WOR has the largest audience during the day and during the night—from Maine to North Carolina—of any station in America.

during the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

Frankly, how can you not buy
WOR to sell what you want to sell?

P.S. We can qualify and improve on these statements in a very colorful and quite engaging folder which you may have by merely dropping a postcard to WOR at 1440 Broadway, in New York; or calling LOnacre 4-8000.
FOR OPENING DOORS IN RICHMOND

Looking for the right key to open doors in Richmond?
Look no further. For the Havens and Martin stations — Virginia's pioneer audio and video institution — not only open doors but are welcomed into the hearths and homes of Richmond's expanding community.
First to unlock the magic of radio and television, WMBG, WTVR and WCOD continue to show the way to getting the most out of your national advertising dollar in Richmond. Ask your Blair man.

Havens & Martin Stations are the only complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.
10,000 WATTS IN SEPTEMBER

690 KC. Coffeyville, Kansas

10,000 Day-5,000 Night

The Most Powerful ABC Station Day and Night in Kansas!

Advertisers Placing Contracts Before The Power Increase
Will Receive Present Rates with 52 Weeks Protection

OUR 20th YEAR Represented By WEED and CO.
NEW PLAN for Broadcast Advertising Bureau being evolved by special NAB Board Committee (see story on page 7). The committee, who found original theme, in light of changed conditions precipitated by war-time economy, Project, to be considered at special NAB board meeting Aug. 7-8, entails appointment of important figure in advertising-public relations as bureau head, with eventual enlarged budget over current $200,000 figure.

BY-PRODUCT of foray of Assn. of National Advertisers for AM rate reduction in TV markets is expected revival of Sindingler's Radox. Announcement shortly will be made of renewed subscriptions by certain networks to enable expansion of Radox installations in Philadelphia test market where AM can be automatically measured against three TV operations.

DESPITE nose-to-grindstone consideration of color TV issue, FCC probably won't be able to hit its preliminary target date of Aug. 1. Best inside guess now is it will be Labor Day before release of written opinion on color standards. Of course, there's always possibility, in tough-and-fast TV situation, that final judgment may be justifiably postponed though present work-thesis remains "business as usual."

SUBJECT of speculation is effect of war emergency on deliberations of President's Communications Policy Board headed by U. of W. Va. president and former FCC Comm'rn. Irwin Stewart, Board, created last February, was commissioned to devise policy on spectrum allocation as between government and industry (through FCC). Because of military needs during periods of stress, it's possible civil requirements will diminish as war effort intensifies.


REPORT of development of new recording storage tube (cathode-ray type) is arousing interest of FCC technicians working on color TV case. They think it might permit network program material sent on one set of TV standards, for instance, to be reproduced and transmitted by station which uses entirely different standards. It's described by R. C. Herengroomer of Raytheon and B. C. Gardner of Varian Assn. in July Proceedings of IRE.

ANNOUNCEMENT will be forthcoming shortly that important TV station in major Eastern market beginning this fall will sign on at 9:30 a.m. and run solid to 2 a.m. following morning, Mondays through Fridays. 15½ hour schedule will be maintained indefinitely.

MAN in charge of those pre-reorganization surveys at CBS is Charles Robichaud who made studies which led to creation of Common Carrier and Safety-Special Services bureaus.

(Continued on page 74)

**Upcoming**

**July 31:** Television Authority-Screen Actors Guild meeting, Musicians Bldg., Hollywood.
Aug. 7-8: NAB Board meeting, NAB Hdqrs., Washington.
Aug. 7-8: NAB FM Committee-Station meeting, NAB Hdqrs., Washington.
Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 56)

**Bullets**

**SERUTAN Co., New York, will sponsor 5-minute, Mon.-Fri., newscast, 12:25 p.m., and 15-minute, Mon.-Fri., newscast in period yet to be determined over 200 ABC stations. Pre-message effective Sept. 18, quarter-hour series Sept. 11. Serutan also renews Victor Lindliah program, Mon.-Fri., 10:45-11 a.m. on ABC Agency, Roy S. Durstine Co., New York.

**NAB BOARD TO CONSIDER DEFENSE, BAB AUG. 7-8**

(Appears earlier story page 27)

AT REQUEST of segment of board of directors, NAB President Justin Miller last Friday called a special meeting of full board in Washington Aug. 7-8 to consider role of radio in defense situation as well as future status of Broadcast Advertising Bureau.

NAB General Manager William B. Ryan, in announcing plans for meeting, said it would consider defense situation, separation of NAB from BAB, and relation of these two matters to series of districts meetings which open with District 17 in Seattle Aug. 14-16.

Five man committee meeting on BAB urged special board session in light of national emergency after meeting with General Manager Ryan, who also recommended special session.

Consideration of project looking toward formation of Broadcasters Defense Council [broadcasting, July 24] will include exploration of changed complexion of national economy as result of mobilization and return to partial or full wartime footing.

Current conditions, it was felt, could alter concept of BAB function. Special board meeting will consider report to be drafted by BAB board committee chaired by Robert D. Swezey recommending change in scope.

**BATCHER SUCCEEDS HORLE**

RALPH R. BATCHER, New York electronic consultant, succeeds L. C. F. Horle as chief engineer of Engineering Dept., Radio-Television Mfrs. Assn., and manager of RTMA Data Bureau in New York effective tomorrow (Tuesday). Mr. Horle, former president of Institute of Radio Engineers, retires after 15 years' service in RTMA department. Mr. Batcher has been associated with Western Electric Co., Decatur Mfg. Co., and number of radio stations, and also has served as electron tube consultant. He has been member of IRE board of editors for 20 years.

**Business Briefly**

RHODES ADDS • Rhodes Pharmaceutical Co., Cleveland (Indrin, medical product), adds Sunday period 9:30-9:45 p.m. effective Aug. 20 for Gabriel Heatter news commentaries over MBS. Firm also renews Tuesday evening sponsorship.


**ARMY SIGNS • U. S. Army will sponsor Mindy Carson Stips, Tuesday, Thursday, Saturday, 11:15-11:30 p.m. on NBC except WNBC New York and on Monday, Wednesday, Friday, 7:46-8 p.m. on WNBM only, beginning Aug. 17. Agency, Grant Advertising, New York.

**WINE CORP. PLANS • Wine Corp. of America will sponsor Can You Top This on ABC-TV Tuesday, 9:30-10 p.m., beginning Oct. 3. Agency, Weiss & Geller, New York.

**BOND SEEKS • Bond Clothes, through its agency Neff-Rogow, New York, looking for news program availability, to start sometime in August.

**McFARLAND BILL HEARINGS SLATED THIS WEEK IN HOUSE**

IN MOVE foreshadowing delay in action on revised "McFarland Bill" to reorganize FCC procedures (earlier story page 19), House Interstate & Foreign Commerce Committee leaders said Friday their radio subcommittee would open hearings this week on original McFarland measure. Exact date not set. Rep. Dwight L. Rogers (D-Fla.1, acting chairman of subcommittee, said he expects to whip Senate-passed bill into shape for House approval.

Decision came on heels of Senate's passage of McFarland HB 789 (S-1970) in form of amendment to another measure (HR-4251), already approved by House. Joint House-Senate conference on HR-4251 apparently deferred, at least for present, by plans for hearings on S-1973. Hearing decision reportedly reached by House Commerce Chairman Robert Crosser (D-Ohio) after talks with FCC officials.

In addition to S-1973, House unit also has on file FCC draft of objections and revisions to McFarland bill in legislative form. This proposal also to be studied alongside Senate version, according to Rep. Crosser. Senate and House observers agreed House Commerce action points way to possible enactment this session of major communications legislation. Supporting claim is talk on Capitol Hill that Congress will not adjourn this year but keep in continuous session by meeting every third day. Subcommittee to conduct hearings is composed of Chm. Rogers, Reps. Eugene J. Keogh (D-N.Y.), John A. McGuire (D-Conn.), George H. Wilson (D-Okl.), Thomas R. Underwood (D-Ky.), Carl Harlow (R-Ill), Harris Ellsworth (R-Mo), of Rep. Knerr, Roseburg, and James L. Dooliver (R-Iowa).
KCMO...the ONE and ONLY

50,000 Watt Station for Mid-America in Greater Kansas City

Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO

ONE Does it in Mid-America
- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
DAYTIME
810 kc.
10,000 WATTS
NIGHT

KCMO-FM...94.9 Megacycles
Operating Transit Radio in Greater Kansas City...reach them...sell them...on their way to buy...at new low costs!

KANSAS CITY 6, MISSOURI
Basic ABC For Mid-America

* MAIL counties shown in gray; 1/4 mv. contour superimposed black line

National Representative: John E. Pearson Company
To the national advertiser, this means that any one of the five ROBERT MEKER offices now can supply you quickly with facts and figures on both our AM and TV operations. Station WTTT (5000 WatTS—1370 K.C.) is located in the heart of the world-famous limestone center, in Bloomington, Indiana, which is also the home of Indiana University. Bloomington is the only little city of its size (between 25 and 30 thousand) in the whole nation with its own television station. Station WTTV affiliations include NBC-TV...ABC-TV...CBS-TV, and Dumont Television Network. With balanced audience (rural, industrial and urban population) we offer an ideal test market at low cost.
This is CBS in summer, 1950... creating "top 20" programs for '51.
<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
</tr>
</thead>
</table>
| 6:00 PM| Adam Holtz
Drumerson (391) | Max St. Music Hall | Singing Marshall
Cathedral Hour | Not in Service
Sundays (401) | Metro Life Ins.
Allen Jackson (302) | Ruined of Rid Strings | News
Bob Warren (41) | (Not in Service)
Sundays (401) | Metro Life Ins.
Allen Jackson (302) | Ruined of Rid Strings | News
Bob Warren (41) | (Not in Service)
Sundays (401) |
| 6:15   | James W."Min." Flinn
6:15-5:20 S. | Yankee Doodle | No Network | No Network | Yankee Doodle | No Network | No Network | No Network | Yankee Doodle | No Network | No Network | No Network |
| 6:30   | Speaking of Story | C.P.R. The Shining | Randby Park
Harry Carter (377) | Western Caravan | Santa Claus | No Network | No Network | No Network | Santa Claus | No Network | No Network | No Network |
| 6:45   | Venus That Live | Don't Take Us Gas Landmarks
Quinn (318) | Affairs of Peter Edmun | Group Headliner Edition | On or
Fallen Leaves, Lp Stowe
Show | No Network | No Network | No Network | On or
Fallen Leaves, Lp Stowe
Show | No Network | No Network | No Network |
| 7:00   | Keeping On Mr. Melith | Hi The "Joker" | Under Point | The Sult | Group Mills
Lily Tom 
Trees (21) | No Network | No Network | No Network | Group Mills
Lily Tom 
Trees (21) | No Network | No Network | No Network |
| 7:15   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 7:30   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 7:45   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 8:00   | Stop the Music | Doria Gay's
Fahs & O. (40) | Quo & H. L. Alexander | Elia & Albert
Mills, Enos Fitness
Petersen (77) | E.R.B. Riber | Look of a Mystery | Pure Of Coal
Kilburn | American Oil
Lonely Larry | Pure Of Coal
Kilburn | American Oil
Lonely Larry | Pure Of Coal
Kilburn |
| 8:15   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 8:30   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 8:45   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 9:00   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 9:15   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 9:30   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 9:45   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:00  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:15  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:30  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:45  | * | * | * | * | * | * | * | * | * | * | * | * | * |

**Daytime**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
</tr>
</thead>
</table>
| 9:00 AM | Concert Hall | World News | Old Michael
Humphreys Head | Camp World News
Camp. Program | Camp World News
Camp. Program | General Mills
Breakfast Club (212) | Gene Army
Jingles (A.M.) | Down Hamers | 1:30 |
| 9:15   | * | E. Power Higgins | * | * | * | * | * | * | * | * | * | * | * |
| 9:30   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 9:45   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:00  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:15  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:30  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 10:45  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 11:00  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 11:15  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 11:30  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 11:45  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 12:00  | Festival Of Music | Devine Chorus
Devine Chorus | Richard's
World News | NBC Service
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley | National
Broadcasting
Mills-Bradley |
| 12:15 PM | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 12:30  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 12:45  | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 1:00   | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 1:15   | * | * | * | * | * | * | * | * | * | * | * | * | * |
### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM</td>
<td>ABC</td>
<td>Garry Moore's Tennessee Theatre</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>NBC</td>
<td>The Alderman Show</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>CBS</td>
<td>The Matinee Hour</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>ABC</td>
<td>Sugarcube</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>CBS</td>
<td>The Hollywood院</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>NBC</td>
<td>Your Hit Parade</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>T.V.'s Thursday Night Club</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>CBS</td>
<td>The Ed Sullivan Show</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>NBC</td>
<td>The Glenn Miller Show</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>ABC</td>
<td>The Big Book of Songs</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>CBS</td>
<td>The Chief's Western Town</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>NBC</td>
<td>Bob Hope Show</td>
</tr>
</tbody>
</table>

### Monday - Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>The Lash Show</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>CBS</td>
<td>The Jack Benny Show</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>NBC</td>
<td>Your Hit Parade</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>ABC</td>
<td>The Big Book of Songs</td>
</tr>
</tbody>
</table>

### Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>The Jimmy Durante Show</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>CBS</td>
<td>The Jack Benny Show</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>NBC</td>
<td>Your Hit Parade</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>ABC</td>
<td>The Big Book of Songs</td>
</tr>
</tbody>
</table>

---

**Legend:**
- **ABC:** American Broadcasting Company (ABC)
- **CBS:** Columbia Broadcasting System (CBS)
- **NBC:** National Broadcasting Company (NBC)

**Notes:**
1. Programs marked with an asterisk (*) are network-originated, while those without are locally originated.
2. All times are Eastern Standard Time (EST).
3. Saturdays are subject to local variations due to regional programming.
4. Programs may be shared among networks, so please check local listings for the most accurate information.

**Additional Info:**
- The 'B' column indicates a program that is broadcast in black and white.
- The 'C' column indicates a program that is broadcast in color.
- The 'L' column indicates a program that is broadcast in live action.

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**Teletype:**

- 8:00 PM | ABC | The Jack Benny Show |
- 9:00 PM | CBS | The Jack Benny Show |
- 10:00 PM | NBC | Your Hit Parade |
- 11:00 PM | ABC | The Big Book of Songs |

**Notes:**
- Programs may vary by region.
- Check local listings for the most accurate information.

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**Broadcasting:**

- ABC
- CBS
- NBC

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**Copyright 1950**
New York listens most to WCBS

MOST IN THE MORNING
(44% more than to second-place station B.)

MOST IN THE AFTERNOON
(14% more than to second-place station C.)

MOST AT NIGHT
(19% more than to second-place station C.)
new business

MAJESTIC MFG. Co., St. Louis (combination range), appoints Warner Schulemburg, Todd & Assoc., same city, to direct advertising. Radio will be used.

SKINNER & PELTON, Chicago (Silavox, TV earphone attachment), names Gourfain-Cobb, same city, to direct advertising. Radio-TV spots will be used.

WOLVERINE POTATO CHIP Co., Detroit, Mich., appoints Ruse & Urban, same city, to direct advertising. Radio-TV will be used. Florentine Urban account executive.

MASTERPIECE REPRODUCTIONS Co., N. Y., appoints Grayson Assoc. Inc., same city, to direct advertising for its series of 48 color reproductions of famous paintings. Radio-TV will be used. Arnold J. Deutsch- man, account executive.

GLAMOUR PRODUCTS Co., L. A. (Vitrex, dietary supplement), appoints O'Brien & Dorrance Inc., N. Y., to direct advertising. TV will be used in N. Y. and East Coast markets. William R. Seth account executive.

BRISTOL-MYERS, N. Y. (Ipana), seeking spot TV availabilities on interconnected TV stations. Agency: Doherty, Clifford & Shenfield, N. Y.

NEWSPAPER GUILD OF NEW YORK appoints Arista Adv. Co. Radio will be used.

VITALIS HAIR DRESSING lining up availabilities before and after football games in scattered markets. Agency: Doherty, Clifford & Shenfield, N. Y.

AMERICAN CHICLE Co., N. Y., appoints Dancer-Fitzgerald-Sample, N. Y., to direct advertising for new product, as yet unnamed, to start in fall, and include radio-TV spots.

TELEVISION FAIR, Hartsdale and Pleasantville, N. Y., appoints Bobley Co., N. Y., to direct campaign including radio. Lloyd S. Howard is account executive.

SUPPLEE SEALTEST, Phila. (Sealtest fruit salad cottage cheese), names N. W. Ayer & Son, same city, to direct advertising. Campaign to start in Phila., Southern N. J. and Del. markets. Radio-TV will be used.

ECLIPSE SLEEP PRODUCTS Inc., N. Y. (mattresses), starts radio-TV campaign Aug. 15. Radio participation will be used in N. Y., Phila., Washington, Boston, and other East Coast major markets, with firm looking for availabilities. TV participation will be used in N. Y. Agency: E. T. Howard Co. Inc., N. Y.

Network Accounts...


MANHATTAN SOAP Co., N. Y., starts One Man's Family on NBC-TV, Sat., 7:30 p.m. Agency: Duane Jones Co., N. Y.


BUICK Motor Div., Flint, Mich., to sponsor hour long TV show (as yet undecided) on CBS-TV, Wed., 9-10 p.m. starting in 1951. Agency: Kudner Agency N. Y.

PURE OIL CO., Chicago to sponsor Who Said That?, NBC-TV co-op, on stations in Chicago, Cincinnati, Dayton and Columbus from Sept. 11; in 11 other markets from Oct. 2 for 13 weeks. Most telecasts will be live [CLOSED CIRCUIT, July 10]. Agency: Leo Burnett, Chicago.

HOME CRAFT PUB. Co. sponsors The Wrestling Science, new five-minute show, over 18 stations Du Mont TV network following Chicago matches Saturday nights. Agency: Huber Hoge & Sons, N. Y.

PROCTOR & GAMBLE, Cincinnati (Camay, Tide), to sponsor hour-long musical comedies and operettas on NBC-TV, alternate Mon., 9:30-10:30 p.m., starting Oct. 2. Bernard Schubert package. Agencies: Pedlar & Ryan and Benton & Bowles, both N. Y.

Adpeople...

CURTIS H. GAGER, vice president General Foods, takes over operating responsibilities for Franklin Baker, Maxwell House, Jell-O, Pectin, Minute products, electric cooker division and General Foods Ltd. CHARLES G. MORTIMER Jr., director and vice president in charge of marketing, including advertising, assumes responsibility for Birds Eye-Snider, seafoods and Bireley’s divisions.

HADACOL CARAVAN
Headed by Sen. LeBlanc

GOOD-WILL tour of 3,000 miles will be launched Aug. 21 by State Sen. Dudley J. LeBlanc, president of LeBlanc Corp., Lafayette, Ia., producer of Hadacol tonic. The promotion caravan, with entertainers and circus trappings as well as top movie and radio talent, will be staged at a claimed cost of $250,000.

The caravan will visit a long list of southern cities. A hundred trucks loaded with a million dollars worth of Hadacol will be driven over a coast-to-coast route. Talent includes Mickey Rooney, Roy Acuff, Minnie Pearl, Sharyk’s Dixie Land Band, animal acts and a calliope as well as floats. Beauty contests will be held in a number of cities and baseball parks have been reserved. Hadacol box-top will be the only admission required. Accompanying Sen. LeBlanc, president pro temp of the Louisiana Senate, will be about 50 legislators.

LeBlanc Corp. is spending $400,000 a month on advertising, including 602 stations carrying from four to 16 spots a day. The product is distributed in 22 states. Special radio and newspaper schedules will be used 10 days preceding arrival of the caravan, with a minimum of 50 spots a day in key cities. Televisi

July 31, 1950 • Page 11
When he was 11 years old, Arnold Z. Rosoff, partner and treasurer of Arnold & Co., Inc., Boston advertising agency, made his first business venture—a postage stamp company. The enterprise failed, however, when his investment of 25 cents and several albums of stamps went down the drain with an unscrupulous partner who invested neither stamps nor money.

Nevertheless, Arnold now feels the 25 cents was well invested, serving as an object lesson in sharpening his business acumen.

That the lesson was a lasting one is borne out by the fact that Arnold has added a number of outstanding successes to his credit during his tenure with Arnold & Co.

One of his most notable jobs was creation, in collaboration with members of his staff, of the "Bonded Flavor" campaign for Old Monterey Wine Co., Fresno, Calif. This promotion, in four months, raised the sale of Old Monterey Wine over 32%.

He also enjoyed similar success on a summer campaign for smoked shoulders for Colonial Provision Co. which raised the sale of an already well-established item over 45%.

Another bright spot in Arnold’s record is his work on the Port of Boston “Straight-Line Shipping” campaign which was credited with raising the port’s business index to the highest level in its 300-year history.


A graduate of Harvard, class of ’39, Arnold had but a brief acquaintance with the business world when the Army claimed his services in 1941. He entered as a private and returned to Boston four years later as a major. Convinced there was a need for progressive, youthful advertising agency in Boston, he formed a partnership in 1946 with Oscar E. Rudsten, creating Arnold & Co. Inc.

Responsible for a majority of his firm’s large accounts, Arnold also directs all new business activity and handles the administrative duties of the organization.

Though confronted with a busy schedule, he finds time to take an active part in the Radio Executive’s Club of Boston and the Boston Advertising Club. He is a major in the Air Force Reserve.

Arnold and his wife, the former Billie Tanner of Monroe, La., whom he met and married while in the armed forces, have three daughters, Leslie Karen and twins Lory Ann and Lyn Ellen.
Still Buffalo's Best Radio Buy!

AFTER 20 YEARS—Still Buffalo's No. 1 Station

WBEN is the Buffalo Station Most People Listen to Most of the Time

WBEN
Basic NBC • 5000 Watts
 Represented Nationally by Petry

FOR the second consecutive year, a display by members of the Maine Broadcasting System—WCSH Portland, WLBZ Bangor and WRDO Augusta—occupies the windows of the State of Maine Information Bureau in the RCA Bldg., Rockefeller Center, New York. Emphasizing the three NBC outlets' listening by transients, the display carries the theme: "Anywhere you vacation in Maine you'll enjoy good radio reception from a Maine Broadcasting System station."
In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disk and easy chatter is drawing a host of listeners...potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:30-8:00 PM!

This excellent time availability is supported by a strong promotion campaign...and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

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strictly business

BEN PASCHALL isn't quite sure whether it was his sales ability or a violent blow on a prospective client's head (accidental) that landed not only the client but his biggest sale. There is, however, no doubt as to Ben's ability in his present job.

Owner of Western Radio Sales of Los Angeles and newly-opened (July 1) San Francisco branch, West Coast Radio Sales, the kinetic Benton Paschall currently represents 18 western radio stations in California, Nevada, Oregon and Arizona. He is also West Coast manager of Liberty Broadcasting System, several of whose stations he represents.

The aforementioned stricken client was an executive of San Joaquin Baking Co., Fresno, Calif. The accident occurred while he was showing Ben, then commercial manager of KARM Fresno, through the bakery plant. In the course of the tour, a conveyor slipped down and struck the guide on the head. Shortly after, Ben obtained his signature to an $18,000 year's contract for newcomers on KARM.

Ben went to Hollywood July 4, 1945, as manager and co-owner of Western Radio Sales with Lincoln Dollar, president KXOA Sacramento, KXOB Stockton, KXOC Chico. He became full owner the following year when he purchased Mr. Dollar's share of the representative firm. Now, two years later there are few people in the industry who don't know the enthusiastic Ben Paschall.

In 1935 he was graduated from

of the best-known families on radio, through its television pages on the NBC-TV network on a sustaining basis. (All shows come under the banner of Calton E. Morse Productions.)

One Man's Family made its appearance on NBC in 1932 as half-hour Sunday weekly series. It has enjoyed almost uninterrupted sponsorship since Wesson Oil and Snowdrift took it in January 1933, nine months after its inception. Two years later Standard Brands signed for the program, in what turned out to be 15 years of sponsorship, introducing Tender Leaf Tea for first time. Tremendous sponsor identification of the product was proved when listeners continued to identify the program with the tea after Standard Brands had introduced some of its other products on it.

An example of the show's popularity was the receipt of over one-half million requests for a One Man's Family scrapbook offered on the program during Standard Brands sponsorship.

And, in 1949, when the firm dropped all radio advertising and cancelled the Family, the cast made two announcements on program asking for a show of loyalty to the old sponsor, and put out a plea for a new one. Within two weeks over 100,000 letters had been received from listeners expressing loyalty to the program.

Miles Labs, Elkhart, Ind. (Bac-tine, Tabin germicides), took over radio sponsorship of program in

(Continued on page 8)

feature of the week

WHEN Carlton E. Morse's One Man's Family took its first television sponsor, Manhattan Soap Co., New York (Sweetheart soap), last Saturday, (July 29) Mr. Morse passed another milestone in a successful career hitherto concentrated principally on radio. He has been writer, producer, director of One Man's Family on NBC through 18 years and three generations of Barbour's, and of 15-year-old I Love a Mystery on MBS for the past year. For the past 30 weeks the busy Mr. Morse has been guiding a brand new family of Barbour's, one

Mr. Morse

Ben

a four and one-half year course at Fresno State College with an AB in Business Administration and an AB in Music. He had plans then to become a public school music teacher.

In his first job on the sales staff of Union Oil Co., Fresno, Ben filled in spare time playing the piano in his own dance band six nights a week; taking business courses at night school several times a week; giving private piano lessons all day Saturday, and during his daily lunch hour teaching the boys' glee club of Fresno High School.

After seven years, he left Union Oil in 1942 to become sales manager for Bekins Van & Storage Co. in Fresno. Putting his extra-curricular energies to Junior Chambers of Commerce work preparing radio programs on three Fresno stations, Ben came in contact with many radio people. In 1947 he had the opportunity to put to work this new radio experience with his business and sales experience. Clyde Coombs, general manager of KARM, offered him a position at station commercial manager. After two years there he shifted to KROY Sacramento in an executive capacity, when KARM management bought that station.

Next step a year later was Hollywood where he had always wanted to live since his first view of Vine St. in 1923. At that time such a yearning was almost sacrilegious for then he was still a native of Texas, where he was born in Olney in 1913.

Early schooling was gathered in Texas, in Ranger, Breckenridge, Graham and Fort Worth as he followed the fortunes of his father, an oil man. In 1930 the family moved to Fresno where Ben remained until joining KROY.

Ben is a three-year member (elected last year) of the board of directors of Hollywood Advertising Club, a Mason and Shriner (Al Malakah Temple). He keeps up with baseball and football, swims and goes in his spare time.

In 1933, before entering his junior year at college, he married a classmate, Wilma Hallock. The Paschalls make their home in Westwood, outside Los Angeles. They have one daughter, Joan, 16, who attends Beverly Hills High School and wants to go into, of all things, advertising.
In Des Moines
December thru April
1950 Hooper Over-all
Index as compared same
period in 1949 shows
KSO gains 35.7%

Is it any wonder the trend
in Des Moines is to KSO

Iowa is a rich market
with an average farm
income of $9,888.54

Reach this Market through KSO

KSO
DES MOINES, IOWA
5000 watts 1460 kilocycles

CBS for Central Iowa

KINGSLEY H. MURPHY, President
Likes 'Big Story'

EDITOR, Broadcasting:

... Your story in the July 3 issue of Broadcasting-Telecasting on Pall Mall's Big Story... was excellently handled and the layout is really fine.

Alan C. Garratt
Advertising Manager
American Cigarette & Cigar Co.
New York

Johnny Gillin Lauded

... All of us in broadcasting are shocked to learn of Johnny Gillin's passing. Here was one of America's great pioneer broadcasters whose inspirational leadership has contributed immeasurably to the advance of our system of free broadcasting. Mr. Gillin's service to this association for more than two decades as a member of the board of directors, as a committee man, and as a citizen of the radio and television world always will be a goal to which the nation's broadcasters can aspire. We mourn the death of a good friend, a wise counselor and an outstanding servant of his own community.

Justin Miller
President, NAB

[EDITOR'S NOTE: Judge Miller's sentiments originally were expressed in an telegram to Lyle DeMoss, program director of WNOX, on the occasion of Mr. Gillin's death July 18.]

EDITOR, Broadcasting:

For several days broadcasters have been talking about the passing of one of its most prominent leaders—John J. Gillin Jr.

Many of us have known "Johnny," some of us intimately—but all who've been fortunate to come within his circle of charm miss this gentleman with the rose—Radio's Ambassador of Goodwill. ... His leaving us left behind the memory of an unforgettable statesman—liked and regarded by all as a kind, generous, and good gentleman.

Franklin O. Pease, Gen. Mgr.
RRR-Radio-Television Employment Bureau
Philadelphia

* * *

KKOK Forum

EDITOR, Broadcasting:

Participants on the weekly forum program Wake Up St. Louis, Mondays over KKOK St. Louis, each receive a copy of this cartoon by Robert Day. Bruce Barrington, KKOK news director and moderator of the program said, "The only time when this program approached the likes of the cartoon was when the participants almost came to blows before the broadcast and the program was cancelled at the last minute."

Ralph J. Gentles
KKOK St. Louis

Intelligent Fourth

EDITOR, Broadcasting:

I cannot think of a more intelligent way to celebrate this wonderful day (July 4) than to renew my subscription to Broadcasting and thus renew my informational contact with a swell gang of Americans whose business hinges upon FREEDOM OF THE AIR WAVES, and whose service enriches the lives of countless thousands and contributes to an alert national citizenship....

William P. Pence
Chamber of Commerce Inc.
Salisbury, N. C.

* * *

Seeks Radio Set Count

EDITOR, Broadcasting:

We always read with interest news stories which give the number of TV sets in various areas. Before radio gets buried prematurely, wouldn't it be a good comparison to give the estimated number of radio sets in the same area?

C. D. Wooland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

[EDITOR'S NOTE: The 1950 MARKETBOOK will show AM receivers at near saturation point throughout the United States. The same situation was true when the 1949 MARKETBOOK was published.]

Salute for 'Fusion'

EDITOR, Broadcasting:

Not a 21 gun salute but a 32 gun salute to you for your editorial "Road Toward Fusion."

I was not asked to repeat my term on the NAB engineering committee representing small stations when I kept punching at the fact that NAB missed its best bet and real purpose for its existence when it did not push for joint meetings of FCC, RMA and NAB to determine the future of radio broadcasting and guide it along an equitable and reasonable path.

I have always contended NAB engineering was the weakest link in its chain—yet it is the foundation of the industry.

Engineering is the basis for power, location (band) and allocation of radio and, by NAB, the most neglected—yes, we have very fine maps, engineering standards, etc.

But why and how did we have the famous FM shift (only to have the vacated frequencies taken by TV), the split TV bands (now a third band to be added) and on and on we go? Black and white vs. color? I think it is about time the group got some sense and injected some of it in the industry.

James V. Coe
Esec. V. P. and Gen. Mgr.
WPAT Paterson, N. J.

