IN THE FACE of constant stories that AM radio is losing audience and that the public's interest is turning elsewhere, WLS listener mail in the first six months of 1950 was the largest of any like period in the station's history.

WLS has always proved its audience and the responsiveness of that audience by letters from listeners. For twenty years we have been proud of the fact that more than a million listeners wrote the station each year. This year only slightly less than a million letters were received in the first six months.

This mail increase was not prompted by any extraordinary incentives. Only usual program mail offers were used. It certainly is proof that the WLS audience is not being led away; that it listens—and responds.

For case histories on how this responsiveness has produced sales for WLS advertisers, write WLS, CHICAGO 7, or call any John Blair man.

The Largest Listener Mail in WLS History!

THE WLS MARKET is worthy of your consideration. 16,922,600 people in this WLS coverage area spent 15½ billion dollars on retail sales last year out of their effective buying income of $24,209,870,000. These people can best be reached by radio—most effectively and economically by WLS.

Source: 1950 Survey of Buying Power. 1949 BMB, WLS daytime, 10-100% coverage.
"Sportraits" the only complete TV sports roundup program in Louisville! Handled by Phil Suttenfield, veteran sportscaster, this show includes a fast visual rundown of the day in sports, up-to-the-minute sports films by International News Service Telenews, and interviews with outstanding sports personalities. It's a test results show. The 76th Kentucky Oaks was run at 4:30 p.m. at Churchill Downs. The movie of the race was on Sportraits two hours later. 15 minute format.

"T-Bar-V Ranch" Take one part Muppet with six guns and a pair of eyes—and two parts MC and you have the ingredients that make T-bar-V Ranch the most popular small TV show on the American video range. Randy Archer, singing cowboy and "Cactus" his ranch cook indulge in comedy, adventure and fun with the youngsters. A rip-roaring serial is included in the show and the show's impact has already sold 10,000 beanie hats for a local bottling sponsor. 30 minute format.

3 WHAS-TV live talent productions especially for Participating Sponsors

"Walton Calling" From the Top rated radio version (Dallas Call Jim Walton moved his "keep 'em lauging" talents to television without a break. Long before the WHAS Transmitter beamed it's picture, Walton was slotting his radio program on stunts towards the Just like studio acted the result: a smash-hit program. The program is to large studio audience each week. It is a show where nobody is safe except the lucky sponsor. 30 minute format.

A Basic CBS Affiliate . . . and the cable is coming in October

WHAS-TV Louisville, Kentucky

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
In Intermountain America, KSL's 55-county primary listening area and the vast Salt Lake City wholesale distribution area are a perfect match.

Because these areas coincide almost exactly, county for county, 50,000-watt KSL delivers customers where you deliver your product. Thus, your advertising and your distribution go hand in hand. Without waste . . . without duplication.

What's more, with KSL you can cut the finest sales figure in all Intermountain America. Because the more-than-a-million people in KSL's primary area spend more than $750,000,000 annually in retail sales. And because throughout this wealthy market KSL — with an average 34.9% share of audience all week long* — gives you far more customers at less cost than any other station or regional network!

The pattern is simple: to sell Intermountain America you need KSL — and KSL is the one and only station you need.

KSL 50,000 WATTS
SALT LAKE CITY'S CBS OUTLET
REPRESENTED BY RADIO SALES

*INSIDE Salt Lake City, KSL has 50% more listeners than the second station.
All source material available on request.
Closed Circuit

PLAN for Broadcasters Defense Council, gathering momentum since first broached by Presidential Assistant John R. Steelman three weeks ago, may flower into actuality shortly. Such names as David Sarnoff, William S. Paley, Edward J. Noble, T. C. Streibert and James D. Shouse mentioned for membership on top policy council under probable chairmanship of NAB President James Miller.

REPORT published Friday in Charlotte (N. C.) News that WBTV's Charles Crutchfield may head new Federal censorship and information agency unconfirmaable in official quarters. Mr. Crutchfield noncommittal but it's known he spent several days in Washington last week conferring with highest authorities. Eventual censorship office and part of World War II Office of War Information being discussed by President with military and special agencies as well as legislators. It's presumed Mr. Crutchfield's possible availability for one or other top (censorship or information) is being explored.

AMID talk of reinstatement of censorship, question appears to be whether it shall be civilian or military. In last war it was civilian with Censorship Director Byron Price reporting direct to President, skirting military entirely. That, according to those who were through that grind, was reason for its outstanding success.

NAB special board meeting today and tomorrow will follow defense theme. Wayne Coy, FCC Chairman, meets with board at 9 a.m. session Tuesday. Board meets at White House with Presidential Assistant Steelman at 3 p.m.

CONCERN evidenced in agency as well as station quarters over prospect TV stations are especially susceptible to use as "homing" devices for enemy guided missiles and accordingly would pose potentially serious threat in wartime. Technical authorities don't discount idea of "homing" on almost any radio signal—AM, PM and TV included—but point out on other hand that it involves many difficult factors, particularly in case of guided missiles as distinguished from piloted craft.

FROM "homing" standpoint, experts can make out good case against blackout of U. S. radio unless Canadian and Mexican stations are silenced too. The say enemy could "home" to U. S. target on signal of strong border station in that area, though in case of guided missiles in particular it would be tricky job to make cut-off accurately on target.

LEGAL step to make possible sale of Don Lee property taken with posting of "notice of intention to sell on and after Aug. 8" by Public Administrator Ben H. Brown. Posting understood formality which makes sale possible within one year. So far as known, no deal is imminent. There are bids for segments of property, including CBS bid for

(Continued on page 82)

Upcoming

Aug. 7-8: NAB Board meeting, NAB Hdqrs., Washington.
Aug. 7-8: NAB FM Committee-Station meeting, NAB Hdqrs., Washington.
Aug. 8: Emergency meeting RTMA Board, Roosevelt Hotel, New York.
Aug. 9-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 64)

Bullets

SINGLE PACKAGE, $34 billion appropriation bill, providing funds for FCC, State Dept. and other government agencies, passed by Senate late Friday (see story page 33).

ARMOUR & Co., Chicago, for Dial soan, Clifton Flakes and other products, will sponsor 11:16-11:30 a.m. (CDT) period five weeks weekly on full NBC network starting Sept. 4 for 52 weeks. Program, as yet unchosen, will originate at this time for Central, Mountain and West Coast time zones, and will be repeated via tape for East, at 1:15 p.m. Agency, Foote, Cone & Belding, Chicago.

STANDBY wage-price-rationing legislation, pending exemption for time rates charged by radio-TV stations, abandoned late Friday by House of Representatives (early story page 61).

PONTIAC MOTOR CARS to start Sept. 24 national AM and TV spot campaign for eight weeks through MacManus, John & Adams, Detroit. Availability being studied.

JIMMY DURANTE signed by NBC to exclusive five-year radio-television contract at figure reported in excess of million dollars. He is to alternate with Ed Wynn, Danny Thomas and Spike Jones on NBC-TV Wednesday night show starting Oct. 18. Deal calls for ten guest appearances per year for first two years.

RTMA BOARD TO HOLD EMERGENCY MEETING

EMERGENCY session of board of Radio-Television Mfrs. Assn. to be held Tuesday at Roosevelt Hotel, New York. Meeting called Friday by RTMA President K. C. Sprague, of Sprague Electric Co., because of re-arrangement program. Regular board meeting scheduled Sept. 20 in New York.

Vital problems affecting manufacturing industry to be taken up, President Sprague said, with military officials having indicated industry will be called on to produce 1 to 1½ billion dollars worth of electronic items in the next 12 to 15 months as part of rearmament.

NBC NAMES MUNSON

BRIG. GEN. Edward Lyman Munson, former 20th Century-Fox producer, Friday appointed director of NBC-TV Film Division. Gen. Munson joined 20th Century-Fox after 24 years of Army service, including assignments as chief of Army Pictorial Service and administration of Army Information Division.

Business Briefly

NAB, RTMA FILE PROTESTS ON 10% TV SET TAX

PROTESTS filed Friday by NAB and Radio-Television Mfrs. Assn. against proposal of John W. Snyder, Secretary of Treasury, that 10% excise tax on radio sets be extended to TV receivers.

In letter to Sen. Walter F. George (D-Ga.), chairman of Senate Finance Committee, RTMA Excise Tax Committee termed Snyder proposal contrary to public interest. Proposed TV tax was killed by House committee. Letter signed by Allen B. DuMont, Allen B. DuMont Labs, chairman, and A. M. Freeman, RCA Victor, vice chairman.

RTMA asked chance to be heard by Senate committee, explaining TV is important medium of public information and not just form of entertainment.

Don Petty, NAB general counsel, wrote Sen. George, TV sets should be made as readily and economically available to all income groups as is consistent with necessary allocation of essential materials. He noted armed forces have used TV as medium of mass instruction and emphasized its value for emergency training in critical centers.

ASSOCIATION CHARTERED

ELECTRONIC Parts Mfrs. Assn. filed incorporation papers Friday in District of Columbia, according to Charles C. Koch, newly elected president. He said group comprises leading components and parts makers, 15 of whom met last week in Chicago. First regular meeting to be held in Chicago Aug. 16. Mr. Koch said organization will coordinate parts company efforts with requirements of armed services. He is president of Merit Transformer Corp., Chicago.

FOREIGN RADIO PLAN OKAYED

OUTLAY of $1,288,000 for construction of six high powered radio stations and purchase of 200,000 low-cost sets for foreign listeners tentatively approved Friday, by House Appropriations subcommittee, headed by Rep. John J. Rooney (D-N. Y.). Funds originally sought by President Truman in supplemental request (see story page 53; also story page 21).
Growing Like Magic

The WDEL-TV audience
in the rich
Wilmington, Delaware market

In fourteen months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth* of this market—make it a unique buy. In the first year of telecasting, set sales in its area jumped more than 700%! You can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

* Sales Management's 1950 Survey of Buying Power places Wilmington first in income per family among all U. S. Metropolitan centers of 100,000 or over. Figures released by U. S. Census Bureau, 7/2/50, report Delaware as having highest per capita retail store expenditure of any State, topped only by District of Columbia.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate
As he sews, so his sponsors reap

Skillful in direct selling as well as in prestige-building, he stitches a sturdy fabric from the news. His “needlework” is heard by approximately 13,500,000 listeners weekly.

