the station to take part in the Fresh Air drive. By sign-off, lis-
teners had pledged to invite 70 additional people. New York children into their homes in the Foomo Mountains for two weeks this summer.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash
revenue of from $200 to $1,000 per week,
Wire, Call or Write
Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois
Phone 6-4607
We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.
CENSORSHIP

Dondero Hits FCC Again
On Richards' Case

RENEWED charges that FCC is
embarking on a course of "thought
control and political censorship"
in the license renewal case of G. A.
(Rick) Richards were leveled in the
House last week by Rep. Anthony F.
Dondero (R-Mich.).

Actually, Rep. Dondero declared,
the Commission is attempting to
"revoke the licenses of these sta-
tions because of the personal opin-
ions of the majority stock-
holder . . ."

He told the House that as a
result of the present hearing (see
story, Page 24) "other independent
radio station operators are afraid
to have any views expressed over
their respective stations unless
such views favor the administra-
tion policy . . ."

Rep. Dondero questioned FCC's
"delay" in granting license re-
newals for WAGA Cleveland,
KMPC Los Angeles and WR De-
troit, Richards stations, and said
the Commission has "failed to
produce one worthwhile bit of evi-
dence that any newscast has ever
been unfair . . ."

The Michigan Republican also
scored the Commission for using a
former KMPC newscaster, Clete
Roberts, as "its own witness" and
alleged allegedly made by Mr.
Roberts, reflecting un-
favorably on the people of South-
ern Italy.

Congressman Dondero thus
joined three other House members
—Rep. Anthony F. Tauriello
(D-N.J.), Hugh J. Addison
(D-N.Y.) and Peter Rodino
(D-N.J.)—in demands that Congress
call FCC to account for support-
ning Mr. Roberts [BROADCASTING,
July 6, June 26], and that FCC
itself repudiate the testimony.

Exchange of Letters

Meanwhile, FCC Chairman
Wayne Coy, in an exchange of
letters with the Congressmen, has
assured them that "I and other
members of the Commission and mem-
bers of my staff do not share the views
of Mr. Roberts as quoted by you."
He added:
"I cannot go beyond the point
of what was found to be true . . ."

The other Commissioners and I
will have to be the judge of Mr.
Roberts' testimony if and when the
matter gets before the Commiss-
ion itself."

In an earlier letter Chairman
Coy explained:
"The Commission is in no posi-
tion at this stage of the proceed-
ings to pass on the question of whether
the testimony of Mr. Roberts should be
accepted or repudiated. Neither the
Commission nor individual members
of the Commission have heard Mr.
Roberts testify in this proceeding. The
only knowledge which the individual
is privy to us is through the reading of
the transcript. In the ordinary
course of proceedings before the Com-
misions held before Hearsine Exam-
iners in this case or in any other case,
the parties have the opportunity to
impeach the witness by showing conf-
sils in his testimony or unreasonable
statements drawn from lack of infor-
mation. The testimony of Mr. Roberts

Why buy 2 or more...
do I big sales job
Contact EDWARD PETRO

third term for the President. The
station gave the 1940 Democratic
convention 9 1/2 hours compared to
4 1/2 hours for the Republican
convention, he added.

Mr. Burns observed that any
radio address by a Presidential
candidate should be construed as
political, citing a contention by
FCC General Counsel Benedict F.
Cottone earlier in the hearing. Mr.
Reynolds read KMPC log entries
starting in 1940, his counsel ob-
serving that FCC counsel had
brought up material prior to the
last renewal.

Jack Gardner, KMPC staff an-
nouncer-newscaster from Jan. 6 to
June 24, 1946, testified he had
obeyed Mr. Richards' instructions
to include a newspaper editorial
in a newscast without identifying it
and to play up names of Jewish
gamblers taken in a Florida raid.

Mr. Gardner said he did not
follow an order signed "GAR"
asking that Henry Wallace be
described as "the pig boy" whenever
his name appeared in news-
casts.

Mr. Richards ordered the KMPC
news staff to play down the death of
Harry Hopkins. Mr. Gardner is now
chief announcer of KLAC Hollywood.

Recalled to the stand, Mr. Re-
ynolds testified KMPC devoted 61
hours of air time in the days
following President Roosevelt's
death to tribute, cancelling pro-
grams amounting to a $11,810
revenue loss.

FIXED PERCENT
FCC Warns Agencies, Clients

SPECULATION by agencies and
advertisers on a fixed percentage
to be added to basic cost in selling
a product could, if successful, sub-
ject them to "serious legal risks" and
anti-monopoly violations, Fed-
eral Trade Commission has strin-
gently indicated.

The Commission, in a policy
statement handed down recently
for guidance of agencies and
advertisers, said a client's "safest
course to cover expenses of dis-
tribution and profit is to base a
price markup "upon his own esti-
mates" of cost amounts, the way
they will be affected by changes in
business volume, and the manner
in which demand for product will
be affected by its price.

"No principle is more firmly es-
stablished in the trade and
radius laws than that it is an unrea-
able restraint of trade and an un-
fair method of competition for en-
terprises in the same line of busi-
ness to agree on selling prices," FTC
did state. Statement was in reply to
a letter from an agency explor-
ing an "accepted" cost ratio.

UPLIFT GRANTS
FCC Dismisses Complaints

COMPLAINTS against grants of
WCR1 Scottsboro, Ala., and WLLI
Lenoir City, Tenn., have been dis-
missed in memorandum opinions and
denied by FCC. WCR1's authorization
was found by FCC in no way adversely
affecting the rights of Mrs. Rose M.
Kirby, Scottsboro, who protested the
grant on economic grounds [BROADCASTING, June 12].

Opposition of Robert L. Easley
to the WLLI grant was denounced by
FCC which found Mr. Easley,
consulting engineer, would not be
adversely affected by the authoriza-
tion [BROADCASTING, May 1]. Por-
tions of Mr. Easley's petition were
held by the Commission to contain
"scurrilous matter in alluding to
the use of undue influence by Arthur
Willkerson to secure a grant for
WLLI. Those portions were
stricken "as sham and false."

Mr. Easley, who is 80% owner
of WRNO Orangeburg, S. C., had
protested FCC's grant of 500 w
daysine on 780 kc to Mr. Wilker-
son, charging the station had been
built and unlawfully operated prior
to the grant, and that the applicant
allegedly used "a false statement
and influence on certain of the
Commission's staff to promote a
grant without hearing" and "with-
out a complete investigation hav-
ing been conducted."

In a reply brief, Mr. Wilkinson
had admitted he did erect the sta-
tion prior to grant of the permit, but
did so at the "advice and coun-
sel" of Mr. Easley. He denied that
Mr. Easley allegedly warned him
not to proceed with the work. Ap-
lication for WLLI was granted by
FCC March 28.

Mrs. Kirby had contended WCR1
would overlap with WAVU Alber-
tville, Ala. in violation of FCC's
duputy rule, Sec. 3.35. WCR1 and
WAVU are both owned by Pat
M. Courington. She also charged
WCR1 operation would be unfair
competition to Scottsboro stations.

Gates has it

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Spot Option Time
(Continued from page 15)

without firm orders from those clients in advance.

Programs may be the answer to this dilemma. With the networks becoming program owners and sellers on an ever increasing scale, the independent program producers are finding it increasingly difficult to sell their programs for network use and would welcome the change to make affiliations with station representatives that might lead to the opening up of a new field for program sales. This situation is now being explored by a number of leading representative firms and it is not impossible that before the end of the year they will be submitting complete campaign plans, including programs as well as time availabilities, to agencies and advertisers.

The sale of spot radio on what amounts to a network scale, with a program package plus guaranteed time clearance on a nationwide list of stations being offered the prospective advertiser, would be a pretty large assignment for even the largest representative organization to handle as an individual project. But it is a logical function of a cooperative body such as NARSR.

Formed several years back, NARSR was an outgrowth of a belief among station representatives that if spot radio were ever to take its proper place in the overall advertising picture it must be given full-fledged sales and sales promotion effort as an advertising medium. This is a direct outgrowth of activity from the sale of time on individual stations which is the primary function of the individual representatives who felt it called for group action. When the NARSR was formed in 1948, it had successfully promoted spot radio and protected the interests of its members and their stations in fields where it would have been difficult if not impossible for any representative to have acted independently, should extend its activities into the field of programming, or network type of sales. A new cooperative organization, has not been decided and probably will not be until the picture has clarified itself from its present cloudy state.

Drive Planned
It seems certain, however, that whatever form the machinery may take, the station representatives are going to make an all-out drive, both in terms of mass as well as for announcements.

In television, as the NARSR board resolution recognizes, no network or affiliate has exclusive station affiliations in more than a few scattered markets. Program distribution on a spot basis by film can continue on even terms with the TV networks which have to supplement their limited and part-time interconnections by coaxial cable and radio relay with kinescopic recordings to stations not connected or not available at the time of the live telecast. Accordingly, the representatives immediately are proceeding to establish the principle of spot option time in television. They anticipate little difficulty in this project as it will certainly be favorably received by the station operators whose net receipts from the sale of time on a spot basis are about two and a half times the station's net take from a network commercial. It can fail only if the representatives are unable to sell the time they have optioned and they are reasonably confident that this will not happen.

The next move, which Mr. Weed's committee has been created to map out, is into radio. Here the representatives agree they have the more difficult task of upsetting established industry practice. But they point out that the advent of television has already changed the advertising climate in which the established procedure has operated. Advertisers are beginning to view their network schedules, particularly in the evening hours, with a newly critical eye. Openings are beginning to appear in the previously jam-packed evening network schedules of commercial programs.

This, the representatives believe, gives them the opportunity to secure in radio in the long run the same spot option time clearance procedure they expect to make established TV practice from the start.

ELECT SCHINE
Is Patroon V.P., Director

DAVID SCHINE, of the Schine Brothers' hotel, theatre and radio interests, was elected a director and vice president of the Patroon Broadcasting Co., Troy, N. Y., at a stockholders meeting last week. PBC, which is a Schine property, owns WPTR Albany, N. Y.

Mr. Schine confirmed plans for expansion of the Schine interests into TV, although details have not been announced. This was fore-shadowed [CLOSED CIRCUIT, July 10] by the expected transfer of KFWB Hollywood to a company in which Schine Brothers will hold a minority of stock.

Green Leaves Collins
JOHN A. GREEN is planning to leave Collins Radio Co., Cedar Rapids, Iowa, as head of the broadcast engineering department, and to set up firms of his own in Dallas. Mr. Green is establishing the John A. Green Co., manufacturers' representatives, and the Equipment & Service Co., consulting engineers and electrical manufacturers, 6815 Oriole Drive in Dallas. The former company will represent manufacturers as their sales engineer in Texas, Oklahoma, Arkansas, Louisiana and New Mexico. The latter firm will devote services to industrial electronic, broadcast, and electrical engineering problems.

KPAC CASE
'FCC Again Seeks Injunction
ALTHOUGH KPAB Laredo, Tex., reportedly has suspended operations, FCC is making a second attempt to secure a court injunction to keep the station off the air pending disposition of its revocation hearing proceeding against the outlet. FCC's first injunction bid was denied by the court in February [BROADCASTING, Feb. 27].

The court hearing on the new injunction bid is scheduled July 21 before Judge James V. Allred in the U. S. District Court for the Southern District of Texas at Laredo. Judge Allred earlier denied the FCC request on the ground the licensee of the station had not intentionally violated FCC's rules and Mark Perkins, sole owner, had resumed control of the outlet.

FCC's revocation order charged control of KPAB had been transferred without Commission approval to Allen K. Tish, William Prescott Allen and others, who thus were illegally operating the station. KPAB is assigned 350 w fulltime on 1490 kc.

The Commission request stated Mr. Perkins again has relinquished control of KPAB "and such control was assumed or discharged" by Mr. Tish, while KPAB also "has ceased operation without FCC consent." FCC added it had requested the station's license to be surrendered for cancellation but it has not been received.

Palmer APRA Speaker
FRED A. PALMER, radio consultant and manager of WOL Washington, is scheduled to speak on "Radio as a PR Medium" at today's meeting of National Capital Forge, American Public Relations Assn., held at the Lee House in Washington. Questions to be discussed by Mr. Palmer are: How can PR practitioners best use radio? What's going to happen to this new thing TV? Howard Hudson, radio information specialist, National Planning Assn., is program chairman.

DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

Page 42 © July 17, 1950
Pockets Low From High-Cost Show?

Dollars get more dialers on Du Mont!

Yes they do. And conversely—dialers mean more dollars for Du Mont TV Sponsors.
Or to be quite, quite specific: We have got programs that pay their way in sales—not once—but over and over for happy advertisers. Why not be one?
Time and talent, programs and spots, DuMont does it so’s you’ll like it.

The Nation’s Window on the World
60 Stations

A Division of the Allen B. DuMont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
Murray Hill B-2600

Copyright 1950
FCC GETS CONDON REPORT

The three systems of color television described (dot [RCA], line [CTI] and field [CBS]) comprise all of the basic systems of color television which need be considered for a 6-mc channel.

The three systems are mutually exclusive. One, and only one, of these systems must be chosen in advance of the inauguration of a public color television service.

The Condon Committee report dealt largely in abstract appraisal of the three systems tested. It found the CBS field sequential system has reached a "highly satisfactory state" as to color fidelity, but is not likely to improve substantially; that the RCA system "can be expected to improve substantially," and the CTI system, "less fully developed" has "somewhat greater possibility of future improvement."

Of significance were observations that developments of Hazeltine Electronics Corp., which did not participate in the hearing proceedings and, therefore, is not covered in the record, "are an important contribution to the dot sequential system - RCA's basic method."

The committee is headed by Dr. Edward U. Condon, director of the National Bureau of Standards, and includes Newbern Smith, Bureau radio expert; Stuart L. Bailey, president, Institute of Radio Engineers; William L. Everett, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of Electronics magazine.

The committee approved its report unanimously at its last meeting July 5-6.

Supplemental Report

Attached to the committee's report were supplemental reports on tests of flicker in color television by T. H. Proctor of NBS and on fidelity of color reproduction by the CBS and RCA systems, compiled by Dr. Deane B. Judd, L. Plaza and M. M. Balcom, also of NBS. Dr. Judd was called by CBS to testify during the color proceeding.

