September 30th becomes—"red letter day" for one of the nation’s 20 great television markets — \textit{then}

\textbf{waga-tv}

\textbf{CHANNEL 5 \hspace{1cm} ATLANTA, GA.}

\textbf{Becomes a basic interconnected \hspace{1cm} \textit{CBS-TV \hspace{1cm} N.Y. CITY}}

\textbf{Columbia Television Station with} \hspace{1cm} \textbf{RICHMOND}

\textbf{direct New York programs — via the} \hspace{1cm} \textbf{GREENSBORO}

\textbf{South’s new co-axial cable — opening} \hspace{1cm} \textbf{CHARLOTTE}

\textbf{date — September 30th.} \hspace{1cm} \textbf{NEW SOUTHERN COAX}

\textbf{Sales of TV sets will ZOOM! Buy} \hspace{1cm} \textbf{JACKSONVILLE}

\textbf{WAGA and be certain sales quotas} \hspace{1cm} \textbf{BIRMINGHAM}

\textbf{are 'in the black' with} \hspace{1cm} \textbf{ATLANTA}

\textbf{waga-tv}

\textbf{KATZ AGENCY \hspace{1cm} \textbf{CBS-TV AFFILIATE \hspace{1cm} \textit{ATLANTA}}}

\textbf{National Sales Representatives} \hspace{1cm} \textbf{SINCE MARCH 1949}

\textbf{TOM HARKER} \hspace{1cm} \textbf{KATZ AGENCY}

\textbf{National Sales Manager} \hspace{1cm} \textbf{CBS-TV AFFILIATE}

\textbf{488 Madison Avenue} \hspace{1cm} \textbf{SINCE MARCH 1949}

\textbf{New York 22}
of serving and selling Kentuckiana

When I first went on the air in 1922, Kentuckiana was a good market. Now it's better... and it's still growing!

And income!! Why it was over three times the national gain in effective buying power (1948-49).

In just two years... the radio homes in Kentuckiana increased 19.1%. They listen before they buy!

...to be exact... they listen to me before they buy. I say it blushingly, but, according to Mr. Hooper, I'm the listeners' favorite! (I have more top-rated Hooper periods than the next two stations combined.)

Likewise... I'm quite a programmer myself. To wit: Coffee Call (my own show) attracted more than 20,000 visitors in the last 11 months.

My newsroom is the best in broadcasting (according to the National Association of Radio News Directors). And the farmers will tell you that I have the only complete Farm Programming Service in Kentuckiana.

By the way... WHAS-TV is quite a comer too! The best visual salesman in the market! A part of the great WHAS tradition!

Television in the WHAS tradition

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

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

WHAS-TV Louisville, Kentucky

Victor A. Sholis, Director  Neil D. Cline, Sales Director

Represented nationally by Edward Petry and Co. * Associated with the Courier-Journal & Louisville Times
Our Business and Yours

RADIO

HEADLEY-REED COMPANY
Radio Station Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood
Closed Circuit

RETURN OF Board of Defense Communications (which became Board of War Communications with Pearl Harbor) indicated with FCC appointment of top-level committee to survey war situation. Pattern of World War II, which saw freezing of all new construction and allocation of critical materials, being studied, together with active coordination with military and other emergency government agencies. Committee comprises: Chairman Wayne Coy, Comrs. E. M. Webster and George Sterling.

PRESIDENT Truman's epoch-making speech last week was springboard for rapid calculations as to possible effect on electronic manufacturing capacity. Present program, it was felt, would not draw more than 30% of existing output of electronic plants, leaving possible 70% capacity to take care of essential civilian TV-radio and other needs.

ABOVE CALCULATIONS contemplate no great spread in war front activity. Last war, it's calculated, resulted in nearly $100 billion material allotments whereas President's present program contemplates about 25% of that amount, with possibly one billion for electronics. Conclusion is that drain on electronic plant capacity shouldn't exceed proportionate share of overall war budget.

UNPUBLISHED treatise on Communist infiltration of radio is making rounds in high circles. Gist is that radio provides easiest means of precipitating panic. Specifically cited were Orson Welles' Martian invasion of decade ago, followed up by Chilean and French counterparts.

PENDING settlement of rate adjustment proposal, if any, to networks, ANA Radio and Television Committee withholding action on plan to ask networks and stations to "clean

Upcoming

July 26: ANA-Networks meeting, Waldorf-Astoria Hotel, New York.
July 29-30: Radio Sales Network meeting, Hotel Texas, Fort Worth.
July 31: Television Authority-Screen Actors Guild meeting, Musicians Bldgs., Hollywood.
(Other Upcomings on page 66)

Bulletins

FREEDOM of information for international broadcasting restored by Argentina, which allowed two news transmissions—first since March 1949—by Ned Calmer for CBS and Herbert M. Clark for ABC. Policy is both "tact and temporary," since neither government nor Argentine Broadcasting Assn., which levied ban, has formally revoked it.

$5,000,000 TEA DRIVE SLATED THIS YEAR

TEA COUNCIL, New York, predicts at least $5 million will be spent in advertising and promotion of tea during this year. Substantial portion expected to go to radio and television. Figure is based on last year's expenditures by tea packers plus $1,800,000 to be spent by Tea Council in 1950.

To make America more tea conscious, tea companies will exceed last year's $3 million advertising budget by at least $700,000 and adopt theme: "When you're under pressure, drink tea."

ABC APPOINTS DIAZ

RAY DIAZ, formerly in ABC stations division, appointed director of program operations effective July 31. Mr. Diaz joined ABC as supervisor of announcers in 1942, and previously had been night announcing supervisor

Business Briefly

BLOCK SIGNS • Block Drug Co., Jersey City, will sponsor Quick as a Flash, Tues.-Thurs. 11:30-12 noon, over 150 ABC stations beginning Sept. 19 for 52 weeks. Agency, Cecil & Presby, New York.

HEIDT FOR PM • Philip Morris & Co. (cigarettes) Oct. 2 starts Horace Heidt Show Mon.-Sat. 9-9:30 p.m. on CBS-TV. Program to be filmed while Mr. Heidt tours. Organization to have own traveling television unit. Agency, Biow Co., New York.

BAKERY RENEWS • American Bakers Co., Atlanta, Sept. 11 renews for 52 weeks The Lone Ranger, Mon.-Wed.-Fri., 1:30-5 p.m. on 35 ABC southeastern stations. Agency, Tucker Wayne & Co., Atlanta.

EVENING RADIO RATE CUTS URGED BY ANA COMMITTEE

REDUCTIONS of evening rates ranging to more than 50% on some radio stations in TV markets sought by Assn. of National Advertisers' radio and television committee, in over-all campaign to drive down radio rates, BROADCASTING learned late Friday (earlier story page 15). For all practical purposes," ANA committee report stated, "each new TV installation signifies virtual elimination of one more home from the total of actual or potential radio listening during evening hours." Evening radio rates should be reduced so that "composite of individual station adjustments would work out to 14.9% for the full CBS network and ... [also] 14.9 for the full NBC network." Earlier report had placed over-all reduction figure at straight 15%.

By next January, committee concluded, advertisers on national network evening radio "should be prepared to face losses ranging to 22% or more in the number of homes using
The New York Times' WQXR selects COLLINS for its new AM-FM studios

WQXR, the first "high fidelity" station, was established in 1934, added FM in 1939. In the years which have followed, the station's excellent programming and the high quality of its transmissions have won the station the special affection of what is probably the largest, most-fought-for "local" radio audience in the world.

WQXR's management, and its engineering and operating staff, constitute a veteran group which has succeeded and knows the answers. The fact that they have chosen Collins equipment for their new Times Building Studios, to which they moved last April, has a particular significance for other broadcasting managers and engineers.

If you've set your station's star high, call in your nearest Collins representative and consult him about your transmitting and speech equipment.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18
2700 W. Olive Ave. BURBANK
1330 N. Industrial Blvd. DALLAS 2
Dogwood Road, Fountain City KNOXVILLE
417 Rosalyn Ave. DAYTONA BEACH

July 24, 1950 • Page 7
DON LAIFFER, program department Terminal Broadcasting, N. Y., to Ruthrauff & Ryan, N. Y., as radio copywriter for Motorola, American Safety Razor Inc. and Kentile.

CLYDE D. VORTMAN, Brooke, Smith, French & Dorrance, Detroit, to Zimmer-Keller Inc., same city, as head of media department.

PHIL THOMPSON, copy and radio director Joseph Katz Co., to Cecil & Prebrey, N. Y., as copy chief; JOHN A. DONNELLY, Cunningham & Walsh, N. Y., to C&P, and JOHN J. SEERY, freelance artist, to agency's TV production staff.

ALLEN F. FLOUTON, account manager on Procter & Gamble Ivory Soap for Compton Adv., N. Y.; SEAWARD M. WOODARD, account executive on all P&G Canadian brands handled by agency, and BARTON A. CUMMINGS, executive on P&G Dixie account, elected Compton vice presidents.

Mr. Flouton Mr. Woodard Mr. Cummings JULES M. LABERT, account executive Arthur Rosenberg Agency, N. Y., and PHILIP A. ROLL, WWDC Washington, to Furman, Feiner & Co., N. Y., as director mail order and other specialized accounts for radio-TV, and creative analyst for radio-TV departments, respectively.


RAYMOND W. BALDWIN Jr., Wing Cargo Inc., Phila., to Van Slyck Adv., S. F., as partner.


MERRIAM PIKE, advertising director Dana Perfumes and Morris B. Sacha (department store), Chicago, to Russel M. Seeds Co., Chicago, as fashion coordinator and merchandiser primarily on Elgin American.

CHARLES V. DAVIS, Leo Burnett Co., L.A., to Barnes Chase Co., L.A. and San Diego, as account executive and merchandising director.

H. WOODRUFF BISSELL, sales promotion director Handmacher-Vogel Inc., N. Y., named vice president in charge of fashion group Geyer, Newell & Ganger, N. Y. SHIRLEY W. ESTEY, with agency for past year, promoted to fashion director.

ROBERT G. McKOWN, personnel director, Brooke, Smith, French & Dorrance, Detroit, promoted to business manager. FRED P. ZICK, with BSF&D 17 years, to director of graphic arts.


GEORGE DOCK, Jr., account executive Albert Frank-Guenther Law Inc., N. Y., named vice president with Regis Paper Co., Mosler Safe Co. and Western Union Telegraph Co. as his accounts.

Twenty-four hours a day—every day—these skilled "mikesters"—some with followings built over the past fifteen years—pilot the specially selected programs beamed directly to the Northeastern Ohio audience.

They're living reasons why WDOK is "The Station That's Tuned to You".
RITA WAGNER, Hurston-Garfield, N. Y., account executive, to Hewitt, Ogilvy, Benson & Mather, N. Y., in same capacity.

CLARENCE K. BAGG, sales manager Sylvania Electric Products Television, N. Y., to Birmingham, Castelman & Pierce Inc., N. Y., as merchandising director.

MICHAEL NEWMARK, account executive Friend-Krieger Adv., N. Y., named general sales director.

JACK W. LAEMMAR and HAROLD TASKER to J. Walter Thompson Co., Chicago, as account men, from Foote, Cone & Belding, same city. MURRAY PATTINSON to JWT as film producer from Burton Holmes Inc., Chicago. PETER CAVALLO JR., who handled TV films for JWT, to work on creative TV programming.


ON THE
WASHINGTON SCREEN

Tomorrow's NEWS Pictures
on Your TV Screen tonite!

3 top-flight 5-minute shows at sign-off time

when WMAL-TV
HAS the AUDIENCE

Using last-minute tele-photo pix!

Five minutes of the LATEST headline news with Acme Telephoto pictures. Up-to-the-minute news and pictures prepared locally on strip film. Complete coverage pictures of TODAY'S IMPORTANT NEWS STORIES!

Each Show—5 minutes—Mon. thru Sat.

Check Availability TODAY with ABC Spot Sales

Here's Washington's afternoon favorite—

"The Sports Parade"
featuring

VARIETY • SPORTS
REVUE • RESULTS

MONDAY thru SATURDAY
3 to 6 p.m.
(One minute participations available)

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D.C.

July 24, 1950 • Page 9
Jazz... FOR THE NATION

WDSU Produces and Promotes Local Talent To a Nationwide Audience!

From New Orleans — birthplace of jazz — WDSU sends a torrid half-hour of Dixieland music coast-to-coast every Saturday night (via ABC). Local jazzmen Bonano and Celestin have now become nationally famous figures. For the nation... or for New Orleans only... WDSU can successfully plan and produce your show.

Ask Your JOHN BLAIR Man

WDSU NEW ORLEANS ABC AFFILIATE

Send this clipping to:

JOHN BLAIR

WDSU NEW ORLEANS

WESTERN UNION TELEGRAPH Co., N. Y., appoints Albert Frank-Guenter Law Inc., N. Y., as agency. Radio will be used on nation-wide basis in key markets.


ALLEN B. DuMONT LABS, for TV sets, planning national radio and TV shows and spots in upcoming expanded campaign. Agency: Campbell-Ewald, N. Y.

STEUER LABS Inc., Pittsburgh, appoints Susman & Adler, Pittsburgh, to direct advertising. TV to be used in Pittsburgh market.

CANADIAN CELLUCOTTON PRODUCTS Co. Ltd., Toronto (Kleenex), will soon start spot campaign on about 25 Canadian stations. Agency: Spitzer & Mills, Toronto.

TIP TOP FOODS Inc., Oakland (packer Tip Top Cream), appoints Garfield & Guild, S. F. Radio-TV will be used.

FLORSHEIM SHOE CO., Chicago, looking for half or quarter-hour TV show to advertise its women's shoe line in about 10 markets selectively. Agency: Walter L. Rubens, Chicago.

ILLINOIS MEAT CO., Chicago, auditioning video packages preparatory to sponsorship of live shows, either three-a-week or across board, next fall. Starting markets expected to be Chicago, N. Y. and Detroit. Agency: Arthur Meyerhoff, Chicago.

MARINE BROTHERS Inc., N. Y., TV, radio, electrical appliance dealer, appoints McLaren, Parkin, Kahn Inc., N. Y., as ad agency and public relations counsel.

Network Accounts...

TONI Co., Chicago, extends its “saturation plan” for radio for six weeks with renewal of three ABC shows from Aug. 7 through Sept. 15. Chance of a Lifetime, Tues.-Thurs., 1:30-1:45 p.m., CDT, Mon.-Wed.-Fri., 1:45-2 p.m., CDT; Quick as a Flash, Tues., 10:30-10:45 a.m., CDT, Mon.-Wed.-Fri., 10:45-11 a.m., CDT, and Carol Douglas Show, five-a-week, 11:15-11:30 a.m., CDT. Agency: Foote, Cone & Belding, Chicago.


BROWN SHOE Co., St. Louis, sponsoring Smilin’ Ed McConnell on NBC, runs half-hour on alternate Saturdays on NBC-TV for film version, starting Aug. 26, 5:30-6 p.m. (CDT), using 14 stations. Agency: Leo Burnett, Chicago.

NASH DIV., Nash Kelvinator, Detroit, Sept. 21 starts Nash Airflyte Theatre, CBS-TV, Thurs. 10:30-11 p.m. Agency: Geyer, Newell & Ganger, same city.

BLATZ BREWING Co., Milwaukee, renews The Roller Derby, ABC-TV Thurs., 10:30 p.m. to conclusion. Fourteen-city hookup to be used for 82 weeks starting Sept. 28. Agency: Raster, Farrell, Chelsey & Clifford, N. Y.

BOND CLOTHING STORES, N. Y., to sponsor Hands of Destiny, DuMont TV network, Fri. 9-9:30 p.m. starting Sept. 8 for 82 weeks. Agency: Grey Adv., N. Y.

SUNDIAL SHOE Co., Manchester, N. H., renews Lucky Pup, CBS-TV, Fri., 6:30-6:45 p.m., effective Aug. 18.
Not PI but PRARLOC means fair-and-square rates for each advertiser

**PRARLOC** (Proved Returns At Rates Listed On Card) is the Westinghouse policy of uniform, published rates for broadcasting services... as opposed to "deals" for station time made on a "Per Inquiry" basis.

What's wrong with "deals"? Nothing that isn't wrong with closely-guarded deals in almost any other business. The trouble with "PI" arrangements is that rates are bound to vary for services of equal value. Consequently, someone gets hurt. It could be you.

We believe that adherence to fair and equitable rates benefits the entire advertising industry. And when uniform rates are combined with a record of proved returns, advertisers are sure to profit, as they did in these two examples:

- In a survey recently concluded by one national advertiser, KDKA produced business at the lowest cost recorded in a list of over 50 stations.
- With KYW the only medium used, a manufacturer of diapers obtained a 52 percent sales gain in Philadelphia.

Similar reports come in regularly from Westinghouse stations in Boston, Fort Wayne, and Portland, Oregon. Ask your Free & Peters representative for details!

**WESTINGHOUSE RADIO STATIONS Inc**

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

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

*Broadcasting* • *Telecasting* July 24, 1950 • Page 11
SUMMER hiatus, long the bane of broadcasters and other business executives, has suffered another severe jolt as a result of the summer campaign recently launched by KOIL Omaha in connection with ABC outlet's 25th anniversary.

Pointing to the campaign's success, KOIL executives reported 14 new accounts were sold, 11 accounts reinstated and four accounts increased their schedules.

Promoting the KOIL "Silver Summer" campaign was kicked off with ads in the Omaha and Council Bluffs, Iowa, newspapers. Then, for two weeks, car-cards appeared in Omaha and Council Bluffs streetcars and busses. Also tied in was a direct mail piece sent to a list of 600 KOIL advertisers, prospects and agency executives.

Along with this, a taxicab sign urged people to "take along a portable" so they wouldn't miss any of KOIL's summer programs.

KOIL personalities also promoted KOIL programs heard on different days in order to expand and reach as much of the KOIL listening audience as possible. Prizes awarded in various contests prepared by KOIL staffers were displayed for a month in a store window in downtown Omaha.

The entire campaign was climax when KOIL stayed on the air all night with special programming commemorating 25 years of service to the community. On July 10, the anniversary day, ABC network showed saluted the station, contest winners were announced and an hour and a half show brought salutes from former KOIL personalities, federal, state and city officials.

DUDLEY BREWER, sales man for the Branham Co., station representative firm in Chicago, now sings sweet overtures to agencies instead of strains from "The Mikado" and "Desert Song" to audiences at the Radio City Music Hall and St. Louis Municipal Opera.

A native of St. Louis, Dudley switched from amateur to professional singing after college study and agency work. Interested in advertising, he enrolled in a pre-journalism course at the U. of Missouri and stayed two years. A summer job at D'Arcy Agency in St. Louis became permanent, and he remained in the media department two years.

Advertising slumped during the depression years, and Dudley, who had sung in church choirs and amateur productions for many years, earned a role with the St. Louis Municipal Opera after public auditions. He appeared as a tenor at the city's Gargantuan amphitheatre, which nightly during the summer months has presented light operettas and musicals for 30 years. It has given a start to such stars as Allan Jones and Gary Grant, who trod the boards with Dudley. Some time later, Dudley auditioned with "what seemed like thousands" of singers in New York, passed four eliminations and was hired as a member of the Glen Club which opened Radio City Music Hall in 1933.

He vocalized through four shows daily (five on Sunday), studied voice on a scholarship and appeared each Sunday on a broadcast. This three-way self-entry (Continued on page 75)
To a radio advertiser

who can’t afford Godfrey

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

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

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

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

Please ask the Katz man for additional data.
A little money does BIG things on WITH in Baltimore. Call your Headley-Reed man for the whole story.
ANA STRATEGY SNAGGED

By ED JAMES

A CAREFULLY-PLANNED campaign of the Assn. of National Advertisers to force a reduction in radio network rates last week received an abrupt set-back when three of the four major networks decided to reject an ANA invitation to a meeting this week.

Although none had made an official statement of its position at the time this story was written, it was learned authoritatively that ABC, CBS and NBC had made up their minds not to attend. Mutual’s feelings on the subject could not be learned.

The precise intentions ANA had in mind when it invited the networks to individual meetings with the ANA Radio and Television Steering Committee [BROADCASTING, July 17] were carefully concealed, although ANA had admitted “advertisers are becoming increasingly concerned at the decline in radio time values.”

But the real goal of the ANA, Broadcasting has learned, was to demand reductions in time rates and talent costs to achieve an over-all decrease of 15% in gross billings.

Cite 30-Page Report

This purpose was made clear in a 30-page report prepared by the ANA Radio and Television Steering Committee and distributed to ANA members within the last fortnight. The membership has been sworn to strict secrecy as to the contents of the report.

It was considered a significant aspect of the ANA strategy that no network was provided with a copy of the steering committee’s report. The only document the networks received was an invitation from Paul B. West, ANA president, to attend a meeting July 26 at New York’s Waldorf-Astoria Hotel.

The networks were invited to meet individually with the ANA steering committee on that date.

According to an ANA spokesman, the association suggested the networks meet with the steering committee individually on the theory that one network might not wish to discuss financial matters in the presence of others.

A different purpose, however, was ascribed to the single-network meetings by some network executives. They sensed in the invitation a possible tactical effort to corner the networks one-by-one in the hopes that one, without reinforcement of the others, would yield to the ANA persuasion.

The steering committee with which the broadcasters were asked to meet is composed of some of the networks’ biggest clients, a formidable group to be arrayed in a conference regarding rates.

Act on Legal Advice

As one leading network executive put it: “If the ANA succeeded in getting one network to cut rates, we’d all be in trouble.”

The excuses given by the three networks in declining Mr. West’s invitation were that they were acting on advice of legal counsel. The discussion of a reduction of rates by networks with an association of advertisers might be interpreted as collusive price fixing and hence a violation of anti-trust laws, the lawyers advised.

The legal reasoning provided a diplomatic excuse for the networks to stay away from the meeting.

No network was willing to antagonize the ANA, and for that reason all networks were loath to discuss for publication the maneuvering surrounding the ANA proposal.

Although the ANA steering committee report was guarded by ANA and its members with greater care than has been lavished on any association document in recent times, this publication learned authoritatively that it is bristled with statistics and interpretations of statistics, all intended to prove that the radio audience has been so widely scattered away from television centers that the total value of radio network advertising has declined by 15%.

The steering committee was understood to have taken the position that it did not particularly care how networks cut rates so long as an over-all reduction of 15% in both time and talent costs was accomplished.

The report was said to have underscored a demand for very sizeable rate decreases in television markets, where individual radio rates would have to be slashed by much more than 15% if the national average reduction were to amount to that figure.

Use Nielsen Figures

According to responsible sources, much of the ANA report was based on the steering committee’s interpretation of recent Nielsen figures regarding audiences in television markets.

The demand for reduction in radio rates is not new, but the formal investigation of the subject by the ANA steering committee and the solidly organized drive by ANA members to attack the situation with the full force of the association (Continued on page 16)

COLD REMEDY BUDGETS UP

By FLORENCE SMALL

SPOT BUDGETS in both radio and television by cold remedy and cold preventive makers, heavy seasonal clients, will measure up to and in some cases exceed those of last year’s record breaking outlay, judging by a BROADCASTING survey last week of fall preparations now underway at advertising agencies.

Harry B. Cohen, president of Harry B. Cohen Adv. Co., New York, expressed a typical viewpoint in discussing plans of his client, Grove Labs (4-Way Cold Tablets), when he said that “4-Way Cold Tablets will increase its budget in radio and will expand in television.”

The firm will use one-minute E7’s, participation programs and chain breaks in all principal radio markets starting in September or early in October. Last year 4-Way Cold Tablets tested the use of television in a few markets but will increase that number this fall.

Another cold remedy advertiser, Musterole Co., Cleveland, through its agency, Erwin Wasey & Co., New York, will use 100 radio markets, starting early in the fall.

Seck & Kade, New York, maker of Pertussin, plans to use a spot schedule in more than 100 radio markets and several television markets. Erwin Wasey & Co., New York, is the agency.

Bristol-Myers’ Resistab plan for a strong national spot campaign, plus hitchhikes on its radio and television network shows. Kenyon & Eckhardt, New York, is the agency.

Vicks Plans

Vicks Chemical Co., New York (Vicks VapoRub, Vicks Medicated cough drops, Vicks Inhaler, Vicks Va-Tronon nose and throat drops), is planning to use spot radio for at least three of its products in radio and television. Agency is Morse International, New York.

Emerson Drug Co., Baltimore (Bromo-Seltzer), a year around advertiser, will continue to sponsor Hollywood Star Playhouse on CBS, but will supplement the network show with spots in both radio and television.

Anahist Co., New York (Anahist anti-histamine tablets), is considering both network and spot radio and television, J. W. McQuire, director of advertising of the company, told BROADCASTING.

Last year the firm sponsored the following network programs: The Falcon on MBS, Counterpoy on ABC and True or False on MBS. In addition, Anahist participated in Cavalcade of Stars on the Dumont Television Network. Definite plans to resume sponsorship of the latter program in the fall are set.

Forte, Cone & Belding, New York, is the agency.

Other cold relief advertisers whose media plans include radio, but won’t be completed for another fortnight are: Whitehall-Phar- macal Co. (Hills cold tablets) through Duane Jones Co., New York; Grove Labs (Antamine) through Sullivan, Stauffer, Collwel & Bayers, New York, and Universal Pharmaceutical Co. (Inhiston anti-histamine tablets) through Cecil & Presbrey, New York.
tion were regarded as grave developments which would need to be met by broadcasters with opposition at least as solidly organized as the ANA.

The first serious effort by a national advertiser to depress costs came to light several months ago in an exchange of correspondence with Frank Stanton, CBS president. Mr. Stanton released his letter of response to the advertiser's demand for rate cutting, although the CBS president withheld his correspondent's name.

The arguments made by Mr. Stanton at that time still hold good. In addition to specific points that he debated in regard to interpretations the advertiser had made of audience rating figures, Mr. Stanton spoke of broader economic factors affecting broadcasting and all advertising.

Mr. Stanton said that if the advertiser were a maker of automobiles (which he was not) "you would now be paying labor about $1.72 an hour, instead of $1.28 in 1946. You would be paying $85 a ton for steel, instead of $55. And you would be selling your car for $2,000 instead of $1,200."

"These factors have gone on the assumption that each advertising dollar should buy exactly the same number of people, or more, in 1960 as in 1948 or 1946 or any other year," Mr. Stanton said. "Of all factors that make up the country's production-distribution equation, advertising has probably remained closest to the dollar prices of two, five or 10 years ago."

Of all advertising media radio has delivered increasingly good dollar values. Mr. Stanton quoted figures for income from advertising on radio in 1948 and 1949 that showed a decline of 15%.

Drake Resigns

To Leave WDGY Post

MEL DRAKE, vice president and general manager of WDGY Minneapolis, has announced his resignation. He plans to remain at WDGY, however, until his successor has been named.

Mr. Drake is president of the Minnesota Broadcasters Assn. and has served as a member of NAB's Unaffiliated Station Committee for the last two years. He also is a director of the Stuart Investment Co. which owns KOIL Omaha and KFOR Lincoln, in addition to WDGY. His future plans were not announced.

ANA Rate Move

THE DECISION by the Assn. of National Advertisers to seek immediate slashes in network radio rates was made at a meeting of the ANA Radio and Television Steering Committee June 8, Broadcasting learned last week.

The strategy of the campaign was drawn up at that meeting. In summary it was:

1. That a serious effort be made for force reduction of rates immediately.
2. That the ANA Radio and TV Steering Committee should prepare a persuasive presentation, reinforcing its demands for rate reductions with enough statistics to convince the networks that the ANA was well informed on the questions.
3. That once the presentation was prepared it should be revealed to the networks at meetings with the entire ANA Radio and TV Steering Committee present so it would be clear that ANA members were solidly behind the association's demands.
4. That a subcommittee composed of W. B. Smith of Thomas J. Lipton Inc.; Howard Chapin of General Foods, and George T. Durum of Lever Bros. be given the mission of preparing the presentation.
5. That the subcommittee should get together a 30-page argument for rate reductions that it intended to present to the networks at the meetings proposed for this week.

At the strategy meeting of the ANA steering committee it was decided that the meeting itself and the subsequent presentation to be prepared by the subcommittee would be considered confidential among ANA members.

A note accompanying a report of the meeting that was sent to ANA members said: "Please consider this matter confidential in order not to handicap the committee's efforts in your behalf."

Procedure Set

A similar warning accompanied the presentation prepared by the subcommittee when it was sent to ANA members. The strategy of the ANA, it was clear, was to keep its intentions secret until it could entice the networks, one-by-one, into the disadvantageous tactical position of being confronted by the imposing membership of the ANA steering committee this week.

The ANA Radio and TV Steering Committee members were advised of some audience studies made by individual members who asserted they were convinced that television had made such serious inroads into radio as to justify a demand for lower radio rates.

A. N. Halverstadt, of Procter & Gamble, was understood to have told the committee that he had figures showing that radio's cost-per/thousand in principal television markets had risen substantially.

He said he reached that conclusion after this process of deduction: He obtained from radio stations in principal TV markets the ANA's own estimates of the number of radio homes they reached. He then deducted from those figures the estimated listening population in each area. Taking the evening radio rate for the stations, he estimated cost-per-thousand available homes before and after deducting for television and arrived at his conclusion that in television markets radio's cost-per-thousand had gone up.

There was no indication in the committee's report that Mr. Halverstadt had taken other factors into consideration.

Mr. Smith, of Lipton, introduced rating data which he said substantiated his presentation, in that alternative radio time values had declined in television areas.

All members agreed, at the June 8 meeting, that in making its presentation the ANA should not submit specific rate adjustments. This instruction was followed by the subcommittee in preparing its presentation, in that the networks were to be told that an over-all reduction of 15% in time and talent costs was wanted, but the ANA did not care how the networks adjusted to that end.

Folsom Salary Raise

FRANK M. FOLSOM, president of RCA, has been granted a salary raise to $156,000 Broadcasting learned last week. Mr. Folsom's salary and fees from RCA during 1949 totaled $140,000. The new salary rate began June 1, 1950, and continues in effect until Mr. Folsom's present contract terminates Dec. 31, 1952.

How It Was Planned

Frank M. Folsom, president of RCA, has been granted a salary raise to $156,000 Broadcasting learned last week. Mr. Folsom's salary and fees from RCA during 1949 totaled $140,000. The new salary rate began June 1, 1950, and continues in effect until Mr. Folsom's present contract terminates Dec. 31, 1952.
**NBC ASKS EXTRA TIME**

NBC pitched its argument for a network daytime hour across the board, to replace current station time, to about 30 executives of key affiliate stations meeting in Chicago Thursday.

Charles R. Denny, executive vice president and acting head of NBC radio, conducted a morning session at the Stevens Hotel. He presented the network's request for allocation of a one-hour daily slot from the stations to the network for sale to four sponsors. The time period which NBC wants relinquished is 1 to 2 p.m. EDT, 11 to 12 p.m. CDT and 9 to 10 a.m. Pacific time.

Although the business meeting was closed, it is understood complete plans of the potential sponsors were outlined. Oct. 1 is deadline for answer from the affiliates. The four 15-minute stripes would originate in New York to the Midwest and West Coast from 11 to 12 p.m. CDT, with a taped repeat broadcasting for the East Coast between 1 and 2 p.m. EDT.

Four Take Option

Four advertisers have taken no option on the 1-2 p.m. NBC daytime period and are ready to start sponsorship of programs shows will fill if the network is able to clear the station time.

All heavy radio users, the advertisers are Armour & Co., Chicago; Kellogg Co., Battle Creek; Manhattan Soap Co., New York; and Bristol-Myers, New York.

Manhattan Soap Co. is expecting to switch its show *We Love and Learn*, currently in the 11:15 a.m. time slot in New York, to 1:45-2 p.m. Dune Jones Co., New York, is the agency.

The other three advertisers will sponsor new programs. Mary Margaret McBride, currently on WOR, New York, from 1-2 p.m., will be switched to another time segment, most likely starting at noon.

In response to the NBC proposal to place network shows in the 1-2 p.m. station time, spokesman for the affiliates were understood to have pointed out that two principal difficulties confronting them as considering the network request.

One was that their revenue would be decreased if they yielded the time to the network. Their income from network commercials is considerably lower than that from local accounts.

The other was that many of them already had commitments to local advertisers in that time period.

They said they would have to weigh the network's argument (that the insertion of the network programming in the 1-2 p.m. spot would strengthen the entire network lineup) against the disadvantages in loss of revenue and possible antagonism of local sponsors.

The network did not press for an immediate decision by the stations, although its representatives advised affiliates they hoped to have their replies soon.