As Mr. P. K. Smith of P. K. Smith & Co. wrote to Station WTSP, both of St. Petersburg, Florida:

“We feature a cross section of merchandise which appeals to the masses of the people. On numerous occasions we have introduced or offered new items exclusively through the Fulton Lewis, Jr. program. Therefore, we feel qualified to state unconditionally that this medium of advertising is highly effective...

“It is our firm belief that this is one of the finest prestige programs on the air today.”

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Two ways to call hogs...

You see the porkers come a-run-nin' when a champion hog caller gives out with those melodious, come-hither tones that carry for miles. But the call that brings them to market is the solid clink of cash on the line.

And with 4,000 meat packers putting their cash on the barrel-heads every day, each of them has to make his money shout loudly enough to attract the necessary supplies to his own plant.

As each packer bids for animals he has to keep two sets of opposing figures in mind. The prices he pays must be high enough to be acceptable to farmers, who want to come out ahead on the "board-and-keep" bills run up by their pigs, lambs and steers. On the other hand, the meat packer must buy on a basis that permits him to compete with other packers when it comes to selling meat.

This competition for supplies and markets helps keep the price of meat animals and meat at the natural levels set by the law of supply and demand.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
TESTING—
ONE, TWO, THREE...
OR MORE!

So many factors blend into salesmanship — product, package, distribution, dealers, to name a few — that even the shrewdest planning, soundest copy slant, painstaking choice of medium may fail to ring the bell when the results are in.

That’s why a well-timed test, with prompt returns to check . . . from one market or from many, is often your wisest investment.

Spot radio means testing at its surest, promptest efficiency. Spot takes soundings, charts the shoals and channels, helps you set a swift and direct course. Spot shows results in days instead of weeks, or weeks instead of months. And on the stations listed here, Spot performs its best-developed job ➔
Paul Kasander, president Nat. Radio Productions, Detroit, to head new radio-TV department William Wilbur Adv., N.Y.


Geoffrey C. Doyle, Cecil & Presbrey Inc., N. Y., to Robert Conahay & Assoc., N. Y., as account executive.


Charles J. Zeller, AM-TV director Guenther Bradford & Co., Chicago, named vice president in charge of radio-TV. He is father of boy, William Patrick.


Jean F. Wirth, account executive Dorland Inc., N. Y., to supervisor of accounts Colman, Prentis & Varley Inc., N. Y.

Edgar W. Gilbert, Fuller & Smith & Ross Inc., N. Y., to Ruthrauff

THE CAREER of Peter Finney, account executive on Admiral Radio for Kudner Agency, New York, seems to validate the principle that "You can't keep a good man up." Mr. Finney came to his present work from a field only slightly less hazardous than radio and television. He was a test pilot. Prior to taming gremlins for Bell Aircraft he served as copywriter and public relations man for the Leo Burnett Agency in Chicago. Before that he was with Reader's Digest in an executive role after a freelance tilt with magazines and radio, notably as a writer on some of the March of Time programs. Nor does his background overlook newspapers. As a newspaperman he served on the old New York World, the Washington Herald, and the Jacksonville Journal, among others.

Mr. Finney has been employed in his present capacity at Kudner since October 1949. Before that he was a member of the agency's public relations directorate.

In that position he handled two hour-long network shows called Salute to the Shriners for the Shriners Crippled Children's Hospital, featuring such stars as Bob Hope and Dinah Shore. Other clients he serviced for the agency were General Motors, National Distillers, Cleveland Diesel, Benson & Hedges, Texas Co. and Admiral Radio.

It was while working on the latter account that Mr. Finney did s u c h a significant job that the agency awarded him the title of account executive.

As an account executive on Admiral Radio he supervises all advertising projects for the client, including its television properties, Lights Out on NBC-TV and half of the hour-long Stop The Music show on ABC-TV.

Mr. Finney is married to the former Annie Daivies. They have five children: Kathleen, 11; Patrick, 10; Michael, 6; Lenoir, 4, and Davies, 2. The family lives in Bedford Village, New York.

Mr. Finney lists "writing" as his only hobby.
To a Big City Ad Man

unaccustomed to 5 o'clock shadows

5 o'clock in the morning is either awfully early or mighty late. If you've approached it only from the tired city side you have probably missed its more invigorating aspects.

Iowans fare better. Instead of barren asphalt jungles they see fruitful fields with dew glistening in the sunrise. In place of night-deserted buildings they see busy barnyard bustle. They see the shadows of fattening beeves whose composite market weight in 1949 was 2 billion 386 million pounds. Iowa grows more cattle—and makes more money at it—than any of the legendary range states.

They see the shadows of a fantastic "pork barrel" worth over $737 million in 1949. Iowa marketed one-fourth of all the pork in the country last year. They see the shadow of a gigantic egg which provides pin money for Iowa farm wives of $200 million annually. The egg and Iowa nestle cosily at the top of the nation's market basket.

The substance of all these shadows is $2 billion 11½ million for Iowa cash farm income in 1949—first for the nation according to Sales Management. Industrial Iowa adds another $2 billion to total individual income. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS, 600 KC

WMT

CEDAR RAPIDS

DAY AND NIGHT

BASIC COLUMBIA NETWORK

August 7, 1950 • Page 11
Willie Wish says:

More than 40,000 people see this huge sign every day

One of the brightest spots on Indianapolis' busiest thoroughfare—North Meridian Street—this brilliantly-floodlighted, two-way sign dominates the view for blocks, both ways.

Its message, emblazoned in the sky, is seen by over 40,000 motorists daily. It's changed frequently, giving each advertiser a break . . . becoming still another sales-boosting bonus given to the show you purchase on WISH.

new business

ELECTRICOVERS Inc., N. Y. (electric blankets), names Walter Weir Inc., N. Y., as advertising agency. Spot campaign in radio and TV, covering all major markets east of Chicago will begin in early fall. Increase in campaign will follow extension of distribution regionally.

BYMART Inc. (Tintair, hair dye) planning radio participation daytime programs starting Aug. 15. Agency: Cecil & Presbrey, N. Y.


PEARSON PHARMACAL Co., N. Y., names Harry B. Cohen Adv. Co., N. Y., to handle Ennals (chlorophyl tablet that eliminates body and breath odors internally). Radio-TV will be used.


NYO-LENE LABS Ltd. (Filmasque facial) names O'Brien & Dorrance Inc., N. Y., to direct advertising. Radio will be used.

HABRO TRADING Co. of AMERICA, Herring Board of Scotland (kippers), names Victor A. Bennett Co., N. Y. Radio will be used.

WYLER & Co., Chicago (soup mixes, dehydrated celery, mint, pepper and mixed flake vegetables), names Weiss & Geller, Chicago, to direct its national advertising. Firm plans to sponsor Mary Margaret McBride in Chicago and N. Y. in fall. Other radio plans being made.

ESSO STANDARD OIL Co. will sponsor U. of Arkansas football games on Arkansas football network, composed of 26 stations in state. Agency: Marschalk & Pratt Co., N. Y.

Network Accounts

GENERAL FOODS shifts two radio shows, Hopalong Cassidy from Mutual to CBS, Sat., 8:30-9 p.m. and My Favorite Husband from CBS Sun., 6-7:30 p.m., to same network, Sat., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

ESQUIRE BOOT POLISH about to sign contract for sponsorship of Hold that Camera, West Hooker package, on DuMont TV Network, starting Sept. 15, Fri., 8:30-9 p.m.

KROGER Co., Cincinnati, starts sponsorship Alan Young Show on 18 CBS-TV Midwest and Southern stations, effective Sept. 14, Thurs., 9:30-10 p.m. Agency: Ralph H. Jones Co., Cincinnati.

GENERAL MILLS, Minneapolis, buys half-hour for show on ABC-TV, Sat., 7:30-8 p.m., starting Oct. 21. Agency: Dancer-Fitzgerald-Sample, N. Y.

Adpeople

FRED F. DRUCKER, account executive Newby & Peron Inc., Chicago, to R. Gerber & Co., Chicago, as director of sales and advertising. Newby & Peron is Gerber agency.

DR. HANS ZEISEL, associate director of research McCann-Erickson, N. Y., to Tea Bureau, N. Y., as director of research, replacing EINAR ANDERSON, resigned to become director of research for Thomas J. Lipton Inc., Hoboken, N. J.

RALPH T. JOHANSON, executive vice president G. Heileman Brewing Co., La Crosse, Wis., elected president. ROY E. RUMM, comptroller, named treasurer.

VERNON S. MULLEN JR., advertising manager Miller Brewing Co., Milwaukee, father of boy, Terrence Michael, July 2.
feature of the week

Completing the contract for airing Oklahoma U. games on KTOK are seated (1 to r): M. E. Lane, general manager, Greenlease Moore Chevrolet Co. and president, Oklahoma Chevrolet Motor Car Dealers Advertising Assn.; Bud Wilkinson, athletic director and coach, Oklahoma U.; standing, Mr. Bell, and Ralph Bolen, president Downtown Chevrolet Motor Co. and secretary-treasurer of the dealers association.

THE INK is dry on a single-station football contract that looks as one of the largest in Oklahoma's radio history. The price tag for the football package, involving 21 stations, is tabbed at about $30,000 [Closed Circuit, July 31].

The contract has been signed by KTOK Oklahoma City and the Oklahoma Chevrolet Motor Car Dealers Advertising Assn. for sponsorship of all Oklahoma U. football games both home and away.