Boston U. Institute

STUDENTS of Boston U. enrolled in the 36th annual summer session, which opened July 10 and continues through Aug. 19, have taken over broadcasting operation of WBUR-FM Boston, university-owned station. School is holding a six-week broadcasting institute for non-professional people, according to Dr. Daniel Marsh, Boston U. president, and Dean Atlee Percy, summer term director. Courses are conducted by Prof. Samuel B. Gould.

* * *

"When the program's over shall I still thank them for having consented to appear tonight?"

BROADCASTING • Telecasting
Hold Everything
Mr. Time-Buyer!

THERE'S SOMETHING NEW IN THE RADIO PICTURE IN WINSTON-SALEM

WTOB goes CBS Sept. 1st

WINSTON-SALEM, N. C.

1000 WATTS - DAY AND NIGHT

broadcasting • Telecasting

TAYLOR COMPANY — NATIONAL REPRESENTATIVES

July 31, 1950 • Page 17
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS

50,000 WATTS 680 Kc.

WPTF NBC AFFILIATE

* also WPTF-FM *
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State. More North Carolinians Listen to WPTF Than to Any Other Station
ANA'S RATE PUTCH

By ED JAMES

ALTHOUGH temporarily repulsed by unexpected resistance from the major networks, the offensive of the Assn. of National Advertisers against radio rates has by no means been abandoned, Broadcasting learned last week.

The networks' rejection of invitations to meet individually or as a group with ANA's powerful Radio and Television Steering Committee [Broadcasting, July 24] threw a surprise obstacle in the association's plan, but ANA intends to prosecute its attack on other fronts.

At week's end ANA executives were in strategy conferences deciding their next move, but the general plan that they would follow had already been outlined by the steering committee.

The steering committee's confidential report, so far has been officially withheld from all but ANA members, recommended a course of action to be pursued in the association's major purpose of forcing radio rate reductions.

Although the report was still a closely guarded secret, Broadcasting obtained a copy from a source that cannot be identified. It contains the battle plan for the greatest coordinated onslaught by a group of advertisers in modern media history.

Original Plans

As originally conceived, the plan called for the steering committee to unveil its argument at individual meetings with the networks when the networks would have been asked to "consider the problem carefully" and then meet again with the steering committee to "suggest a method of handling the problem that will be fair and acceptable to advertisers."

That part of the plan was, of course, negated by the refusal of the networks to attend the first meeting. Other maneuvers, however, were proposed in the steering committee's blueprint, and they are yet to come.

"In order that the viewpoints as expressed by the steering committee may be clearly understood by the stations themselves," the report proposed, "it may be advisable to hold further meetings with some of the station representatives."

That the ANA steering committee hoped to soften up the networks and stations before the end of this summer was clearly indicated in the fact that the committee planned a "full airing of the situation and a progress report" at the ANA fall meeting in Chicago.

Urges Support

To the steering committee's report, when circulated to ANA members, was attached a form which members were asked to fill out, including a statement of support for the committee's proposals. Members were urged to "return the attached questionnaire right now so that your steering committee can undertake discussions promptly and authoritatively, with a show of strength indicating the consensus of all the radio-TV group members in support of its position."

It was learned that most if not all members did as they were asked.

To reinforce its argument for reduction of radio rates, ANA drew upon both A. C. Nielsen Co. and C. E. Hooper Inc. research, which it interpreted to mean that the radio audience, particularly at night, had gone to pot in television markets.

Whether networks were preparing counter-arguments with which they hoped to bat down ANA's statistical foundation could not be learned. Both CBS and NBC have invigorated their promotion research in recent months, and last week NBC was beginning to show a new presentation arguing strongly for network radio (see story page 21).

No Direct Answers

Neither, however, so far as could be learned, was preparing direct answers to ANA.

The basic conclusions of the ANA report were outlined in a covering letter mailed with the report to ANA members. The letter read in part:

"Attached is a very important confidential memorandum from your Radio and Television Steering Committee. Its length is forbidding, but its content is of vital concern to every radio advertiser.

"Briefly, it brings out with facts and figures that:

"A. On an overall national basis:

1. In the case of those evening network radio programs occupying the same time spot this year as last, the average cost per thousand listeners had risen 21% on one network, 18% on another in a year's time due to declines in the number of homes listening to those programs.

2. Despite a gain of 3.6% in the number of homes equipped with radio, the number of homes listening to radio is below a year ago except during morning hours. The most serious drop is noted from 8-11 p.m. during which time the number of homes listening to radio shows an average decline of 12.7% from a year earlier.

TV Homes Listening

3. In television homes, radio listening during evening hours is off 86%. For all practical purposes each new TV installation signifies the virtual elimination of one more home from the total of actual or potential RADIO listening during evening hours.

4. With the prospect of about (Continued on page 80)

CONFIDENTIAL REPORT DETAILS PLANS

McFARLAND BILL REVIVED

By DAVE BERLYN

The McFARLAND BILL to streamline FCC procedures was closer to Congressional passage than at any time in its turbulent history when the Senate passed the measure as an amendment to another bill last Wednesday and earmarked it for joint House-Senate conference.

The proposed amendment to the Communications Act, passed by the Senate last year, was modified only slightly to bring it up to date. It was reported to the Senate this time as an amendment to a House-approved bill (HR 4251) to permit FCC to acquire land for radio monitoring purposes.

Action came swiftly by the Senate Wednesday afternoon following a report on the new version two days earlier by Chairman E. W. McFarland (D-Ariz.) of the Commerce committee's Communications Subcommittee. Sen. Ed C. Johnson (D-Colo.), chairman of the Commerce group, Sens. McFarland, Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.) and Homer E. Capehart (R-Ind.), all members of the Senate Commerce Committee, were appointed conferees by the Senate. The House recessed Thursday until Monday (today) without appointing conferees.

The bill, as authored by Sen. McFarland last year (S1970), passed the Senate in August 1949 [Broadcasting, Aug. 15, 1949] and has since been awaiting House action.

Little Difference

In his report, which differed little from his report on S 1973 a year ago, Sen. McFarland said the revisions — or amendments — were included "as a matter of comity between the two Houses of Congress." The bill, he reiterated, would bring about "a major improvement" in FCC organization and functions. Sen. McFarland praised his statement of a year ago that the bill "has the unanimous approval of every broadcast-

In Senate

ing interest and the majority of its provisions are favored by the Commission itself."

Assuming that the bill will go to conference unhamppered the following could happen:

1. The measure can be approved, with or without change, and then passed by both houses of Congress and sent to the President for signature.

2. Although approved by the joint conference committee it can be defeated in either House, or

3. The conference committee can fail to reach agreement on a measure.

A section in the newly amended bill provides for FCC to expend funds for acquisition of land for radio monitoring purposes, the original intent of HR 4251.

The modified bill contains only these minor changes: That of striking the salary provision for the FCC Commissioners (since they have received pay raises in (Continued on page 84)
DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF INFORMATION
WASHINGTON 25, D. C.

EDITOR, BROADCASTING:
My attention has been called to your thoughtfulness in printing the entire text of the "Code of Wartime Practices for American Broadcasters" as well as to other informative and patriotic articles on the Korean war and the relationship of broadcasters to this war effort.

Such support of the military effort is timely and patriotic and certainly a good example of the public support we are now receiving. I want you and your staff to know how much the Department of the Army appreciates your efforts and work and how helpful it has been to us in a particularly difficult period.

I hope we can continue to merit your interest and support and that we can work together on problems and projects of mutual concern.

With best wishes.

F. L. PARKS
MAJOR GENERAL, GSC
CHIEF OF INFORMATION

EXPLORATORY discussions contemplating participation of radio-television forces in government mobilization-planning—and looking toward formation of an all-embracing Broadcasters Defense Council—commanded the attention of NAB, network and station executives in Washington, held last Tuesday in Washington.

Meeting was called by NAB General Manager William B. Ryan following formal request by John H. Steelman, special presidential assistant, that such a group be formed in pursuance of NAB's offer to assist the government "in any feasible way" in the present emergency [BROADCASTING, July 24].

Outline of the proposed plan was presented informally to officials of CBS, NBC, Radio-Television Mfrs. Assn., DuMont Television, MBS and NAB board members.

The session was described as "preliminary and informal" and reportedly touched only generally on such topics as civil defense, mobilization, censorship, methods of cooperation which the industry could offer to the government, production and information.

A second meeting was slated for this week, with date undefined.

Out of this and succeeding sessions are expected to evolve appointment of members (by NAB President Justin Miller) to serve on committees, each dealing with a specific area of activity, and plans for participation of industry groups.

It was expected that eventually such groups as Radio-Television Mfrs. Assn., Television Broadcasters Assn., The Advertising Council and many others would be invited to take part. And it was understood that NAB would carry the story of its role in government planning to its membership in the upcoming series of district meetings.

Attending the Tuesday session were Earl Gammons and Ted Koop, for CBS; Frank M. (Scoop) Russell and Ed Wheeler, NBC; James Secret, RTMA; Richard Noel, Du-Mont; Edgar Kobak, WTTA Thomson, Ga.; Hollis Seavey, MBS; Ben Strouse, WWDC Washington, and Eugene Thomas, WOR New York, NAB board members; and Robert K. Richards, NAB public affairs director, and Mr. Ryan.

Frank Fletcher, WARL Arlington, Va., another board member, did not attend. ABC was not represented, although Robert Hinkel, vice president, had been invited.

Council Idea

The proposed council idea developed out of discussions between Mr. Steelman and Ralph Hardy, NAB government relations director, at the White House. NAB had been considering such a plan, covering various phases of activity, over a period of months and, when the Korean situation developed, was among the first industry groups to offer its services, according to Mr. Hardy.

Specifically, it had mulled the idea of setting up a broadcasters' committee to advise on military planning [CLOSED CIRCUIT, July 17].

Mr. Hardy is expected to work with Charles Jackson, in Mr. Steelman's office, on the various ways in which the industry may be of assistance to the government. Mr. Jackson also serves as liaison between the government and the Advertising Council, which is making available its services for information aids.

NAB presumably would be expected to support government requests for recruiting and public services announcements, etc., to cooperate in addition of new defense programs (such as possible revival of the Army Hour) and in general to lend cooperation of the industry on Presidential addresses dealing with important subjects to the American taxpayer.

Mr. Steelman extended hearty approval of NAB's cooperation and thought formation of the council, which he said arose from his discussions with Mr. Hardy, "the best way" to render service to the government as required.

Members of the broadcasters' council committees are expected to confer, along with Mr. Hardy, with military and other government officials, including National Security Resources Board and Munitions Board.

As an example, NAB already has given the industry stand before the military on television's importance, touching particularly on construction of additional network cable and relay facilities. NAB was understood to have stressed the value of television as a training medium in civil defense.

For Mr. Steelman's letter to Mr. Hardy:

May I take this opportunity to thank you for the cooperation the reduction in the number of seasons the United States gave us on that part of the President's address which explained that no food shortages exist at the present time. The fact that you people initiated this without receiving a request from the government is especially gratifying. All of us are deeply appreciative.

Doubtless there will be other occasions in the near future when your cooperation will be extremely useful. I hope you will not consider it presumptuous if I ask that the [NAB] take immediate steps to organize the entire broadcasting industry in some manner in which it would be instantly available to the government as required.

I have asked (Charles Jackson) of my office to work closely with you and may you feel free to call upon him for any cooperation you may need.

The problems facing us now are somewhat different than they have been in the past because of the growing importance of television. We will be especially interested in a program

(Continued on page 36)
P&G LEADS MAY NETWORK USERS

Sterling Second

PROCTOR & GAMBLE Co., radio's top advertiser, again headed the list of radio network time purchasers in May, with a gross billing of $1,694,711 for the month, accounting for 10.2 percent of the gross network sales of $16,584,126, according to Publishers Information Bureau.

The PIB figures showed P&G was the only network advertiser to spend over $1 million dollars in May.

Sterling Drug Co., climbing from fourth place in April, was the second largest network client, spending $821,450 in May. General Mills increased its buying to rank third, while Miles Labs dropped from third in April to fourth in May.

General Foods fell from second in April to sixth in May, while American Tobacco Co. and Liggett & Myers merely switched positions and the others remained the same.

Table I (top 10 network advertisers) lists first 10 network advertisers, in rank according to expenditures.

By product groups, Food & Food Products advertisers spent $4,163,791.

Mr. Meehan, APPOINTMENT of C. M. (Tom) Meehan, director of public relations for Westinghouse Radio Stations Inc., as Sales Manager of WBBW-WBZA Bos-

ton-Springfield, Mass., has been announced by Station Manager W. C. Swartley. Simultaneously, C. Herbert Masen was named sales manager of WBBW-TV. He formerly handled both AM and TV sales for the outlets.

A veteran of 25 years in newspaper, radio and public relations fields, Mr. Meehan joined Westinghouse in 1944, serving first in Westinghouse's public relations department in Pittsburgh.

Wiggins Resigns

JOHN S. WIGGINS resigned Fri-
day as director of research and sales promotion at CBS Western Division offices in Chicago, where he worked four years. Before that, he was in research and promotion at CBS New York and senior market analyst for Firestone Tire & Rubber Co.

WBZ SALES POSTS

Meehan and Masses Named

NBC last week was beginning to show advertisers and agencies an elaborate new presentation intended to reinforce the network's radio and network, despite the growth of television, is still the best mass medium advertising buy.

The presentation admits that the national radio audience has been diluted by television, but asserts its cost per thousand circulation cannot be matched by other media.

NBC estimates there will be 10 million television homes in an average week of the 1950-51 broadcasting season and there will be 42,997,000 radio homes. According to NBC, its quota by per NBC has been a 72% decline in evening listening in TV homes. Taking 72% of the 10 million TV homes as the total ignoring radio, you still have 35,097,000 radio families left, according to NBC.

That figure represents a total potential audience only 6.7% less than the audience in 1948 the peak year before TV development became a serious factor.

Even with 10 million families in its potential audience, however, TV is not the network's main medium, the NBC presentation points out. An advertiser who wants to reach all of America cannot depend upon TV. He can depend on radio, it says.

Uses Research Figures

The presentation draws upon numerous research studies to argue its case that radio listening is the network's favorite leisure time activity, that people listen in "fabulous numbers," that radio claims more of their time than any other activity besides working and sleeping, that they listen not only at home but away from it as well.

As for costs, network radio is cheap, considering its bigness. For $21,000 an advertiser can buy a full NBC network half-hour program, including time and talent, at a time when there are 34 million families as its potential audience. To match that circulation with newspapers, he would have to buy 1,145 of them. To do it with magazines he would have to buy nine of the leading publications. His $21,000 would buy 176-line ads in the 1,145 newspapers, NBC claims.

"Opposed to this, he could procure the impact of a full network half-hour evening program," the presentation continues.

The presentation also cites net figures of "actual performances" obtained from NBC's Hofstra study in Boston, part of the network's big television presentation.

Boston was selected because it was representative of TV saturation as of May, 1950. "In arriving at these figures," the presentation goes on, "we considered all costs and discounts, secondary readership, multiple viewing or listening, noting and listening. What the (Continued on page 32)

BROADCASTING  •  Telecasting

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BROADCASTING  •  Telecasting

July 31, 1950  •  Page 21
NEW YORK’s metropolitan area population soared to nearly 31 million in 1950 and Los Angeles metropolitan area gained more than 50% since 1940, according to preliminary figures on 12 metropolitan areas released by the Census Bureau yesterday. Tabulations break down each area to show population within the city as well as the census count for the remainder of the area, and are the first such 1950 reports to be issued. Other metropolitan area compilations are expected to be released soon.

The Los Angeles metropolitan area preliminary totals of nearly 4 million was exceeded only by the metropolitan totals for New York and Chicago (see adjacent table). Of the 12 areas listed, the Los Angeles breakdown was the only one in which population in the remainder of the area outside the city was in excess of the city population itself.

Percentage-wise, the next greatest increases among the cities announced were for Washington, D. C. and San Francisco metropolitan areas. Unabated growth of an urban and industrialized United States is the picture being put together from preliminary reports coming into the Census Bureau. Such facts as the unprecedented rise of the West Coast and the concentration of population in 28 states bordering the Atlantic, Gulf of Mexico, Pacific coastlines and the Great Lakes are pointed out in bold relief. California alone accounted for about one fifth of the country’s total.

Other data of the past week completed population figures for all U. S. regions. Latest figures show the Rocky Mountain States (eight in number) with a gain of about 21.5% over 1940 and the three Pacific Coast States with a rise of about 47.4%. Greatest gain in the latter region was recorded in California where population increased 51.6% from 6,907,287 in 1940 to the present 10,472,484. All other regional compilations already have been revealed [Broadcasting, July 24, 1950]. Preliminary figures show an increase nationwide of 19.1 million persons in the 10-year period. Population jumped from 131,669,275 to 150,520,000 as of April 1, 1950 when the 17th Decennial Census is dated. A breakdown of states revealed a majority with healthy gains (see accompanying table).

That the huge increase of individuals in the U. S. is having its effect on urbanization was shown by the listing of at least 15 cities which have joined the 100,000 and over category (incorporated limits). Pointed out, however, was the fact that many cities had acquired additional area in the past 10 years.

In the cities this in with both 1940 and 1950 population figures shown were:

<table>
<thead>
<tr>
<th>City</th>
<th>1950</th>
<th>1940</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin (Tex.)</td>
<td>121,964</td>
<td>87,920</td>
<td>34,044</td>
</tr>
<tr>
<td>El Paso</td>
<td>126,332</td>
<td>96,810</td>
<td>29,522</td>
</tr>
<tr>
<td>Mobile</td>
<td>137,129</td>
<td>78,720</td>
<td>58,409</td>
</tr>
<tr>
<td>Montgomery (Ala.)</td>
<td>123,294</td>
<td>37,594</td>
<td>85,700</td>
</tr>
<tr>
<td>Baltimore City</td>
<td>233,544</td>
<td>34,719</td>
<td>198,825</td>
</tr>
<tr>
<td>Savannah</td>
<td>116,507</td>
<td>116,507</td>
<td>0</td>
</tr>
<tr>
<td>Shreveport</td>
<td>93,750</td>
<td>93,750</td>
<td>0</td>
</tr>
<tr>
<td>Mobile</td>
<td>105,715</td>
<td>76,554</td>
<td>29,161</td>
</tr>
<tr>
<td>Pensacola</td>
<td>104,529</td>
<td>99,314</td>
<td>5,215</td>
</tr>
<tr>
<td>Little Rock</td>
<td>101,367</td>
<td>88,039</td>
<td>13,328</td>
</tr>
<tr>
<td>mobile</td>
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</tbody>
</table>

Of the 100,000-plus class, Lowell, Mass., was the only city reported as having its population doubled over the period from 191980 to 1950. To date, the Bureau said, the number of the cities in the 100,000 and more for the 1950 Census stands at 166. The nationwide total of over 160 million represents almost a doubling in U. S. population in 60 years, and the 10-year 19-million persons gain is the greatest numerically for any decade in American history, the Bureau said.

Commerce Secretary Sawyer, who announced the national compilation on another occasion, cautioned the following facts. New York retained its rank as the most populous state. California moved from fifth place in 1940 to second place, passing Penn-
Civilian Radio-TV Cutbacks Mulled

THE "Indian" in plain clothes (1) Les Biederman, general manager of the Paul Bunyon Network (WTCM Television, Inc., WATT-Cleveland, WATZ-Alpena, WMN-Petoskey, Mich.), on behalf of MBS, receives an authentic Ottawa drum from Chief Mose Minicic of the Ottawa Tribe. Presentation was made to MBS in appreciation for its airing of the Straight Arrow Program.

sets no longer would decline, as they have the past year, and that, in fact, prices would begin to taper off. While manufacturers have not yet taken such action as a group, Emerson Radio-TV last week announced a retail price boost (Continued on page 86)

Need Detailed

Uniform Policy

The Defense Dept. is working on a uniform policy for deferments for reservists. Meanwhile, the Navy has decided to grant deferments only to reservists working at key industrial jobs vital to national defense. The Air Force also is adhering to this policy at present. The Army has made no decision.

The Munitions Board already has set up a list of some 300 skills deemed scarce in wartime, and Board Chairman Hubert Howard has indicated that "persons having one of these skills will be drafted" in numbers to be gauged by demands on the services.

How this would apply to the radio-television and manufacturing industries was conjectural and dependent, it was believed, upon the needs met by the services and the seriousness of the emergency.

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PRODUCTION

Military critical materials.

RADIO-TV manufacturers last week contemplated the prospect of mounting orders for military electronics equipment and potential civilian cutbacks in the output of radio-television set and parts as Congress began to appropriate additional funds to step up the government's program for stockpiling critical materials.

Plans for conversion of manufacturing plants to accommodate military production and estimates on cutbacks to be expected in fall production of civilian radio and television sets were revealed last week by a number of manufacturers, among them Westinghouse Electric Corp. and General Electric Co., both heavy producers of government equipment during World War II.

In a semi-annual stockpile report to Congress, the Munitions Board revealed that it now has on hand materials valued at $1,566,154,352—38% of the total objective—and an additional 12.2% or $495 million worth of items on order, a total of 50.6% of the total stockpile objective.

With a goal of $4 billion, the board hoped to increase that percentage to 57% by June 30, 1951, if Congress votes additional appropriations.

In his overall $10.6 billion request for arms funds, President Truman recommended $2.6 billion for electronics equipment, tanks and guns, with electronics set for about $1 billion of that total (CLOSED CIRCUIT, July 24). Altogether, the sum to be allotted for such equipment was placed at roughly $1.5 billion, taking into account an estimated $500 million under the Mutual Defense Grant appropriations request.

Congress promised early action in the President's new request for defense funds.

Military Assignments

Meanwhile, Gwilym Price, president of Westinghouse Electric Corp., said in Pittsburgh last week that his firm already has assigned military production jobs to each of its 68 plants, and asserted that Westinghouse could divert civilian production to military channels almost immediately. This plan, he added, was approved by the Munitions Board in 1948.

Production would encompass over 35 million dollars "ranging from radar and related electronic equipment to secret and restricted devices developed since the last war," he stated. Westinghouse laboratories also are working on military development projects, he added.

Mr. Price said a "substantial percentage" of Westinghouse's current $1 billion production schedule has been tagged for the military. Heading the company's conversion planning is George Bucher, vice chairman, while officials of the firm's various manufacturing divisions serve as representatives in conferences with defense officials.

Other firms which are expected to carry the brunt of military production include Philco Corp., RCA, Admiral Corp., and General Electric Co. Each handled similar war orders in World War II and it was believed that they would receive the bulk of orders because of the speed with which they could convert and fulfill them. A host of smaller firms—in the hundreds—will be pressed into military conversion for parts production, it was indicated.

Curtailment Estimates

Estimates on curtailment of civilian communications-electronics equipment production for fall last week ranged from 20% to 60%—with the usual reservations that the ultimate cutback would depend on the seriousness of the war situation.

It was held conceivable that TV output may be cut to 60% if the international situation worsens materially, but some authorities thought this would not be a reality this fall.

Robert Sprague, president of Radio-Television Mfrs. Assn., has placed the estimate around 10% or 15%—not over 20%—if the tenor of present developments retains the present level [BROADCASTING, July 24, 17]. It is conceded, however, that television receiver output would be among the first to feel the pinch of any civilian retrenchment—with primary diversion of production to radar equipment.

Only 20% Cutback

Dr. W. R. G. Baker, vice president of General Electric Co., felt TV receiver cutbacks would approximate the 20% level "but surely no more" at the present time. Arthur Freed, president of Freed Radio Corp., thinks set production would drop to about that level.

In any event, it was felt that the industry production level still could exceed last year's approximate total of $4 billion for TV sets.

It was generally agreed, however, that consumer prices for TV
does desire a "limited number" of specialists in communications and intelligence from grade of commander down. Applications for active duty should be sent to Bureau of Personnel, Washington.

Enlisted personnel with radar, electronic and technical communications experience are being taken in grades E-3 through E-5. Enlisted personnel, it was stressed, must have at least one year of obligated service in their present four or six year enlistment to qualify for organized reserve requirements. Volunteer reserve members merely would apply to local recruiting stations.

Demand Specialists for enlisted and commissioned specialists in the communications-electronics fields, and to a lesser degree in the public relations realm, were shaping up last week as three key services under the Dept. of Defense—Army, Air Force and Navy—revealed their needs.

Instructions for the involuntary recall of key U.S. Air Force reservists to fill specific vacancies were issued last Tuesday by the Headquarters Continental Air Command at Mitchell Air Force Base, Omaha. Among the vacancies was given officer reservists with "military technical experience." The Air Force has stressed need for communications specialists in both the commissioned and enlisted branches. Enlisted personnel could apply by contacting their local unit officer.

Army Needs Given

The Army also confirmed openings for the same specialists. Additionally those holding commissions and desiring to return to Army public relations service could apply by writing to their branch giving experience, background, serial number and identification, and stating their availability.

In the case of a group of 10 or more officers, they could specify a public information training program and appeal for reactivation of their unit looking toward creation of a media pool for public information specialists. Credits built up during the course would be used toward promotions.

Enlisted personnel could appeal to the Pentagon chief information officer after the usual basic training period and before assignment of the military occupation specialty. Accredited letters from management in civilian occupation also were suggested. They also could indicate their availability for the Armed Forces Radio Service if desired, it was revealed.

In pointing out procedure, an Army spokesman stated that during World War II the Army Radio Branch was beseged with over 4,000 requests for service information at the very outset. During 1940-41, upwards of 25,000 specialists from radio station, network and allied fields pursued technical and information work in uniform, it was recalled.

It was believed that, in the case of total war, a full flush of television technicians and engineers—a considerable number of them even in the present draft range from 18-26—would provide a large well-spring in military technical pursuits, especially in radar work.

The Navy Dept. has no idea yet how many public information enlisted men it may need, since it lacks authority and quotas at present from the Chief of Naval Operations. But Navy officials could send applications to the Chief of Naval Personnel, via the Public Information director, for consideration.

On the technical side, the Navy

Civilian Radio-TV Cutbacks Mulled

RESERVE SPECIALISTS

The technical side, the Navy

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ARThUR C. NIELSEN, president of A. C. Nielsen Co., has joined the ranks of interested parties in the audience rating battle shaping up on the West Coast [BROADCASTING, July 24, 17].

Adding a new note to the fray, Mr. Nielsen offered to submit his rating service of the entire area covered by stations in a particular city, for comparison with the Hooper and Pulse surveys. Since his firm does not have an adequate supply of audimeters installed in the San Francisco-Oakland area, Mr. Nielsen suggested a test made concurrently with surveys by Hooper and Pulse—of the New York or Chicago areas.

The head of the Nielsen firm, which issues national radio-TV ratings, wrote Stanley G. Breyer, KJBS San Francisco commercial manager, that both his "interest and my sympathy were aroused by your advertisement in the recent March 15 issue of BROADCASTING."

Mr. Breyer wrote Hooper and Pulse that "the here in Canada we have much the same problems and I feel quite sure that your findings will be very indicative of the Canadian research methods."

"Really Started Something" Frederick Seid, owner of the advertising agency in San Francisco hearing his name, said: "You have really started something . . . I think you will get results. Congratulations for doing a courageous and highly constructive job for your industry."

A copy of a letter written by J. M. Davis, radio director, Honig-Cooper Co., New York advertising agency, to American Assn. of Advertising Agencies' special committee on radio-TV research services, was sent to KJBS by Mr. Davis along with the comment: "I hope it will be possible to bring order out of the present rating confusion."

In his letter to AAAA, Mr. Davis attacked "duplication" in rating services and lack of an "acceptable kind of rating service. As an "answer" to the problem, Mr. Davis said he was sending along a clipping of KJBS' advertisement placed in BROADCASTING, adding: "I called upon the committee to set up such a study of rating services and supervise the "field work."

Mr. Nielsen, outlining in great detail the "same" difference between the coincidental and the recall survey methods, commented: "One of the great unsolved mysteries of broadcasting is that the logical attitude you have taken has not been expressed by hundreds of other stations years ago."

Generally, Mr. Nielsen said, agreement of Hooper and Pulse figures are unobtainable because: (1) They almost never cover the same weeks and the same days of the week; (2) they seldom cover the identical areas (he agreed with Mr. Arnold that Hooper usually covers the city itself, plus some or all of the suburbs while Pulse may cover the city and several counties nearby); (3) differences are cited in "home availability" (percentage responding); (4) Hooper is limited to homes with phones, Pulse covers both; (5) differences in time internal of interviews, program preferences and educational differences of families, etc.

Arthur C. Nielsen, president of A. C. Nielsen Co., last week invited KJBS to look over a typical client service presentation of radio-TV program coverage and performance.

Aroused over recent indications that "some broadcasters lack faith in any program rating service," Arthur C. Nielsen, president of A. C. Nielsen Co., last week invited KJBS to look over a typical client service presentation of radio-TV program coverage and performance.

"Setting that radio-TV program ratings "tell no more of the whole story than a thermometer reading tells the doctor whether a patient is sick or well," Mr. Nielsen stressed the need for more comprehensive audience measurement research "over and above the mere rating of programs within limited areas or in such parts of market areas available through local telephone calls."

"The audience of any radio station extends far beyond city boundaries, and varies by program appeal, Mr. Nielsen said. He spoke of his plans for unveiling a station coverage service soon. Believing that independent stations, networks, advertisers, and agencies are best served if they know the broadcasting picture regionally, the Nielsen Co. has divided the U. S. map into five parts—northeast, east central, west central, south, and pacific."

The company's research, as of May 1, shows that in the northeast territory 26.8% of all homes have television sets, and that 27% of radio homes have TV. In the east central states, 17% of all homes have TV and 21% of radio homes are TV equipped. In the west central area, the respective figures are 6% and 17%; in the south, 4% and 22%; in the Pacific area, 12.3% and 13%. Regional studies of five evening radio program types show wide differences in preference. Average audience figures for March 1940 are shown in the above table. Nielsen rating group one most emphasized the importance of four-week coverage in addition to ratings over a shorter period. Due to peculiarities of living habits in the same week accurate measure more accurately represents radio program coverage, Nielsen maintains.

As part of its comprehensive client service, the Nielsen company keeps tabs on the increasing cost of reaching a home via radio. For example, in March 1940 the total 10 daytime shows reached 1,033 homes per dollar, as compared with 824 homes in March of this year. In April 1940 the count was 947 homes, and last April, 743 homes per dollar.

The company had this to say about radio-television trends in general:

"During last April, radio was 16% below the year-ago level on an overall basis. Radio's heaviest loads were in the metropolitan cities at nighttime, or about 24% off. Radio's losses now are about 11% in early afternoon hours and 7% in the late morning hours."

Television, as of June 1, accounted for about 14% of the radio-television national total (all hours). Television's share during the important TV hours stacks up like this—8% from 2 to 5 p.m.; 18% from 5 to 8 p.m.; 28% from 8 to 11 p.m.
POTTSVILLE, Pa., is a city of 25,000 in the heart of the anthracite coal mining region. WPAM, 250 w 1450 ke Mutual affiliate, was established there in 1947. Manager Louis H. Murray found that his problem was to convince the merchants of the community that radio could do an advertising and selling job for them. Here's the story of the effective method he used in selling the medium to the merchants and to the community.