Some of the affiliates asked Joseph H. McConnell, NBC president, for clarification of his views as to the future of network radio rates—a subject he had treated at length in an address three weeks ago before a meeting of the South Carolina Broadcasters Asso. [Broadcasting, July 10].

Mr. McConnell said that although he had said in that speech that an eventual decrease in radio rates seemed inevitable, it was not indicated soon.

True Analysis Urged

He emphasized that close re-examination of his speech would show that its principal point was that radio rates were some realities and that radio was still a good buy.

The planned day-long meeting presumably went well for the network that it was cut to a morning session, followed by luncheon.

There was no talk among affiliates of clearing at least a half-hour (two 15-minute segments) on an additional time, rather than a swap for other optioned network time.

Station men attending were not revealed, but among stations represented from all areas of the country, aside from NBC owned outlets were WBAP Fort Worth, KSTP St. Paul-Minneapolis, Westinghouse and Steinman groups, WWJ Detroit, WTIC Hartford, WOR New York, WOR-TV New York, WHO Des Moines, WOC Davenport, WTMJ Milwaukee, WLBL Cincinnati, WPTP Raleigh, WMC Memphis and WDAY Kansas City.

Niles Trammell, board chairman, welcomed the group, the first which NBC President McConnell was introduced. Mr. Denny created.

NBC officials on hand included L. E. Showman, Central Division vice president; Paul Mccluer, NBC Chicago network AM chief; Hugh M. Bevile Jr., research director; Stephen V. Adams, vice president; William Brooks, vice president in charge of news; Sydney Eiges, vice president in charge of public relations; Gustav B. Margraf, vice president and general counsel; David C. Adams, assistant to Mr. Denny; Easton C. Wooley, director, Stations Dept.; Burton K. Adams, director, station relations.

**CBS Show on NBC?**

KELLOGG Co., Battle Creek, through its agency, Kenyon & Eckhardt, New York, has bought an option on the Burnett & Allen show for daytime presentation. Novel aspect of the deal—aside from the renewed impetus it gives to the trend of big nighttime shows switching to daytime radio—is the fact that the station group will take the show, the firm hopes to air on NBC, 1:30-4:30 p.m. EDT, and clear the affiliates clear the time. As far as is known, it will mark the first time that one major network will "own" a show on another system.

---

**MITCHELL, SUCCESSOR**

**SPECULATION on the successor to Maurice B. Mitchell, who resigned as director of Broadcast Advertising Bureau to accept an executive sales position with NBC [Broadcasting, July 17], mounted last week as the special NAB board committee on BAB operations focused eyes on its upcoming session in Washington Thursday and Friday.

Whether a successor would be named for Mr. Mitchell before Thursday was not known, though the outgoing BAB director is expected to attend the sessions. His resignation is effective Aug. 15.

There was speculation that the position for the Mitchell post last week was Eugene S. Thomas, general manager of WOIC (TV) Washington (Closed Circuit, July 17). He was eliminated last Friday, however, when President T. C. Streibert of Teleradio Inc., New York, announced Mr. Thomas' appointment of TV operations (WOR-TV).

The name of Frank Pellegrini, national sales manager for Transit Radio Inc., also cropped up, though it was pointed out that NAB board rules prohibit anyone holding stock interest in stations from serving on the NAB staff without board dispensation.

Mr. Pellegrini is one third owner of Oak Ridge, Tenn., 25% owner of KSTL St. Louis, Mo., and a major stockholder in Hamtramck Radio Corp., proposed grantee of a new AM station in Hamtramck, Mich.

---

**Mr. THOMAS**

---

**THOMAS TO WOR**

---

**To Head Video Operations**

EUGENE S. THOMAS, vice president and general manager of WOIC (TV) Washington, will turn to New York upon transfer of that station to WTWP Inc., to become manager of television operations of Teleradio Inc., licensee of the WOB stations in New York.

Announcement of the appointment was made Friday by Theodore C. Streibert, president of Teleradio Inc. to whom Mr. Thomas will report. Mr. Thomas, a 15-year veteran in the WOR organization, will assume his new duties within the next few weeks. He plans to take a vacation following FCC approval of the WOIC sale, expected momentarily.

Mr. Thomas was in the fore-

(Continued on page 58)
Radio-TV Impact Eyed

By JOHN OSBON

RADIO and television manufacturers last week were mulling the ramifications of President Truman's request for a system of priorities and allocations — partial civilian mobilization which portended cutbacks in production of electronic equipment and component parts.

Also indicated was a drain on the civilian labor force of motion pictures, electronic, and other key specialists, who were tabbed for early duty by the Army and Air Forces.

On the heels of Mr. Truman's message to Congress Wednesday, legislators proposed a "Defense Production Bill" designed to give the President power to divert present existing priorities of materials and services from civilian to military channels, as well as to provide for expansion of productive facilities.

Congress promised early action on the President's proposals, and the Senate Banking and Currency and House Banking committees slated early hearings, with W. Stewart Symington, chairman of the National Security Resources Board, as a leadoff witness.

The President also addressed millions of television and radio listeners. His message—filled with TV's kind in TV annals—was carried by major radio and TV networks Wednesday at 10:30 p.m. EDT.

Suppliers Hit First

Authorities at Radio-Television Mfrs. Assn. were quick to point out that civilian requirements of the industry, while certainly important, would be "relatively small" in point of tonnage as compared with needs of the automotive and other industries.

The effect of the President's proposals, they contend, will be felt initially by suppliers of these vital materials and last by set manufacturers.

Falling in that category are such items as copper, tungsten, aluminum and others. It also was pointed out that, during World War II, the radio-television industry substituted more readily available metals, such as aluminum for steel, and plastics for metals. Replicas also were used for copper.

Full Scale Needs

In the event of a full-scale war, authorities point out, the radio-TV manufacturing capacity would logically be reduced to the point where the industry could afford only replacement parts to meet civilian needs. Upwards of 90% of total output probably would be siphoned off to military channels.

Immediate military needs for electronic equipment and component parts have not been disclosed by the National Security Resources Board and Munitions Board. But early estimates indicate requirements for the Korean situation can be met without serious cutbacks in radio-TV civilian production. Over-all needs are not expected to exceed 20% of industry output, according to Robert C. Sprague, president of RTMA [Broadcasting, July 17].

In any event the industry appears far better prepared for an all-out emergency today than it was at the outbreak of the last war, Mr. Sprague feels.

It was generally felt that new legislation to give the President power to control materials to fulfill military needs would have relatively little immediate effect on set manufacturing in the next two or three months.

Set Makers Apprise

Individual set manufacturers last week, however, were looking ahead in view of the threatened allocation of essential materials. They agreed that the prospect of increased military purchases would aggravate an anticipated fall shortage of TV receivers.

Arthur Freed, president of Freed Radio Corp., urged dealers to set commitments for the remainder of 1950 before the usual mid-August buying period.

Warning that TV manufacturers may face the problem of feeling the impact of rearmament, Mr. Freed noted that resistors and condensers used for transmitters may be "critical materials before long" in the light of their demand for use as electronic military equipment. His company presently is engaged in government work, he revealed.

Freed, president of Andrea Radio Corp., foresees a huge television boom this fall because of the threat of electronic parts being diverted to military needs. He feels the need of TV receivers now being held by manufacturers, distributors and dealers.

RCA Pledges Aid

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week pledged RCA's "full cooperation" in U. S. efforts to curb aggression.

He telegraphed congratulations to President Truman for the president's illuminating messages to the Congress and the people of the United States" and said that RCA was "at your service."

COVERING KOREA

Newsmen Cite Military Aid

IN THE VIEW of network news chiefs, the cooperation of Gen. MacArthur's headquarters in news coverage of the Korean war has been irreplaceable, considering the suddenness of U. S. commitment to battle.

No instances of either direct or indirect censorship of radio correspondents—save for the obvious withholding of intelligence that would violate security—have been reported by network news chiefs told Broadcasting last week.

All pointed out the difficulty of radio coverage of the action because of the absence of communication facilities at the battleground, but they also agreed that this was unavoidable.

News reached New York that the Army was endeavoring to establish a mobile transmitter unit in Korea, although details were lacking. Since the fall of Seoul, no radio facilities have been available anywhere in Korea.

The installation in Korea of a mobile transmitter, capable of relaying through Tokyo to the U. S., would, of course, immeasurably assist in the radio coverage of the war.

The news chiefs applauded Gen. MacArthur's policy of avoiding censorship by the military. All said they were being helped by the security directive issued by Secretary of Defense Louis Johnson (see story page 36).

Generally, they said, the Public Information Office in Tokyo has been helpful to radio reporters. In the early stages of the war, there were instances of inefficiency, but the newsmen agreed this could be attributed to the fact that the PIO, like the rest of our forces, was unprepared for the unexpected Korean war.

A particular difficulty which was cited by the newsmen was the inadequacy of briefings in Tokyo during the first weeks of the operation. This has since been corrected.

Staffs Reinforced

By last week all networks had reinforced their news staffs in the battle area.

ABC, although without a full-time staffer on the scene, has taken numerous reports from Jimmy Cannon, also of the New York Post; John Rich and Ray Falk, both INS.

CBS has its own veteran correspondents, Bill Downs and Bill Costello, as well as Commentator Edward R. Murrow, shuttling between Korea and Tokyo.

MBS has Robert Stewart in Tokyo and is taking reports from Walter and Edna Edwards, of the Chicago Tribune; Pat Michaels and Jack Reed, both INS.

NBC has George Thomas Folster and William Dunn, both veterans of World War II Pacific campaigns.

Directing coverage from New York are Thomas Velotta, ABC vice president in charge of news and special events; Edmund A. Chester, CBS director of news; A. A. Smith, MBS vice president in charge of news, special events and publicity, and William F. Brooks, NBC vice president for news and special events for sound broadcasting.
THE FIRST statistics on radio news listening available since the outbreak of the Korean war showed last week a spectacular increase in size of the news audience. At the same time, a BROADCASTING survey disclosed a considerable rise in the amount of time devoted to news broadcasts.

A special Hooper survey conducted during week-days in the period July 5-11 showed that average ratings for news programs of all major networks in the early evening hours were 75% greater than for new programs in similar periods in the first week of July 1949.

The same survey disclosed that listening to all types of programs in the same periods was up 24% over the first week of July 1949.

The Hooper survey, made on order of NBC, showed that network which had already been sheds news programs in the period studies than any other network, achieved a 73% increase in average ratings of its news.

Generally, there has been an increase in time devoted to news programs. In July 1945, ABC and WGMG, among other networks, did not use any news programs. The other networks, including some public affairs programs to focus their interest on the Korean war, BROADCASTING learned.

War in Korea has thus far increased the time devoted to news on radio and TV, but without a proportionate increase in actual sponsorship, according to networks and stations queried by BROADCASTING.

Among the networks, only ABC reports any perceptible affect upon sales. Since June 26 cooperative ABC news shows have been sold to 46 cities, whereas for the same period last year only about 18 cities were buyers.

Expects Renewals

ABC also reports that three, and possibly four, new programs which sponsors expected to drop before the Korean war are now expected to be renewed. One new 10-minute spot to begin in late August has been sold, apparently because of the sudden spurt of public interest in the war front.

NBC, while reporting no increase in sponsorship attributable to the crisis, has found queries from agencies and advertisers tinged back toward those of the war years. Studies of the 1940-45 period are underway, and it is recalled that by 1945 most networks’ prime evening time was filled. The impact upon news media, it is re- membered, was a decline of advertising impressions in printed media, at the same time that the rate-of-inflation was rising in radio.

CBS reports no sales increase attributable to the crisis, and is reporting no increase until a survey of its operations is completed sometime this week. CMS reports no perceptible effect in its sales. Although a recent survey of CMS stations revealed the surge of public interest in news which seems to be general, it is felt that it is too early to judge the manner in which this interest will be reflected in sales.

Many advertisers, it is believed, consider the present picture too uncertain for war years has been inclined for the present to “wait and see.”

The TV picture roughly parallels that of radio, insofar as any sales effect is discernible.

New York Picture

Among New York radio stations, only WOR and WGMG have experienced any sales rise attributable to the war. WOR reports sponsorship of “The military news” on 15-minute spots, plus increased demand for spots and stations break near news programs. WGMG, after a slight rise in time sold, is shifting its spot presentation with that in mind.

Of one thing the survey indicated there is no question. The intensified thirst for news which characterized the war years has appeared again, and network and stations without exception have responded to it.

Of the networks, only CBS has added new news staff members. But there has been either a shift to topics highlighted by Korean events on programs already scheduled, or the addition of new programs for the purpose, or a combination, among all the major networks.

CBS has adapted its You And . . . series, scheduling You And Korea and You And Military Service for week switching most discussion and public service shows to kindred topics.

NBC considers the news schedule developed by it during the last war, and claims some return to that whether for war or peace. But it has added an estimated 15 minutes per day in bulletin “break-ins” news, altered its 11:15-11:30 a.m. news spot to Report on Korea, and shifted the topics of scheduled news and public service programs.

Mutual Technique

MBS, besides changing scheduled programs to timely subjects and employing exclusive bulletins in “break-ins,” has added Major George Fielding Elliott, Sunday at 10:30 p.m., and special reports to Korea nightly at 11 and 11:55.

ABC also has shifted to the topic of the day on scheduled programs such as Town Meeting, Tuesday, 9-9:30 p.m., and United or Not, Monday at 10. ABC also had revamped news schedules on June 20, and when the Korean news broke had two 15-minute, five-day spots set up. Subsequently a third 15-minute spot has been added.

What happened in the networks happened also among the stations. WOR last week added 56 “capsule news summaries,” almost every hour on the hour, to its 110 15-minute news programs per week, previously scheduled. WOR has also increased similar programs which now fill a double time schedule, for news, providing hourly coverage regularly and intermittently. quarter-hour reports. WMCA New York also doubled its news air time, adding spots every half hour to its previously scheduled reports on the hour. WGMG increased its scheduled news by 30%, including that the censor “should shows and one extra 15-minute spot five-days.

There was comment to the effect that now is a poor time for attempting to judge the effect of war in Korea, both because of the relatively short duration of the fighting to date, and because this is the off-season in radio sales. Other reports indicated a feeling that sales-wise the effect of crisis is only of accentuation, that the wider reach and later news afforded by radio-TV over other medium, still more impressive when the public is under tension.

CENSORSHIP QUESTION

QUESTION of censorship — and the problem of primary military versus freedom of information— arose into sharper focus last week among broadcasters, press association correspondents who furnish statistics to broadcasters, and legislators on Capitol Hill, some of whom “erupted” over public disclosures involving American troop movements.

Meanwhile, key officials of the National Security Resources Board continued to study blueprints which envision an Office of Censorship similar to World War II.

Week’s Highlights

Among the week’s developments:

Protest by the National Assn. of Radio News Directors over ouster of AP and UP correspondents from Korea, and demand for a “uniform military censorship” . . . a matter consonant with security.

Statement by Gen. Douglas MacArthur that “the press alone should bear the responsibility” of censorship in the Korean emergency.

Demands by Capitol Hill solons for tightening up the release of military information “at the source.”

Advice to stations by NAB that they be “cautious . . . in handling news,” with emphasis that Defense Secretary Louis Johnson’s military directive is “not censorship, voluntary or otherwise.”

NSRB officials made plain last week that blueprints for creation of an Office of Censorship would be in the form of recommendations to President, and submitted only in the event of all-out emergency and mobilization. They indicated the office would be able to restrain publication rather than to prohibit the release of information. They noted that the military probably would exercise the upper hand in decisions involving the former.

They backed up one of Mr. Johnson’s 1945 observations that some people feel “that the censor ‘should commit in the name of security all of the errors which have helped often enough heretofore to dis- credit censhiors, to divorce their purpose from that of the nation, and that the dictation of common sense, and in the end to weaken greatly their effectiveness.” That would not be “wise or expedient,” Mr. Price felt.

The developments relating to the ouster of the AP and UP correspondents from the Korean war zone drew strong protests from the National Assn. of Radio News Directors early last week.

In a telegram sent to Secretary Johnson, the NARND president, Jack Shelley, asserted that such action “greatly under-

Security Issue Rises

Price’s 1945 observations that some people feel “that the censor ‘should commit in the name of security all of the errors which have helped often enough heretofore to dis- credit censhiors, to divorce their purpose from that of the nation, and that the dictation of common sense, and in the end to weaken greatly their effectiveness.” That would not be “wise or expedient,” Mr. Price felt.

The developments relating to the ouster of the AP and UP corres- pondents from the Korean war zone drew strong protests from the National Assn. of Radio News Directors early last week.

In a telegram sent to Defense Secretary Johnson, the NARND president, Jack Shelley, asserted that such action “greatly under-

FCC Actions

INITIAL decision to grant new AM stations to Patchogue, N. Y., on 1580 kc, 250 w daytime, to Patchogue Broadcasting Co. reported by FCC and RCA, which had submitted a joint cooperative bid of Mid-Island Radio Inc., would be denied. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 71 and FCC Roundup on page 79.

CONTINUED on page 44.
An Insurance Firm’s Radio Policy
With a Healthy Dividend

By DICK FERGUSON
ASSISTANT TO DIRECTOR OF ADVERTISING, MFA MUTUAL INSURANCE CO., COLUMBIA, MO.

IN FOUR short years the MFA Mutual Insurance Co., Columbia, Mo., has gained national promi-

nence in the insurance industry. It is now one of the leading risk carriers in the state, and much of the success in its phenomenal rise stems from the use of sponsored radio time. Participating in nearly four hours of radio time each day, on programs originating from 13 different Missouri stations, the company’s management is sold on this medium because it sells insurance!

The MFA Mutual Insurance Co. was founded Aug. 31, 1946 and actually commenced business operations Jan. 1, 1946. Growth of the company has been rapid and it has performed excellent services for its policyholders. Since organization, the company has written gross premiums in the amount of $6,018,486 and paid net losses of $1,525,768. It is a mutual company, there are no stockholders and all surplus earnings belong to the policyholders payable to them in the form of dividends. Total net dividends paid to policyholders since organization amount to $707,196.

Lines of insurance written are: Automobile, Farm and Personal Liability, Fire, Hospital and Surgical Benefits, General Public Liability, Glass, School Bus and Farm Equipment. The rating of this company is A-(excellent)—so reads Dunn’s Insurance Report on MFA Mutual for 1950.

First Coordinated Radio Started in 1945

MFA Mutual is but one of the 30 or more major units which, along with 260 local real-estate exchanges and 125,000 farmer members, make up the Missouri Farmers Assn. Some of these major units had been making scattered use of radio from time to time, but it was in 1945 that the home office of the Missouri Farmers Assn. got interested in radio and started working with the units to coordinate the programs and sales copy.

This coordination was expedited by MFA Mutual which tied right into radio when it was organized. Operating on a state-wide basis MFA Mutual is the only unit that shares in the sponsorship of programs on all of the 18 stations. On one station MFA Mutual shares sponsorship with two other units, but the number of sponsoring agencies ranges upward on others to a total of 17 units and exchanges sharing in the cost of the MFA Radio Roundup on KWRE Warrenton.

Interested particularly in reaching farmers, the MFA Mutual Insurance Co., from its home offices in Columbia, has concentrated on smaller stations that make up in local interest and listener loyalty for what they lack in kilowatt power.

Formats of the MFA programs are varied. For instance: A Visit With Your MFA Neighbors is the title of a man-at-the-exchange program heard daily on KFRU Columbia, 1 to 1:15 p.m. Now in its fifth year, the program is conducted by KFRU Program Manager Harold Douglas, who has remote equipment set up in the local Exchange for interviewing customers.

Chick Interview
Drew Phone Orders

Many amusing interviews have originated on this program. For example, the prospect of interviewing a chicken over the radio may not appear illuminating to listeners, but it has been done over KFRU. One afternoon Mr. Douglas ran out of courageous conversationalists, but not dis-

couraged he pushed his mike into a nearby box of baby chicks to see what sort of response he could get. He was not disappointed, for the folks in Columbia still laugh about this interview.

Questions arose as to the content of the chicks’ conversations, but more important were the orders phoned in for baby chicks. Keynote to the 16-minute program’s informality, Mr. Douglas never uses a script, and the word “rehearsal” makes him raise one eyebrow in consternation.

Similar MFA Neighbor interview type of programs, with local variations, are carried on KIRK Kirkville, KMMO Marshall, KXEO Mexico and KCHI Chillicothe.

Bulletin Board Service Has Neighboring Appeal

Serving as a community bulletin board, the Man-at-the-Exchange and MFA Neighbor programs are among the most listened-to programs on the stations carrying them. They serve the local community in much the same way as the local newspaper. People turn to the local paper for news about their neighbors and to the MFA Neighbor program to hear their neighbors talk.

Another appeal is the unpredictable feature of the shows. No longer are listeners surprised to hear the neighbor on the next farm followed by a movie star or a man who makes his living by being shot out of a cannon. And the subjects discussed are without limit.

The MFA knows that radio does a selling job, so it is not particularly interested in mail pull. A recent test, however, showed good results.

Almanac Offer
Drew Deluge

Along in October of 1949 Dr. C. E. Lemmon, pastor of the First Christian Church in Columbia, the news brothers quartered, print and distribute a farmers almanac for the coming year. It took a few days for the “almanac commercials” to start and it did not make it. An original order for 10,000 copies was printed. Then, without previous notice, one spot announcement was made on each of 11 broadcasts inviting listeners to write in to the station to which they were listening for a free copy. From this one announcement over 3,000 postal requests were received.

In all, 15,000 almanacs were mailed out from the home office, and the company plans to have another almanac available in 1951. Missouri listeners made up 81% of the number requesting almanacs from radio announcements.

From the first programs used by MFA there has been no hesitation to try something new and different. Commercials read by a preacher, interviews with movie stars, announcers who sell MFA Mutual Insurance on the side and hillbilly musicians who plug MFA on their personal appearances in theatres and city halls—that’s the way MFA Mutual keeps the interest of listeners.

Formats of the early MFA programs were varied. On KWTO Springfield, for instance, MFA units had a quarter-hour program devoted largely to vocal music provided by a hymn singer and the Methodist insurance quartet. Each of the brothers was an ordained minister. Matt, the eldest, announced numbers, read the “MFA commercials” and interviewed persons who visited the program from time to time.

Currently sponsored by the

(Continued on page 58)
AMID FCC’s counsel’s charges that they were trying to stifle the opposition, Red Richards’ attorneys obtained evidence “illegally” and counter-charges that FCC attorneys were resorting to “bad words” to “hide their failure,” FCC’s July 31 release. The news, tardy in coming, completed its fifth week last Friday.

The week saw Mr. Richards’ case move to a new level of subpena broadcast material which they claimed was prepared by two FCC witnesses, former employees of Mr. Richards at KMPC Los Angeles, and intended to deceive the public.

But attorneys for the station owner were overruled in their attempts to get subpens for similar material carried by another Los Angeles station and also to question another FCC witness on the handling of labor news at a union-owned station.

Mr. Richards’ counsel charged at one point that FCC attorneys were seeking to impose a gag rule on witnesses, thus preventing them from giving testimony favorable to Mr. Richards.

The hearing, being held in Los Angeles before FCC Examiner James D. Cunningham, involves charges that Mr. Richards, owner of KMPC, West Hollywood, and KG WGRV, Cleveland, ordered staff members to slant news according to his own political and social beliefs.

Mr. Richards stations and plans his transfer to a trustee ship are at stake.

The charge that Mr. Richards’ counsel obtained evidence illegally was the first serious accusation of improper conduct by the opposing attorneys, though there had been frequent and often bitter clashes between the proponents.

Levels Charge
Fred Ford of the FCC Law Bureau leveled the charge in a 2½-page motion which claimed Mr. Richards had also engaged in “fraud and stealth” examined and photographed confidential minutes and records of the Radio News Club of Hollywood, which made the original newssheet charge against Mr. Richards.

Mr. Ford asserted that the news club had voluntarily surrendered its records to Mr. Richards’ attorneys for examination of minutes of the February 1948 meeting concerning the charges. He accused the station owner’s counsel of breaking a seal on three portions and asked Examiner Cunningham to “suppress illegally obtained evidence and [grant] other relief to preserve the integrity of the Commission proceedings.”

Joseph W. Burns, associate counsel for Mr. Richards, replied that he had intended to subpoena Radio News Club records which he had already given to the FCC; when this had been done, he and his associates would have had access to the entire book of minutes. He also accused Mr. Ford of acting as attorney for the news club, charging that the FCC staff had no right to examine the club’s “confidential” records on his behalf.

“It is significant,” Mr. Burns said, “that the Commission counsel is trying to keep the public from keeping from the public, the information as to how this investigation started. They are so hurt by this that they are trying to keep them out of this hearing.”

In a seven-page reply to Mr. Ford’s motion Mr. Burns and Hugh Fulton, chief trial counsel for Mr. Richards, claimed FCC counsel were relying upon “bad words” in an attempt to “put up a smoke screen to hide their failure.”

They asserted that an officer of the news club—William J. Burns, secretary-treasurer when the complaint against the station owner was filed—had said they could expect “disenfranchise a pertinent portion of the minutes book.

Hit ‘Pressure’ Guise
FCC counsel, they charged, were trying to “build up” the news club and to conceal that “the pressure behind this effort to deprive these stations of their licensees comes primarily from Communist-front organizations and sympathizers and from other groups who seek to silence any political opposition.”

Contents of the disputed portions of the minutes were not disclosed. Examiner Cunningham took Mr. Ford’s motion under advisement.

Another flare-up Thursday during Mr. Burns’ cross-examination of Maurie Starrels, mortgage investment broker and former KMPC employee, Mr. Richards wanted to know whether a group of FCC witnesses had “got together” for the purpose of depriving Mr. Richards of his KMPC license.

Unfortunately for Mr. Starrels testified that after leaving KMPC he attended at least one Radio News Club meeting at which filing of a complaint was discussed.

Another witness testified that neither Mr. Starrels, former KMPC Special Affairs Director Clete Roberts, nor George Lewin, another former KMPC station member, was present during the club’s discussions of the subject.

When Mr. Ford objected that “the entire line of questioning about these matters” was immaterial, Mr. Burns retorted:

“The only possible motive for the Commission’s counsel in this objection is to try and hide the real reasons for this hearing. They don’t want to disclose all the pressure that was brought on the Commission to try and take away the picture of the facts and make them immunized.

Mr. Burns also referred to a letter sent to FCC by James Roosevelt on stationery of the Democratic State Central Committee of California suggesting an investigation.

“I think it is pertinent,” Mr. Burns asserted, “for the trial examiner to determine whether a group of witnesses got together for the purpose of depriving this station of its license.”

Examiner Cunningham overruled Mr. Ford’s objection, holding the station owner’s counsel could continue questioning “in an attempt to impeach the credibility (Continued on page 30)

RATING WRANGLE

CONTINUED reaction to its proposal that audience research firms The Pulse Inc. and C. E. Hooper Inc. submit to a radio audience test in the San Francisco-Oakland area, was reported last week by KJBS San Francisco.

The station’s proposal—that the test consist of Pulse and Hooper ratings of the area checked against audience measurement data from a survey coincidental survey made concurrently—appeared as a full-page ad in the July 3 issue of Broadcast.

Messrs. Roslow and Hooper already have accepted, with qualifications, the KJBS invitation to submit to the test [Broadcasting, July 17, 10].

Initial response to the advertise ment was heavy, according to Mr. Breuer, who last week released a sample of Pulse and Hooper’s KJBS proposal.

Letters were received from William N. Berech, advertising and sales promotion manager, Piel Bros. (Light Piel’s Beer), New York, N. Y.; Garrett E. Hollihan, radio and television director, Brisacher, Wheeler & Staff, San Francisco; and James A. Gray, media department, Stockton, West, Buracht, Inc., Cincinnati. Similar endorsement of the proposal was given by Benson M. Sherman, of the Sherman Co., San Francisco advertising agency.

Needs One Service
With certain reservations, all agreed with KJBS that the industry, as Mr. Hollihan expressed it, “needs only one audience measurement service—an audience measurement that fulfills requirements agreed upon and fixed by the FCC.”

Mr. Hollihan questioned, however, results to be obtained from the proposed test-survey and said he doubted whether the test would disclosed to the public.

CHARGE ‘Illegal’ Data

KJBS Proposal Gets

Added Reaction

CONTINUED reaction to its proposal that audience research firms The Pulse Inc. and C. E. Hooper Inc. submit to a radio audience test in the San Francisco-Oakland area, was reported last week by KJBS San Francisco.

The station’s proposal—that the test consist of Pulse and Hooper ratings of the area checked against audience measurement data from a survey coincidental survey made concurrently—appeared as a full-page ad in the July 3 issue of Broadcast.

Messrs. Roslow and Hooper already have accepted, with qualifications, the KJBS invitation to submit to the test [Broadcasting, July 17].

Initial response to the advertisement was heavy, according to Mr. Breuer, who last week released a sample of Pulse and Hooper’s KJBS proposal.

Letters were received from William N. Berech, advertising and sales promotion manager, Piel Bros. (Light Piel’s Beer), New York, N. Y.; Garrett E. Hollihan, radio and television director, Brisacher, Wheeler & Staff, San Francisco; and James A. Gray, media department, Stockton, West, Buracht, Inc., Cincinnati. Similar endorsement of the proposal was given by Benson M. Sherman, of the Sherman Co., San Francisco advertising agency.

Needs One Service
With certain reservations, all agreed with KJBS that the industry, as Mr. Hollihan expressed it, “needs only one audience measurement service—an audience measurement that fulfills requirements agreed upon and fixed by the FCC.”

Mr. Hollihan questioned, however, results to be obtained from the proposed test-survey and said he doubted whether the test would disclosed to the public.

SCHEPPE TO CBS
Joins Chicago Sales

REX SCHEPPE, former president and major stockholders of KPHO AM-TY Phoenix, now CBS’s western sales office in Chicago July 1, as account executive, Sales Manager Wendell Campbell announced Thursday.

Mr. Scheppe group at CBS Chicago in 1932 as a salesman for WBBM and became local sales manager in 1940.

He then went to WIRE Indianapoli as general manager remaining there seven and a half years.

During his WIRE tenure, he helped organize and serve as vice president of North Jersey Broadcasting Co., granted a permit as WPAT Paterson, N. J. in 1943 he organized independent TV Broadcasting Co., licensee of KPHO.

July 24, 1950 — Page 21
Mr. Gillin, recognized as ambassador at large for radio, was active in every phase of the industry prior to discovery of his heart ailment a year ago. While he was forced to forego much of this extra-curricular activity, he, nevertheless, directed the reorganization of WOW, acquired by the corporation in which Mr. Gillin held a one-fourth interest in 1946 from the Woodmen of the World, fraternal and life insurance organization. It was because of Mr. Gillin's development of the WOW properties and his contribution to radio generally that Woodmen officials specified he should participate in ownership.

"Johnny" Gillin was as colorful as he was vigorous. Impeccably attired, he was known widely as the man with the rose. A fresh tea rose always adorned his lapel.

Mr. Gillin served several terms as NAB director and held many of its important committee functions. He was chairman of the 1949 NAB Sales managers committee and a member of the committee every other year for that Broadcast Advertising Bureau. He had attended many annual conventions of the Canadian Assn. of Broadcasters as the official delegate from the NAB.

Surviving are his widow, the former Marjorie Johanna Pauleen of Omaha, a daughter, Joan Marjorie, 18, a son, John J. 15, his mother, and a sister, Mary Alice Gillin, of Omaha, and a brother, William, long identified with Mid-west radio.

Omaha Native

Johnny Gillin was native to Omaha as the family home.

He was born in the midwestern metropolis on March 1, 1906. His father had been head of a firm of certified public accountants. He was a graduate of Creighton U. Preparatory School and there proved to be one of the swiftest sprint athletes in the state, winning four track letters. He also picked up three letters in football and two in baseball. He found time, too, to serve as class president for four years and to become a member of the debating team and to win the elocution contest in his junior year.

He majored in philosophy and history at Creighton and became president of his class for three years; a member of the track team for two years; college elocution contest winner and achieved scholastic honors. He was active.

He represented Creighton at the canonization of St. Aloysius Gonzaga in Rome in 1926. He was elected to Alpha Sigma Nu, national honorary society.

At 22, Johnny turned to radio. He became assistant manager of the Chicago offices of National Radio Advertising Inc., early day non-exclusive station representatives. Two years later, he returned to Omaha for one of his clients, Kozak Inc., manufacturer of a dry wash. He represented the organization in the state he was to radio, and also attended Creighton Law School, completing his law class in 1931, but he returned to radio and became chief announcer of WOW. A year later, he headed the station staff as commercial program manager.