As the key station, KTOK will originate all the broadcasts and relay them to 20 stations in the state. According to Edgar T. Bell, KTOK general manager who has been working out the details with Campbell-Evold in Detroit, the contract is the biggest of its kind in the state.

Play by play will be handled by (Continued on page 41)

strictly business

age of that imperfctly cylindrical fruit, a banana was at best a pleasant thing to eat, and at worst an unhandy thing to slip on. But since the professional advent of Mr. Partridge, that pulpy perennial of the lunch-pail has bloomed as a thing of glamour in four colors with a home at times on the "Hit Parade."

As a significant development in its civilizing process, the banana also has achieved a given name: Chiquita. Mr. Partridge is the man who gave it.

Inferentially, then, Mr. Partridge also has endowed it with a sex. In fact "Chiquita Banana" has achieved a celebrity unequaled by any of her countrywomen, save perhaps Carmen Miranda who is reliably reported to have made her mark the hard way, and without the help of Mr. Partridge.

Nor does Mr. Partridge stint financially on his tasty Galatea. He directs the spending of a mil-

(Continued on page 41)
Here's proof that KWKH know-how, built through 24 years of experience, pays off in larger audiences and in greater audience-loyalty.

The 1949 BMB Report credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—or more than 75% of its total weekly audience!

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets top ratings, Morning, Afternoon and Evening!

Yes, know-how pays! Get all the facts about KWKH, today!

<table>
<thead>
<tr>
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<th>Share of Audience (March-April, 1950)</th>
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<tbody>
<tr>
<td></td>
<td>KWKH</td>
</tr>
<tr>
<td>Weekday Mornings</td>
<td>44.6%</td>
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<tr>
<td>Weekday Afternoons</td>
<td>41.6%</td>
</tr>
<tr>
<td>Evenings (Sun. thru Sat.)</td>
<td>46.4%</td>
</tr>
<tr>
<td>Sunday Afternoons</td>
<td>27.6%</td>
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<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>43.5%</td>
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</tbody>
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KWKH

50,000 Watts • CBS •

SHREVEPORT LOUISIANA Texas Arkansas

The Branham Company
Representatives
Henry Clay, General Manager
RATING SHOWDOWN

Test Survey Committee Named

Mr. Hooper  Dr. Roslow  Mr. Avery  Mr. Manchee  Dr. Baker  Mr. Wilbor

The Proposal to submit Hooper and Pulse survey techniques to an impartial clinical test was placed last week in the hands of a committee of six top national research and advertising industry officials.

But even before the committee could get together, one of its members, Dr. Sydney Roslow, head of The Pulse Inc., charged that he had not been given the promised opportunity to approve its membership.

Representing agency, advertiser and broadcast figures in addition to heads of the Hooper and Pulse research firms, the committee had been tentatively scheduled to meet in New York this week to see what can be done to bring about the research showdown proposed by KJBS San Francisco [Broadcasting, July 10, 17, 24, 31].

A proposed list of the committee culminated a month of nationwide discussion about the relative merits of the Hooper coincidental and Pulse aided-recall survey techniques. The controversy developed from a KJBS advertisement in the July 3 Broadcasting in which a showdown test of the two methods was promised.

As one of the two key figures in the controversy Dr. Roslow strongly objected to appointment of the committee without having a chance to approve its composition. He made the objection in a letter sent Aug. 3 to Stanley G. Breyer, KJBS commercial manager who investigated the controversy.

Committee Named

Named to the committee were:

Fred Mancehee, temporary chairman, executive vice president in charge of merchandising and marketing, BBDO, New York, in his capacity as chairman of the AAAA Special Committee of Radio and TV Research Service.

A. Wells Wilborn, director of the Market Analysis Dept. of General Mills, who has been with the company since 1938 and before that with the old Blackett-Sample-Hum- met media department. He represents advertisers and has been active in ANA research projects.

Dr. Kenneth H. Baker, director of the NAB Research Dept. and acting president of BMB. He has been in broadcast research two decades, and represents NAB on

NEWS SPONSORSHIP

RE-AWAKENED emphasis on news inspired by the outbreak of fighting in Korea has begun to reflect itself in radio sales with eight major advertisers within the past fortnight turning to network or regional news programs to exploit their products.

In addition, at least two other advertisers are known to be seeking specifically spot announcements before and after news shows.

Amurl Products Co., Chicago, will sponsor Gabriel Hesterer on his Thursday night broadcasts on MBS, starting Sept. 14, to promote its Amurl Amininated tooth powder. O'Neil, Larson & Mason, Chicago, is the agency.

The Rhodes Pharmaceul Co., Cleveland, starting Aug. 30, will sponsor Gabriel Hesterer on MBS, Sunday, 9:30-45 p.m., in behalf of its medicinal product, ImiDrin.

During World War II Mr. Hester- ter was on the air seven days a week. With the end of that war he tapered his schedule down to five times weekly, 7:30-45 p.m., when the news slackened to a peacetime tempo. With the addition of the Sunday program his schedule has increased to six days.

Phillips Petroleum Co. (Phillips 86 gasoline), which sponsors about 20 news programs across the country in as many markets, is considering buying additional news shows in other markets. Two news programs were bought last week on KFW Wichita and WEEK Peoria.

In addition, two television programs are being contemplated, one for a clinical center and another for a dental center.

Phillips, who is expected to announce shortly, Armour Co., Chicago, is understood to be contemplating a news program on NBC, between 1 and 2 p.m., which the network is currently trying to get approval for.

The two advertisers looking for spot availabilities in and around news programs are Smith Bros., through its agency, SSC & B, New York, and Vick Chemical Co., through Morse International, New York.

Another advertiser, as yet unrevealed, is understood to be seriously contemplating sponsorship of Report from Korea, 11:15-11:30 a.m. on NBC.

War Brings Increase

Newscaster Edward R. Morrow on CBS, Monday through Friday, 7:45-8 p.m., on 31 mid-west-sta- tions. Others sharing sponsorship in the East and West are American Oil Co. (Amoco), Hamm Brewery, Peter Paul candy and Quaker State Oil Co.

Bond Clothes, through its agency, Neff-Rogow, New York, is currently lining up a news program schedule. Details of the campaign are expected to be announced shortly.

Armour Co., Chicago, is understood to be contemplating a news show in its tentatively offered 15-minute period five-times weekly on NBC, between 1 and 2 p.m., which the network is currently trying to get approval for.

Commission Schedule

Serutan Co., New York, on Sept. 11 and 12 will start sponsorship of two news programs—a five-minute newscast and a 15-minute news segment on 200 ABC stations [Broadcasting, July 31]. Roy S. Duratine, New York, is the agency.

Richfield Oil Co., New York, reportedly will drop its sponsorship of Escape on CBS Friday, 16:10-90 p.m. and substitute two CBS news shows, Larry Lesueur, Saturday 6:45-7 p.m. and Charles Collinswood, Sunday 1:1-16 p.m. Morey, Humm & Johnston, New York, is the agency.

Procter & Gamble, Cincinnati, is the fifth advertiser to sponsor...
CBS NET INCOME

"50 Half Tops $3 Million

NET income of CBS in the first half of '50 was $3,182,070, probably $1.5 million bigger than the net for the same period last year, a network financial report showed last week.

Gross income in the first six months of 1950 was $60,077,585, compared with $52,885,319 in the similar period last year. Operating expenses were also bigger. In 1949, these totaled $24,199,524 last, compared with $24,399,524 last. The net income of $3,182,070 was calculated after deductions for discounts, commissions and returns, for operating and general expenses and for provision for federal income taxes.

Earnings per share in the first half of '50 was $1.35, compared with $1 in the same part of 1949. A cash dividend of 40 cents a share on both Class A and Class B stock payable Sept. 1 to stockholders of record Aug. 16 per the business Aug. 18 was voted by the CBS board at its regular meeting last Wednesday.

ISRAEL MUSIC

SESAC Sets Contract

SESAC Inc. has arranged an exclusive contract to represent all the music, both present and future, controlled by the Israel Publishers Agency (IPAC), and also that of Israel Society of Composers (ISCAM), according to K. A. Jadassohn, general manager of the New York firm.

Mr. Jadassohn brought the contract with him on his return from a trip to Israel. He said some of the important new publishers included in the IPA roster were Edith Hazelmer, Edwin Fimson and Edwin Gil-Ron, all located in Tel Aviv.

In addition, IPA has made a reciprocal agreement with SESAC to make available over there the SESAC library of 160,000 musical compositions listed in more than 300 American music publishers' catalogs affiliated with SESAC.

Chesterfield

Ties In Local Disc Shows

LIGGETT & MYERS, New York (Chesterfield cigarettes), has launched a unique local tie-in arrangement in conjunction with its summer CBS network show, Chesterfield's ABC's of Music. The advertiser is buying supplementary spot time on the home-town programs of the guest disc jockeys who are a feature of the national program.

So far, spots on 22 disc jockey shows have been contracted for 13 weeks each by Chesterfield's agency, Cunningham & Walsh, New York. These are in addition to the four disc jockey shows regularly sponsored by the advertiser: Martin Block on WNEW New York; Zack Hurt on Texas Network; Eddie Hubbard on WIND Chicago and Grady Cole on WBT Charlotte.

The disc jockey programs lined up are: Starting June 5, Hop Ellis on KOLT Scotta Buff, Neb., five times weekly, and Bob Story on WNOR Norfolk, Va., six times weekly.

Starting June 12, Don Roberts on WKNE Keene, N. H., five times weekly, and Jack Davis on WQQA Moline, Ill., three 15-minute segments weekly.

Starting June 19, Joe Wilsop on WCFA Clearfield, Pa., five times weekly, and Maury Farrell on WAPI Birmingham, Ala., five times weekly.

On June 26, Steve Evans on KRUL Corvallis, Ore., three times weekly, and Paul Brenner on WAAT Newark, three 10-minute segments weekly.

Starting July 7, Rosemary Wayne on WJJD Chicago, one spot weekly.