POTTSVILLE’S PROOF

RADIO stations, regardless of whether they be the metropolitan clear, or the whistle stop’s pride and joy, have two activities in common — increasing sales, and demonstrating radio’s effectiveness to users and non-users of the medium alike.

Authority for this statement — authority is the right word in view of his station’s success in making these two activities pay — is Louis H. Murray, manager of WPAM-AM-FM Pottsville, Pa.

Pottsville is a city of 25,000 in the anthracite coal fields of Pennsylvania. It has a trading area of 175,830 people to draw from and is the largest city in a county with 228,281 residents.

WPAM has just completed a successful campaign which shows how one station in this size market went all-out to merchandise and promote, by radio alone, sponsor products. Project was the WPAM-sponsored Schuylkill County Parade of Business Exposition.

Commenting on the exposition, Mr. Murray said its success is now past history and radio is in the Pottsville market to stay. "Local police records show that no event in the city’s history attracted so many people to so concentrated an area at any one time. We had estimated that we would have about 15,000 people pass through our exhibition hall during the life of the show — that was to be a seven night total," he said.

"Yet," Mr. Murray went on, "the first night the Schuylkill County Parade of Business Exposition was open, 10,000 people were clocked through the doors. When the doors opened at 7 p.m. that first night, there was a line, two abreast, extending for six blocks — and best of all, radio and only radio had brought them there."

Cites Direct Sales
Not only did they come and listen but they bought as well. Not one of the exhibitors failed to make up, in direct sales, the original cost of his booth space. Typical was an Admiral television dealer who sold 18 television sets; a Kaiser-Frazer dealer who sold two cars in the first hour of the show; a heating contractor who sold 15 furnace installations direct from his booth; an Atlantic gasoline distributor who signed two quantity users to long-time contracts. There were many others.

In conceiving exhibition plans, Mr. Murray and his staff were confronted with the fact that WPAM, founded in 1947, was a relative newcomer to the local advertising picture. That meant a fulltime, year-round uphill battle to sell radio to businesses in the Pottsville area.

After a careful study of these and other problems a radio station is faced with, it was decided that some visible evidence of the outlet’s effectiveness had to be produced. WPAM had Conlon surveys, BMB maps, plus the usual assortment of coverage maps and literature, but these were merely figures on paper, Mr. Murray pointed out, "How could the station give some tangible evidence of its power and influence over the shopping public of the Potts- ville trading area?"

The answer, which turned out to be a four-in-one bullseye, was a business fair. "We could invite businessmen to cooperate that normally do not use radio," Mr. Murray said, "but who have used the exhibition approach successfully in the past, and by means of a space-time package acquaint these non-users with our medium. We could put on a hang-up show for the community in general, thus giving us a solid community promotion we’re always eager to undertake. Finally, we could promote the business fair by radio only and prove our effectiveness by the crowds of people attracted — concrete evidence of our medium's effectiveness."

Plans Are Set
From that point, WPAM leased the largest available hall, 35,000 square feet of exposition space. Then floor plans were drawn, brochures printed and air publicity begun. The name Schuylkill County Parade of Business Exposition was picked after the station figured the county-wide approach far better than a single city identification.

In arranging the exposition, WPAM continually emphasized that the promotion was to be strictly a radio one except for the space solicitation brochures mailed to the local prospect list.

WPAM’s space-time package to participants was $125 for 8x10 ft. booths, a few larger booths selling for $300, one half of the amount paid being used in advertising on WPAM. In return for the booth...

(Continued on page 88)
MOBILIZATION

No RTMA Committee Seen

No MOBILIZATION committee is contemplated by Radio-Television Mfrs. Assn., at this time in view of the Government's Electronic Industry Advisory Committee, RTMA President Robert C. Sprague announced last Wednesday.

"RTMA recently offered to cooperate with national defense officials in expediting the procurement of radio and electronic parts and equipment for our armed forces. However, we expect to maintain a constant liaison between the industry and the defense officials throughout this national emergency."

He felt a special mobilization committee now would merely duplicate the work of the Electronic Industry Advisory Committee which represents all segments of radio-television manufacturing. An advisory group was established jointly by the Munitions Board and National Security Resources Board.

"If later developments indicate the desirability of establishing a special RTMA committee to work with any of the defense agencies which may be set up, we will act promptly to assist the government and protect the interests of the radio-television industry," he stated.

Mr. Sprague recalled that RTMA encouraged the formation of the present committee in 1948 after its Mobilization Policy Committee had drafted a recommended plan for radio and electronics. The RTMA group was dissolved when the MB-NSRB unit was formed.

Members of the Electronic Industry Advisory Committee are:


WARTIME POLICY

Reinstated for NBC Personnel

REINSTATEMENT at NBC of wartime policies concerning personnel entering military service was announced last week by Ernest de la Ossa, director of personnel.

Regular employees who volunteer or are called for military service will be granted leave of absence without pay for such period of service. Reinstatement after service will be in accord with selective Service Act provisions.

Employees of at least six months will be paid the difference between their base pay and military pay plus that portion of overtime and any lesser amount including allowances paid them the first month in the service.

N. J. DEFENSE

FM Network Planned

PLANS for an emergency FM network to cover New Jersey for civilian defense use were announced last week by Carl Mark, president of the New Jersey Broadcasters Assn. and manager of WITM Trenton, following the resignation of representatives of NJBC.

James L. Howe, president and manager of WCTC New Brunswick, has been appointed NJBC civilian defense coordinator, it was also announced.

Appointed to a technical planning committee were Jerome P. McCarthy, WTOP Trenton, chairman; Roland Trenchard, public relations director, WAAT Newark; and Paul Alger, manager, WSNJ Bridgeton.

Foreign Shows

PROPOSAL has been made final by FCC relaxing its rules to allow informal rather than formal applications to be made for authority to transmit programs abroad [BROADCASTING, May 30, 1949]. Formal requests will be required as heretofore, however, if the programs are not to be also aired in the U.S. or the applicant is not an existing licensee or permittee.
COMMUNICATIONS

PLANS for construction of a "supplemental communications installation" near Frederick, Md., presumably to serve as an alternate "nervous" center for the vast network of communications facilities in the event of an atomic attack, were announced by the Dept. of Defense last Wednesday.

Signal Corps declined comment on the statement: "Plans are going forward for the establishment of a supplemental communications installation at and nearby Camp Ritchie, Md. . . ." It described those plans as being of a "highly classified nature."

"Decision to locate the supplemental facilities is the result of a long range planning which was begun shortly after the close of World War II."

That planning, it was recalled, dealt with creation of an alternate general headquarters, and provision for a vast network of communications facilities and personnel patterned after the system utilized in the Pentagon.

The announcement revived speculation over the importance of a supplemental center to implement plans for the whole wide range of civil defense involving radio networks and stations, telephone and telegraph companies, amateur radio operators, and other groups. It presumably contemplates an Air Defense Control Center for the nation's capital, and recalls one recommendation set forth in the famous 1948 Hopple report, now used as a guide for National Security Resources Board planning.

Guide Report

Within each Air Defense Control Area the Air Force will set up an Air Defense Control Center in charge of an Area Air Defense Commander who will be responsible for the air defense of the area. The control center will be operated by personnel of the Air Force. It should also be the operated in a Civil Defense Air Raid Warning Chief, in order to assure prompt utilization of radio aid information gathered by the Air Force and for its transmission for use of Civil Defense organizations.

Alternate centers may be established or radar installations in the central area may be designated for emergency use as an Air Defense control center in the event the primary center is made inoperable. . . Each . . . center will be interconnected by appropriate communications facilities with all the available and necessary sources, so as to receive all information concerning air activity in the area . . .

Similar Plans

Similar plans were suggested in the book, Star Spangled Radio, authored by Col. Edward M. Kirby, now recalled to active duty by the Army, and Jack Harris, general manager of KPRC Houston, a colonel in the Army reserve. Col. Kirby and Harris wrote:

"With Washington likely to be the Number 1 target in the next war, provision should be made for the broadcasting of communiques and news from bomb-proof studios throughout the nation. Both government and radio must be mobile. Provision must be made for the interconnecting of all network and non-network stations . . . There must be alternate facilities which could be brought to use. . ."

"With the first radio-controlled missile . . . with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communications facilities. Destroy our army's lines of communications, and you destroy the army. . ."

That also was echoed by the Hopple report which stressed that 'communications are the 'nerve system' of civil defense.'

RECORDING EXEMPTION

House Passes Duty Bill

The HOUSE last week passed legislation to aid clearance of overseas news recordings and exempt State Dept. Voice of America recordings from import duty. The bills, approved by the House Ways and Means Committee a fortnight ago [BROADCASTING, June 17], were sent to the Senate Wednesday.

Of particular interest to broadcasters is the recordings measure (HR 8729), sponsored by Rep. Aime J. Forand (D-R.I.). It would cut red tape broadcasters have met in customs for clearance of incoming tape and disc recordings made by correspondents abroad.

The Voice of America recordings bill (HR 8514), sponsored by Rep. Robert L. Doughton (D-N.C.) in behalf of the State Dept., would exempt Voice discs from duties under the 1930 Tariff Act. A companion measure in the Senate already has been approved by committee action and awaits consideration by the chamber.

NAB TAKES LARGER VIEW

Attending the sessions, under the chairmanship of Robert D. Sweeney, WDSU-TV New Orleans, La., were Edgar Kobak, WTWA Thomson, Ga.; Charles Caley, WMBD Peoria, Ill.; Allen Woodall, WDAK Columbus, Ga. and William B. Quarton, WMT Cedar Rapids, Iowa. Maurice B. Mitchell, outgoing BAB director, also attended.

Mitchell Successor

Successor to Mr. Mitchell at the BAB helm remained conjectural Thursday. Frank Pellegrin, mentioned as a possible successor, was reported as "unavailable."

Mr. Pellegrin is vice president and sales director of Transit Radio Inc., and holds minority interests in three independent station projects. A former department head of NAB, Mr. Pellegrin has a wide following.

The Sweezy committee, it is understood, talked scope of BAB rather than individual candidates for the directorship. It was generally felt that the complexity of the bureau's functions has been changed virtually overnight because of the war picture.

The Committee is not necessarily thinking in terms of $17,000 salary ceiling for the director's post. The pay schedule is too low, it was thought, depending upon the stature of the executive.

BROADCASTING • Telecasting

BAB TALKS

NAB is "thinking bigger" about the scope and functions of its Broadcast Advertising Bureau, it was learned Friday following a two-day session of the special NAB board committee on BAB operations.

The war situation has altered the committee's approach, since a different kind of selling will be entailed if and when sponsors develop in normal consumer channels. Committee met to discuss the whole BAB setup looking toward recommendations it will present on question of partial or total severance from NAB.

Members met Thursday—afternoon and evening—and were scheduled to conclude again Friday. First sessions were described as "preliminary," with some progress made on the plan to give the NAB a status as an independent financial status. Target date for separation is April 1, 1951.

COLUMBUS, Ga., stations WRBL WDak WGBA get certificates of appreciation from the Army at a June 28 luncheon for public service—timely reminder of radio-military cooperation. L to r: Maj. Rex W. Seavey, Columbus recruiting station; Allan Woodall, WDak; Jim Woodruff Jr., WRBL; Walter Windsor, WGBA, and Lt. Col. Romaine T. Uhler, deputy for recruiting, Georgia Military district, who presented awards.
Showdown Expected

License Fees

Senate Group Circulates Report

PROPOSALS to levy license fees on commercial stations and recipients of other "special" government services, long-smoldering on Capitol Hill, were referred last week to the appropriate Senate committees for independent study and action.

The issue was dropped into the lap of key committee chairman, including Sen. Ed C. Johnson (D-Col.), who heads the Senate Interstate and Foreign Commerce Committee which has jurisdiction over FCC affairs, by the Senate Executive Expenditures Committee. The latter had been laying groundwork on the fees assessment question since March [Broadcasting, March 20, 13].

In its report (No. 2120), prepared under the direction of the chairman, Sen. John L. McClellan (D-Ark.), the group summarized findings of its staff investigation of services rendered by some 12 government agencies. The study looked into the services performed and emphasized those which might be assessed.

Questioned about the report last Thursday, Mr. Lyon said that Richards had not yet received it. But, he said, any such proposal—that government agencies impose fees on certain of its special services—"has stirred up a fair deal of interest and deserved "most careful study." The report points to FCC as a prime example of an agency which "renders services the benefits of which accrue wholly to special interests which derive therefrom of the means of financial success."

According to the investigators: "The FCC renders a tremendous variety of services, a substantial number of which would lend themselves to equitable fees. The Commission processes applications and grants permits for the construction and operation of commercial radio stations. Such an operating permit is in effect a franchise to a segment of the radio audience."

"Costly Process"

"The Federal Government sees to it that the right to that audience is not disturbed, and the operator is usually able to insure to purchasers of time over his facilities access to the market addressed. Construction permits the Commission's heaviest workload, involving in an increasing number the necessity of formal hearings so as to provide a sound basis for granting or denying an application. This is a costly process and one which the Government renders without charge."

"True, the applicant himself may be put to some personal expense in the filling of his application and through attendance at a subsequent hearing, but he does not defray any of the cost to which the general public is put to conduct a proceeding which may assure to the applicant a remunerative business under special Federal protection. This is an outstanding example of a service for which a fee may most appropriately be assessed."

In more specific terms, the report summarized services provided by the Commission as being particularly applicable to an assessment:

(1) Radio-station construction permits.
(2) Radio-station operating license and renewals thereof.
(3) Authority for assignment of license.
(4) Radio-operator license.
(5) Applications for authorizations under Title II of the Communications Act and under the Cable Television Act (involving certificates of convenience and necessity).
(6) Equipment approval.

Not Revenue Category

While staff members maintained the proposals were not technically in the direct revenue raising category, authorities noted that Commission carrying out such activities would have that effect. For this reason alone, it was seen that the release of the report could not have been more timely. Congress is contending with finding new ways to meet the sudden stepped up spending program for defense. Lawmakers also are very receptive to new fees for cutting expenses (Continued on page 78)
syria, Illinois and Ohio in that order. Texas—largest state geographically — remained sixth in population rank. Nevada, with 1,583,786 persons, was last.

Five states in the preliminary count appeared to have had population losses in the 10-year period. These were Arkansas, Mississippi, Nebraska, North Dakota and Oklahoma.

The upsurge in population resulted largely from an increase in the birth rate, chiefly of the great number of wartime marriages, coupled with a decline in the death rate giving a longer life span. Regional movements, the Bureau said, reflected the end of World War II, economic prosperity, migration of workers, and other factors.

The states' totals, the Bureau stressed, do not add up to the U.S. total because of 700,000 persons still to be distributed to states. Final population total of any state, it was explained, may differ with the preliminary count because of revisions: persons recorded elsewhere, counting of crews of vessels docked at ports in a particular state, etc.

**HUSING SIGNED**

For Liberty Gridcasts

TED HUSING has been signed to broadcast seven Army football games and two New York Giants (pro football) games under the Liberty Broadcasting System. James Foster, general manager of LBS, announced Thursday in Dallas. Negotiations for Mr. Husing were handled by Bert Lebar, executive director of WMGM New York.

Mr. Foster also disclosed that all of the New York Yankees (pro football) schedule and all of the Louisiana State U. games will be broadcast over Liberty with Gordon Melton, president of LBS, at the mike.

Liberty will offer its stations threes games on most Saturdays during the fall, reflected with the Louisiana State games the only night Saturday schedule in the nation, and a West Coast game of the day included.

**SIX BANKS BUY**

**WBS Transcribed Show**

SPONSORSHIP by banks in six additional communities of the World Broadcasting System's Forward America series was announced last week.

The transcribed, half-hour show features Walter Huston and includes readings and music identified with America. Recently added sponsors and stations are:

Los Angeles, Calif., on KTBK; Lufkin, Tex., Marion National Bank on WMVE; Marquette Union National Bank on WMVE; Farmington, N.H., on WMFJ; Bridgeport, Conn., on WNYA; Boston, Mass., on WGBI; Mobile, Ala., on WCHS; Scranton, Pa., on WBCB.

**PROMOTION CLINIC**

Set by CBS This Week

CBS Program Promotion Managers Clinic for 1960, at which the network's fall campaign plans will be announced, will be held in New York July 31 and Aug. 1.

Attending will be CBS executives, including President Frank Stanton, and more than 150 program promotion managers.

The July 31 meeting will be at the Waldorf-Astoria, and the Aug. 1 meeting in CBS' studios. Seminars on art and production, presentations, media, and related subjects, will be conducted.

Promising the most unusual campaign in the fall ever undertaken by a network, Louis Hausman, CBS director of advertising and sales promotion, said daily advertisements of CBS shows would run in some 250 newspapers. Other facets of the campaign would be revealed later, he said.

CBS speakers at the July 31 meeting, in addition to Messrs. Stanton and Hausman, will be: Charles Oppenheim, director of program promotion; Jack Cowden, general manager of the promotion department; Charles Monroe, program writing division head; Jack Karol, AM sales manager; Robert Criddle, director of New York AM programs; George Crandall, director of press information, and Harper Curren, assistant director of research.

Affiliate program promotion managers who also will speak: Jack Stone, WRVA Richmond, Va.; Warren Journey, WPEA Manchester, N.H.; Coby Pfanzeglie, WTOP Washington, D.C.; Nate Codd, WIBX Utica, N.Y.; Leo Cole, WMT Cedar Rapids, Iowa; George Coleman, WGBI Scranton, Pa.; and Carl George, WGAR Cleveland.

**WOW NAMES**

Mr. Matthews, de Moss

SECRETARY of the Navy Francis P. Matthews, stockholder in WOW Inc., licensee of WOW-AM-TV, Omaha, has been named president of the corporation succeeding John G. Gillin Jr., who died July 18 [BROADCASTING, July 24]. Lyle de Moss, assistant general manager, has been named acting general manager succeeding Mr. Gillin, it was announced.

Robert P. Samardick, associated with WOW since its inception, has been named vice president, the station announced. WOW Inc., in addition to being licensee of WOW-AM-TV, also is licensee of KODY North Platte, Neb.

A native Nebraskan and attorney, Secretary Matthews also is a member of the Federal Communications Bar Assn. Mr. Samardick is also president of Samardick & Co., Omaha armored car money collection service. Mr. de Moss, in radio since 1923 and with WOW since 1937, was named assistant manager two years ago.

**WRIGHT TO WPAT**

As General Manager

DICKENS J. WRIGHT will become general manager of WPAT Paterson, N. J., effective Aug. 1, it was announced last week by Richard Drukker, president of the New Jersey Broadcasting Co. which owns WPAT.

Mr. Wright, until recently general manager of WICC Bridgeport, Conn., has had 16 years experience on metropolitan stations and station representative firms in and around New York. His past associations include WVOV New York, CBS Radio Sales, ABC Spot Sales, WMCA New York and WMGM New York.

As general manager of WPAT Mr. Wright will supervise all station operation.

July 31, 1950 * Page 29
ANA's Rate Pinsch  
(Continued from page 19)

9 million TV homes by January 1951 should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours, as compared with 1949. 

"B. Actually the problem is a series of local situations, each of a different magnitude at the moment and each growing more acute as more sets are installed. Consequently, the need for radio rate adjustments must be approached on a local basis in order to be equitable for both the network advertisers and the spot advertiser, for both the indi-stations and entire networks."

"C. A reasonable mathematical basis for recalculating radio time values to the advertiser in the light of local television development indicates that reductions in value for some individual stations would run as high as 50% and 65% of their present rates, and that the composite of individual station adjustments would work out to 14.9% for the full CBS network and (purely on a pro rata basis) 14.9% for the full NBC network."

Note of Thanks

The report itself opened with a note of thanks to A. C. Nielsen Co. which "has generously made available to the ANA for this study certain of its copyrighted data and has offered its help and counsel on the conduct of the study, realizing the fact that only a fraction of the ANA members using radio and/or TV are subscribers who support the National Nielsen Radio Index and the National Nielsen Television Index."

Gratitude was also expressed to C. E. Hooper Inc. which "has been very liberal in making available copyrighted data from TV City Hooper-tings and other Hooper services to facilitate evaluation of the situations being created in the local broadcast audiences through the advent of TV."

The note of thanks added that "Mr. Hooper also has been generous in making his services available to your Radio-TV Steering Committee as a dollar-a-year consultant."

The report drew upon Nielsen average audience figures to show that CBS and NBC evening programs occupying the same time periods without change during the compared years had experienced "significant declines in average radio audience ratings" in January-February 1950 as contrasted with January-February 1949. Also basing its remarks on Nielsen average audience figures, the ANA committee pointed out there had been a considerable decline in percent of total homes using radio. 

"In the face of these percentage audience losses, we often hear the proposition that there are more radio homes and radio sets, and that true values are expressed in numbers, not percentages," the report said.

Looking into account the increase in number of total radio homes, Nielsen figures show that fewer homes are being reached by these same programs, the report pointed out. 

"Consequently, between March-April 1949 and March-April 1950 there were alarming increases in average radio time lost by the 22 million homes reached—21% in the case of the 19 CBS programs, 18% in the case of the 16 NBC programs," the report said. Despite a gain of 3.5% in the estimated total number of homes equipped with radio, Nielsen data for March 1949 and March 1950 show fewer homes using radio, except in the morning hours," the report said. "Between 6 and 11 p.m. the total number of homes using radio was off 10.5%, but in premium 6-11 p.m. time the drop was 12.7%.

"What's happening to the nighttime radio audience?" the report asked. "Is the audience just dying up, or is it being converted from radio to television?" Nielsen radio and television figures show a severe drop in time spent listening to radio" with television evidence.

"Prior to the installation of TV," the report said, "377 out of 1000 radio homes can be expected to be using radio, at the average minute, between 7 and 11 p.m.—and each sponsor can expect his share of this potential audience.

"When television is installed in each of these 1000 homes, the potential for a radio program between 7 and 11 p.m. will be only 65 homes (instead of 377) or only 17% as many."

Evening Loss

"Thus it may be said that, based on indications to date, each radio home that has installed TV has lost 83% of its evening potential for the radio advertiser."

Acknowledging that these figures may be exaggerated, the ANA committee said that for the time being "it is reasonable to take the position that each new TV installation signifies the elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

Noting that in March 1950 the total number of homes using radio during prime evening time was 12.7% less than it had been a year earlier, the ANA committee said "on April 1, 1950, NBC estimated there were 5,992,000 TV homes, or 12.5% of total radio homes."

"By January 1951, we can expect about 22% or more of today's total radio homes—22% or more of today's total radio homes," the report said. Thus we should be prepared to face losses in the magnitude of 22% or more in the number of homes using radio during prime evening hours by January 1951 as compared with 1949.

"The conclusion at this stage of your report was that "time costs must come down." At some point most advertisers must face the prospect of giving up radio or getting relief in the form of rate reductions," the report said. "At that same point radio networks will have to face the prospect of a growing ratio of costly sustaining time or probably less costly adjustment of rates to re-establish and preserve affordable time costs for advertisers."

"Your steering committee believes that the time for rate adjustments by the radio networks is now; that further adjustments will be required to be installed in this rate to time in the future until the relationship between radio and television audiences stabilizes." Turning to what it described as the "local problem," the report said: "While the problem of declining radio time values is national in total, it really is the sum of a number of local situations each of a different character and magnitude. And each situation will differ from itself with the passage of time, providing for each local review and recalculation as TV continues to build up its encroachment on radio listening."

Cities 60 Markets

Television's adverse effect on radio listening occurs currently in only 60 city or market areas, the report said. "It is these—not in the hundreds of other station areas without TV—where radio values are being destroyed and the consequent need for rate adjustments exists."

"It would seem fair that only the stations involved to an important degree should be the ones from which rate adjustments should be secured by the networks. Furthermore, the user of spot radio must be considered. He should be entitled to an equitable rate in each individual market."

"Such adjustments on a local basis should be of vital interest to each station, since it must be able to sell spot time on an equitable basis or face the prospect of being eliminated by spot advertisers who can no longer consider it worth the price in terms of delivered audience."

The report cited TV City Hooper-tings showing TV share of total broadcast audiences in television markets by region of "the extent and rapidity with which TV is taking over the total evening broadcast audience (radio plus TV) during the attachment year."

The committee proposed a method of rate adjustments by radio stations in TV markets "based on following a realistic growth of television homes."

The arithmetic formula assumes that each new TV installation signifies the virtual elimination of one more home from the total of actual or potential radio listening during the evening broadcast hours.

"There still is, of course, some slight problem based on listening or radio listening in TV homes," the report said. "Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial audience in TV homes. In the calculations that follow, it is valued at zero."

Method Explained

The explanation of the method of readjusting radio costs was: "For the NBC and CBS networks we have listed every television city within the 40-mile area as of Jan. 1, 1951, as well as their affiliated TV stations. We also have shown the number of radio homes covered by the AM stations in each of those cities. These coverage figures are the result of data obtained in the course of the surveys conducted in those instances where stations did not answer the questionnaire, we used the BMB nighttime audience figures based on listening only during the hours of each time per week. Where no BMB figures were available we used our own estimates based on the station's own logs and logs of City Hooper-tings."

"We have also shown for each city the number of television homes within the 40-mile area as of Jan. 1, 1951, as well as those used Jan. 1, 1951, as released by the National Radio Network for the coming broadcast year. The number of TV homes will actually be somewhat fewer in September and greater to an equal degree next June."

"We assume that each television home was previously a radio home, but that after acquiring a TV set, life after life dropped the set to zero. Then the radio homes claimed by each station should be reduced by the ratio of TV homes to original radio homes."

"...In some instances TV coverage areas are greater than AM coverage areas. In such cases, we have limited the percent of TV to reduced its (evening) radio listening to zero. Then the radio homes claimed by each station should be reduced by the ratio of TV homes to original radio homes."

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INDEPENDENT
WITH THE
RESULTS
BIG
WITH THE
AUDIENCE
BIG
BIGGER AUDIENCE-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE!

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE WITH STORY
ANA's Rate Putsch  
(Continued from page 30)

reduced in this fashion, the overall reduction in total full network gross night hourly costs is 14.9% for NBC and (purely a coincidence) 14.9% for CBS.

"By January 1951 we anticipate that there will be over 9 million TV homes in the U.S., compared with 40,700,000 AM homes. This would seem to indicate that AM rates should be reduced by almost 25%. The arithmetic comes out lower because, for example, TV stations are located in the larger and more economical AM markets."

The committee then listed its proposed changes of radio rates on CBS and NBC affiliates in 51 TV cities and NBC radio affiliates in 33.

Some comparative situations may be selected from the ANA lists to show how the ANA committee did its figuring:

Minneapolis: 126,000 TV homes, constituting 14% of the 902,120 radio homes claimed by the CBS AM station, WCCO, and 28% of the 447,000 radio homes claimed by NBC's KSTP. ANA proposed a 10% reduction in WCCO's gross night hour rate and a 25% cut in KSTP's.

Los Angeles: 686,000 TV homes, constituting 45% of the 1,625,060 radio homes covered by CBS's KNX and 38% of the 1,799,000 radio homes covered by NBC's KFI. ANA proposed a 45% cut in KNX's night hour rate and a 35% cut in KFI's.

Detroit Data

Detroit: 374,000 TV homes, constituting 29% of the 1,902,670 radio homes covered by CBS's WJR and 37% of the 1,605,850 radio homes covered by NBC's WWJ. ANA proposed a 20% cut in the WJR gross night hour rate and a 35% reduction in WWJ's.

Atlanta: 75,000 TV homes, constituting 30% of the 70,840 radio homes covered by CBS's WAGA and 10% of radio homes covered by NBC's WSB. ANA suggested a 50% reduction in WAGA's night hour rate and 10% in WSB's.

New York: 2,070,000 TV homes, constituting 50% of the 4,165,200 radio homes covered by CBS's WOR and 50% of the 4,304,860 radio homes covered by NBC's WNBC. ANA recommended a 50% cut in WOR's gross night hour rate and a 55% cut in WNBC's.

Using this method to adjust radio rates in TV markets, the ANA committee came up with a "revaluation of two networks based on television displacement of AM as of Jan. 1, 1951, the mid-point of the coming broadcast year."

NBC CBS

1. Current gross night hour costs in TV cities $18,295 $17,470
2. Adjusted gross night hour costs in TV cities 14,194 13,997
3. Net reduction (1 minus 2) 4,101 3,473

CROSSLEY STUDY

MBS Tops in 116 Markets

MBS last week released results of a Crossley Inc. coincident survey of 116 markets in 42 states where Mutual has the only network affiliate, showing Mutual's share of audience trends in more than half of all other stations combined.

Mutual's share of audience was 58% daytime and 55% at night in the 116 single network localities. Mutual's share of audience reaching was 12.6 daytime and 13.7 at night, as compared with 2.9 and 4.7 for the next network.

The top 10 Mutual programs averaged a 15.8 rating, 4.8 times higher than the highest-rated competing network programs, according to Richard J. Puff, MBS director of research.

ST. LOUIS NETWORK

City System Starts Today

OPERATION as a network entity of The Greater St. Louis Broadcasting System, St. Louis' own city network, were scheduled to begin today (July 31).

First program to be aired Monday night (8-9:30 P.M.) in the KTLV-Missouri Broadcast Show (Mon.-Fri. 10-11 a.m.), originating from KXKL. In addition to KXKL, The Greater St. Louis Broadcasting System is composed of KSTL WEW WM

ZIV ADDS FOUR To Sales Staff

Four additions to the Frederic W. Ziv Co. sales staff were announced last week.

Donald Donahue, from the sales department of WKBW Buffalo, will be located at Bradford, Pa., and will cover Western Pennsylvania.

Al Godwin, recently with KFPP Fort Smith, Ark., will cover Louisiana out of New Orleans.

Victor J. Rice, who has headed his own advertising and talent agency in Milwaukee, will be stationed at Appleton, Wis., and will cover the northern part of that state.

C. E. (Doc) Hoffman Jr., former sales manager of the Glaston Corp., Kansas City, will cover Western Missouri and all of Kansas from Kansas City.

CHICAGO'S International Square Dance Festival, scheduled to be held Oct. 28, is discussed by Harold A. Safford (1), program director of WLS. The festival will be sponsored by the Chicago Park District, general chairman of the Chicago Area Festival. WLS has been promoting the project with an average of seven spots daily, in addition to mentions on programs. The station is sponsoring the national promotion and will conduct an institute the same day for square dance leaders.

NETWORK PROBE

Sheppard Hints Further Action

REP. HARRY R. SHEPPARD (D-Calif.) said last week he may take further action if the Justice Dept. fails to acknowledge his request for an investigation of alleged violation of the Communications Act and anti-monopoly laws by the four major radio networks (Broadcasting, July 24).

What form of action the Congressman would take was not divulged. Usual procedure is for legislator to write or personally contact officials in the government agency directing them to his request.

Rep. Sheppard, who had admitted his pending bill (HR 7310) to require FCC licensing of networks stood slim chances of passage this session, called for a report of the Justice Dept. and the Federal Trade Commission to the Congress for the agencies to take "corrective" action. He charged the networks as "monopolistic" and "dictatorial."