The Projector report, in which Dr. Judd and C. A. Douglas of NBS assisted, found "that the amount of flicker inherently present in the CBS color television system, while noticeable, is unobjectionable." The report concluded that in normal broadcast practice the RCA system is likely to yield as faithful reproductions in color as is common by Kodachrome photography. The RCA system sufficiently developed to give trouble-free operation at this level of color fidelity. The RCA system in February was found to "yield substantially as faithful reproductions in color" as Kodachrome but was not shown at that time to be sufficiently developed to yield these results without constant expert attention to the receiver.

Meanwhile, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate committee which requested the special color TV study, said Wednesday he preferred to withhold comment on the Condon report at "this time."

He indicated, however, his committee would maintain a watchful eye on "to see what FCC does."

"It's their move and I hope they can work out of the problem with (Continued on Telecasting p. 16)"

COLOR REPLIES FILED

Case Rests With FCC

statement such as it made last October that 'nothing' can improve the RCA system. It asserted the CBS theme on color is the same as Columbia espoused in 1944 regarding Kodachrome TV. RCA said CBS then warned that using the 525-line system instead of one of greater resolution was "inviting disaster" and such a system could not be put over as a "going enterprise."

CBS' talk of "grave side" in the RCA system is fundamentally a lack of faith by CBS in the electronic art itself. RCA contends. From the same source comes CBS talk of "complexity" in the RCA set that is "just plain more work". In its reply RCA held this CBS lack of faith in the electronics art belonged to the age of "the alchemists" while the case was different for the "CBS of the hearing age."

RCA noted Dr. Peter R. Goldmark, inventor of the color system, during hearing testimony on RCA's tri-color tube development 2 days before demonstration of the tube, had said: "Any outfit that could develop image orthicon to make it as it is today should be able to build such a tube."

Regarding the dispute over RCA's claims that the CBS color proposal fundamentally involves a mechanical system, RCA held CBS itself "has made this a case of the disc against the RCA system" (Continued on Telecasting p. 19).
THE basic case for television as an advertising medium was unveiled last week in a video version of "Mitch's Pitch," the name given Maurice E. Mitchell's talks on behalf of NAB's Broadcast Advertising Bureau.

As BAB director, Mr. Mitchell has traced down the country reciting the pros of broadcast advertising and perhaps alluding occasionally to the cons of other media. His newly developed pitch for television is a medium for retailers, had its premiere last Tuesday before the Washington Ad Club, which applauded his effective executions and chuckled at his typical asides.

Noting that today's new generation will be tomorrow's customers, he said people are living differently since TV's arrival and predicted department stores will be devoting half their ad budgets to video within a decade.

Eugene S. Thomas, manager of WOIC-TV (TV) Washington and BAB director-at-large for television, introduced Mr. Mitchell, whose pitch bore the staid title, "Television, a 20th Century Selling Tool." Guests at the head table included William B. Ryan, NAB general manager; Earl H. Gammons, CBS Washington vice president; William R. McAndrew, general manager of NBC Washington stations, WRC-AM-FM WNBW (TV); Walter Compton, general manager of WTTG-TV; Charles A. Batson, NAB TV director and recently assistant to Mr. Mitchell.

Effect of TV

Speaking off-the-cuff, Mr. Mitchell disclosed the two-faceted nature of his talk and set about the business of giving TV its place in the advertising spectrum. First of all, he said, consumers everywhere are trying to get a message across to retailers—a message that they are living differently, and shopping and buying differently. Within five years, the reading, entertainment and shopping habits of the public have been changed by TV, he said.

The consumer, he continued, is saying to the retailer: "I have a TV set. You can see my goods. My family can sit with me and help me buy." He contended the customer is waiting for a price break; wants to shop right, on weekends, at lunchtime—all because he lacks time and doesn't want to shop during the day.

The retailer, it is warned that he must change his advertising habits as the customer has changed his buying habits, Mr. Mitchell said. Among stores that have headed the warning, he said, are The Hecht Co. of Washington, Allied Stores and Rich's of Atlanta, all of which quickly learned to take the store to the customers.

And how many customers? He listed a few fundamentals of TV such as the 106 stations in 62 cities, 25 million viewers inside their 40-mile range, total circulation of 6,214,000 sets as of June 1, introduction of 404,000 sets a month, 4-to-5 viewers per set and 60% to 70% sets-in-use at any given time.

"These are people who are watching advertising, not something vague like net circulation," he argued.

Mr. Mitchell recalled his favorite thesis that advertising men do not advertise but sell impact, or impressions on the buying minds of people.

"TV sells it now," he said, adding that it is a demonstrating medium that "shows how it looks. You talk to them while you show them," he said, arguing that TV by combining sight and sound provides two for the price of one—complete attention of the eye and ear working in the same direction.

Stimulates Store Traffic

"You also get motion," he said. "It happens as you watch it. No one takes it to people who watch TV's impact, you must sell it." He explained that TV also stimulates store traffic and the desire to buy because "you are comfortable, relaxed and not bothered by traffic, bells ringing and all the other distractions in the store."

"Your advertising is vivid and believable," he said.

Television has the highest sponsor identification of any medium, he said, citing a case where the Loft stores deliberately offered a non-take-home item with a complicated Long Island address. The response was amazing and a tribute to TV's impact, he said.

"Ask yourself," Mr. Mitchell suggested, "if the people growing up today will look for TV." Referring to the cry of TV critics that TV advertisers are experimenters, he said these TV users are experimenting under most favorable circumstances. "Only once in a generation can you get such a bonus, such a novelty, with every ring of a brass ring," he said. "If the 11-year-old vote counted, the next President would be named Hopalong." You can use television," he continued. "It reaches everybody."

He brought up the claim that TV is a difficult medium to use. "It's no harder to use than any other medium," he said. "You can talk to more people in a 30-second span than you can talk to in a lifetime. Television stations know all the techniques. "Radio and television have one important advantage in common: you can beam your advertising talk to the people you want to talk to, creating TV with the ability to deliver to an advertiser more men than any other medium." In showing how TV can sell all kinds of goods he listed such success users as an alligator farm, used car dealer, antique store, curtain manufacturer, cereal maker and laundry.

TV provides an eye-level display, properly lighted, a display with a message," Mr. Mitchell said, illustrating with the promotion of yard goods by Rich's store in Atlanta where the goods are displayed from the back and then made up in this year's styles.

Results Important

As to cost, he contended effectiveness is measured in terms of results. "My demonstrator is in the living room closing the sale while your demonstrator is throwing his message on the front porch," he said.

"Does TV work?" he asked rhetorically. "Ask the roller derby and the wrestling promoter."

Users of TV must have an objective, he said, belittling the adverstier who orders a page in next Tuesday's paper because the other fellow bought two.

"Nobody in business stands still today," Mr. Mitchell concluded. "In Washington 300,000 TV viewers have changed their way of living. Television time is harder to buy. Today's new generation is tomorrow's customers, and young people are intensive viewers."

"Big, successful stores are now using TV. Fifty per cent of department store advertising dollars will be in TV within 10 years."
FILM, long touted as one of the most efficient means of television programming by motion picture people and once bitterly bhillved by "live" enthusiasts, at last will come into its own this fall when a large number of eastern and western originated programs turn to it because of superiority over kinescope recordings.

An unwanted stepchild of the video industry for more than three years, film is gaining new respect every day from almost every quarter of the new medium. This recognition—followed by predictions of many station managers that film ultimately will constitute 50% of all video programming—is the result of research and experimentation by independent producers who have wholeheartedly devoted their talents and resources to television.

Although most of us have been actively engaged in almost every phase of motion picture production for more than a score years, television confronted us with some of the most difficult obstacles we have ever faced. In a period when movie production and talent costs are at an all-time peak, we have sought a means of filming quality shows at a fraction of the price of theatrical motion pictures.

Most "A" pictures today are priced in the neighborhood of $1 million. Even with recent industry-wide economies, the cheapest "B" movie costs upwards of $100,000, taking approximately 60 minutes of working time to produce one-minute of film. Our problem was to find a way of making half-hour video pictures for a total cost of around $6,000—or a minute of finished film for every 16 working minutes. (The $6,000 figure, of course, varies according to sets and cast.)

It was apparent almost from the start that the problem was primarily a technical and mechanical one rather than one of increased efficiency and labor. Many important improvements in efficiency of operations have been made, of course, but tremendous reductions in the cost of labor (which now accounts for between 60 and 75% of the total) are impossible in any highly unionized industry.

The problem of cost reduction was solved only after more than three years research and experimentation and the development of new types of camera and other filming equipment. The Multicam Process, title we have given our multiple camera technique, utilizes three or more 16mm or 35mm Mitchell cameras which can operate simultaneously or individually, filming three or more different angles of a scene and getting long, medium and close-up shots at the same time. The procedure is similar to the use of three cameras in telecasting "live" television.

Cites Complex System

A detailed explanation of all the developments that comprise the Multicam system would fill this entire issue of BROADCASTING - TELECASTING. Included would be such items as the perfection of equipment making it possible to follow focus at all times and a viewfinder giving cameramen the exact image in the exact focus of that being recorded on film; a new type tripod that can be almost instantly raised or lowered and that can be used to dolly in any directional line and in any radius and controlled by the cameraman himself; new type eyepieces; new
lighting techniques; new stage operations techniques and production systems.

The foremost invention—and key to the entire technique—is a device that automatically "syncs" the action film of each camera and the sound film. With it cameras now can be turned on and off numerous times during the filming of long sustained scenes. The device leaves a "sync" mark, identifying, on the action film in each camera when the particular camera is up to speed. In the sound recorder it also exposes a line or lines on the sound film, identifying the cameras in operation throughout the scene. In this manner, the sound film becomes the key to the cutting and inserting of all scenes shot by the different cameras.

As Silver Theatre and other series and the Triumph Hour Easter program have proven, we now are able to produce a minute of finished film for every 15 minutes of working time; able to make video film programs at a cost approximately equal to the cost of the same show produced and kinescoped "live." This, we feel, is quite an accomplishment, especially when one considers that the wage scales of Hollywood motion picture unions are frequently more than double those of the current video field.

Cost Main Problem

Although cost was the basic problem to be solved, there were numerous smaller ones that also had to be overcome. Again, a complete listing of details would fill a book. A few can be summarized, however, and may prove of interest.

Viewers watching old time movies on television frequently are startled to find the players decapitated or sliced from top to bottom. The answer, of course, is that the television screen field differs somewhat from the visual field of theatre screens because of the curvature of the video receiving tube. To avoid decapitation and slashing, we use a special field that allows for an 8% loss at the top and bottom and a 13% loss on the sides.

Wardrobes, we have discovered through experience, should never be extremely light or dark. Medium shades should be used and "busy" designs (small checks, for example) avoided. Makeup should be a little darker than that usually used for theatrical pictures. Our sets are mobile and constructed of lightweight materials for ease in rapid handling. Our set decorators select costumes somewhat darker and with softer tones than would be used for regular movies and extreme contrasts are avoided.

Details of our lighting and processing techniques which eliminate the warmest and "watty" qualities common to kinescope recordings and most motion pictures on television are a trade secret. It can be stated, however, that emphasis is on back lighting. Sharp contrasts and dark corners in sets are avoided.

Film, when photographed and processed especially for the new medium and projected correctly by stations, is equal to and generally superior to the "live" telecast image. There is no comparison between motion picture lighting and video flat lighting. This is not the fault of video technicians but because a "live" show must be lighted for its entirety and because no changes can be made once the show has started.

Projection Problem

Unfortunately, video film is not always projected correctly. This is the foremost problem that the television film producers are attempting to solve by urging stations to use better equipment and better trained projectionists.

**NBC SIGNS WYNN**

To Long-Term Radio-TV Pact

**STRUGGLE** between networks for talent supremacy continues, with NBC in its maneuvers signing Ed Wynn away from CBS on a long-term radio-television contract beginning in the fall. Although his services are primarily for TV, the radio clause was inserted in the contract should he decide to return to sound broadcasting at a future date, it was said.

At a reported price of $20,000 per telecast, the comedian will do an hour program on a rotating but once-in-a-while basis, and share the spotlight with Eddie Cantor, Fred Allen and another radio-video star yet to be chosen, in a new TV series to be sponsored by Colgate-Palmolive-Peet on NBC-TV. It is expected that Mr. Wynn will commute between Hollywood and New York for his once-per-month telecast.

Talent and production costs on the new show will exceed $40,000 per telecast. This is exclusive of TV network time.

Under contract to CBS for the past season, with Camel cigarettes the last sponsor, Mr. Wynn was released of that network commitment when no sponsor was signed for next fall.

**Durante Negotiations Slowed**

There has been a slow-down in negotiations between Jimmy Durante and NBC for his exclusive radio-television series. The comedian is under contract to MGM which would bar him from TV for at least another year. Any deal made with NBC would be for radio only, unless he works out a new arrangement with the film company.

Whether Dinah Shore will return to NBC or remain with CBS is still a question. Her decision has not been revealed. Status of Red Skelton and Edgar Bergen remain the same. Although the invitation to return to NBC still stands, it is expected that the comedians will remain with CBS, at least until their contracts expire.
Condon Report
(Continued from Telecasting p. 8)
out interference on the part of Congress," he told Telecasting. He indicated he had brought the report to Chairman Coy's attention when it first reached the committee July 8.

Chairman Johnson expressed appreciation for the "time and efforts spent by many experts in formulating the report," which he described as a "heavy task—and a most important one," and felt the Condon group had performed a distinct public service.

Sen. Johnson had no comment on the committee's recommendation that one—and only one—system be used as a basis for adoption of color TV standards. He has indicated, in the past, his hope that multiple standards might be technically feasible "in the interest of fostering competition" among American television manufacturing firms.

Authorities pointed out, however, that its technical practicability would be left to the Commission's engineers, and stressed Sen. Johnson had merely expressed sentiments looking toward a decision which would militate against the possibility of monopoly in the manufacturing field.

The Senate Interstate Commerce Committee held its regular semi-monthly meeting last Wednesday but did not discuss the Condon report, it was understood.

PCC Comments

FCC Chairman Coy and other Commissioners, excepting Comr. Frieda B. Henloch, withheld formal comment on the Condon report. Miss Henloch said "it is reassuring in the solution of the complex color problem to have the technical opinions of a group of unbiased and outstanding experts in addition to those of our staff to help us reach a decision."

Curtis B. Plummer, FCC Chief Engineer, indicated the report would be "very useful" and that the FCC would make a color decision since it is "another point of view" by the "different people working on it."

RCA-NBC, ABC, CBS and DuMont had no comment nor did NAB or RTMA.

The Condon Committee report confined its comparison of the three color systems chiefly to a tabular "Fundamental" performance characteristics (See table above). The list of categories used in the table only covered a number of certain peculiarities of apparatus, a mechanical vs. electronic operation of the receiver, limitation of picture size and limitation of angle of view.