Starting July 8, Jack Mills, KSIB Creston, Iowa, five times weekly, and Eddie Gallacher on WTOP Washington, six times weekly.

On July 10, Roger Davison, WMJS Natchez, Miss., five times weekly; Bill O'Connor on WGBS Miami, six times weekly, and Ray Perkins, KFEL Denver, six times weekly.

On July 17, Jimmy Lyons, KNBC San Francisco, six times weekly; Stan Stephens, KOJM Havre, Mont., five times weekly, and Lercy Miller on WFIL Philadelphia, six times weekly.

On July 24, Jon Farmer, WAGA Atlanta, five times weekly, and Dick Bills, KOB Albuquerque, N. M., five times weekly.

On July 31, Felix Grant, WWDG Washington, five times weekly; Frank Hassett, KCKN Kansas City, three times weekly, and Joe Deane on WHEC Rochester, three times weekly.

On Aug. 7, Bob Creeger, WWCO Waterbury, Conn., six times weekly.

The network program will remain on CBS Wednesday, 9:30-10 p.m. until the return Sept. 7 of Chesterfield's fall show featuring Bing Crosby.

Kool Promotion

Bates Agency Maps Plans

EXECUTIVES at the Ted Bates Agency, New York, last week called a meeting of station representatives to present a merchandising-promotion plan for its client Brown & Williamson's Kool cigarettes.

The promotion plan includes a contest to recognize the Kool commercial jingle without the lyrics to be played on station disc jockey shows.

It was understood that the agency would place the merchandising device on one station as a test before any extended campaign was started.

Motorola Plans

MOTOROLA Inc., Chicago, through Ruthrauff & Ryan, New York, plans an extensive $600,000 national radio spot campaign beginning in mid-September for six weeks. From 2 to 130 1-minute spots per day over 100 stations in TV cities are planned.

Campbell Soup Signs

CAMPELLE SOUP Co. (Franco-American spaghetti and Franco-American macaroni) will sponsor Double Across Nothing five times weekly, 2-3:30 p.m. on NBC starting Aug. 14. Dancer-Fitzgerald-Sample, New York, is the agency.

YANKEE GAMES

LBs To Air Football

FOOTBALL games of the New York Yankee (professional) will be broadcast on a coast-to-coast hookup of Liberty Broadcasting System, with 300 stations in all 48 states participating, according to a joint announcement by Ted Collins, Yankee owner, and Gordon McLen- don, Liberty president. WINS New York will be New York outlet.

Mr. McLeod will announce Yankee games and Ted Husing is to broadcast seven Army and five New York Giants games over Liberty [BROADCASTING, July 31].

The schedule starts with the Forty-Niners game at San Francisco Sept. 17 and concludes Dec. 10 with the Yankee-Baltimore Colt game in New York. All games will be direct-from-the-field, Liberty announced.

JOHNSON NAMED

Joins Ward-Wheelock Co.

RUSS JOHNSTON, formerly vice president and director of Jerry Fairbanks Inc. Hollywood, has joined Ward Wheelock Co., New York and Philadelphia's advertising agency, as vice president and director of radio and television. His appointment was effective Aug. 1.

Mr. Johnston's position at Ward Wheelock has been newly created, according to the agency. The company also announced election of Carroll Carroll as vice president and director of its Hollywood operations. Mr. Johnston has worked for both CBS and NBC, with the former as Hollywood program chief in 1946 and director of the latter's film division in 1948. In the radio-TV fields for the past 27 years, Mr. Johnston has authored and directed top network programs as well as serving in an executive position with McCann-Erickson for six years.

CARL LEVIN

Directs Weintraub P. R. Office

WILLIAM H. WEINTRAUB Inc., New York advertising agency, has appointed the New York Herald Tribune's White House reporter, Carl Levin, to head up a Washington public relations firm, it was learned last week.

Mr. Levin, who has been with the Tribune for 20 years and one of its foreign correspondents for a period during World War II, will resign from the New York paper's staff. One of Mr. Levin's chief functions will be to serve the agency and of some of its clients with information on Washington affairs. He has been the Tribune's White House reporter since 1943.
The Defense Dept. said, the Labor Dept. list, together with the Dept. of Commerce list of "essential activities," would serve as the "basic criteria" of reservists in key civilian occupations such as electronic specialists and others. Funded as well, the reservists deferred must be in a critical occupation "necessary to a highly essential activity and he will be deferred only until he can be satisfactorily replaced in that occupation." Maximum of six months was placed on initial deferments.

Policy would be delegated to the three military branches in the Dept. of Defense as it concerns their reserve components, it was said.

Deferments in all cases will be made on an individual basis and may be terminated at any time "because of overriding military considerations," Defense Secretary Louis Johnson stressed.

Requests for delay in call to active duty by civilian component members will not be considered unless they have actually received orders to report, he said. Requests received in advance of such orders will be held and acted on when orders come through, he added.

**NEW SPOT HIGH**

Representatives See $125 Million

Although the total volume of radio network business has been running slightly behind last year's level, the same situation does not apply to spot, according to an official spokesman for the station representative group.

Spot, he said last week, will in 1950 hit an all-time high volume of business, totaling some $125 million. This estimate was confirmed by an executive of the National Assn. of Station Representatives who told Broadcasting that it tallies with information collected by NARS.

He further stated that all signs point to a continued upward trend in spot billings in the foreseeable future, adding that this prediction should hold even in the event of another global war. He pointed out that the greatest gains in spot billings occurred in the five-year period between 1940 and 1945, encompassing the World War II period.

Stories of spot activity in recent issues of Broadcasting indicate that spot radio will be extensively used this fall by a long list of advertisers promoting a wide variety of products that range from light bulbs to hair tonics, from radios to cold remedies.

Among the major advertisers who have lately lined up spot campaign for this fall are Motorola Inc., Procter & Gamble, General Electric Co., Whitehall Pharmacal Co., Grove Labs, General Foods, Prestons, Vicks Chemical Co. and Bristol-Myers Co.

Spot Billing Up 10%

While the total spot billing for this year will probably exceed last year's by more than 10%, it was pointed out that not all stations will experience comparable increases in their individual incomes.

Some stations will, of course, show much greater increases, but many major stations in major markets have been sold out for years and unless they have recently raised their rates, which few have, they cannot anticipate any significant rise in revenue this year. Some stations, particularly those in highly competitive markets, will doubtless wind up the year with spot billings well below their 1949 totals. But for the country as a whole, the 1950 spot picture is decidedly optimistic.

Broadcasting Yearbook tabulation of radio billings shows that spot, or national non-network net time sales, totaled $13,805,350 in 1935, rose to $37,140,444 in 1940 and from then on climbed sharply to $46,981,939 in 1941, $51,059,159 in 1942, $65,389,170 in 1943, $75,312,899 in 1944, $76,696,468 in 1945.

In the postwar years the rise in spot billings has been almost as precipitous: $52,217,505 in 1946, $91,681,241 in 1947, $104,759,761 in 1948 and an estimated $112 million in 1949.
**'Radio Values'**

Networks Receive ANA Report

ASSN. of NATIONAL ADVERTISERS last week delivered copies of its report on "Radio Time Values" to the four nationwide networks. Repudiated in an attempt to present the report to network executives in personal conferences when the networks declined ANA's invitation on advice of their legal counsellors, July 17, 24, 31), ANA abandoned the personal presentation approach and forwarded individual copies of the report in bulk.

Explaining the action, Paul B. West, ANA president, said: "It is important, we believe, that broadcasters have the benefit of the ANA Radio and TV Steering Committee's independent research on the subject of current trends in radio and the conclusions reached by the ANA radio users based upon this research.

Price Question

"There is not, and never was, any intention on ANA's part to tell the networks what they should charge for their programs," Mr. West's statement continued. "That is the prerogative of the medium and is respected by the ANA just as its members individually reserve the right to determine the prices at which they sell their products."

Mr. West's comment seems somewhat at variance with the conclusion of the ANA Radio and TV AM Rates

Survey Values First—Ward

ASSN. of National Advertisers should first ascertain relative effectiveness of AM and TV before asking adjustments in AM rates, according to Joseph B. Ward, research director of Advertising Research Bureau Inc., Seattle.

ARKI has been conducting a series of surveys in the Pacific Northwest, testing media in nine markets in three states on the basis of point-of-sale analyses (Broadcasting, June 26, 6).

Mr. Ward suggested networks and television carefully appraise relative values of AM and TV as advertising media. He said: "It is possible it is found that AM and TV deliver approximately the same store traffic for equal advertising dollars. In such a case it would seem likely that present rate structures are fair, all other facts of media operations being equal.

"We are deeply concerned with learning the facts at the point of sale—those on which such facts can be acquired. We take the position that only the customer can provide the facts. From the customer we learn the relative ratings of advertising media; the advertiser learns customer reaction to his store, merchandise, clerks and—most important—he's advertising. Media learn their relative effectiveness and can determine whether their rate structures are adequate."

Committee that "nighttime radio rates need to be adjusted downward right now and will need further adjustment as TV grows."

Using audience data provided by A. C. Nielsen Co. and C. E. Hooper Inc., the committee noted with apprehension declines in evening radio audiences in TV cities and concluded that these statistics would justify reductions in evening station rates as large as 60% or 85% in some cases. For the full NBC and CBS radio networks, the composite rate reductions would work out to 14.9% for each network, the committee found.

The report (summarized in detail in Broadcasting, July 31) bristles with statistics of similar purported, leading the committee to state this conclusion regarding the national radio situation:

"Time costs must come down!"

The steering committee further expressed the belief that the time for network rate adjustments is "already here" and that further adjustments will be necessary until the radio-TV audience relationship stabilizes.

Commenting on this conclusion, Mr. West said: "This does not imply that radio is not still—and will not continue to be—a very effective advertising medium and a good buy for many advertisers. What is obvious is the fact that the old pattern is changing measurably, and it is time advertisers and broadcasters made a critical and constructive evaluation of the changes that have occurred and are indicated for the future, by individual markets rather than general averages."