Johnny had hobbies. They were his family and people.
Your Spot Radio Dollar
Is A Better Bargain Than Ever

WHO Costs 52% Less
Than in 1944, and Influences
66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of home radio sets, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that sets make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.) If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for home sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa Plus."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

---

IOWA MARKET COMPARISONS

<table>
<thead>
<tr>
<th></th>
<th>1944</th>
<th>1949</th>
<th>1949 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,240,815,000</td>
<td>$2,423,608,400</td>
<td>95%</td>
</tr>
<tr>
<td>Income</td>
<td>$2,287,000,000</td>
<td>$3,797,100,000</td>
<td>66%</td>
</tr>
<tr>
<td>Farm Income</td>
<td>$1,627,000,000</td>
<td>$2,265,000,000</td>
<td>33%</td>
</tr>
<tr>
<td>Bank Check</td>
<td>$2,058,885,000</td>
<td>$3,159,176,000</td>
<td>53%</td>
</tr>
</tbody>
</table>

WHO

+ for Iowa PLUS+

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Maybe you don’t have any chores to be done in Syracuse, or St. Louis or Portland... but how about the other markets listed at the right? Whatever you need, ask the Colonel! All those cities are “hometown” to us because we’re constantly checking them, studying them, working in them. We know the ropes, and it would please us a lot to be helpful. Say when!

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta  Detroit  Ft. Worth  Chicago  Hollywood  San Francisco
**.. ST. LOUIS ... or PORTLAND?**

### EAST, SOUTHEAST

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

### MIDWEST, SOUTHWEST

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

### MOUNTAIN AND WEST

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

*CP
KFWB SALE

APPLICATION for sale of KFWB Hollywood by Warner Bros. Pictures Inc. to Harry Maizlish and Schine Chain Theatres Inc. for $385,000 was approved Thursday (Clow Club, July 10) by the FCC.

Mr. Maizlish, general manager of 51% owner of the outlet while Schine, principal owner of WPTR Albany, N.Y., would hold remaining 49% interest. An independent outlet, KFWB is assigned 5 kW fulltime on 980 kc. The station was established in 1925.

The sale price, excluding $250,000 to be paid for the stock of Warner Bros. Broadcasting Corp., licensee of the station and wholly-owned Warner subsidiary, and $100,000 to be paid for the station's trans- mitter site. The buyers have obtained a condition loan of $350,000 from the First National Bank of Boston to cover the transaction upon FCC approval. Current assets of KFWB due to current liabilities total about $110,000, the application said, which will continue to be available to the licensee in operating the station.

Mr. Maizlish and Schine have formed KFWB Broadcasting Corp., a new firm which will acquire the stock in the licensee from Warner Bros. Pictures. They also have formed KFWB Realty Corp. which will acquire the station's transmitter site and lease it to KFWB Broadcasting. The latter would become licensee upon eventual dissolution of Warner Bros. Broadcasting after the transfer is approved.

Mr. Maizlish is president of KFWB Broadcasting while his personal attorney, Harry E. Sololov, is secretary. Mr. Maizlish's assistant and secretary for 11 years, Theola R. Sanders, is a director of the firm. Representing the Schine interests as KFWB officers are G. David Schine, vice president, and George Harnagel Jr., treasurer.

Agreements between the KFWB stockholders provide that Mr. Maizlish will be employed as station manager at $25,000 per year and that any stockholder wishing to withdraw or sell part of his holding must first offer it to the other stockholders.

All of the stock of Schine Chain Theatres is owned beneficially by Schinebro Inc., Gloversville, N.Y. J. Myer Schine is 65% owner of this latter firm while the remainder is owned by Louis W. Schine. Mr. Harnagel is with the Los Angeles law firm of McCutchen, Thomas, Matthews, Griffiths & Greene. G. David Schine, newsletter editor of Stockholders' area of WPTR (BROADCASTING, July 17), is also vice president of Hildern and Gorey Corp., Gloversville hotel operator.

Transfer papers were filed with FCC by the Washington radio law firm of Cohn & Marks.

Thomas

(Continued from page 17)

front of those being considered for directorship of NAB's Broadcast Advertising Bureau in succession to Maurice D. Mitchell, whose resignation becomes effective Aug. 15.

Mr. Streibert's announcement eliminated Mr. Thomas from consideration.

Mr. Thomas has headed WOIC since it commenced operations in January 1949. Under his management, the station was brought into the black in less than 18 months.

Before joining WOIC, he was sales manager for WOR. A past president for two terms of the New York Advertising Club and former president of the Sales Executive Club, he is now a director of NAB, representing the TV industry, and of the Advertising Federation of America. Mr. Thomas also belongs to the Washington Kiwanis Club and is on the Washington Board of Trade and the National Press Club.

Earlier in his career, Mr. Thomas reported for the Washington Herald, was copy editor and reporter for the Washington Daily News, and was feature writer for the Washington Star. Then he did public relations work for Thomas E. Shipp Inc., Atwater Kent Mfg. Co., General Motors, NBC and other corporations. He managed Atwater Kent's national radio auditions.

Mr. Thomas headed the radio department of H. W. Kastor & Sons, Chicago advertising agency, before he left to join WOR in 1934. There he served successively as director of sales, promotions, and advertising, assistant sales manager, sales manager and secretary of the executive committee.

Educated in Washington public schools, George Washington U. and Harvard U.'s Graduate School of Business Administration, Mr. Thomas is married to the former Sherry Maxwell. They have a son, Bruce M. Thomas.
The biggest non-pressure group in America

They have no name, no federation, no newspaper headlines. Yet they make up the most important group in America.

Who are they? They are the savers—more than 100 million of them. On their savings depends much of America's growth.

These thrifty, self-reliant people constitute the backbone of America. Among them are the 80 million men and women who own life insurance. They are providing for themselves and their families.

Beyond that, the money they have saved is not idle. Far from it! It is providing plants and tools for industry and business. It is helping to make jobs, build homes, finance Government.

These savings are a vital force in America's vast production and are helping to make opportunity for all of us.

3 ways to protect the buying power of your savings

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

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

3. Support economy—elimination of waste. Whatever Government spends, you pay either directly in taxes or indirectly in prices. Remember, it's your money.
RCA Studio Cameras at WOR-TV, New York

WOR-TV uses 11 cameras like these—6 mounted on RCA Studio Pedestals and 5 mounted on RCA Crane-type Dollies.
One of the newest and most carefully planned television stations in the East, this great Mutual Network Station is now delivering video shows to more than 1,500,000 homes in the New York metropolitan area.

Widely known for excellence of its technical facilities, WOR-TV is backed by one of the most able engineering staffs in the business. Not satisfied to recommend studio and field equipment from specifications alone, this staff carefully tested and compared the equipment of several manufacturers.

Today WOR-TV is supported by a complete installation of RCA TV Studio Equipment. Eleven studio cameras like those pictured here. Eight RCA Field Cameras—that help give New York the widest sports coverage in television. A complete RCA push-button video relay-switching system to serve the master control room and three studio control rooms. Complete RCA film camera chains...picture monitors...stabilizing amplifiers...synchronizing generators...distribution amplifiers...power supplies.

When you plan for TV...or add equipment to your set-up...follow the networks. Go RCA!

Your RCA TV Equipment Sales Engineer will help you plan. Call him. Or write Dept. 19-GD, RCA Engineering Products, Camden, N. J.
Richards Hearing (Continued from page 21)

[ testimonial] about the prepara-
tion of a newsreel, or affidavit, of evidence which Radio News Club brought to the attention of the Commission.

Mr. Starrels said he "tried to follow Mr. Fulton's order on news slanting as much as possible," but didn't always carry out the owner's instructions. When he thought Mr. Richards intended to broadcast to the radio, he said, "we tried to get sent as objective a newscast as possible."

He said Mr. Richards instructed him to look into the case with items about communism and sometimes gave orders to ridicule, play down, or completely omit good news stories about certain persons. He testified he was told to use editorials in newspapers, and that he used part of a Westbrook Pegler column in a newscast.

Fred Henry, assistant general manager and program director of KLAC and KLAC-TV Hollywood, also testified he sometimes used newspaper items and editorial material in the FCC's newsreel. Mr. Richards' request during his tenure as associate news editor in 1940-41.

When Mr. Burns objected to questioning the station owner's "personal views," Mr. Ford replied that charges of anti-Semitism had been made and said his line of questioning was to determine whether Mr. Richards had such an attitude.

Mr. Henry testified that Mr. Richards had referred to former Treasury Secretary Henry Morgenthau as a "damn Jew" and to the late President Roosevelt as a "Jew lover." Under cross-examination he said that, so far as he knew, KMPC never broadcast any false or deceiving statement while he was employed there.

Archibald Hall, a newscaster and newscast editor for KMPC from 1940 to 1943, testified he was ordered to broadcast unfavorable stories about several prominent Democrats. He said that after he edited an item concerning a former Roosevelt assistant, the station owner called him a "Jew lover."

Fond of Mr. Richards

Mr. Hall conceded to Examiner Cunningham, however, that he had never purposely omitted from KMPC newscasts anything favorable to the Roosevelt family. He told Mr. Cunningham he had been very "fond" of Mr. Richards, and identified a letter which he sent to the station owner shortly before he left for military service. In the letter he praised Mr. Richards as a "damn good boss and a stalwart Yank."

Mr. Fulton cross-examined Mr. Hall at length on his participation in newscast activities of the now-defunct Davis Motor Car Co. of Van Nuys, Calif. The witness acknowledged he had used sound effects to simulate a "production line" in making a promotional transcription to be used on various stations.

L.A. MASS MEET

Demands Probe of FCC

MASS MEETING to demand Congressional investigation of the alleged bias of FCC and to demand ouster of its members took place in the State Dept. and other federal agencies was held in Hollywood's American Legion Hall at 2038 N. Highland Ave. last Thursday night.

Judge John D. Donnell, a transportation executive and former California state assemblyman from Glendale.

Judge Donnell's statement said the gathering was open to "every good American who wants free speech over radio and who wants to get rid of the traitors and broadcaster from FCC he railroaded.

Nationalist China, the divining of Korea, the blocking of efforts to arm South Korea against Communist conquest."

Resolved statements were presented citing "current harassement" of G. A. (Dick) Richards, principal owner of KMPC Hollywood, WJR Detroit and WGR Cleveland (see this page). The resolutions also demanded that "the protection of Communism by certain networks and to the bias of FCC be exposures by air." "Americans who want to expose Communism and the New Deal," Mr. Fields said, "find it impossible to get time on the radio."

Such harassment of radio station owners as is now going on by the FCC, sitting as both judge and prosecutor, makes a mockery by station owners to the fraud to let the truth be told over their stations. We hear seven or eight leftwing commentators to every good American on the air," Mr. Field said.

Mr. Fulton claimed these transcribed broadcasts were intended to decertification of the major automobile firm. He succeeded in having suboenas issued for scripts, transcription, and records which Messrs. Hall and Roberts made for the Davis firm.

Mr. Fulton said his request for the records was "to show that these men [Messrs. Hall and Roberts] who had such high standards then they refused to broadcast certain material over KMPC because they considered it derogatory to the late President Roosevelt, did not object to making public statements intended to convince the public that [the Davis company] was a large, bustling factory ready to produce large number of automobiles.

Mr. Hall, it was brought out, had been advertising manager and later general manager of the Davis firm. He and Mr. Roberts conducted a publishing false stating agency after they left KMPC.

Examiner Cunningham refused, however, to issue suboenas for Davis company material assertedly broadcast by KMPC for an appearance of the Los Angeles County deputy district attorney who is prosecuting Gary Davis for failing to make public charges of grand theft involving alleged sale of franchises for dis-

tribute of the proposed Davis three-wheel automobile. Mr. Cun-
ningham explained that he did not intend to litigate the Davis case in the FCC hearing.

Other testimonies for FCC were William W. Kenneally, director of news and special events of KFMY Hollywood; Walter S. Arnold, ABC Hollywood; and Fred Henry, Hollywood distributor of a coin-in-the-slot TV receiver. All are former KMPC employers and all testified during the first Richards hearing in March, the record for which was struck following the death of the then examiner.

Examiner Cunningham stopped Mr. Fulton when he desired to discuss Mr. Kenneally on the handling of labor news on KFMY, owned by a subsidiary of the ILGWU.

Mr. Fulton said he was trying to show that the union-owned station carries labor items that other stations would not consider newsworthy, but Examiner Cunningham told him not to do with news handling on KMPC.

Mr. Kenneally said he had re-
"instructions" from Mr. Richards on the handling of cer-
tain items but sometimes ignored them.

Cities Job Warning

He said his superiors in the KMPC newsroom told him that "Mr. Richards exercised direct control over and had great personal influence in the station," and asserted he recalled two telephone conversations with the station owner.

He said that in one Richards' ordered inclusion of an item on a foreign-born labor organizer, re-
emarking that "he is a Jew and all Jews are Communists." In the other, he testified, Mr. Richards warned that "if the President and incumbent administration remain in power, jobs of all KMPC em-
ployees were in jeopardy."

Mr. Kenneally operated most of Tuesday afternoon identifying newscasts, testifying that many items included were ordered by Mr. Richards, including those by(new) Lewin, then news editor, or Mr. Roberts. He also testified that some newscasts were "short," but didn't im-
ply they had been "tampered with."

Mr. Hoffman, with KMPC in 1941-42, testified he was ordered by Mr. Richards to use anti-communist newspaper items and editorials on newscasts. Asked on cross-exami-
nation whether he thought the broadcast "false or misleading" information on KMPC, he replied: "No, I wouldn't say so."

Mr. Carle, news editor of KMPC from 1943 to 1945, said he "heard as much as possible" from Mr. Richards that editorials and certain news stories published in certain Los Angeles newspapers he included on KMPC news programs.

When he argued about the "eth-
ics" of a request for the use of a copyrighted item, Mr. Carle, witnessing a story on a broadcast, he testified, Mr. Richards replied: "The hell with all that stuff."

Repeating testimony presented at the March hearing, Mr. Carle said on one occasion Gene Carr, the then chief engineer, had laid an order to broadcast an editorial. He quoted Mr. Carr as saying: "Walter, if he loses his license, if he pays a fine, if he goes to jail, put him in the bottle."

Mr. Carle said he refused to do so and offered his resignation but was told to "sit tight." When he called Mr. Hoffman, who had been assistant, later, he said, the station owner was "very friendly."

RICHARDS PLEDGE

Sent to President

FCC'S HEARING on the news poli-
gies of G. A. (Dick) Richards was called to President Truman's at-
tention last Thursday, in a tele-
gram sent by the station owner offering "our every facility and effort to assist in the Korean conflict and the campaign against communism.

Pledging the services of his three stations "to you and our beloved country," Mr. Richards of-
ered the President "our every facility and effort to assist the United States and United Nations to end North Korean aggression and to prevent communism at home or abroad from threatening world peace and the American way of life."

He said the stations will aid in every way toward relief of intervention with commercial programs and consequent loss of rev-
ue as they did during World War II and in other emergencies.

Mr. Richards is principal owner of KMPC Los Angeles, WJR De-
troit, and WGR Cleveland (also see story page 21).

WTM LABEL SUIT

Kelly Is Denied Retrial

APPLICATION of Lloyd Kelly, deputy director of public safety, Trenton, N. J., for new trial of his libel action against defendants, has been denied by New Jersey Superior Court Judge Richard J. Hughes, it was reported last week. The ruling upheld the earlier ver-
dict of "no damages" rendered in the court. [BROADCASTING, July 11, 1949].

Judge Hughes, however, pre-
pared the way for WTTM to at-
spect the Trentonian's and its editor, Arthur D. Hoffman, co-
defendants with WTTM. The court's new action eliminated the question of actual damage on the libel trial and also limited damages to compensatory damages only. Cause of the suit was a news com-
munication made at the time during the Trentonian's pro-
gram on WTTM, the decision said.

BROADCASTING * Telecasting
NOW—by transcription... this Sensational New Quarter-Hour Series!

THE ALL NEW

beatrice kay show

starting

beatrice kay

with all-star supporting cast!

The Equal of Top-Rating Network Shows... for Less than the Cost of Local Talent!

The inimitable Beatrice Kay... plus ex-Glenn Miller-Claude Thornhill-vocalist Artie Malvin... music by the Kay Jammers... large male chorus... guest stars! Humor, variety, human interest... beloved oldies and sparkling new melodies... a timely answer to America's latest touch of nostalgia! MC-ed brilliantly by Bea, herself—never more entertaining—seldom more heart-warming!

A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.

RICHARD H. ULLMAN, Inc.

"Competes with the best... outrates the rest!"

295 Delaware Avenue
Buffalo 2, New York


**‘VOICE’ EXPANSION**

A CONGRESSIONAL subcommittee last week began hearings on President Truman’s proposal to expand the State Dept.’s information program and request for an additional $89 million to implement the Voice of America’s facilities and programming functions.

The group, headed by Rep. John J. Rooney (D-N. Y.), held daily hearings during which he heard key State Dept. information officials testify in behalf of the President’s recommendations to meet the challenge of Soviet Russia’s stepped-up propaganda campaign.

The proposal complements a resolution (S.R. & S. 245) sponsored by Sen. William Benton (D-Conn.) and 12 Senate colleagues and designed to expand the Voice, on which a Senate Foreign Relations subcommittee previously had held hearings.

The Benton proposal had the unqualified support of Mr. Benton, Gen. David Sarnoff, board chairman of RCA, who urged creation of a $200 million worldwide radio network; high State Dept. officials, including Secretary of State Dean Acheson; top-level military personalities, like Generals Dwight Eisenhower and George Marshall, and a number of legislators (Broadcasting, July 17, 10).

The President’s request was taken up in closed sessions last week, Monday through Thursday, as part of an overall supplemental bill for a number of government agencies. Subcommittee also com- 

**JAMES F. BURKE**

Former CBS Official Dies

JAMES F. BURKE, 42, former manager of program sales for CBS Radio Sales, died July 17, at St. Vincent’s Hospital in New York.

Mr. Burke joined CBS in 1933 as a member of the program department staff, and was, successively, director of program information, chief of a division of the new program ideas, service division of Research Dept., assistant director of program department, and finally manager of program sales until he resigned because of ill health last fall.

Mr. Burke was born in New York, and was graduated cum laude from Williams College in 1930. His home was in Forest Hills, New York.

His widow, Mrs. Helen Burke, his mother, Mrs. Sibley, and two brothers, John and Edward, survived him.

**Hill Hearings Begin**

Rep. Claude Cannon (D-Mo.) is chairman of the Voice fund group.

Meanwhile, the Senate Foreign Relations subcommittee, headed by Sen. Elbert Thomas (D-Utah), has decided to defer further consideration of the Benton resolution pending evaluation of the President’s message to Congress Wednesday. It took up the matter last Monday but reported no action.

In any event, Sen. Thomas already has pointed out that State Dept. has sufficient authority to implement Voice expansion under the Smith-Mundt Act, and that any further action by Congress, aside from providing new funds for facilities and personnel, would be largely academic.

It was understood that the $89 million, requested for by the President, would comprise a sum of $75 million for acquisition by the General Services Administration of a New York building to house Voice personnel; $14 million for purchase and rental of additional radio facilities; and another $41 million covering new language programs and additional language desk personnel.

The facilities would be centered both in the U. S. and in Europe and would further efforts to break Soviet jamming operations. They also would be used to extend the information program to critical areas in Europe and in the Asia and the Pacific. 

In closed sessions last week Mr. Kohler, IBD chief, supported the President’s plea for additional funds. “It was understood he advised the Rooney subcommittee that the Voice would take top priority in any funds Congress should appropriate,” he said. “We would be parceled out among all media. He reportedly cited purposes in the above-mentioned breakdown for which the funds would be utilized.

**NETWORK PROBE**

IMMEDIATE probe by the Justice Dept. and the Federal Trade Commission of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks was urged Thursday by Rep. Harry R. Sheppard (D-Calif.).

Admitting that his pending bill (HR 7310) to require FCC licensing of networks had only a slim chance of being enacted this session, Rep. Sheppard asked that the government agencies report their findings to Congress and take “corrective action.”

Intercepted early this year, the Sheppard measure would set up licensing of networks similar to the established station-licensing procedures. Additionally, stations would be permitted to rebroadcast any network program with permission of its sponsor and other programs with permission of the originating station (Broadcasting, Feb. 20).

In a scathing attack on network broadcasting, Rep. Sheppard charged ABC, NBC, CBS and MBS with flourishing under the Act as “those among them who are not in the networks of this country has ever seen (and) has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public’s own voice.”

The alleged “dictatorial” power, the Californian said, “is made possible (of course) because of a clause in the communications law that any person licensees of radio stations, called an option time clause, which . . . gives the power to the radio chains to force any local radio program off the air through intimidation of the licensee of the radio station."

Extending his attack to include the NAB, whose officers he alleged “are working for the radio network monopolies,” Rep. Sheppard bitterly denounced them for attempting to block distribution of copies of his proposed bill among NAB members. He added that he was referring to the effort of Gordon Brown, WSAY Rochester, N. Y. (WSAY is not an NAB member, he said, but copies of the bill at the convention.

Mr. Brown has pending a suit against the four networks charging conspiracy to keep WSAY from carrying network programs.

**Urged by Sheppard**

**Retbroadcast Profitable**

Emphasizing that rebroadcasting of radio programs "can be very profitable to the sponsors of these programs because it enables the sponsor to procure additional listeners at a very low cost," the Congressman said little East Coast re-broadcasting is done because there is little or no option time available on the East Coast network stations.

Rep. Sheppard said there is a radio station that "is attempting to negotiate with the sponsors of these radio programs" for rebroadcasting but that the networks have prohibited such distribution. In his comments to a newspaper after the speech, he explained that actually four such instances had been brought to his attention.

Rep. Sheppard asked that the government investigators make an "immediate and thorough investigation" to determine to what extent the networks allegedly violate the Communications Act, as well as any anti-trust monopoly or unfair-trade acts. He also requested that these laws be applied "to correct this deplorable situation . . .

He also charged that the Federal Radio Broadcasters to the licensees of our radio stations, that the licensees shall not broadcast a program of local or hometown interest, or a commercial program of a local or hometown merchant. This . . . is made possible because of . . . an option time clause.

These radio chains dictate the rates that hundred of radio broadcasters shall charge for their radio facilities. These radio chains dictate what programs, and over what stations the radio public shall be informed or entertained. These radio chains dictate which comments interpret the news for millions of our people.

Nothing in the makeup of these radio chains, prevent their control by foreign countries or agents; yet these monopolies dictate the majority of the content of the nation’s radio stations, through the medium of their affiliation contracts with these radio stations. These monopolies dictate the editorial policies of all the radio stations, through the medium of the programs, over which the radio public shall be informed or entertained. These radio chains dictate which comments interpret the news for millions of our people.

Nothing in the makeup of these radio chains, prevent their control by foreign countries or agents; yet these monopolies dictate the majority of the content of the nation’s radio stations, through the medium of their affiliation contracts with these radio stations. These monopolies dictate the editorial policies of all the radio stations, through the medium of the programs, over which the radio public shall be informed or entertained. These radio chains dictate which comments interpret the news for millions of our people.

Nothing in the makeup of these radio chains, prevent their control by foreign countries or agents; yet these monopolies dictate the majority of the content of the nation’s radio stations, through the medium of their affiliation contracts with these radio stations. These monopolies dictate the editorial policies of all the radio stations, through the medium of the programs, over which the radio public shall be informed or entertained. These radio chains dictate which comments interpret the news for millions of our people.

Nothing in the makeup of these radio chains, prevent their control by foreign countries or agents; yet these monopolies dictate the majority of the content of the nation’s radio stations, through the medium of their affiliation contracts with these radio stations. These monopolies dictate the editorial policies of all the radio stations, through the medium of the programs, over which the radio public shall be informed or entertained. These radio chains dictate which comments interpret the news for millions of our people.
Radio WFMW Station

"The Radio Voice of The Messenger"

OWNED AND OPERATED BY
MESSENGER BROADCASTING COMPANY

Madisonville, Ky.

16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners", a member of the Kitty League, on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however, due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will make every effort to make these games interesting.

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Radio Station WFMW

H. W. Wells, Station Mgr.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area... to build bigger, better audience for you. Get in touch with him now... or write direct to Advertising Manager.
Censorship
(Continued from page 19)
mines the faith of American radio listeners in freedom of news reporters representing them to describe accurately conditions at the front.

"Uniform military censorship as applied during World War II in combat areas might be the best approach to the Korea coverage problem, but banning of newsmen who violated no security rules is indefensible," Mr. Shelley felt.

Spokesmen at the Defense Dept. information office said they had no knowledge of any reply filed by Secretary Johnson, and expressed belief that the problem no longer is an issue in view of Gen. MacArthur's action reinstating the correspondents.

Mr. Shelley, a former war correspondent who covered both the European and Pacific theatres for WHO Des Moines, Iowa, told Broadcasting he felt "nothing but uniform military censorship will provide a reasonably satisfactory method of regulating reporting ... in a manner consonant with security."

"It seems to me the height of the unfair to say to a group of newsmen "we'll trust you to use your own judgment; there'll be no censorship"—and then to jerk them when they exercise that judgment.

He said this "extremely important principle" for all media is at stake.

Issue in Korea

The security issue arose on the Korean war front July 15 when the Army Command, under Col. M. P. Echoles, Gen. MacArthur's information officer, imposed a ban on AP's Tom Lambert and UP's Peter Kalischer. They were ordered to leave the area for "disclosing information that would be of value to the enemy and would have a bad morale and psychological effect on our own troops."

Gen. MacArthur, subsequently lifting the ban, called on reporters to exercise judgment and selectivity in reporting the news from the front. He said that "formal censorship" was abhorrent to him, but pointed out that several correspondents had requested censorship. It was understood that a generally number of the 200 correspondents now in that theatre favor complete and clear guidance, if not actual censorship. A large number of radio stations depend on AP and Gen. for news coverage of the Korean war.

Defense Secretary Johnson's directive on security measures, issued recently to the three services, was expected to provide some aid along this line.

The two news associations correspondents were not challenged on the accuracy of their stories, merely on their judgment in reporting, frequently made by American soldiers delving into the question of American military aid.

Another correspondent, Mar- greuter Higgins of the New York Herald Tribune, also was ordered from the front but reinstated by Gen. MacArthur's command.

Congressional sentiment for security restrictions reflected growing wariness on Capitol Hill. Sen. Scott Lucas (D-Dill.) spoke for some of his colleagues and presumably for the administration when he called for censorship—"either voluntary or legislative, which no one wants"—to protect American lives. He indicated he is particularly disturbed by newspaper accounts from Korea.

"It seems almost criminal," he declared, "for commentators, columnists, and other newspapermen to tell the world exactly where our troops are congregating, where they are going, and the total amount of their equipment, especially in view of the great emergency which exists at this time."

Voluntary Restraint

The Senate Majority Leader stressed that he did not advocate "rigorous censorship, but there certainly should be a voluntary censorship of information of that sort," He thought the President should request it. Speaking as majority leader, Sen. Lucas urged "all possible restraint" by radio and press in the interest of unity.


Other House members who deplored such disclosures included Reps. Wayne Hays (D-Ohio), Daniel Reed (R-N. Y.), and Thomas Lane (D-Mass.). They joined in demanding that the Defense Dept. tighten up on release of statistical information relating to troop movements, numbers, units, etc. On the Senate side, Sen. Style Bridges (R-N. H.) also called on the department to cease such "public disclosure" as a "measure of elementary security."

As an example of voluntary self-restraint, Sen. Lucas singled out the Chicago Sun-Times, which July 15 announced imposition of its own censorship for "the duration of the emergency. The newspaper is controlled by Publisher Marshall Field, of Field Enterprises Inc., which owns WJJD WFMP (FM) Chicago. It was presumed that the policy also would be extended to the stations' news desks.

"Stand Welcomed"

It was a telegram from the newspaper's managing editor, Milburn P. Aker's, to Gen. MacArthur that prefaced the latter's statement with respect to self-censorship by the press in Korea. The General described the Sun-Times' stand as "welcome support to this command."

He stated:

It reflects the most commendable determination to fulfill the responsibility which the press alone should assume in an emergency such as this responsibility which it may not effectively share with any other segment of society, least of all the military not trained in journalism and which should devote its entire energies to the conduct of military operations," the general added.

There is probably no more misled nor less understood term than press censorship. Contrary to what many believe, no precise rule can make it effective nor were any two military censors ever in agreement on detail.

If its purpose is to be served, censorship must be of the spirit and applied only by those themselves who print the news. Its objective is not to mislead or misrepresent the truth, as that is repugnant to the basic concepts of a free society, but rather to avoid printing information of direct military value to the enemy or such as may contribute through emphasis or emotional stress psychologically to his cause by raising the morale of his forces while depressing that of ours.

The formula is a simple one and one which all men of normal understanding may easily comprehend and apply.

The contention of some that the military must take the responsibility of laying down fixed rules governing the limitation upon news and pass upon each item before it is printed is as unrealistic as it is ineffective.

In the Korean operations, it has been my purpose to leave this responsibility where it rightfully belongs, in the hands of the correspondents, editors and publishers concerned.

Secretary Johnson's security directive was prepared by the Defense Dept.'s Security Review Branch, which serves as a clearing-house for material dealing with the three military services. It is headed by Maj. Gen. A. B. Edgerton and is the outgrowth of conferences on proposals for a security code between former Secretary James Forrestal and a committee comprising representatives of radio, press and motion picture interests. It materialized from unification of the services [Broadcasting, April 12, 1945].

Overall Planning

Today overall censorship planning is being mapped by a special section of the National Security Resources Board under Gilbert C. Jacob, Army Reserve officer with the rank of colonel.

Specifically NSRB and other planners are concerned chiefly with (1) methods of attaining satisfactory security within the military establishment and (2) creation of an office to supervise restraint among the various media in the event of emergency.

Col. Edgerton said last week that, when NSRB completes its master plan, encompassing provision for censorship enforcement, its Secur-
Where more people listen to WMAQ daily than to any other station

In the great, booming Midwest area blanketed by WMAQ, live some 5,000,000 families ... more than ten percent of all the families in the entire country.

These 5,000,000 families own one out of every ten radios in the United States ... earn one out of every ten pay checks earned in the United States ... and spend one out of every ten dollars spent in the United States. This IS a market!

And in this mighty Lake Michigan States Market WMAQ is listened to by more people daily than any other station.

Use WMAQ ... the favored station ... to reach this market of millions. Write, wire or phone WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office for help in planning an advertising schedule that will mean greater sales of your product in a great market.

Source of all statistics other than daily listening (BMB Study No. 2, 6-7 days per week) is U. S. Bureau of Census.
Censorship

(Continued from page 94)

ity Review Branch probably will be included on the list of cooperating agencies.

Secretary Johnson's directive to the military services parallels the 1943 voluntary code to varying degrees in matters pertaining to ac-

counts of military movements and operations [BROADCASTING, July 17].

The directive also was reprinted for members of the broadcasting industry which pointed out that it was "not censorship, voluntary or otherwise," but merely a "guide on the release of information to be employed by re-

sponsible military authorities." NAB added:

"...It will be useful to public media in guarding against disclosures which would jeopardize lives and proper-

ty of Americans. Possibility exists that information violating these sug-

gestions might be released thought-

lessly by military authorities, in which case public media do their country a service by using blue pencils with reference to the information designated by Secretary Johnson as involving military censorship.

Censorship as such, wartime or otherwise, is subject constantly being watched by NAB. Direct contacts are being made with appropriate government agencies..."

Caution Advised

The best advice, NAB told mem-

ber stations, is "to simply be cau-

tious while you're being competi-

tive in broadcasting news."

Following is the text of the John-

son directive:

MEMORANDUM

FOR SECRETARY OF THE NAVY

SECRETARY OF THE AIR FORCE

The following is intended as a se-

curity guidance for dissemination to

every echelon of the military services:

To safeguard the national security in connection with operations in the Far East Command, the following limitations are imposed on the release of information by the military services:

1. Preparations for military opera-

tions or movements within the Con-

tinent of the United States are subject to the following restrictions:

a. Designation of unit alerted: Refer to theater only, i.e., the Far East Command.

b. Designation of unit: Release nu-

mber designation only when unit is of division size or larger. Numerical designation of units below division size will be released. Air Force Group designa-

tions will not be released. Non-

division size designations should be referred to in general as a combat unit, a supporting unit, etc., of the Continental Army concerned, which will have been alerted for action.

c. Status of equipment: Not releas-

able.

d. Strength: Not releasable.

e. Date of movement from present location: Not releasable.

f. Sailing time of transports from

Port of Embarkation: Not releas-

able.