MURROW FOR TIDE

P&G Buys New Show

PROCTOR & GAMBLE's Tide, a detergent, is reportedly one of the first advertisers to be influenced in its selection of a radio program by the Korean War. The firm has signed to sponsor Edward R. Murrow, 7-45-5 p.m., five-times weekly on 31 midwestern CBS stations starting today (July 31).

Benton & Bowles, New York, is the agency.

Mr. Murrow is sponsored in the East by American Oil Co. (Amoco) and in the West by Quaker State Oil Refining Corp. Joseph Katz Co., Baltimore, is the agency for American Oil and S. Chicago, and C. O. (Terry) Rose of the Chicago Park District, general chairman of the Chicago Area Festival. WLS has been promoting the project with an average of seven spots daily, in addition to mentions on programs. The station is sponsoring the national promotion and will conduct an institute the same day for square dance leaders.

ATLAST EXPANSIONS

SEeks Approval To Buy KIOA

RALPH ATLAST added another station to his broadcast interests Wednesday when he purchased KIOA Des Moines, Iowa, from Independent Broadcasting Co., subject to FCC approval.

Mr. Atlass, who is general manager of WIND Chicago, consultant to WMCA New York and chief owner, vice president and treasurer of WLOL Minneapolis, personally owns 67% of KIOA stock. He declined to disclose the purchase price.

KIOA stockholders with him are the same men who own WLOL—David and Charles Winton of Minneapolis, John Carey, commercial manager of WIND, and Arthur F. Harr, general manager of WJJD Chicago.

Mr. Atlass said he has no plans to change the station's affiliation (Mutual) at present. He will take active control of the station, he said. H. E. Baker is former president of KIOA, which began operations two years ago. Station operates on 940 kc with 10 kw day and 5 kw night.

HAMANN NAMED

Manager of WBRC-AM-TV

APPOINTMENT of G. P. Hamann as general manager of WBRC-AM-TV Birmingham, Ala., has been announced by Eloise Smith Hanna, president of Birmingham Broadcasting Co. He succeeds Mrs. Hanna, who continues as president of the organization.

Mr. Hamann got his first radio experience in 1930 as a wireless operator in the Maritime Service. He has been with Radiomarine Corp. of America, Page & Davis, consultant engineers of Washington, has instructed in several technical schools and from 1940 to joining WBRC in 1945, was connected with WSMB New Orleans. At WBRC he has served as technical director and manager of FM and TV operations.

NABC's Pitch  
(Continued from page 21)

Hofstra study found out that network radio had the lowest cost-per-thousand circulation of any medium in Boston.

To reach 1,000 listeners to a program or noters of a printed ad in Boston costs the advertiser: $1.92 for network radio (NBC); $3.33 for television (NBC-TV); $5.45 for Life magazine; $5.35 for This Week magazine, and $3.95 for the Boston Traveler.

"To summarize," in the words of the NABC presentation, "network radio is big, dramatic, exciting, fast and flexible, more powerful in its impact, the biggest salesman of all time, and lowest in cost."
an open letter

TO AMERICAN BROADCASTERS

I AM writing this letter as the owner of a station in a small community (WTWA-Thomson, Georgia) and as a former network executive. Recently I was elected to the board of the National Association of Broadcasters by the owners and operators of small stations. I did not feel that I could give enough time to serve on the board and do justice to the problems confronting our industry. But I agreed to serve because I felt that regardless of my service to my clients, it was also up to me to contribute time and energy and money to help the industry that has been kind to me. When I agreed to serve I knew that the NAB wasn’t as well operated as it might be (what association or business is?), but I felt that perhaps I might contribute from my experience. In addition it means a lot to me as an owner of a small station as well as a stockholder in large corporations that have investments in radio and TV stations to see that we have a strong industry association. The easiest way is to resign from NAB and save the $180.00 a year dues and the demands on my time and let someone else carry the ball.

But I have found from experience, the hard way, that when an association is in trouble that that is the time when all members of the industry must pitch in and help. Getting out after gaining benefits for years, even though you have given more than you have received, does not correct the situation. If the association is badly managed, or the by-laws are wrong or you are misunderstood, then the thing to do is to continue as a member and be sure that your better ideas are carried out. These matters take time, but not as long as they will take when you are on the outside looking in—or on. NAB won’t fold, it may even lose a few more members, but it will gain new ones and gradually correct the troubles it now has.

I have pledged my best efforts during the year I am to serve and so have the other board members. We may not agree among ourselves but we will work hard to come out with a stronger and better trade association. We can do a better job if those who have resigned in recent years were to come back in and help and those who have never joined were to join now. With everyone in the fold and helping we can soon lick our problems and with everyone in the family we can reduce dues and do a better job. So consider this a call from an oldtimer in the industry who is anxious to see his industry go forward with a united family. The country faces a serious crisis and a war and this is time for the entire industry to be working together.

So I hope that this letter will encourage all of you not now members to join and help to build a stronger NAB and a stronger industry.

EDGAR KOBK
Business Consultant
341 Park Avenue, New York City

Owner, Radio Station WTWA,
Thomson, Georgia

Director of NAB
McFarland Bill Revised  
(Continued from page 19)  
the meantime), readjusting the salary limits for certain key personnel and permitting the Commissioners to receive payment from publications for technical or professional assistance.

Job-jumping bans also would be changed to a degree in the new bill. Where a Commissioner who resigned could not for the remainder of his appointed term represent any interest within FCC jurisdiction under the terms of the old bill, the new McFarland proposal would prohibit such participation only one year after leaving the Commission. This restriction would not apply to a Commissioner who has served the full appointed term, however.

As in the original, the new McFarland proposal also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employ.

All job-jumping limitations would become effective one year after the measure becomes law. The original McFarland bill had set the Commissioner's annual salary at $15,000. However, approval by Congress last year of the General Government Salary Act and the Civil Service Classification Act of 1949 out dated this provision.

Similarly the salaries for certain FCC members were made to conform more in line with recent changes under the Civil Service Act which raised the chief engineer, chief accountant and general counsel from $10,500 to the $11,200-$12,000 level. The $11,200 figure is stipulated in the new measure. Secretaries to the Commissioners would be permitted a maximum salary of $5,600, a modification of the original bill.

Sen. McFarland authored his original bill as a non-policy and non-controversial measure in the expectation that it would speed FCC action on its workload. He also sought to clarify respective rights and responsibilities of FCC and applicants.

With Congress at a loss on an actual adjournment date due to the current international situation and defense needs on the home front, the time element on the measure seemed to pose no problem.

First Since 1949  
If passed by both Houses and signed by the President, it will be the first major communications legislation enacted since adoption of the Communications Act in 1934. Retained in the new bill is the section which sets "deadlines" for FCC action on applications. This provision would establish a statutory "objective" of action on original application, renewal and transfer cases within three months of filing. It would also place the time marker on all hearing cases within six months of the hearing's completion. If it failed to meet these requirements, the Commission would have to explain to Congress. It is this particular section which has met strong objection at the FCC.

Also provided in the measure: 
- Adoption of new provision of the FCC staff along functional lines into Broadcasting, Common Carrier, Safety and Special Services Divisions, thus legal, engineering and accounting personnel components. (A similar reorganization is now in progress, to include a fourth bureau to handle field engineering and monitoring functions).
- Commission would be required to notify applicants before using applications for hearing. Grants-in-aid without hearing would remain subject to protest for 30 days. Also timetabled would be a requirement for FCC to act on applications after 18 months.
- FCC would be permitted to issue cease-and-desist orders against violators of Commission rules and regulations.
- Other highlights of the measure in brief are: Limiting of FCC's authority in antitrust cases, reducing from three to two the number of assistants in legal, engineering and assistant chief engineers, and assistant chief accountants.

"Buffer" Staff  
In addition, a so-called "buffer" staff would be created between the Commission and the regular staff. It would be responsible to the Commission for preparation and review of decisions, orders, rules and other memoranda upon assignment.

FCC action would hinge on a finding that the public interest would be served and the applicant for renewal would no longer have a "public purpose." The same presentation as required of original applicants. Also included in a radio fraud law that would be similar to the postal fraud statute.

The first major change is that all judicial review of cases involving FCC's licensing power to the U.S. Court of Appeals for the District of Columbia (provision would be made for an appeal from the Court of Appeals direct to the Supreme Court on revocations and non-renewals and Supreme Court review on other cases upon writ of certiorari as under present procedure).

As it did last year, the Senate adopted the measure on a call of the consent calendar. The bill was read in the chamber and printed in the Congressional Record. It was passed without objection.

NEW DISC SPEED

Zenith Plans 16 rpm Record  

ZENITH Radio Corp.'s 1951 line of phonographs is equipped to handle "an entirely new type of phonograph record destined to rank as the new 'record of the future,'" Comdr. Eugene F. McDonald Jr., president of the Chicago firm, told stockholders at their annual meeting last night.

Although Comdr. McDonald was not available for comment, and Zenith officials declined an explanation of his statement, it was learned that Zenith has developed a record which looks like a disc, but, to the future 16-rpm record.

The Zenith president concluded that the firm "enjoys today the best financial condition it has ever known, and—barring the international situation—the outlook for the future has never been brighter."

COX, JACOBS  

In NAB Referendum

H. QUENTON COX, KGW Portland, Ore., and Lee W. Jacobs, KBKB Baker, Ore., have been nominated for the directorship of NAB District 47 by a mail referendum among district members, NAB announced last Wednesday. Elections will be held during the District 17 meeting in Seattle, Aug. 14-15.

Both Mr. Cox and Mr. Jacobs received more than the five nominations required to qualify for positions on the final ballot. Total of 62 AM and FM member stations in the district were eligible to ballot, with 36 returning the forms. Additional nominations may be made from the floor during the district meeting, however, according to NAB by-laws.

Harry R. Spence, KXRO Aberdeen, Wash., present District 17 director, was re-nominated under the by-laws, which provide that no director who has served for two consecutive terms is eligible.

Term of the new director will be for the period from the 1951 to the 1953 NAB conventions.

WBT CENSORS  

War News Shows

WBT-AM-TV-FM Charlotte, N. C., has imposed a voluntary censor- ship on all its locally originated news broadcasts. The censorship has been in effect since July 18.

Station precedes each news program with statement: "On the following WBT originated newscast there will be no reports which will provide aid, comfort, or information to the enemies of American democracy." Type of information eliminated include: size, type, time and destination of troop movements or activation of military units. Station reports it has been generally commended by listeners for this action.

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WVAM-WARD  

ALTOONA  

FIRST  

ALTOONA  

WAR

ALTOONA  

FIRST  

JOHNSTOWN  

FIRST

Represented by Weed & Company
About Oil Imports and a Strong America

Today, imports of foreign oil are 100% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 50% greater than a year ago. About one half of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign oil for U. S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 25,000 miners lose a day's work every day that foreign oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 50 million tons.

The long-range consequences are of even greater importance. The dumped oil is hurting many other basic industries, including domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal is fighting to stem the tide of foreign oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it—and back it.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 2, D. C.
Navy are board revealed, the Army and institution program copper, zinc heightened year, ending utilizing vital such stock. never international situation, that critical materials, but has cause us at that president's point. The Munitions Board He also revealed Comdr. that international situation "Barring the international situation, he added, the firm's financial outlook "has never been brighter." With respect to types of equipment called for in military orders, these would be expected to include such stock items as receiver tubes, resistors, condensers, etc. High on the list of military demands are proximity fuses and fizzle-talkies as well as a radar. Most of these utilize vital and scarce materials now being stockpiled by the Munitions Board, such as copper, tungsten, aluminum.

Stockpiles Incomplete

The Munitions Board in its report pointed out that stockpile procurement for the past fiscal year, ending June 30, "lagged somewhat behind the rate established during the previous year . . . due in part to the difficulty in obtaining materials because of heightened industrial activity." It reported stockpile inadequacies in copper, zinc and rubber.

A systematic and continuing program of material conservation research is in progress, the board also reported, looking toward substitution of materials for the more scarce items. Additionally, the board revealed, the Army and Navy are developing substitution programs in communication equipment, radar, and other electronic devices to reduce requirements by scaling down the size of the equipment.

"While results of some of these may not be appreciable for years, other programs may have an early favorable impact on military uses of these materials," the board told Congress.

As an indication of present military needs, the services (Army, Navy, Air Force) are periodically negotiating contracts with private electronics firms for equipment. Contracts of $50,000 or more were awarded this past month by the Army and Navy, respectively.

Among the items covered were 46 radio sets for the Army by the Signal Corps, Procurement Agency, Philadelphia, to General Electric Co.; a value of $19,306; radio sets, control units, parts and converters to Marconi U. & Williamson Imports, Bristol, F. M., $11,932; a mobile television system and spare parts, to RCA, Camden, N. J., $190,877, and contracts, parts, to Western Electric Co., $385, 880.

Included in the Navy Dept electronics contracts were 48 radio industry receivers, to Federal Telephone & Radio Corp., Clinton, N. J., $10,000; approximately 16 new-type electron tubes, same firm, $36,007; 11 direction finders, to Bendix Radio Div. of Bendix Aviation Corp., $46,000; 27 radar test sets, to General Communication Co., Boston, $30,006; 18 radio transmitting sets, tofurbon Measurements Co., Red Bank, N. J., $10,000.

A partial list of other negotiated "unclassified" contract awards as released by the Deps. of Defense and Commerce are listed in the table above.

Over 100 manufacturing concerns are now engaged in radio-television set production. The normal production potential of the entire electronics industry has been placed at approximately $2 billion.

What Congress will specify in the way of funds for the military's multi-hundred-million dollar radar screen now being installed, was a matter of speculation at week's end.

Meanwhile, President Truman last week made plain that at the present time he has no plans to ask for complete controls—total mobilization—as proposed by Bernard Baruch. Mr. Baruch's suggestion for overall controls was beaten down by the House Banking Committee. At the same time the Senate Republican Policy Committee made plain it will fight to retain more drastic provisions sought by the President under the Defense Production Bill in the Senate.

Mr. Baruch commented "while we were stocking our homes with refrigerators and television sets, the Soviets were stocking tanks and radar." He appeared before the Senate committee Wednesday.

The bill would give the President power to require priority on scarce contracts; control materials and facilities to guarantee military needs; curtail installment buying, and requisition property for national defense [Broadcasting, July 24].

Hears Symington

The Senate Banking & Currency Committee, which also is considering the President's bill, last week heard W. Stuart Symington, of Missouri, the Secretaries of Commerce and of Commerce, and J. Howard McGrath, Attorney General.

Secretary Sawyer told the Senate committee Tuesday voluntary controls should be tried first if Congress votes the necessary authority. The Attorney General stated that a "system of compulsory allocation and priorities is far more equitable to all concerned than a voluntary one."

Mr. Symington stressed that "manpower shortage in this emergency will be more pressing than ever before." (Present legislation does not touch on the manpower problem.) He said all fields will feel the effect. Mr. Symington also added that his office hopes to have a civilian defense "grassroots" program ready for Senates Sep. 1.

President Truman, who also delivered his midyear economic report last Wednesday, stressed the need for industrial civilian demand for automobiles and other hard goods because of shortages of critical materials. Presumably, but not specifically he included TV sets in this group.

Home-Town Talks

Offer Saudi Arabia Discs

AVAILABLE for local sponsorship, a group of home-town radio newsmen and feature programs recorded in Saudi Arabia with employee of Arab American Oil Co. are being offered free to stations by the public relations firm of Sessions & Caminita, 710 14th St., Washington. Shows are on disc.

Complete in six hours, six-minute food interviews and half-hour cut-ins, the shows feature interviews with American military personnel and Arab employees and said to be the first show ever under written contract by American producers. The programs feature interviews with General John Lucas, commander of the United States Forces in the Middle East, and Brooklyn Dodgers star, and interviews with Peter Marcos, scheduled for an English Channel travel Aug. 99. The $3 quarter-hour-home-town interviews offered exclusively by city and generally by state.

Defense

Which can use both media to the fullest extent.

Meanwhile, on Capitol Hill Sens. Ed Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, indicated he will make an "appeal" for the "voluntary moves of the broadcasting industry to successfully meet this crisis."

In a statement prepared for distribution to newspapers through NAB, Sen. Johnson declared: "The President has called for a unified front to halt the rushing tide of drain to the war effort. In my judgment, there is nothing more vital than the role of radio and television in maintaining the efforts and interests of our people to achieve the objective. As communications are in a dictatorship, they are vastly more significant in a democracy where we count on an informed citizenry to work and plan in an atmosphere of understanding and strong determination to supplant falsehood and oppression with truth and freedom."

The Senate Foreign Commerce Committee will be asked to consider all legislative considerations involving communications arising out of the President's request. My colleagues and I will watch with great interest the voluntary moves of the broadcasting industry to successfully meet this crisis, realizing the tremendous impact the self-initiated activities of one of the few truly free broadcasting services will have on the rest of the world.

McFarland Statement

Sen. Ernest W. McFarland (D-Ariz.) chairman of a Senate Inter-state and Foreign Commerce Subcommittee, also issued a statement along similar lines. He asserted: "In crisis such as the one now confronting our nation, the importance of communications are greatly magnified. . . . Broadcasting and newspapers are the most effective in informing the public as to conditions confronting our country, and we need all the help we can get. We can well be proud of the manner in which our communication companies are responding to the meeting of the already challenging facilities, and we need have no fear of the manner in which they will meet the challenge of the days ahead.

Try WTTW for Size!

COMPLETE COVERAGE

of Eastern Michigan's Prosperous
BLUE WATER DISTRICT

1380 AM
99.1 FM
Fort Huron, Michigan

ABC NETWORK

Weed & Co.

National Representatives

Page 36 • July 31, 1950

Broadcasting • Telecasting
Here's a line you won't have to change for any shift in frequency, a line that can be used in any portion of the present or proposed TV band.

The new CP Super Transmission Line makes use of the new Dupont plastic, Teflon—the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unbreakable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadcast service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator face is corrected. The special shape of the groove under the insulator decreases the overall insulator shunt capacitance to a point where the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your nearby Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment... plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.
fee, the exhibitor was supplied with proper lighting and other means of showing his merchandise, as well as 24-hour police protection.

The air time advertising promoted the exhibition in general, exhibitor's booth and business in particular for the ads, in the form of one-minute commercial announcements on WPAM's regular participation programs.

An average booth fee of $125 would entitle the exhibitor to 15 spot announcements—one each day, during the life of the show—and depending on the number of spots credited, one day prior to the show to complete the schedule.

Long before the show opened, Mr. Murray said, booth space was 100 percent sold out. "Furthermore," he stated, "more than half of the exhibitors represented had never used our medium before."

Nightly Door Prizes

On top of this package, WPAM awarded $200 nightly as door prizes, a total of $1,400 for the seven-night radio advertising. Nightly shows were broadcast from the auditorium stage, including local and MBS network talent.

Some of the businesses represented were lumber suppliers, plumbing and heating contractors, department stores, stock brokers, real estate firms, banks, plus a combination of insurance dealers and home furnishers.

Although pleased with the progress of plans, Mr. Murray still faced a formidable hurdle. As the exposition date drew near, many exhibitors grew apprehensive over the fact that no other medium except radio was being used to promote the affair.

"Our own station's sales staff would come into my office, day by day," Mr. Murray recalls, "with stories of apprehension and doubt gathered in their daily calls. Under the strain of constant barrage, WPAM's sales department began to weaken and as the deadline drew near, made the request that, after all, perhaps the station had better take some newspaper space. Not being exposed to the daily cross-fire as was the sales department, I remained firm in my determination to make this a radio show."

"I wish it were possible for me to say that I just passed these doubts off with a snap of the fingers. Their arguments were too disconcerting for such as that. It was pointed out in no uncertain terms that we were placing ourselves in a most vulnerable position. The exhibitors represented almost 50% of the local business in our trading area. About half of that number were having the time of radio, thanks to the space-time package. The remainder of the exhibitors were regular advertisers, but radio was still a new medium to them.

'The Press Waited'

"If we failed to pull a crowd," he continued, "we were worse off than we were at the outset, back in early 1947. It could well be a blow from which we would never recover. The local press sat back glaze watching to pick up the pieces."

Fortunately, says Mr. Murray, the opening day of the exposition was upon WPAM before it could be so sufficiently undermined in the outlet's determination to make it strictly a radio venture.

"It was a scared group of local broadcasters who opened the door that morning. It was evident our fears were short-lived—for radio proved itself more than equal to the challenge in Pottsville."

There were no complaints. Not only did exhibitors sell merchandise from the floor itself but the radio announcements sold goods too. The very exhibitors who were loudest in their demands for newspaper advertising were first to sing the praises of radio.

One lumber dealer was stunned by how effective radio proved to be. A lady drove up to his place in a new car and asked to see the proprietor. She and her husband, a successful coal operator, had heard the lumber firm's advertising. The husband recalled that he had gone to school with the contractor but had not known of his connection with the lumber business. They were planning a new home—result, a contract for the $25,000 home for the contractor.

He told Mr. Murray: "I've been in this business 30 years, and have used other advertising off and on without tangible results; then a radio advertisement that cost me less than a good dinner drops a $25,000 contract in my lap."

There were many others just as effective.

**MEDIA SURVEY**

**Top British Columbia Meet**

Media survey and promotion plans is highlighted the annual twoday meeting of British Columbia Assn. of Broadcasters held July 10-11 at Kamloops. BCAB elected F. H. Elphicke, CKWX Vancouver, president.

New survey method of measuring effectiveness of the advertising dollar in all media was discussed. Among stations, CKWX, CKCM, CFBK, Kelowna, KFQ, KET, and Vancouver, discussed the use of radio in moving goods in British Columbia and other parts of the world. William Rae, CKNW New Westminster, was re-elected chairman of the advertising committee. George Chandler, CJOR Vancouver, reported on NARBA resolutions, pointing out the need for protection of private commercial stations in any proposed treaty changes.

Delegates approved the manner in which Canadian Assn. of Broadcasters handled its presentation before Royal Commission on Arts, Letters and Sciences. A resolution authorized the sending of a letter to all members of the federal and Canadian Parliament pointing out errors in statements made before the Parliamentary Radio Committee. The report said that the company had been charged at double the usual spot rates and that candidates had been overcharged by Canadian independent station, WDFN.


**FTC Cites Furrier**

FEDERAL Trade Commission last week cited Zlotnick the Furrier Inc., Washington, D. C., which operates three stores in that city, with false representation in its newspaper and radio advertisement. Complaint charges the furrier of its own store with not giving customers percentage savings or "trade-in allowances" as advertised. Other charges were alleged sale by Zlotnick of "old, damaged, obsolete" furs, some discounted styles, and same garment to two or more purchasers. Officers of the corporation cited were Samuel D. Zlotnick, president; Sidney Zlotnick, treasurer, and Mrs. Renee Z. Kraft, secretary. Firm and officers were ordered to cease the complaint with hearing set for Sept. 12. Zlotnick has been a heavy user of radio.

**KVOF (FM) Opening**

KVOF (FM) El Paso, Tex., non-commercial outlet owned and operated by Texas Western College of El Paso, is scheduled to begin operation early in September, according to college officials. New station is licensed for 9,000 watts with 10 w. Equipment includes a GE transmitter and 100 ft. tower.
One of the

WORLD'S GREATEST JOBS

OF MASS EDUCATION!

In response to requests from government agencies, private organizations and individuals, a total of 14 public service advertising programs is currently carried on by The Advertising Council. Those illustrated here are only a few of the many.

These programs of mass education grapple with problems of national import and their messages are brought to all the American people everywhere, day after day, month after month.

Never before has information on questions of great public moment been spread abroad by advertising on such a gigantic scale. Never before has American business demonstrated so fully its concern with the public good.

In planning and producing these campaigns, advertising agencies throughout the United States render their services without charge. Media owners donate space and time. Advertisers sponsor and pay for public service advertisements.

Advertisers and Media Owners...

Your Help is Needed!

The success of the many programs of The Advertising Council depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations, will mean a lot. And remember... What helps America helps you!

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council... how it started... what it is... what it does... Or ask for material on specific campaigns. Address: The Advertising Council, 25 West 45th Street, New York 19, N.Y.

Published in the public interest

by

BROADCASTING

The Newspaper of Radio and Television

July 31, 1950 * Page 39
THE LEADING MARKET: More automobiles are registered in Los Angeles County than in any other county in the nation. More than in New York's five boroughs combined. More than in any one of 41 states.

Los Angeles County's 6,729 service stations sold $87,474,000 worth of gasoline, oil and other automotive supplies last year. Auto supply dealers sold $35,000,000 worth of parts and accessories.

If you sell automobiles or automotive supplies, you can lead in the leading market by telling your sales story on...

THE LEADING STATION: KNX, the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of eighteen one-hour time periods, Monday through Friday... and first in total rated time periods.
motive purchases

Sources: Sales Management Survey of Buying Power, May 1950
Automobile Manufacturers Association
California State Board of Equalization
Pulse of Los Angeles, May-June 1950

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED

Represented by RADIO SALES
Holding the Rate Line

IT IS QUITE obvious that radio broadcasters, not only networks but also station operators, must brace themselves if they hope to avoid caving in beneath the powerful pressures exerted by the Assn. of National Advertisers to drive down radio rates.

Unless the broadcasters can put up a stiff fight, the day is not far off when rates will collapse below any sensible levels. The decision by the networks to boycott meetings proposed by the ANA only staves off the reckoning. The major battle is yet to be joined.

Now is the time for the broadcasters to store up all the ammunition they can lay their hands on. They will need it to counter the arguments that have been carefully prepared by ANA in support of its campaign to drive radio deeper into the bargain basement.

We believe that broadcasters can make a successful stand, for they are provided with great reserves of strength which, if properly applied, ought to make the defense impregnable.

The fact that the radio audience has been diluted by television cannot be disproved. A more basic fact, however, is that radio is still the cheapest way to reach a mass audience. Every network and every station of consequence has statistics to prove it.

If radio's total circulation has been diminished since its peak years and since the development of television, the fact that the audience was grateful that they were able to buy it in peak years at prices that were ridiculously low.

Radio's cost-per-thousand may have gone up since pre-television days (in certain markets). But it is still lower than that of any other medium of comparable circulation.

In the long run, radio rates in television markets seem destined for adjustment, assuming that television is permitted to continue its present pattern of development. But the possibility that television may be affected by the nation's rearmament program should not be ignored.

Any radio broadcaster who reduces his rates today in anticipation of television expansion tomorrow is going to feel foolish if that expansion is impeded by conversion of the electronics industry to military production, or by continuance of the allocation freeze.

Now is the time for broadcasters to unite in a defense of their medium. The ANA's obvious tactics are to probe around in the hope of finding a weak spot in the broadcasters' line. If the advertisers are unable to find one, their attack has little chance to succeed.

ED KORAK believes in advertising. On another page in this issue is an "open letter" to broadcasters imploring them to stick with the NAB toward a "stronger and better" trade association. His address as a business consultant is 3700 Peachtree Road, Atlanta, Ga. The ad coat is more than double WTMA's annual dues to NAB.

There will be those who will wonder why Mr. Korak did it. After reading the "open letter" we're convinced it was motivated by logic and savvy.

War Footing

OFFICIAL WASHINGTON is as barren as the desert wastes on the scope, extent and effect of the national emergency upon our national economy.

Everyone realizes that important developments impend, but there are no pat answers to when and how. Increased taxes, multi-billion dollar rearmament, cutbacks in civilian production are seen as inevitable consistencies of a war-time economy. From that point, however, all await the President and the Congress.

Since there have been no decisions, there can be no answers for radio, other than business as usual, except for radio's voluntary participation in the President's program, and observance of the voluntary restraints in the handling of news. How seriously radio or TV will be affected by material shortages or drains on manpower, likewise cannot be asayed.

Through the NAB, radio placed itself at the disposal of the Government. Steps toward formation of the Broadcasters Defense Council were taken by the direction of Presidential Assistant John R. Steelman. A point of contact for coordination of all of the radio pursuits thereby established. The NAB was on the ball.

All fronts must be watched diligently in any emergency. A radio cannot rest on its World War II laurels. TV gets its war baptism.

There are fronts to be watched, in addition to security and all it implies, and to the manpower and strategic material shortages. At the present time of the last war there were moves to prevent expenditure of money derived from Government contracts for institutional advertising—advertising that would keep trade names and brands alive. There were intensified moves toward grade-labeling supported primarily by anti-advertising groups.

We have no doubt that all media will be on the alert for overt moves in these fields.

Even if the Korean conflict should fold up in a few weeks, which all of us fervently hope, the emergency will continue until our military strength is built to requisite levels. Important industries and pursuits will continue on a war footing. Radio was on that footing when the first shot was fired on Korea five weeks ago.

Who's the Umpire?

IN THE MONTH that has passed since KJBS San Francisco proposed a showdown on local audience measurement because of rate disparities in the San Francisco area, enough has happened to denote that there's need to bring order out of what could be impending chaos.

The Pulse and Hooper have joined issue. But they have proposed conditions that entail arbitration. Agencies, advertisers and other rating services have evolved profound interest. It is evident that local surveys generally will be suspect until there is a satisfactory answer.

How much business at the local level has been lost because of inconsistent research we do not know. One agency, Benson M. Sherman of San Francisco, supplies a clue. He has no research department. He, like hundreds of local agencies, has neither the background nor the time to evaluate the merits of the various survey methods.

"Because of the conflicting figures offered me," he wrote this journal, "I find that I am more inclined to use other media at the expense of radio."

The job now is to get an umpire to officiate. There are volunteers. We wonder, however, whether this isn't the kind of assignment that could well be taken over by the NAB?

Static & Snow

By Awfrey Quincy

Fusion note: Korea has less than 1% of the world's population, yet the current mess already has caused serious talk about tube shortages, rate adjustments, television curtailment, etc. Nothing is more vulnerable than broadcasting, however . . . . tune up that fiddler, Nero, while we throw another industry on the fire! * * * *

The publicity-wise Fighting Irish seem to understand that television can sell universities, even as it sells goods and services. There'll be red faces in the Big Ten and other conferences when some of the home town lads who should matriculate at the State U. begin showing up in the Gold and Blue instead of Notre Dame.

* * * *

Little Connecticut apparently is big enough to accommodate both the Messrs. Benton & Bowles, but if Sullivan, Stauffer, Colwell & Bayles Inc. ever decide to call it a day, nothing smaller than Texas will hold 'em.

* * * *

A problem arises with the sponsorship of Airwick of Times Square. Any authentic reproduction of that locale should give out that peculiar odor which pervades Broadway and 43d, and if so, should it be deliberate or merely coincidental?

WASHINGTON Radio-Television Mfrs. Assn.'s board of directors met last June to pick a successor to Bond Geddes, executive vice president and general manager, it faced the tough job of replacing an industry pioneer who had guided the association's destinies almost since its founding in 1924 as Radio Mfrs. Assn.

Though Mr. Geddes had long ago been deemed indispensable to RMA, the reorganized association conceded he was entitled to sit back and relax after spending over two decades spearheading the manufacturing industry's battles.

Luckily the board didn't have to look far in its search for a new general manager—no farther than Mr. Geddes' right elbow. At his side was a trained successor who knows all the ropes and all the right people.

(Continued on page 62)
More advertisers are spending more dollars on WTOP than ever before!