It was explained these matters "once loomed large in the competitive consideration of the systems, but they have become progressively less prominent as the Condon Committee has proceeded." The report said it appears in fact that all of the systems may use the tri-color tube to advantage, putting all three "on a par with respect to all-electronic receiver operation, size of image and angle of view."

The report explained "no attempt has been made to place relative emphasis on the major categories" of performance characteristics since this "must be assigned at the highest level of administrative decision, taking into account economic, political, and sociological factors, as well as the technical factors, involved."

The committee explained:

"The difficulty of placing this emphasis can be well illustrated by such questions as: 'Is compatibility (preservation of existing investment) more important than convertibility (converting existing investment)? How do each of these compare with effectiveness of channel utilization (concentration of the public domain) or geometric resolution (providing the maximum flexibility to program producers in choice of subject matter, range of action and field of view)'.

"Answers to these vexing questions must be found but they are properly the concern of technical specialists."

In the tabular summary, where two systems equally share as the superior system, they are cited alphabetically, the report explained.

The report observed that all of the systems "are subject to improvement as a result of further technical and operational development" and the process of improvement "will go on in each system until the decision between them is handed down." The prospect for future improvement, however, "is not of equal magnitude in each system," the report said.

This latter fact "is a matter of evident importance in setting standards," the report held, "since the standards may be expected to be in use for a long time after their full potential has been realized." The committee held the public is thus greatly interested in standards which can be expected to reach the highest pitch of performance during the next few years.

Standards Limits

"Such technical advances, preserving a choice of one system in the immediate future," the committee asserted, "will be limited to those matters capable of improvement within the framework of the then-established standards."

"The CBS system," according to the opinion of the committee, "has progressed furthest toward full realization of its potentials, within the confines of the field-sequential system. It is not likely, for example, that the color fidelity will improve beyond the highly satisfactory level achieved by such apparatus. Equally, the CBS system is not likely to improve substantially in its channel utilization beyond that achieved in the dot-interlaced version of the system.

"The other systems, however, have shown more potential for improvement. The Condon Committee concluded that the color fidelity, for example, is subject to further development made possible by the superiority of the channel utilization of the proposed system."

"The committee has concluded that the Condon Committee has concluded that the Condon Committee has concluded that the Condon Committee."

"The demonstration also provided conclusive proof of the efficacy of the mixed-hights technique, that in a video channel of 4 mc, carrying a mixed-highs, dot-sequential transmission was found to offer substan-

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TABULAR SUMMARY OF PERFORMANCE CHARACTERISTICS

<table>
<thead>
<tr>
<th>Performance Characteristic</th>
<th>Standard Black-and-White</th>
<th>CTI Color</th>
<th>CBS Color; Line-interlaced</th>
<th>CBS Color; Dot-interlaced</th>
<th>RCA Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptable</td>
<td>Not needed</td>
<td>Adaptable</td>
<td>Adaptable</td>
<td>Not needed</td>
<td></td>
</tr>
<tr>
<td>Color Fidelity</td>
<td>*Large areas</td>
<td>Satisfactory</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Satisfactory</td>
</tr>
<tr>
<td></td>
<td>Small areas and edges of objects</td>
<td>Fair</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Fair</td>
</tr>
<tr>
<td>Compatibility</td>
<td>Not needed</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Quality of image rendered on existing sets</td>
<td>Not easily convertible</td>
<td>Compatible</td>
<td>Compatible</td>
<td>Excellent</td>
<td></td>
</tr>
<tr>
<td>Compatibility</td>
<td>Excellent</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>*Large objects</td>
<td>Excellent</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Small objects</td>
<td>Fair</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Convertibility</td>
<td>Not easily convertible</td>
<td>Excellent</td>
<td>Convertible</td>
<td>Not easily</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>12½ inch tube</td>
<td>Good</td>
<td>12½ inch tube</td>
<td>convertible</td>
<td>Good</td>
</tr>
<tr>
<td>Effectiveness of Channel utilization</td>
<td>Good</td>
<td>Good</td>
<td>Satisfactory</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>Flicker-Brightness</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Relationship</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Geometric Resolution</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>*Number of picture elements per color picture</td>
<td>200,000</td>
<td>200,000</td>
<td>83,000</td>
<td>166,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Vertical resolution</td>
<td>490 lines</td>
<td>490 lines(1)</td>
<td>378 lines</td>
<td>378 lines</td>
<td>490 lines</td>
</tr>
<tr>
<td></td>
<td>320 lines</td>
<td>320 lines(1)</td>
<td>185 lines</td>
<td>370 lines</td>
<td>320 lines</td>
</tr>
<tr>
<td>Horizontal resolution</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>Superposition performance</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Fair</td>
<td>Excellent</td>
<td>CBS</td>
</tr>
<tr>
<td>Registration</td>
<td>Good</td>
<td>Good</td>
<td>Satisfactory</td>
<td>Excellent</td>
<td>CBS</td>
</tr>
<tr>
<td>Color Backup</td>
<td>Good</td>
<td>Good</td>
<td>Satisfactory</td>
<td>Excellent</td>
<td>CBS</td>
</tr>
<tr>
<td>Color Fringing</td>
<td>Good</td>
<td>Good</td>
<td>Satisfactory</td>
<td>Excellent</td>
<td>CBS</td>
</tr>
</tbody>
</table>

* Considered factor of "outstanding importance" by the Condon Committee.

(1) This is the geometric resolution; the apparent vertical resolution is considerably less, due to interline flicker.

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tially the same quality of image as a 12-mc channel carrying an equivalent simultaneous color transmission.

The committee concluded "the Hardline requirements are an important contribution to the dot-sequential system."

"The present state of development of each system has been reviewed in this report, in the hope that efforts from other quarters may be applied to the one system thus chosen. It may then be further utilized. Further, future progress is that imposed by the nature of the scanning standards, not by present equipment limitations or present relative costs."

"On this account, the final conclusion of the Committee," the report stated, "is that principal importance should be attached to those fundamental capabilities and limitations which relate to the choice of scanning method..." other factors, relative to the precision, performance and costs of apparatus, demonstrate that the black-and-white system is the present choice of the Committee, such matters should be left to the, in technical assessment of the systems."

A substantial portion of the committee's report was devoted to discussing the various factors in color television. The RCA image reproduction, color continuity, color breakup and fringing, flicker, color fidelity and other definitions.

Set Cost Problem

The report here noted that in view of present service fees FAF-AAG has to the question of receiver costs cannot be available until the color service is actually instituted and larger proportions of the consumers are arriving at the necessary policy decisions affecting color television. "Another chapter of the report evaluated on an individual basis each of the factors in the conclusion. These evaluations formed the background for the committee's later comparative conclusions and tabular summaries.

The essential attributes of the CTI line-sequential system were summarized by the committee as follows:

(A) It is a compatible system, employing the same number of lines per picture element as the black-and-white system. It is true that this is a disadvantage of the color image to be reproduced by the black-and-white television. This means that, without modification of the receiver, it will not be possible to take the receiver cost factors into cost factors into consideration as the committee develops policies on the necessary policy decisions affecting color television."

Nashville Preview

PREVIEW of television—scheduled to make its formal debut in Nashville about Sept. 20 with the start of telecasting by WSM-TV—was presented in the city last Thursday by executives of RCA Victor and Keith-Simmons Co. RCA was also holding sales meetings. More than 400 civic leaders, dealers and salespeople attended the preview which originated at a specially constructed studio in the Maxwell House and was sent by direct wire to an area of new RCA television sets in the hotel's ballroom. A specially constructed studio was in conjunction with the first showing of RCA TV receivers in the area.

LEARN 'HOW KNOW' Young's TV Advice To Calif. Admen

LEARN the "how" of television or be left lagging behind was the advice to agency men by John Orr Young, New York advertising consultant, at the four-day 23d national conference of the First Advertising Agency Group in the Hotel Lafayette, Long Beach, Calif., last week. Co-founder of Young & Rubicam, Mr. Young also is author of Adventures in Advertising. "Television is a great big loot of a boy, sired by radio with the movies as his dam," he told delegates and guests at the banquet following opening sessions of conferences last Tuesday. "Some day he (television) may eat his parents out of house and home. But I don't think it will be in our generation."

Declaring TV is the greatest development in the advertising field, Mr. Young cautioned agency men that they must learn to master its use. Although radio and newspapers will continue as high major media, television will surpass them all, he said.

Citis Research Needs

He further declared that medium-sized and "broad-and-butter" agencies must give more thought to research, better branch office service and even prestige items such as A.A. membership. Mr. Young advised that if necessary the small independent agency should charge clients bigger fees; that they should not render "cheap" service. "Get paid for what you are worth," he said, cautioning that quality is what the client demands.

RCA Inter-agency cooperation and expansion, closer clinical sessions subjects closed

NBC Chicago Theaters

NBC-TV Chicago has given up its original plan to occupy both the Studebaker and Harris legitimate theaters and will rent only the latter next fall. The Harris is being reconditioned now for television origination, and NBC has already decided to be ready for crews early in September. NBC's Chicago TV outlet, WBQ plans a heavy day-time schedule, and when Mr. Harris is available, NBC will move from the Studebaker.
TELEVISION gained 455 advertisers between April and May, bringing the total for the latter month to an all time high of 3,795. Five advertisers were added to the network ranks while an additional 72 entered the spot field. May totals were brought to 99, network, and 678, spot. There were 3,018 local advertisers, a gain of 378 over April.

These figures are based on the Robara Report on Television Advertising, released last week by the N. C. Robara Co. Network figures are for the entire month and are obtained direct from the networks. Spot and local figures cover the week of May 7-13 and include those of the then operating 104 stations.

ABC-TV had 17 accounts during May with a like number of shows. (The sponsor of any given program is considered to be an “account.” An advertiser who sponsors two shows is counted as two accounts.) On CBS-TV there were 46 accounts with 96 shows. The network had 43 different advertisers in May. There were 11 accounts active on the DuMont Television Network, making 11 shows. NBC-TV had 46 accounts in May. There were 42 different advertisers who back 46 shows.

In point of number of stations used for any one show, Robara reports Philco Corp. as the leading network advertiser in May. The firm placed 36 Philco TV Playhouse for an hour Sunday night on 59 NBC-TV stations through Hutchins Adv., New York. Joe Lowe Corp. joined the network ranks with Popsicle Parade of Stars on 57 stations of CBS-TV. In number of stations used this was the largest network account to be added between April and May. The quarter-hour, weekly show is handled by Blaine-Thompson, New York.

In the spot field, Bulova Watch Co. was the leading advertiser in number of stations used on any one schedule, Robara reports. The firm placed business on 67 stations through Biow Co., New York. Most of the activity in the spot field was confined to accounts using relatively few stations. Largest new account reported was the New York State Dept. of Commerce which placed business on nine stations through BBDO, New York.

Of the 98 stations covered by the May Robara report, 88 had total accounts over 100. Seven stations had over 150 accounts.

Household Furnishings, Equipment & Supplies advertisers be-

(Continued on Telecasting p. 11)

Weekly Television Summary  (July 17, 1950, Telecasting Survey)
THE TROLLEY STRIKE HAS ENDED AND...

Rich's builds a permanent TV studio in the store

Nearly everyone in video knows the background.

During Atlanta's recent 37-day transit strike, the South's largest department store turned to WSB-TV as a means of serving its many patrons.

Telecasting directly from an improvised studio in the store, Rich's personnel and WSB-TV staffers modeled, demonstrated and displayed merchandise for strike-bound shoppers.

And like most everything else Rich's does—the customers loved it! Telephones jangled. Incoming trunklines jammed. Results were apparent. Said a store executive: "We sold something of everything we displayed on television. We are pleased with what we have seen already."

* * *

And so it is that a programming idea which originally was conceived as an emergency measure is now blazing a trail for both retail business and for television.

For now, high above Forsyth Street in its fabulous "Bridge Building," this great store has allocated 2,400 square feet of tremendously valuable display space to a permanent television studio. It is equipped and manned by WSB-TV.

Rich's telecasts—a solid hour a day, five days a week—continue indefinitely, on WSB-TV.

Once again it has been proved that when seen through "The Eyes of the South"—television is selllevision!

WSB-TV
ON PEACHTREE STREET
ATLANTA
Represented by Edw. Petry & Co., Inc.
THE CRACKERS HAVE A WELCOME MAT FOR TV
Atlanta Attendance Soars With Video Promotion

ATLANTA's television and baseball fans are proving that game telecasts, rather than bringing death to the sport, can lead to record-breaking attendance.
The Georgia city has never seen such an outpouring of fans. Attendance at Crackers games is leading the league, reflecting a crowd-building campaign inspired and executed by television. Baseball is being telecast with profit to all concerned, providing the story TV's critics have insisted nobody could ever write.

This story of the crowds that TV builds had its start last spring when Earl Mann, Cracker president, and J. C. Brown, Philco distributor, signed an exclusive TV contract with WAGA-TV, Ford Industry station in Atlanta. Pessimists began to predict dire results, and other baseball clubs joined in the hue.

Actually, their predictions were based on the idea that the season as attendance took a terrific slump. Several affluences developed, including bad weather, poor opposition from visiting clubs, a lukewarm press and above all a transit strike.

Become Sports Minded
All the time, televisers were watching the games in Atlanta, only city in the Southern Asan, to telecast baseball. Wives who had waved their husbands off to the ballpark started watching the games themselves, on the screen. Girls who didn't know a ball from a strike started getting excited, and getting a sports education at the same time.

Now they know the players' names, batting averages and personal histories. They've seen their families on pre-game interviews. Director James E. Bailey and Manager George Storey Jr., of WAGA-TV, called in Mr. Mann and his associates as stories appeared in newspapers that the TV contract might be cancelled. The facts were laid on the table, with the Cracker president pledging cooperation right down the line.

And then the counter attack began, led by Sportscaster Jim Woods. A "Boost the Crackers" campaign was started. Thousands of "television appreciation" books were printed. A book of five tickets sold for $5.50; 10 for $11. They are good for any game at Ponce de Leon Park, either regular season or playoff contests.

Sportsman Woods told the story on AM and TV, urging fans to show their appreciation of the telecasts by bringing the family once a week to the ball park.

As a result, Atlanta fans are buying books by the thousands. Playing 43 games at home, Atlanta has a total attendance of 241,455. Birmingham, in second place, has drawn 209,168 to 39 games.