"The object of presenting this report to broadcasters," Mr. West stated, "is to make available to them, for such benefit as it may contain, information which makes the more individual and competitive business decisions more intelligently, the collective views of ANA radio users—to the end that this important advertising medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public."

Urges Meeting

"We feel," Mr. West went on, "that a very real and timely opportunity has been missed—we hope only temporarily—through the decision that Mr. O'Fallon made to the old-fashioned way of talking to one another face-to-face across a table. More often than not, it is the spontaneous, informal nature of the interchange of views that is the all-important factor which no words in cold type can convey. The broadcasting business and that of the advertisers, to the extent that mutual problems exist, can both suffer measurably, we believe, in the absence of such opportunities for joint personal discussion."

DENVER broadcasters joined in the festivities at Cheyenne, Wyo., when the 54th annual Frontier Days celebration opened. Let r: William C. Grove, general manager, KBFC Cheyenne; Lloyd E. Yoder, general manager, KOA Denver; Bill Meyer, president, KMYR Denver; Eugene P. O'Fallon, president, KFEL Denver; Hugh B. Terry, vice president and general manager, KLZ Denver; Tracy McCracken, president, KBFC and publisher of Wyoming Eagle & Tribune.

AN ELABORATE diary study of radio listening in Colorado and Wyoming, conducted for KOA Denver, has turned up a swarm of statistics reinforcing radio's claim to media leadership.

Among the conclusions found in the study was that the fact that on the average, residents of those two states spend more than three and a half times as much time listening to their radios than they do reading newspapers and seven and a half times as much time as reading magazines.

Comparative Time Expenditures

The diary study conducted among a carefully chosen cross-section of the general population, found that among inhabitants of the two states the average time spent listening to radio was the same. For 15 and 15 minutes, the average time spent reading 'newspapers was 39 minutes and the average time read magazines 18 minutes. Because the diary sample was representative of the entire population of the two states, the percentage figures obtained in it are projectible to the total population. On that basis, it was found that in Colorado and Wyoming a total of 189,000 people listen to the radio in the average daytime quarter-hour, 157,000 in the average afternoon quarter-hour, and 307,500 in the average quarter-hour at night. The total population of the two states is about 1.5 million.

The diary measured listening in quarter-hour periods from 5:30 a.m. to 12:30 a.m. Results were broken down to show audiences, for quarter-hour, to the four network stations in Denver (KOABDBC, KLZ-CBS, KVOD-ABC and KFEL-Mutual) and "to all other stations heard in the two states."

The figures were further broken down to show composition of the audience by age—over all geographic distribution, sex, and by community size (cities over 25,000, population, other incorporated areas, rural); by economic bracket (more prosperous third, middle third, less prosperous third); by age (age 40 and above, 20-39, 0-19), and by sex.

Under KOA Sponsorship

Under sponsorship of KOA, the study was conducted by Research Services Inc., a Denver company. Although the area included in this study is without television service, KOA believes the diary technique could be profitably applied by radio stations that are within television areas, to provide listening statistics beyond the normal range of telephone surveys or easy personal interviews.

Copies of the KOA diary are available from the station and from NBC Spot Sales.
DEFENSE TOPS NAB BOARD AGENDA
Meet Opens Today

By J. FRANK BEATTY
BROADCAST plan to guide the broadcasting industry into maximum national service as the defense situation becomes increasingly grave will be drawn up by the NAB board at a two-day emergency meeting opening today (Monday).

The plan is to chart the future course of NAB's Broadcast Advertising Bureau and the problem of selecting a new BAB director as a prominent part in the 'summons of directors to Washington [BROADCASTING, July 31], the turn of international events directed special attention to the broadcasting industry's role in mobilizing the nation.

NAB General Manager William B. Ryan will present to the board a radio defense program submitted last week to John R. Steelman, special assistant to the President. Along with it he will have results of a last-minute study of radio's relation to specific government and defense agencies.

The basic defense project developed at NAB's instigation would be a Broadcasters Defense Council. Initial plans for the council were submitted to Mr. Steelman at his request.

On behalf of Mr. Steelman, Charles Jackson, his assistant and liaison between the government and the Advertising Council, forwarded White House reactions to Mr. Ryan. Mr. Jackson indicated the White House recommendations were merely "suggestions" and added that NAB, of course, would take any action it felt appropriate.

Place of Radio-TV

Place of radio and television in the whole mobilization picture will receive serious board consideration. Currently NAB officials appear in agreement that the first step will be creation of an overall broadcast policy committee.

After a study has been made of the needs of individual broadcasters and defense agencies, it is likely the top committee will be broken down into subcommittees to handle specific functions. At the weekend NAB staff officials were reviewing needs of government agencies.

It appeared obvious that government and NAB officials agree broadcasting and television stations must be kept operating at high technical efficiency if they are to meet their responsibilities in serving the nation. The board is expected to go into the equipment problem during its meeting.

Composition of the broadcaster committee will be another problem before the board. This committee, it is felt at NAB, should be representative of network and station segments of the industry and include persons who can carry the defense projects.

The problems of what to do about BAB is threefold. First, the board faces the issue of separating BAB from NAB without crippling it in any way, the overall association functioning. The board is committed to separation by next summer.

Second, the board will take up recommendations of the special BAB Committee, which met July 27-28 at NAB headquarters. This committee drew up plans for separation of BAB from NAB and the plan will be taken up by the board. Chairman of the BAB Committee is Robert D. Sweezy, WSU New Orleans, an NAB board member representing TV.

Third, the all-important appointment of a successor to Maurice B. Mitchell, who has resigned as BAB director, will be considered. At the weekend it appeared that NAB headquarters officials had deferred the appointment temporarily because of the gravity of the world situation.

Some talk has been heard of naming a director of nationwide advertising reputation and perhaps increasing the salary limit, well above the current $17,000 limit. The board was polled recently on its views but no disclosure was made of results.

Though the board's announced agenda covers only defense and BAB, other topics can be taken up by unanimous consent.

District Meetings

For example, district meetings will open Aug. 14 in Seattle and board members are likely to talk over their special agendas in the light of recent international developments. Defense topics are expected to take a prominent place on meeting programs.

Then there is BAB, the hit of 1948 district meetings when Mr. Mitchell's famed "pitch" technique captivated the membership. For a time it was hoped that a new BAB director would be on the job in time to make the district meeting.

McFARLAND BILL

Hearing Begins Wednesday

HEARINGS on the controversial McFarland Bill, set to open Wednesday morning, seemed destined last week to involve the House Interstate & Foreign Commerce Committee in a consideration of the entire field of radio legislation. At BROADCASTING's deadline the details of the agenda were not yet complete. While staff members could only point out that the hearings had been called to consider the McFarland Bill (S-3793) [BROADCASTING, July 31], there were indications that the House would spread in a bally manner from point to counter point of legislative proposals.

At least two developments underscored such a possibility:

1. The FCC's proposals on communications legislation [BROADCASTING, March 6] have been printed in bill form by the committee and are being distributed to committee members and to key industry representatives on request.

2. The House committee has informed "interested" parties of the hearing date. They include the FCC, the Justice Dept., the Civil Service Commission, the radio networks, the telephone, telegraph and other communications companies, and such broadcasters with specific views as Gordon Brown, operator of WSAY Rochester, N. Y., an active proponent of the Shepard bill (HR-7310) to license networks. Sen. E. W. McFarland (Ariz.), sponsor of the bill to reorganize FCC procedures, also has been contacted.

It was certain that the FCC, first to testify under normal procedure, would explain its proposals in detailed form. An attempt assuredly will be made to single out differences of opinion existing between the FCC and the proposed legislation.

NEW YORK timebuyers on route to Jackson Hole, Wyo., for a week's fishing, arrive in Tulsa to look over the city and inspect KRGM, new 50 kw ABC affiliate, of which Sen. Robert S. Kerr (Okla.), and president of Kerr-Mc Gee Oil Industries Inc., is principal stockholder. The group, whose purpose is to see whether ABC can carry the defense projects.

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Stebbins Lists Findings

Oil Buying Considered

It's the feeling of our agency, based on consumer research, that the public does not consider the choice of gasoline as serious a purchasing as they do the selection of a particular brand of HB oil. Whereas they may drive a mile or two for their favorite brand of oil, only the most technologically-minded motorists seem to worry about getting home safely if they stop to fill up with any well known brand of gasoline.

Therefore, why should we take the presentation of our research copy story seriously? (Note I say presentation—because we do stick to good reason—why appeals in the copy itself.)

With this strategy in mind, we first switched the outdoor advertising from pictorial travel copy to a cartoon presentation of our so-called slogan "Go Farther with Signal," which has been used consistently for 15 years.

The cartoons, which were executed by Tony Barlow of New York, pictured in a humorous way the series of presentations and amusing results which motorists have found themselves after running out of gasoline, the caption being: "Next Time Go Farther with Signal." Consumer research checks showed that this cartoon presentation had far more than average identification and remembrance value.

Based upon this consumer reaction, we started using limericks on our radio program to dramatize similar predicaments — for example:

There once was a driver named Shuster
Who's getting more miles than he uster.
Since Signal he's tried,
And Shuster's a Signal Gas booster!
A skeptical fellow named Star
Trin' out every gas in his car.
On business or pleasure
His mileage he'd measure,
And found Signal better by far!

Soon listeners started sending in their own so offered a $20 coupon book for every one that was used on the air. Naturally this sky-rocketed the public's interest. Over a period of several months, more than 10,000 were received from the six Signal states: California, Oregon, Washington, Idaho, Nevada and Arizona.

Month by month the "needling" by our friends for being so corny drove us to make a survey of the public's reaction.

In addition, research showed that sponsor identification—which after all is one of the all-important elements in successful broadcasting—increased by 38% in a few months' time.

So who should worry whether or not sophisticated advertisers think limericks are corny? I can assure you Signal Oil Co. executives are more concerned with the public's reaction. After all, they're the people whose patronage makes the client's advertising possible.