2. Movements of naval vessels and transport or cargo ships from the West Coast may be mentioned upon departure but no mention made of movements west of Pearl Harbor. Photographs of loadings, sail-

ings and reactivation operations of naval vessels may be used within normal security limits imposed by the local commander.

3. Within the Far East Command the following restrictions have been imposed by CONCINCPAC:

a. Reports naming specific units, sizes, places of landing, locations and troop movements may not be disseminated until officially an-

ounced.

b. Subordinate headquarters, move-

ments, units committed (except Eighth Air Force, Twentieth Air Force, Seventh Fleet, etc.), or any field locations not mentioned until offi-

cially announced.

4. Military forces of the United

Nations acting in cooperation with United Nations forces should be mentioned in accordance with the foregoing.

In case of doubt as to actual military

security within the Continental United States, the Office of the Defense Branch of the Department of Defense, Room 2 C 266, The Pentagon, Extention 10929, is available for advice. These instructions may be shown to news media.

DEFENSE AID

SERVICES, FACILITIES OFFERED BY BROADCASTERS

BROADCASTERS last week were

preparing on different fronts for the defense authorities as vari-

hes safeguards.

Transit Radio outlet—all properties

including all transit FM cities to the Air Force Defense Dept. commu-

nications section, showing emer-

gency applications of the service. The proposal already has drawn

favorable comment in issues of the Army-Navy Union News and the Armed Forces.

Meanwhile, Captain Samuel Sloan III, Air Force public infor-

mation officers at Fort Richardson, Alaska, reported that the air base

commandant is "most pleased with the fine cooperation offered by An-

chorage radio stations."

Captain Sloan's letter outlined arrangements made between Gen. Hutchinson and Anchorage stations in the event of attack. The

air base commandant agreed that KBYR all have agreed to make

necessary air time available as "as

soon as the alert siren is blown." Plans provide that the stations are to be called immediately. In the case of simulated alerts, the

stations will carry frequent announce-

ments, to avoid "undue alarm."

Provisions also have been made for military personnel to be dis-

patched to all stations in the event of actual emergency. Radio also

will have a major role to perform if evacuation of civilians becomes

necessary.

In New York the city's civil de-

fense director, Arthur Wallander, reported that his organization would use radio, television and other media—"the most important tool of our program"—to keep peo-

ple informed of safety measures being taken by his office.

SURRICK NAMED

TO WBFR EXECUTIVE STAFF

JOHN E. SURRICK, sales director of

WFIL AM-TV Philadelphia, has been appointed vice president and general manager of WBFR Baltimore, it was announced

last week. The ap-

pointment be-

comes effective Aug. 15. Mr. Surrick

joined WFIL in 1940. Previous to this he was with N. W. Ayer & Son as an account executive.

WKCT TO JOIN ABC

WKCT Bowling Green, Ky., Daily

News Broadcasting Co. station, will become an ABC affiliate in the net-

work's south-central group, effective Sept. 1. Station operates on 930 kc with 1 kw daytime and 500 w nighttime. Paul Huddleston is station manager.

NAB AM GROUP

MEMBERSHIP ANNOUNCED: TV UNIT PENDING

MEMBERSHIP of NAB's 1960 AM

to replace the old technical groups

committee—one of three designed

was announced Thursday by NAB

momentarily, is a TV committee,_

Schenectady, N. Y.; and William E.

Ware, KSTL St. Louis, Mo.

Three members—Messrs. Kobak,

Shaw and Morency—are present

NAB board members. One alterna-

tive was still to be named. No meet-

ing date was set early for per-

ance.

The AM committee, under the chairmanship of Ben Strouse, WWDC Washington general manager, is slated to hold its first

meeting in Washington Aug. 17 [BROADCASTING, July 12]. First day sessions will be open to all broadcasters who wish to partici-

pate with committee members in an exploratory discussion of FM industry problems.
"HI, PARTNER!"

Yes, Partners — In Building, Developing, and Using
For Everybody's Benefit, The Greatest System
of Highways in the World!

Every time you meet a truck on America's highways, you meet—not just a "truck"—but a partner.
— A partner who drives his truck safely. Who is first to stop and help when you are stalled with engine or tire trouble.
— A partner who, by being the major connecting link between farms and markets, makes modern farming possible. Who transports farm production, all or part of its way to food factories and stores and thence to your home.
— A partner who has helped to bring the country nearer to the city. Who helps bring you everything you eat, buy, use or wear—from your morning milk to the clothes you wear on your back.
— A partner who is not only your partner but the partner of all American industry. Who brings the raw materials to plants; then fans out the finished products to America's retail stores so that everything you eat, buy, use, or wear can come to you at prices you can afford to pay.

What's more: A partner in highway construction and maintenance, who pays about one-third of all taxes paid by all motor vehicles for highway use. But—a partner who uses only a relatively small portion of the highways, all of which are open to you.
Yes—you, and the trucks, and the busses, are partners—in one great enterprise.
For you, and the trucks, and the busses, pay the taxes that build and maintain America's highways.
— And use these highways to help make the American way of life the finest in the world.

THE AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations
It's GATES again!!!

They do things big in Texas. Perhaps that's why over 40 Texas stations are fully Gates equipped—more than any other make by a large margin!

You can be sure the KATL slice of Texas is honey covered. They do it the Gatesway which is the smart broadcaster's way to better broadcasting. With quality plus in the new Gates 5KW transmitters both KATL clients and listeners are automatically assured of the finest, richest and result pulling 5000 watts that ever hit the Lone Star State.

GATES OFFERS TWO GREAT FIVE KILOWATT TRANSMITTERS—The popular BC-5A and the distinctive BC-5B providing colorful transmission for the colorful station.
FOR A SLICE OF TEXAS

KATL

Houston advertisers KNOW the effectiveness of KATL... That is the reason KATL has become such an integral part of successful Houston business.

WE WOULD LIKE TO TELL YOU OUR STORY!

... Just write, wire, telephone, or come by INDEPENDENT METROPOLITAN SALES in Chicago and New York—Gene Grant on the West Coast—or check with KING H. ROBINSON, General Manager in Houston.

***

Houston’s Oldest Independent

LIBERTY BROADCASTING SYSTEM and A.I.M.S. FOR HOUSTON
ADS AND SALES
Panel Marks Stanford Meet
ADVERTISING Assn. of the West, cooperating with Stanford U., will present a special advertising and sales symposium at the ninth annual Standard Business Conference this week.

Dr. Sumner H. Slichter of Harvard will head business leaders from all over the nation at the conference.

Advertising executives participating will include:

The conference begins Tuesday (Monday) and runs through Friday. Registrations are being entered through Stanford Graduate School of Business.

PATHOUGE GRANT
FCC Examiner Recommends
GRANT of 250 kHz daytime on 1580 kc at Patchogue, N. Y. to Patchogue Broadcasting Co. was recommended last Thursday by FCC Hearing Examiner Hugh B. Hutchison. The revised competitive bid of Mid-Island Radio Inc. there would be denied.

The new initial decision reversed the recommendation made by Examiner Hutchison previously. The earlier ruling was remanded by the Commission for additional hearing to establish further qualifications of the principals in both applicants [Broadcasting, July 23].

In the revised decision the examiner ruled out Mid-Island because the majority stockholders failed to testify at the further hearing on their legal qualifications. He preferred Patchogue Broadcasting, however, because of superior program plans and integrated ownership-operation. Ownership of the applicants:

Patchogue Broadcasting Co.—Partnership: Leo Morrison, salesman, WLBR salesman; Al Seaman, salesman, WLBR salesman; Judie Stover, salesman; WLBR salesman; Russell F. Lockridge, engineer.

Mid-Island Radio Inc.—Harold Michaels, engineer; Welsh, Atwood & Mfg. Co., Chicago, treasurer; owner, 100 of total 230 shares; Julia Lockridge, treasurer; owner, 100 of total 230 shares; Julia Schlaedel, vice-president; Harvey A. MacManis, engineer; WNYY manager; WWNY treasurer; and owner, 100 of total 230 shares; G. B. Merwin, salesman; treasurer 60 sh.

STATIONS in all parts of Minnesota are carrying UN programs regularly due to Community Aid to Marketing Campaign for UN Broadcasts launched by Minn. Broadcasters Assn., Minn. Radio Council and Minn. Assn. for United Nations.

SPOKANE SALES SURVEY
Radio Tops Newspapers in ARBI Tests on KREM
ABILITY of radio to out-pull newspapers in promoting retail sales [Broadcasting, June 26] was shown again in a second series of Spokane tests conducted by Advertising Research Bureau Inc.

Joseph B. Ward, ARBI research director, told Spokane agency executives that tests on KREM Spokane confirmed results in earlier studies conducted on KXXL Spokane. In both studies, ARBI pitted stations against newspapers by spending the same amount of money in each medium to promote a test article.

"In the past few months we have done four surveys in Spokane for KXXL, CBS outlet, and now we have just completed two surveys for KREM, 260 w independent," Mr. Ward said. "In all six surveys radio out-pulled the newspapers on an equal dollar basis.

Whether this indicates that radio is the more effective medium for the same money in the Spokane area, I cannot say. Certainly it is a trend and that trend definitely points to radio as the more effective medium in comparison to newspapers."

ARBI is not concerned with the inter-media results, Mr. Ward said, but added that in the vast majority of some two dozen surveys in the Pacific Northwest radio has proved more effective than newspapers in developing store traffic.

First KREM results, according to ARBI, cover new and used pianos, Wylie Piano Co. (no relation to Cole E. Wylie operator of KREM), with $106 spent June 12-13-14 on KREM and $106.69 in the Spokane Review. Results follow:

% Traffic—Radio 47%, newspaper 41.2%, both 5.9%, other 5.3%.

% Traffic Purchasing — Radio 75%, newspaper 87%, both and other 0.0%.

Traffic dropped from 66.6% the first day to 33.3% the second day and rose to 40% the third day; newspaper traffic started at 16.7% and rose to 50% the second day and to 60% the third day.

Radio customers purchased more than five times as much in dollar volume as newspaper customers, according to ARBI.

Second KREM test was conducted at Bell Furniture Co. Spokane, which spent $155.60 in Daily Chronicle June 15-16-17 and 167.32 on KREM to advertise $99.50 dinette set. The results:

% Traffic—Radio 42.1%, newspaper 31.6%, both 5.6%, other 21%.

Traffic Purchasing Test Item — Radio 62.5%, newspaper 25% both 12.5%.

Traffic was 38.3% the first day, 45.4% the second, 40% the third; no newspaper traffic the first day, 56.4% the second, 40% the third; 35% of radio traffic came from outside Spokane, with all newspaper traffic coming from the city.

Summarizing the two surveys, ARBI found radio developed 44.4% of traffic, newspapers 36.1%, both 5.6%, 13.9% other. Of total purchases 68.7% of radio traffic bought, 46.1% newspaper traffic and 50% of traffic developed by both media.

Ed Craney, operating the XL stations, said the combined ARBI studies show some persons never read a newspaper but listen to radio, with others reading newspapers though seldom listening to radio. "How can a merchant reach both of those people unless he uses both media?" he asked.

WOW APPEAL
D. C. Court Reverses FCC
FCC's action in denying WOW an opportunity to seek relief for interference from KCSJ Pueblo, Colo., was reversed last week by the U. S. Court of Appeals for the District of Columbia and the case was remanded to the Commission for hearing.

WOW had requested the Commission to set KCSJ's license renewal application for hearing on the interference issue [Broadcasting, Nov. 7, 1948]. WOW, assigned 5 kW in time on 610, with protests that KCSJ was causing objectionable interference within its normally protected daytime contour. KCSJ is assigned 1 kw fulltime on 590 kc.

The court noted WOW had not protested the original KCSJ grant because engineering evidence, based on FCC's soil conductivity map in its engineering standards, showed no interference would result. The soil conductivity map was found to be in error, however, when KCSJ began operations and WOW suffered interference, the court stated.

The court noted that FCC's license renewal provisions "contemplating a possibility of changes in conditions after the original grant and also of errors in the original grant." Thus it felt WOW was entitled to opportunity for securing appropriate relief. The court denied WOW's alternate appeal from a Commission order refusing to direct KCSJ to cause why its license shouldn't be modified to provide WOW daytime protection.

CANADA 'TUNE-O'
Silver Firm Buys Rights
ALL-CANADA Radio Facilities Ltd. and International Silver Co. have arranged contracts for a full year's broadcast rights to "Tune-O" throughout Canada it was announced by Roy Starachek, Minn. Radio Council, and B. F. French, Ullman Inc., Buffalo, producer of the program. The sale was negotiated on behalf of International Silver by Young & Rubicam.

The program is now running in several hundred stations in the U. S., Canada, Alaska and Hawaii, the Ullman company said. The firm also produces Dollar Derby, Jingle League, and Jim & Joe Mony and Joe McCarthy Speaks.

William F. Lockridge
FUNERAL services were conducted last Wednesday for William F. Lockridge, 60, vice president and director of J. Walter Thompson Co., 10 East 42nd St., New York City, July 16, in his Evanston Ill. home. Mr. Lockridge, one-time city editor of the Kansas City Post, was an executive in sales and advertising for ABC and NBC from 1918 to 1934. He was a member of the 1926 crew which won the Olympic gold medal in the Olympic Games in Paris.

Surviving are his widow, Florence, and six sons, Williams, Benjamint, William, Robert, Wilson and John.
When does a STATISTIC make news?

Frankly, we don't know. We'll leave that to the men who do know -- the capable reporters, editors and publishers of America's free press.

But it seems somewhat surprising that one figure hasn't found its way into the galleys of copy written about coal during the past few years. Here it is:

Coal fills 1 out of every 5 carloads of freight carried by America's railroads.

Last year, the nation's class I railroads hauled more than 1.2 billion tons of freight of all kinds. Of this, coal and coke represented more than 376 million tons -- or almost 31% of total tonnage.

An average of 36,000 freight cars leave the mines every working day -- enough for a train 300 miles long ... enough to provide 28 pounds of coal for every man, woman and child in America! This year, America's coal consumption (bituminous and anthracite) probably will exceed 500 million tons -- an increase of about 14% over the yearly average during 1935-1939.

America's peacetime progress is paced by coal. America's defense security depends on coal as two world wars have clearly proved. To supply power, light and heat for this nation in time of war, coal is the only fuel available in sufficient supply. And it is the only fuel that can go to war without deserting the home front.

But coal mines cannot be turned on and off like a faucet. Continuance of a strong and vigorous industry equal to any emergency is vital. That is why excessive imports of foreign crude and heavy residual oils that do such lasting damage to this country's mines have evoked so strong a protest.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Southern Building, Washington 5, D. C.
WRITE TODAY FOR "ZIV-PLANNED" SELLING AIDS, AUDITI

* MEET THE MENJOUS
* CALLING ALL GIRLS
* PHILO VANCE
* PLEASURE PARADE
* OLD CORRAL
* MANHUNT
* WAYNE KING SHOW
* KORN KOBBLERS
* LIGHTNING JIM
* BARRY WOOD SHOW
* DEAREST MOTHER
* FORBIDDEN DIARY
* FAVORITE STORY
* ONE FOR THE BOO (SAM BALTER)

OTHER FAMOUS ZIV QUALITY SHOWS
WITH ZIV'S
“BOSTON BLACKIE”
Radio's most exciting half-hour mystery-adventure show!
ZANESVILLE  KANSAS CITY  MOBILE  ASHVILLE
26.0  19.8  20.5  19.1
Radio's greatest point-per-dollar buy. Consistently... beats all competition on stations from coast to coast!

WITH ZIV'S
“CISCO KID”
The sensational half-hour low-priced western that should be on your station!
NOW IN 3rd YEAR FOR PIONEER BAKERIES!
NOW IN 5th YEAR FOR INTERSTATE BAKERIES!
NOW IN 4th YEAR FOR KILPATRICK BAKERIES!
NOW IN 2nd YEAR FOR KERN'S BAKERIES!
Backed by a sensational promotion campaign — from buttons to guns — breaking traffic records!

WITH ZIV'S
“GUY LOMBARDO SHOW”
A star-studded half-hour, chock full of musical showmanship!
NO. 1 INTRODUCER OF SONG HITS!
NO. 1 ON THE AIR YEAR AFTER YEAR AFTER YEAR!
NO. 1 IN POPULARITY FOR TWENTY CONSECUTIVE YEARS!
NO. 1 "TOP PROGRAM" SAYS BILLBOARD MAGAZINE!
NO. 1 ON THE STAGE AND AT THE BOX OFFICE!
"The Sweetest Music This Side of Heaven" is the sweetest "buy" this side of heaven!

ON DISCS, AND LOCAL RATES!
★ EASY ACES
★ CAREER OF ALICE BLAIR
★ SONGS OF GOOD CHEER
★ SINCERELY, KENNY BAKER
★ SHOWTIME FROM HOLLYWOOD
Ryan and Reason

WHITHER BAB?
Who will succeed Maurice Mitchell? Will BAB get the money and the leadership to do battle against the competitive Philistines in quest of the advertising dollar? You have the answer. BAB is a going concern.

The NAB board committee on BAB meets in Washington this week. It is concerned with policy and procedure, not personnel. NAB personnel is in the competent catcher's-mitt sized hands of William B. Ryan, who has performed wonders against the odds in his two and a half months tenure as general manager.

As general manager, Bill Ryan is the NAB's business manager too. BAB is the business-getting adjunct of the NAB. Mitch performed a super-sonic, jet-propelled job of selling BAB. He has left for what all of us fervently hope are greener fields at NBC.

The job ahead is one of organisation, administration, and follow-through. It is the long pull. It is selling against all other media. BAB doesn't have to be sold to broadcasters. Mitch did that job in exemplary fashion.

There are a dozen top flight broadcasters, long on selling and organization, who can be drafted for the BAB directorship. One of them inevitably will be. The man to supervise the business operation is Bill Ryan, whose entire background admirably equips him for that post.

Censorship Censured

IT WAS NOT ONLY the beleaguered American Army that was taking a beating in South Korea last week. For about 24 hours the United States Constitution was rudely pushed around too.

Gen. MacArthur's public information chief, in a grotesque interpretation of his authority, exiled two able correspondents from the battlefields on the grounds that their dispatches gave "aid and comfort to the enemy." Gen. MacArthur's subsequent restoration of status to the newsmen in no way alters the disagreeable fact that for a while the broadcast rights of radio and press were abrogated.

Neither Tom Lambert of AP nor Peter Kalischer of UP was guilty of inaccuracy or of disseminating information that was of value to the adversary. By the staff officer's own admission, it was just that their stories gave "aid and comfort to the enemy" because they made our forces look bad.

Gen. MacArthur is to be congratulated for countermanding his subordinate's order and for reiterating his intention to avoid military censorship in the Korean war.

The responsibility for judging news as to its intelligence value to the enemy, said Gen. MacArthur, is one that only newsmen can assume. They cannot share it with "any other segment of society, least of all the military (which is) not trained in journalism and which should devote its entire energies to the conduct of military operations," he said.

During World War II the record of radio and press, working under voluntary censorship, was excellent, a fact that may be attributed at least in part to the cooperative attitude of Byron Price, chief of the Office of Censorship.

It was Mr. Price's view that censorship should be invoked only to assure security and not to suppress gloomy news or legitimate criticism of the government or the military.

It is a lugubrious fact, however, that others than Mr. Price exerted influence over news in World War II and did so without his wisdom. The censorship authority given to commanders in the field was not always applied wisely.

Repetitions of the misuse of authoritarian powers as exemplified in last week's witless action against Messrs. Lambert and Kalischer must be avoided.

At the moment there is no need for an Office of Censorship like Mr. Price's in World War II. If the configuration spreads and it becomes necessary to organize such a governmental unit, broadcasters may fervently hope that a man like Mr. Price will be put in charge.

Meanwhile, we suggest that broadcasters study the World War II voluntary censorship code and abide by its principles (full text in BROADCASTING, July 17). The cleaner the record of radio in this phase of our military operations, the less chance there will be for a dictatorial usurpation of censorship powers by the government if the war spreads beyond Korea.

Broadcasters, we know, will follow the pattern set during World War II when many a newsmen passed up a story if there seemed the slightest possibility that its broadcast would endanger American lives.

John Joseph Gillin Jr.

BACK IN 1934, we published a "Respects Sketch," with this lead paragraph: "A young man-" and the catch phrase so often used to describe radio. As Exhibit A, we cite John Joseph Gillin Jr., who at 26 is the head of one of the Middle West's most progressive stations.

In this issue we report that John Joseph Gillin Jr., age 45, is gone, the victim of a heart seizure. It was the last time for that kind of thing.

Exhibit B, we cite John Joseph Gillin Jr., who at 26 is the head of one of the Middle West's most progressive stations.

By AWFREY QUINCY
The Cremation of FCC
There are strange things done down in Washington by the men on the public roll. The Capital trails have their secret tales not found in record or scroll. The District lights have seen queer sights, but the strangest they ever did see was the Desperado from Colorado unfreezing the FCC.

Now the FCC as all agree was once an apposite snap. Tilly the mysterious entity TV came along to set a trap; Nobody knew what the waves would do when they hit the troposphere. And the grinning beast who knew the least was called the engineer.

They dotted the nation with many a station, cementing the tie that binds with Mosaic flow of ghost and snow and fancy Venetian blinds. As the images danced they issued more grants, upsetting every barrier while interference made its appearance in every primary area. The trouble they made caused a great fusillade.

Albert Edward Foster

THE future of radio is not black; it is not doubtful, nor is it exactly rosy against the newest and greatest advertising medium—television. Radio will have to make giant efforts, and it will. There's no time for complacency or defeatism, for as radio didn't supplant newspapers, television won't supplant radio.

This, in part, reflects the radio philosophy of Albert Edward Foster, manager of WLAW Lawrence, Mass., and former media director of Lever Bros. During his long association with the latter company—from 1922 until last January—Mr. Foster expounded, and continues to do so today, the value of research.

As an illustration, he goes back to the early stages of his Lever days when one of the company's most famous products, Lifebuoy soap, wasn't doing so well in Bridgeport, Conn. At that time Lever had no research department.

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

There are strange things done down in Washington by the men on the public roll. The Capital trails have their secret tales not found in record or scroll. The District lights have seen queer sights, but the strangest they ever did see was the Desperado from Colorado unfreezing the FCC.

Now the FCC as all agree was once an apposite snap. Tilly the mysterious entity TV came along to set a trap; Nobody knew what the waves would do when they hit the troposphere. And the grinning beast who knew the least was called the engineer.

They dotted the nation with many a station, cementing the tie that binds with Mosaic flow of ghost and snow and fancy Venetian blinds. As the images danced they issued more grants, upsetting every barrier while interference made its appearance in every primary area. The trouble they made caused a great fusillade.

(Continued on page 49)
WHIO-TV DAYTON'S FIRST TELEVISION STATION

announces the appointment of

The George P. Hollingbery Company

CHICAGO • NEW YORK • ATLANTA • LOS ANGELES • SAN FRANCISCO

AS NATIONAL REPRESENTATIVE

EFFECTIVE AUGUST 1, 1950

The George P. Hollingbery Company
now represents
both WHIO Radio and Television.
Your inquiry
for complete facts is invited.

Affiliated with The Dayton Daily News and Journal-Herald

CHANNEL 13
whio-tv - AM • FM
DAYTON, OHIO

Complete News and Sports Television Coverage
CBS, ABC, DuMont Televisions' Best Shows


**front office**

ROBERT W. BUIS, program director WFMU (FM) Crawfordsville, Ind., appointed station manager. Succeeds MAC JONES, resigned.

CARL SCHLEMMER, salesman, named commercial manager.

MALCOLM GREENE, general manager Owensboro On The Air Inc., named vice president of corporation, operator WVJS-AM-FM Owensboro, Ky. Succeeds J. MILLARD HAYNES, whose stock was purchased by V. J. STEELE, president of firm.

ROBERT EMCH, chief engineer and supervisor WARC Rochester, N. Y., construction, named operations director, newly-created position. Will supervise operating personnel, all of whom have moved to 2670 Clinton Ave.

MYRON A. ELGES, sales manager KCBS San Francisco, to George D. Close Inc., West Coast representative of Branham Co.

DUNCAN McCOLL, member sales staff KOA Denver for 13 years, appointed sales manager, succeeding BERRY LONG Jr [Broadcasting, July 17]. JERRY LAWTON to KOA as account executive.

JACK TOLEN, news editor KFRU Columbia, Mo., to WDTV (TV) Pittsburgh in executive position.

WALLY SEIDLER, manager KSMA Santa Maria, Calif., to KVEn Ventura in charge of Oxnard area.

JOE ANDERSON succeeds JACK MULHALL on sales staff KTRI Sioux City, Iowa. Mr. Mulhall resigned to enter Paulist Fathers novitiate in New Jersey.

MONROE H. LONG JR., recent college graduate, to The Branham Co., station representative, at New York office in radio-TV department.

JOHN MOWBRAY, KRON-TV San Francisco, to KSMO San Mateo sales staff.

IRVING F. TEETSELL, WFIL-AM-TV Philadelphia, to WENT Gloversville, N. Y., as manager. Was manager WFPG Atlantic City, N. J.

ROBERT E. TRACE, salesman and sports announcer WMGW Meadville, Pa., appointed manager, succeeding DAVEY DAVIES, resigned to join Weimer Assoc., Columbus, Ohio, public relations and publicity departments. JAKE HANKS named WMGW commercial manager.

JOHN M. HABERLAN, district manager Personal Products Corp., Oklahoma City, to sales department WKY Oklahoma City.

ROBERT LYONS, program director WFEC Miami, Fla., appointed station manager, succeeding LYLE WILLIAMS, resigned.

RALPH J. MYERS, WKY Oklahoma City, to KLRA Little Rock, Ark., as administrative assistant.

FRED KUNZ to sales staff WTMJ Milwaukee. JIM TEMPLETON, AM salesman, transfers to TV sales.

THEODORE F. SHAKER, sales department Farm & Ranch with Southern Agriculturist, to Katz Agency Inc., Chicago, sales staff.

**Personal**

ADRIAN MURPHY, CBS vice president and general executive, and FRANK FAULKNER, network vice president in charge of program operation, in Hollywood for preliminary talks on network plans for its

---

Television City on recently purchased Beverly Blvd. at Fairfax Ave. site. . . . TOM E. PARO, account executive MBS Chicago, elected president Chicago alumni chapter Alpha Delta Sigma, national professional advertising fraternity . . . BETTY REMBERT, daughter of CLYDE W. REMBERT, managing director KRLD-AM-FM-TV Dallas, married to David Milam July 14.

DICK JOY, president XCMJ Palm Springs, Calif., signed for role as TV announcer in forthcoming MGM production, "To Please A Lady." . . . FRANK SCHREIBER, general manager Chicago Tribune radio properties (WGN-AM-FM-TV Chicago), is at Passavant Hospital, Chicago, recuperating from emergency appendectomy performed July 13. He will be convalescing for about a month. . . ROY BACUS, commercial manager, WBAP-AM-FM-TV Ft. Worth, Tex., scheduled to leave Aug. 3 on two-week tour of duty with Naval Reserve.

ERNEST de la OSSA, NBC director of personnel, and Bonnie Slattery Walt married July 15 . . . AMON G. CARTER, president WBAP-AM-FM-TV Ft. Worth, broke ground July 10 for Amon Carter Administration Bldg. and airfield named in his honor at Greater Ft. Worth International Airport . . . HALSEY Y. BARRETT, account executive DuMont TV Network, father of boy, Halsey Vail Jr., July 12.

On All Accounts
(Continued from page 9)

horseman in Chicago, where he was a cannoner on the lead horse in the 125d field artillery horse-drawn National Guard unit. He's liked horses, and movies, ever since.

Returning to Chicago with an AFRA card and $7 clutched in his hand, Jim toured the souper and stock circuits and walked into Grant Advertising when he was ready to put theories of commercialism and artistry to the test. Snaring an interview with Lew Valentine (the original Dr. I. Q.), he was put on the job as assistant radio director by Will Grant an hour and one-half later. Jim thought he was going out faster than he had come in when, five minutes later, Mr. Grant called, said he had reconsidered, and gave Jim a $50 a month raise.

Placed in charge of agency publicity and public relations, Jim drafted himself as advance man for Dale Carnegie, who wanted publicity on his national tours of instruction on winning friends and influencing people. After four years at Grant, Jim joined McCann-Erickson, Chicago, in 1941 as assistant radio director.

Among his shows were Musial Millwheel for Pillsbury and auction Quiz for Standard Oil of Indiana, both on the Blue Network, and Clara, Lou and Em for Pillsbury on CBS. He became radio director in 1942, remaining until 1944 when he went into the Marine Corps.

After drilling recruits on the colonel's staff in San Diego and Hawaii, Jim went back to McCann-Erickson in 1946 as radio account executive on Standard Oil and supervisor of special events. He went into TV for the first time last fall when Standard bought the Wayne King Show on NBC-TV after Jim made the presentation, compiling it for four months.

Radio and television director since January, he plans and supervises business for Standard, Swift & Co., International Harvester and Hyde Park Beer, which use broadcasting media regularly. Other accounts include Maytag, Trans-Canada Air Lines and Allied Van Lines.

Married to the former Marie Louise Sine of Tampa, Fla., Jim and his wife have two children, Judy, 8, a ballerina who has studied since she was 3, Jimmy Jr., 9.

Jim has given up violin playing, "because I'm surrounded by talent at home." Now he's a deep-sea fishing devotee, jaunting to Florida twice yearly and swapping fish stories with fellow-lirns in Chicago Radio Management Club, Television Council and Federated Advertising Club.

Canadian Radio Week

Canadian Radio Week is being held this year from Sept. 30 to Oct. 7, with a joint promotion by the Canadian independent stations and the Canadian Radio Mfrs. Assn.

bigger by far than 10 years ago!

... Almost 3 1/2 times more retail sales dollars - 
$1,246,420,000 last year! (And lots more people, too!)*

try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS
CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES
to announcing staff WFGM Fitchburg, Mass.

CLOYDE P. HOWARD, instructor Don Martin School of Radio Arts, Hollywood, to ABC Hollywood announcing staff. PAUL STEWART, KFBE Hollywood announcer, and ORVAL B. ANDERSON, chief announcer KGJF Los Angeles, to network's vacation announcing staff.

BANDER LENN, cartoonist for Colliers, The New Yorker and others, to WSPB Sarasota, Fla., as m.c. of At Home With Bandel Linn. RUTH E. HEARN, WCAY Charleston, W. Va., to WSPB continuity staff.

C. G. (Tiny) RENIER, director Pasadena Institute for Radio, Pasadena, to KLAC Hollywood as program director. Was program director KMPC Hollywood.

ROBERT (CARRINGTON) RADEL, formerly known as Mark Roberts, WSRS Cleveland, to announcing staff DuMont TV Network and WABD (TV) New York. Was chief announcer WHVR Hanover, Pa., inadvertently identified as WHBR Hanover, N. H., in this column last week.

ZANE KAUNSS, news editor WMGW Medfordville, Pa., named program director.

VAL BROWN, KDFL Salt Lake City, to NBC Hollywood announcing staff. JOHN BAADE, with FBI in Boston, to service staff WOAI-TV San Antonio, Tex.

THEL GREY, WQUA Malone, Pa., and WFRP Savannah, Ga., to WTMW Portland, Me., as director of women's activities.

JOSEPH P. HERGET, program director WPIT Livingston, W. Va., to similar position WTIP Charleston, W. Va.

RICHARD F. VAN WINKLE, KPRO Phoenix continuity chief, resigns to join Graphic Arts Co., North Hollywood.

BOB NEAL, sports director WERE Cleveland, named program director in addition to present duties.

JOHN BROOKMAN replaces LARRY AUERBACH on NBC Chicago's AM production staff. Mr. Auerbach transferred to TV production. WILLIAM FALLS, transcription production, replaces Mr. Brookman as director Daylight Saving Time delayed broadcasts. DONALD HASSLER succeeds Mr. Fall.

ED HERR, graduate Twin Cities Television Workshop, Minneapolis, to WERF-TV Cincinnati.

DAVE PAGE, announcer KIRO Seattle, elected president Seattle AFRA, succeeding SAM PEARCE, KOMO same city.

SIGVARD RUBENOWITZ on training assignment at EDKA Pittsburgh through arrangements made by Westinghouse Electric International Co. through National Student Assn. at Mass. Institute of Technology.

JEANNE De VIVER, continuity writer KFBC Cheyenne, Wyo., to program assistant KPJX Sacramento.