Attendance Record Set
A three-day series between Atlanta and Birmingham first and second place clubs, respectively, drew 12,960 on July 2, 14,421 on July 3 and 10,000 on July 4, a total of 37,387 for three games. No club in the league has been able to boast a 6,000 average attendance.

The Ladies Night games have been retained, but as the season continues more and more women are appearing in the regular crowds, rabid fans spawned in the living room watching baseball telecasts.

According to WAGA-TV, the city's newspapers have devoted less space to Cracker baseball coverage than in years past. The station credits printed stories about possibility of the TV contract being cancelled with stirring a reaction stronger and hotter than anyone expected.

Obviously an all-important factor is the hard-driving league-leading Cracker team with its penchant for pulling games out of the fire in the ninth inning.

But television and radio, in a direct counter attack, are proving in Atlanta that TV can build crowds.

"It takes some practical planning and work," said Mr. Bailey. "And it takes some showmanship. But the shortlived souls who sell television short on this question of sports coverage today are going to live to regret it in the years just ahead."

FCC FOOTBALL
Hoffman Gets TV Rights

HOFFMAN Radio Corp. has signed to telecast all Pacific Coast Conference football games in the West Coast's three TV centers—Los Angeles, San Francisco and Seattle.
The deal was reported to involve approximately $350,000.

Hoffman signed for the games less than 24 hours after Athletic directors of the FCC schools met in San Francisco to set terms under which they would sell their games. At the recent FCC annual meeting in San Francisco, the conference had adopted an "all or none" policy, holding that all games in the three cities must be sponsored and paid for in the game rights in any of the cities would be let. The conference also demanded a guarantee against attendance loss.

The San Francisco meeting established the "expected" attendance figures for each of the 1950 Conference games.

Nine western colleges and universities are involved in the deal. Financial dividing of the TV pay-off will be apportioned among the schools involved.

There was no indication by the week's end which station in Seattle or San Francisco might have the greatest in these areas. But in Los Angeles H. L. Hoffman, president of the radio company, announced home games of UCLA and USC will be telecast by KTTV, the CBS-Los Angeles Times station.

This decision was reached at a meeting of officials of the Times, KTTV and the Hoffman company in Balboa, Calif. No details were announced.

Following the meeting, the Times reported KTTV was not receiving a fee for its air time and would telecast the games as a public service.

RESOLUTION calling for establishment of system of voluntary program standards and control of TV for protection of youth was brought to attention of Industry by County of Los Angeles Youth Committee.

KTSLO GETS CP
Only TV Grant Since Freeze

CONSTRUCTION PERMIT for KTSLO (TV), Don Lee Broadcasting System's experimental TV station operated currently on Channel 2 in Los Angeles, was granted by FCC last week as the first and only TV grant since it instituted the "freeze".

Don Lee had petitioned FCC June 26 for a grant of its Los Angeles TV application modification [Teletesting, July 3] which had been held up by Don Lee's recently approved bids for station renewals.
The modification specifically requested was change of transmitter site from Mt. Lee to Mt. Wilson, from which other Los Angeles stations operate.

In a letter to Thomas Lee Enterprises Inc., operator of Don Lee Broadcasting System, FCC rejected the request on CP grounds that Don Lee's application for extension of the CP, issued before the war, had been dismissed by the Commission in February and September 1946, respectively.

KTSLO had contended in its petition that with its AM and FM renewal applications already granted, FCC would find the way of the modification request that had been filed in 1946.

'Freeze' Problem

It also argued that the application is exempt from FCC's current TV freeze under the terms of the freeze order itself. However, the FCC denied this.

"Treating your petition as a request to grant an immediate construction permit on Mt. Wilson, the Commission is of the opinion that the 'freeze' policy is a bar to favorable action on your application. However . . . since you have been operating a television station from Mt. Lee since 1939, without any commercial basis pursuant to an STA since May 1948—prior to the institution of the 'freeze'—it would not be inconsistent with the 'freeze' policy to grant a regular construction permit for a commercial television station at the present location with the present power and antenna height of your experimental television station on Mt. Lee . . . "

FCC said Thursday it would grant an application for modification of permit conditioned on Don Lee's filing with the Commission a request specifying the present location, power and antenna height of KTSLO's site on Mt. Lee.

KTSLO and the other Don Lee properties are currently up for sale with action on pending bids delayed.

ALL STAR baseball game seen on television nationwide by relay of Cincinnati for reported first-viewing of classic there.
**Telestatus**

(Continued from Telecasting, p. 8)

came the leading user of television in May (see table). With 671 different advertisers active, there were eight networks, 71 spot and 592 local accounts placing TV business. Food and Food Product advertisers, which had dominated the picture in April [Broadcasting, June 12], had 622 accounts. This classification dominated both the network and spot fields with 16 and 167 advertisers respectively.

**Family Characteristics Of TV Homes Studied**

TV FAMILIES are larger than non-TV families at this point, according to a Videodex survey for Jay & Graham Organization, Chicago, conducted by the firm's research chief, Charles Callard.

In New York and Chicago, for example, there are 3.8 persons in the television family, 3.3 in the non-television household. Mr. Callard, however, reports that more small families have been buying video receivers since December.

He points out that in a survey of Chicago and New York homes, it was found that the average television home has more than twice the number of children under 12 years as the non-television home—92 per 100 for the former and 44 per 100 for the latter. And, he says, more than 90% of the families buying TV sets before 1949 had no children under 12.

Estimated family characteristics were based on a random sample of set purchasers within a 50-mile radius of each city.

**Texaco Tops Video Commercials in L. A.**

TEXACO commercials topped the list of "best liked" television commercials for the sixth consecutive month according to June Tele-Que surveys of Coffin, Cooper & Clay Inc., Los Angeles. Surveyed were 923 television homes in the Los Angeles area during the first week in June by Diary. Next four rating commercials according to the survey were those of Lucky Strike, Ford, Log Cabin Bread and Ballantine.

**TV Camera at Korea**

ON-THE-SPOT coverage of the Korean battle will be obtained for syndicated television film series by KTTV (TV) Hollywood, which dispatched motion picture news reel cameramen, Charles J. De Soria, to Korea over the July 8 weekend. Station claims the cameraman is the first television newsman to be accredited in the battle area. Stations already signed to run the series include: WPIX (TV) New York, WABC-TV New York, WWJ-TV Detroit and WCON-TV Atlanta.

**GOOD HUMOR is passed around in liberal doses at this contract signing that marks sponsorhip by Globe Bottling Co., Los Angeles (Wilkins Club Beverages), of the new Nils T. Granlund Hollywood Road to Fame show (Fri- day, 7-8 p.m.) on KTSL (TV) Hollywood. L to r are Mr. Granlund; Lee Konner, Globe sales manager; John Reynolds, Don Lee account executive; Don Breyer, vice president and manager, Britsunach, Wheeler & Staff, Hollywood office (Globe agency), and Abe Konner (seated), president of the bottling company.**

**TV-RADIO USE**

WABC Studies N. Y. Trend

ACCORDING to a WABC New York analysis of Pulse Inc. surveys for the first four months of 1960, New York radio listening not only has increased in general set usage, but also has gone up in homes with television.

Surveying the hours from 4 to 11 p.m., Pulse reports indicate that although television sets in-use mounted from an average of 10.8% in January to 15.7% in April 1960, radio sets, with far greater previous usage, also increased from 27.1% to 31.3% for the same months. Since almost total radio "saturation" had already been reached in the New York area (97% of all families owning one or more radios), this gain was achieved without great increase in the base number of radio-equipped homes, while television saw a 16% gain in base homes.

In regard to radio listening in television homes, the April report showed that 20.8% of family listening-viewing expendable time between 4 p.m. and 11 p.m. is devoted to radio, an increase over the January figure of 19.5%. This substantiates the fact that length of time television ownership results in greater radio listening, WABC pointed out. Pulse also demonstrates that duplicate tuning has risen from January to April, until in an average hour during television hours, one out of every six homes using a television set was also using a radio set.

The report points out finally that this study is based on television's strongest hours; while the morning hours are still attracting less than 1% to television.

**Synchronous Recording**

WITH YOUR PRESENT TAPE RECORDER

Here's good news! The new Fairchild Control Track Generator makes possible picture synchronous sound-track recording with any tape recorder with response good to 10K. Here's how! This new Fairchild instrument superimposes a high frequency signal on magnetic tape simultaneously with the sound track. This signal becomes the tape speed control when played back on a Fairchild Pic-Sync Tape Recorder. No extra heads or modifications to presently owned tape recorders are required.

**WRITE FOR FULL ENGINEERING DATA TODAY**

[Advertisement for Fairchild Recording Equipment Corporation]

**TV'S VICTIMS**

Slump in Movies, Sports

TELEVISION set owners attend fewer movies and sports events after purchase of a video set, according to a survey seeking to determine how TV has modified family activities and practices. Directed by Dr. Edward C. McDonagh, associated professor of sociology, U. of Southern California, Los Angeles, the survey covered 800 television and non-television homes, or one-fifth of the population in an unrevealed Southern California community.

Survey disclosed three-fourths of the set owners attend fewer movies; half, fewer sports events. It further reported two-thirds less reading and half as much talking by set owners, even though they are at home more often and have more visitors. All TV set owners do less pleasure driving, according to the report. Dr. McDonagh pointed out that in the telecasting of sports, mass observation of athletic contests is being supplanted by watching contests in individual homes. He also showed that families with more children are more likely to have television.

Survey was carried out by USC graduate students in sociology who did the interviewing. A wide range of occupations was represented by those interviewed, although they all proved to be almost perfectly matched in education and age.
Color Replied Filed
(Continued from Telecasting p. 2)
since CBS' alleged advantages from the standpoint of simplicity, reality, and color fidelity are based on use of the color disc receiver. RCA indicated the development and public acceptance of larger tube sizes as well as practical difficulties of the CBS unit finally forced CBS to "resurrect its projection set" and become the last proponent to show an all-electronic receiver on the record.

RCA asserted that CBS "looked at electronics only after it became convinced it could not put over a mechanical system."
The summary of findings in the CBS brief, RCA said, were used by Columbia "for a bitter personal attack on the integrity of RCA executives and engineers."

Engstrom, vice president of research, RCA Labs., Division, and Dr. George E. Cornog, RCA Laboratories Engineer. It noted that during the hearing, CBS attacked the credibility of witnesses while the CBS brief charged that in respect to color TV equipment, objectivity and engineers could not be relied upon.

Said Self-Contradictory
Concerning the proposed findings of Paramount in the brief, RCA said as a conclusion, it said the "most remarkable aspect of this document is its bland self-contradictions both on a policy level and on a fact level."

It said: "According to the materials of CBS, RCA has not provided any color disc system at all. RCA has prepared a system, which will be based upon color television, but the ideas on color television have not been confirmed by RCA's own engineers."

RCA attacked the PTP-CTL alternate plan to restrict color to the UHF band, pointing out that it is an "obviously different structure" and that the proposed system is a "senseless combination of the color disc system and the color receiver." It is also a "manifestly a fair weighing of the record."

CBS' reply asserted the findings of the other proponents "does not alter, but in fact confirms, the proposed findings and conclusions" previously filed by CBS. Columbia charged the other proponents "utterly failed to cooperate in good faith with the Commission," and dismissed all the "most relevant evidence" which was cited "on the fairness of the proceeding, and on the feasibility, incomplete and superficial." CBS alleged RCA "wholly ignored" basic items of Commission notice, and 'is distorting the last finding and now in the proposed findings "is claims of RCA has completed the sold of its cavalier finding of the Commission itself, of color, and of the issues before the Commission. It has persisted to the last in its attempt to prevail and to forestall CBS color by such careless review of the issues" and PCC's instructions.

It criticized RCA's limited treatment of dot structure and dot crawl in the RCA system, as "correctly in color television and monochrome, even though a "problem" noted it was not otherwise favorable to the RCA, testifying that the "findings" of the RCA receiver was a failure to color contamination and their "findings" steadfastly ignored the overwhelming evidence. "We conclude that there has been no proper consideration given to all in the RCA firm," whose testimony does not even mention subject of findings.

"Oscillator radiation and other inter-channel interference present great problems with respect of the RCA system."

CBS stated, observing that "RCA gave no indication that the rules would be resistant to the existence even of the careful scrutiny of its own Laboratory Division."

"inference on findings."

"CBD's citation of RCA's claims involved color fidelity of the RCA color-disc tube, RCA picture texture, apparatus to eliminate dot structure RCA to transmit full color over 2.7 mc coaxial cable, overall picture quality of monochrome reception from RCA or transmissions and reception of RCA color disc television, and RCA communications on RCA color-disc tubes, and RCA convertibility.

In a brief two-paragraph discussion, CBS found CTI's findings "somehow" to be superior to RCA and certainly more accurate in their citations, but subject to the same "basic and fatal defect as RCA's document in their almost perfect agreement of the four proponents' witnesses and in their wholly ignoing all adverse testimony." It already is "clear enough that CTI expected outside of the laboratory or apart from highly skilled and trained operators."

The joint reply by Paramount and Columbia renewed their quest that the Commission give consideration to encouragement of new discoveries, hold final standards, and then test such proposals against a high standard of values, or otherwise "postpone a final decision until new developments are given the opportunity to meet some of the present limitations of all the proposed systems." As an alternative, they urged the adoption of a decision which would require all color development exclusively in the UHF, using the monochrome BS-type field sequential standards.

Said Infirmities Conceded
PTP-CTL asserted "all parties concede the infirmities of their present systems and rely upon the development and refinements to overcome problems. It is claimed in PTP-CTL's earlier conclusion that its system may be "a solution," which would give promise of overcoming acknowledged "apparent insurmountable" problems.

"in the process of development a direct view tube of less complexity and costs which give promise of satisfactory performance from a brightness standpoint." This tube is what RCA and CBS considers "the ultimate in color television." The bulk of the PTP-CTL reply was devoted to a highlight comparison of the CBS, CTI and RCA proposed systems in five areas in which PTP-CTL drew conclusions. These were: Good color TV can be obtained in a 6-mc channel; interference conditions are similar for color and monochrome; demonstrations fail to show receiving apparatus ready for public distribution at low cost; none of the three systems is truly compatible with TV's long-term future; and future technical developments give promise of permanence and better solutions.

KELLEHER NAMED
Fills Film Sales Post
APPOINTMENT of Thomas Kelleher as Eastern TV sales representative of Official Films Inc., New York, was announced last week by Alex Rosenmann, executive vice president.

Mr. Kelleher was formerly eastern sales manager for Harry Blumenfeld. He is affiliated with the International Recording Co., WOR New York recording studios, and World Broadcasting.