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

*63.4% more total week share of audience than the next station (Pulse Survey: May-June, 1950).
SANDY MEEK, last 16 years program director WOOD Grand Rapids, Mich., to WHTC Holland, Mich., as manager. Succeeds PAUL W. NESPER Jr., resigned to join faculty Concordia Teachers College, Seward, Neb.

GENE ACKERLEY, program director KID Idaho Falls, Idaho, to KCOW Alliance, Neb., as manager.

JACK SCHNEIDER, salesman WGN Chicago, to TV staff Radio Sales, Radio and Television Stations Representative, CBS, Chicago.

ROBERT MEKER Assoc. appointed national representative by WGAT Utica, N. Y.

HEADLEY-REED CO. and Headley-Reed TV, radio and TV representatives, Sept. 1 to open branch office in International Trade Mart Bldg., Camp and Common Sts., New Orleans. MILTON R. DeREYNA Jr., divisional advertising manager Falstaff Brewing Corp., to head office. CAMERON A. HIGGINS, research department Headley-Reed N. Y. office, appointed assistant director of research and promotion.

W. D. (Dub) ROGERS, vice president KEYL (TV) San Antonio, Tex., assumes general managership, succeeding W. B. MOLER, resigned to become management consultant.

ROGERS ANSON LARRABEE to sales staff KMBK-KRPM Kansas City, Mo.

LES EUGENE, station manager KTFS Texarkana, Tex., resigns effective Aug. 15. Plans to retire from radio temporarily. No successor announced.

J. LESLIE FOX, manager Los Angeles office Paul H. Rayner Co., to KVOE Santa Ana, Calif., sales staff.

BURYL LOTTIDGE also joins KVOE sales staff.

GEORGE C. BLACKWELL at one time assistant secretary old Federal Radio Commission, to WDNE Elkins, W. Va., as assistant manager.

LEN STEVENS, program director WNLJ New London, Conn., to assistant station manager WVNJ Newark, N. J.

KCRU Sacramento names Western Radio Sales, Hollywood, as representative in Southern Calif.

LOYD D. MOFFAT is sole owner CKY Winnipeg, following approval of sale of shares by CBC board.

CLARENCE (Bud) RISER appointed sales representative WSVS-AM-FM Crewe, Va.

BILL SPRAUGE, promotion manager WHK Cleveland, to sales department.

MURRAY J. WENZEL, new to radio, to sales staff KXOK-FM St. Louis. Was assistant circulation manager St. Louis Star-Times, owner-operator KKOK-AM-FM.

SCHEPP-HEINER Co., N. Y., named national sales representative for WJEL Springfield, Ohio.

JACK SHORTREED named commercial manager CJGX Yorkton.

PERSONALS...

CHARLES CRUTCHFIELD, general manager WBT Charlotte, N. C., appointed to public information committee of Governor's committee for study of highway safety. . . ERNEST L. SPENCER, president and general manager KVOE Santa Ana, Calif., named vice president Southern California Broadcasters Assn., succeeding CLYDE SCOTT, deceased.

KLAUS LANDSBERG, general manager, KTTL (TV) Los Angeles, and vice president, Paramount Television Productions Inc., will give as yet untitled talk on TV at Aug. 8 meeting Los Angeles Advertising Club . . . JOSEPH M. NASSAU, president and general manager WAEB Allentown, Pa., and Marion M. Hodgson married July 19.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
In a Quandary Over Sales Costs?

Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesets. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World — 60 Stations

515 Madison Avenue, New York 22, N. Y. • Phone MUrrey Hill 8-2600
Copyright 1950, A Division of the Allen B. Du Mont Laboratories, Inc.
Big Time Operation — that's television in Southern California, where you reach the nation's second largest TV audience via KTTV...smack in the middle of this dynamic market!

With joint support from the Los Angeles Times and CBS...both BTO's from way back...

we've cornered a big audience that looks and stays and buys. Today many KTTV shows originate from Hollywood's newest, most modern motion picture studios...with big plans for even brighter, sales-producing shows tomorrow. Who, for example, but KTTV would take the air at 1 pm, with the Jack Gregson Show from the Country Club Hotel swimming pool? (Note: participations available.)

To sell in Southern California in the Big Time, ask Radio Sales for KTTV LOS ANGELES TIMES-CBS TELEVISION
GE COLOR

A FOURTH and radically different color television system—General Electric’s “frequency interlace” system—formally entered the color TV competition before FCC last week.

Speculation immediately arose whether the Commission would give it more than informal perusal and possibly reopen its lengthy, hotly contested color proceeding to put the GE system “on the record.” However, one high FCC representative said, “I want to see it work first.”

GE claimed its system:
- Is “inherently compatible” with existing monochrome.
- Is free of twinkle, crawl, flicker, color shifting and of field-sequential color fringing.
- Uses “economical” receiver which requires but six tubes more than the regular black-and-white set.
- Works with tri-color tube.
- Will be ready for “preliminary” demonstration in 90 to 120 days.
- Has been proven in respect to some basic principles by laboratory tests.

GE’s new system employs the fundamental principle of frequency multiplexing in contrast to the time multiplex techniques used by RCA, CBS and Color Television Inc. Thus three color frequencies are “sandwiched so as to be non-interfering” and can be transmitted “simultaneously and with good fidelity” over the standard monochrome video bandwidth of 4 Mc, GE said.

Unused Regions

The additional information required for full color is carried in heretofore unused regions of the spectrum lying between the harmonics of the monochrome line scanning frequency, it was explained. Picture information in monochrome transmission is largely concentrated in small regions of the video spectrum lying at or near these harmonics, thus leaving unused regions between, GE said.

If the Commission doesn’t wait to see the GE system, it’s believed the color decision may be completed before GE could be ready to hold its demonstration [TELECASTING, July 24].

Meanwhile, there was continuing speculation—largely outside the Commission, thus far—that color activity may be delayed by the international situation, particularly if events substantially slow TV production and step-up research work which might be applicable to TV in the future [TELECASTING, July 24].

To date, however, there has been no indication that the Commission will be inclined to withhold a color decision because of the Korean crisis and related defense measures thus far taken.

If FCC should decide to reopen the color record to incorporate data on the GE system, it might wish to include other recent developments at the same time—developments by the Haseline Electronics Corp., for example [TELECASTING, June 19].

FCC met only one day on the color case last week compared to four working days the previous week just following receipt of reply briefs from the major proponents in the color proceeding. This week the Commission is expected to resume consideration of the complex case.

Dr. W. R. G. Baker, General
(Continued on page 57)
One-Year-Old WCPO-TV Takes Pride
In Its Local Coverage

CELEBRATION of WCPO-TV Cincinnati's first anniversary was held July 19, with Gov. Frank Lausche of Ohio and city officials taking part in the ceremony. Officially the city's newest TV station began telecasting July 26, 1948.

The formal birthday ceremony, held between games of a Cincinnati Reds double-header at Crosley Field telecast by WCPO-TV, was a fitting event to mark its first year. Viewers were reminded that the first regular telecast aired by WCPO-TV on its opening night in 1948 was a pick-up of the Reds-Boston Braves game.


Acting Mayor Edward N. Waldvogel, proclaimed July 19 "WCPO-TV Day" in Cincinnati, in recognition of the station's outstanding achievement.

Plans Expansion

The first year of operation of the Scripps-Howard station has placed it in high favor with Cincinnati televisioners. The scope of its functions has increased continuously from its first week of existence, to such an extent that work is scheduled to start this month on a new physical plant with almost double the present floor space.

Under the management of M. C. Watters, vice president of Scripps-Howard Radio Inc. and manager of WCPO-AM-FM-TV, the video outlet has developed the relaxed neighborhood type of programming common to its auroral sisters. Pulse surveys have given it a high spot in the hearts of Cincinnati folks. Aiding in the management are experienced executives: Harry LeBrun, station director; Ed Watson, program director; John Patrick Smith, commercial manager, and Chief Engineer Grant Makinson. Mr. Watters not only encourages the staff but gives them a free hand in trying out new ideas.

The result has been an imposing number of "firsts" in television to the station's credit.

Telecasting of all home games of the Cincinnati Reds is a WCPO-TV exclusive feature. In January the station signed a five-year contract for exclusive rights—AM and TV—to the Reds games. WCPO-TV also feeds the Reds telecasts to WHIO-TV Dayton and WTVN (TV) Columbus. Waite Hoyt, former major league pitching ace, does the play-by-play announcing and Burger Brewing Co. sponsors the game telecasts.

In addition to the home tilts, WCPO-TV telecasts as many of the road games as can be cleared by coaxial cable or micro-wave relay.

Cincinnatians have the opportunity of seeing first hand just what is going on in and around their town. The station has a big mobile unit constantly ready for action and on the spot when the management feels an incident will serve the public interest. During the spring floods of the Ohio river, the unit moved to the waterfront and a pair of cameras, under the direction of Mike Bowdin, brought flood scenes to WCPO-TV viewers.

During Holy Week a 2 ½ hour Passion Play, long a Cincinnati tradition, was telecast, as was the Christmas Eve Pontifical High Mass from St. Monica's Cathedral.

A camera was set up in the rooftop garden of the Gibson Hotel last fall while count of the city council election was taking place.

Hourly news bulletins and an evening news picture round-up, make current events really current. Major fires, parades, receptions, etc., also are filmed for telecasts, etc., also are filmed for telecasts by WCPO-TV. Viewers in the area have come to feel, and with good reason, that in addition

WITH THIS modern mobile unit, WCPO-TV goes all out in bringing events of local interest to the TV screen. Viewers have come to know that when anything of importance happens in the area, WCPO-TV will be on-the-spot with the latest pictures. Here cameramen cover the Ohio River flood from the river bank.

ONE-YEAR-OLD WCPO-TV TAKES PRIDE IN ITS LOCAL COVERAGE

Mr. Watters  Mr. Smith  Mr. Makinson

CHECKING over the busy WCPO-TV schedule are Ed Weston (11), program director, and Harry LeBrun, station director.
NAB TV GROUP NAMED
Headed by Swezy

1950-51 NAB Television Committee, headed by Robert D. Swezy, WDSU-TV New Orleans, was named last Thursday by NAB President Justin Miller, thus rounding out the association’s basic committee structure.

Other members who will serve on the committee include Roger W. Clipp, WFIL-TV Philadelphia; Ted Cott, WNBT (TV) New York; George J. Higgins, WISH Indianapolis; Clair Melson, WGLV-TV Lancaster; Victor A. Sholis, WHAS-TV Louisville, and Eugene Thomas, WOR New York. Messrs. Swezy, Higgins and Thomas are NAB board members.

Judge Miller also chose three alternates to the group—George M. Burbach, KSDK-TV St. Louis; Leslie C. Johnson, WIBP-TV Rock Island, Ill.; and Van Koenenburg, WTCN-TV Minneapolis.

Mr. Swezy

The TV committee and the recently selected AM and FM groups (Broadcasting, July 24, 17) represent media within the broadcasting field and replace standing technical committees of NAB which heretofore had been patterned along functional lines, such as sales, public relations, employe-employer relations, etc.

Members of all groups, however, will devote attention to all media with particular emphasis in their own field. Proposal for the new structure was adopted by NAB board of directors June 21 on the recommendation of NAB General Manager William B. Ryan.

Heading the AM and FM groups, respectively, are Hugh B. Terry, KLZ Denver, and Ben Strouse, WWDG-TV Washington.

Dumont Pact

Setting IATSE Contract

A TWO-YEAR contract between the DuMont Television Network and television, broadcasting, and studio locals of the International Alliance of Theatrical Stage Employees is expected to be signed this week, according to Harry Friedman, head of DuMont personnel relations.

The contract will replace a five-year contract which expired this month with IATSE Local 794, New York; Local 819, Washington; and Local 820, Pittsburgh. Although no details have been released, Mr. Friedman said that only the Pittsburgh schedule remains to be worked out.

World Series

Two Networks Bid for Rights

Two undisclosed networks are seeking exclusive telecast rights to the 1950 World Series after rejection of the Fabian Theatres’ attempt to get the games for theatre television on the East Coast. Baseball’s executive council turned down the Brooklyn theatre chain’s offer for “policy reason,” but for the 1950 season, however.

One consideration of the executive council is reported to be the fact that relatively few theatres are equipped to project large-screen television and RCA theatre-TV equipment is in slow production.

Mutual and Gillette Razor Co. hold an AM exclusive contract, which extends through 1949, and the networks have signed the Fabians to foreclose any opportunity for sale of the series will be accepted until Aug. 19 by Baseball Commissioner “Happy” Chandler in Cincinnati. He is empowered to make the final decision as to the buyer.

The World Series is expected to start the first Tuesday in October.

WBAL-TV Power

Asks FCC for 100 kw

WBAL-TV Baltimore applied to FCC last week for operation with the maximum 100 kw power, disclosing plans to expand its programming for farm audiences.

The application, which presumably must await the lifting of the current TV freeze before it can be acted upon, asked for an increase in effective radiated power from the present 27 kw visual and 13 kw aural, to 100 kw visual and 50 kw aural. A change from metropolitan to rural classification was requested simultaneously. WBAL-TV is on Channel 11.

Construction costs for the power boost were estimated at $75,000.

With its application the Hearst Radio station submits letters from agricultural authorities commending WBAL for its past and present service to rural audiences and expressing pleasure at plans for TV expansion in this field.

Farm Interest

T. B. Symons, dean and director of cooperative extension work in agriculture and home economics for Maryland, wrote that “we are very much interested in this development and are considering making the resources of the U. of Maryland, especially the College of Agriculture, available with selected personnel as active participants.”

Members of the U.S. Agriculture Dept.’s Production & Marketing Administration said that in addition to WBAL’s “fine service” to agricultural interests, television “will give us both a greater opportunity to serve the public.”

Other letters came from officials of the Maryland Dept. of Education and the Maryland Farm Bureau praising WBAL-AM’s contributions to agricultural education and foreseeing further opportunities for service through television.

At least one other 100 kw television application is awaiting FCC action. It was filed by WBEN-TV Buffalo.

Quaker Oats Spots

Quaker Oats Spots

Quaker Oats, Chicago, through Sherrman & Marquette, same city, begins a 26-week schedule of one-minute TV film spots in New York, Chicago, Boston and Los Angeles today (Tuesday), with an average of five spots weekly in each area for oats, puffed wheat and rice; Ken-L-Ration dog food, Aunt Jemima pancake mix and perhaps cake mixes.

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FORD MOTOR COMPANY. Once more was the top television network advertiser of May, with time purchases of $177,453 according to Publishers Information Bureau figures. The gross rate covers the TV networks of ABC, CBS and NBC, only, and does not record the DuMont figures.

R. J. Reynolds Tobacco Co. was second, having bought $157,355 worth of TV time. National Dairy Products, Liggett & Myers, and F. Lorillard Tobacco Co. were third, on fourth and fifth, respectively, thus placing three tobacco manufacturers in the top five advertisers on Television. Table I lists the top 10 advertisers.

Smoking Materials Lead
For the product groups, Smoking Materials—cigarettes, pipe tobacco and lighters—continued to lead the TV network clients by purchasing $546,457 worth of time in May. The Food & Food Products group jumped to second place from third in April, placing largest volume of TV. The Radio, TV Sets, Phonographs & Musical Instruments group ranked fourth and the Toilettries & Toilet Goods manufacturers, fifth, in the month's video expenditures.

The five-month period of January-May 1950 saw the same top product group buyer, Smoking Materials, while Automotive manufacturers and suppliers were the second largest users of TV time. Food & Food Products ranked third, followed by Radio-TV Sets, Musical Instruments & Phonograph producers, and Toilettries & Toilet Goods, in that order, for the five months.

Table II shows gross billings for each client group in May and Jan.-May, 1950.

WATV CHARGE
Answered by Swimmer

RADIO FEATURES, Chicago, plans to make its nationally syndicated Miss U. S. Television of 1950 beauty and talent contest "the biggest and best of its kind," Walter Swimmer, president, said last week in answer to WATV (TV) Newark's charge that it telecast a similar show first. WATV objected to Radio Features' show on grounds that the format of the new package [BROADCASTING, July 17] is identical with that of the station's Miss Television of 1950 contest as well as WATV's Miss Television of 1949.

Mr. Swimmer, who said no official court petition for a restraining order has been filed, said WATV is only "one of half a dozen" stations or agencies with a beauty-talent contest format for a video show. He changed the name of the Radio Features package to Miss U. S. Television of 1950, he said, so it would not conflict with WATV's Miss Television of 1950, as both shows are telecast in the New York area.

WATV has been invited by Mr. Swimmer to file any subsequent claims and objections with his legal staff.

In the meantime, Radio Features is negotiating for network telecasting of the contest finals Sept. 2 from the Chicago Fair lakefront site. Plans should be set this week, Mr. Swimmer said.

PHONEVISION
Zethin Given Test Delay

ZENITH Radio Corp.'s proposed Chicago-area Phonevision test was granted a 30-day extension of commencement date to Oct. 1 by FCC last week.

Previously authorized to begin last Feb. 1, the 90-day pay-as-you-view television experiment was granted a delay by the Commission upon assurance from Zenith it had withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their TV sets [TELECASTING, July 10]. FCC earlier had criticized Zenith on its decoder offer and advertisements regarding Phonevision allegedly published by Zenith dealers [TELECASTING, June 5, 28].

Zenith had offered TV set makers credit of 25% for each set equipped with a decoder for deposit, the credit to apply against future royalties of 50¢ per set when and if Phonevision were approved and if manufacturers then agreed to obtain a license under Phonevision's patents.

FCC's letter to Zenith regarding the extension of authority stated in part:

As you are aware, by letter of June 21, 1950, we informed you of your actions in connection with Phonevision had not been consistent with the conditions imposed on your Phonevision authority, your request for extension of starting date is now granted on the understanding contained in your letter of June 24 (1) that no agreements have been entered into with other manufacturers to include a Phonevision decoder outlet in their receivers; (2) that the contingent credit offer made to manufacturers in advertisements regarding Phonevision is not to continue; (3) that you do not propose to continue to extend the installation of decoder outlets by its competitors in television receiver manufactured by them either on the basis outlined in your said letter or on any other similar basis.

This grant is based also on the representations contained in your previous letter of June 21, 1950, that you have assured your dealers carrying miscellaneous advertising regarding Phonevision that Zenith would pay no part of such miscellaneous advertising and that if the misleading advertisements continued, the franchise would be canceled.

DEFENSE BILL
NBC-TV Covers Hearings

NBC television cameras were grinding away last Monday and Tuesday for the benefit of daytime televiewers as the Senate Banking & Currency Committee began hearings on President Truman's Department of Defense Production Bill encompassing partial mobilization controls and allocations (see story page 9). NBC-TV and its WNBW (TV) Washington mobile units covered the hearings under the direction of NBC Producer Ted Ayers. Programs emanated from the Senate Office Bldg. Caucus Room and were aired at 10:30 a.m. Officials caught by the cameras included W. Stuart Symington, chairman of the National Security Resources Board, and Charles Sawyer, Secretary of Commerce.
DuMONT TRANSFER
Filed With FCC Under Protest

APPLICATION for "involuntary transfer of control" of Allen B. DuMont Labs, as licensee and permittee of television stations WABD New York, WTTG Washington and WDTV Pittsburgh, was filed with FCC last week under "protest" by Paramount Pictures Inc.

"Control" is sought to be transferred to Paramount Pictures Corp., one of the two successor corporations in the court-decree dissolution of the former Paramount firm. Although Paramount denies its 29% interest in DuMont constitutes control of the TV firm and hence does not require FCC approval to be transferred, the instant transfer application was requested by the Commission in February.

Based on Earlier Decision

FCC based its request for the transfer application on its earlier proposed decision which ruled that Paramount does affect control over the affairs of DuMont in view of conditions apart from the fact it is the largest minority stockholder in DuMont [Broadcasting, Dec. 20, 1948]. However, Paul A. Porter, Washington counsel for Paramount, in filing the transfer bid pointed out that oral argument on the proposed ruling has not been heard and it is still pending final decision by the FCC.

"It has been the contention of both Paramount and Paramount that no such control exists. That position remains unchanged," Mr. Porter wrote FCC. He indicated both firms agreed to file the application but "with the clear understanding that such application is in no wise an admission of control and that all statements made there relating to control must be considered in the light of this protest."

Transfer in 1949

The stock transfer occurred Dec. 30, 1949, it was indicated, the date when the dissolution of the original Paramount firm was effected. This reorganization of Paramount was required by the anti-trust decree of the U.S. District Court for the Southern District of New York. The theatre-operating activities of Paramount were placed in a new firm called United Paramount Theatres Inc. while picture production and distributing activities went to Paramount Pictures Corp.

Mr. Porter told the Commission an application for consent to transfer control of Paramount Television Productions Inc., licensee of KTLA (Ch. 5) Los Angeles, to Paramount Pictures Corp. was filed with FCC in late December [Broadcasting, Jan. 9]. "No such application was filed," he said, "with respect to DuMont for the reason... that both Paramount and DuMont did not and do not now consider that Paramount controls DuMont and no final decision on the control issue has been reached by the Commission."

FCC has not yet acted on the KTLA transfer nor on the requested transfers of WKBK (TV) and WBBK (FM) Chicago and WSMB - AM - FM New Orleans [Broadcasting, Jan. 2]. Both WKBK and WSMB are being transferred to United Paramount Theatres.

TV'S WAR ROLE
Won't Be 'Casualty'—Mullen

TELEVISION not only will not be a "war casualty" in an all-out war effort, but will be increasing important if and as any emergency grows. This was the prediction of Frank E. Mullen, chairman of board, Jerry Fairbanks Inc., Hollywood, in an address last Wednesday before the Hollywood Authors Club.

"Scare stories that the new medium may be a casualty of defense preparations are completely without foundation," he said. Even though requirements for critical materials by the armed forces may slow down distribution of TV receivers, a war economy will stimulate TV in every direction, he predicted.

Citers the tremendous importance radio played during the last war, Mr. Mullen concluded by saying that television would join it in keeping the American people the "best informed and highest moralized nation in the world."

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COMMERCIALS ON BBC?

SUGGESTIONS that Britain consider the possibility of commercially-sponsored programs in both visual and aural broadcasting, and that the British government abandon its opposition to TV transmission, have been leveled in the House of Lords. These revelations highlighted House debate recently on such topics as TV transmission, sponsored programs, and exchange of programs with France, as well as progress of Britain's television industry.

Spearheading the debate was Lord Brabazon, of Tara, a director of Britain's Electric and Musical Industries, who urged expansion of the television industry beyond its present scope and adoption of commercial programs by the BBC similar to the American system. Lord Brabazon wanted to know whether Britain, by clinging to the 405 line system, is "backing something that foreigners already think is out of date." He called on the government to clarify its policy and to determine who should develop the industry— including color TV—"so we shall be left behind... America."

Lord Brabazon also took a slap at BBC and the whole of England's official Broadcast Office press—for its opposition to commercially sponsored programs. He noted:

"... In America, which is a free country, anybody can put up a television station—a thing you cannot do here. They can go up instantly, or they can make money, according to whether their programs are good or bad. If sponsored programs are so very bad, I do not notice that there is any slackening in the demand for television sets in America... Sponsored programs cannot be so disagreeable as we wonder, according to the theory."

He suggested that, since BBC does not transmit programs the entire day, "idle time be given over to sponsored programs."

"Fly in Ointment"

"But there is a fly in this ointment," he added. "If a firm puts on a better program than the BBC, it would have to be stopped immediately." He was supported by Lord Balfour of Inchrye, who proposed commercial programs in Britain's aural broadcasting system.

Another peer, Lord Foley, however, felt that commercial programs may be "all right in America, where the advertising firm buys time and has control over the program, but here over the general atmosphere is different."

Lord Brabazon pointed to a Treasury decision, which permits an English firm to expend $250,000 annually to an American firm for television research "know how" and charged:

"This is a direct encouragement to English firms not to indulge in research, but to hand the whole thing over to America. The BBC claims that it should buy everything, American or British, as they like."

He also felt that, while Great Britain adopted the 405 line system as a first step, the system was not be transformed, and questioned the government's standing in remaining unanimous on 405 lines.

"With our experience over some years with 405 line, 10 years later along came the Americans and started their system—with full knowledge of what we have done—with 525 lines," he remarked. A 625 line system also has been widely recommended, he noted.

Waleran's View

Lord Waleran, a radio manufacturing company executive, said he backed English technicians and engineers on the 405 line system, which he felt "still capable of a great deal of development."

On that subject, Lord Foley thought 405 lines "lends itself most logically to a system," and felt the government was right in holding to it. "If the number of lines were changed, everyone in use would become obsolete overnight," he asserted.

Earl Lucan, noting that BBC is conducting research into the color television principles and definition standards, said his evidence indicates that "the standard of our pictures is in no way inferior" to those in America.

"Recent work by the BBC has confirmed the impression, not only that the 405-line system is the most economical, but that under prevailing conditions it gives better results than could be obtained with a greater number of lines," he declared.

Expanding Coverage

Earl Lucan said the TV service was being pushed ahead and it was hoped that by the end of 1954 television would be available to 80% of the population. The BBC, he continued, was studying plans for extending coverage to the other 20%. On the question of sponsored television programs, Earl Lucan reported that the Beverage Committee now has this point under consideration. He told the peers also that a BBC team was going to the French north coast to transmit pictures to England, and if successful, it is hoped to extend to Paris.

DR. F. A. KOLSTER

Pioneer Inventor Dies

Dr. Frederick August Kolster, 67, pioneer engineer and inventor, died last Monday in San Francisco.

Dr. Kolster's latest invention was a new improved television antenna and he was working on still another model at the time of his death. His best known contribution to the radio field was his work in developing the radio direction-finders, for which he won national acclaim. His daughter, Muriel Kolster of San Francisco, has the rights to the antenna in recent years.

Funeral services were held last Thursday in San Francisco. Burial followed at Mesa Cemetery in Palo Alto, where his wife, who died 10 years ago, is buried. Besides his daughter Muriel, he is survived by another daughter, Mrs. Alan Michaels of Marysville, Calif.

DuMont Reports Increase in Net Profits

INCREASES in net profits of 57%, and in sales of 45%, for the Allen B. DuMont Labs during the first 24 weeks of 1950, as compared to a like period last year, were announced by Dr. Allen B. DuMont, president, in a statement.

"The net profit was $2,797,000, after tax and network loss deductions, and equivalent to $1.18 a share on the 2,466,100 common shares outstanding as of June 18, 1950. Last year's figure was 83 cents a share."

"This is a direct encouragement to extend our operations beyond the New York market and into the West and South, to enlarge the range of products we can offer to the public," Dr. DuMont said.

COLUMBIA PICTURES used television in a 10-day campaign to promote its movie "711 Ocean Drive" in two cities—New York and Los Angeles—resulting in record box office business for the Paramount movie opening since January and in Los Angeles the biggest opening at the Hill Street and Pantages theaters since Easter. Approximately 175 spots were used in New York on all seven stations for 10 days before the opening date of the movie. The TV campaign was supplemented with a newspaper campaign.

More than $10,000 was spent on the video campaign.

ATTACKS PRICE RISE

UNWARRANTED price increases in the cost of television programs are being opposed by Rosa D. Siragusa, president of Admiral Corp. "Cost increases of component parts do not, in our opinion, warrant the increases in price at this time and we will maintain our present structure as long as possible," he maintains.

Mr. Siragusa went on to say that price raises at a time like this without sound justification are an "evil thing." This pertains not only to the television industry but for all industry in general, he said.

Set Prices Up

For DuMont, Emerson

INCREASES in TV receiver set prices announced last week by Emerson Radio & Phonograph Corp. and by the Allen B. DuMont Labs.

Emerson's president, Benjamin Abrams, reported increases of 3 to 16% at factory levels in the entire TV line.

Increases up to 16% in all current DuMont models, effective Sept. 1, were announced by Walter L. Stickle, DuMont national sales manager.

Both announcements blamed price increases in set components and said an effort would be made to hold to the new prices as long as possible despite shortages in some electronic parts.

Mr. Abrams said existing Emerson prices, established in June to stimulate consumer buying, were then announced as "interim prices" and warning was given that they would shortly be increased. He said the new Emerson prices were still 10 to 15% below those of competing sets.

Mr. Stickle said "there is every reason to believe" that the trend of "substantial price increases" in set components would continue. He expected DuMont models to increase to "insure stability beyond the Sept. 1 date for the remainder of the year."

COLUMBIA DRIVE

TV Promotes Picture

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More than $10,000 was spent on the video campaign.
Spot TV Film Sales

(Continued from page 47)

competition with networks was clearly stated last week by Mr. Katz.

"This technique will enable spot broadcasting to compete for large (pertinent) appropriations that heretofore have been exclusively devoted to networks," he said.

In most instances, Mr. Katz said, both advertisers and stations will benefit financially from choosing a spot television program as against a network show.

Although he said he did not have precise figures at hand, he thought that a general observation could be made that it would cost an advertiser from 10 to 12% less to buy a film program and place it on a spot basis than to line up a network show on the same stations.

The increase in net revenue to stations would be even more inviting, Mr. Katz said. The most a network affiliate can hope to net out of a network commercial program is about 30% of its card rate, said Mr. Katz. From a program placed through its representative on a national spot basis, the station gets about 75% of its card rate. This figure is reached by the progressive subtraction of 15% agency commission and 15% representatives’ commission from the station’s rate.

Because of the financial inducements for stations to schedule spot programs in preference to network shows, Blair, Free & Peters and Katz foresee little difficulty in obtaining desirable schedules for spot programs.

The three representative firms already have obtained sales rights to two film series, “Sherlock Holmes” and “Shadows of the Mind,” both of which are owned by Dryer & Weinman Productions Inc. The films are to be produced in England.

Although Blair-TV, Free & Peters and The Katz Agency announced they had agreed “to make available a sizable fund to be used for the development of sales aids to promote the sales of the properties acquired,” they said they would not take any commissions for handling the programs. The only revenue they will derive from the sale of the films is that which any other representative participating in the sale will obtain—commission on the sale of the time to whichever of his stations is bought for the telecasts.

Under the proposed system, stations will be asked to guarantee schedules in order to participate in the plan, in short, to promise that the program will be telecast at a precise period on a regular basis. This may not constitute “option time” in its strictest definition, but the procedures are not too distinctly related.

Sponsored for Blair, Free & Peters and Katz said that “most” of the total of 31 stations represented by the three companies had already agreed to “guarantee certain periods of their own time to accommodate such business.”

The tri-company program sales campaign is being coordinated by Wells H. Barnett Jr. for Blair-TV, Jack Brooke for Free & Peters, and Ed Codel for The Katz Agency.

The announcement of the new set-up was jointly made by William H. Weldon, president of Blair-TV; H. Preston Peters, president of Free & Peters, and Mr. Katz.

LEE TV PLANS

Will Continue Applications

PERMISSION to continue prosecution of long-pending applications for expansion of television activities was granted last week to the eastern division of WOIC, Hollywood subsidiaries of WOR-Tv; New York; apples Superior Judge Newcomb Conde at the request of Public Administrator Ben H. Brown.