DON MEIER, NBC Chicago TV producer, and Lorena Mae Bennett married July 8.

MICHAEL BOSCIA, executive assistant CBS press information, father of boy, July 14.

JACK VAN COEVERING, m.c. Woods and Waters on WXYZ-TV Detroit, awarded special award for "outstanding work in field of conservation in 1949" by Michigan Outdoor Writers' Assn.


DON RYAN, assistant film director WWJ-TV, Detroit, and Violetta married June 25.

GLORIA FORD, assistant sales promotion director for National Broadcasting Co.

N.Y. RAILROADS

Set Contract With RRN

INITIAL 26-weeks contract for three-half-hour programs a week over the 13-station Rural Radio (FM) Network has been signed by the Associated Railroads of New York State, according to Michael R. Hanna, general manager of the network.

Effective Aug. 1, Mr. Hanna said, the railroads will sponsor the York Stew. Former show Tuesday, Wednesday and Thursday. Commercials, institutional in nature, will be used to point to the close affiliation of interest between agriculture and the railroads in New York State, Mr. Hanna said.

Botany Mills Show

BOTANY MILLS Inc., Passaic, N. J., men's suits and ties retailing agent, is a second sponsor The Botany Song Show Starring Ginny Simms starting Sept. 17, over ABC Sunday, 10:15-10:30 p.m. The 52 week show, originated in Hollywood, will be televised in New York by William S. Goldsmith Inc., New York.

Mark A. WEAVER, WKY Oklahoma City, to KLEA Little Rock, Ark., as news director.

RAY JOHNSON, journalism instructor U. of Oregon, to KNBC San Francisco news staff.

JOHNNY McNEVIN, sports announcer WDR SYracuse, N. Y., rejoins WMID Atlantic City, N. J., as sports announcer and disc jockey.


CHARLES and GENE JONES, photographers for Washington Post and Washington Times-Herald, respectively, to Korea to cover war for NBC-TV.

Col. ALBERT S. RAKER, columnist and newscaster New York Sun, N. Y., resigns to join public relations department The Brown Co., Berlin, N. H.

BOB BOWER, program director WTIJ Charlottesville, Va., appointed director of sports and special events.

JAMES CALLOWAY, WBAP Fort Worth newspaper, father of girl.

News

Mark A. WEAVER, WKY Oklahoma City, to KLEA Little Rock, Ark., as news director.

RAY JOHNSON, journalism instructor U. of Oregon, to KNBC San Francisco news staff.

JOHNNY McNEVIN, sports announcer WDR SYracuse, N. Y., rejoins WMID Atlantic City, N. J., as sports announcer and disc jockey.


CHARLES and GENE JONES, photographers for Washington Post and Washington Times-Herald, respectively, to Korea to cover war for NBC-TV.

Col. ALBERT S. RAKER, columnist and newscaster New York Sun, N. Y., resigns to join public relations department The Brown Co., Berlin, N. H.

BOB BOWER, program director WTIJ Charlottesville, Va., appointed director of sports and special events.

JAMES CALLOWAY, WBAP Fort Worth newspaper, father of girl.

1930—1950

20th Anniversary Year

46.0

"HOOPER"

*(average 5 periods winter, 1960)*

proves the best buy in

DANVILLE, VA.

Rep: HOLLINGER

3kw (d) A.B.C. 1kw (n)
SPORTS RIGHTS

INTENSIVE study of the hotly protested California State Athletic Commission proposal to regulate broadcasting and televising of boxing and wrestling matches is being made by Asst. Atty. Gen. Kenneth Lynch before a decision on legality of measure can be rendered [Broadcasting, June 20].

This was revealed at a public hearing in Los Angeles July 14 when radio-TV spokesmen attacked the wisdom of the measure, identified as Rule 542. They termed it unconstitutional on several grounds.

Don B. Tatum, president of California State Broadcasters Assn. and vice-president of counsel of Don Lee Broadcasting System, charged the commission was "getting into the sensitive field of censorship." He reminded that radio and television already are under FCC regulation and therefore it is beyond the athletic commission's legal power. He further charged that the commission is trying to institute a rule which was rejected by the 1949 State Legislature.

Mr. Lynch, counsel for commission, asked if opponents to the proposed rule didn't think it the duty of the board to act if "continuation of television means the end of boxing and wrestling in the state." He made plain that the state is interested in tax revenues from these athletic events.

John Hane, counsel for KLAC-AM-TV Hollywood and other California stations, challenged the intervenors' four-page proof that either media is hurting gate receipts. He declared that the board had no right to "discriminate against radio or television.

Charging "premature Judgment" Bryan Moore, counsel for ABC Western Division, argued it was "premature" to judge television as harmful to boxing.

Although he did not elaborate, Commissioner Joe Phillips of San Francisco came back with: "We already have evidence of that.

Charles L. Gleit, vice president in charge of television for Don Lee Broadcasting System, declared his organization "lost $97,000 and gave away $900 worth of advertising time" telecasting boxing matches at the Hollywood Legion Stadium.

Joe Stanley, fight manager, came back quickly: "The Legion lost $2500; I think Don Lee hurt the Legion more than the Legion hurt Don Lee." He was the only fight manager to voice an opinion.

Expressing himself in no uncertain terms, Don Pederson, vice president and general manager of KLAC-AM-TV, declared: "I think the commission has...temerity to even consider such a measure. In one phrase, may I say, this is America."

Proposed Rule 542 would prohibit any licensed club from engaging in or permitting radio, broadcasting, televising or filming of boxing or wrestling matches without the commission's written consent.

WJVA KICK GRANT Seek Renewals With Hearing

PETITIONS to grant renewal of licenses without hearing to WJVA South Bend, Ind., and KICK Springfield, Mo., were filed with FCC last week. The Commission ordered special hearings to determine whether ownership of each station had been transferred without approval [Broadcasting, May 22, June 5].

WJVA's petition outlined its ownership history, explaining the licensee was composed of some 58 local people from all walks of life "without previous radio experience" who "may have committed technical violations" of FCC's rules. WJVA contended, however, that such violations were without intent to conceal or deceive "but resulted solely from the lack of familiarity" with FCC's rules and "the absence of competent legal advice." WJVA told FCC full compliance in the future is assured and fulltime Washington counsel has been retained.

Similarly, KICK explained no purpose would be obtained through hearing since all pertinent facts have been supplied to FCC regarding ownership interests. An opposition to this view, however, was filed by KTTS Springfield earlier sought reconsideration of FCC's license grant to KICK. KTTS asked the hearing be held.

WJVA is assigned 250 w daytime on 1600 kc; KICK 250 w fulltime on 1340 kc.

DEDICATION of monument to first amateur and shortwave radio message flashed across Atlantic set for ceremony in fall at Greenwich, Conn. Monument sponsored by The Radio Club of America.

Statice & Snow

(Continued from page 44)

of moan and groan and scream. So with loud trumpet blare the gods of the air came riding on a whirlwind.

They took one good look at fierce rage they shook, then in unanimity

With glacial stare and with icy glare they froze up the FCC. This occurred in October, neath skies gray and sober, back in nineteen forty-eight.

And the freeze stayed on, till Senator Johnson decided no longer to wait.

So he built a fire like a funeral pyre, using his chest as a bellow:

He threw in constructors of sets, and instructors, all acting like jolly good fellows.

With a learned scholar he tossed in color, which heaped the flames up higher:

With the wave that's ultra went a fancy consulter, and how he did perspire!

Then the heavens scowled and the winds they howled and the dead rose up and walked.

The stars came out and they danced about and everybody talked.

So the Desperado from Colorado said "Maybe It's time I looked."

"They've been sizzling so in this blaze and glow, they really should be cooked."

Ignoring the roar, he opened the carriage door, and fearfully peaked inside Expecting that he would surely see a mess all stewed and fried.

But to his dismay the corpses lay preserved, inert and fit.

Though the air was hot, the stifls were not; they hadn't softened a bit.

And so they stay to this very day, no sightseer since then.

No animation, just hibernation, gelid, bleak and raw.

Yes, there are strange things done down in Washington by the men on the public roll.

The Capital trails have their secret tales not found in record or scroll.

The District lights have seen queer sights, but the strangest is yet to be—

When a volcanic eruption or atomic disruption unfreezes the FCC.

ANTI-LOTTERY
Wisconsin Studies Giveaways

A NETWORK show and three local programs are being studied by the attorney general of Wisconsin for possible violation of the state's anti-lottery law. They are Stop the Music (ABC), Oscar Jackpot Quiz, Bread Basket Quiz and Food For Thought Jackpot Quiz, all broadcast in Milwaukee. Investigation was sought by Milwaukee County District Attorney William J. McCaulley after another giveaway, Lucky Social Security Numbers, was ordered revised [Broadcasting, June 26, July 3].

Wisconsin law defines a lottery as including prizes, the element of chance, and consideration, last of which need not involve cash. A variation of Lucky Social Security Numbers has returned to WMAW Milwaukee after format was changed on order of the Milwaukee district attorney and the attorney general.

Attorney General Thomas Fairchild's office in Madison is studying scripts on the giveaway shows. Mr. Fairchild has FCC files on giveaways, which were forwarded last week after a conference with an FCC attorney in Milwaukee. Mr. Fairchild's assistant, William Plats, discussed the situation with the FCC lawyer also. No decision is expected from the attorney general for several weeks.

For some interesting information on Radio in Iowa, Please see page 23 of this issue.
Special NARN President Jack Shelley of WHO Des Moines.

Committee members include Ted Koop, director of news and public affairs for CBS, and Cash Keller, news and special events director of NBC, both in Washington, D. C. Mr. Shelley also has asked Robert E. Richards, NAB public affairs director, to work closely with this committee.

He pointed out that the group “has authority to offer NARN's services and to speak for the association when its opinion may be needed in emergencies which do not allow time for consultation with the members. The purpose, he said, would be to hold several conferences with government officials to discuss what will be expected of the radio industry and of radio news coverage in case of a national emergency.”

The NARN has a membership of 200 radio news editors and broadcasters in every state.
CONGRESS GETS QUARTERLY REVIEW

LOBBY REPORT

QUARTERLY reports and new registrations for January-March, dealing with activities of broadcast station and industry representatives opposing restrictive radio-TV legislation under the 1946 Lobbying Act, were outlined in a voluminous document filed with Congress by the House Clerk and Senate Secretary Feb. 14.

Among those filed reports under the act were officials of networks, NAB, Radio-Television Mfrs. Assn., the Clear Channel Broadcasting Service and others. Reflecting in the registrations was the allied industry's genuine concern over stringent Congressional proposals to (1) license networks and sever network and station operations; (2) break down the clear channels and impose a ceiling on Class I-A station power; (3) give FCC additional sanctions over licenses, permits, etc.; (4) vest certain administrative functions of FCC in the Commission Chairman; (5) create a Radio Frequency Control Board or “Super FCC.”

One proposal which the industry supported rather than opposed was the new moratorium bill sponsored by Sen. Ernest W. McFarland (D-Ariz.) to realign FCC along procedural lines.

Ralph Hardy, NAB legislative liaison on Capitol Hill and newly registered under the Lobbying Act, was listed for an annual salary of $17,500 for services performed while director of NAB's radio division and “no specific amount” for legislative expenses. He reported a general expense account was provided.

Don Petty, former NAB legislative counsel, reported that he received $3,700 as a retainer fee from NAB during the period January-March, and a total of $1,007.05 for business expenses in connection with activities in all fields of law relating to NAB as a client.

Says Not Applicable

According to the report, Mr. Petty felt, however, that the 1946 Lobbying Act was not applicable to him on grounds that his activities relating to Congressional legislation were “incidental” to those as attorney for NAB. He pointed out he had registered anyway to carry out his duties as attorney so as to nullify any question being raised as to propriety of his actions with respect to any legislation.

Mr. Petty cited specifically during the first quarter of 1950 such legislation as S 1973 (the McFarland bill to reorganize FCC along procedural lines); S 1847 (by Sen. William Langer (R-N.D.) to outlaw alcoholic beverage advertising on radio-TV); the President’s Plan 11 (to reorganize FCC); HR 6949 (by Rep. George Sadowski (D-Mich.) to create a “super-FCC” and give FCC additional sanctions), and a tax proposed before the House Ways & Means Committee (to levy a 10% excise tax on television receivers).

Mr. Petty listed $342.76 for expenses covering letters sent to NAB board of directors on the Langer liquor bill, wires to TV stations on the proposed TV set excise, letters to the networks on the controversial Sadowski bill.

Earl Gammons, vice president and director of CBS Washington operations, specified interest in all legislation affecting the radio-television industry, particularly in the McFarland and Sadowski bills and also in a measure by Rep. Harry Sheppard (D-Cal.), to license networks and divorce network-station operation functions.

For expenditures Mr. Gammons listed a total of $125 for travel, food, lodging, entertainment, etc., during the period January-March.

RTMA Representatives

Joseph E. Case, representing Radio-Television Mfrs. Assn., said he is receiving a $5,000 retainer and $1,000 a month plus expenses to run for the remainder of 1950. He was retained, during the first quarter, on behalf of the proposed TV set tax.

Bond Geddes, also of RTMA, reported expenditure of $61.90 including $49.60 for expenses of conferences and meetings with the association’s excise tax committee. He also mentioned opposition to the Treasury Dept.’s suggested TV set levy.

Frank M. (Scop) Russell, vice president in charge of NBC Washington operations, reported $461 in expenditures to be deferred by NBC for the first quarter—comprising telephone, telegraph, food, travel, lodging, etc.

Mr. Russell registered interest in the McFarland-Sheppard-Sadowski measures, especially those provisions dealing with network licensing, FCC reorganization, a proposed Radio Frequency Control Board, and liberal and slander in political broadcasts. In general, he reported interest in all legislation “affecting radio-telecommunication or manufacturing companies.”

The Clear Channel Broadcasting Service reported $695.19 for expenses during January-March, and assessments from 15 member stations in the Class 1-A standard broadcast class. Money was not received or expended “solely or principally” for purposes falling within the Lobbying Act, the report noted.

CCRS, through its director, Ward Quaal, has been on record as opposing proposed legislation, S 491 by Sen. Ed Johnson (D-Col.) and HR 4004, a companion bill by Rep. Robert L. Ramsay (D-W.Va.), calling for breakdown of Class I-A or clear channel ceiling on power of Class I-A stations.

Mr. Quaal listed expenditures of $858.24 for the first 1950 quarter, although “only a portion of his activities came within the purview of the Lobbying Act,” according to the report. He also listed expenses for NAB convention registration ($30), use of the Joint Hill Recording Facility ($15.06) and other functions.

NAB DISTRICTS

Meeting Schedule Completed

NAB last week put the finishing touches on its schedule for 1950 district meetings to get underway next month and conclude in November.

As originally planned, District 15 will hold its meeting at the San Carlos Hotel, Monterey, Calif., Aug. 21-22, with Glenn Shaw, KXL Oakland, presiding as director. The District 16 will be held for the Roosevelt Hotel, Hollywood, Aug. 24-25, with Calvin J. Smith, KYM Mankato, Minn., is district director.

The 17 district meetings will be launched Aug. 14 in Seattle.
Insurance Firm's Radio

(Continued from page 20)

insurance company on KWTO is a farm service program conducted by Loyd Evans, KWTO's farm service director. This program features farm news, weather, markets and local and national news. Like most of the other MFA programs it is open to interviews with company personnel and other visitors.

Mr. Evans' program replaces the quarter-hour "Carter Family" show, which completed its contract with MFA Mutual and moved on to WSM and the Grand Ole Opry, the latter part of May. The "Carter Sisters" with "Mother Maybelle and Chet Atkins" built up a great listener following in the Southwest Missouri territory while on the MFA Mutual program.

In a letter to MFA's Advertising Director W. Judd Wyatt, Dwight Darby, Springfield branch manager for MFA Mutual, wrote:

You might be interested in knowing of some direct results from our 12 noon broadcast with the Carter Family. A few days ago some folks from south of Springfield called the office and requested someone come down that evening and write up their automobile insurance. I made the trip and got the insurance sold. As the husband was paying me the premium the wife stated, 'You can thank Junie Carter for this sale, because we've been listening to her on the radio and decided to follow her advice and get MFA Mutual Insurance protection.' Radio advertising pays!

SHOOTIN' THE WORKS ON SLAUGHTERS (Ky.)?

Why fire advertising ammunition at Slaughters? Why? With WAVE you can probably hit this State's sales mark around Louisville sales alone. We lay our sights on just one target—the 37-county Louisville Trading Area. We score half the area with 215,000 radio families who are really worth hitting because they buy nearly as much merchandise as all the rest of Kentucky combined!

Aim to kill, boys. We'll do a bang-up job without crippling your budget. Ask us or Free & Petes for all the facts.

ALLAN'S NATIONAL REPRESENTATIVES

Page 52 • July 24, 1950

Here's Where You'll Find MFA Radio Programs

| KGX Springfield | 6:45 a.m. | M.W.F. | Music |
| KTT Springfield | 8:35 a.m. | M.W.F. | Weather |
| KFEP St. Joseph | 11:45 a.m. | M.W.F. | Weather, News |
| KWTO Springfield | noon | Music, Markets, Weather |
| KFEP St. Joseph | 12:15 p.m. | Interviews |
| KWTO Springfield | 12:15 a.m. | Music, News |
| KMMO Marshall | 12:15 p.m. | "Man-at-the-Exchange" |
| KWEB Warrenton | 12:15 a.m. | Music, Markets, Weather, News |
| KCHI Chillicothe | 12:30 p.m. | "Man-at-the-Exchange" |
| KWTO Springfield | 1:30 p.m. | News |
| KXEO Mexico | 12:30 p.m. | Markets, News |
| KBOA Kennett | 12:30 p.m. | Music, Markets, Weather, News |
| KIRK Kirksville | 12:45 p.m. | "Man-at-the-Exchange" |
| KHMO Hannibal | 12:45 p.m. | News, Weather, Markets |
| KPRU Columbia | 1 p.m. | "Man-at-the-Exchange" |
| KNCH Moberly | 12 m. | Music, News |

This schedule does not include spot announcements.

KPRU.

Few companies or organizations in the state make a greater use of radio than do the MFA Mutual Insurance Co. and the Missouri Farmers' Association. Radio provides the MFA with a rapid and a flexible means of reaching its 125,000 members and more than 75,000 public listeners. It also provides instant information about the organization and its services.

In recent months there has been a listener desire to hear company officials talk about the different types of insurance and services offered. To fill this bill a tape recorder is in near-constant use in Mr. Wyatt's office. From master tapes "dubs" are made by KPRU technicians and are shipped out weekly to stations broadcasting MFA programs. Good reception from the use of these tapes has been experienced, and it is planned to make heavier use of them in the future.

The latest trend is toward a taped interview for a specific station, mentioning plenty of names of local people in the listening area of the station. In addition to MFA Mutual Insurance, everything from MFA Hybrid Seed Corn to Leonard refrigerators is sold, along with information about MFA's state convention.

MFA's first appearance in television was in 1949 when Mr. Wyatt sent a letter to WMCT (TV) Memphis, describing a color movie he had just completed for the MFA Oil Co. The reception was good and WMCT requested permission to use the half-hour movie on television. Showing was made on June 21, 1949.

It is claimed to be the first motion picture produced by a farm cooperative to be shown on television. Included in the movie, besides sequences on MFA Oil Co. petroleum products, are scenes featuring the St. Louis Cardinals baseball club and a running presentation of comedian Jack Taylor, formerly with the Associated Press in Chicago and New York. This Wyatt-directed show is MFA's first appearance on television, but it is not necessarily the last.

MFA Mutual President J. M. Silvey, who is also general manager of the MFA Farm Supply Division, handles it as a selling and information medium.

Commercial for the many MFA programs are written by members of the advertising department, Mr. Wyatt, Dottie Silvey and Dick Ferguson. Divisional commercials, such as those for the MFA Plant Foods and Seed Division, the MFA Oil Co., etc., are written by divisional personnel and edited by the advertising crew.

Officers of the MFA Mutual Insurance Co., in addition to President Silvey, are A. D. Sappington, vice president and general counsel; Paul Keithley, secretary; F. V. Heinikel, chairman of the board and president of the Missouri Farmers Assn., and R. J. Rosier, secretary of the board and secretary of the Misouri Farmers Assn. The board is comprised of seven members.

The MFA Mutual Insurance Co. spends approximately $80,000 annually on all advertising, and radio's share of this amount is in the neighborhood of $20,000.

Other Recent Articles On Insurance Firms Using Radio


Harold G. McCoy

HAROLD GLIDDEN MCCOY, 60, vice president of Lewis & Gilmann Inc., Philadelphia advertising and public relations firm, was shot and killed July 18 at his home in nearby Malvern after a long illness. Born in Cortland, N. Y., he was a veteran newspaper and advertising man, and known throughout the field of public relations. Prior to his association with Lewis & Gilmann, he was in charge of public relations accounts serviced by N. W. Ayer & Son, Philadelphia.

LIBEL and SLANDER

Invasion of Privacy

Plagiarism—Copyright—Piracy

Cost of Insurance

For the wise Broadcaster

Our Unique Policy provides adequate protection. Why, surprisingly inexpensive!

Carried Nationwide

For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg., Kansas City, Missouri

Broadcasting • Teletacing
Mobilization Plans  
(Continued from page 18)  
"will be quickly depleted" by civilian buyers. He noted that components now used in TV sets would be directed toward manufacture of electronic equipment for such war uses as radar, aerial navigation systems, submarine detection devices, scanning and observation equipment, inter-university communication and television apparatus for mass education programs at training centers.

Mr. Andrea also pointed out that the National Guard Corps alone, during the last week of June, placed 36 contracts for such equipment, each for sums of $10,000 or more, and totaling in excess of $38 million.

"If the action in Korea continues and expands in scope," he added, "there is no doubt that electronic manufacturers will be required to change over quickly from the production of consumer goods to war materials."

Defense Priority  

Companion bills, introduced by Sen. Burnet Maybank (D-S.C.) and Rep. Frank R. Barela (D-N.Mex.), chairman of the Senate and House Banking committees, respectively, would authorize the President to (1) require priority on defense contracts over all others, including those held by radio and TV manufacturers; (2) control materials and facilities to guarantee fulfillment of military and "essential civilian" needs; (3) requisition property for national defense; (4) curtail installment buying.

Under the program for increasing military strength, . . . military and related procurement will need to be expanded at a more rapid rate than total production can be expanded," the President told Congress.

"The substantial speedup of military procurement will intensify these shortages (less than). Action must be taken to insure that these shortages do not interfere with or delay the materials and the supplies needed for the national defense."

He stated further:

First, we should adopt such direct measures as are now necessary to assure prompt and adequate supplies of goods for military and essential civilian use. I therefore recommend that the Congress enact legislation authorizing the Government to establish priorities and allocate materials as necessary to promote the national security; to limit the use of materials for non-essential purposes; to prevent unnecessary hoarding; and to requisition supplies and materials needed for the national defense, particularly those of excessive and unnecessary inventories.

Second, we must promptly adopt some general measures to compensate for the growth of demand caused by the expansion of military programs in a period of high civilian incomes. I am asking all executives over to conduct a detailed review of Government programs, for the purpose of modifying them wherever practicable to lessen the demand upon services, commodities, raw materials, manpower, and facilities which are in competition with those needed for national defense. The Government, as well as the public, must exercise great prudence in the use of funds and services which are needed for our increased defense efforts.

President Truman did not mention any of the problems of consumer goods which presumably would fall in the category of heavy inventories in the less essential group. It was believed that, in the long run, his proposal to curtail consumer credit would serve to cut back purchases of radio and TV sets now available and that the system of allocations would divert TV and TV set makers to military production.

But the proposed legislation clearly included "component parts" along with "any equipment, supplies, or facilities for manufacture, servicing, or operation of such equipment."

Loan Guarantees  

To increase the production of essential materials, products and services, Mr. Truman urged Congress to provide loan guarantees to increase output of certain materials. He did not identify them save to describe them as "in short supply."

The President also said he had asked Defense Secretary Louis Johnson to "exceed the budgeted strength of military personnel for the Army, Navy and Air Force" and to give all-out selective service where necessary.

Simultaneously, the Air Force and Army announced that reservists most needed are specialists in electronic communications, radio, and other technical branches—for both enlisted and officer personnel.

Support of President Truman's proposal for partial mobilization was evident on Capitol Hill. Some legislators called for all-out mobilization. But some Republicans thought Mr. Truman's proposal for controls should be closely scrutinized.

Congress also has taken note of scarcity of strategic materials, and the nation's whole stockpiling program, especially copper. The House last week voted to continue, for a full year, the exemption of the two cents-per-pound levy on copper imports. The Senate will consider the proposal (H J Res 502) soon.

It was brought out in floor debate that the U.S. copper reserve is at its lowest level since 1944, and that domestic supply falls far short of demand. Question arose as to whether the import levy would serve to harm American interests. As it stands, the nation's stock, much of which is used in television, radio and other electrical appliances.

Rep. Thomas Martin (R-Iowa) said that the exemption of the copper tariff, which the resolution would seek to extend, has not enabled industry to create industrial copper and transit the past three years to meet any war emergency. The U. S. has similar levies on lead, zinc and other materials, it was pointed out.

"If there is insufficient copper for national defense needs, copper will properly be taken for those needs and private industry will have what is left," Rep. Richard Simpson (R-Pa.) told House colleagues.

It was generally indicated that the scarcity of copper would have a tremendous impact on those related component parts produced by the radio-TV industry for civilian needs. It probably would rank high on the list of scarce materials in the months ahead.

EUROPE SYMPHONY  

ECA Series Sent to Stations  

SERIES of one-hour programs featuring European Symphony orchestras, prepared at the suggestion of broadcasters by Economic Cooperation Administration, will be distributed to stations by ECA. Project was supported by the NAB Unaffiliated Stations Committee when Ted Cost, then at WNEW, Was committee chairman [Broadcast, Feb. 6]. Over 250 independent stations already have requested the series of 15 transcribed broadcasts.

The programs feature outstanding orchestras, conductors and composers of the Marshall Plan countries, according to Wallace Gade, ECA radio and TV director. Edward Gruskin, ECA's European radio chief, and Margaret O'Neill headed an ECA crew that spent eight months preparing the programs and recording them in the countries.

Standard and contemporary composers are represented in broadcasts by the Vienna Philharmonic, Concertgebau of Amsterdam, BBC Symphony and orchestras from such nations as Ireland, Norway, Greece and Turkey. Each one-hour program, consisting of four sides 33 1/2 rpm, has a short commentary on European rehabilitation by Frank Ger- vasi, former Collier's correspondent.

WCHS  

Charleston, W. Va.

Mrs. Lucille Simmons Lake-Spyro-Sharman Mrs. Lucie, Tenn.

Dear Lucile:

In yer time buyin', don't overlook this here market served by WCHS. I appreciate better all th' time. I just seen th' report of the Federal Service Bank in Richmond, and boy oh boy does Charleston, W. Va., jumps up in de-pendent city sales! For th' month of May, 1950, they was U P 2 percent over what they was a year before! Th' same was true three times or more gate as any other city in th' whole 5th district! I'm sure glad you don't show a good business a' round here, I don't know where I'd be a year a'ago. . . .

Lucillef

WCHS  

Charleston, W. Va.
‘Voice’ Expansion
(Continued from page 98)

Commission on Information backed
President Truman in his plea
for an additional $80 million to expand
the Voice to America and
whole information program. In a letter
to Mr. Truman, the commission
said it felt Congress should act on
the request before it adjourns.

The vital element is such that
the United States must move as
rapidly as possible,” it told the
President. “We do too little now
and next year may be too late in
many areas. The propaganda
effort of the USSR, now bordering
on open psychological warfare, is
a major threat to this govern-
ment’s foreign policy objectives.

The commission said it has re-
viewed field studies by the State
Dept. in recent weeks dealing with
necessary facilities “to reach crit-
cal areas of the world and to
counter, as best it may be, the
tremendous jamming effort
which the Russians are making.”

The proposals were incorporated
in a mark-up sent to the Budget
Bureau in the form of the supple-
mental bill considered last week
by the House Appropriations sub-
committee. The commission said
it supported them fully.

The advisory group also noted
a disparity in recent years between
some $15 billion for defense and
some $1 billion for economic aid,
on the one hand, and slightly in
excess of $30 million for the
information program.

Campaign Needed

It stressed that a “campaign for
truth” is even more imperative
—and the information field more
“fruitful”—in light of the Korean
aggression and “because the Krem-
lin has revealed itself and its
intentions more clearly than at
any time since the end of the war.”

The bill was signed by com-
mision members including Chair-
man Mark Ethridge, Justin Miller,
NAB president; Erwin D. Canham,
Chairman, Science Monitor; Philip
D. Reed, General Electric, and
Mark May, Yale U.

Support for the President’s in-
formation program was offered
in Capitol Hill by Sen. Style Bridges
(R-N.H.) as part of his 25-point
program to stop Communist ag-
gression, and other legislators. In
a statement on the Senate floor
last Tuesday, Sen. Bridges called
for strengthening of our overseas
propaganda. He asserted:

“This can be a powerful weapon
in our total effort. We need a
much better and more effective
program of truth. We need more
vigor, resourceful, and effective
personnel to carry it out. We must
tell the 800 million common people
behind the Iron Curtain that we
are their friends...”

Cordell Hull, former Secretary
of State, also threw his backing
behind the President’s proposal in
a letter to Sen. Thomas of the
Foreign Relations subcommittee.
He urged approval of the $89 mil-
liar request “as speedily as pos-
sible” to counteract Communist
distortions, misrepresentations
and “barrages of falsehoods a
and twisted accusations” leveled against
the U.S.

“In this situation we must
in every way make our own purposes
and objectives clear to mankind,”
he asserted.

The regular Voice appropriation
encountered stormy opposition
in the Senate. A move to restore
the full budget request of $38.6
million to the State Dept.
information program was beaten in
Congress, which settled on the $32.7
million recommended by the Sen-
ate Appropriations Committee
(Broadcasting, July 17).

$11 Million for Voice

About $11 million of this amount
is earmarked for the Voice, sum-
together with a sizable por-
tion of the supplemental, would
give the radio program upwards
of $90 million if the supple-
mental is approved, it was under-
stood.

Total of $200,000 in the regu-
lar $11 million outlay is directed for
programs to Western Eu-
rope.

Congress cut the Voice despite
warnings that the information
program would face severe ad-
justments if it went along with
the Senate economy bloc, including
Sen. Pat McCarran (D-Nev.),
Sen. J. William Fulbright (D-
Ark.), cited estimates showing
state Dept’s radio program would
be pared some $405,000, and thus
require elimination of broadcasting
schedules abroad “and other pro-
motional activities designed to
expand the overseas listening
audience.”

Moreover, he pointed out, it
would mean that the State Dept.’s
International Broadcasting
sion would be unable to activate
new minority language programs
in the USSR as contemplated.

Both Congressional appropria-
tions groups had characterized the
program schedules as “extrava-
gant” when they held hearings on
Voice funds.

WHDH RATE CARD
Injects Eye Appeal

NEW RATE card with eye appeal, which WHDH Boston says gets
away from the standard card that
often is “cumbersome and confus-
ing,” has been released by the
station. WHDH has sent the card,
reflecting a general lowering of
nighttime rates and raising of day-
time rates, along with a letter to
agency timebuyers.

General daytime rates are up
9.1%, general evening rates are
down 14.3% and Sunday day rates
are up 14.3%. Participating pro-
grams, which have been listed sepa-
ratey, are up 19.8%.

The card, which becomes effective
Aug. 1, resembles the familiar graph
with weekday and Sunday time
segments listed down the left
side with the rate for each time
segment a length of announce-
ment or time purchased printed
across the page. Folder uses the
basic rate for each segment as a
key dollar figure.

WHDH’s new rate card, which
is changed from four to three
time classifications, lists the basic
hourly rate for Class A time at
$306, for Class B time at $204
and Class C time at $153. Announce-
ments are $40, $30 and $20 respec-
tively.

New Ziv Sales

FREDERIC W. ZIV CO., New
York, has announced purchase of
The Casso Kid, transcribed radio
program, by four new advertis-
ers: Farm Crest Bakeries Inc., Detroit,
for 52 weeks in Toledo, Columbus and
Lima, Ohio, and Kalamazoo, Lansing, Flint, and Saginaw, Mich;
Ballentine Packing Co. for Colum-
bia, Florence and Greenville, S. C.;
Austen Dairy Co., for 52 weeks in
Austin, Minn.; Slaton Bakery, 52
weeks in Okmulgee, Okla.