DuMont Labs Earnings
EARNINGS of Allen B. DuMont Labs for the first 24 weeks of 1960 is estimated at $2.7 million, instead of $2.3 million estimated in BROADCASTING, July 3. The corrected figure was included in Dr. DuMont's report at the annual stockholders' meeting and election of officers June 28.
AD COUNCIL
Plans Fall TV Allocation
A TV ALLOCATION plan, paralleling the eight-year-old radio allocation plan, will be instituted this fall by the Advertising Council, Howard J. Morgens, vice president in charge of advertising for Procter & Gamble Co., chairman of the Council's Radio-Television Committee, announced Thursday.

Only live TV programs will be included in the allocation plan for the present, Mr. Morgens said, explaining that the council will ask weekly TV programs to include a message for one of its public service campaigns once every six weeks, with three-a-week TV shows being asked to use such messages every third week.

The council will allocate the messages so that no campaign gets more than its fair share of the TV promotion, he said. TV advertisers and broadcasters already have assured the council of their full cooperation, which they have always given the radio plan, both in commercial and sustaining time, he reported.

A council board meeting preceding the news conference voted the immediate reactivation of the Armed Forces prestige campaign, which was discontinued in May, with special emphasis on recruiting, it was announced. This campaign would back up the paid recruiting advertising campaigns of the Armed Forces, a Council spokesman said.


Hudson Hits Record
LARGEST number of sales for May in the history of Hudson Sales Corp. in the Los Angeles area was reported as a direct result of television use last month. Hudson experiment- ing with TV, sponsored Hudson Western Caravan on WNBG (TV) Los Angeles and WMTN-TV San Diego, starting the sales curve upward. May cliner was an exclusive TV campaign promoting Hudson's family air vacuum factory at a discount.

Following the first commercial, dealers reported increased floor traffic and tremendous increase in sales.

INS MUSIC FILM
Signs With All Nations Firm
ENTRANCE of International News Service into the TV music field came last week with announcement of a contract between International News Photos (INS photographic affiliate) and the All Nations Producing Corp. INF, which hitherto confined itself to newsreel, sports and special event services, signed a long-term agreement to distribute exclusively musical films produced by the All Nations Producing Corp.

Films will feature the symphonic classics and will be prepared under the direction of Maestro Jacques Rachmilovich, founder of the Santa Monica Symphony Orchestra, and others. Filming will be done in color as well as black and white. Already filmed and soon to be ready for auditioning are compositions by Rossini, Tchaikovsky, Chopin, Weber, Bizet and others.

ROBERT HUTTON
Heads Petry TV Promotion
ROBERT L. HUTTON Jr., for the past five years in the advertising and sales promotion department of Crowell-Collier Publishing Co., most recently as acting promotion manager of Woman's Home Companion, will join Edward Petry & Co., early in August as manager of TV promotion, Keith Kiggins, director of the firm's TV department, announced last week.

After several years with BBDO, New York, Mr. Hutton entered radio in 1938 as publicity and promotion manager of WCCO Minneapolis. He left that CBS O & O station in 1941 to return to New York as promotion manager of NBC's owned stations in that city, Red Network's WEAF (now WMBC) and Blue Network's WJZ. During the war he served with OPF and OWI.

WBQ (TV) RATE RISE
In Effect Next Month
INCREASED TV circulation in Chicago is the reason for higher local rates which will be put into effect next month by WBQ (TV), NBC O & O station there. Hourly rate will go from $750 to $1,000, with cost for a one-minute spot and chainbreak moving from $125 to $200. It is understood program rates will be guaranteed for six months, spots for three.

WBQ altered its rate structure Jan. 16, offering six-month protection for sponsors. A similar hike in time costs is expected to take place at other NBC O & O stations. New network TV rates on rate card No. 3 were issued early this month.

W CBS FILMS
Signs With Official Films
A $100,000 CONTRACT between CBS and Official Films Inc., in New York, for 1,000 three-minute musical films for telecasting over WCBS-TV New York during the coming year was revealed last week, in papers filed with the Securities and Exchange Commission.

Delivery of at least 20 films per week for a period of one year, beginning last July 1, is provided. If CBS fails to exercise its investment, there is provision for a three-months extension of the arrangement without further cost to CBS.

The contract specifies delivery of 16mm black-and-white composite release prints. CBS agrees to pay the additional cost if 35mm prints are desired.

According to SEC files, Official Films Inc., had 438,770 shares of Class A stock, and 413,770 shares of Class B stock, outstanding as of July 1, 1950, Edward R. Murrow, a director of CBS, is listed as owner of 11,282 Class A shares, Rita K. Levy, wife of Isaac Levy, another CBS director, is accredited with 118,220 shares of Class B stock; Leon Levy, also a CBS director, and Robert P. Levy each with 56,110 Class B shares. Edward Wallerstein, president of Columbia Records, is listed as owner of 4,911 Class A shares.

Mr. Wallerstein, Isaac Levy, Leon Levy and Mr. Murrow are members of the board of directors of Official Films Inc.

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 ter- rific show for summer selling has a few participating sponsorships available — all in Class "A" time periods.

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THOR SHOWINGS
Planned on Television

TV DEMONSTRATIONS may be used by Thor Corp., Chicago, to teach owners of its Gladronos how to use the iron correctly. Thor is the second Chicago firm to consider telecasting demonstrations—the first was the Sampson Co., which sponsored four half-hour telecasts for dealers recently.

Thor, which maintains general offices and plant headquarters in Chicago, mailed more than 5,000 postcards to known owners of Gladronos in the average city this month. Answers to six questions will be tabulated within a fortnight, and Thor will follow through on its TV plans if answers are satisfactory.

Telecasts, in addition to instructing owners, would be designed also to attract potential customers. Thor is considering sponsorship of commercials, participations and 15-minute or half-hour shows. If successful in the Chicago area, the proposed test might be expanded nationally.

Questions asked in the card survey: Do you own or have access to a television set? Would you be interested in seeing a special Gladron demonstration? What time of day would be most convenient and desirable for the test? Please list any items which you would particularly like to see ironed. Would you be inclined to invite some friends in to see such a Gladron demonstration? How about many friends do you think might be interested?

MONTREAL TV
Transmitter Opening Blocked

PLANS for early opening of a TV transmitter at Montreal were stopped by the provincial government on July 7, when provincial Premier Maurice Duplessis stated that the government would block all plans until the federal government allows a provincial broadcasting service. The TV transmitter was to be built on top of Mount Royal, the mountain in the center of Montreal, where automobiles are banned and to which special municipal building restrictions apply.

Mr. Duplessis said any decision by Montreal authorities for a TV transmitter on top of Mount Royal would have to be confirmed by the provincial government. In 1945 the Quebec government set aside $5 million for a provincial broadcasting system as the latest attempt to control broadcasting in the province. The federal government would not grant the provincial government licenses, so nothing has been done. Now Mr. Duplessis says the province is trying to have the CBC "extraordinary monopoly" by blocking its TV plans.

GUILDS DEBATE
SDG Affiliation With SDGA

ANSWERING New York Screen Directors Guild statement last week that any affiliation between it and the Los Angeles Screen Directors Guild of America was severed because of the latter's move to take jurisdiction over television directors, the Los Angeles group said that there never had been any affiliation between the two.

Such an affiliation, it declared, had been proposed by the New York group but was rejected by SDGA. SDG had suggested a national organization with authority divided between East and West, with financing by SDGA on certain proposed SDG activities.

The L. A. group turned its attention to grounds that the proposal would necessitate fundamental changes in SDG power and structure which it was unwilling to make and commit it for expenditure by persons other than SDGA members.

The L. A. group declares it has been empowered by NLRB to act as bargaining representative for screen directors, the sphere which includes television directors.

PAUL REINSTATED
AFM Rescinds Suspension

LIFTING of the suspension from membership in American Federation of Musicians imposed last February on Edward Paul, musical director, Jerry Fairbanks Productions, Hollywood, has been announced by the union. Mr. Paul had been suspended for alleged violation of union television regulations. Decision followed special rehearing of the case at an AFM international executive board meeting June 1 in Houston. Originally imposed fine of $1,000 will be held in abeyance, it was further decided.

At the time of Mr. Paul's suspension recording of any type of music for filmed television programs was banned by the union; since that time, however, TV film producers received approval for recording of shows provided that they pay regular theatrical motion picture scale to musicians and stations, and that sponsoring agencies pay 5% royalty of station time charges to the union for each showing.

GYSMIDE VIEWS
DEAL to telesport workouts and training activities of Los Angeles name boxers at Main Street Gym, Los Angeles, has been made between Vick Knight Adv. and Willie Ornner, owner of the gym. Contract calls for telecasting of events half-hour daily, six days a week. It further contains a clause guaranteeing that programs will not be telescast after 6 p.m., in order to protect gate receipts. Believing that the telecasts will publicize main events and thus increase attendance, promoters and managers will allow liberal use of the fighters for camera. Agency seeks multiple sponsorship for programs. Kaye-Halbert Television, Los Angeles, has purchased one half-hour weekly.

BEFORE the Fred Waring Show, Sunday night CBS-TV series, left the air for the summer, this group enjoyed a get together at CBS' New York studios. L. to r.: Lee Nichols, advertising manager for General Electric Co., program sponsor; William Forbes, account executive, Gladronos; J. L. Van Volkenburg, CBS vice president in charge of network sales, and Frank Fugen, vice president of Young & Rubicam.

NET asset value of Television Fund Inc., as of June 30, 1950, $1,085,747 from $8,766,796, firm reports.

COALITION SEEN
In RTDG, SDG Maneuvers

A COALITION for bargaining and jurisdictional purposes between the Radio & Television Directors Guild and the Screen Directors Guild in the East may be forming in New York.

Although guild officials will not comment, informed sources indicate such a coalition is being considered.

This prospect is seemingly emphasized in the announcement last week by Lester O'Keefe, national president of RTDG, and William Glenn, president of SDG in the East, of a jointly-sponsored TV forum in New York sometime in September.

Describing the forum as the "first wedding of the interests of motion picture and television craftsmen," the statement said it would "salute New York as America's video production center" and "acquaint the general public with the techniques of producing both motion pictures and television shows."

"The time has come," the statement continued, "to re-examine the white broad structure of motion picture and television production and distribution and to speak frankly about it. Changes have come so rapidly that there is growing confusion that needs clearing up at once."

Characterizing the present era as one of low-budget production, and calling the current TV "the new theatre," the statement said both organizations hoped to "bring the public more intimately into the picture."

W orkers lead as N. Y. Spot Users

W A T C H M A K E R S are leading users of TV spots in New York, according to the second Ross report on TV commercials. The report shows 845 TV advertisers using 9,890 TV spots on six New York TV stations during the week of June 4-10, Bulova ranked first with 53 time signals and announcements on three stations; Gruen and Benson were well up front with 19 and 18 spots respectively.

Other frequent TV spot users included Procter & Gamble with 32 spots; Philip Morris with 22, Kools with 20, Pan American with 19, Guild Wine with nine. Advertisers in various types of film commercials for TV, Ross found live action commercials the most popular, accounting for 35% of all commercials examined; fully animated commercials, with 24%; combination of live action and animated up to 20% with remainder including limited action, stop motion, puppets and various combinations.

KTTV (TV) (Hollywood) has increased program operation to 46 hours weekly with addition of six and one-quarter hours per week.
MJIM-TV Lansing, Mich., last week told FCC it was within its rights rebroadcasting NBC-TV programs from WWJ-TV, Detroit, despite the latter's claim originally contended WJIM-TV was violating FCC's rules, Sec. 3.691.

The WJIM-TV reply, filed by Fly, Fitts, & Klock, asserts: "... within the meaning of Sec. 3.691 NBC New York was the originator of the network programs and not WWJ-TV. The reply said WJIM-TV rebroadcast only the NBC programs of WWJ-TV. WJIM-TV explained it also rebroadcast the network TV shows of ABC and CBS from their respective Detroit affiliates, WXYZ-TV and WJBK-TV. WJIM-TV said it had obtained permission of these outlets in addition to that of the networks. WWJ-TV, however, refused to allow rebroadcasting of the NBC shows, WJIM-TV explained.

WJIM-TV contended Detroit and Lansing are 70 miles apart and constitute different markets. The areas of WJIM-TV and WWJ-TV are "completely separate and separable." WJIM-TV was told, with WWJ-TV not able to reach the Lansing area, there would be an audience served by WJIM-TV. The latter serves 28,000 TV homes. FCC was told, and has on NBC shows would deprive this audience of that service.

Service R. Barres is counsel for WJIM-TV.

Clears 'Blind' Area

MODIFICATION of a standard transmitting antenna has cleared up a television blind reception area—about one mile wide and 10 miles long—in Pasadena and San Marino, Calif., ABC-TV-Hollywood's engineering department announced last week. Following reports from TV receiver installation units, the blind area was found to exist several months ago. Preliminary investigations showed the signal transmitted from Mt. Wilson, seven miles away, "overshooting" the section. Remedy consisted of taking a small amount of energy normally lost skyward and deflecting it into the null area. Engineers responsible for the feat are Frank Mark and John Preston, ABC New York; Cameron Pierce and Phillip Caldwell, Hollywood.

Truman Report

PRESIDENT TRUMAN said Thursday he has under consideration a report to the people on progress of the Korean campaign, presumably a radio report. Should the report be approved, it would mark the first time a President has reported to a substantial segment of the population by TV on military developments.

RANALD ENTERPRISES, Hollywood, has completed two 15-minute film programs in series of 13 under General Hand's "Your Revealing Hands." Completion series scheduled for August. Film features Dr. Joseph Ranald, hand psychologist. Dr. Ranald's newspaper column "Hands of Destiny" is carried in the pages of a hundred newspapers. Second related series planned on "Your Revealing Manerisms," and "Your Revealing Handwriting."...

Offers as high as $5 million reportedly have been made to producers of famous cartoon shorts such as Mickey Mouse, Bugs Bunny etc., for TV rights to back-log of films on single character. Independent film makers have great experience in making film for TV, lessening the value of properties of big companies, insiders think, and major makers may consider offers this year.


KTTV (TV) Los Angeles has obtained exclusive rights to series of eight-hour-long U.S. Army films "Commend Post," produced by the Army's Special Visual Effects, warfare, including Army maneuvers, air attack techniques, mapping strategy, planning and execution of military operations.