Original applications had been filed with FCC before the death of Thomas Lee last Jan. 13. And permission was asked to move KTSI (TV). Hollywood facilities from Mt. Lee to Mt. Wilson. Request also included the permanent license replacing the experimental one under which the station now operates. In addition, application has been filed with FCC for a San Francisco TV station.

Under Judge Conde’s ruling, Mr. Brown is empowered to continue incurring expenses for furtherance of the applications.

WOIC SALE

Approved by FCC

CONSENT was granted by FCC last week to the $1,400,000 sale of WOIC (TV) Washington to the Washington Post-controlled WTOP Inc., licensee of WTOP-AM-FM there [TELECASTING, July 3, June 26]. This is the largest TV station transaction to date.

WOIC was given up by General Teleradio, subsidiary of R. H. Macy & Co. and operator of WOR-AM-FM-TV New York. General Teleradio told FCC it wished to dispose of the Washington video outlet in order to devote more time to its TV interest in New York, WOR-TV.

WTOP Inc. is owned 55% by the Post and 45% by CBS, but the Post exercises complete control with Publisher Philip L. Graham acting as voting trustee for the network. It is expected that WOIC will become WTOP-TV and will be operated in conjunction with WTOP under the management of Vice President John S. Hayes, general manager of the AM and FM facilities.

WOIC’s History

WOIC, on Channel 9 (186-192 mc), commenced operation in January 1949 and is affiliated with the CBS-TV network. WOIC manager Eugene S. Thomas, for a while considered the most likely nominee to succeed Maurice B. Mitchell as head of BAB, returns to the WOR organization in New York to head television operations there [BROADCASTING, July 24]. Mr. Mitchell, who leaves BAB to join NBC in an executive sales position, formerly was commercial manager of WTOP.

FCC Chairman Wayne Coy, one-time head of the Post’s radio activities, did not take part in the Commission action approving the sale of WOIC.

Approval of the sale brings to a conclusion the long efforts of WTOP Inc. to secure a television outlet. Prior to FCC’s current freeze, WTOP Inc. petitioned the Commission for allocation of Channel 32 to Washington for which it had planned to apply.

ELECTRO VOICE Inc., Buchanan, Mich., has issued bulletin describing high gain, self-tuning Tone-O-Matic TV booster. Copies of bulletin, No. 188, may be obtained by writing firm.

More advertisers spend More money to sell More merchandise to More people on WLB TELEVISION than on any other three TV stations in the WLB-Tele vision market — 2nd largest in the midwest.

WOIC

WOIC'S

Summer

TV" PROMOTION

A "GREEN-BACKED" promotional opportunity is in store for sports executives who have "conquered their natural but unwarranted fear of television" and appreciated the evidence of its stimulating effect on gate receipts.

That observation was offered last week by Charles A. Batson, NAB director of television, in an address Wednesday at the annual convention of the International Assn. of Auditorium Managers meeting in Grand Rapids, Mich.

"Television's unique ability to transport thousands of people miraculously from their living rooms into your auditorium—but not quite as easily as strikes a responsive chord which can definitely make the turnstiles click," he told delegates.

Mr. Batson supported this contention by citing the effect of TV's appearance at football games played last year in Los Angeles Coliseum—a study, he added, which may not have been entirely favorable to video on the surface. He noted that 50% of the people reporting they had attended for the first time volunteered that their interest had been whetted by tele-viewing of the games.

Quotes Sports Survey

The NAB TV director also quoted figures and conclusions drawn in the famous Jordan Study, which gave an exhaustive analysis of TV’s effect on sports attendance [TELECASTING, May 22]. He termed the report “an excellent piece of work for which the television industry has the greatest appreciation and respect.”

Referring to an AP report last week showing a 12% decrease in major league baseball attendance, Mr. Batson noted that the three teams reporting heaviest receipts all have television, while Pittsburgh — the largest attendance loser in the N. L.—does not permit it.

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WFIL-TV Philadelphia, last week announced a new rate card, effective Aug. 1.

The station points out that the new card, Rate Card No. 7, makes no increase in general studio rates and that the film rate has been eliminated and the spot announce rate increased.

A one-hour, time in Class A time (7:10-8:30 p.m., Monday through Friday; 1-1:30 p.m., Saturday and Sunday) is set at $250. In Class B time (5:30-7 p.m., Monday through Friday; 10:30-11 p.m., Monday through Saturday) an hour on a one-time basis becomes $800. Class C time (all other times) is set at $420 for a one-time, hour.

Announcements, 1-minute and 20-second film or slide, in Class A time become $150 on a one-time basis. Similarly Class B announcements will be $112.50 and Class C $70.

Six months protection is given to present advertisers on the station.

** ARB Announces July TV Ratings in Four Cities **

FOUR-CITY television audience report released last week by American Research Bureau, Washington, showed Total of the Town as having the largest audiences in New York, Philadelphia, Baltimore and Washington. The survey covered the week of July 8 to 15 with information being secured from specially designed "viewer diaries" placed in a cross section of 600 homes in each city.

Leading programs in the four cities were reported by American Research Bureau as follows:

** NEW YORK **

1. Toast of Town 44.3
2. Philece Playhouse 35.0
3. Godfrey and Friends 33.3
4. Original Hour 32.8
5. Alan Young Show 34.1
6. Children's Hour 31.9
7. All-Star Baseball Game 32.0
8. Starlight Theatre 22.0
9. Price Drive-in 21.8
10. The Lone Ranger 20.3

** PHILADELPHIA **

1. Toast of Town 36.9
2. Hodgson Cassidy 34.7
3. Godfrey and Friends 34.2
4. Cavalcade of Stars 33.9
5. Wrestling (WFIL-TV) 33.2
6. TV Digest Theatre 29.3
7. Philece Playhouse 30.0
8. Cavalcade of Bands 29.3
9. Orig. Amateur Hour 28.4
10. The Lone Ranger 28.3

** BOSTON **

1. Toast of Town 48.9
2. Philece Playhouse 38.0
3. Godfrey and Friends 37.0
4. Stop the Music 32.6
5. Wrestling (WAGA-TV) 29.5
6. The Lone Ranger 26.9
7. Super Circus 26.7
8. Wrestling (WMAR-TV) 25.9
9. Wild West Theatre 25.9
10. The Lone Ranger 23.9

** WASHINGTON **

1. Toast of Town 42.3
2. Godfrey and Friends 37.7
3. Philece Playhouse 35.8
4. Hodgson Cassidy 37.3
5. Hollywood Movie Hits 36.9
6. Cinema Playhouse 35.8
7. Senators Baseball 31.4
8. Super Circus 30.0
9. KDKA TV Theatre 29.8
10. All-Star Baseball 28.5

** GREYHOUND Campaign **

GREYHOUND Bus Lines Terminals & Subsidiaries, through Beaumont & Hohman, Chicago, is preparing a series of TV commercials for sale to individual Greyhound companies throughout the U.S. Local firms will buy the time. Release will tie in with a national campaign slated to start Sept. 15.

** Weekly Television Summary **

July 31, 1953, Telecasting Survey
PULSE for June shows NINE of TOP TEN television shows telecast once a week in Dayton are on WHIO-TV.
PULSE reports FIVE of TOP TEN television shows broadcast more than once a week in Dayton are on WHIO-TV.
PULSE shows that on the average, more Dayton televiwers watch WHIO-TV from 2 P.M. to 4:15 P.M. and 7 P.M. to 11:30 P.M., Monday through Friday, and from 1:30 P.M. to 9:15 P.M. on Sunday than any other television station.
With over 90,000 sets in the WHIO-TV area, and with a one minute Class A spot budgeting at only $36.00 (52 time rate)—it's easy to see why you can sell more people at a lower cost per viewer when you use WHIO-TV.

PLEASE ASK FOR ADDITIONAL DATA
VIDEO-RADIO ECONOMY ROLE

Contributes $276 Million to '49 National Income

RADIO and television accounted for $276 million of a national income of $216.8 billion, according to the Survey of Current Business national income number released last week by the U. S. Dept. of Commerce.

The report shows that radio-TV income in 1949 was $19 million over that of 1948 and $169 million over the figure for 1942. In wages and salaries, the two industries paid out $219 million in 1949, against $199 million in 1948 and $72 million in 1942.

In a supplementary report, the survey reveals that radio-TV took in an additional $7 million last year. Before Federal, state income and excess profit taxes, corporate income for both totals $50 million in 1949. After taxes, radio-TV had an undistributed corporate income of $21 million.

Employment Up

Number of fulltime employees in both fields was in 1948, according to the survey, 47,000 in 1948 and 27,000 in 1942. Average annual earnings per fulltime employe in 1949 were $4,343 as against $4,343 in 1948 and $2,567 in 1942. In 1949 there were 50,000 persons engaged in production by these industries, an increase of 2,000 over 1948 and 26,000 over 1942.

In an overall comment on the current business situation, the Commerce Dept.'s Office of Business Economics said the business upswing continued in June, and with this extension of the cyclical advance, employment climbed to a near-high record during the month.

"With the basic income flow rising due to increases in compensation of employees and in proprietors' income," the survey stated, "consumers maintained their purchases of nondurable goods, while purchasing larger quantities of automobiles, new homes, and houses, furnishings which are being financed by a large and rising volume of credit."

LAUDS GOULD

Sen. Johnson Praises Writer

SEN. ED C. JOHNSON (D-Col.), who previously found himself dressed down by Jack Gould, radio editor, for "issuing communiques on what (FCC) should or should not do in highly technical matters" [TELECASTING, Feb. 13], last week lauded the New York Times feature writer for "a timely, hard-hitting article" on radio and TV crime shows.

Sen. Johnson, who qualifies as FCC's chief critic on Capitol Hill, inserted in the Congressional Record a July 16 article by Mr. Gould deploring quantity and quality of crime stories broadcast during hours accessible to children. Sen. Johnson praised it for "merit and interest."

WBAL AID

For Defense Planned

WBAL-AM-TV Baltimore, Md., last week geared to meet the needs of military and civilian defense authorities by launching emergency programming to keep the public fully informed.

Programming is stressing civil defense education and information by key civic, governmental and military figures. The AM and TV outlets currently are campaigning on an overall pattern of war effort information to help strengthen the Mid-Atlantic area.

In pursuit of that effort, the number of newscasts has been increased materially, and all personalities on local programs are cooperating to assist Red Cross officials in demands for blood bank supplies. WBAL also has proposed a mammoth "Power of Prayer" day broadcast to be held in mid-September with cooperation of various religious, civic and government organizations.

TRENDEX INC.

New Rating Firm Includes TV

TWO EXECUTIVES of C. E. Hooper Inc. have left the company to form their own program rating service, Trendex Inc., which will conduct radio and television program ratings services based on the coincidental telephone technique.

The two are E. G. Hynes Jr., former assistant to Ward Dorrell, Hooper vice president in charge of station relations, and R. B. Rogers, former assistant to C. E. Hooper, president. The first project to be undertaken by the new company is regular publication of monthly ratings reports on network television, the organizers of the firm said.

The television report, to be limited to interconnected network markets, will include program ratings, sets in use, share of audience. Four times a year sponsor identification ratings will be added, and four times a year audience composition figures will be shown. The report will be issued on the 15th of each month, based on interviewing during the first week of the month.

The new company will provide such special surveys as may be requested by clients, its founders said. Investigations of both radio and television can be conducted, they said.

Reports on the network television programs planned by Trendex will differ in some detail from those formerly issued by C. E. Hooper Inc. before Mr. Hooper sold his network rating business to A. C. Nielsen Co.

Hooper TV network reports lumped together both interconnected cities and those whose network programs were on kinescope. They also showed composite ratings that were the average of two broadcasts. The Trendex reports, based on a single week's interviewing, each will be confined to one broadcast.

For the time being the Hooper organization is continuing to gather its network television information, but it is passed on to the Nielsen Co. for distribution.

Headquarters of Trendex have been opened at 347 Madison Ave., New York. Telephone: MU 3-6855.

WESTERN LEADER IN TELEVISION

WBAL-TV

NEWLY NETWORKED CHANNEL 4

In conjunction with the formation of the Western Network by Mutual Broadcasting Co. and the American Broadcasting Co., WBAL-TV Baltimore, Md., will be newly networked as Channel 4.

The station last week aimed at the needs of defense authorities by launching emergency programming to keep the public fully informed.

Programming is stressing civil defense education and information by key civic, governmental and military figures. The AM and TV outlets currently are campaigning on an overall pattern of war effort information to help strengthen the Mid-Atlantic area.

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GE Color

(Continued from page 47)

Electric vice president and general manager of the GE Electronics Division, in a letter to the FCC, Wayne Coy disclosed the new system was evolved by Robert B. Dome, consultant in the GE receiver division, who has been a GE engineer since 1926 and has worked on television receivers since 1934 except for the war period. Copies of his letter were sent to the other Commissioners.

Dr. Baker said he recognized "it is rather late to submit for consideration a new system of color television." Fortunately, however, research and development cannot be scheduled otherwise we would have presented the system at the recent hearing. For any event, the system could be developed and put into the market place.

The GE executive stated his firm's system "has very important advantages both technically and economically." He indicated it has been "critically studied by our organization and others" and "appears to be technically sound."

"We have not had time to make complete tests on this system," Dr. Baker explained, adding, "However, we have just completed tests to prove what seemed to be critical points." He indicated at present the "major effort of our laboratory is directed to the development" of the new system.

GE indicated existing standard monochrome TV transmitters with some modification could transmit the frequency interface system. It was pointed out that because the more complex and sensitive equipment components were confined to the transmitter, more reliable and smaller receivers were possible.

Possible Disadvantages

Some possible disadvantages cited by GE for its system were: Requirement of either more accurate receiver alignment and tuning or effective automatic gain control on each color; possible color fringing due to differential time delay in propagation between color carrier frequencies; full 4 me bandwidth is required for relaying in color; possible "second-order" color fringing due to incomplete "physiological filtering" by the eye in viewing rapidly moving objects.

Physiological filtering, or the viewer's eye's persistence of vision, was termed a second unique feature of the GE system aside from its fundamental frequency interface concept. Physiological filtering is the means used for separating the color signals transmitted in the colorized "bunches" of frequencies.

"Analysis shows that two such frequency-interleaved signals are always displaced from each other approximately by an odd multiple of half the line-scanning frequency," GE explained. "Then if a composite of such signals is applied to a picture tube grid, it can be shown that their relative polarities reverse at the usual frame frequency of 60 c.p.s. This, if arrangements are made so that only two color subcarriers are applied simultaneously to one picture tube grid, the undesired signal will be filtered out, and the desired signal at frame frequency and its effect will be essentially filtered out physiological-

ally, i.e., by the persistence of vision in the viewer's eye.

GE explained that with application of the two "fundamental principles of frequency interface and physiological filtering," many promising forms of color television systems can be envisioned." The one suggested by GE specifies a blue signal, to which mixed signals have been added, is transmitted in the usual 4 me bandwidth. Red and blue subcarriers are modulated respectively by red signals of 1 me bandwidth and blue signals of 0.2 me bandwidth, displaced from each other far enough in frequency so that red and blue can be separated by conventional filter circuits, GE pointed out.

These subcarriers are so displaced with respect to the green carrier (i.e. odd multiples of half the line-scanning frequency) that each can be divided from green by physiological filtering, GE told the Commission. GE noted it has been estimated that 46% of the spectrum space between harmonics of the line frequency are unused.

GE told FCC existing monochrome sets without modification could pick up the green signal as a black-and-white picture while GE color sets also could reproduce monochrome pictures from a standard black-and-white transmission.

Ontario Censorship

THE ONTARIO Motion Picture Censor Board plans a meeting this fall of all Canadian motion picture censors and those from the United States bordering on Ontario, on the problem of telecasting motion pictures. Many pictures, which have not passed the Ontario movie censors, are now being seen in Ontario homes, close to border areas, by means of TV from U.S. stations.

WPIX EMPIRE UNIT

To Begin Work in Sept.

WPIX (TV) New York will begin construction of its $100,000 transmitter installation atop the Empire State Bldg. in September, according to Tom Howard, WPIX chief engineer supervising the project.

The new installation will include an $88,500 model TT5-A transmitter, 24-element super gain TV antenna array, diplexer, monitoring and microwave relay equipment and 13 racks for auxiliary equipment. Transmission from the new location is expected to begin within five months, Mr. Howard said.

Breider Joins Ziv

ART BREIDER, former sales manager of Canada Dry Bottling Co., Cincinnati, joins the sales staff of Ziv Television Programs Inc., with headquarters in Cincinnati.
**July 21 Applications**

**ACCEPTED FOR FILING**

License for CP

WKBW St, Mary's, Pa.—License for CP new AM station.

Modification of License

WARC Rochester, N. Y.—Mod. license to change studio from Sheraton Hotel, Rochester, 315 E. Ave., S. Brighton, N. Y.

Licensure Renewal

WUOM Ann Arbor, Mich.—Request for license renewal noncommercial educational station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 2-15-51.

**TENDERED FOR FILING**

AM—560 kc

WOOF Belton, Ala.—CP AM station to change ERP from 100 kw to 540 kw.

AM—1410 kc

WTIZ Taylorville, Ill.—CP to replace expired CP for new station on 1410 kw 1 kw D.

**July 24 Decisions**

**BY COMMISSION EN BANC**

Hearing Designated

KVAS Astler, Ore.—Designated for hearing at Washington on Jan. 5, 1951, application for mod. CP to change frequency from 900 to 1320 kc and power from D to unl. with 250 w; made KOI satisfactory.

KULP El Campito, Tex.—Designated for hearing at Dallas on Jan. 8, 1951, application to change facilities from 1800 kc 500 w D to unl. time operation of station, N. 500 w day, on same frequency.

Modification of CP

KIUP Durango, Colo.—Granted mod. CP to make changes in DA system and change time of operation from D to unl. (850 kc unl. DA-N.), eng. cond.

Hearing Designated

KVOL Lafayette, La.—Designated for hearing at Washington on Jan. 18, 1951, application for mod. CP which authorized change of frequency from 1340 kc to 1350 kc and power from 250 w to 1 kw, to increase daytime power to 5 kw, decrease height of south antenna tower, change type of antenna, and change towers from self to guyed rods; made KYXZ Houston, Tex. and KOLE Fort Arthur, Tex. parties to proceeding.

WAGA Atlanta, Ga.—Designated for hearing at Washington on Jan. 18, 1951, application for CP to change frequency from 550 kc to 530 kc and change ant. system and transmitting facilities; hearing will be continued with WPAQ Mt. Airy, N. C.

Modification of CP

KNOE Shreveport, La.—Mod. CP to make changes in DA (1390 kc 5 kw, DA-N.), eng. cond.

Petition Denied

WTVN Lawyer, W. Va.—Denied petition and designated for hearing at Washington on Jan. 15, 1951, application for CP to increase N power.

**July 21 to July 27**

**FCC actions**

**CP-construction permit**

DA-directional antenna

ERP-effective radiated power

STL-studio-transmitter link

synch., amp., synchronous amplifier

STA-special temporary authorization

CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

**July 24 Applications**

**ACCEPTED FOR FILING**

CP to Rehearse

KPOB Riverside, Calif.—Request for CP renewal station KPOB 1400 kc 1 kw FM station.

License for CP

WCNY-FM Centralia, Ill.—License for new FM station.

**July 25 Decisions**

**BY THE SECRETARY**

WPNE Providence, R. I.—Granted license new AM station 1220 kc 250 w unl.

KZLF cooler, New Mexico—Granted license new AM 600 kc 1 kw DA-D.

WOLX St. Paul, Minn.—Granted license new AM station 1290 kc 1 kw D.

WADD Providence, R. I.—Granted license to change power new install on 560 kc 1 kw 5 w unl. 5 w S.

WORK York, Pa.—Granted license to change new antenna for new install on 1350 kc 1 kw S.

WGBR Alliance, Neb.—Granted license to change new vertical antenna from 720 kc 1 kw to 1350 kc 1 kw D.

**July 26 Applications**

**ACCEPTED FOR FILING**

KPOB Riverside, Calif.—Request for CP renewal station KPOB 1400 kc 1 kw FM station.

License for CP

WCNY-FM Centralia, Ill.—License for new FM station.

**July 25 Decisions**

**BY THE SECRETARY**

WPNE Providence, R. I.—Granted license new AM station 1220 kc 250 w unl.

KZLF cooler, New Mexico—Granted license new AM 600 kc 1 kw DA-D.

WOLX St. Paul, Minn.—Granted license new AM station 1290 kc 1 kw D.

WORK York, Pa.—Granted license to change new antenna for new install on 1350 kc 1 kw S.

WCYY-AM Los Angeles, Calif.—Granted license to change new vertical antenna from 720 kc 1 kw to 1350 kc 1 kw D.

**July 26 Applications**

**ACCEPTED FOR FILING**

KPBC Brussels, Belgium—Request for CP renewal station KPBC 1190 kc 1 kw FM station.

**July 25 Decisions**

**BY THE SECRETARY**

WPNE Providence, R. I.— Granted license new AM station 1220 kc 250 w unl.

KZLF cooler, New Mexico—Granted license new AM 600 kc 1 kw DA-D.

WOLX St. Paul, Minn.—Granted license new AM station 1290 kc 1 kw D.

WORK York, Pa.—Granted license to change new antenna for new install on 1350 kc 1 kw S.

WCYY-AM Los Angeles, Calif.—Granted license to change new vertical antenna from 720 kc 1 kw to 1350 kc 1 kw D.
HITS BIG TEN BAN

Meck Says Games Will Suffer

"SECOND-STRING" rank is predicted for Big Ten football, which "de-emphasized" its position in the sport by prohibiting telecasts, John S. Meck, president of John Meck Industries and Scott Radio Labs., charged in Chicago last week.

After an analysis of the 1950 season's TV schedule, Mr. Meck said: "New the Eastern and Southern schools which have been trying for years to get public attention from the Western Conference will find the job is easy. Millions of Americans every Saturday will watch these schools play and become fans, while relegating Big Ten games to reports on score-boards."

Mr. Meck also foresaw talented high school football players gradually being attracted to "schools with the biggest public support, and the Big Ten will lose the supply of talent it has always gotten," he said.

"The Big Ten will find that staying away from television will leave it farther behind the parade than it could ever be by having its games telecast. Its action in banning TV is like the towns that discouraged the automobile years ago—they suffered while the automobile's progress went unabated."

He concluded by saying: "Big Ten officials, like all of us, will learn that television is here to stay, and we must find the best ways to make use of it instead of pretending to pretend it doesn't exist."

Plan TV Outlet

Gifford Phillips, president of KGHF Pueblo, Col., and TV applicant at Denver, last week announced he has authorized the KGHF management to begin engineering studies in preparation for filing for a new TV station in that city. Mr. Phillips, who also operates Tejeeve Filin Co., Hollywood, had returned to Pueblo after an extended period on the Coast.
CONSULTING RADIO ENGINEERS

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Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N.W.
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AFCCE

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RADIO ENGINEERS
906 Natl. Press Bldg.
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WASHINGTON 6, D. C.
MICHIGAN 2231
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Philip Merryman & Associates
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Executive 1230 WASHINGTON 6, D. C.

RUSSELL P. MAY
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Republic 3994
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Raymond M. Wilmotte
1469 Church St., N. W.
DE. 1232
WASHINGTON 5, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
REPUBLIC 2414

GUY C. HUTCHESON
1100 W. ABRAM ST.
AR 4-8721
ARLINGTON, TEXAS

E. C. PAGE
CONSULTING RADIO ENGINEERS
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Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7631

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)
Truman as a “pipsqueak.” He said Mr. Richards hung up in anger when he refused to carry out the instructions, but that nothing more was ever said about the incident.

Under cross-examination he said that because of the FAA pressure he gave the KMPC officials a false report on an affidavit he filed with FCC.

Chester (Tiny) G. Renier, program director of KLAC Hollywood and formerly with KMPC in the same capacity, testified that Mr. Richards exercised complete control over the newsroom, and that he had final authority over decisions with Mr. Richards over the telephone regarding editorials I should take from newspapers for the newscasters.

He said he recalled having a column by Westbrook Pegler included in a newscast and that Mr. Richards said it wasn’t necessary to identify the author.

Newscasters constantly complained to him about telephoned instructions from the station owner, and assured him he was absolving them to use their own judgment when Mr. Reynolds or the news editor was not available for double-checking.

General Manager Reynolds, he asserted, “always said to prepare and present good, fair, and impartial newscasts.”

Examiner Cunningham interjected one point: “Did you believe that nothing displeasing to Mr. Richards must be broadcast on the station?”

Impartial Policy

Mr. Renier replied that when he joined KMPC Mr. Richards had told him he had difficulty hiring people who would carry out his instructions. “If Mr. Richards called me at my home after working hours I would try and carry out his orders, but he would make every effort to check with Mr. Reynolds first.”

During cross-examination by Mr. Fulton the witness was shown a “Manual of Operations of KMPC” which directed that news and controversial public issues be treated fairly and impartially. He told Mr. Fulton that, so far as he knew, the policy had been followed and had never been specifically countermanded by either Mr. Richards or KMPC executives.

Former KMPC News Editor Vance Graham, now a disc jockey with programs on KMPC and KFWB, testified KMPC’s news items about OPA were “by far the best” in Los Angeles, even though former OPA Administrator Paul A. Porter—also one-time FCC chairman—had sent the station a letter a few months ago offering assistance during the war.

The letter, produced by counsel for the Richards stations, thanked KMPC Manager Reynolds for assistance to the Los Angeles OPA office “by continually using our broadcasts” and providing broadcast equipment.

Mr. Graham said he knew nothing about the letter and that he would recall no letter to him which KMPC ever gave the agency.

On direct examination he testified that Mr. Richards told him to point out in news programs that after OPA controls were lifted and to give other “unfavorable” treatment to OPA. Suggestions from Mr. Richards, he said, were considered instructions.

He said that when Henry Wallace was made an executive of a government-owned corporation he followed Mr. Richards’ instructions to refer to him as “the pin head,” and received some unfavorable “fan mail.” To comply with Mr. Richards’ wishes, he said, items about President Roosevelt were cut to a minimum.

Starrels Cross-Examined

Maurie Starrels, mortgage investment broker and former KMPC employee, was cross-examined at length on testimony he had presented the preceding week.

In connection with an earlier assertion that Mr. Richards had told him to present Howard Hughes to the public as a newsman, Mr. Starrels was shown six news and feature stories broadcast about Mr. Hughes. Mr. Starrels said he considered two of them “favorable” and four “not favorable.”

In connection with testimony that Mr. Richards had ordered “unfavorable” treatment for Henry Wallace, Mr. Starrels under cross-examination that none of the news stories presented as evidence by Mr. Burns would be considered “unfavorable.” The scripts had been prepared by Mr. Starrels during his employment by KMPC.

Mr. Burns also contended that items about Henry Wallace had not been identified on newscasts or identified as about Communists, as Mr. Starrels claimed the station owner had ordered. “I can’t vouch for the sequence,” Mr. Starrels said, when asked if he “deliberately” omitting news favorable to Mrs. Eleanor Roosevelt.

Sustains Objections

Examiner Cunningham sustained an objection by FCC counsel when Mr. Burns asked whether Mr. Starrels was a member of the Progressive party, and asked whether Mr. Starrels did not concede he was a member of the Progressive party, though Mr. Burns claimed to have evidence of it.

In presenting testimony Mr. Starrels had said he followed instructions to “play down” news about the fighting then going on in Palestine. Under cross-examination, he had said he was able to prepare and broadcast during December 1947 and January 1948 containing a total of 44 items about the Palestine war. When Mr. Burns asked whether he realized 126 such items were broadcast by KMPC in a two-week period, Mr. Starrels said he didn’t.

Pressed by Mr. Burns to say whether he ever wrote news stories containing false information, he replied: “They were distorted, out of balance, and gave an untrue impression.” He insisted, however, that his own political views did not affect his handling of news.

HOLDS TO NARBA

Daytimers’ Petition Denied

HOLDING that continued adherence to the so-called “Gentlemen’s Agreement” with Mexico will be advantageous to the U. S. in forthcoming NARBA negotiations, FCC last week refused to allow daytimers to go full time on the Mexican channels involved.

The Commission denied or dismissed applications and petitions of the Daytimers Petitioners Assn. and daytimers licenses in Mexico 1-A channels who were seeking authority to use the channels full time. The requests had been pending for many months.

Under the “Gentlemen’s Agreement,” the U. S. agreed that with specific exceptions it would put no full time stations on six channels which were assigned under NARBA for priority use by Mexico (730, 800, 900, 1050, 1220 and 1570 kc). In return Mexico was to accord protection to certain U. S. channels.

The Agreement went into effect in 1941 simultaneously with NARBA. The Daytimers Petitioners Assn. claimed that, since the bilateral treaty was not mentioned in the 1946 Interim Agreement which extended NARBA, it must be presumed to have expired in 1946. The NARBA Interim Agreement itself expired in March 1949 and negotiations for a new overall NARBA treaty are now in progress with sessions scheduled to resume Sept. 6.

CERTIFICATE denoting Daniel W. Kops (I), WAVY New Haven general manager and vice president, as “Jaycee of the Year” is awarded by Richard C. Lee, retiring president of the New Haven Junior Chamber of Commerce. Mr. Kops, also elected to the group’s board of directors, was cited for efforts on behalf of the Hoover Report to reorganize the executive branch of the government.

A NEW CONTRACT to clarify the status of Atlas Amusement Corp. as “expert consultant and adviser” to WOKW Madison, Wis., has been filed with the FCC.

The contract, replacing one signed April 13 to become effective June 1, was filed June 27. It was prepared “as of June 1” and undertake to make clear that Atlas shall render only consultative and advisory services, with control and direction of the station’s affairs remaining in the hands of Monona Broadcasting Co., the WOKW licensee.

Unlike the earlier agreement, the contract is for a five-year term, subject to extension if Monona enters television, and provides for Atlas to be paid 50% of the lice- nsee’s net profit, before federal and state income taxes, and for Atlas or its nominees to have an option to buy up to 800 shares of 5% preferred stock of Monona at $30 a share. Option deadline is Nov. 30.

The contract provides that if the option is exercised and FCC approval is granted, the parties desire, WOKW and Atlas shall prosecute the FCC application jointly.

WSYR-FM - to 10 kw

WSYR-FM Syracuse is now operating with 10 kw, an increase of 1 kw over its former power, according to station president Donald A. Huisman, who is in charge of engineering for WSYR-AM-TV.

A four-bay GE antenna has been erected on Sentinel Heights, some 1,440 ft. north of the existing WSYR-FM apparatus on Class B Channel 233 (94.5 mc).
FCC Actions
(Continued from page 58)

Decisions Cont.: Land O'Lakes Beach Corp., Cambridge, Ohio—Granted CP for new remote pickup KA-7279.


WIBP Inc., Harrisburg, Pa.—Granted CP for new remote pickup KA-5217.

Coast Ventu Co., Ventura, Calif.—Granted CP for new remote pickup KX-2489.

Wheeling Beach Co., Wheeling, W. Va.—Granted mod. CP KA-6336 to change frequencies to 26.15, 26.35 mc; power from 40 to 40 w and change trans.

KANW Albuquerque, N. M.—Granted mod. CP to change ERP of noncommercial FM station from 165 to 350 w and make changes in ant.