Your recordings
dubbings
spots
pressings
deserve
RCA quality
RECORDING • PROCESSING
PRESSING
You get the kind of service you want and the quality
you need at RCA! Records and transcriptions of every
description...slide film and promotion recording facili-
ties. Careful handling and prompt delivery. Contact an
RCA Victor Custom Record Sales Studio, Dept. 7-B.
120 East 23rd Street
New York 10, New York
MU 9-0000
445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215
1016 North Sacramento Avenue
Hollywood 28, California
Hillside 571
You’ll find useful facts in
our Custom Record Brochure.
Send for it today!

First in the
Field!

Radio Corporation of America
RCA Victor Division

THE NUNN STATIONS

The Nunn Stations, WLAP, Lexington,
Ky., oldest station in Kentucky’s second
market, 5000 watt, ABC affiliate, wants
local broadcast talent. Write references,
reason for desiring change, recent pic-
ture, etc. Dramatic, present card, against
commission. Only best, experienced
televisers considered.

BROADCASTING
SELLING POWER
...CONCENTRATED

- This is the job for Spot TV: to take the incredible selling power of television and spotlight it into the markets where you need it most.

  Sight, sound, action! Very simple, very direct, and — as more and more advertisers are finding out — very potent selling.

  As most advertisers have discovered, this is the most potent, hard selling list of stations your TV dollar can buy.
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

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

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

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

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

IN A SERIES of all-day sessions inevitably tinted by the Korean crisis, FCC members and their top staff advisors last week canvassed, at least preliminarily, virtually all phases of the complex color television question.

The discussions at some points reportedly ranged away from the basic color issue onto such crisis-born questions as the possibility that television may have to give up some of its spectrum space—in the UHF if not VHF—to meet emergency needs of the military and safety and special services.

The question of delaying the color decision because of the international situation also was said to have been broached at least one Commission. But the possibility that FCC would take this course was largely discounted—unless the nation has to convert to full wartime status.

The same feeling prevailed with respect to the possibility of postponing the UHF television hearings, which are slated to get under way shortly after the color decision is reached—possibly in September.

Talk of delay in both cases was based on the possibility that military needs may become so dominant that television transmission and receiver production will be reduced to a standstill, in which case color and UHF development as well as further VHF growth would have to await the return of peace.

Will Make Decision

Thus far, however, the Commission appears definitely determined to get out a color decision—one which, in one form or another, will authorize color operations.

But, thoroughly as they have been, the discussions to date have not progressed far enough to indicate which of the proposed systems may get the nod or whether multiple standards disapproved by the so-called Condon Committee (TELECASTING, July 17) may be set up.

The Commission devoted four full days to the color question last week and planned to resume its study this week.

Participants said they could not recall so thorough an approach to any other Commission problem. Chairman Wayne Coy refused to open any session until all seven Commissioners were on hand. Much of the early sessions was devoted to analyses and reports prepared by the Commission staff, but all of the Commissioners partook in the discussions.

Meanwhile, the fight between RCA and CBS, which with Color Television Inc. are sponsors of the three rival color systems under consideration, broke out again in letters to Chairman Coy.

Letter to Condon

CBS also sent a letter to Dr. Edward U. Condon, director of the National Bureau of Standards and chairman of the Condon Committee, characterizing the committee's report as "highly constructive and clarifying" in "many respects," but asserting that in "many places" it seems to "minimize the superiority of the CBS system both for novelty and the future in color," to "in its entirety," charging that it contained "irresponsible and inaccurate charges, gross distortions of the record, half truths, mis-citations, and errors."

He said RCA failed to comply with FCC's requirements by not asking for findings with respect to the CBS system, and charged that RCA put "new" material into its reply rather than into its original findings, "possibly realizing that such an attack [on CBS] could not withstand analysis."

Won't Ask Reply Time

Judge Rosenman said CBS "does not require" an opportunity to reply, not only because it believes that further delay is contrary to the public interest, but because it believes that RCA's document has so far passed beyond the bounds of accuracy, and its procedure the bounds of fair play, that the document should be given no weight.

In answer, John T. Cahill, counsel for RCA, wrote Chairman Coy that "Judge Rosenman's characterizations of the RCA Statement in Reply are entirely unjustified and unjustifiable, and indefensible for any responsible color television professional."

He also contended that "on many vital issues [CBS] failed to refer to evidence that is contrary to the position it urged," and that "the effect could be highly misleading to the Commission and prejudicial to RCA, in view of the CBS pretension to completeness."

Cahill Charges

Mr. Cahill charged that the CBS findings "went to the extreme of denying that the RCA system is compatible" but "failed to mention" that Dr. Peter C. Goldmark, developer of the CBS system, "had admitted the RCA system is compatible."

He labeled "ridiculous" the CBS claim that its own color technique is "the most nearly compatible of the three systems." The Condon Committee, he said, "confirmed in two words (what everybody knows) that the CBS system is Not Compatible." The Committee also rated the RCA system "excellent" on compatibility, he added.

"In fact," Mr. Cahill said, "the CBS document of June 26 [pro- (Continued on page 6)"

SPORTS 'GATE'

COMBINATION of four factors—unfavorable weather, shifting team performance, rise in number of new television set owners and normal leveling out of sports ticket-buying—are responsible for the decline in 1950 major league baseball attendance.

In the opinion of Jerry Jordan, U. of Pennsylvania graduate student and author of Jordan Report [BROADCASTING, May 22] speaking last Thursday on new findings in his television survey before a meeting of the television committee of the Los Angeles Chamber of Commerce.

Major clubs played only 517 games at approximately the half-season mark because of unfavorable weather as compared to 688 in the same 1949 period, Mr. Jordan pointed out. This resulted in loss of 1,668,429 paid attendance. Better weather in early July resulted in a slight gain per playing date over same period a year ago, he stated.

Improved performance by four National League teams resulted in an average of 2.5% increase at the box office, Mr. Jordan said, pointing out that attendance gains and losses follow team performance to a remarkable extent in years of comparable economic conditions. The New York Yankees and Cleveland Indians, which he termed "big-gate teams" with standing July 4 the same or below last year, had lost an average of nearly 9,000 paid admissions per date between them, he continued.

Reaffirm Novelty Aspect

Reiterating his contention that new set owners attend fewer sports events during the first year of owning sets, Mr. Jordan stated that purchase of TV sets by almost 2,600,000 in big league cities between the close of last season and beginning of this one did contribute to decline in box office attendance. His survey shows, however, that after first year novelty of the TV set wears off people start attending sports events again.

For example, he pointed out that in Philadelphia, where nearly half the families own TV sets and long-time owners outnumber short term ones, the Phillies drew a 30% increase over their 1949 attendance level, whereas the Athletics, in seventh place July 4 this year compared to second place at same time last year, show 53% attendance loss.

Mr. Jordan further stated a sporting news survey showed only 13 out of 58 minor leagues were ahead in 1960 attendance. Pointing out that in 89 of 45 loops reporting losses there is no television.

In explaining the fourth "leveling out" factor in box office decline, he stated that in 1948 and 1949 sports ran double their prereat rate of attendance because the public, which had held back from sports events during war, were anxious to attend games. This year it has more or less leveled out.

Mr. Jordan's complete report, started in 1948, is being published for distribution to all major sports enterprises by RTMA. Survey figures cover all television areas in the U.S.

Jordan Studies Decline

Time owners outnumber short term one, the Phillies drew a 30% increase over their 1949 attendance level, whereas the Athletics, in seventh place July 4 this year compared to second place at same time last year, show 53% attendance loss.

Mr. Jordan further stated a sporting news survey showed only 13 out of 58 minor leagues were ahead in 1960 attendance. Pointing out that in 89 of 45 loops reporting losses there is no television.

In explaining the fourth "leveling out" factor in box office decline, he stated that in 1948 and 1949 sports ran double their prereat rate of attendance because the public, which had held back from sports events during war, were anxious to attend games. This year it has more or less leveled out.

Mr. Jordan's complete report, started in 1948, is being published for distribution to all major sports enterprises by RTMA. Survey figures cover all television areas in the U.S.

JULY 24, 1950 - Page 57

Jordan Studies Decline

Time owners outnumber short term one, the Phillies drew a 30% increase over their 1949 attendance level, whereas the Athletics, in seventh place July 4 this year compared to second place at same time last year, show 53% attendance loss.

Mr. Jordan further stated a sporting news survey showed only 13 out of 58 minor leagues were ahead in 1960 attendance. Pointing out that in 89 of 45 loops reporting losses there is no television.

In explaining the fourth "leveling out" factor in box office decline, he stated that in 1948 and 1949 sports ran double their prereat rate of attendance because the public, which had held back from sports events during war, were anxious to attend games. This year it has more or less leveled out.

Mr. Jordan's complete report, started in 1948, is being published for distribution to all major sports enterprises by RTMA. Survey figures cover all television areas in the U.S.
DAWSON APPOINTED

THOMAS H. DAWSON last week was appointed director of the television division of Edward Petry and Co., Inc., radio and television station management.

Mr. Dawson resigned [Broadcasting, July 17] as eastern sales manager of Radio Sales, radio and television stations representative, CBS, a fortnight ago. At the time he succeeded Keith Kiggins, who has been appointed assistant to the president in the over-all management of TV and radio.

Mr. Dawson, upon graduating from the U. of Minnesota in 1936, was employed by Piller & Mills in its advertising department. From there he went to WCCO Minnesota as a salesman, and later became sales manager. Subsequently he was associated with WBBM Chicago as a sales executive. After three years as a naval aviator during the war, he left the service with the rank of Lt. Commander.

Mr. Kiggins, a former vice-president of ABC, is widely-experienced in station operation and management, both as network executive and as station owner. He joined the Petry company last August to organize the TV division.

Also announced by the Petry firm was the appointment of Robert T. Hutton Jr. [Broadcasting, July 17] as TV promotion manager. He will be assisted by was appointed director of the television division of Edward Petry and Co., Inc., radio and television station management.

*Howard Selger, former research analyst for the sale and promotion divisions of NBC and ABC with 15 years experience.

Richar D. Drumly, it also was announced, will join the staff of the Popular Dallas office. Mr. Drumly spent four years with the sales staff of WOW and WOW-TV Omaha, and during the war served four years in the Marine Corp.

RECEIVER PRICES

GE’s Sahlof Sees Increase

CITING the Korean situation and increasing consumer demand as factors, W. H. Sahlof, manager of General Electric Co.’s receiver division, has predicted an early halt in the two-year decline in TV set prices.

Mr. Sahlof foresees possible price increases later this year. This also reported that GE’s TV sales for the first half of 1950 were 73% ahead of the like period last year. He predicted this figure would be exceeded by 50% during the second half.

MURALO’S FLAIR CAMPAIGN

Snowballs After Single WJZ-TV Test Show

AN ENTIRE CAMPAIGN to introduce a new product is growing from one 15-minute TV demonstration show over WJZ-TV New York, according to the R. T. O’Connell Advertising Co., New York.

It began with a problem: Flair, a new furniture-based paint of the Muralo Co. of New York, was going on dealers’ shelves in the middle of the summer, off season for paint sales. Pending a full-scale campaign in September, how could interest in the product be kept alive?

A quarter-hour was scheduled on WJZ-TV July 12 from 12 noon to 12:15 p.m. With Walter Herlihy as host, and Ben Locko, Muralo’s merchandising manager, as demonstrator, a jury of five housewives was selected from a studio audience.

Shown to Jury

Without rehearsal, the selling points of the product were demonstrated for the jury, and for a chemist familiar with paints, selected from the telephone book.

“The freshness and impact of the spontaneous comments of the housewives surprised us,” said David Lowry, speaking for the O’Connell Co., said. “Literally before our eyes the campaign itself took shape.

“We had been convinced that too many advertisers were jumping into TV without really merchandising it. We felt that we should at least try to scratch the surface,” Mr. Lowry said.

The show was recorded by Vitapix. And with some editing, plus a new opening and close, the recording will be used nationally as a sales presentation for new dealers.

Pictures of the jury, together with the testimonials of its members and an analysis of the product by the chemist, have been used in a handbill with which the markets will be flooded during the summer.

In September a full-scale campaign, using TV, radio and other media, will follow through. It will penetrate the West Coast, East Coast, parts of New England, Florida, Georgia, and Texas, and Milwaukee, Chicago and Detroit. Also Muralo plans a New York TV show in the fall, opening Hi-decorating service to housewives.

Pioneer Names

PIioneer Scientific Corp., licensee of Polaroid Corp., Cambridge (polaroid television filters and sun glasses), has appointed William Von Zehle, New York, to handle its advertising. An extensive spot campaign in television and radio will be used this fall.
IN A FIELD where there is understandably an abundance of first-timers, WPTZ (TV) Philadelphia is a veteran. That best explains how the station stands in the business of telecasting.

The postwar period's hurry and scuffle to put things right in the video business came with expectation that sooner or later television would rush through the front door of millions of American family homes.

Chance, fortified by foresight, was responsible for WPTZ's position in the forefront. Thanks to a dozen or more years of telecasting experience and scientific development by its parent company, Philco Corp., WPTZ already had one foot in the door when the industry began its expansion.

Philco first began experimenting with television in 1928. Then, backed with the preliminary research by the company's experts, Philco obtained permission of the old Federal Radio Commission to operate an all-electronic television system. An experimental station—W3XE (which was to become WPTZ)—was established June 28, 1932.

As early as 1939, W3XE inaugurated regular program service—a far cry from top-rated network shows of today but enjoyable nevertheless to the minute audience served. At that time, there were only 250 sets in the area and since newspapers didn't log televised programs, WPTZ had to post-card its listeners with daily schedules; a practice that lasted until early 1947 when, with sets reaching the 5,000 mark, Philadelphia papers began adding a TV listing.

Set Ownership Grows

In the ensuing three years, television set families have mushroomed in the Philadelphia area. Today, the Quaker City is credited with some half a million sets, ranking the metropolis fourth TV-wise in the nation.

There's little doubt that this spiraling set population, to a great extent, has been influenced by the aggressiveness of WPTZ, particularly so because the city has only three TV stations.

Throughout its history—WPTZ was granted a commercial license and officially acquired its call letters in 1941—the station has concentrated on one amazing simple theory: Provide the best possible service that television engineering and know-how can produce.

Regardless of the competitive nature of "clams" in the business of telecasting, WPTZ, an NBC affiliate, feels it has gained undisputed place as a true pioneer in the development of television engineering, programming and in the merchandising aspect.

Only last spring, it was WPTZ which helped take daytime television out of the ranks of "experiments" and make it stand on its own. After much checking by its staff members, WPTZ decided the feature film was a big attraction for daytime viewers. Instrument of this brief was Hollywood Playhouse, which presents a film each afternoon Monday-Friday. The series came up with a startling 27.1 on the American Research Bureau rating for April.

Rates 27.1

In concrete terms, on the basis of 440,000 sets estimated for April in the Philadelphia area, the 27.1 rating would mean that nearly 120,000 set owners watched the show every afternoon in the 2-3 p.m. period (the figures also boosted the area's sets-in-use figure for all stations in that time spot to a healthy 31.2).

WPTZ's success in daytime television was no less spectacular than earlier attempts to seek TV fare for its audience. At a time when program planners had to second-guess engineering technique, WPTZ came up with a telecast of U. of Pennsylvania football as early as the fall of 1940; a baseball pickup in 1941; the Republican National Convention of 1940 (telecast with NBC) with WPTZ on the air for 60 hours; Army-Navy football originate and other such pioneering events.

The station was pioneering because most of the techniques employed in the 1940 pickup of the GOP convention were used eight years later when other stations went to Philadelphia to cover both Republican and Democratic conventions; many of the TV methods used in covering the U. of Penn games now have become standard operating procedure.

WPTZ is owned and operated by the Philco Television Broadcasting Corp., a subsidiary of the Philco Corp. William Balderson, Philco president, holds the same office in the subsidiary corporation.

Active head of WPTZ is Ernest B. Lovenman, vice president and general manager since the corporation's founding in 1946. Mr. Lovenman, a Philco associate since 1928, was one of the original committee of executives who supervised program planning for the TV station in its early days.

Rolland V. Tooke is assistant general manager. He concentrates on administration, program planning and scheduling, network relations and departmental assignment, to name the top duties. In the "good old days," when WPTZ's program department consisted of himself and one other, he recalls:

(Continued on page 68)

THE Big Four, who mastermind the WPTZ operation, go into a conference huddle. L to r: Commercial Manager Alexander W. Damonhoeh Jr., Assistant General Manager Rolland V. Tooke, Vice President and General Manager Ernest B. Lovenman and Chief Engineer Raymond J. Bailey.
KECA-TV ‘TRIPLE FEATURE’
Brings Brilliant Results for Chevrolet

EVIDENCE of the remarkable pull of “saturation sponsorship” in television came from Martin Pollard, president of the Chevrolet Dealers of Southern California, commenting on the brilliant results of his group’s sponsorship of Chevrolet Triple Feature Theatre on KECA-TV Los Angeles.

“We have never enjoyed better business than we have had from the advertising on Chevrolet Triple Theatre,” he said. “Results have been tremendous. Although the program has been on the air only for the past four months, the month of June was the biggest month in both sales of new and used cars and service. Floor play in all of the dealerships in the area has grown during the past few months more than ever before.”

Show in Top 10

Four months ago the Southern California dealers through their agency, Campbell-Ewald Co., New York, signed a contract to sponsor Triple Feature Theatre, an entire evening of films filling Monday nights on KECA-TV. Since then the show has moved into the list of the top 10 programs in the Los Angeles area. Figures revealed by Dix Francis, vice president in charge of Campbell-Ewald’s Los Angeles office, show that the three telecast films pull ratings from 10 to 20 points higher than competing half-hour and full-hour shows for the entire four hours.

The latest Tele-Que survey puts the series in fifth place among all programs seen in Los Angeles, both network and local. The latest Videodex report gives Triple Feature Theatre a high of 41.5. Even at the end of the four hours, the rating was strong and the overall Videodex a 35. Its nearest competitors on Monday night rank far back with 27.6 and 14 ratings.

COMMUNITY CHESTS Audio-Visual Kit Issued

COMMUNITY CHESTS of America Inc., New York, has issued its audio-visual aids kit for use by stations in the Chest’s countrywide 1950 Red Feather campaign.

Indexed in six sections, the kit contains chapters on organization, spot announcements, features, transcriptions, television and films. Stations also are given suggestions on organizing their campaigns, people who should serve on committees and hints on how to carry out the campaigns.

WARNER BROS. Speculation on TV Plans

ALTHOUGH Warner Bros. has let it be known that the studio will make no motion pictures for television release during its coming year’s program, speculation in Hollywood is that the firm has long-range plans in that direction.

Jack L. Warner, vice president in charge of production, at a national meeting of sales executives a fortnight ago said: “The only screens to carry Warner Bros. productions will be the screens of motion picture theaters the world over.” Despite this, consensus is that video plans will be elevated to equal status with film production on lifting of the FCC freeze.

With additional stations in operation, it would be a more profitable venture and Warner Bros. would gear its production accordingly.

Warner Bros. a few years ago had ambitions to own its own television stations and negotiated with Dorothy Schiff to buy KLAC-TV Hollywood along with KLAG-AM and KFVA San Francisco. Deal, involving more than $1 million, hung fire for several months and fell through when FCC failed to give quick action in sanctioning. Since then, through various spokesmen, the film studio has stated it was no longer interested in video.

TRIAXIAL SPEAKER Jensen Claims Wider Range

THE TRIAXIAL loudspeaker which the inventor claims has four times the frequency range of the average radio and TV receiver, is being introduced by Jensen Mfg. Co., Chicago, a division of the Muter Co., manufacturer of radio and television components.

The new speaker was developed by Jensen, which also invented the coaxial speaker. The Triaxial consists of three separate loudspeaker units combined into a single assembly the same size as the conventional 16-inch speaker. An electrical crossover and control network is built into a separate chassis, and divides the input into frequency bands which are fed to individual speaker units.

SDGA INITIATION TV Directors’ Fee Raised

SCREEN DIRECTORS Guild of America has sent letters to all television directors who are not guild members acquainting them with a recent SDGA resolution that raises initiation fee for directors of television films from $10 to $600, effective Aug. 1.

Encouraging directors to join SDGA before that date and thus save additional fee, the letter also stated that the guild has contracts with several television film producers that “precluded anyone not a guild member from directing such motion pictures for television release.” The letter was signed by Philip Booth, KECA-TV Hollywood director and chairman of SDGA membership committee.

KTSU UNIFIES Coordinating Activities

COORDINATING all its production-technical activities under one roof, KTSU (TV) Hollywood is setting up a new “process studio” type of master control system in its Vine Street studios, it was announced last Friday by Willet H. Brown, president, Don Lee Broadcasting System.

With completion of the project expected within 30 days, all production operations will be removed from the present base at Mt. Lee to the main studios. The network feels the move will eliminate all elements of risk and hazards of dead air, lapses, slips, etc., between related but separated production and technical functions and bring maximum flexibility and mobility between the two operations.
Daytime Television Gets Results -
(on WGN-TV, that is)

"TELEPHONE GAME"
4:30 P.M., Monday thru Friday
Over 100,000 responses since the program started, averaging approximately 6,000 calls per week from viewers.

"FLORENCE BOURKE ELLIS"
4:00 P.M., Thursdays
1100 cards and letters from one announcement.

"INDIVIDUALLY YOURS"
10:40 A.M., Mondays
744 responses received by sponsor on first program, even though program had changed time.

"CHICAGO COOKS
with BARBARA BARKLEY"
11:00 A.M., Monday thru Friday
A cook book, offered for three weeks, pulled 9,363 requests. During the same period, two announcements were made on three additional booklets. Requests for these were 4,663, 2,724 and 1,376 respectively.

"THE TOM WALLACE SHOW"
10:00 A.M. & 12 Noon, Monday thru Friday
Chicago State Street stores reported an average increase of 164% in sales of an electric houseware item after two weeks on the show.

...WITH RESULTS LIKE THESE, HOW CAN YOU AFFORD NOT TO BE ON WGN-TV?
As one agency writes, "I only wish there were fifty WGN-TVs in this country."

The Chicago Tribune Television Station
EVERY CALL IS A BUSINESS CALL

...When you've got "Hollywood on the Line," a new series of 13 films especially built for television. Each program features a simulated long-distance call to a famous movie star. And each of these person-to-person calls is a business call for you. For "Hollywood on the Line" uses the proved box-office appeal of big-name Hollywood talent to attract television audiences...and to make sales for your product.

Each star is shown being interviewed informally...at home, in the studio or on location. Each interview is conducted by a local "live" personality hand-picked by you. He places the call from your studios and is then shown (live) interviewing the star (on film). And he introduces your sales story into the picture painlessly and effectively. To get "Hollywood on the Line" (subject of course to prior sale in each area), just call your nearest Radio Sales office.

ACBS-TV Syndicated Film—represented nationally by Radio Sales with offices in New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles

*Continuous running print, complete script and cues, title card and preview trailer supplied with each program.
A CAMPAIGN to "make New York TV Town" was launched last week by Mayor O'Dwyer, with ceremonies at City Hall inaugurating "Television Week," proclaimed July 16-23.

Sponsored by the City Dept. of Commerce, a joint committee of broadcasters and manufacturers, the New York Convention & Visitors Bureau, and other local organizations, the City Hall celebration set off an intensive drive for public attention. J. R. Poppele, WNYC New York Assistant Manager of Broadcasters Assn., was chairman of the mayor's committee for TV Week.

Following the City Hall ceremonies, a cornerstone was laid at the Waldorf-Astoria. This half-hour TV show from the party, over the NBC-TV network and WOR-FM, contains the predictions of Brig. Gen. David Sarnoff, Mayor O'Dwyer, Samuel Goldwyn, Bernard Gimbel, and other celebrities.

Gen. Sarnoff predicted the solution of TV's great problems: the prediction of spanning oceans with a world TV network and the "airlift" relay method already at hand. "Families sitting in their homes," Gen. Sarnoff said, "will be able to see for themselves events transpiring half-way around the globe."

In observance of TV Week, Lt. Gen. H. A. Drum, president of the Navy Dept. of Shipping, announced the beginning of construction of a 217-foot television tower at its top. Following a "cornerstone laying" ceremony at which Mayor O'Dwyer officiated, and which was held on a crane's nest suspended 1,250 feet above the street, work on the project began immediately. The tower will support antennas of five TV networks and stations, and is expected to be completed some time this fall.


The manufacturers' committee included Gerald O. Kaye of Bruno-New York Inc. and Rowland Guild of DuMont Inc. co-chairmen; R. Morel Times Appliance Co.; Charles Roberts, General Electric Supply Co.; Jack Harris, Philco; Charles Andros, Admiral Radio & TV; Irving Sandberg, Crosley; Ed Froelich, Warren Corp.; William Boyce, Zenith Radio & TV; and a number of distributors: Ira Kaplan, Emerson New York Inc.; Martin Sner, Motorola Radio & TV; and George Wilkins, Magnavox Inc.

NBC-TV correspondents (1 to r): Meeraa Godwin, McCormick and Harkness, conduct the first telecast from the Senate Radio Gallery.

"HOPPY" SELLS MILK

The Hopalong Cassidy program not only rates highest of any TV show in the Oklahoma City area but it also sells milk, according to Sherman P. Lawton, coordinator of broadcasting, U. of Oklahoma.

Telecast by WKY-TV Oklahoma City, the "Hoppy" show is sponsored by Meadow Gold Milk Ranch, a leading area dairy. In his report on some of the effects of this sponsorship, Mr. Lawton stated children know that Meadow Gold sponsors the show on WKY-TV, and, knowing the Meadow Gold milk song, ask their parents to buy that brand of milk more frequently than they ask them to purchase any other product advertised on TV.

Furthermore, Mr. Lawton points out, grocers report their sales of Meadow Gold milk have increased since the company bought the western film series. New customers, grocers said, gave TV advertising as a reason for purchasing the product most frequently when their children viewed the program regularly.

Mr. Lawton's report, based on data gathered when the program was only three months old in the area, contained answers to six questions: Do they listen? Do they buy the product? How do they respond to the characters? Do they know the sponsor? Do they know the Meadow Gold Song? Do they like homogenized milk?

His report is accompanied by tables and charts comparing two top favorite programs of children, regularity of listening to Hopalong Cassidy, children's favorite TV programs as reported by both parents and children, increase in requests for Meadow Gold and homogenized milk, etc.

In conducting the survey, Mr. Lawton sent return-type postcards to 500 TV set owners. Three types of questionnaires were also used—one for Meadow Gold customers, one for grocers and a third for personal interviews with children.

Pulling Power

As an example of "Hoppy's" pulling power, it was mentioned as first choice of TV programs by 62.5% of the children quizzed, as against 9.2% for the show next in popularity.

RATE INCREASES

WENR-TV WGN-TV Raises

Two MORE video stations in Chicago plan to increase their rates by as much as 60% next fall. WNBJ, NBC O & O station, will up its time costs then also [Broadcasting, July 17].

ABC O & O outlet, WENR-TV plans to adjust its basic hourly rate, Class A Time, from $750 to $1,000, the same as WGNB. The WENR-TV one-minute spot rate will increase from $125 to $200. Rate Card No. 4 will go into effect Sept. 1, with the usual six-month protection for advertisers using the former rate, which was issued March 1.

WGN-TV, Chicago Tribune station affiliated with DuMont, will revise its rate structure in September, when Rate Card No. 5 goes into effect. Last rates were effected March 1 and call for $750 per hour, $105 for one-minute spots. Minimum hike of 20% is expected.

SPECIALY designed television lamp which eliminates eye fatigue for viewers to be given away as standard equipment with every new Sylvania television receiver, firm has announced.
He sees a WKRC contract in Mr. Advertiser's pocket, and he knows that whether it calls for WKRC, WKRC-TV, or WKRC-FM-Transit Radio, it will mean a sales increase ... because, in addition to top audience, this campaign will be backed up by—

THE KEY ITEM PLAN

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your sales story and your product.

Get the Complete Story

Radio Cincinnati, Inc. - Affiliated with the Cincinnati Times-Star

Represented by

The Katz Agency—WKRC (AM & TV) — Transit Radio—WKRC-FM
CLEARING the way for TV and radio to carry fights at Madison Square Garden and St. Nicholas arena this fall, the New York Box- ing and Madison Square Garden Guild announced a new contract with Madison Square Garden last week.

The guild accepted a guarantee from radio and TV receipts of $2,950 for each main event fighter, with 35 cards scheduled. The guarantee lasted year was $1,000.

The new contract also provides the fighters with a choice between the guaranteed $2,950 and a 25% share of the TV and radio receipts, which should be the latter exceed $4,500.

This right probably will be of value only in championship matches.

Further provisions related to "delayed TV" film recordings. It was stipulated that they should not be shown within 72 hours after the fight filmed, nor on nights when live fights are scheduled.

Although sponsorship will probably not be revealed until later in the summer, the Madison Square Garden fights in the past have been sponsored by the Clear Safety Razor Co. over ABC radio and over NBC-TV.

UNESCO AIDS

Use of TV-Radio Urged

TELEVISION and radio alike offer "innumerable ways" for effectively amplifying the voice of UNESCO and furthering its objectives, outlined by the U. S. National Commission in a booklet released last week.

The booklet, titled "The UNESCO Story," calls on groups to ask local stations to carry available UNESCO programs, support network presentations, utilize community talent for writing the programs, and to arrange forums with their local stations.

The commission also observed that "the resources of television... have been largely untapped." Words can never be as effective as visual presentations in achieving an understanding of other peoples. UNESCo groups should apply to television most of the suggestions made for radio—realizing that it represents one of the most effective media of the future.

CHINA LEAF TEA

Sets Fall Spot Campaign

CHINA LEAF TEA, new import product of Umbodha Corp., New York, will begin national spot campaign starting in the early fall.

Guest TV program will be used first, followed by a regional TV spot campaign in New York, Chi- cago, and Boston. With extension of distribution, the campaign will become national-wide. Radio also will be used. Agency for the account is Dundon Assoc., New York.

posed findings] is not proposed 'findings' at all or even a marshal- ling of the 'major' or 'relevant' evidence. It is, instead, a highly argumentative document."

The CBS letter to Dr. Condon, sent by Vice President Alan Murphy with copies to FCC members and Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, found flaws in the committee re- port's tabular rating of the various color systems and also questioned its basis on "theoretical ulti- mate performance characteristics."

Mr. Murphy noted that the Com- mittee's tabular rating gave RCA "superior" ranking for both "adaptability" and "compatibility," which CBS felt "amounts to award- ing two accolades for one and the same factor."

Cities Duplication

He also considered the table guilty of duplication in that it contained a category on "effectiveness of CHA- TV" as well as a separate category for each of its component parts." Further, he said, to be consistent with other report's need to the table should have rated the CBS system as "excellent" instead of "good" on the point of "Flicker- Brightness Relationship for Large Areas."

Mr. Murphy continued: "In our opinion the report, by deal- ing primarily with theoretical ulti- mate performance characteristics, which may or may not be achievable, to some extent obscures the compara- tive readiness of the respective sys- tems to render satisfactory com- mercial service in the home on both a local and network basis. Moreover, we feel that some con- fusion on this score results from the second, third, and fourth paragraphs on page 44 of the report which, in brief, state: "It is the opinion of the committee that the CBS system has progressed furtherly toward full real- ization of its potentialities. . . . The CBS system, being less fully devel- oped, has shown what greater possibil- ities for future improvement. . . . The RCA system also has considerable opportunity for future improvement."

The paragraphs referred to on the one hand do not explicitly cope with relative readiness, and on the other hand they seem to indicate, by impli- cation, that a system has an advantage because it has more difficulties yet to be overcome. This seems tantamount to implying that in the 160-yard dash a 15-second man is more promising than a 16-second man because the for- mer has "greater opportunity for improvement."

Mr. Murphy told Dr. Condon he was sending the letter because CBS felt, by "a color as a color," and the sponsor of one of the compet- ing systems, it had a "certain obligation" to acquaint the Commit- tee with its reactions.

TVA-SAG MEETING

Hopes To Aid Reconciliation

HOPE for reconciliation of differences between Television Autho- rity and Screen Actors Guild was expressed last week by George Hel- ler, national executive secretary of TVA now in Hollywood, in seeking for a general TVA membership meeting next Monday (July 31). The members will review TVA and SAG activity in the current TV con- fusion controversy and discuss differ- ent rate structures set up for television actors by both groups.

Special invitations to the meet- ing have been issued to TVA mem- bers. The meeting is to be held in the Musicians Bldg. Mr. Heller has been meeting with film and live television producers on wages and working conditions.