Dumont's Plans

Radio-TV in Set Campaign

THE ALLEN B. DUMONT LABS, Inc., will use both radio and television for its advertising and sales promotion on its receivers this fall. Through its agency, Campbell-Ewald, New York, the company will place a spot announcement campaign beginning in late August in all major markets. In addition the firm will co-op sponsorship of television programs on a local level with distributors. It will continue to sponsor a half hour program on the DuMont TV network. The firm also will use a series of magazine ads illustrated by Norman Rockwell for institutional advertising.

Angeles has purchased series of 13 British feature-length films from Alexander Films Corp. Agency: Paul Kohner, Los Angeles. The series, which will control in U. S., theaters, may be purchased by station for national distribution on Paramount Television Network, in addition to being shown on KTLA (TV).

A New Art

Baker Sees Science as Spur

A PREDICTION that the science of electronics will make possible a complete change in television production was made last week by Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Dept. Dr. Baker is a pioneer of the radio and television industries.

The new concept of TV programming, Dr. Baker said, will make radio "the most versatile and effective medium of communication." It will be perceived," he said. The new concept of TV programming is composed of stage, radio or motion picture techniques which can be justified in light of the fact that many TV audience members have been professionally trained in one of these three fields and "still are interpreting for television in the light of their past experience."

Cities Examples

However, he predicted that with the ingenuity of electronics engineering a spurt in an entirely new art will develop. Examples of new devices created, he mentioned, are the electronic "wire," "spotlighting," a tele-control permitting interposing, creation of dissolves, fades, montage effects. "The possible use of such devices," Dr. Baker said, "will give the program director a wider and more vivid brush for 'painting' a dramatic effect than ever existed for radio, motion picture or stage purposes."

Chicago RTDG Elects

ALAN M. FISHBURN, freelance director and TV packager, was elected president of the Chicago chapter, Radio & Television Directors Guild (APL) last Monday. He succeeds Ben Park of NBC-TV. Parker Gibbs of NBC is vice president and Larry Auerbach of NBC-TV is secretary-treasurer. Board members include Louie Perkins, ABC; Bill Joyce, WLS; James Jewell, freelance, and Phil Bowman, radio television director, Young & Rubicam. Hal Miller of CBS and Mr. Fishburn were elected members of the RTDG's national board. Offices are held for one year.

MUSIC BOOM

TV Big Factor—Gard

TELEVISION has brought a double-edged boom to the music industry, William E. Gard, executive vice president of the National Assn. of Music Merchants, said Monday in Chicago. Music dealers benefit from ever-increasing TV set sales, and from increased music programming which is of interest in which is listened to by TV performers.

Mr. Gard gave an industry progress report at the opening of the 25th annual convention and show, July 10-13 at the Palmer House. He estimated that 76% of some 8,000 music dealers throughout the country stock radio, television sets and phonographs. With sales for the first half of 1950 10% ahead of last year's figures, Mr. Gard thinks "the music industry is basically more prosperous today than it has been in 20 years."

Although more than half of some 6,000 dealers, radio, record and phonograph dealers, representatives of 22 radio, television and wire recorder manufacturing firms were on hand to exhibit new models. These were shown in the hotel's Exhibition Hall, where more than 100 new TV sets were operated from a single master antenna system.

Manufacturers represented included ABC, Inc., DuMont, Motorola, General Electric, Philco, Scott, Westinghouse, Zenith, Stromberg-Carlson, Sylvania, Tele-King and Belmont Radio Co.

Mr. Gard predicted $2 billion in TV set sales this year, and reported that $340 million was spent on radio and $210 million on phonographs last year.

U. OF ILLINOIS Dental College, Chicago, to use TV in postgraduate courses 1950-51. WBBK (TV) Chicago equipping studio at college where lectures and demonstrations will be telescast to classrooms.

TV-Created Fan

RICHARD D. HOPKINS of San Francisco hadn't seen a baseball game in 25 years but the interest of his youth has been revived, and he gives television full credit for the renewed interest. Mr. Hopkins wrote officials of the San Francisco Seals and Oakland Oaks clubs that his 11-year-old son has "talk baseball knowingly, having picked up the knowledge via television. Then Mr. Hopkins began attending games for the two teams and enclosed some $75 worth of ticket stubs from games attended, and in conclusion wrote: 'I am attaching the stubs which I saved... to give you some idea of what television has done for you as an advertising medium.'
Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont "Grow As You Earn" system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investigate Du Mont first — and then compare.
PIGEONGRAMS

WPAT Paterson, N. J., sponsored carrier pigeon messages from N. J. Boy Scouts at Valley Forge jamboree. Many messages were received by parents, 15 pigeons having made 90-minute flight.

MARINE EMBARKATION

KFBM-TV San Diego telecast embarkation of First Marine Division from San Diego to Korea. Program was picked up by KTTLA (TV) Los Angeles by micro-wave relay for retelecasting there. Arrangements made by Lt. Col. E. R. Hagenah, public information officer of division. Gary Gramman directed telecast.

CONTRASTING PHOTOS

WMFJ Daytona Beach, Fla., issued promotion piece entitled “Then and Now.” Single 8½ x 11-inch sheet contains photographs of WMFJ transmitter room in 1940 and 1950. These are photograph taken in 1910 of first “wireless station” owned and operated by W. Wright Esch who built WMFJ in 1935. On reverse side is photograph of ABC outlet’s building and reproduction of daytime and nighttime 1940 BMB maps depicting station’s coverage.

PAR-FLUNG AFFILIATE

KPOA Honolulu, T. H., carries MBS programs direct from mainland by shortwave and air expressed tape recordings. Wireless play-by-play baseball information made into twice daily schedule of major league and Pacific coast league re-creations. KPOA shortwave major league All Star game from Chicago, July 11.

ILLUSTRATED FOLDER

WICU (TV) Erie, Pa., sends 28-page booklet to trade highlighting place of TV in city’s and area’s life. “Television Album” contains pictures of city, station personnel and facilities, network talent, sports coverage and points of interest in vicinity.

‘HEP’ HERPETOLOGY

WSAI Cincinnati aired interesting facts, demonstrations of talents of live five-foot diamond back rattlesnake. Reptile and master, Ned Moreen were interviewed by Marilyn Hilvers and Charles Black, WSAI staffers. Snake castanetted his rattles for swirls, giving both spectators and listeners unusual thrill.

ANNUAL BROCHURE

RED-bound brochure sent trade by WDVA Danville, Va., includes record of station’s promotional activities on behalf of its third anniversary, June 12-17. Loose-leaf pages list week’s schedule, day by day. Included are entry blanks, invitations, programs and other material used in “June Wedding,” “Queen for a Week” and “Tobacco Chewing” contests, plus announcer’s material and list of prizes awarded contest winners and those attending colored Cotton Ball, church service and parties for children and teen-agers. Various activities afforded opportunity for every member of community to participate, station said.

KING-SIZE BOOKLET

WIL St. Louis sends trade booklet measuring 17 by 11-inches to draw attention to station’s 28th year. Headed “The New Old WIL,” booklet contains drawings illustrating coverage area, costs and sales ratio, notes on programming and long-time sponsors.

CAMPUSS CAPERS

WTVJ (TV) Miami, Rumpus on the Campus, Sun., 8-8:30 p.m., selling season tickets to U. of Florida football games this fall. Jack Cummins, station’s sport director, is m.c. Set made like campus student club. Interviews, films of team in action and various talent, make up entertainment. Station claims over 400 televiewers called for tickets first night. More phones added to handle calls up to start of football season.

KGO ‘BLUEPRINT’

KGO San Francisco sends trade folder for Ann Holden’s Home Forum program labeled “Down To Brass Tacks On Successful Selling.” Mailing of brochure preceded by “blueprint” tracer sent to each addressee. “Blueprint” stated it was ground floor reminder Home Forum brochure was out of construction stage and ready for mailing.

NEW PROGRAM

KEYL (TV) San Antonio, Whaley’s Bar, Nothing Ranch, Thurs. 7:30 p.m., Bud Whaley, m.c., disc jockey variety show. Program offered to sponsor on show itself. Station claims before signoff first night two sponsors had phoned to take spots, and within 48 hours show was sold out.

ATTENTION GETTER

PACIFIC Regional Network stunt at Adv. Asm. of West convention, L. A., included model distributing folders with bi-colored three dimensional glasses to bring pictures of girl’s in bathing suits into focus. Capsions, “Coverage... local impact... flexibility...” were under pictures. Second picture of girl in grass skirt carried note, “PRN reaches out.”

1926 WORLD SERIES

WIND Chicago re-created sixth and seventh games of 1926 World Series between New York Yankees and St. Louis Cardinals, July 10, 1:25 p.m. and July 12, 1:25 p.m. Bert Wilson, station’s sport director, did play-by-play.

FOLD-OUT FOLDERS

KSTP-AM-TV Minneapolis sends folders with three-dimensional fold-outs to local distributors on behalf of Tender Leaf Tea and Taystee bread. Tender Leaf folder is headed “We’re stirring up something for you...” and shows cans of ice tea inside. Product is advertised on Main Street show. Other folder features Hopalong Cassidy, sponsored by Taystee on KSTP-TV, Sun., 8 p.m.

RECORDED CONCERTS

WCFF (FM) Washington, Sun., 8 p.m., presents summer series of Mozart and Haydn compositions. Records were given station by Haydn Society in recognition of WCFFM broadcasting of American Music Festival Series from National Gallery of Art. Programs last for duration of selections, from 1½ to 3 hours.

OKLAHOMA U. FOOTBALL

KTOK Oklahoma City sending folders to trade announcing broadcast of U. of Oklahoma football games this fall. Folder is made to resemble telegrams telling of broadcasts. On back is schedule of games.

PRIVATE DOOR

KSTP-TV Minneapolis, That Door Marked Private, Thurs. 6:40 p.m. Produced by Ken Barry, on film. Places of interest and curiosity are shown. Televiewers write and request places they would like to see. One guest from the audience taken along weekly. Show has featured monastery, gall bladder operation, sheriff’s office in operation, and other events of interest.

FOR VETERANS

K'LAC Los Angeles, Veterans Bedside Quiz, Sun., 8-8:15 p.m. Arranged by Jewish War Veterans, features players from Hollywood Stars baseball team and patients from Los Angeles area veterans hospitals in sports quiz. Prizes presented patients chosen from different hospitals each week.
The Book that took 10 years and 10 billion calculations.

That's the 1950 BROADCASTING Marketbook, which even before publication, is hailed as the most valuable tool for buying radio and television time that has appeared in recent years.

Uncle Sam is doing the basic job—the 1950 Census, a compilation made every ten years. BROADCASTING's research staff is burning midnight oil on the multi-billion calculations that will produce the invaluable Spot Rate Finder, county-by-county breakdowns and marketing statistics.

Buyers and sellers alike endorse the Marketbook because it places within the covers of one book the hottest and latest data procurable for time-buying. The prescription was written by top radio buyers.

It's the best display buy of the decade.

SPOT RATE FINDER . . .

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

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

1950 CENSUS DATA . . .

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

MAPS . . .

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

PLUS the new 1950 Broadcasting map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the Marketbook. It was formerly published with the Yearbook.
## County-by-county breakdown...

### Maine Radio Market Data by Counties—(Specimen)

<table>
<thead>
<tr>
<th>County</th>
<th>Population 1950</th>
<th>Population 1960</th>
<th>1950 Total Families</th>
<th>Per Cent Radio</th>
<th>Radio Families</th>
<th>1949 Retail Sales (Sales $1,000)</th>
<th>1948 Retail (Dollars)</th>
<th>Employment</th>
<th>Taxable Payroll 1948 (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Androscoggin</td>
<td>84,700</td>
<td>61,100</td>
<td>21,500</td>
<td>98.8</td>
<td>20,100</td>
<td>72,900</td>
<td>13,000</td>
<td>8,050</td>
<td>2,700</td>
</tr>
<tr>
<td>Aroostook</td>
<td>92,500</td>
<td>78,000</td>
<td>23,600</td>
<td>97.1</td>
<td>22,500</td>
<td>54,009</td>
<td>13,000</td>
<td>8,050</td>
<td>2,700</td>
</tr>
<tr>
<td>Cumberland</td>
<td>174,100</td>
<td>125,100</td>
<td>55,400</td>
<td>98.9</td>
<td>53,200</td>
<td>172,955</td>
<td>168,000</td>
<td>15,610</td>
<td>2,500</td>
</tr>
<tr>
<td>Franklin</td>
<td>19,100</td>
<td>15,200</td>
<td>7,500</td>
<td>95.3</td>
<td>7,400</td>
<td>12,111</td>
<td>15,610</td>
<td>5,700</td>
<td>3,500</td>
</tr>
<tr>
<td>Hancock</td>
<td>31,400</td>
<td>27,500</td>
<td>10,200</td>
<td>95.2</td>
<td>9,900</td>
<td>23,096</td>
<td>23,096</td>
<td>5,800</td>
<td>3,500</td>
</tr>
<tr>
<td>Kennebec</td>
<td>80,400</td>
<td>62,900</td>
<td>25,400</td>
<td>96.7</td>
<td>24,800</td>
<td>63,474</td>
<td>61,700</td>
<td>31,050</td>
<td>11,000</td>
</tr>
<tr>
<td>Knox</td>
<td>12,000</td>
<td>9,900</td>
<td>10,100</td>
<td>95.3</td>
<td>9,900</td>
<td>21,101</td>
<td>21,101</td>
<td>5,100</td>
<td>2,300</td>
</tr>
</tbody>
</table>

The nation's 3,000 counties are broken down into nine categories including 1950 population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1948 U.S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

## State Statistics...

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

### Market Indicators for California

<table>
<thead>
<tr>
<th>Classifications</th>
<th>Figures 1949</th>
<th>Figures 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,031,000</td>
<td>9,907,000</td>
</tr>
<tr>
<td>Increase over 1940</td>
<td>45.2%</td>
<td></td>
</tr>
<tr>
<td>% of U.S.</td>
<td>6.87%</td>
<td>5.23%</td>
</tr>
<tr>
<td>BMB Families</td>
<td>3,222,000</td>
<td>2,781,000</td>
</tr>
<tr>
<td>Percent Radio</td>
<td>98.0%</td>
<td>96.0%</td>
</tr>
<tr>
<td>Radio Families</td>
<td>3,164,500</td>
<td>2,673,000</td>
</tr>
<tr>
<td>Business Concerns</td>
<td>191,962</td>
<td>133,024</td>
</tr>
<tr>
<td>Manufacturing Establishments</td>
<td>17,645</td>
<td>11,558</td>
</tr>
<tr>
<td>Non-Agricultural Employment</td>
<td>2,340,333</td>
<td>1,750,000</td>
</tr>
<tr>
<td>Manufacturing Employment</td>
<td>530,000</td>
<td>272,000</td>
</tr>
<tr>
<td>Income</td>
<td>$16,121,000,000</td>
<td>$5,606,000,000</td>
</tr>
</tbody>
</table>

## Network Rate Finder...

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

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

### Regional & State Network Rate Finder...

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

## Foreign Language Stations in Major U. S. Cities...

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

Deadline July 24 if proof desired. Otherwise, July 29—no proofs. Send in your reservation today for selected positions.
FCC actions

JULY 7 to JULY 13

ANT-ANTENNA cond.-conditional
D-DAY LS-local sunset
N-NIGHT mod-modification
S-SUBVIS vias-masked
U-UNL unlim.-unlimited hours
C-COND grant

Grants authorising new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 11 Decisions

BY THE SECRETARY

WIL Lenoir City, Tenn.—Granted license new AM station; Channel 280 (103.9 Mc), 9 kW D. A.-2.