Guy Gannett Beach Services, Area Portland, Me.—Granted mod. license KA-3609 to change frequencies to 28.18, 28.20 mc.

WJIV Savannah, Ga.—Granted mod. CP for approval of ant. and trans. location.

WDEL Wilmington, Del.—Granted mod. CP for extension of completion date to 2-2-51.

WJRA Bowling Green, Ky.—Same to 1-30-51.

WTOL Toledo, Ohio—Same to 2-8-51.

AM-FM Boone, Ia.—Granted authority to remain silent Aug. 9 in order that it may attend graduation exercises at Iowa City, Ia.

KVMT Colorado City, Tex.—Granted new FM station 50 kc 500 w.

The Fort Industry Co., Miami, Fla.—Granted license KA-4702 to change existing remote pickup KS-5000 to the "East Side, Miami, Fla."

KNNR Radio Corp., Hollywood, Calif.—Granted request to cancel CPs and delete remote pickup KS-4900, KMA-7700.

Isle of Dreams Beach Corp., Area Miami, Fla.—Granted request to cancel CPs and delete remote pickup KS-4900, KMA-7700.

National Beach Co., Inc., New York.—Same to 2-21-51.

KXAI Dallas, Texas.—Granted CP new remote pickup KS-7906.

WGA Suimmerville, Ga.—Granted mod. CP to change type trans.

KPAT Pampa, Tex.—Granted CP for approval ant., and trans and studio location.

WIBP Boneville, Miss.—Granted mod. CP for approval of ant., trans. and studio location.

The Associated Bestra, Inc., San Francisco—Granted new CP new remote pickup KS-9087; commission granted KFPL, Inc. CPs RK-7100, 7101, 7110; granted license KS-9087 to advertise.

American Beach Co., Inc., Los Angeles—Granted request to cancel licenses and delete remote pickup KS-4684-6, KEA-469.

American Beach Co., Inc., San Francisco, Calif.—Granted request to cancel licenses and delete remote pickups KS-664-6.

The Chicago—Same to KA-4684.


National Beach Co., Inc., Area Cleveland, Ohio—Granted license KS-6508.

Shaw Beach Co., Area Montrose, Co., Gale.—Granted CP new remote pickup KS-7256.

Case Beach Co., Area Palestine, Tex., Palestine, Tex.—Granted CP new remote pickup KS-7265.

American Beach Co., Corpus Christi, Tex.—Granted CP new remote pickup KS-7294.

KMCF Dallas, Texas.—Granted CP new remote pickups KS-7959-7279.

The American Beach Co., Corp.— Granted CP new remote pickup KS-8101.

WGYA Summerville, Ga.—Granted CP to change type trans.

KMAT Palm Beach, Fla.—Granted CP for approval ant., trans and studio location.

R.K. Jones, Miss.—Granted CP for approval of ant., trans. and studio location.

ECAD-FM Inverness, Fla.—Granted CP new remote frequency 1290 kc 250 w.

KXAI Dallas, Texas.—Granted CP new remote pickup KS-7906.

WGTI Summerville, Ga.—Granted mod. CP to change type trans.

WJRA Bowling Green, Ky.—Granted mod. CP for approval ant., trans and studio location.

Wheeling Beach Co., Wheeling, W. Va.—Granted mod. CP to change frequencies to 26.15, 26.35 mc; power from 40 to 40 w and change trans.

KANW Albuquerque, N. M.—Granted mod. CP to change ERP of noncommercial FM station from 165 to 350 w and make changes in ant.

Guy Gannett Beach Services, Area Portland, Me.—Granted mod. license KA-3609 to change frequencies to 28.18, 28.20 mc.

WJIV Savannah, Ga.—Granted mod. CP for approval of ant. and trans. location.

WDEL Wilmington, Del.—Granted mod. CP for extension of completion date to 2-2-51.

You're interested in sales—(Continued on page 71)
programs promotion premiums

attract for tourists and fact that most Southern Californians spend vacations in state. "Get business as usual" in Southern California... through KNX... Los Angeles' most listened-to station," folder concludes.

AA MEET AIRED

KJFK Webster City, Iowa, made on-the-spot recording of closed meeting of Alcoholics Anonymous. Aims, principles, routines and methods of group discussed. Recording played back several days later over KJFF as public service through cooperation of city's AA group.

WALKING NEWS

WCUE Akron, Ohio's latest man is carrying sandwich sign, each side of which is posted with latest news bulletins. "Walking news bulletin board" also carries portable radio giving pedestrians on downtown streets opportunity to hear as well as see latest developments in Korean situation. Across top of boards are signs reading, "WCUE News every hour on the hour."

BUYING GUIDE

KWTO Springfield, Mo., sends yellow spiral booklet to trade in which data from BMI surveys, station maps, Conlan ratings and other information are included. Illustrations throughout show reactions of Ozark farmer to station's claims.

INDUSTRY SHOWING

WRNL Richwood, Va., held three-day showing of new Motorola radio-TV set line in its studios. Manufacturer and distributors extended over 400 invitations to Motorola dealers in area. Station exhibited its modern facilities and technical equipment to visitors. Further cooperation with other distributors in section being considered by WRNL.

CRACKERBARREL

WCOG Greensboro, N. C., Rural Roundup weekday morning show features Dick McAdoo, farm director, in "crackerbarrel" discursions with farmers on their farms, at community general stores, Grange and farm meetings, etc. Topics include discussions of crops, price controls, soil preservation and any subject of interest to farmers. Interviews are recorded for rebroadcast.

PENNY TALKS

WDTV (TV) Pittsburgh gave recent example of what penny can do on TV. Penny taped to mimeo-graphed sheet telling success story sent to trade. National Foods Institute, through Foster & Davis agency, bought half-hour on outlet and featured its Vita-Mix appliances. WDTV said 460 orders had been taken on time cost of $270 representing 51¢ worth of business for every penny invested.

BUYING BAIT

WKWF Key West, Fla., distributing promotion letter holding brightly-colored fisherman's fly and stating: "In Key West, Florida, just as a.—fly—'is used to attract "wahoos" and 'Kitty Mitchells', WKWF is used to attract customers". Copy describes numerous fish in resort's waters, and numerous commercial advantages of Key West, pointing out that though fly is one of many which available, WKWF is the only radio station in town. WKWF is represented by John H. Perry Assoc., N. Y.

'SOLD' TRIP

WOW Omaha, Neb., conducted week-end trip to St. Louis and Chicago for baseball fans July 22. Called "Tip Saggau Special," after its organizer, WOW sports director, complete train, with dining cars, coaches and pullmans, was utilized to transport 350 fans. Night game in St. Louis Saturday and double-header in Chicago on Sunday were highlights.

SAFE HIGHWAY

WWJ Detroit cooperates with Michigan State Police in program titled Highway Patrol, stressing safety. Fran Harris, WWJ women's editor, and engineer with recording equipment travel with two state policemen in unmarked car over high accident areas of highways. Borderline violators of traffic laws are stopped and interviewed by Mrs. Harris and policemen. Driving errors are pointed out and advice given on safer driving habits. Recordings of show made available to other Detroit stations.

CAMPAIGN STARTS

WCCO Minneapolis inaugurates first series of 13 summer ads in Minneapolis Visitor, magazine listing entertainment activities in area. Campaign is part of WCCO 1950 "Send Your Sales Up With The Temperature" promotion.

DIAL TUNING

COLUMBIA Pacific Network sends orange, black and white folder to trade quoting Nielsen Pacific Coast Report, March 1950, to show its leadership. Cover of folder shows dial with spreading white area matching closing white space on inside of folder. Dial is shown again, with call letters and cities of all network members, on inside.

WBZ PROMOTION

WBZ Boston issues 22-page folder reintroducing its new Radio and Television Center to listeners and viewers. Center houses WBZ-AM-FM-TV. Photos of studios, engineering equipment, top talent, executives, staff members and technicians at work attractively displayed. Floor plans of two-story building also shown.

WASHINGTON, D.C. —/10660—

Howard J. McCollister

BROADCASTING • Telecasting

July 31, 1950 • Page 63
**Air-Casters**

*KCBS TO 50 KW*

**Transmitter Move Okayed**

BID of KCBS San Jose-San Francisco for boost to 50 kw and move of its transmitter site from San Jose to San Francisco, operating fulltime on 740 kc, was granted by FCC last week. Station now is assigned 6 kw on that channel.

KCBS, formerly KQW and now owned by CBS, has sought the improved facilities for a decade. Engineering conditions are attached to the grant. FCC in latter June reinstated the application following dismissal of a plan once approved by the Commission to switch facilities with KSPO San Francisco [Broadcasting, June 26].

Action on the KCBS application had been withheld pending final decision on the bid of Pacifica Foundation for a new station at Richmond, Calif., on 710 kc with 1 kw daytime. FCC's final ruling to deny the Pacifica request was issued concurrently with the KCBS grant. The Commission made final the initial ruling in the Richmond case which found Pacifica Foundation financially unqualified to construct the proposed outlet.

**WHOM Hearing**

SECOND BID of WHOM Jersey City, N. J., to move its main studio to New York was designated for hearing last week by FCC. Comr. George E. Sterling and Frieda B. Hennock, however, voted to grant the new request without hearing. WHOM, which originates nearly all of its programs from New York studios now, renewed its bid for change of site earlier this year [Broadcasting, Feb. 20]. The original request had been dropped by the late Generoso Pope, owner of the station now operated by his family, during unsuccessful negotiations to purchase WINS New York. An initial FCC decision to deny the move had been issued on the first request.

**LLOYD GIBSON to WEBR Buffalo, N. Y., as program manager, CHARLES V. MARTI, to WEBR as promotion manager.**

**JOAN ROSENTHAL, copywriter KDKO Sedalia, Mo., to publicity-promotion staff KXOK St. Louis.**

**MIKE CRAVER, WBNS Columbus, Ohio, promotion director, to WIK Cleveland as assistant promotion manager.**

**JIM KILLIAN, program director WSWE Scranton, Pa., to WAAM (TV) Baltimore as announcer. PAUL KANE and ED SARRAAN, WAAM cameramen, named producer-directors. HARRY SHOUBIN, cameraman, appointed associate director.**

**FRED FINLAY, graduate, Pasadena Institute for Radio, Pasadena, Calif., to KYOU Greeley, Col., as program manager.**

**JIMMY KIRBY to WEAX Birmingham, Ala., as program director, succeeding AGNES YARBROROUGH, resigned.**

**ARTHUR GREEN, disc jockey, takes Art Green Show to WTJY (TV) Miami, daily, 3:30-4 p.m.**

**JACK DOUGLAS, announcer WCSI (FM) Columbus, Ind., starts man-on-the-street show, Mon.-Fri., 12:15 p.m.**

**RAY SCHEERER, WHTN Huntington, W. Va., disc jockey, to WRNL Richmond, Va., as m.c. The Mailbag.**

**ROGER KRUPP, NBC San Francisco, to WINS Minneapolis as announcing staff.**

**WALT CRUSE, KDAC Fort Bragg, Calif., to announcing staff KSUE Smith, Calif., succeeding JAY DOANE.**

**FRANK JONES, KTSW Emporia, Kan., as sports editor, disc jockey and announcing staff WBWB Topeka, Kan.**

**ROBERT H. SCHULZ, staff announcer WHCN New Haven, Conn., to WMWM Meriden, Conn., in same capacity.**

**MAJ. GEORGE W. BRADEN, garden expert, starts quarter-hour weekly garden information program on KALI Pasadena, Calif.**

**GUY MAUFFETTE, program department CKVL Verdun, Que., to program producer CBC French network.**

**SAM FULLER, Young & Rubicam Hollywood production supervisor, to NBC New York as supervisor Colgate television shows replacing Fred Allen, Jimmy Durante, Eddie Cantor.**

**MARY LOU GUTH to WSTC-AM-FM Stamford, Conn., as teen-age counselor.**

**J. SCOTT SMART, of ABC The Fat Man, in Hollywood to star in movie version of radio series being filmed by Universal-International.**

**ARNOLD WILKES, WRGB Schenectady, N. Y., to WSYR-TV Syracuse as producer. SCOTT PHOENIX to WSYR-TV as photographer, succeeding CHARLES TESSER, resigned to join NBC New York. ROBERT G. NELSON, graduate Syracuse U. radio department, to WSYR-TV as assistant program manager. WILLIAM E. BROAN, WENY Elmira, to WSYR-AM-TV announcing staff.**

**JACK WHITAKER, WABR Allentown, Pa., staff announcer, to Fun Inc. (TV) Baltimore.**

**TONY WAKEMAN, sportscaster WWDC Washington, takes Tony Wakeman's Sports Review to WTGT (TV) same city, effective Aug. 28. Show will be aired daily, 5:45-6 p.m. and 4-4:30 p.m.**

**BILL BINGG, graduate Pasadena Institute for Radio, Pasadena, to KCBQ Galveston, Tex.**

**FRUTH McFARLAN, WLS Chicago Negro tenor, police victim since childhood, honored for his accomplishments on Destination Freedom on WMAG Chicago, CKBL Detroit.**

**HARRY EDEN, graduate, Pasadena Institute for Radio, Pasadena, Calif., to KOCQ Ontario, Calif.**

**DON CORDRAY, m.c. Dawn Breaks With Cordray on WJR Detroit, moves show to WERE Cleveland.**

**JACK GORDON, WMXX Mt. Vernon, Ill., to WHR Peoria, Ill., as program director.**

**RUSSELL FURSE, TV manager Car- cas Audio-Visual, Hollywood, to KECTA- TV Hollywood as directorial assistant to E. CARLTON WINCKLER, station production manager.**

**LYNN CHALMERS, assistant director of community service WTOP Washington, appointed script writer for station, succeeding ELLEN WADLEY, resigned.**

**ELBERT WALKER named producer for new Fleetwood Lawton Analyses the News, TV program on KTSF (TV) Los Angeles.**

**HOOPER WHITE, producer WBBM Chicago, father of twins, boy and girl, July 25.**

**F. (Jim) RANDOLPH, assistant program director and head of continuity department, KUTV (TV) Tulsa, Okla., promotion director KUFX Tulsa as assistant professor of speech in charge of radio, effective Sept. 1.**

**JACQUELINE A. McLAUGHLIN, traffic director WVNJ Newark, N. J., and John H. Ungerland married July 25.**

**JIM DOYLE, staff announcer KNUZ Houston, Tex., father of boy, James William.**

**GERTRUDE HUNKIN, WGAR Cleveland, elected president Cleveland Chapter American Society of Women Accountants.**

**LARRY TAYLOR, WBBM Chicago orchestra member, father of girl, July 23.**

**RICHARD H. NELSON, writer for KEX Portland, Ore., and Betty Kindley married July 15.**

**VIVIAN WARNER, WKBZ Muskegon, Mich., elected national director of American Society of Women Accountants.**

**ERIC DANIELSON, program traffic supervisor, NBC Chatham, and wife adopt three-month-old girl, Kathleen Cecilia.**

**Newsmen**

**JULIAN B. HOSHAL, KGLO Mason City, Iowa, news staff, to KYSM Mankato, Minn., as news director.**

**GENE STARN, WAKR Akron, Ohio, to WKBK Youngstown, Ohio, as news reporter.**

**JERRY HEWLETT, editor and publisher Mapleswood South Orange (N. J.) News Record, begins weekly Korea and the Far East news analysis on WATV (TV) Newark, Fri., 8 p.m.**

**DALLAS DeWEES, Soapbo Reporter voice over WLW Cincinnati, and BILL TOMPKINS, WXYZ Detroit, to become-two-newscaster team for Soapbo. Reporter, with daily programs on WTAM Cleveland, WLW Cincinnati, WTVI Toledo, and evening broadcast on WMAN Mansfield, WCOL Columbus and WBBW Youngstown, Ohio, as news director.**

**FLEETWOOD LAWTON, news analyst, starts five weekly five-minute newscast on KTSU (TV) Hollywood.**

**HARRY RASKY, news editor CHUM Toronto, resigns to freelance.**

**PAUL VISSER, NBC's agriculture staff, Chicago, father of a boy, Kenneth, July 13.**

**GE Profits Up**

SALES of $851 million in the first half of 1960 were reported by General Electric Co., July 21. This represents a 10% gain over a year ago and a new high for a period.

**114 Local News
261 News—Accents on Local Music—Sports—Special Events
News—Accent on Local Music—Sports—Special Events**

**Page 64 • July 31, 1950**
Respects

(Continued from page 18)

manager must be able to handle in the course of a day's work on be half of hundreds of highly com petitive members.

That successor is James Dixon Secrest, fortified with five years of experience as RTMA's assistant in charge of public relations.

Complicating RTMA's problem was the fact that it was hunting for a big-name president for a newly created $50,000-a-year job, a thus-far futile effort. With Robert C. Sprague serving as interim pres ident as well as RTMA board chairman, Mr. Secrest has been taking over the reins gradually from Mr. Geddes who took a July vacation preparatory to formal re tirement Aug. 1.

All the little lights and feuds that brighten each day in a trade association executive's life will come naturally to Mr. Secrest, for he has a bit of feuding background. In fact, his first year out of college he landed instead in the middle of a feud—North Carolina mountain variety.

Served as Principal

His first after-college job—actually it was two jobs—consisted of serving as principal of a three teacher school in the Great Smokies. The other job, driving the school bus, added a $30 to his $90-a-month salary.

Having played a bit of school basketball, the young principal decided to introduce the game's outdoor version to the mountain boys. Money was raised at an oldfashioned country store to buy the necessary equipment.

The school was located in Lower Fines Creek and the boys took eagerly to the new pastime, lunging at the frontier Boyscouts at the envious youth from Upper Fines Creek, with whom they maintained a persistent and sputtering feud.

Somehow the Lower Fines Creek boys got the wrong notion that Prof. Secrest was going to turn the ball and baskets over to the Upper Fines Creek gang when school let out in the spring. So the LFC boys stole the ball from the school one night. Prof. Secrest phoned the sheriff when he couldn't persuade the miscreants to return the ball and the whole crew landed in the office of the local justice of the peace.

Things looked serious for a while, as mountaineers showed up for the hearing with their shotguns loaded. Fortunately, the understanding J. P. had been steeped in the intricacies of Fines Creek feeding and he set up a compromise. The ball was returned and Prof. Secrest abruptly aborted pedagogy at the end of the term.

What to do next? The answer was journalism, for Mr. Secrest had edited the college paper at Trinity College, a Methodist school in Durham now better known as Duke. He had graduated magna cum laude with a Phi Beta Kappa key. On the Trinity Chronicle he had written a column, all the editorials and half the news, so the next step was obvious.

The site this time was his native Cincinnati when he went to work as a cub reporter on the now defunct Commercial-tribune. A year later the Asheville (N. C.) Times, then published by Don Elliott (now president of WWNC Asheville), offered him $10 more a week and he moved there. Three years later he became city editor but pulled stales after he and the managing editor disagreed and headed for Washington, D. C., his wife's home.

Washington Next

The first night in Washington he went to work on the copy desk of the Post, a copy reader having succumbed that day to over-indulgence. For the next 14 years he worked at the Post, mostly writing D. C. news at the Capitol and often turning out editorials. One of his stories criticizing the Capitol police brought him considerable fame when the House Sergeant at Arms had him physically thrown out of the Capitol.

The Post income was supplemented by work with the Heil radio network. and when OPEN BROADCASTING was founded in 1931 he became the magazine's first copy editor, serving three years while still working for the Post.

In 1941 he left the Post and journalism to join the Office of Emergency Management in charge of its Information Division and directing field offices. O.E.M. and Mr. Secrest were absorbed into the Office of War Information and he took over direction of 60 field offices. Later, when O.W.I's budget was cut, he moved to New York in charge of publicity and advertising for Pulp wood Consuming Industries.

In 1946 Bond Geddes asked him to join RMA and he soon was named director of public relations. As Mr. Geddes' assistant he became one of the better known executives in the manufacturing and broadcasting industries. His voice figure in starting the Voice of Democracy radio-essay contest, which last year drew a million entries from high school students. His varied RMA activities have included direction of the Parts Division.

Earl in his RMA career he started the weekly newsletter to members, with regular and complete industry statistics and factual reports on government activities.

Mr. Secrest was born June 30, 1903, in Cincinnati, moving to North Carolina at the age of six. He was a valedictorian of his class at Canton (N. C.) High School. He married Miss Page Shepherd, of Washington, in 1929. They have one child, Richard, a junior at Bowdoin College in Maine. Mr. Secrest is a member of the National Press Club.

F. J. Roehrenbeck Jr.

ENS. FRANK J. ROEHRENBECK Jr., 24, USN, died July 18 in a carrier landing crash aboard the USS Midway at sea, according to word received by his parents. The elder Roehrenbeck is general manager of WMGM New York. In addition to his father and mother, Ens. Roehrenbeck is survived by one brother, Robert.

TREASURY DEPT.

Bond Shows Prepared

OPEN-END transcribed shows, available for local sponsorship and featuring top talent, are being prepared by the U. S. Treasury Dept. Savings Bond Division for fall radio. These musical series are included, one of five-minute programs and the other of quarterhour shows.

Meanwhile, Treasury officials reported no plans have been made at this time for revival of defense or war bonds in view of the Korean situation. It was speculated, however, that an increased promotion of some form of defense savings bonds may ensue concurrent with the nation's swing to increased defense mobilization.

The five-minute program series will consist of 52 shows promoting the Treasury's payroll savings plan and will be sent to stations in industrial areas. Scheduled for release in late September, the series will include offerings from plant communication use.

The payroll savings series features Win Elliott as m.c. with several musical groups on a rotating basis. These include Alan Templeton and his Electricians, the Johnny Quar nieri Quintet, Lenny Herman Quintet, Stan Freeman Trio and Joe Bushkin. Each program allows a 10-second billboard sponsor identification and one-minute closing commercial. Treasury is producing 1,000 sets of this series initially.

Christmas Show Included

The quarter-hour series, comprising 10 shows plus a special Christmas show features Eddy Arnold, ballad singer. To be released Oct. 1, the series will be sent to stations in smaller cities and rural areas. One-minute opening and closing commercials are provided for in this series of which 1,250 sets have been initially ordered.

Complete promotion kits are being prepared for use by stations and advertisers in local support of the Treasury series.

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week, Wire, Call or Write

Edgar L. till —— Marle V. Watson

NATIONAL RADIO PERSONALITIES

Peoria, Illinois ——— Phone 6-4607

★ We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, one of the most sales records and the largest inventory of syndicated two-station stations from Coast to Coast and into the theaters.
Arthur Ungar

Arthur Ungar, 65, editor of Daily Variety, Hollywood, died July 24 following a heart attack that resulted from a fall while bathing at Del Mar, Calif. Funeral services were held July 26 from Hollywood Cemetery Chapel, Hollywood. Mr. Ungar had been editor of Daily Variety since its establishment 17 years ago, and for 10 years before that was Los Angeles representative for the weekly paper. Besides his wife Ella, he leaves two sisters, Jessie Wadsworth, Hollywood agent, and Molly Ungar of St. Louis.

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market, their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The WIS Service-Ad shown here is an example of how stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to compare opportunities—facts about coverage, audience, programs, service, for example.


GEORGE T. CASE, program director and acting manager WNAO Raleigh, N. C., to Music Corp. of America as field representative for MGM Radio Attractions.


PEGGY WOOD, Hollywood publicity agent, joins Southern California Broadcasters Assn., effective Aug. 7, as public service contact and researcher.

FRANK S. LYMAN to Montreal office, Canadian Facts Ltd., research organization.


HARRY S. GOODMAN, president Harry S. Goodman Radio Productions, adapts Telephone Game, current TV package show over WJZ-TV New York, WFLD-TV Philadelphia, and WGN-TV Chicago, to theatre show called "U-WIN-O" which opened in second week in Bound Brook, N. J.

UNITED TELEVISION Artists producing for Richmond Television Corp. L. A. (Natalie Kalms TV sets), half-hour variety program, Brake Tuna Club Celebrity Television Show. Will star Greg Mitchell, singer and Jill Richards, radio and film actress.


MARTHA ROUNTREE, producer radio and TV programs, submits new package, Washington Party, to agencies. Show will originate in Washington mansion with Miss Routteen in role of hostess to social and political celebrities.

BEN WILLIAMS named general manager Richmond Television Corp., L. A. Natahale Kalms musk at TVA.

WALTER KANE Assoc., N. Y. public relations firm, moves to 452 Fifth Ave. N. Y.

HAROLD C. MEYERS & Co., N. Y. public relations agency, adds radio-TV package department.

DAVID B. ROGERS, central northwestern sales representative RCA Recorded Program Services, and Ann Louise Boynton announce their marriage.

Equipment

RON MERRITT, sales and branch manager Radio Specialties Co., Phoenix, Ariz., to instrument division Allen B. DuMont Labs., Clifton, N. J., as field sales agent.

SANFORD B. COUSINS, vice president and general manager New England Telephone & Telegraph Co., selected vice president and director Bell Telephone Labs., N. Y. Will be in charge of staff functions and report to Bell president.


RCA VICTOR Distributing Corp. acquires properties of Hickford Bros. Co., wholesale distributor in Buffalo and Rochester, N. Y. areas, effective Aug. 1. EARLE HART, RCA, will direct operations and general manager new Buffalo-Rochester branches. Present Hickford employees continue with RCA.

Technical

CECIL CHAFIN, WRLC Toccoa, Ga., to engineering staff WSB Atlanta. Was with WCON Atlanta. ED PERRY to WSB technical staff.

MICHAEL M. McMullen, WAFV-TV Kansas City engineer, and WALTER J. STILES, director TV operations KPHO-TV Phoenix, to permanent staff KECA-TV Hollywood. JOHN F. PETERSON, GLEN ARNIX, chief engineer Videotron Co., North Hollywood; RICHARD L. HARDY and

GRANT VELIE, commercial photographer, to vacation relief staff.

KEN CALFEE, WYNN KAL and GEORGE P. PLATT, cameramen staff WAAM (TV) Baltimore.

JOHN CURREY, engineering department WCFL (FM) Columbus, Ind., and SARAH WELLS, continuity department, announce their marriage.

WBMM SALES HIGH

Eight Buy 15-Minute Shows

WBMM (CBS) Chicago hit a sales record last week with purchase of 15-minute shows by eight sponsors, Assistant Station Manager John Ackerman reports.

Shows are Double Quiz (five-a-week, 4:15 to 4:30 P.M.), for Puritan Co. through Schwimmer & Scott; news (five-a-week, 5:15-5:30 P.M.), Ford Motor Co. J. Walter Thompson Co.; music (five-a-week, 3:30-3:45 P.M.), Sawyer Biscuit Co. George H. Hartman; Edward R. Murrow News (five-a-week, 8:45-7 P.M.), Philco Distributors, direct.

Patrick O'Reilly Show (five-a-week, 7:30 P.M.), with F. Lorrill Co., Lenzen & Mitchell; Bill Jenkins Show (Mon.-Wed.-Fri., 7-8 A.M.), Lou De Lisle; Football Preview, 15 minutes捆绑 with American Film Hour; Sam Neale, 15 minutes捆绑与每周节目, Chicago Engineers for TV, Olan Advertising.

Buys Ziv Shows

WENR Chicago has signed for three Frederic W. Ziv Co. transcribed shows—Pleasure Parade, It's Show Time from Hollywood and Barry Wood Show—in a move to lighten evening programming. Shows, in the new 10:30-11 P.M. CDT lineup, are expected to start today (July 31).

Joins Law Firm

JOSEPH A. NOBRIS Jr., graduate of Georgetown U. Law School, has joined the Washington radio law firm of Harry J. Daly, Metrop- olitan Bank. "Harry and I am going to devote fulltime to the communications field. Robert A. Gingell and Allen Krouse have left the firm."
LIBERTY REPLY

LIBERTY Broadcasting System, through its vice president and general manager, James H. Foster, last week told FCC there are no grounds for complaints filed against LBS handling of major league baseball broadcasts.

Answering protests to FCC by Mutual affiliates KTHT Houston, Tex., and WBBQ Sarasota, Fla., the reply indicated Mutual is in a more vulnerable position as to the suitability or manner of airing reconstructed and delayed games [CLOSED CIRCUIT, July 19]. LBS charged the complaints "are not designed to protect the public interest. They are rather the last withering gasps of the Mutual Broadcasting System to retain a semblance of participation in the broadcast of baseball games."

Roy Hofheinz, operator of KTHT, protested to the Commission that in Liberty's reconstruction of major league games "a conscious and deliberate effort is made . . . to give the impression that they are contemporaneous play-by-play accounts." Mr. Hofheinz contended such broadcasts were "misleading and deceptive to the public upon the whole" and requested FCC to take "appropriate action" [BROADCASTING, July 3].

The KTHT and WBBQ complaints criticized the LBS reconstructed games because, they charged, background noise sound effects are not identified properly and the programs do not emphasize that they are re-created.

Reargue Old Protest

Liberty told FCC the complaints reargue a point which had been called to the Commission's attention over two years ago when a protest was filed against the re-created games aired on KLIF Dallas, key originating station for Liberty. KLIF acknowledged in detail FCC's inquiry into the matter, Liberty said, and there were "no further communications from the Commission in this matter, although LBS has continued these broadcasts during the past 26 months, is now a network of over 200 affiliates and has millions of listeners."

Liberty explained that with its growth from one station in 1947 to more than 225 outlets covering 39 states today, Mutual's "participation in the broadcast of sports has not only been challenged but now has reached the point where its only hope of survival is somehow or another to stop [LBS] from broadcasting baseball games." LBS asserted it can prove its games are in the public interest with proofs of public response to its broadcasts.

Among the reasons cited by Liberty in its claim for competitive superiority were the following:

LBS carries approximately 12 exhibition games for a month and a half while Mutual begins its "half-hearted coverage of baseball on the day the season opens." Liberty also has pre-game background show, Mutual does not. LBS aired 129 games through July 5, Mutual 59. LBS has exclusive right to top National League games while both networks air American League games.

* Liberty's games are always aired the day they are played or are "clearly famous old-time games of long ago, while MBS on many days has resorted to rebroadcasting a game played the day or night before.

Liberty explained its broadcast occurs within 10 to 12 seconds after each event of a game and noted Mutual's games not only are similarly delayed but some frequently are delayed 24 hours before airing.

Sound Effects

Liberty also asserted its use of recorded background noise and sound effects fully complies with FCC's rules, Sec. 3.188(d), which do not require such effects to be identified. LBS also noted there is no specific FCC rule requiring announcement that a game is re-created, but "LBS identifies all re-created games at the beginning and conclusion of the games as re-created in the same way that MBS identifies its transcribed baseball games."

"In addition to the motives which MBS may have had in filing these complaints against LBS (through the former affiliates)," Liberty held, "the two affiliates themselves had their own personal economic motives. One [KTHT] . . . holds a construction permit for a station in Dallas (not yet built) which will be in direct competition with KLIF. . . . The other affiliate [WBBQ] was (formerly) an affiliate of LBS last year and tried desperately to continue this affiliation this year."

SALE of more than $25,000 in European midsummer music festival tours through sole medium of WABP (FM) New York announced by Ira A. Hirschmann, station president.