P.S.—What about singing commercials? The so-called experts told us they would destroy the mood of our dramatic program, but we used short musical identification plugs in the opening of the show, immediately following the limericks, and at the close of the program. A survey on this point showed that only 1.9% had any unfavorable reaction.

radio advertising exclusively for the past 25 years.

"For the business man like myself," Mr. Fiore says, "radio is the most effective advertising medium available today—providing it is used consistently."

Pointing out that radio "dominates less for...dominates more effectively" than newspapers or other media, Mr. Fiore thinks of radio as a "family affair." With the newspaper, every person has his section, he says—the children, the comics, the fat lady, the sports section, and so on. Radio, on the other hand, appeals to the entire family, entertains and edifies the group as a whole, he maintains.

WISCONSIN SPONSOR SUCCESS

"Tony" Fiore Lauds Radio Advertising

WHEN commercial broadcasting made its debut in 1926, A. J. (Tony) Fiore—with $1,000 borrowed-capital—founded the Fiore Coal & Oil Co. in Madison, Wis.

Since that time, radio and Mr. Fiore's enterprise have become twin sagas of success and, from 1926, the Fiore firm has been a consistent radio advertiser. Growing close to $3 million annually, the Fiore Coal & Oil Co. is reported to be the top petroleum distributor in Dane County.

Mr. Fiore who is one of the biggest radio advertisers and one of broadcast advertising's biggest boosters in the state of Wisconsin, Tony, as he is known in petroleum circles across the nation, came to the U. S. as an Italian immigrant in 1910 and served for 18 months in the Navy during World War I. When he finished his company—without prior experience in either the coal or oil field—Mr. Fiore sought means of promoting his production, turned to radio and the youthful WIBA Madison in 1926, sponsoring daily newscasts over that station and later over WIBU Paynette, Wis.

A year later, with Ralph O'Connor, then manager of WIBU and current manager of WISC Madison, he prepared a musical show with the title Fiore Fiesta.

This was done for two good reasons. First, American tunes, Fiore Festa achieved instant popularity on WIBU and WIBA Madison. It still is an integral part of the company's radio promotion.

Ten years prior to inauguration of Fiore Fiesta, Mr. Fiore pioneered sponsorship of U. of Wisconsin basketball broadcasts over WIBA. For the past two seasons he has sponsored them over both WISC and WIBA-FM.

This sponsorship even extended east to Madison Square Garden, with exclusive broadcasts in 1941 when Wisconsin won the NCAA title. Another Fiore exclusive was chalked up this year when Wisconsin was vying with Ohio State for the Big Ten title. Play by play reports from the game were heard from Urbana, Ill., and Minneapolis.

25-Years As Sponsor

In his 25 years as a sponsor, Mr. Fiore has been associated with such broadcasting luminaries as Johnny Olsen of ABC's Ladies Be Seated; Art Lentz, director of sports publicity for the U. of Wisconsin; Bill Walker, Wisconsin radio executive, and Larry Clark, sports director of WTMJ-TV Milwaukee.

Tony Fiore's interest has spread to other fields. He is president of 20th Century Markets and Yellow Truck Lines in Madison and has interests in other far-flung enterprises.

Active interested in civic affairs, Mr. Fiore is a familiar figure at the State Capitol and at other Madison meetings. Most important of all, Wisconsin calls him a good citizen.

Illustrating his complete faith in the use of broadcast advertising, the Fiore Coal & Oil Co. has used

LIMERICK SURVEY

By BARTON A. STEBBINS
President
Barton A. Stebbins Adv. Los Angeles

SO limericks are corny?

Ask that question to any group of "sophisticated" advertising people, and you're sure of a positive answer at least eight times out of 10. That goes for everybody in the business. It includes anything and every advertising agency people, advertising managers, and even more frequently, executives of firms who advertise.

But what does the consumer actually think about limericks?

That's what we wondered when we started using limericks in the commercials for Signal Oil Co. during its broadcasts of The WhaItle on CBS Pacific stations (The WhaItle, having been on the CBS Pacific Coast network continuously for four years, attained highest popularity of any PC program over a longer period of time than any other program in PC radio history with following of 20, which ain't hay even for programs with a big TC talent budget).

So we were not surprised when many of our friends started to kid us about stooping to such low, undignified, "corny" as limericks on such a big league show.

AS president of Barton A. Stebbins Advertising Agency, Mr. Stebbins is regarded as one of the country's leading advertising men. Among the accounts his firm handles are: Southern California Nas h Dealers Assn., Puffins Biscuits, Flying Tigers Inc., Glamour Products Co., Palmer Institute of Authorship and Signal Oil Co.

Mr. Stebbins

Limericks as an advertising medium
The magazine campaign includes eight half-pages per issue in five consecutive issues of Look, beginning Sept. 25, for the nighttime programs, and one three-page insertion in Look for daytime shows. In addition, the entire October issue of Radio Mirror, both editorial and advertising content, is devoted to CBS.

On-the-air promotion, directed by Charles Oppenheim, CBS director of program promotion, will include jingles, announcements recorded by the stars themselves, as well as other announcements.

LoHi.

Mr. Hausman
Elected CBS V. P.

LOUIS HAUSMAN, director of the CBS sales promotion and advertising department since February 1949, was elected vice president in charge of the department by the CBS board of directors last Wednesday.

The vice presidency has not been filled since Victor M. Ratner resigned to join R. H. Macy Co. as advertising chief last year.

Mr. Hausman joined CBS in 1940. A year later he was named manager of the presentations division of the sales promotion department. He became associate director of the sales promotion and advertising department in 1947 and vice president in 1949.

From 1930 to 1938 Mr. Hausman was in the advertising and sales promotion department of American Safety Razor Co. and from 1938 to 1940 was advertising and sales promotion manager for the electric shaver division of Remington Rand Inc.

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, proposed last week that the U.S. distribute quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

Gen. Sarnoff's suggestion was made during his appearance on Meet the Press on NBC-TV July 30.

Asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propaganda efforts now enjoy, Gen. Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as 82 apiece, and I think that they could be made available to the people behind the Iron Curtain."

Gen. Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit, but he felt it unwise to amplify this matter in an open forum.

Gen. Sarnoff previously had urged a $200 million world-wide network of stations as part of the government's proposed expansion of U.S. overseas radio and other information activities [Broadcasting, July 10].

He also suggested that the Voice of America be vested in a government agency of cabinet rank rather than in the State Dept.

No Senate Action

A Senate Foreign Relations subcommittee, headed up by Sen. Elbert Thomas (D-Ida.), has taken no action yet on the Sarnoff and other proposals which the subcommittee heard last month during hearings on the resolution authored by Sen. William Benton (D-Conn.) and 12 colleagues to expand the information program. Sen. Thomas is known to feel, however, that the present Mundt-Smith Act provides ample legislative authority to implement current Voice operations.

Still pending also is President Truman's $89 million request for the Voice and other information activities. The measure was taken during hearings on supplemental appropriations for the State Dept. and other government branches by a House Appropriations subcommittee last month [Broadcasting, July 24]. State Dept. officials testified they expected to channel a major portion—possibly 90 percent—of the $89 million sum, if approved in its entirety, to the Voice.

The House group, under the chairmanship of Rep. John Rooney (D-N.Y.), last week was still considering supplemental funds, and authorities had no idea when the full committee would make its report to the House, or just how much of the $89 million it would approve. It was believed, however, that the sum would be pared—probably somewhere between 10 and 30 percent.

Meanwhile, Secretary of State Dean Acheson has transmitted to the Senate and its Foreign Relations Committee a semi-annual report on the U.S. International Information and Educational Exchange program for the period July 1 to Dec. 31, 1949.

GATHERED in New York to discuss the new CBS promotion are (l to r): Cody Plantieh, WTOP Washington; Nate Cook, WIBX Utica, N.Y.; Warren Journay, WFEA Manchester, N. H.; Jack Stone, WRVA Richmond, Va.; Louis Hausman, CBS vice president in charge of advertising and sales promotion; George Coleman, WQMB Scranton, Pa.; Carl George, WZAR Cleveland, and Leo Cole, WMT Cedar Rapids, Iowa.

Proposed by Sarnoff

In a fall promotion kit being sent to affiliates, there are about 1,000 different spot announcements to be scattered by the stations throughout their program schedules. Recordings of announcements made by CBS stars issuing personal invitations to listeners to tune in their programs will be sent to all affiliates. These announcements by the stars will be seen on the network schedules by closed circuit, and the stations will make their own records of them for playback at their own discretion.

The network is urging stations to rely heavily on local disc jockey and women's programs for network promotion, and has included in the (Continued on page 70)
WHOLESALE SALES

APPROXIMATELY 69% of the nation’s wholesale sales in 1948 were concentrated in 50 counties, according to preliminary data released yester-
day (Sunday) by Director Roy V. Peel of the Bureau of the Census. These 50 counties accounted for $158 billion of the national total of $185 billion in wholesale sales for the year. They also accounted for $88 billion of the $130 billion by which wholesale sales increased from 1939 to 1948.

New York County (Manhattan Borough) was reported as the leader among the 50 largest counties with wholesale sales of over $55.5 billion in 1948. This was 18% of the national total.

The largest number of counties in order were reported as: Cook County (Chi-
cago), Los Angeles County, Phil-
adelphia County and Suffolk County (Boston). These are the same counties which led in whole-
sale sales in 1939, but between 1939 and 1948 Los Angeles County

KOEPF TO RTMA
Will Assist Secret

JOHN K. KOEPF, at one time Washington manager and TV man-
ger of the Fort Industry stations, las-
vegas. The program was produced by radio-
Vision, Inc. of Santa Fe, N. M.

Recently Mr. Koepf has been sales and public relations director of Cincinnati, Newport & Covington Rail Co. He held the Fort Industry post two years following World War II.