KALE-AM Pasco, Wash.—Granted new AM station; Channel 273 (203.5 Mc), 10 kW D.

KWFT Inc., Wichita Falls, Tex.—Granted new FM station; Channel 103.9 Mc, 100 kW A.M.

KULE Ephrata, Wash.—Granted new CP to change type trans.

KETP Lamesa, Tex.—Granted new AM station; Channel 234 (94.7 Mc), 15 kW, 600 ft.

WHHN-FM Memphis, Tenn.—Granted license new FM station; Channel 107.9 Mc, 150 kW, 400 ft.

WPFT-FMG Raleigh, N.C.—Granted license new FM station; Channel 106.1 Mc, 150 kW, 400 ft.

KALW San Francisco—Granted license change noncommercial community FM broadcast station, KALW, 107.9 Mc to 107.1 Mc, 150 kW.

KPIX Inc., San Francisco—Granted CPs and licenses for new remote pickup

The Houston Post Co., Houston, Tex.—Granted mod. license KA-3198 to show use in conjunction with KPICR & KHGU-TV in lieu of KBLU.

WAFM Inc., Lafayette, Ind.—Granted license for change frequency; Channel 95.3 Mc, 1166 kw, to be used with WMAP in Lafayette, Ind.

City of Dallas, Texas—Granted license new local exchange.

Oliver Best, Corp., Portland, Me.—Granted CP and licenses for new remote pickup KA-3406.

Chambersburg Best, Co., Chambersburg, Pa.—Granted license new local exchange.


Hilliard Co., Scottsbull, Neb.—Granted new remote pickup KA-3272.

Forrest Best, Inc., Co., Hattiesburg, Miss.—Granted new CP remote pickup KA-7161.


Amsara Best, Co., Cody, Wyo.—Granted new CP remote pickup KA-2311.

Lee-Smith Best, Co., Faribault, Minn.—Granted new remote pickup KA-7161.

KDMF El Dorado, Ark.—Granted CP to install new trans.

WMWI Litchfield, Ill.—Granted mod. CP for approval of ant. and trans. and studio locations.

WSDM Superior, Wis.—Granted mod. CP for temporary completion of date to 8-15-50 (Cond.).

WWEA Neowitk, Va.—Granted license change frequency of operation and install DA-2 and changed in ant. and ground system, 350 kW 1 kw DA, unlimited.

KMLE Monroe, La.—Granted license to install FM ant. on top of AM tower.


Chambersburg Best, Co., Chambersburg, Pa.—Granted license new remote pickup KA-6978.

Broadcast Management Inc., Bethesda, Md.—Granted license new remote pickup KA-3009.

Appalachian Best, Corp., Bristol, Va.—Granted license and new remote pickup KA-3289-9.


The Houston Post Co., Houston, Tex.—Granted mod. license, KA-3198 to show use in conjunction with KPICR & KHGU-TV in lieu of KBLU.

KPICR Inc., San Francisco—Granted CPs and licenses for new remote pickup

BROADCASTING • Telecasting

It's later than you think.

Mr. Station Manager

Your best advertising value of the year—BROADCASTING'S 1950 Marketbook—goes to press soon. Advertising deadline July 24 if proof desired. Otherwise, July 29, no proof.

Please wire (collect) your reservation today. 16,500 circulation will reach all important radio buyers.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington, D. C.
Headquarters 2414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 N. 21st St., N.W.
Washington, D. C.
Santa Cruz, Calif.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D.C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

DIXIE B. MCKEY & ASSOC.
1820 Jefferson Place, N.W.
Washington 6, D.C.
Republic 7236

KEAR & KENNEDY
1703 K St., N.W.
STERLING 7922
WASHINGTON 4, D.C.
Member AFCCE*

Philip Merryman & Associates
- 114 State Street
- Bridgeport 3, Conn.
- Bridgeport 5-4144
RADIO CONSULTANTS

SILLIMAN & BARCLAY
1011 New Hampshire Ave., N.E. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 12th St., N.W.
EX. 8073
Washington 5, D.C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N.W.
Executive 1230 WASHINGTON 6, D.C.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D.C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D.C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W.
Republic 3883
WASHINGTON, D.C.

G. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

SILAS D. MUNSEY
MUNSEY BUILDING
WASHINGT0N, D.C.

BROADCASTING • Telecasting
July 17, 1950 • Page 63
Classified Advertisements

Help Wanted

Manager

For 300 watt midwest, MBS affiliate independent, who can sell, promotion ideas and toil. Must be capable to take full responsibility; have change of local businessman. Fulltime position. Salary and commission. Send resume. Box 606F, BROADCASTING.

Manager-salesman wanted Oregon's most successful station. Must have 5 years' experience in sales, service, promotion. Must be able to handle accounts of all sizes. Box 602F, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Took a look at this ad for a change. I'm a 30-year-old man, looking for a job in the radio business. I have worked in news, sales, and production. I am willing to relocate. Box 601F, BROADCASTING.

Situations Wanted

Manager-salesman: This survival of the fittest era of radio today makes it particularly important for those who have no experience. Unfortunately, many stations are closing or reducing their staff. It is difficult to locate opportunities for those who have been out of work for a lengthy period. However, there are some opportunities available for those who can demonstrate their ability to perform in a new role. First, you need to check the classified sections of trade journals and newspapers. These can provide valuable information about current job openings and the requirements for different positions. It is also beneficial to network with colleagues or former coworkers who may have information about job opportunities. Additionally, you can reach out to radio stations directly to inquire about any openings. It is important to have a good understanding of the radio industry and be able to articulate your skills and experience effectively. With the right preparation and persistence, it is possible to find a new position in the radio business.
Help Wanted
Salesmen

SALES MANAGER
New regional manager. Must be completely reliable man with proven background. Opportunity to earn limited only by ability and application.

WGN
New Rochelle, New York

Announcers

DISC JOCKEY WANTED
Must have following qualifications. Southern voice, glee club experience and ability to handle high fidelity equipment with ease. Must have complete knowledge of broadcasting and its techniques. Must be able to produce and conduct a program under the guidance of the station. Apply to Box 1272, BROADCASTING.

WANTED! FM EQUIPMENT!
We are interested in purchasing one complete FM broadcasting unit, equipment must be in excellent condition and must be a real bargain. Write immediately.

Box 715F, BROADCASTING

Program Listing Service
TV-RADIO Show Service, a weekly bulletin listing programs on the market, will be issued beginning Aug. 1, Mitchell C. Hodges, founder of the service, has announced. A form of radio publicity, Hodges is associated in the new enterprise with Lucille Hudiburg, former CBS-TV associate producer. Mr. Hodges' address is 21 Gramercy Park, New York.

RADIO FREE EUROPE BEGINS
Broadcasts Backed by Group of Americans

RADIO FREE EUROPE, backed by a group of private American citizens known as the National Committee for a Free Europe Inc., has begun transmitting from European locations. Exiled democratic leaders of Europe will speak to their countrymen behind the iron curtain, freed of diplomatic restrictions and in their native languages.

"They will give the lie to Communist propaganda and tell their listeners the unyielding struggle to assure freedom everywhere," Dewitt C. Poole, NCPE president said.

Choosing the Fourth of July to begin operations, the committee scheduled a 10-day period of "audience building", using announcements of the station's purpose.

On July 14, anniversary of the fall of the Bastille and the start of the French Revolution, full broadcasting schedules were to begin, according to Frank Altshul, chairman of the radio committee.

In its early operations Radio Free Europe has surmounted serious problems in finding channels and sites. Transmitters are located in the Munich and Frankfurt areas in Germany. Three channels were opened in two of the 6 me band and one on 719 kc. Russian jamming is anticipated but additional power will be used.

The NCPE was formed in June 1949, with membership open to all who wish "to do something direct and concrete to preserve our highest value—the right to live as free men."

Officers of NCPE in addition to President Poole are: Joseph C. Grew, chairman of the board; Allen W. Dulles, chairman, executive committee; Frederic R. Dobieare, vice president; Spencer Phoenix vice-president; Mr. Altshul, treasurer; Theodore C. Augustine, secretary and assistant treasurer.

Among NCPE members are: A. Aarons; Albert Rosenfeld; Maurice Rubinstein; Alex Rokeach; Harry G. Ehrlich; W. Herbert, James A. Farley, William Green, Herbert H. Lehman, Charles H. Taft, W. W. Waymack, Matthew Woll and Darryl Zanuck.

Storecast Signs 12
STORECAST Corp. of America has signed 12 new advertisers during the past two months, making a total of 57 new sponsors since the first of the year. New advertisers in the Chicago area are:


CBS, IBEW
Settle Contract Fight
SETTLEMENT has been reached of the dispute between the International Brotherhood of Electrical Workers (AFL) and CBS, which several weeks ago flared into a two and one-half day strike in New York.

Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service supervised negotiations leading to the new contract.

Although details have not been announced, the new contract reportedly represents an increase of $1.50 for CBS engineers in New York, and a $2.50 increase for their assistants. This will bring the top weekly minimum to $135.00.

The contract is said to provide a $5.00 increase for CBS-owned stations in Minneapolis, Chicago, Boston, St. Louis and Los Angeles. However, five-year engineers in Los Angeles will receive an increase of $6.00.

A demand by the union for uniform rate of all CBS stations was refused by the company.

The new rates will be retroactive to May 28, 1950, when the old contract expired. The new contract is for one year. Days lost on strike will not be paid for.
FCC Actions
(Continued from page 68)

Decisions Cont.: make changes in vertical and mount FM ant. on CP.

WSAP, Portsmouth, Va.—Granted mod. CP to change type trans., and towers and move line of towers 320 ft. (funds change in coordinates).

WKRO, Everett, Wash.—Granted mod. CP to change type of trans., and tower.

WELC, Welch, W. Va.—Granted mod. CP for approval of alt. trans. and studio locations.

WWJ, Detroit, Mich.—Granted mod. CP to change type trans. for approval of alt. trans. and studio location.

WTAG, Lafayette, Ind.—Granted mod. CP for approval of alt. trans. and studio location and to specify studio location.

WGMS, Berghy, N. Y.—Granted mod. CP to change type trans. for approval of alt. trans. and studio locations.

WSGW, Saginaw, Mich.—Granted mod. CP for extension of completion date to 6-18-50.

Actions on Motions
By Commissioner Jones

James E. Murray, et al (Transmitters) and The Hutchinson Pub. Co. (Transferee)—Granted petition to dismiss without prejudice application and Commission on own motion removed from hearing docket application and Commission on own motion removed from hearing docket application.

Henry Lee Taylor, San Antonio, Tex.—Denied petition to dismiss without prejudice application.

WFCX, Philadelphia, Pa.—Denied petition to dismiss without prejudice application.

KXLA, Pasadena, Calif.—Granted continuance of hearing pending appeal.

WENV, Annville, Pa.—Held, Washington, on applications of KXLA.

By Examiner Harriett E. Smith

WICH, Norwich, Conn.—Postponed consolidated hearing only invsdr as it pertains to presentation of evidence as to when to be held has not been determined, Consolidated hearing presently scheduled for July 14.


KWKH, Hutchinson, Kan.—Granted continuance to consolidated hearing presently scheduled for July 18 at Hutchinson, Kan., and July 21 at Wewoka, Okla., to Aug. 22 and 25, respectively, re application.

By Examiner J. D. Bond


FCC's '51 Funds
(Continued from page 28)

less than that approved by the House and nearly $4 million short of budget limitation.

The committee urged that $200,000 of this allotment be set aside for Voice of America radio broadcasts (for purpose of preserving friendships with the peoples of Western Europe).

The group noted that the $47.3 million granted for the fiscal year ending June 30 included provision for non-recurring items, such as establishment of radio facilities, and funds for liquidation of prior contract authorizations totaling $1,475,000.

The President reportedly is readying a request for a new appropriation of about $100 million to cover expansion of State Dept.'s Voice of America and other information activities [Broadcasting, July 10]. Meanwhile, Congress evidenced heavy support for increases funds (see separate story).

Before issuing its report, the Senate Appropriations Committee knocked out the Thomas-Taber and Jensen provisions adopted by the House in the form of riders — which would have, respectively, (1) perred personnel in FCC and other non-military agencies up to 20% and (2) permitted them to fill only 10% of their job vacancies in any year. A Senate coalition bloc was seeking to restore them.

Commerce Dept.'s Bureau of the Census was given $28.5 million—$1 million below the House bill and $10 million under Senate estimates. Both the House and Senate agreed on a sum of $6 million to be used for expenditures incurred in compiling current census statistics.

Also within the Commerce Dept., the Senate approved Commerce's request to assume direct control and operation of WMIE from Lincoln Operating Co., trustee of the station [Broadcasting, June 12]. The Commission's own probe of the McBride-Sherby interests has been underway since July 1949.

PROSPECT that the Senate Crime Investigating Committee would probe activities of Arthur B. McBride, principal in the proposed licensee of WMIE Miami, Fla., was indicated by committee spokesmen last week as the committee opened hearings in that city.

Arthur McBride and his business associate, Daniel Sherby, are owners of Sun Coast Broadcasting Co., which has been granted the franchise to assume direct control and operation of WMIE from Lincoln Operating Co., trustee of the station [Broadcasting, June 12]. The Commission's own probe of the McBride-Sherby interests has been underway since July 1949.

NEWS DISCS

Import Aid Bills Prepared
LEGISLATION to hasten clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty were ready for House consideration last week.