Announcing

BROADCASTING'S
1950 RADIO-TELEVISION MAP
AGENCIES, ADVERTISERS, STATIONS, SERVICES

SPECIAL DESIGNED FOR SALES PLANNING

Here's your radio-television picture for full placements. This 25' x 35' map shows every radio — AM FM TV — station in U.S., its possessions and Canada by city, county, state, territory and province — plus time zones. Congested markets enlarged.

It's an attractive display, printed in three colors on 80 lb. durable white stock. You'll use it for presentations, to demonstrate coverage, plot network and spot campaigns — takes ink and color like your letterhead.

Map Price Schedule*

1 to 5—$1.00 each
6 to 10— 75¢
11 to 25— 60¢
26 to 50— 50¢
50 and more—40¢

*Bfolded copy free with every '50 MARKETBOOK, August 14

BROADCASTING
Washington 4, D. C.

July 31, 1950 • Page 67
Situation Wanted (Cont'd)

Commercial manager: I am not a program director, engineer, writer, or announcer, but I have had a good 5 year network work station for several years and am still very interested in the field. At present, I am first of all, a salesman. I know how to sell time and spots and real estate, and sell men, and women. (Callouses on feet) I have been able to cover all the local merchants as well as newsmen and newspaper advertisers. I have been in charge of national business by selling and working with the buyers. I am interested in continuing and providing the amusement needs for a wholesome type of audience. I am looking for a job with plenty of merchandising work, but with the opportunity of a lot of merchandise. I have a great work ethic and get along with the people and make a tough job a little easier. A position in my area to pay above average only. I am willing to go anywhere. Want to be successful. I am a pretty good references. I have only one experience and I want to make success. I can sell anything. To top this? You can get 250 stations. I have sold half the midwest station. I will go to the west coast and will go to anywhere. I can sell any station. Send box numbers.

Salesmen

Salesman: Wanted, experienced time salesman can sell in competitive market for ABC 280 watt, northeast Texas. Salary plus commission. Must be experienced. Send details of experience, business and chemical and advertising. Send photo. Box 761F, BROADCASTING.

Wanted, experienced time salesman can sell in competitive market for ABC 280 watt, northeast Texas. Salary plus commission. Must be experienced. Send details of experience, business and chemical and advertising. Send photo. Box 761F, BROADCASTING.

Salesman: Wanted for fulltime network affiliation in Charlotte. Must be thoroughly experienced and aggressive. Good opportunity for advancement. Give experience and references. Write Box 631F, BROADCASTING.

Salesman: Wanted. A real producer has an unlimited opportunity to make many a warm station owner happy. He includes construction of two more stations, plus development of present one. The department will be thoroughly experienced and aggressive. Full opportunity for advancement. Give experience and references. Write Box 631F, BROADCASTING.

Salesperson: Wanted to top-notch western (not hillbilly) band or good pace, 2,000 watt midwest station. Send complete background and references. Box 822F, BROADCASTING.

Wanted: Top-notch eastern (not hillbilly) or good pace, 2,000 watt midwest station. Basis of terms one year's experience and references. Box 822F, BROADCASTING.

Copywriter can write effective and interesting copy from hierarchy to farm equipment. Must have at least one year of experience. The pay is not good... it's a job! Experience in Farm Journal, Farm Life, from Missoula, MT. Send letter and resume to Box 609F, BROADCASTING.

Copywriter: Must have at least one year of experience with ability to write good commercial copy. Must be able to write TV as well as Ad copy for weeklies. Send sample copy, complete background and references. Box 822F, BROADCASTING.

Radio: Equipment salesman for WABC, New York City. Must have five years experience in this trade. Box 849F, BROADCASTING.

Chief engineer experienced in 5 kw Western Electric Doherty Circuit transmitter. Excellent opportunity for successful station manager. Send full qualifications, business and personal references. Box 935F, BROADCASTING.

Producer-Programmer, others

Copywriter: Experienced writer with ability to write good commercial copy. Must be able to write TV as well as Ad copy for weeklies. Send sample copy, complete background and references. Box 822F, BROADCASTING.

Wanted: Top-notch eastern (not hillbilly) or good pace, 2,000 watt midwest station. Send complete background and references. Box 822F, BROADCASTING.

Copywriter can write effective and interesting copy from hierarchy to farm equipment. Must have at least one year of experience. The pay is not good... it's a job! Experience in Farm Journal, Farm Life, from Missoula, MT. Send letter and resume to Box 609F, BROADCASTING.

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Wanted: Top-notch eastern (not hillbilly) or good pace, 2,000 watt midwest station. Send complete background and references. Box 822F, BROADCASTING.

Salesmen

Salesman: Salesman with 3 years experience with top sales executive is needed at Chicago health club. Must have sales knowledge. Send references and snapshot to Box 882F, BROADCASTING.

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must have experience and knowledge merchandising. Send references and first letter. Box 901F, BROADCASTING.

Aggressive salesman wanted for 1000 watt network affiliate in the east. Must have excellent in person on sports. Good market, plenty to sell. Send first letter and references. Box 181F, BROADCASTING.

Send full particulars and references first letter. Box 181F, BROADCASTING.

Hawaiian calls. Experienced announcer wanted for 3000 watt Mutual Affiliate. Opportunity for qualified man to make good money on guaranteed salary plus 50% commission. Must be on air photo and all details KPOA, Honolulu.

Experienced time salesman, must have car, state references and full information: WINE, Beckley, W. Va.

WANTED

Announcers

All-round announcer for Texas ABC affiliate Football announcing help. Box 901F, BROADCASTING.

Announcer, Opening soon for announcer with pleasing voice, capable of handling almost any sport. Send first letter and references. Box 861F, BROADCASTING.

100 watt independent station wants announcer. Write full letter and references. Box 891F, BROADCASTING.

Network 叫号 Rocky Mountain area has opening for experienced sports announcer. Send transcription and full details with first letter to Box 881F, BROADCASTING.

Experienced combination man, accent on announcing. Mike salesmanship essential. Send full details, KPOA, Mutual, Honolulu.

Wanted. Experienced announcer. Radio Station WABC, Mutual. Box 901F, BROADCASTING.

Engineer-announcer: Must have first-class technical and printing data. Write for job. Send disc, snapshot and details first letter. Manager, WRWF, Key West, Florida.
LIFT RADIO BAN
New Argentine Policy Seen

AN ENFORCED 16-month silence imposed by Argentina on international broadcasts has been broken, temporarily at least, by the transmission of news broadcasts the week of July 9-15 by Ned Calmer for CBS and Herbert M. Clark for ABC (broadcasting from Buenos Aires, July 24). The South American country has unofficially freed freedom of information for international broadcasting since March 1949.

Argentina's new policy is seen as both "tact and temporary" since neither the government nor the local broadcasters group (A sociedad de Radiodifusion Argentina which initially invoked the ban) has rescinded the restriction in writing. Officials privately attribute this change to improved relations with the U. S. giving strength to hopes of the American Embassy that a fundamental change has been instituted.

Placing of the ban in 1949 was a retaliatory action by the local ADRA against the Inter-American Radio Assn.'s resolution condemning the lack of freedom of speech in Argentina broadcasting as seen in the refusal by the government to permit opponents of Peron's regime to air their views on the air. ADRA's restriction, denying studio and microphone facilities to any affiliate of IRA and by extension to all foreign correspondents, had official approval. With backing of the Ministry of Communications, ADRA on July 11 permitted Mr. Calmer, visiting the country for three days while on tour, to broadcast although requiring his text to be submitted for censorship 38 hours in advance. On July 14, Mr. Clark, news and radio correspondent, was permitted to broadcast for ABC with censorship delay trimmed to one hour.

RADIO HANDBOOK
Reference for Equipment

MOBILE RADIO HANDBOOK, Published by "FM-TV Magazine," Great Harrington, Mast. 100 pp. 52, paper cover; $4, cloth bound. THIS is a first edition of a reference book for those concerned with communications equipment. It is edited by Milton B. Sleeper, with Jeremiah Courtney and Roy Allson as associated editors.

The volume was prepared for company executives and public officers responsible for the planning and purchase of communications equipment, as well as for communications engineers, system superintendents, operators and maintenance men. The ideal combination—located in one of the south's best rural markets. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings of $2,000,000 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.

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn Harold B. Murphy Ray V. Hamilton 300 N. Michigan 532 N. Michigan 310 Montgomery Sterling 4341-2 Randolph 5-4550 Exehiob 2-5672

NATIONAL NIelsen-RATINGS® TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and Including Telephone and Non Telephone Homes)
JUNE 18-24, 1950

PERON NETWORK
First Link Inaugurated

NEW 20 kw transmitter, in line with plans of the Peron administration, for a 20-station government radio network in Argentina, has been inaugurated at Santa Rosa. The transmitter site is 400 miles southwest of Buenos Aires in the territory of La Pampa.

Called Radio La Pampa, the new outlet shares call letters with LRA, Radio del Estado, key in the official network. Equipped with a Marconi TBM 7310 transmitter, the station will operate on 670 kc (447.8 meters) with 10 kw daytime, 20 kw nighttime.

The outlet will operate over a 12-hour schedule during the week, running two extra hours, until midnight, on Saturdays. Some programs will originate from Santa Rosa, others will be relayed from Radio del Estado in the capital. No commercials are scheduled, it was announced.

CAMPAIGN COSTS
House Votes Funds Probe

MACHINERY is being set up for a newly appointed five-man committee to look into political campaign expenditures by House members [BROADCASTING, June 26, 12]. The House Administration Committee has approved an expenditure of $40,000 for the probe group. Chairman of the committee is Rep. Mike Mansfield (D-Mont.). Other members are Reps. Frank L. Chelf (D-Ky.), Charles B. Hoar (D-N. C.), John Jennings Jr. (R-Tenn.) and Frank Fellows (R-Me.).

When the funds are voted by the House, its was explained, the committee will complete selection of its staff and map an itinerary. It has been understood that the Mansfield group will investigate radio, television and other media sums spent during the campaign as well as amounts subscribed for radio and TV stations by labor, corporation and other groups on behalf of any candidate.

KNAK OPTION
For Sale to Utah Labor Group

TWO-YEAR option for purchase of KNAK Salt Lake City for $200,000 by the Utah State Federation of Labor has been announced by Fuller H. Latter, Federation president, Mr. H. Johnson, founder and president of KNAK. The option agreement is to be filed with FCC promptly.

KNAK, established in 1945, is assigned AM frequency 1230, with a night direction on 1280 kc. Licensee is Granite District Radio Broadcasting Co., headed by Mr. Johnson and composed of some 50 stockholders.

Latter indicated labor has a large membership in that area which would be served by this step. He said the agreement was a "local proposition" and would have no tie-up with the American Federation of Labor with which the Utah group is associated.

KNAK now has a $50,000 expansion program underway with studies by Mr. Johnson from the Continental Bank of New York, carried out by Mr. Lerman of KWMF Los Angeles. UAW-CIO Broadcasting Co. operates WCUC (FM) Cleveland and WDET (FM) Detroit.

Granite District Radio has a total of 29,000 shares voting and 3,000 shares preferred voting stock outstanding. Mr. Johnson, president, holds all of the latter preferred plus 6,165 shares voting. W. E. Johnson, vice-president, holds 5,600 shares while Richard F. Connor, secretary-treasurer and general manager, holds 1,875 shares. Holding 1,000 shares each are H. M. Buchanan and E. E. Minor.

HARMON NAMED
Is MPAA-'Voice' Liaison

FRANCIS S. HARMON, a vice president of the Motion Picture Assn. of America, has been named liaison official between the movie industry and the government's Voice of America radio and film activities program. Mr. Harmon is expected to handle wholly with State Dept. officials on the program.

Announcement was made by Eric Johnston, MPAA president, before leaving for London where he hopes to negotiate an Anglo-American film agreement, which expired July 15. Mr. Harmon will work closely with government representatives in collaboration on the joint Voice-film program.

Page 70 • July 31, 1950

BROADCASTING • Telecasting

Newspaper and Radio Station
$75,000.00

The ideal combination—located in one of the south's best rural markets. Properties are (1) a 250 watt fulltime radio station and (2) a well established leading weekly newspaper. Combined earnings of $2,000,000 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.

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn Harold B. Murphy Ray V. Hamilton 300 N. Michigan 532 N. Michigan 310 Montgomery Sterling 4341-2 Randolph 5-4550 Exehiob 2-5672
FCC Actions
(Continued from page 68)

Decisions

1. Hearing in matter of revocation of license of KFWM, now scheduled for Oct. 30 at Fort Morgan, Colorado, to be changed to Denver, Colo.

July 25 Applications...

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for extension of completion date: WSVA-FM Wellsburg, W. Va. - KSTP-TV St. Paul, Minn. - Mod. CP new commercial TV station for extension of completion date to 5-16-51.

TENDERED FOR FILING

AM - 1360 kc
KFFA Helena, Ark. - CP AM station to change frequency from 1350 to 1550 kc wun. DA-15: 5 kc wun. DA-N.

July 26 Decisions...

BY COMMISSION EN BANC

License Renewal

Following stations granted renewal licenses for period ending Aug. 1, 1951:

Extension Granted

KUNO Corpus Christi, Tex. - Granted temporary extension of license to Dec. 1.

Renewal Granted

KLUF Galveston, Tex. - Granted renewal of license for regular period. WGBK Harrisburg, Pa. - Same.

Temporary Extension


Renewal Granted

Gates Radio Co., Quincy, Ill. - Granted renewal of developmental broadcast license KSXKO for period ending Sept. 1, 1951.

Hearing Designated

WHOM Jersey City, N.J. - Designated by Commission for phasing out of station and without hearing of application for renewal.

Petition Denied

K9UK Arizona City, Kan. - By order dated June 28, 1950, the Commission designated by Commission for phasing out of station and without holding a hearing of application for renewal.

Hearing Designated

KAVR Havre, Mont. - Designated for hearing in Washington on Jan. 9, 1951. Application to change facilities of station KAVR from 1540 kw 250 wun to 1550 kc wun 3 kw. N D. party to proceeding.

Application Dismissed

Santa Rosa Broadcasting Co., Santa Rosa, Calif. - Dismissed summaries of Communist propaganda and radio and newspaper propaganda, without refutation, in regular series of two-way transmissions between its New York headquarters and European staff was leveled last week in a New York Times article.

On July 26... An application for renewal of license for period ending Aug. 1, 1951, for CP new FM station in Chicago was rejected by the Commission.

TENDERED FOR FILING

SRA - 580 kc

KCJW Shreveport, La. - Request for SRA on 980 kc 1 kw for period ending Aug. 1, 1951. Application denied.

Application Returned

KRKO Idaho, Calif. - Returned request for license renewal AM station.

July 27 Decisions...

BY COMMISSION EN BANC

License Renewals

Following were granted renewals of licenses for period ending Aug. 1, 1952: KRLN Canby, Colo.; KKNX Las Vegas, Nev.; KFIL Abilene, Tex.; KUSF Los Angeles, Calif.; WMBX Dare, Ala.; WJLD Essex, Alaska; WICH Norwich, Conn.; WBNF Buffalo; KEED Jacksonville, Tex.; KRLP Moscow, Idaho; KYOP Plainview, Tex.; KXXL Great Falls, Mont.; WHF West Boston, Va.; WXNL Demopolis, Ala.; WDAF Philadelphia.


VOICE CHARGED

Gould Hits Red Material

"VOICE CHARGED" that State Dept.'s Voice of America has inadvertently carried summaries of Communist radio and newspaper propaganda, without refutation, in regular series of two-way transmissions between its New York headquarters and European staff was leveled last week in a New York Times article.

Puy Kohler, chief of the International Broadcasting Division, confirmed the story as substantially correct but hastily added that the transmissions are "not easy to pick up" and are "very easily identified." The situation is being remedied through use of "scrambling" equipment, he stated.

The charge was printed in a column by Jack Gould, Times radio columnist. Mr. Gould did say it was clearly evident that the information was intended for use by IBD language desks in New York but stated that the immediate result enabled any listener to hear "straight Communist propaganda without challenge, refutation or denial."

The "gratis transmission of the Communist line," he said, became known through monitoring of the 15 mc shortwave broadcast on Sunday morning. The "fill-in" consisted of reviews of Communist propaganda the past 24 hours, with identification of the overseas outlet in American relay station in Europe.

Mr. Kohler noted the transmissions are conducted on a "very obscure channel" and said that IBD for sometime has realized they could be overheard.

License Renewal

KAVR Helena, Mont. - Granted renewal of license.

License Renewal

KNOX Nashville, Tenn. - Granted renewal of license.

License Renewal

KSUA Bakersfield, Calif. - Granted renewal of license.

License Renewal

KUSC Los Angeles, Calif. - Granted renewal.

License Renewal

KCTR Santa Fe, N.M. - Granted renewal.

License Renewal

KXNB Santa Fe, N.M. - Granted renewal.

License Renewal

KQUB Bakersfield, Calif. - Granted renewal.

License Renewal

KXAM Dallas, Tex. - Granted renewal.

License Renewal

KXAS Dallas, Tex. - Granted, renewal.

License Renewal


License Renewal

KCIK-St. Paul, Minn. - Granted license to station.

License Renewal

KQVM Santa Fe, N.M. - Granted renewal.

License Renewal

KUKC Price, Utah - Granted renewal of license.

License Renewal

KXAU Lubbock, Tex. - Granted renewal.

License Renewal

KXAM-AM St. Paul, Minn. - Granted renewal.

License Renewal

KXAM-AM St. Paul, Minn. - Granted renewal.

License Renewal

KXAM-AM St. Paul, Minn. - Granted renewal.
**FCC Actions**

**Applications Cont.:**

Kerner, Saul Levine and A. Milton John, for AM station WGEZ-AM, No Bloomington, Ill., to co-transfer with partnership of exception of Sidney Kerner.

**AM-1360 kc.**

KFKE, Topeka, Kans.—CFP AM station to change from 1360 kc to 1360 k.w. fulltime. Estimated construction cost $12,800.

**Modification of CP**

WPRT, Prestonburg, Ky.—Mod. CP AM station for extension of completion date.

**License for CP**

WPRT, Prestonburg, Ky.—License for CP AM station.

**License for New AM station**

KWMD, Mount Vernon, Ind.—New AM station to change from 1570 kc to 1570 k.w. fulltime. Estimated construction cost $8,500.

**When Its BMI Is Yours**

**Another BMI "Pin-Up" Hit—Published by Spencer GOODNIGHT, IRENE**


**SCHUMBURG**

**When Its BMI Is Yours**

Another BMI "Pin-Up" Hit—Published by Spencer GOODNIGHT, IRENE

**FCC PROCESSING**

**AM Lines Consolidate To Level Workload**

**INDICATION that FCC's work load in processing AM applications in approaching normally after the postwar new-station boom was seen last week in the Commission's consolidation of its two AM application processing lines into a single line.**

Processing line 1, which had included applications of a simple engineering nature, and line 2, including applications of complex engineering nature, were initiated by the Commission in August 1946 to speed handling of the postwar flood of requests for new stations and changes in facilities for existing outlets [BROADCASTING, Aug. 19, 1949]. Line 2, now consolidated, assures that each application receives fair attention in its turn according to the file number assigned when it is accepted by the Commission.

Commission spokesmen stated no other changes are involved in FCC's handling of standard applications aside from the consolidation of the two processing lines. FCC reported that as of July 24 there were a total of 30 new station applications, 29 new-station requests for existing station facilities awaiting engineering action in the consolidated processing line. As of the same date there were approximately 260 new AM station requests pending before the Commission, with 260 in hearing status. Applications in hearing in part or not part of the processing line, it was explained.

In FCC's pending file of applications awaiting decision in the daytime skywire the June 22 requests were reported 55 new-station bids and 29 requests to change existing facilities.

**FCC 51 FUNDS Clear Senate Debate**

Funds earmarked for operation of FCC in 1951 cleared Senate debate last week as the legislation considered only a minor portion of the omnibus funds bill [BROADCASTING, July 17].

The single-package measure would allot the Commission $8,600,000 with an additional $25,000 for outside services for a survey of the ways and means in expediting business operations. This would permit FCC to function with an actual operating budget somewhat less than that for the past fiscal year which ended June 30.

Attempts were made in the upper branch of Congress to strike out provisions of the bill dealing with independent offices as reported by the Senate Appropriations Committee. The overall figure approved by the appropriations group in the Senate was identical to that passed by the House.

Still facing the bill, however, were demands for a blanket 10% cut on all non-military agencies. After much debate, as expected during Senate debate on the omnibus funds measure this week.

**License Fees**

(Continued from page 88)

in the day-to-day operation of the government.

Letters have been sent by the Senators to the chief of FCC staff representing the Senate.

The direct attention to that part of the report touching upon the agency under discussion and the several possible changes in their respective jurisdictions with the view of incorporating in new or existing legislation such provisions as may be pertinent and necessary to accomplish the end desired.

**FTC Not Included**

The report noted that FTC would not be included among agencies which provide services to special interests and thus cleared the agency from any proposed fees assessments.

In the House, status of a measure to impose the fees on license applications remained unchanged. The bill (HR 7711) by Rep. Cecil R. King (D-Calif.) would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed. It is in the hands of the House Ways and Means Committee which has yet considered it. The group is now waiting for recommendations of the Treasury Dept. and the Budget Bureau on the legislation's feasibility [BROADCASTING, June 12].

**CHANNEL FOR UN**

**FCC Reserves Class B FM**

RESERVATION of Class B FM Channel 206 (89.1 mc) for use by the United Nations at its new headquarters building in New York was reported by FCC last week in an amendment to the Commission's rules and regulations effective Sept. 5. The reservation, proposed by FCC in May [BROADCASTING, May 22], was not opposed.
TWO NEW AM STATIONS AUTHORIZED BY FCC

TWO NEW AM stations authorized by FCC Friday in final decisions, one to Conway Broadcasting Co. for 250 w fulltime on 1230 kc at Conway, Ark., and other to George F. Haddican for 260 w fulltime on 1440 kc at Delano, Calif. Competitive bid of Faulkner County Broadcasting Co. at Conway was denied. FCC preferred Conway Broadcasting because of greater local ownership.

Initial decision to grant WJOC Jamestown, N. Y., change from 1 kc day on 1470 to 260 w fulltime on 1440 kc was set aside by FCC and remanded to hearing examiner for further hearing to introduce new evidence on soil conductivity in U. S. WJOC wished to show no interference would occur to CKOX Woodstock, Canada. FCC also dismissed as moot petition of George McCune of WJOC to take receivership of station. Net incidents protestors approval of DA system of WMBD Peoria, Ill., and DA was conditionally approved. WMBD is on 1470 kc with 5 kw fulltime.

Hearing examiner in Delano case had ruled in initial decision to deny grant to Mr. Haddican on grounds of alleged inconsistencies in financial representations to FCC, but Commissioner Home of FCC's "construction of these factors attached to them a significance which was not warranted under the circumstances."

RADIO FREE EUROPE STARTS FUND DRIVE

FIRST STEPS in campaign to promote broadcasts of news and information behind Iron Curtain of Russia and her satellites [BROADCASTING, July 17] taken in Chicago by more than 50 civic leaders from many sections of country.

Gen. Lucius D. Clay, former military governor in Germany and now chairman of "Cruise for Freedom," explained that the crusade hopes to enroll hundreds of thousands of Americans who will give support to campaign to set up chain of short-wave stations in Europe, and later in Asia. Stations, independent of Voice of America, would carry voices of exiles and refugees back to their enslaved fellow citizens, he said. Programs of new system, to be called Radio Free Europe, also would carry satires on Soviet propaganda, music, drama and recorded and live interviews with exiled national leaders.

RCA GROSS TOPS $248 MILLION

GROSS income of $248,784,388 in first half of 1950 reported Friday by RCA. Gross in first half of 1949 was $218,787,097. Net income was $20,961,643 in first half of 1950 compared with $10,122,049 in first half 1949. Consolidated report included contributions of NBC and other subsidiaries for which individual figures not revealed.

ABC-TV FOOTBALL SERIES

SYNDICATED film series of highlights of weekly National Professional Football League games will be offered by ABC to TV affiliates beginning Sept. 11. Crusade in Europe, now in second run on syndicate basis, will be offered for third run by ABC-TV beginning next fall.

1950 TV SET OUTPUT ALREADY EQUALS 1949's

TV SET production for first half of 1950 equaled that of all 1949, setting new industry record of nearly 3,100,000 receivers as of July 1. Radio-Television Mfrs. Assn. announced Friday. Set output, sales of radio receiving tubes and TV set shipments for May also showed substantial increases. Radio receiver production jumped about 50% in mid-year comparisons.

June TV set figures placed at 388,962, and six-month RTMA-member total at 2,413,145 compared to 1,913,071 for first half last year. RTMA member companies reported manufacture of 5,282,170 radio sets (auto, portable, conventional home-type) for first half compared to 3,481,585 same period a year ago. FM and AM-FM receivers totaled 539,852—boost of more than 115,000 over output in 1st quarter. Total of 225,672—over 10% of all TV sets reported—had FM.

Radio receiving tubes continued at record level in June, recording 32,480,688 units compared with 15,955,880 for June 1949. 1950 first half-year sales totaled 170,375,891—double sales of tubes during 1949 period.

Breakdown of radio-TV set production reported to RTMA for first half of 1950:

<table>
<thead>
<tr>
<th>TV Homes</th>
<th>Radio Sets Available</th>
<th>All Sets (Including Portable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>335,588</td>
<td>476,718</td>
</tr>
<tr>
<td>Feb.</td>
<td>367,046</td>
<td>529,254</td>
</tr>
<tr>
<td>March</td>
<td>352,077</td>
<td>534,491</td>
</tr>
<tr>
<td>April</td>
<td>420,035</td>
<td>648,353</td>
</tr>
<tr>
<td>May</td>
<td>374,095</td>
<td>534,481</td>
</tr>
<tr>
<td>June</td>
<td>388,973</td>
<td>770,618</td>
</tr>
</tbody>
</table>

**TOTALS:** 2,413,145, 3,880,712, 1,737,488, 7,641,315

*Five weeks*

GM EXCEEDS $13 MILLION

GENERAL MILLS, Minneapolis, will report nearly earnings of $13,251,218 (Monday) at annual stockholders meeting, compared with $11,738,041 for first half last year. GM's year-to-date sales—$8,394,706, 706, Earnings per share of common stock were $6.87, contrasted to $6.11 previously. Wages and salaries reported highest in company history. Direct government taxes, $10,588,126 compared with $8,738,041, approximated $5.35 per share common stock. General Mills' Board Chairman Harry A. Bullis and President Leslie N. Perrin announced GM's net worth as nearing $100 million.

UDELL BUYS WIMS

WILLIAM M. UDELL, president of Battle Creek, Mich., Lakeside News, has purchased WIMS-AM-FM Michigan City, Ind., for $90,000 from O. Charles Rich and associates, subject to FCC approval. WIMS assigned 1 kw day on 1450 kc, holds permit for 1 kw day, 500 w night, fulltime on channel. Active in radio many years, Mr. Udell was former program director at WLOL, Minneapolis-St. Paul. Sale handled by Blackburn-Hamilton Co.

SERVICES HELD FOR CHAPMAN

FUNERAL SERVICES for George Chapman, 54, head of Chicago advertising agency bearing his name, were held Friday in Chicago. Mr. Chapman died while vacationing at Eagle River, Wis.

Closed Circuit (Continued from page 4) will leave before survey of broadcast activity starts. He's joining Booz, Allen & Hamilton management consulting firm which handles recent NBC reorganization, about mid-August. But first and directive from Chairman Coe he's making preliminary study to see whose functions of FCC should be included in survey looking toward creation of Broadcast Bureau.

ONE OF biggest single-station football contracts for upcoming season has been close by KTOK Oklahoma City with Chevelle Dealers. Total sales—$305,834—has been worked out by Edgar T. Bell, KTOO general manager, with Campbell-Ewald, Detroit Package involves about $30,000.

KTSI (Don Lee TV) Los Angeles underwrote their $13,000 spot contract for Quaker Oats out of $20,000 allocation for national spot. Schedule of five spots weekly starts today (July 31) for 26 weeks. Agence: Ephemeral & Parquete, Chicago. John Blais representative.

GENERAL ELECTRIC BULBS through BBDO, New York, planning 15-week radio spot announcement campaign in 32 market starting Sept. 11.

TWO LONG-STANDING items of unfinished business at FCC due soon to be written out via final decisions—WAR Pontiac's application to move to Detroit, and WBKB Boston, complex and hoary renewal bid. Both considered likely to get FCC approval.

COMPTON ADV. AGENCY, New York, preparing spot radio campaign for Procter & Gamble's Dreme in about 50 eastern market starting Aug. 21.

WMAL-TV Washington, Evening Star video outlet and ABC-TV affiliate, will close do some time this week for rental rights to Chevy Chase Palace. Price undisclosed. Static plans to use building for all types of remote TV shows.

HAND behind latest anti-network blast of Rep. Harry R. Sheppard (D-Calif.) is generally identified as that of Gordon Brown WSBY Rochester, persistent and vocal net work critic whose tracts were among those cited by Rep. Sheppard [BROADCASTING, Jul 24].

SHARKEY FILES SUIT

JACK SHARKEY, filing suit in New York Federal Court for $300,000 against NBC Chasebrough Mfg. Co. and McCann-Erickson, alleges telecast of his old fight films on NBC TV's Great Fights of the Century last season constituted improper use. Although complain named McCann-Erickson as defendant, it was Captain Inc., which placed program, McCann Erickson is a agency for other Chasebrough business. Action raises question of paying participant for TV use of old sports films.

MAURICE GAFFNEY DIES

MAURICE L. GAFFNEY, 46, ABC director of sales presentation, died of heart attack Thursday. Mr. Gaffney joined ABC in 1946 after seven years of service with CBS Surviving are wife, Kathryn, and four children.
THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively and Economically!

Is The Team's great potential audience responsive, you may ask?
Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.
The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.
To examine this proof, contact KMBC-KFRM, or any Free & Peters "Colonel".

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
**WWDC NOW 3rd in total share of Washington audience**

<table>
<thead>
<tr>
<th>Station</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (Network)</td>
<td>25.1%</td>
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<tr>
<td>B (Network)</td>
<td>15.0%</td>
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<tr>
<td><strong>WWDC</strong></td>
<td>12.8%</td>
</tr>
<tr>
<td>C (Network)</td>
<td>10.5%</td>
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<tr>
<td>D</td>
<td>5.9%</td>
</tr>
<tr>
<td>E (Network)</td>
<td>5.8%</td>
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<td>F</td>
<td>3.7%</td>
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<td>G</td>
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<td>J</td>
<td>3.1%</td>
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<td>K</td>
<td>3.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Big ... big ... BIG! That's the new audience WWDC delivers advertisers with its 5000 watts and its low rates. Only two big network stations have a larger share of audience. WWDC has more than the two other network outlets ... more than all other independents. That's why WWDC is Washington's dominant independent. That's why WWDC is your best buy in Washington. Get the facts from your Forjoe man.

250,000 NEW LISTENERS

*Pulse, May-June, 1950. Share of Audience, 6:00 A.M. to midnight, Monday through Sunday.*