The presentation, "The Radio — America’s Star Reporter and Super-
salesman," is the second desk-top sales aid to be prepared by BAB. The first, "Radio’s Feminine Touch," was distributed several months ago.

The news program presentation will be offered to NAB members at $7.50 per copy, accompanied by a directory of radio news programs now being prepared by the research department. The desk-
top sales aid will be off the press Aug. 18.

STATE CAPITALS

Combined population of the nation’s 48 state capitals is 6,233,789, according to preliminary figures released today (Monday) by the Bureau of the Census. The population of the Territory of Hawaii increased 16.6% between 1940 and 1950 while the population of Puerto Rico gained 18.7%.

The largest state capital is shown as Boston, Mass., with 788,552 people. The national capital, Washington, ranks slightly larger with 792,234 [BROADCASTING, July 31].

The preliminary population total is

<table>
<thead>
<tr>
<th>State</th>
<th>Capital City</th>
<th>1940</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>Montgomery</td>
<td>78,084</td>
<td>106,715</td>
</tr>
<tr>
<td>Arizona</td>
<td>Phoenix</td>
<td>65,414</td>
<td>106,920</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Little Rock</td>
<td>103,958</td>
<td>155,842</td>
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<tr>
<td>California</td>
<td>Sacramento</td>
<td>52,732</td>
<td>73,125</td>
</tr>
<tr>
<td>Connecticut</td>
<td>Hartford</td>
<td>166,267</td>
<td>174,653</td>
</tr>
<tr>
<td>Delaware</td>
<td>Dover</td>
<td>4,350,905</td>
<td>4,350,905</td>
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<tr>
<td>Florida</td>
<td>Tallahassee</td>
<td>16,240</td>
<td>17,218</td>
</tr>
<tr>
<td>Georgia</td>
<td>Atlanta</td>
<td>202,048</td>
<td>202,048</td>
</tr>
<tr>
<td>Idaho</td>
<td>Boise City</td>
<td>26,139</td>
<td>32,152</td>
</tr>
<tr>
<td>Illinois</td>
<td>Springfield</td>
<td>386,973</td>
<td>424,643</td>
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<tr>
<td>Indiana</td>
<td>Indianapolis</td>
<td>199,199</td>
<td>218,594</td>
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<tr>
<td>Iowa</td>
<td>Des Moines</td>
<td>70,502</td>
<td>74,187</td>
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<tr>
<td>Kansas</td>
<td>Topeka</td>
<td>67,833</td>
<td>78,937</td>
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<tr>
<td>Kentucky</td>
<td>Frankfort</td>
<td>11,999</td>
<td>12,314</td>
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<td>Louisiana</td>
<td>Baton Rouge</td>
<td>34,719</td>
<td>41,259</td>
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<tr>
<td>Maine</td>
<td>Augusta</td>
<td>16,460</td>
<td>21,265</td>
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<tr>
<td>Maryland</td>
<td>Annapolis</td>
<td>13,089</td>
<td>15,016</td>
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<tr>
<td>Massachusetts</td>
<td>Boston</td>
<td>770,914</td>
<td>784,593</td>
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<tr>
<td>Michigan</td>
<td>Lansing</td>
<td>78,753</td>
<td>91,678</td>
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<tr>
<td>Minnesota</td>
<td>Rochester</td>
<td>294,736</td>
<td>310,057</td>
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<tr>
<td>Mississippi</td>
<td>Jackson</td>
<td>61,107</td>
<td>79,977</td>
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<tr>
<td>Missouri</td>
<td>Jefferson City</td>
<td>24,368</td>
<td>29,700</td>
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<td>Montana</td>
<td>Helena</td>
<td>15,697</td>
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<td>Nebraska</td>
<td>Lincoln</td>
<td>81,964</td>
<td>93,279</td>
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<td>Nevada</td>
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<td>6,066</td>
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<td>New Hampshire</td>
<td>Concord</td>
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<td>New Jersey</td>
<td>Trenton</td>
<td>126,697</td>
<td>129,220</td>
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<td>New Mexico</td>
<td>Santa Fe</td>
<td>30,325</td>
<td>29,038</td>
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<tr>
<td>New York</td>
<td>Albany</td>
<td>30,377</td>
<td>33,407</td>
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<tr>
<td>North Carolina</td>
<td>Raleigh</td>
<td>37,191</td>
<td>40,029</td>
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<tr>
<td>Ohio</td>
<td>Columbus</td>
<td>2,067,087</td>
<td>2,072,821</td>
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<tr>
<td>Oklahoma</td>
<td>Oklahoma City</td>
<td>523,974</td>
<td>544,024</td>
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<tr>
<td>Oregon</td>
<td>Salem</td>
<td>30,908</td>
<td>35,044</td>
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<tr>
<td>Pennsylvania</td>
<td>Philadelphia</td>
<td>874,304</td>
<td>855,004</td>
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<td>Rhode Island</td>
<td>Providence</td>
<td>233,504</td>
<td>254,027</td>
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<tr>
<td>South Dakota</td>
<td>Pierre</td>
<td>3,123</td>
<td>3,560</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Columbia</td>
<td>167,402</td>
<td>173,559</td>
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<tr>
<td>Tennessee</td>
<td>Nashville</td>
<td>87,950</td>
<td>94,132</td>
</tr>
<tr>
<td>Utah</td>
<td>Salt Lake City</td>
<td>149,934</td>
<td>181,902</td>
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<tr>
<td>Vermont</td>
<td>Montpelier</td>
<td>155,945</td>
<td>178,894</td>
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<tr>
<td>Virginia</td>
<td>Richmond</td>
<td>1,450,149</td>
<td>1,572,954</td>
</tr>
<tr>
<td>Washington</td>
<td>Charleston</td>
<td>91,747</td>
<td>97,712</td>
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<tr>
<td>Wisconsin</td>
<td>Madison</td>
<td>577,324</td>
<td>582,586</td>
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<tr>
<td>Wyoming</td>
<td>Cheyenne</td>
<td>24,274</td>
<td>25,867</td>
</tr>
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</table>

Census Lists ‘48 Figures

The 50 counties are listed by rank for 1940 and include the independent cities of St. Louis, Balti-
more and Richmond.

<table>
<thead>
<tr>
<th>County</th>
<th>Sales, entire year 1940 (Thousand dollars)</th>
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</thead>
<tbody>
<tr>
<td>New York (N.Y.)</td>
<td>32,575,531</td>
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<tr>
<td>Cook (Ill.)</td>
<td>14,479,141</td>
</tr>
<tr>
<td>Philadelphia (Pa.)</td>
<td>5,096,625</td>
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<tr>
<td>Pittsburgh (Pa.)</td>
<td>4,823,401</td>
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<tr>
<td>Wayne (Mich.)</td>
<td>4,569,312</td>
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<tr>
<td>San Francisco (Calif.)</td>
<td>4,020,854</td>
</tr>
<tr>
<td>Cuyahoga (Ohio)</td>
<td>3,450,905</td>
</tr>
<tr>
<td>St. Louis City (Mo.)</td>
<td>2,047,016</td>
</tr>
<tr>
<td>Allegheny (Pa.)</td>
<td>2,870,000</td>
</tr>
<tr>
<td>Jackson (Miss.)</td>
<td>2,167,461</td>
</tr>
<tr>
<td>Hennepin (Minn.)</td>
<td>2,469,026</td>
</tr>
<tr>
<td>Hamilton (Ohio)</td>
<td>2,551,357</td>
</tr>
</tbody>
</table>

OFFICE OF THE COMBINED SALES

SALE SALES

50 Counties Listed for

1940 and 1939

The following 50 counties were listed by the Bureau of the Census for the year 1948 and 1939. The

Hoffman Output

$6 Million for Armed Forces

MORE than $6 million worth of electronic equipment is being ear-
marked by Hoffman Radio Corp., Los Angeles, for the Air Force and Navy on current contracts. Hoffman
the remainder of 1950, President H. L. Hoffman has informed company
stockholders.

In a quarterly letter Mr. Hoff-
man said the firm has been asked for additional production and is
negotiating new contracts. Potential new production should not inter-
ference, however, with scheduled full TV set output, he felt. Com-
pany sales and earnings for the six-month period ended June 30
were at an all-time high, he also reported.

Discussions the transition of industry
to partial wartime economy, the manufacturing executive said that some companies face a
conversion which may be difficult, but explained that his firm had undertaken
the job as far back as V-J Day. He expressed belief that Hoffman Radio Corp’s military
commitments would be geared to super-imposing the military work load upon normal business — whether it will be 90% or 60%.

Hennock at White House

FCC Commissioner Frieda Hen-
nock, a White House visitor Wed-
nednesday, declared after seeing President Truman that she had not
discussed a judgeship vacancy on the U. S. District Court for the Southern District of New York. Miss Hennock’s name has been men-
tioned frequently as a possible
choice for the appointment but she refuted any other questions asked by re-
porters as to the nature of her conversation with the President.

Page 22 • August 7, 1950
FIRST open meeting for discussion will be held starting today (Monday) at Washington headquarters under auspices of Broadcasters and their legal part in today's proceedings. To throw open the FM Committee, which Ben Strouse, WWDC Washing- ton, is chairman, will hold a closed meeting to take up problems raised during the open session as well as other FM business and the role FM can take in case of war.

Chairman Strouse stated the response to the invitation to stations was "rather amazing." He added: "The feeling of optimism reflected in these letters makes me even more certain that the plan - the only plan so far written for FM can very definitely be considered unlikely ever to reach print."

Ed Sellers, director of the NAB FM Dept., will represent NAB headquarters in the discussions.

On the opening days' agenda were problems involving supply, demand and quality of FM receivers; receiver promotion by manufacturers; auto sets; farm battery sets. In the agency field the discussion will cover ways of selling FM to timebuyers; research and surveys; promotion; SMM and BAB.

Network Phases

Going into network phases of FM the open meeting will discuss ways of making FM attractive to network; such factors as recognition of FM's additional coverage in cases of duplication; research and surveys; promotion and advertising.