The House Ways and Means Committee last Thursday approved the recordings measure (HR 8726), introduced by Rep. Alvin J. Paradise (D-N. T.), which would exempt Voice of America recordings from duties under the 1935 Tariff Act. A companion measure in the Senate already has been approved by the Senate Finance Committee and is awaiting action [Broadcasting, June 5].
**FCC Actions** (Continued from page 67)

**Applications Cont.:**

commercial TV station for extension of construction period.

**TENDERED FOR FILING**

SSA—630 kc

WNYC New York—Request for SSA to operate additional time.

Request for authorization of air 4 hr broadcast time July 12 to 15 to broadcast election returns.

**July 12 Applications...**

**ACCEPTED FOR FILING**

License for CP

WBBM Chicago, Ill.—License to cover CP AM station.

**APPLICATION RETURNED**

KPTK Lantana, Tex.—Returned application requesting SSA—5 day broadcast time.

**APPLICATION POSTPONED**

KNB Waco, Tex.—Request for SSA—5 day broadcast time.

**LICENSE MODIFIED**

WBBM Chicago, Ill.—Modification of license.

WMMT Louisville, Ky.—Modification of license.

**LICENSE SUSPENDED**

**APPLICATION POSTPONED**

WDBT Fort Worth, Tex.—Request for SSA—5 day broadcast time.

**TENDERED FOR FILING**

AM-1440 kc

WRB Beloit, Wis.—License to cover AM station.

License to cover AM station.

FM APPLICATION DISMISSED

Lakes Area Best Co., Pprror, Ohio—Dismissed application for Class A FM station.

FM APPLICATION DENIED

KCHG Englewood, Colo.—Denied application for Class A FM station.

**FCC ROUNDUP**

New Grants, Changes, Applications

**Box Score**

**SUMMARY TO JULY 13**

**Summary of Authorizations, Stations On the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air Licensed</th>
<th>Total Cps</th>
<th>Con't Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM stations</td>
<td>2,145</td>
<td>2,120</td>
<td>182</td>
</tr>
<tr>
<td>FM stations</td>
<td>106</td>
<td>65</td>
<td>64</td>
</tr>
</tbody>
</table>

**Two on the air.**

**CALL APPLICATIONS**

KALT Atlanta, Ga.—Application for RCA station.

KPGT Atlanta, Ga.—Application for RCA station.

**Docket Actions...**

**FINAL DECISION**

Desert Beest, Co., Palm Springs, Calif.—Decision on request to deny for default application of Desert Beest for FM station.

WKBK Luxemburg, Wis.—Decision on application of WKBK for FM station.

**APPLICATIONS APPROVED**

WRAP Allentown; WSBR Scranton, Pa.—Issued application by Examiner for application of WRAP to change from 150 kc to 152 kc.

KCBG Englewood, Colo.—Decision issued by Commissioner Paul A. Wimbush, Aug. 14, 1950, to revoke granted to CECO Englewood, Colo., for station.

KCHQ Englewood, Colo.—Decision by Commissioner Paul A. Wimbush, Aug. 14, 1950, to revoke granted to CECO Englewood, Colo., for station.

WRIR Providence, R.I.—Commission by Examiner for decision to grant WRIR modification of CP to change from 152 kc to 250 kc.

WRIR Providence, R.I.—Decision to grant WRIR modification of CP to change from 152 kc to 250 kc.

**Non-Docket Actions...**

**TRANSFER GRANT**

KTED Laguna Beach, Calif.—Granted application of KTED, to transfer license to petition.

**NEW APPLICATIONS**

AM applications

Mayaguez, P. R.—Jose Ramon Quiñones, Sr., 1190 kc, 250 watts. Estimated construction cost $12,000.

**APPLICATIONS CONTINUED**

Applications for CP and SSA—5 day broadcast time.

Applications for AM and FM stations.

Applications for Class A FM stations.

Applications for RCA station.

**CITIES SERVICE**

Service will take NBC’s Band of America to Chicago for one-time special show at Chicago Fair July 17.

**DO YOU WANT RESULTS FROM YOUR ADVERTISING DOLLAR?**

See Centerspread This Issue

ON THE EVERYWHERE 24 HOURS A DAY

WCKT

50,000 WATTS OF SELLING POWER
Code

(Continued from page 18) will conflict with the censorship of the country in which the information originates.

(p) General—

Cautiousness—Identification of combat casualties and detailation by the War or Navy Depart- ments constitute a letter of the law.

Strategy—Secret war plans, or diplo- matic negotiations or conversations which would give away or compromise any other nation opposing the Axis powers, rules, schedules, destination, within or without continental United States, movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic mis- sions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important objectives of censorship program operation: keeping the micro- phone clear of information regarding the station management, or its representa- tives.

(a) Report programs—Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of the request during studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for information should be honored, except as herein qualified. Such service announcements should include information relating to—

Lost pets. 

Lodge meetings. 

Club meetings. 

News items, Club programs, Mass meetings. 

Personal mes-. 

Vital statistics.

The same precautions should be ob- served in accepting "classified advertise- ments" for broadcasting.

No telephoned, telegraphed, or word-of-mouth requests for information should be honored. No telephoned, telegraphed, or word-of-mouth requests for invitations or acknowledgments from listeners, should be broadcast.

Excessive or unnecessary announce- ments (such as those seeking blood donors, lost pets, wanted persons, lost property, etc.) may be handled in conventional manner if the broadcaster con- firms his station identification commu- nicate from the police, the Red Cross, or similarly recognized governmental or civilian agency.

Service announcements may be hon- ored when the source is checked and ma- terial is submitted in writing, subject to rewriting by station continuity staff. If for the broadcast of greetings or other programs to common- menent personal and administrative announcements may be honored if the actual broadcast is not made on the anniversary date or at the time or day designated in the request.

All requests, subject to the above qualifications, may be submitted via mail, or otherwise in writing if they are held for an un- specified length of time and if the broadcaster stagger the order in which such requests are honored, so that no single request would be broadcast in any text which may be broadcast.

(c) Censorship, or participation type quiz programs originating from remote points, either by wire, transcription, or short wave, should not be broadcast, except with the prior approval of any program which permits the public ac- cessibility to an open microphone is dangerous, and should be carefully supervised. Because of the nature of quiz shows, in which no audience is not only permitted access to the micro- phone but encouraged to speak into it, the principle of broadcast supervision is enhanced. The greatest danger here lies in the willingness of individual interview con- ducted in a small group—10 to 50 peo- ple. In larger groups, where partici- pants are selected from neither of audience, for example, the danger is not so great.

Generally speaking, any quiz pro- gram originating remotely, wherein the group is completed, wherein no ar- rangement exists for investigating the background of participants and where- in extraneous background noises can- not be eliminated at the discretion of the broadcast, should not be broad- cast. Included in this classification are all studio-audience type quiz shows, street interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected num- ber, the audience may be small, 50 people, perhaps. But any auditors are asked to exercise special care.

They should devise a method whereby no individual seeking participa- tion can be guaranteed participation.

(d) Special events reporting (a) 

SPECIAL EVENTS REPORTING—(a) Personnel—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all simul- casted in foreign language broadcasting- ing, who, in the judgment of appointed authorities in the Office of Censorship, endangers the success of our efforts in the Nations by their connections, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or cast by American radio personnel the present conduct of the individual, in- cluding evidence of sympathy, with our sympathies, with the representatives of our enemies. This function of the Office of Censorship is not intended to relieve the Safety responsibility of the foreign language broadcast- station to employ only those whose loyalty he does not question. The Office of Censorship is to be used by the broadcast manage- ment the addition of persons bearing the names of personnel in this field who might be suspected for any reason.

(b) Scripts—Station managements are requested to broadcast all persons who have been broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure is desirable in the cases originated and produced by the Office of War Information and distributed to foreign language stations. It is fur- ther requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) Censorship, and continuity. In- that these functions can be per- formed in a manner consistent with the purposes of the Office of Sec- rences and monitors whose duty it will be to review all scripts in advance of broadcast and check their direction broadcast against deviation.

(d) Announcement of conflict. From time to time the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from an other originating point via network, these requirements do not apply: in such event the originating station will be best able to fulfill the requests contained herein.

II. PROGRAMS are re- minded that all provisions of this code, as outlined in Sections I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy? If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the

From time to time the Office of Censorship may find it necessary to issue further communications either to in- terpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and net- works and should receive preferential attention.

If information concerning any phase of the war effort should be made avail- able anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests, or if special restrictions re- quire, such localities should be cleared by the requesting department. This is imperative in the interest of harmony with this summary, it is recommended that the question be submitted to the office of Censorship.


The Office of Censorship, Byron Price, Director.

Dec. 1, 1943.

DISTRICT MEETS

NAB Completing Schedules

LOOSE ends in the NAB district meetings Aug. 14-15 in District 17 at the Benjamin Franklin Hotel, Seattle, were being cleared up last week at Washington headquarters.

Formal announcement of the 17th District meeting to be held in Seattle [broadcasting, July 3] was made with sending out of invitations to stations. The Seattle session kicks off a series that will wind up in November.

Site of the District 11 meeting in St. Paul Sept. 25-26 will be the St. Paul Hotel. The Nov. 2-3 meeting of District 16 will be held at Williamsburg (Va.) Inn and Lodge.

Still in the balance is the pro- posal to hold a joint meeting of Districts 15 and 16 at Monterey, Calif. Aug. 21-22.

When It's "Pin Up" It's—Published by Republic

Another BMI "Pin Up" Hit—Published by Republic

On Records:

Sammy Kaye—Vic. 20-3850; Robert

Merrill—Vic. 15-1042.

BROADCASTING • Telecasting

July 17, 1950 • Page 69
STEWARD-WARNER’S FOSSUM BACKS FCC ON TV STAND

CHICAGO manufacturer Friday praised FCC for “looking after public interest and sincerely trying to do good job in finding right answer (whether to) for greatest number of people.” Speaking at annual distributor conventions of Stewart-Warner Electric, E. G. Fossum, general manager of company, acknowledged that Commission has “several serious problems” on its hands and even if it allocates UHF channels this fall “building of television stations and special sets for UHF will be project for next year.” If FCC adopts color standards this fall, 1961 will be experimental year of pilot runs and extremely high-cost sets, Mr. Fossum predicted. He also noted that “no company, to the best of our knowledge, has yet developed products, tuners and components for UHF at least not for handling all 42 channels anticipated.” Stewart-Warner unveiled 10 new television models at convention, held in Chicago’s Knickerbocker Hotel.

KIBO PALO ALTO SOLD

KIBO Palo Alto, Calif., sold by D & K Broadcasting Co. for $45,000 to J. B. Rhodes, former KRSC Seattle account executive, subject to FCC approval. KIBE chief owner-general manager is Millard R. Kibbe. KIBE assigned 1220 kc, 250 w daytime. Sale handled by Blackburn-Hamilton Co.

KENDRICK, CRONKITE NAMED TO CBS NEWS STAFF

VETERAN foreign correspondents Alexander Kendrick and Walter Cronkite join CBS news staff now being remodeled because of world conditions. Edmund Chester, CBS director of news, said their first assignment would be CBS Washington to be made available for reassignment to any part of world. Mr. Kendrick, 1939-40 Nieman Fellow at Harvard, and veteran of 20 years foreign reporting, was CBS correspondent in Middle East during 1946-49. Mr. Cronkite, former UP correspondent in Atlantic, European and Middle East Theaters during last war, covered Nuremberg trials and was UP bureau chief in Russia for two years.

ABC NAMES MERKLE

JOSEPH L. MERKLE, stations relations manager of DuMont network, New York, joining ABC station relations department as regional manager in TV. Robert Jamieson, traffic manager, succeeds Mr. Merkle (early story page 34).

TO SPONSOR FAYE EMERSON


C审理

STewart-Warner’s Fossum backs FCC on TV stand.

CLOSED CIRCUIT

(Continued from page 4)
caster committee to advise on industry’s role in military planning.

UNIQUE action, earmarking $200,000 for World Wide Broadcasting Corp. programming to Europe alongside Voice of America was taken by Senate last Thursday in considering overall Voice appropriation. Although Senate voted to cut original budget, it heeded plea of Walter Lummmon, World Wide president, and specified $200,000 for programming under State Dept. auspices.

ROY GARN Advertising agency, New York, looking for regional TV network to place half hour show featuring Jack Lacy for national chrome furniture company.

UNIVERSAL APPLIANCE INC. (Stroke-Saver Irons), through its agency, Gould & Tierney, New York, preparing radio campaign of participating programs approximately 32 markets.

ARTCRAFT HOSIERY MILLS, through agency, Lawrence Boles Hicks, New York, preparing spot announcement television campaign starting in fall, for eight weeks in 15 markets.

HAZARD ADV. CORP., New York, preparing test radio campaigns for two of its clients, American Cyanamid Co. (tobacco weed killer) in Lexington, Ky., and Johnstown, Tenn., and Cotton Defoliant in Georgia.

FORD DEALERS, through J. Walter Thompson Co., New York, trying to clear time on midwest TV network to sponsor highlights of Big Ten football games.

STILL in gleam-in-eye stage is proposal to bring antitrust proceedings against networks because of their cold-shouldering of aspiring FM affiliates.

CITIES SERVICE Band of America, which tried simulcasts on NBC and NBC-TV last season, plans return to TV this fall. Account placed through Ellington & Co. with M. H. Aylesworth, NBC’s first president, as top consultant.

RADIO TIME VALUES COVERED IN ANA REPORT

PROBLEM of declining radio time values, primarily from television inroads, is destined to become more acute and cannot be offset by claims of additional homes, according to report sent Friday to members of Assn. of National Advertisers using broadcast advertising by either radio or television. ANA’s radio and TV steering committee, which prepared report, asked member comments and criticisms of conclusion reached.

Concurrently, ANA invited four radio networks to send representatives to meet with committee July 26 to receive formal presentation of study report. Heading up committee are William Brooks Smith, director of advertising, Thomas J. Lipton Inc., chairman, and Howard M. Chaplin, director of advertising, General Foods Corp., vice chairman.

GENERAL SHOE NAMES AGENCY

GENERAL SHOE CORP., Nashville, Tenn. (Shoes for Boys, Shoes for Teenagers, names Anderson, Davis & Piatte Inc., New York, as agency. Television probably will be used.

BROADCASTING  Telecasting
Total Weekly Family Audience
NIGHT TIME
WTAG with 133,360 delivers 113% more families than the closest second station

246%
6 or 7 NIGHTS Families
WTAG with 91,030 delivers 246% more families than the closest second station

See Raymer for all details