Condon Report Prints

AUTHORIZATION has been given for government printing of the full text of the Condon Committee report on color television. The Senate Interstate and Foreign Com- merce Committee, which received the report, has announced last week copies will be made available later this month at the Government Printing Office, Washington, D. C., at a cost of 20c each. A "copy of the "Pres- ent Status of Color TV," Senate Document 197. Requests for more than 1,400 copies already have been received, it is understood.

Sarnoff to 'Meet Press'

BRIG. GEN. David Sarnoff, chair- man of the board of RCA, will ap- pear on 'Meet the Press,' Sunday, July 3, 5 p.m., over NBC-TV.

KTTV (TV) Hollywood sales, program and engineering departments have moved to new studios at 5746 Sunset Blvd. Film department remains at 1025 N. Highland Ave.
What’s New in Television? Take a Look at WPTZ!

SORRY...

These TV Shows Aren’t For Sale!

On the face of it, taking space to talk about programs that we won’t even consider selling, may sound a little ridiculous.

For instance, there’s “Public Invited”—a daily program on WPTZ which brings before the cameras some of the most interesting people and ideas seen on TV. Several sponsors have indicated an interest, but the show is not for sale.

Or there’s “Community Call Board”—WPTZ's afternoon round-up of news on the neighborhood level... news that may never make headlines in the daily press but nonetheless has an important place in the lives of the folks in our area. Sorry, you can’t buy that either.

Or “Young Philadelphia Presents”—the Board of Education show which consistently pulled down Tele-Pulse ratings of 14-16 all Spring. Even so, you won’t find this program on WPTZ’s list of availabilities... nor will you find "How’s Your Social I.Q.?" or "The World At Your Door".

No, none of these programs are for sale but nonetheless these shows are mighty important to you as a buyer or potential buyer of WPTZ time. We’re convinced that our public service programming over the period of the past eleven years is a very important factor in developing Philadelphians’ entrenched habit of tuning to WPTZ. It’s a habit that shows up in bigger audiences when your program goes out over Channel 3.

Incidentally, we do have some highly attractive programs that are for sale. For complete information give us a call or get in touch with your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building  •  Philadelphia 3, Penna.
**Telestatus**

*(Continued from page 62)*

car and bus fares from 10 cents to 12 cents.

The Dallas Railway & Terminal Co., asking its fourth postwar increase July 15, listed TV as a factor keeping people home nights, thus reducing the number of riders.

Three Outlets

Dallas is served by three TV stations—WF A A-TV and KRLD-TV Dallas, and W B A P-TV Fort Worth.

**Nielsen Ratings Released for June**

**MILTON BERLE'S Texaco Star Theatre** was the leading television program in June, according to the National Nielsen ratings of top television programs released last week.

By size of audience and program popularity the top 10 programs as listed by A. C. Nielsen Co. were:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Nielsen Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texaco Star Theatre</td>
<td>66.7</td>
</tr>
<tr>
<td>2.</td>
<td>Godfrey's Talent Scouts</td>
<td>60.4</td>
</tr>
<tr>
<td>3.</td>
<td>Texot of the Town</td>
<td>55.4</td>
</tr>
<tr>
<td>4.</td>
<td>Philco TV Playhouse</td>
<td>57.5</td>
</tr>
<tr>
<td>5.</td>
<td>Texaco Star Theatre$^*$</td>
<td>52.9</td>
</tr>
<tr>
<td>6.</td>
<td>Godfrey &amp; Friends</td>
<td>51.9</td>
</tr>
<tr>
<td>7.</td>
<td>Lights Out</td>
<td>48.4</td>
</tr>
<tr>
<td>8.</td>
<td>M. Kane—Private Eye</td>
<td>22.7</td>
</tr>
<tr>
<td>10.</td>
<td>Halliburton, The</td>
<td>13.7</td>
</tr>
</tbody>
</table>

**NEWSPAPER RIVAL**

**Sullivan Discusses TV Role**

TELEVISION should be looked at by newspapers as a rival and it has awakened newspapers to the fact that they are not the perfect instruments they sometimes felt they were, according to Matthew G. Sullivan, general circulation director for the Gannett Newspapers.

Speaking on "Television and Newspaper Circulations" at the convention of the International Circulation Managers Assn. in Murray Bay, Canada, last month, Mr. Sullivan also stated that television should be good for newspapers. "Because it does pose a threat," he said, "it should drive editors into producing even better products."

**TELE-TURNER** is mechanically operated, non-electric antenna rotor, being produced by Joseph Shaw Co., Toledo, Ohio, at retail price of $14.95.

RING CROSBY Enterprises, Los Angeles, has contracted with Courneya Productions, that city, for series of 52 half-hour TV films featuring animals from World Jungle Command, Thousand Oaks, Calif. First of series underway is comedy-mystery starring two chimpanzees in satirization of Sherlock Holmes and Dr. Watson.

**WNBQ (TV)** (Chicago) has signed for INS-Telenews 20-minute weekly news review. Mel Williamson, executive secretary, Radio Directors Guild, Los Angeles, joins Mike Stolley Productions, Los Angeles, as producer. Mr. Williamson is currently doing quarter-hour detective series, Mike Battle, for possible syndication.

Gallows Productions, Fort Wayne, Ind., has sold first of new syndicated commercial series to Griesedieck Bros. Brewing Co., St. Louis, for telecasting on KSD-TV this fall. . . . Jerry Fairbanks Productions, Hollywood, plans to open San Francisco branch this month. Ted Crotot, formerly film sales manager, Sarra Inc., Chicago, will be manager new office. R. Kling Studios, Chicago, releasing two five-minute syndicated film strips, File Facts, featuring household hints, and Paradox, dramatic series.

**ALEXANDER Film Co., Colorado Springs, has published 42-page booklet on subject of creating spot film commercials for TV and theatre use. Booklet, titled "Scenario," is available free to anyone directing request to Public Relations Dept. . . . Century Television Productions, (Hollywood) film Wild Bill Elliott TV series selected for national preview at annua

**ECA FINANCES**

**TV Expansion in Italy**

A PORTION of funds allotted to Italy under the Marshall Plan program will be used to finance a television station and some 40 TV receiver sets, according to Andrew Berding, ECA deputy director of information.

ECA authorized a $340,000 loan to the Italian radio network, RAI, for construction of a station and purchase of television sets in and around Turin, Italy, looking toward development of a TV industry in that country, he said.

"In due course," Mr. Berding stated, "it is expected that Italy will follow the example of Britain and France in syndication and that a new industry will open up, manufacturing television sets which will employ a number of thousands of men." The station already has begun to telecast to the 40 sets located in different points around Turin and at different distances in tests of the station's efficiency, he added.
self, two directors and two secretaries, Mr. Tooko often doubled as floor manager, cameraman, co-relator and anything else needed at the station.

Commercial manager is Alexander W. Dannenbaum Jr., a veteran Philadelphia radio executive who joined WDAS there in 1946. Mr. Dannenbaum, formerly commercial manager at WPEN Philadelphia, has been directing the station's sales picture since 1948.

Technical Staff
Chief Engineer Raymond J. Boyley heads a technical staff of 34, averaging better than four years of television experience per man. Mr. Boyley, in TV since 1934, supervised the station's half-million-dollar modernization program.

WPZT prides itself on its technical proficiency. But, in addition, the station also has compiled a telling story of programming. A testimonial in itself is Gimbel's Handy Man show, a department store feature that has already started its fourth straight year under the same sponsor. That it is increasing in popularity and has appeal to its sponsors is attested by the light of its new series, an addition to the original program, which is seen 3:30-4 p.m.

During the three years on the air for Gimbel Brothers Department Store, the Handy Man has put together some astounding success stories. One broadcast alone sold $8,000 worth of hams, $5,000 worth of flowers. Another, $2,500 worth of popcorn poppers which retailed at $8.35. It was the popcorn popper sale that touched off a sales war among Gimbel's and the "Handy Man," unable to get the popper going a week prior to the sale, asked his audience not to buy until he could make it work. The very next day, 75 customers asked for the popper that the "Handy Man" couldn't work.

A regular daytimer, Deadline for Dinner, Monday and Tuesday, 3:30 p.m., features a visiting chef from one of the area's country clubs, hotels or chefs. A daily aspect of "Shirley" Lamaze's brought 2,000 requests for the recipe in two days. The request load became so heavy that the station's publicity department sent out a letter to every name on its mailing list, giving the recipe.

Current WPZT sponsors' list reads like a "Who's Who" of Philadelphia commerce. National Supply (Sealtest), Philadelphia Electric Co., Sylvan Seal Dairy, Philadelphia Gas Works, RCA Victor, Philco Dealers, Oppenheim Collins (white goods) in addition to Gimbel appear on the list. WPZT averages about 65 hours of program operation each week with slightly over 80% of all time sponsored. A total of 135 advertisers (local and network) purchased time on WPZT as of late April. Significantly, the station has been operating in the profit column this year.

WPZT, which operates on Channel 3 (695 mc) with 8.1 kw aural and 16.2 kw visual power, has modern studios, new equipment and mobile units.

Remodels Completely
After the war, WPZT scrapped at least six complete camera chains, master control equipment, its transmission and power, and practically every other bit of gear it had used up through 1948. Today, about the only part left of the original WPZT installation is the physical building at the transmitter site at Wyndmoor, Pa., Philadelphia suburb. Even that has been overhauled. A conservative cost estimate of the 1948 redevelopment program is placed at over a half million dollars.

Today, it has a formidable array of the latest and most modern cameras, facilities for both 16 and 35mm film, latest sound and switchboard equipment, full array of studio facilities and an effective lighting arrangement.

WPZT studios are located in the Philco-Westinghouse Radio and Television Center, 1619 Walnut St. in downtown Philadelphia. Administrative and commercial offices are in the Architects Bldg., 17th & Sansom Sts., about 50 yards from the studios. Station has two studios where such NBC network programs as The Nature of Things and Melody, Harmony and Rhythm have originated. Another studio frequently used is the Westinghouse Station KYW 200-seat auditorium

ABC TV CENTER
Plans Extensive Enlargement

EXTENSIVE enlargement of ABC's New York TV Center is planned, Frank Marx, vice president in charge of engineering, announced last week.

Studio TV 1, described as the largest in the East by Mr. Marx, will receive installations of permanent scenery, rigging, and lighting equipment for the southern half to match those already installed in the northern half of the studio.

Construction of a new basement studio (TV 5), 35 x 40 feet, will bring the total studio floor space to 20,000 square feet.

ABC also will improve lighting and scenery rigging, as well as add 600 square feet of stage area, at its other New York location, the Ritz Theatre. For remote pick-up telecasts, a TV field truck with cameras and equipment will be purchased.

where WPZT rents space. Studios include control room equipment, a master control, film projection rooms, property rooms, set design shops, an art department, client rooms, reception center, dressing rooms, make-up department and other numerous necessities for program perfection.

The station has three complete mobile units, one of them the trailer-type. The latter is almost a self-contained TV unit with no lost space for automotive equipment. These units are necessary in the station's operation since WPZT makes practically all pickups for NBC in the Philadelphia area including features and sports events.

The units are employed also to bring church programs to viewers. The station makes it a practice to place cameras in various churches to make these remotes an integral part of its service to the public.

Station's rates are based on $700 per hour for Class A time periods, $500 per hour for Class B time and $420 an hour for Class C time. Announcements are based on the rate of $100 for Class A; $80 for class B and $60 for Class C. A new feature on the card is the special across-the-board program rate of five programs for the rate of 80% of the card rate.

With 18 years of telecasting experience, WPZT is well aware that the lean, hard years of struggle have been left behind. As its black side of the ledger books, advertisers now regard television as an important selling medium and a vital part of an effective campaign. That, Mr. Loveman says, means "... television in the home is becoming as commonplace as radio in the home. And from nothing, the television industry has grown to a $2 billion baby."

But it is Mr. Loveman's, and other WPZT executives' belief, that the Philco station will continue to help point out the road.  

MEDIA RESERVE
Pentagon Course Launched

RESERVE officers of all media are embarking on a 40-weeks indoctrination and orientation course under a program developed by the military public relations unit headed by Col. Edward M. Kirby, new chief of that division.

About 25 or 30 reservists in the Washington, D.C. area, including radio station personnel and lawyers dealing with war, will take lectures during that period, according to Col. Kirby. Chicago and New York programs, initiated by the Navy Dept., also are underway, he added.

Col. Kirby was recalled to active duty just a short while ago in the offices of Maj. Gen. Floyd Parks, information chieftain of the Military Establishment [Broadcasting, July 10]. He heads the Washington unit, designed to create a pool of trained media personnel for assignment when necessary.

RCA Tube Dept. has announced new and completely revised edition of the characteristic booklet titled, "RCA Receiving Tubes for AM, FM and Television Broadcast." Booklet, form No. 1275-E, covers more than 450 RCA receiving tubes and kinescopes, including more than 50 new RCA types.
Wonderful peacetime "gun" shoots electrons

How a pencil-thin electron stream "paints" television pictures on TV screens

No. 7 in a series outlining high points in television history

Photos from the historical collection of RCA

- Though television now is familiar to millions, few know what actually makes pictures on the screens of home receivers. And there's little wonder why! This subject, to most laymen, is a highly complex concept.

Naturally, many factors are involved, but in home receivers the kinescope tube—developed by Dr. V. K. Zworykin of RCA Laboratories—is undoubtedly most important. The face of this tube is the receiver's "screen." On it, an amazing electron gun paints pictures in motion.

Inserted inside the kinescope—in a vacuum 10 times more perfect than that in any standard radio tube—this electron gun is machined and assembled with watchmaker precision... to 1/1000th of an inch. Such care is necessary to assure that the electron stream, emitted by an electrically heated surface, is under perfect control—compressed into a tiny beam, in perfect synchronization with the electron beam of a television camera in a distant station.

In obedience to a signal originating in the camera controls—then telecast and received in your home—this electron beam moves across the luminescent screen of the kinescope... to paint areas of light and shade. In turn, your eye "combines" these areas, and sees a picture!

One of the miracles of all this is that, although the electron beam moves across the face of the kinescope 525 times in a thirty-sixth of a second—not a single mechanical moving part is involved! Thus there is no chance, in a kinescope, of any mechanical failure.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION
July 14 Decisions . . .
BY COMMISSION EN BANC
HEARING ORDERED
XFTM Fort Morgan, Col.—Upon request of licensee of record hearing on revocation of license of station XFTM be held in Ft. Morgan on Sept. 20, before Commissioner E. Sterling.
Hearing Designated
WXLX Ely, Minn.—Designated for hearing on all matters pertinent to Commission's order of revocation of license of WXLX dated May 23, and upon additional issue, to determine whether application filed May 31 by Ely Best, Jr., is sufficient under provisions of Sec. 406 of Act, to suspend order of revocation dated May 23. Further opening of hearing be held at Ely, Minn., commencing Sept. 27 before Commissioner E. Sterling.

July 14 Applications . . .
ACCEPTED FOR FILING
License for CP
WOND Pleasantville, N. J.—License for CP new AE station.

Extension of Authority
NBN New York City—Extension of authority to transmit programs to stations CBL and CHM and other stations under control of Canadian Broadcasting Corp. for period beginning Sept. 15.

NBN New York City—Extension of authority to transmit program of stations under control of Canadian Broadcasting Corp. that may be heard consistently in the U. S. for period beginning Sept. 15.

SAA—830 ke
WNYC New York—Request for extension of SAA to operate additional time between 6 A.M. and 1 P.M. and as additional hours of New York and the hours of Sunday Minneapolis.

Modification of CP
WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

License for CP
WBTB South Bristol, N. Y.—License for CP for changes in existing station.

License Renewal
WPTL Providence, R. I.—Request for license renewal of commercial educational FM station.

July 17 Decisions . . .
ACTIONS ON MOTIONS
By Commissioner Jones
WABW Lawrence, Mass.—On Commission's own motion ordered that hearing on application to extend license period of WABW be continued from July 19 to Aug. 21 at

71% OF ALL AM-PM-TRANSMISSION LINES AND FITTINGS
Andrew CORPORATION
258 E. 7th St.
Chicago 19, Ill.

OF ALL AM-PM-TRANSMISSION LINES AND FITTINGS
Andrew CORPORATION
258 E. 7th St.
Chicago 19, Ill.

WABW Lawrence, Mass.—On Commission's own order that hearing re application of WABW be continued from July 19 to Aug. 21 at

July 14 Decisions . . .
BY COMMISSION EN BANC
HEARING ORDERED
XFTM Fort Morgan, Col.—Upon request of licensee of record hearing on revocation of license of station XFTM be held in Ft. Morgan on Sept. 20, before Commissioner E. Sterling.
Hearing Designated
WXLX Ely, Minn.—Designated for hearing on all matters pertinent to Commission's order of revocation of license of WXLX dated May 23, and upon additional issue, to determine whether application filed May 31 by Ely Best, Jr., is sufficient under provisions of Sec. 406 of Act, to suspend order of revocation dated May 23. Further opening of hearing be held at Ely, Minn., commencing Sept. 27 before Commissioner E. Sterling.

July 14 Applications . . .
ACCEPTED FOR FILING
License for CP
WOND Pleasantville, N. J.—License for CP new AE station.

Extension of Authority
NBN New York City—Extension of authority to transmit programs to stations CBL and CHM and other stations under control of Canadian Broadcasting Corp. for period beginning Sept. 15.

NBN New York City—Extension of authority to transmit program of stations under control of Canadian Broadcasting Corp. that may be heard consistently in the U. S. for period beginning Sept. 15.

SAA—830 ke
WNYC New York—Request for extension of SAA to operate additional time between 6 A.M. and 1 P.M. and as additional hours of New York and the hours of Sunday Minneapolis.

Modification of CP
WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

License for CP
WBTB South Bristol, N. Y.—License for CP for changes in existing station.

License Renewal
WPTL Providence, R. I.—Request for license renewal of commercial educational FM station.

July 17 Decisions . . .
ACTIONS ON MOTIONS
By Commissioner Jones
WABW Lawrence, Mass.—On Commission's own motion ordered that hearing on application to extend license period of WABW be continued from July 19 to Aug. 21 at

71% OF ALL AM-PM-TRANSMISSION LINES AND FITTINGS
Andrew CORPORATION
258 E. 7th St.
Chicago 19, Ill.

WABW Lawrence, Mass.—On Commission's own order that hearing re application of WABW be continued from July 19 to Aug. 21 at

July 24, 1950 • Page 71
Only $2.98 helps put new "sell" in television advertising

Sponsor of television show had to relmit his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In undramatic fashion Air Express keeps radio, television or any business rolling.)

Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the world's fastest shipping service.

Every Scheduled Airline carries Air Express. Frequent service, air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 18,000 off-airline offices. Use it regularly!

Air Express gives you all these advantages

Nationwide pick-up and delivery at no extra cost in principal town, cities.
One-carrier responsibility all the way; valuation coverage up to $50 without extra charge. And shipments always keep moving. Most experience. More than 25 million shipments handled by Air Express.
Direct by air to 1300 cities; air-rail to 18,000 off-airline offices. These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
GETS THERE FIRST

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

FCC Actions (Continued from page 71)

Corporation and to incorporate into record, by reference, amendment accepted in re the request for assignment of license of WKNX, which was granted by Commission on June 31 and record was closed.

By Examiner H. B. Hutchison

FCC General Counsel—Granted petition requesting extension of time until Sept. 7 in which to file proposed findings of fact and conclusions in proceeding on applications of Afro-American Boatage System Inc., Hopkins Park, Ill., and WGN Denison, Ill.

Sarahota Best, Inc., Sarasota Springs, N. Y.—Denied petition requesting a "rehearing" in proceeding re application and license of Brad's Inc., Sarasota Springs, N. Y.

By Examiner Leo Reznick

Rhea Williams and Sons Inc., Warren, Mich.—Granted leave to amend application so as to change frequency requested from 1350 to 1350 250 w. D.A.-2, application removed from hearing docket.

WRR Grand Rapids, Mich.—Ordered that further hearing in this proceeding shall commence on July 13 in Washington, D. C.

By Examiner Basil P. Cooper

KGB San Diego, Calif.—Granted continuous operation of CP. KGB filed application now scheduled for July 18 hearing. Order continued to date A. N. announced by Commission after determining action to be taken on petition to reconsider and grant without hearing.

July 17 Applications . . .

ACCEPTED FOR FILING

Special Authority

Lansing Bing Co., Lansing, Mich.—Request for authority to transmit programs to CKLW Windsor, Ont.

Application of CP

 WLW Bowling Green, Ky.—Mod. CP to change frequency, power etc. for extension of completion date.

WPH Mayaguz, P. R.—Mod. CP increase, power install DA etc. for extension of completion date.

KGB San Diego—Mod. CP new FM station for extension of completion date.

License for CP

License to cover CP new FM station: WAVU-FM Alberville, Ala.; WERE-FM Cleveland; WNNF-AM Warren Pa.—License for CP to make changes in FM station.

July 18 Decisions . . .

BY THE SECRETARY

KOC-AM (FM) Ontario, Calif.—Granted voluntary assignment of license from franchise holder composed of Calf. B. A. Hearing, Ray Hammond, James A. Murphy, Paul F. Bennett, Harry S. Harrison, John American Broadcasting, Glady's Dempsey and Herbert M. Binghas.

WSIU Iowa City, Ia.—Grant authorization to reduce operating hours from 24 to 6 a.m. to 10 p.m. to order to save fall Vacation period. Leonard A. Verlucia, Porter, Ind.—

Granted license new experimental TV station: KDay, St. Petersburg, Fla.—Grant new remote pickup KA-728.

Freightliner Co., Atchison, Kan.—Grant license for new remote pickup KA-728.

WBAY Green Bay, Wis.—Granted license for new AM station and specify studio location: 1050 kc 250 w. D.KA-249 Chilton, Mich.—Grant license install new trans.

WCBS New York—Granted license for new AM station: 1050 kc 250 w. D. WKWF Key West, Fla.—Granted license install new vertical ant.

National Broadcasting Co.—Granted mod. license KA-4993 to change frequencies to 2511, 2528, 2530, 2545. 2553. NBC condition.

Center Besty Co., Inc., Arena Center, Tex.—Granted CP and license for new remote pickup KA-725.

Peoria Besty Co., Peoria, Ill.—Granted CP to change frequencies KA-5586 to 1525. mp; power from 10 to 30 w and equipment changed.

Jose Ramirez Quijones, San Juan, P. R.—Granted CP for new remote pickup KA-727.

WGH Newport News, Va.—Granted CP for new AM S.E. tower (cond.)

WGRW Youngstown, Ky.—Granted mod. CP to change type trans. cond. WPMF Bloomington, Ind.—Granted mod. CP for extension of completion date to July 25.

WERC Erie, Pa.—Granted mod. CP for extension of completion date to 2-25-50.

WABD-AM-AM Mobile, Ala.—Granted mod. license to change studio location for new commercial TV station.

The Hampden-Hamshire Co., Inc., MA-1922 Mass.—Granted mod. license KA-1922 to change frequencies to 29, 29.25. 30. 30.75. 33.33. 36.25 mc. To be used with WBNF-AM.

Taylor Radio & Television Corp., Wichita, Kan.—Station KA-5851 to be deleted as of 1-5-50 as applicant does not desire to file mod. to change frequencies in accordance with new rules.

WPHL Bloomington, Ind.—Granted mod. CP for extension of completion date to 10-15-50.

WHRM-AM Fond du Lac, Wis.—Granted new mod. CP for extension of completion date to 2-5-50.

KY Super Tulsa, Okla.—Granted license for CP and indicate change trans. location for new commercial TV station.

WJSM Mobile, Ala.—Granted CP and indicate change trans. location for new commercial TV station.


WARM Houlton, Me.—Granted license new AM station: 1340 kc 250 w.

KTBS Shreveport, La.—Granted request for voluntary relinquishment of

(Continued on page 79)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1530 Wisconsin Ave., N.W., Washington, D.C.</td>
<td></td>
<td>Radio Engineers</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg., 1407 Pacific Ave., Wash.</td>
<td></td>
<td>26 Years’ Experience in Radio</td>
</tr>
<tr>
<td>PORTER</td>
<td>1422 14th St., N.W., Washington, D.C.</td>
<td></td>
<td>Engineering</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>1469 Church St., N.W., Washington, D.C.</td>
<td></td>
<td>Musical Instruments</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>1469 Church St., N.W., Washington, D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Craven, Lohne &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Russel P. May</td>
<td>1422 F St., N.W., Washington, D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, Wash., Wash.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1820 Jefferson Place, Wash., Wash.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1519 Connecticut Ave., Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>1703 K St., N.W., Sterling 7932, Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1031 Connecticut Ave., Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Philip Morryman &amp; Associates</td>
<td>114 State Street; Bridgeport 3, Conn.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG., Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>1011 New Hampshire Ave., Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Lynne C. SMEBY</td>
<td>820 13th St., N.W., EX. 8073, Wash.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>George P. ADAIR</td>
<td>Exec. 5851 1833 M Street, Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Exec. 5851 1833 M Street, Wash., D.C.</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
</tbody>
</table>

**CONSULTING RADIO ENGINEERS**

**JANSKY & BAILEY**
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N.W., Washington, D.C.
Member AFCCE*

**McNARY & WRATHALL**
Radio Engineers
906 Natl. Press Bldg., 1407 Pacific Ave., Washington 4, D.C.
Member AFCCE*

**PORTER**
International Commercial
Washington, D.C.
行政部门

**A. D. RING & CO.**
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D.C.
Member AFCCE*

**JOHN J. KEEL**
Warner Bldg., Wash., D.C.
National

**CHAMBERS & GARRISON**
1519 Connecticut Ave., Wash., D.C.
Member AFCCE*

**KEAR & KENNEDY**
1703 K St., N.W., Sterling 7932
WASHINGTON, D.C.
Member AFCCE*

**A. EARL CULLUM, JR.**
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas
Member AFCCE*

**JOHN CREUTZ**
319 BOND BLDG., Wash., D.C.
Member AFCCE*

**LYNNE C. SMEBY**
"Registered Professional Engineer"
820 13th St., N.W.
Washington 5, D.C.

**ADLER ENGINEERING CO.**
Television and Broadcast Facilities
Design and Construction
18 Grand St., New Rochelle, N.Y.
New Rochelle 6-1620
Member AFCCE*

**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.
Member AFCCE*

**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D.C.
Member AFCCE*

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N.W.
Member AFCCE*

**E. C. PAGE**
Consulting Radio Engineers
BOND BLDG., EXECUTIVE 3670
WASHINGTON 5, D.C.
Member AFCCE*

**GUY C. HUTCHESON**
1100 W. ABRAM ST.
AR 4-8751
ARLINGTON, TEXAS

**WALTER F. KEAN**
AM- TV Broadcast Allocation, FCC & Field Engineering
1 Riverside Rd.—Riverside 7-0153
Riverside, Ill.
(A Chicago suburb)
**PRIVATE D. J.**

WSCR Scranton, Pa., Disc Jockey Mike Woloson was offered to anyone identifying obscure record on *Wake Up* show by M. C. Alan Cummings. To surprise of all, George Lohmann phoned in identification and insisted on delivery. Mr. Woloson was sent to Lohmann home in cage marked "Don't feed" and "Danger." "Delivery men" were attired as hunters, complete with guns and helmets labeled "WCSR."

**PICTURE STORY**

KTVT (TV) Los Angeles pictorially records station's year operation in letter-size 34-page folder. Passed in review are scenes of TV shows, shots of top station executives, cameras in action, public service, news, sports and special events coverage. Production and transmission phases of TV also pictured.

**DEMPSEY SHOW**

WSVV Petersburg, Va., half-hour interview with Jack Dempsey, former heavyweight champion, sponsored by Ross Jewelers. Included ceremony honoring "Miss Virginia," Gloria Fenderson of that city. M. C. was Jack Laffin, sportscaster.

**BABY BIBS**

WHIO-TV Dayton sending plastic bibs to all new mothers of Dayton. Bib has pocket in end, and is imprinted with three little pigs. Pocket carries copy: "Best Wishes from WHIO-TV, Channel 13."

**SPONSORS-CAST**

WHIT New Bern, N. C. Five co-sponsors of Coastal Plain League baseball game took over play-by-play announcing and read their own commercials recently. Each sponsor did at least one complete inning, with the five rotating. Recordings of their efforts were given them by station. Listener reaction was varied, station reports.

**WYK BROCHURE**

WYK Oklahoma City sending to trade, brown, yellow and green brochures. Cover says: "Enough to put music in the heart of a time buyer?" Enclosed are letters from sponsors praising station's effectiveness.

**STATE QUIZ**

PACIFIC Northwest Broadcasters 1,000-Mile Quiz gives answers to questions about Idaho, Montana, Oregon and Washington. Teams from each of eight cities, observed by stations compete for weekly prizes of $25 and $15 on show. Questions concern historical and current data about four Pacific Northwest states. Program carried by KXL Portland, KXLV Spokane, KXL Ellensburg, KXL Butte, KXL Missoula, KXLJ Helena, KXLX Great Falls, KJLQ Bozeman.

**LUCKY DIAL**

WKLY La Crosse, Wis., Lucky Dial Money Pile. Beginning day La Crosse telephone subscribers got dial phones, announcers broadcast 50-word "Lucky Dial" spot announcements before, after, and during many of station's programs. Following each spot, new dial telephone number is read by announcer. If phone subscriber hears his number and calls WKLY within five minutes, he earns all money in "Lucky Dial Money Pile." Since dollar is added with each announcement, "pile" often reaches large proportions. Each dollar is furnished by sponsor of spot.

**BEAUTY PARADE**


**CAKE-BAKE**

WSRS Cleveland's Jim Doney, disc jockey, "baked a cake" to help celebrate his 24th birthday. Cake plus ice cream and cold drinks were served to friends and fans in front of downtown theatre. Pieces of cake were sent to radio editors via models. One editor in New York received piece by air express.

**ASPIN SHOWS**

WESTERN Slope Broadcasting Co., KFXJ Grand Junction and KGLN Glenwood Springs, Col., air regular programs from Aspen Institute at Aspen, Col. Broadcast on Independence Day was highlighted by reading of Declaration of Independence by Clifton Fadiman to Institute. Other nationally and locally prominent people take part in Institute and programs aired by stations.

**FREE SERVICE**

WJZ-TV New York aided city's observation of "Television Week" by having 25 TV services, one on first-call, first-serve basis, visiting homes throughout area to fix sets whose owners requested free service from station. Capital Television, independent TV service organization, co-operated with station.

**FLOOD COVERED**

WDNE Elkins, W. Va., during floods in area last month, presented listeners story of death and destruction. News Editor Bill Wison took tape machine via plane and brought back on-scene report of four towns hit by flash floods. MBS used part of tape in nationwide broadcast. On-scene interviews with flood victims also aired.

**TV EDUCATION**

WBAL-TV Baltimore, through Dr. David E. Wegelin, station's public service counselor, and Lynn Poole, public relations director Johns Hopkins U., telecast three programs to students attending summer school at Johns Hopkins. Project is extension of pioneering work by WBAL-TV in field of education. Shows concerned chemistry, visual education and government and were part of regular programming.

**CAMP SERIES**

WBT Charlotte, N. C., Fri., 8:30-9 p.m., airing eight-week concert series, *Your Summer Festival of Music*, from Transylvania Music Camp, Brevard, N. C. Orchestras and choir of camp are heard in addition to special guests and outstanding figures in music world. Show produced by Bob Rierson.
Strictly Business
(Continued from page 18)

slaughter unnerved him, and he returned home to St. Louis. After a stint with Pillsbury Mills and the Shell Oil Co. in sales and public relations, he decided to apply lessons learned in night radio classes at Washington U., and joined staff at KWKX (1941). A year later The Branhom Co. asked him to go to Chicago, where he has been ever since. Dudley still returns to St. Louis, especially during this season when he is lured by the cool, summer home of his parents outside the city. In Chicago, he lives in a North Side bachelor apartment, collecting favorite classical and light operatic records. He plays golf ("shooting in the two-digits") with station men, and continues to keep up his interest in music by singing in a church choir, at Fourth Presbyterian Church on Michigan Blvd.

WATL RULING

NLRB Decides Announcer Case

INTERROGATION of WATL Atlanta's announcers "as to whether they were engaged between 1939 and 1941" or "not" alone constituted a violation of the labor law by the station because it tended "to interfere with the free exercise of employees' rights," the National Labor Relations Board has declared.

The ruling was handed down July 18 by the board in the case involving a dispute between WATL (owned by J. W. Woodruff Sr. and licensed to Atlanta Broadcasting Co.), and two unions, American Federation of Radio Artists (AFRA) and International Brotherhood of Electrical Workers (IBEW). By its decision, NLRB thus overruled previous intermediate findings of its trial examiner, Hamilton Gardner, issued last December, that such interrogation, "standing alone," might not be "sufficient" to constitute a violation of labor regulations [Broadcasting, Dec. 5, 12, 1940].

WCTS Now WKRC-FM

CHANGE of call letters of Transit Radio outlet WCTS (FM) Cincinnati to WKRC-FM has been announced by Hubert Taft Jr., executive vice president of Radio Cincinnati Inc. Sister station of WKRC-AM-TV, the FM outlet broadcasts to 500 radio-equipped busses of the Cincinnati Street Railway and Northern Kentucky Greenline as well as to FM home set owners.

CRIME PROBE

WIOD WQAM Cover Hearings

TWO Miami, Fla., outlets have reported giving extensive coverage to hearings held in that city a fortnight ago by the Kefauver Crime Investigating Committee.

WIOD met Sen. Estes Kefauver (D-Tenn.) when the Senator's party arrived at Miami Municipal Airport and later broadcast a recorded interview with the crime investigator. WIOD also broadcast a recorded program made in Miami's Federal Building, and aired the final hearing session directly from the courtroom. Besides special bulletins and news reports, WIOD carried 15 courtroom broadcasts for a total of nine-and-one-half hours of air time.

WQAM reported installing broadcast facilities for all stations and a public address system for the hearing room. Gene Rider, station's chief engineer, fed complete proceedings to a battery of tape recorders set up outside the hearing room by various Miami stations. Tapes were rushed to respective stations, edited, and broadcast throughout the day and evening hours.

WQAM News Editor John Bills prepared three programs daily for WQAM, Miami Herald outlet, during the three-day sessions. On-the-spot recordings also were used on local newscasts.

WATH Opens Sept. 15

WATH Athens, Ohio, is slated to begin operations Sept. 15 on 1540 kc with 1 kw daytime only, according to James D. Sinyard, owner with Andrew H. Kovlan of the station. Mr. Kovlan will serve as general manager and Mr. Sinyard as chief engineer.

JOHNNY PRAISE

Senator Lauds KLZ, Terry

SEN. ED C. JOHNSON (D-Col.), who has earned a reputation as a Congressional "watchdog" over application of the Communications Act's "public interest" yardstick, last week had warm praise for KLZ Denver and Hugh Terry, its general manager.

In a statement on the Senate floor Tuesday, Sen. Johnson lauded KLZ's new radio series, Let's Talk It Over [Broadcasting, June 25], as a "concrete example of a program in which a metropolitan station makes a positive effort to bring the listeners more closely and more fully into the operation of the station." The Colorado senator also commended Mr. Terry for a "long and useful record" as a member of Denver community life, and said he has distinguished himself further by initiating the new feature.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and non-Telephone Homes)

EXTRA-WEEK JUNE 11-17, 1950

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Christian (CBS)</td>
<td>9.6</td>
<td>10</td>
</tr>
<tr>
<td>Bob Hawke (CBS)</td>
<td>9.5</td>
<td>20</td>
</tr>
<tr>
<td>Donald Denison (CBS)</td>
<td>9.1</td>
<td>11</td>
</tr>
<tr>
<td>Harold MacMillan (CBS)</td>
<td>9.0</td>
<td>12</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>8.8</td>
<td>13</td>
</tr>
<tr>
<td>Donald Mathieson (CBS)</td>
<td>8.7</td>
<td>14</td>
</tr>
<tr>
<td>Arthur Godfrey's Talent Scouts (CBS)</td>
<td>8.6</td>
<td>15</td>
</tr>
<tr>
<td>Mrs. Driscoll Attorney (ABC)</td>
<td>8.5</td>
<td>16</td>
</tr>
</tbody>
</table>

*Copyright 1950 by A. C. NIELSEN Co.

NOTE: Number of items is obtained by applying the "Nielsen-Rating" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CRIME PROBE

WIOD WQAM Cover Hearings

TWO Miami, Fla., outlets have reported giving extensive coverage to hearings held in that city a fortnight ago by the Kefauver Crime Investigating Committee.

WIOD met Sen. Estes Kefauver (D-Tenn.) when the Senator's party arrived at Miami Municipal Airport and later broadcast a recorded interview with the crime investigator. WIOD also broadcast a recorded program made in Miami's Federal Building, and aired the final hearing session directly from the courtroom. Besides special bulletins and news reports, WIOD carried 15 court room broadcasts for a total of nine-and-one-half hours of air time.

WQAM reported installing broadcast facilities for all stations and a public address system for the hearing room. Gene Rider, station's chief engineer, fed complete proceedings to a battery of tape recorders set up outside the hearing room by various Miami stations. Tapes were rushed to respective stations, edited, and broadcast throughout the day and evening hours.

WQAM News Editor John Bills prepared three programs daily for WQAM, Miami Herald outlet, during the three-day sessions. On-the-spot recordings also were used on local newscasts.

WATH Opens Sept. 15

WATH Athens, Ohio, is slated to begin operations Sept. 15 on 1540 kc with 1 kw daytime only, according to James D. Sinyard, owner with Andrew H. Kovlan of the station. Mr. Kovlan will serve as general manager and Mr. Sinyard as chief engineer.

JOHNNY PRAISE

Senator Lauds KLZ, Terry

SEN. ED C. JOHNSON (D-Col.), who has earned a reputation as a Congressional "watchdog" over application of the Communications Act's "public interest" yardstick, last week had warm praise for KLZ Denver and Hugh Terry, its general manager.

In a statement on the Senate floor Tuesday, Sen. Johnson lauded KLZ's new radio series, Let's Talk It Over [Broadcasting, June 25], as a "concrete example of a program in which a metropolitan station makes a positive effort to bring the listeners more closely and more fully into the operation of the station." The Colorado senator also commended Mr. Terry for a "long and useful record" as a member of Denver community life, and said he has distinguished himself further by initiating the new feature.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and non-Telephone Homes)

EXTRA-WEEK JUNE 11-17, 1950

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rating</th>
<th>Previous Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Christian (CBS)</td>
<td>9.6</td>
<td>10</td>
</tr>
<tr>
<td>Bob Hawke (CBS)</td>
<td>9.5</td>
<td>20</td>
</tr>
<tr>
<td>Donald Denison (CBS)</td>
<td>9.1</td>
<td>11</td>
</tr>
<tr>
<td>Harold MacMillan (CBS)</td>
<td>9.0</td>
<td>12</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>8.8</td>
<td>13</td>
</tr>
<tr>
<td>Donald Mathieson (CBS)</td>
<td>8.7</td>
<td>14</td>
</tr>
<tr>
<td>Arthur Godfrey's Talent Scouts (CBS)</td>
<td>8.6</td>
<td>15</td>
</tr>
<tr>
<td>Mrs. Driscoll Attorney (ABC)</td>
<td>8.5</td>
<td>16</td>
</tr>
</tbody>
</table>

*Copyright 1950 by A. C. NIELSEN Co.

NOTE: Number of items is obtained by applying the "Nielsen-Rating" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
**Help Wanted**

**Manager**

Manager for 300 watt midwest, MBS affiliated station. Must be thoroughly capable of getting along with people. Right party in. Send resume. Write in care of Box 687F, BROADCASTING.

**WANTED**

Announcer. Experienced, capable. Write in care of Box 815F, BROADCASTING.

**Help Wanted (Cont'd)**

General manager with 15 years experience, wants chief engineer in new station. He will furnish 85% of salary and balance he will handle. Good money. Write in care of Box 687F, BROADCASTING.

Assistant continuity manager capable of special event work. 3 kW midwest network. Send details, resumes and photo. Box 716F, BROADCASTING.

Announcer. Opening soon for announcer in hole part 610. Send details of experience, business and character. Box 521F, BROADCASTING.

**Situations Wanted**

Manager:

General manager, commercial manager or both. Can make money. Man who knows how to make money. Good oral and written communication skills. Can sell. Salary requirements not right. Box 687F, BROADCASTING.

**Announcer**

Wanted: Experienced announcer with full details first letter. Write in care of Box 716F, BROADCASTING.

**Manager**

General manager with 15 years experience in radio and TV is looking for a company to give him a chance to perform. He has a proven record of success. He is a good listener and writer. Box 687F, BROADCASTING.

**Technical**

Engineer, 1000 watt midwest, seeks engineer with some experience. No experience will be looked upon favorably. Box 815F, BROADCASTING.

**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. 25c per line minimum. Write in care of Box 688F, BROADCASTING.**

**BROADCASTING** is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Salesman**

Announcer-engineer with emphasis on announcing. Announcement: first class license required. Box 633F, BROADCASTING.

Washington consultant desires junior sales manager who recently trained. Box 848F, BROADCASTING.

Instructor in radio communications, must have three years station experience. Address National Radio School, 24th and First Street, Minneapolis, Minnesota.

**Production-Programming, others**

Announcer-engineer, emphasis on announcing. Ideal work for an announcer with some experience announcing. Write Box 688F, BROADCASTING.

Continuity writer. Must be experienced in announcing and copy and offer new ideas. Opportunity to perform miracles, but not for every one. Box 687F, BROADCASTING.

**Announcer**

Wanted: Topnotch western (not hillbilly) sundisc or group for air work on Sun Network. Excellent rate, good management. Will go anywhere. Box 687F, BROADCASTING.

Announcer, seeks experienced time salesman. Must have car. 36 w. Colorado. Box 815F, BROADCASTING.

**Manager**

General manager, commercial manager or both. Good relations with public. Man who knows how to make money. Good oral and written communication skills. Can sell. Salary requirements not right. Box 687F, BROADCASTING.

**Help Wanted**

Assistant continuity manager capable of special event work. 3 kW midwest network. Send details, resumes and photo. Box 716F, BROADCASTING.

Announcer. Opening soon for announcer in hole part 610. Send details of experience, business and character. Box 521F, BROADCASTING.

**Situations Wanted**

Manager:

General manager, commercial manager or both. Can make money. Man who knows how to make money. Good oral and written communication skills. Can sell. Salary requirements not right. Box 687F, BROADCASTING.
INITIAL decision to revoke construction permit of KCRO Englewood, Col., on grounds of financial misrepresentations by one of the station's owners, has been reported by FCC [Broadcasting, July 17].

FCC Comr. Paul A. Walker, presiding officer in the case, found that R. L. Cunningham, partner in The Colorado Broadcasting Co., KCRO permittee, had misrepresented his financial condition in the original station application. Comr. Walker conditioned Mr. Cunningham's actions "fell far short of the standard expected of a broadcast permittee."

The permit for KCRO was revoked by the Commission last fall but the order was suspended pending disposition of the hearing before Comr. Walker, requested by the station. KCRO is assigned 1 kw daytime on 1890 kc. Other partners include B. C. Cunningham and S. E. Bradford.

WOPD PROGRAMMING
New Outlet Starts Tests
THIRTY DAYS after ground was broken, WOPD Pleasantville, N. J., began program tests on July 9. Harry Zoog, general manager, reports. Station, licensed to Pioneer Broadcasters Inc., operates full-time with 350 w.

Located on the salt meadows between Atlantic City and Pleasantville, WOPD is an independent outlet in an area where only affiliates had existed previously, according to Mr. Zoog.

For Sale (Cont'd)

Equipment, etc.

RCA camera dollies (Fearsless type) TDSA excellent condition; purchased from RCA 1948; $175.00. F.O.B. eastern seaport, uncrated.

BOX 875F.

NEWSPAPER AND RADIO STATION $75,000.00

The ideal combination—located in one of the south's best rural market. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings $200,000.00 a month and future business indications excellent. Here is an unusual opportunity for one or two good operators. Total price for both properties $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WIRE STATIONS AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4331-3

CHICAGO
Harold H. Murphy
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
232 Montgomery St.
Exchebar 2-5672

CATHOLIC HOUR

NCA Picks Top Show

THE Catholic Hour (NBC), produced by the National Council of Catholic Men, was selected as the top Catholic radio program in a poll taken at the recent convention of the National Catholic Broadcasters' Assn. in St. Louis.

Named as second choice by the delegates was the Sacred Heart Hour, produced at St. Louis (WILL) under the direction of the Rev. Eugene Murphy S.J., new association president.

WQAN-FM Joins RRN

WQAN-FM Scranton, Pa., July 15 became the 13th station, and the first outside New York State, to join the Rural Radio (FM) Network, according to Michael R. Hanna, Rural Network general manager. Owned and operated by the Scranton Times, WQAN-FM is seventh newspaper-owned FM outlet to join RRN in as many months, Mr. Hanna stated.

FCC Proposes Revocation

WCIF BREVARD
Marks Formal Opening

WCIF Brevard, N. C., operating fulltime on 1240 kc with 250 w., went on the air July 6 with official dedication two days later. Principal speaker at the dedication was Rep. Monroe Redden (D-N.C.). The public was invited to attend the ceremony broadcast and inspect the station, claimed to be one of the most modern buildings in the Carolinas.

WCIF is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president and John Anderson, executive director; Robert E. Liverance, program director and chief engineer, and Jack Hammette, commercial and station manager. Station, which is an affiliate of Mutual, plans also to feature local programs of farm, religious and civic nature.

According to Ed N. Anderson, Pisgah Broadcasting Co. has invested some $36,000 in the MBS outlet and, prior to going on the air, sold advertising contracts totaling about $48,000—in a town of less than 5,000 population and county of around 16,000.

Basic Communications


ENTIRE field of electrical communication is covered in this third edition including the transmission of code, speech and music by both wire and radio. The volume considers the specialized fields of the subject as they are related to another. It is designed to provide a basic training upon which a career in communication engineering can be built, according to the author, a professor of communication engineering at Oregon State College. In this edition, material is revised to expand in detail the treatment of communication and broadcasting in radio. Other revisions expand available information.

VETERANS GUILD

Radio Unit Plans Expansion

THE Veterans Hospital Radio Guild, an organization originally formed by a group of radio performers, has begun an expansion program which, it is hoped, will result in a nationwide effort.

The guild, whose principal mission is to teach radio production to hospitalized veterans so they may conduct their own programming on the intra-hospital closed-circuit radio facilities, appointed a board of governors composed of leaders in the broadcasting field.

Members of the board, who will soon begin a fund-raising drive and will solicit widespread assistance throughout the industry are:

Teed Cott, general manager, WNYC and WNYC-FM, New York; Thomas Luckenbill, vice president in charge of radio-TV, at William Rasy Co. and Head Wight, radio-TV director; J. M. Mathewson, all in New York; Howard Swift, general manager, WCBS-AM-FM New York; Carl Haverstraw, president, Broadcast Music Inc. Charles Balin, vice president, WHOM New York; Sydney H. Eiges, vice president in charge of press, NBC; George Creon dall, director of press, CBS; Alan Brandt, director of publicity, WNEW New York; Betty Forsling, radio editor, New York; Frank Byrnes, Jr., of Radio Deity, and Leonard V. Harrison, Community Service Society.

BRUCE GEDDES

UN Engineer Dies Suddenly

FUNERAL SERVICES were held Tuesday afternoon, July 13, at the S. H. Hines Parlors, Washington, for Bruce Bond Geddes, 42, radio broadcast engineer with the United Nations and son of Bond Geddes, executive in charge of the Radio-Television Mrs. Assn. Mr. Geddes died suddenly the morning of July 16 at Great Neck, Long Island.

Associated with CBS Washington for many years, Mr. Geddes, who was born in Omaha, spent most of his life in the nation's capital staff, becoming the UN engineering staff a few months ago. Before his CBS association, Mr. Geddes was with the old Atwater Kent Mfg. Co., Philadelphia. He was a graduate of Central High School, Washington, and also attended Maryland U. and Bliss Electrical School. He was married in 1938 to Marjorie Cavin Merrick in Los Angeles.

Besides his parents and his wife, Mr. Geddes is survived by two daughters, Sue, and Ellen, II, all of Washington. A brother, Gail G. Geddes, died in an automobile accident three years ago.
July 18 Applications... ACCEPTED FOR FILING

1480 kc
Reub Williams, Inc., Wars., Ind.—CP new AM station 1000 kw 250 w D 1.0 kw w unl. DA-2.

730 kc


July 18 Applications... ACCEPTED FOR FILING

AM—1460 kc

1460 kc


July 19 Decisions... BY COMMISSION EN BANC

KRMG Tulsa, Okla.—Granted peti-
More on 'Fusion'

EDITOR, BROADCASTING:
I believe this [Radio-TV Fusion] is one of your greatest services to the industry and I hope you keep it hot until something happens.

Andy Quay
Somewhere in the U.S.A.

EDITOR, BROADCASTING:
Your confusing editorial on con-
fusion versus fusion haunts me. I am sure you wrote it so that broadcasters will take the matter seriously, give it real thought and eventually come up with the an-
swer—I know I don't have it but you've got me working on the
problem.
I am digging into my exper-
ences in the electrical industry when I was an editor and publisher and we had similar problems with the Public Utilities in the focal point.

As a part of that industry there were
manufacturers, wholesalers, dealers, publishers and Public Ser-
vice Commissions. We faced the same problems. Later I found sim-
ilar problems in the field of advertising. Perhaps the review I am making of other industries will help

FCC Roundup

(Continued from page 79)

Barrett, individual, for $6,670. Other penalties of $6,000 were placed on
a station to attend properly to business of operating.

KRMW-FM, Kansas City, Missouri License Agreed to
Assignment of license from Harold T. Fisher and Carl Thompson, Jr.,
KRMW-FM, Kansas City, Missouri, to Robert J. Tobey, licensee,
KRMW-FM, Kansas City, Missouri. License will become effective
July 15.

KFRU, Westmoreland, Mass.—Assignment of license from EasternBEST, Corp.,
licensee WQXW, Westmoreland, Mass., to WQXW, Westmoreland, Mass.,
WQXW is a division of EasternBEST, Corp., owned through the
National Brotherhood of Electrical Workers, which will acquire the
station from the landlords of the station, who will vacate the
building by approximately March 1.

WNYC, New York City—Acquisition of control of Wilson Radio Co. Inc.,
H. W. Farnum, through purchase of 112 shares of stock from C. E.
Lowder for $7,360. WYOT is assigned 3,420, 1,000 w day. Filed July 12.

ATANTENNA SITES

CAA Endorses FCC Proposal

DEPUTY Civil Aeronautics Ad-
mnistrator F. B. Lee last week told
FCC that CAA endorsed the
Commission's proposed new antenna
rule. Lee's endorsement included
"minor editorial comments" re-
garding the rules [BROADCASTING, May 29, July 10]. The deadline for
filing comments in the proceeding
was last Friday.

Although the majority of com-
ments on FCC's proposed new Part
17 of its rules had been filed a fort-
night ago, additional briefs were
filed last week from Port of New
York Authority, Wind Turbine Co.,
Westchester, Pa., and Midland Broad-
casting Co., licensee of KMBC Kan-
sas City, and TV station there.

FCC's new rules seek to minimize
procedure for obtaining CAA ap-
proval to tower sites by establish-
ing a procedure for determining
which towers can be judged in relation to air nav-
igation problems.

Mr. Lee's brief letter said "CAA
urges adoption of the new Part
17 rules in order to arrive at a
achievement of safety to naviga-
tion and toward the facilitation of selection and approval of radio tower sites." He added that CAA
"wished to emphasize" its desire
to provide technical assistance
through CAA field offices to radio
tower applicant "concerning the
aeronaual aspects of their pro-
posed radio tower sites."

Among CAA's editorial comments was the statement that under certain condi-
tions "will be deemed not to involve an objectionable hazard to air
navigation" rather than the pres-
ent wording which states that FCC
shall regard the proposed tower,
its structure and its antenna as
all "not creating" such a hazard.

Among the other agencies involved
in the tower approvals process is
the Federal Communications Commis-
sion (FCC). Under the present pro-
posal FCC would require tower hav-
ing a structure over 100 feet to
be properly approved by CAA.

KMMO Is Sold

KMMO Marshall, Mo., has been
sold by Carl and Harold Fisher to
C. W. Evans, former owner of
WDOV, Dover, Ohio, who is subject
to FCC approval. Price is $25,000.
KMMO is on 1300 kHz with 500 w
time day. Sale was handled by
Blackburn-Hamilton Co.

NETWORK NEWS MAN

Sober, family man, presently employed,
relating. Desires permanent affilia-
tion with northeastern station. Finest

Page 80 • July 24, 1950

BROADCASTING • Telecasting
A UNITED EFFORT to seek a solution to FM's problems and to chart its future was suggested by Sen. Ed C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, in a letter released last week.

The letter gave indication of increasing activity in behalf of FM, particularly with respect to installation of FM tuners in all television sets.

It was written to Irving R. Merill, director of the U. of South Dakota's USD VHF Committee, S. D., who raised the question in a letter to Sen. Johnson.

Sen. Johnson said he knew of no federal agency having authority "to require manufacturers to install any particular device," but observed:

"It seems to me that if everybody interested in FM could and would get together and have a frank and full discussion of their problems and the future of FM and come up with some cooperative plan which would be a consensus of views, there would be a good chance of having such views considered by the extent that they can be by the authority of the Commission [FCC]."

Moreover, he said, "If their implementation were not within the orbit of administrative action, it would seem likely that there would get a well-deserved respectful hearing if they did, in fact, represent the united position of all who are interested in the future of FM."

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that "in recent days the matter has again been called to my attention by Mr. Hull [Richard R. Hull, president of the National Assn. of Educational Broadcasters, and Mr. Miller of New York [president of WLIB]."

He also noted that he had received a letter from the SMA Co., Chicago, which had manufactured a tuner which is priced within the $3 to $5 estimate made by NAB President [J.ustin] Miller, and that they install such a tuner in their own TV sets.

"It seems to me that data of that sort might be helpful in your campaign," Sen. Johnson declared.

He said it was his understanding that about 46% of television sets include FM tuners.

SOME FM stations affiliated with Transit Radio Inc., Cincinnati, currently are earning a profit and others "are close to it," R. C. (Dick) Crisler, president of Transit Radio Inc., has revealed.

He cited that observation during the firm's second anniversary week July 10-17, recalling advent of the service July 10, 1948, in Covington, Ky., and adjoining areas.

Hundreds of FM sets were originally installed by the Cincinnati, Newport and Covington Railway.

Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of $14,000 about 10 times that of a year ago—and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio Inc., Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,600, he estimated.

With respect to transit FM revenue, he pointed out that all transit companies, with one exception, also are reaping a profit, though original expectations for immediate successful operation were not realized without "experience, hard selling and education."

Cites Policy Change

On the phases of public acceptance, Mr. Crisler noted that the St. Louis Post-Dispatch, which had editorialized against music-equipped vehicles, had withdrawn its opposition in the face of a riders' poll overwhelming favorable to the service.

On the legal front, he felt that, notwithstanding petitions pending against Transit Radio before FCC, the service is "on firm ground and these petitions are not regarded as a threat to its successful operation."

Comparing TR to television, Mr. Crisler said transit music "cannot be affected" because "its impact is established, it delivers a certain, counted, guaranteed audience and its cost per thousand is low."

A study of transit radio's effectiveness as an advertising medium was distributed to advertisers and agencies, he added.

Transit FM's accomplishments were explored by the board of directors of Transit Radio Inc., at its quarterly meeting July 11.

Francis F. Pelegrin, vice president in charge of sales, reported eight new national accounts, bringing the total to 246.

Presiding at the meeting, held at Burlington, Vt., with Hubert Taft Jr., chairman of the TR board, Others present were C. L. (Chet) Thomas, KXXK St. Louis; William Miller, well-known Cleveland, Ben Strouse, WWDC Washington; Edgar Kobak, radio consultant, and David G. Gamble, of Taft, Stettinus & Hollister.

FM PROBLEMS
Johnson Urges Action

TRANSPORT RADIO ANNIVERSARY
Crisler Cites Growing Profits of FM Outlets

RECORDING FEES
Rep. Klein Plans Legislation

We're sorry, but we can't provide the full text of the document. However, if you have any specific questions or need help with a particular section, feel free to ask! 😊
Network Representation Activity Approved by FCC Friday

NETWORKS' right to serve affiliates as advertising representatives was upheld by FCC Friday in partial termination of two-year-old investigation but door was left open for future rule-making to limit or forbid their activities in this field.

Investigation had been launched following complaint of National Assn. of Radio Station Representatives (NARSR) charging networks' representation of stations for spot sales violates FCC's network rules or at least is contrary to public interest. FCC absolved networks on first count, kept second under consideration:

The Commission has reviewed the record in the above proceedings and has found that the evidence . . . is insufficient to support a finding that the practice of networks representing affiliates for the sale of national spot advertising or other advertising or commercial time violates any of the provisions of the Commission's chain broadcasting regulations. . . . With respect to Issue No. 3 [whether rules should be amended with respect to network representation], the Commission has made no determination and still has under consideration the questions there presented.

Failure to decide whether rules should be amended to conform network representation was taken to mean FCC intends to keep watchful eye on situation and move if developments warrant.

Decision was revealed in letter to CBS, first network singled out by NARSR and one of three which has owned-and-operated stations on temporary license at least partially as result of NARSR case. FCC granted regular renewal to CBS outlets which had been on temporary: KCBS San Francisco, WBBM-AM, KWW in Chicago, WCCO Minneapolis, WEEI-FM Boston, WCBS-AM-TV New York, and to following in which CBS has minority interests: WTOP-FM, WMDF and WMCF (TV) Memphis, Tenn., named commercial manager of stations, replacing Joseph Eggelston who died June 4.

FCC CLEARSCBS ON TWO COMPLAINTS

TWO COMPLAINTS against CBS dismissed by FCC Friday, including petition by Paul E. Fitpatrick, chairman of Democratic State Committee on New York, is a finding that FCC found no cause for hearings on alleged program time abuses.

Democratic complaint hit CBS refusal of time to answer report to people by Gov. Thomas E. Dewey May 2 last year. Democrats claimed talk was political [BROADCASTING, May 23, 1949]. FCC said it recognizes that public officials may be permitted to utilize radio facilities to report on their stewardship and that the mere claim that the subject is political does not automatically remove them from the legal parallels be given equal facilities for a reply. It noted, however, "so-called reports. . . may constitute attacks on the opposite political party" or may be "lamentably" report on station editorialization, FCC indicated there can be no "all-embracing formula" and licensees in each instance must use best judgment.


DUMONT SIGNS ROGERS

BUDDY ROGERS signs exclusive nighttime contract with DuMont TV Network for one-hour show beginning in early September. Mal Boyd, Mr. Rogers' personal manager, signed as assistant producer.

POSSIBLE broadening of FCC rules pertaining to broadcasts by candidates for public office seen in Commission action Friday setting Aug. 1 as deadline for comments on rule-making hearing proposed by Westinghouse Radio Stations Inc. WRS urged rules specify licensee may not censor talks made in behalf of any office rather than broadcasts by candidate alone. FCC indicated it would withhold action to make present rules also apply to 10-FM educational stations pending outcome.

SOMSON TO ST. LOUIS GROUP

BERT SOMSON, former national representative for Frederic W. Ziv Co., St. Louis, named general manager of Greater St. Louis Broadcasting System Inc., comprising St. Louis independent stations KSTL, KXLW, WEE, plus WTMV by St. Louis. William Ware is president of group.

JENNINGS PIERCE resigns as NBC Western Division manager of station relations, public affairs, education, and guest relations to join KMED Medford, Ore., as general manager effective Aug. 1, it was announced by Sidney N. Strotz, vice president of Western Division.

RESEARCH SUBSIDIARY of Curtis Publishing Co. plans bid on next BBM survey job. Company, one of most active in consumer research field, has contracted for space outside its house magazine operations in varied fields, including radio.

BORDEN CO., New York, through its agency, Kenyon & Eckhardt, same city, considering two programs for possible five-time weekly TV network show. They are Winner Take All and The Honey CORamichael Show.

IN EVENT of full-scale war, FCC will suffer serious manpower losses because of large number of engineers and lawyers in various military reserves. Heading list is Comr. E. M. Webster, who, although physically retired, was called back during last war as Chief of Coast Guard Communications with rank of Commodore. Now 61, he possibly would be subject to call. Of FCC's 1,300 employees, majority of military eligibles are in reserves and most of them in higher bracketed professional jobs.

WILDROOT CO., Buffalo, New York, through BBDO, New York, considering reallocating its network budget to spot radio and television. Advertiser has cancelled its Sam Spade show on NBC. Budget would probably be more than $1 million. Final decision expected within fortnight.

WHOLE subject of FM now due to come up for consideration by FCC within next two weeks, via that lengthy and long-pending staff report on transit radio and related questions including store- and factory-casting, Musak, etc.

PROCTOR & GAMBLE, Cincinnati, through its agent, Brie Co., considering plans for spot activity to start in fall for its detergent, Joy Liquid.

WMC NAMES MORELAND

EARL MORELAND, local sales manager, WMC, WMCF (FM) and WMGF (TV) Memphis, Tenn., named commercial manager of stations, replacing Joseph Eggelston who died June 4.

up certain "grisly" crime programs currently on television.

BENITO GAGUINE, assistant to Comr. Rosenthal, has been designated FCC's new liaison officer to confer with military on plans regarding radio-TV silence and related questions in event of all-out war.

In conclusion (From page 4)

Network Representation Activity Approved by FCC Friday

NETWORKS' right to serve affiliates as advertising representatives was upheld by FCC Friday in partial termination of two-year-old investigation but door was left open for future rule-making to limit or forbid their activities in this field.

Investigation had been launched following complaint of National Assn. of Radio Station Representatives (NARSR) charging networks' representation of stations for spot sales violates FCC's network rules or at least is contrary to public interest. FCC absolved networks on first count, kept second under consideration:

The Commission has reviewed the record in the above proceedings and has found that the evidence . . . is insufficient to support a finding that the practice of networks representing affiliates for the sale of national spot advertising or other advertising or commercial time violates any of the provisions of the Commission's chain broadcasting regulations. . . . With respect to Issue No. 3 [whether rules should be amended with respect to network representation], the Commission has made no determination and still has under consideration the questions there presented.

Failure to decide whether rules should be amended to conform network representation was taken to mean FCC intends to keep watchful eye on situation and move if developments warrant.

Decision was revealed in letter to CBS, first network singled out by NARSR and one of three which has owned-and-operated stations on temporary license at least partially as result of NARSR case. FCC granted regular renewal to CBS outlets which had been on temporary: KCBS San Francisco, WBBM-AM, WMC Chicago, WCCO Minneapolis, WEEI-FM Boston, WCBS-AM-TV New York, and to following in which CBS has minority interests: WTOP-FM, WMDF and WMCF (TV) Memphis, Tenn., named commercial manager of stations, replacing Joseph Eggelston who died June 4.

Failure to grant regular renewals to ABC and NBC stations which are on temporary was presumed to be due to fact that additional questions were involved where those networks were concerned. Program previously characterized by FCC as similar to those involved in Don Lee Network case, which has since been settled with grant of Don Lee renewals.

Representation question has also been pending in another structure, the Ice Dept., which, authorities felt, presumably will now drop it since department has signified it was waiting for FCC's decision.
**FASTEST GROWING TV MARKET**

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners *more than doubled* the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST ... 6TH LARGEST IN THE NATION.

**REACHED MOST EFFECTIVELY**

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of 47.5% *from 11 A. M. to 11 P. M. seven days a week*, as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

**AT LOWEST COST**

On a cost-per-thousand basis, WLW-Television reaches this large audience *at lower cost than any other combination* of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

**ON WLW-TELEVISION...**

WLW-T  
CINCINNATI

WLW-D  
DAYTON

WLW-C  
COLUMBUS

*Television Service of the Nation's Station • Crosley Broadcasting Corporation*
GOING 'ROUND IN CIRCLES?

If you're running your feet off trying to keep up with sales conditions in your major markets, cheer up. For Radio Sales has already done most of your legwork for you. Your Radio Sales Account Executive can tell you (and he'll be talking about things he's seen and learned from on-the-spot study) all you want to know about 13 of your most important markets. He can provide you, too, with a wealth of research on how to sell your customers effectively in each of these sales areas. What it amounts to is that you can be in 13 different places at the same time (profitably!) without ever leaving your office. Thanks to...

Radio Sales Radio and Television Stations Representative...CBS

Representing radio stations WCBS, WBBM, KNX, WCAU, WCCO, WFAN, KMOX, KCBS, WBT, WHYY, WTOP, KSL, WAFM and the Columbia Pacific Network; television stations WCBS-TV, WCAU-TV, KSL-TV, WBTY

WCBS, WBBM, KNX, WCAU, WCCO, WFAN, KMOX, KCBS, WBT, WHYY, WTOP, KSL, WAFM