The duplication problem will include number of hours duplicated, desirability of requiring FM to duplicate AM shows and the question of giving away FM circulation.

Network relay problems will be taken up, including telephone company refusal of partial use of connecting lines for network relays.

Finally, the open meeting will consider such specialized services as store broadcasting, transit, functional, multiplexing and facsimile. Suggestion that FM stations ask the FCC for an immediate decision on status of specialized services will be discussed.

On the agenda of the Tuesday closed meeting are consideration of resolutions and suggestions of FM broadcasters; means by which NAB can serve FM stations, and questions centering around promotion budgets.


Among those who had accepted invitations to attend, in addition to committee members, were R. Sanford Guyer, WBTM Danville, Va.; E. J. Gluck, WSOO Charlotte, N. C.; Gerald Harrison, WMAS Cambridge, Mass.; Sam Booth, WCHA Chambersburg, Pa.; C. Leslie Golldlaid, WEFM Martinsburg, Va.; John M. Rivers, WCCO Charleston, S. C.; Raymond S. Green, WFLN Philadelphia; G. B. McDermott, KBUR Burlington, Iowa; J. A. Wilson, WOPD Bristol, Tenn.; H. A. Beaser, KBYS Dallas; New Furr, WIST Charlotte, N. C.; Elliott M. Sanger, WQXR New York; and a representative of WIFP Philadelphia.

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Meeting Moved Up

The meeting, originally slated for Sept. 24, was moved up because of acceleration of the government's procurement and stockpile program resulting from the Korean situation, Mr. Hobbs said.

The discussion is expected to evolve a clearer estimate of what the radio-television-electronic industry may expect in the way of civilian cutbacks and what the parts output. Estimates of full-scale war materialization of the wave materialization [BROADCASTING, July 31, 24]. A number of manufacturers already have received or are negotiating contracts for more military material.

The importance of early fulfillment of military equipment needs has been stressed by Maj. Gen. S. B. Akin, Signal Corps' chief signal officer, who announced he had visited a number of electronic manufacturers late last month. The Signal Corps program embraces over 200 specific equipment items in the communications field, including radio relay signal units, relay equipment and antennae, as well as vacuum tubes and other parts.

To cover military contracts for such equipment, President Truman already has asked Congress for a supplemental outlay of $10.5 billion for electronics items. This sum, together with an estimated $500 million in the original Korean aid bill, would siphon off about $1.5 billion for such equipment.

Substantial amounts to cover contracts let by the Army, Signal Corps, Air Force and Navy, relating to communications systems and networks, will be sought in the supplemental request.

Meanwhile on Capitol Hill, the Senate Banking & Currency Committee last week took up the Defense Production Bill, which would give the President authority to divert existing plant facilities, materials and services to military uses, and to requisition property as needed. The House debated a companion piece (HR 9176) and discussed a proposal to give the Chief Executive certain standby controls over wages, prices, etc.

Cabinet Paralysis

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you're interested in the Baltimore radio audience
— low cost results
— more listeners-per-dollar

you're interested in

See your Headley-Reed man for the whole W-I-T-H story
THE PARADE of former KMPC Los Angeles newsman testifying against Owner G. A. (Dick) Richards in FCC's hearings on his news policies continued last week—the seventh—while authorities predicted the sessions may run through mid-October.

The sessions again were marked by frequent clashes between opposing counsel.

Examiner James D. Cunningham accused Richards' Attorney Joseph Burns of over-stepping his authority when the lawyer disclosed Wednesday that KMPC Vice President and General Manager Robert O. Reynolds would not appear the following day in answer to a subpoena, but would return not later than Tuesday (Aug. 8) instead.

Witness Vacanting

In an unsuccessful effort to withdraw acceptance of the subpoena for Mr. Reynolds the attorney had argued that Mr. Reynolds is on vacation, that he already had been subjected to 18 days of examination and lost 15 pounds in the process, and that FCC General Counsel Benedict P. Cottone, who insisted upon his recall, was trying to "wreck" his health.

Earlier, Examiner Cunningham reprimanded counsel for both sides for making "strong implications" against each other.

He labeled "scandalous and scurrilous" and struck from the record Mr. Burns implied charge that FCC was responsible for two "confidential" affidavits against Mr. Richards being published in the Daily Peoples World, which Mr. Burns branded as a "communist newspaper." Mr. Burns also claimed that a few days after their publication the affidavits which were made to FCC were mentioned in a nationwide broadcast by Mrs. Eleanor Roosevelt and her daughter.

In the ensuing argument between Mr. Burns and Mr. Cottone—who demanded that Mr. Burns identify the person who turned the affidavits over to the newspaper—Examiner Cunningham interjected: There is a pretty strong implication in that language [of Mr. Burns], it seems to me, that the Commission counsel were aware of certain communist-front organizations and sympathizers being identified with the complaint.

I have heard nothing and I have seen no evidence which would suggest that even in the remotest degree. I agree with counsel for the Commission, and this isn't the first time that has come up during progress of this hearing. The remark is scandalous and scurrilous and it is improper. It has no basis whatever in fact. I have been listening to testimony and arguments for the past five or six weeks. I am going to admonish counsel henceforth he shall avoid any such references as this.

Examiner Cunningham also struck from the record FCC Attorney Fred Ford's charge that counsel for Mr. Richards "unlawfully seized by 'trick and stealth' certain documents of the Hollywood Radio News Club whose charges against Mr. Richards instituted FCC's investigation. He ruled there was nothing improper in Mr. Richards' counsel having photostatic copies made of the documents or using them. He did not accept them in evidence, but refused to suppress them.

Mr. Ford charged that attorneys for Mr. Richards are presenting two cases—one in the hearing room and another outside through a public relations firm.

Terminating a lengthy argument, Examiner Cunningham cautioned the opposing attorneys to "keep the facts and to the issue," and admonished them to "keep this hearing in the four corners of this courtroom.

Mr. Burns meanwhile reported that Dr. H. B. Steinbach, Detroit specialist, will be in Los Angeles—where the hearing has been in progress since mid-July—"around Aug. 19" to testify on the status of Mr. Richards' health and his ability to appear in the hearing. Examiner Cunningham ruled the week before that Mr. Richards' attorneys must produce Dr. Steinbach for testimony or a subpoena for the station owner would be enforced.

FCC Actions

THREE new AM stations and improved facilities for four existing outlets were approved by the FCC in its decision including final decision to grant WCAR Pontiac, Mich., switch to Detroit with power boost to 50 kw day, 10 kw night on 1130 kc, directional. WMEX Boston granted license renewal and transfer of control in final decision. Details of both actions and other FCC actions may be found in the FCC's new page on page 72 and FCC Roundup on page 79.

PROGRAM logs

WRAC Charges Monopoly

THE QUESTION of a newspaper's obligation to carry program logs and other listings of a station which competes with the newspaper's own radio outlet last week was brought into FCC's decision in a case involving WRJN and WRAC Racine, Wis.

WRAC claimed the Racine Journal-Times, owner of WRJN, is "attempting to keep from its readers the fact that Racine has a new radio voice," and that "the conclusion is inescapable that the newspaper is attempting to perpetuate the monopoly it enjoyed prior to the time the Commission authorized a second station in Racine."

The newspaper filed a statement with FCC Thursday denying the charge and asserting it has carried advertising of and news stories about WRAC; that it lists the logs of networks rather than individual stations, and that it no longer identifies any station—including WRJN—with the log of the network with which it is affiliated.

WRJN, an affiliate of ABC, is currently operating a copy of pending FCC's decision in the case. WRAC's complaints were filed by Jerome Sill, partner, and Seymour Krieger of the Washington law firm of Krieger & Jorgensen, counsel for WRAC.

Writes to FCC

Mr. Sill wrote the Commission early last month saying that ever since it went on the air June 3 WRAC had sought to have its logs carried by the Journal-Times, which he noted is Racine's only daily newspaper.

The paper was carrying logs of WRNJ and WBEM, WGN, and WMAQ Chicago, he pointed out.

In a subsequent letter Mr. Krieger reminded FCC that in the Lorain case it had held that a newspaper which sought to suppress competition was not qualified to become a broadcast licensee. He claimed the Racine Journal-Times was giving WRAC a "silent treatment" which raised questions as to the newspaper owners radio qualifications.

Modification of the Journal-Times newspaper policy, effective July 24, was reported to FCC by both the newspaper and Mr. Krieger.

Harry R. LePoidevin, secretary-treasurer of the Journal-Times Co. and general manager of WRJN, wrote that the paper had previously carried the WRJN, WGN, WBEB, and WMAQ logs because in Racine they were the best-received outlets of the respective networks. Under the revised policy, he said, the logs of the networks themselves would be carried without being identified with any station.

Mr. Krieger took exception to Mr. LePoidevin's assertion that the same conditions are applicable to WRAC and WRJN. He noted that the radio page listed AM network and non-network frequencies heard in Racine but did not show the cities where the stations are located, whereas the cities were listed in the POLY page on AM stations.

Cites Paper Policy

He said the newspaper officials "apparently . . . cannot bring themselves to give the cities of the radio stations because then they would have to disclose the fact that WRAC is located in Racine, Wis." He also claimed that, in the radio page for the day the change in policy became effective, "the call letters, WRJN appeared in the largest type used on the entire page."

In its answer last Thursday, filed by E. D. Johnston of the Washington law firm of Fleming, Green, Martin & Ellis, the newspaper said it solicited and published a story about WRAC at the time of its opening and had since carried another, even then WRAC did not request it. The paper said it has carried 48 advertisements of WRAC, totaling 427 words; that the last in which Mr. Krieger cited was in a paid advertisement of WRJN, and that the paper identified the television stations by cities as a service to readers because television is "quite new."
DEMAND that U. S. representatives at the United Nations "immediately draft and propose a resolution" giving Gen. Douglas MacArthur authority to enforce security regulations on the Korean front was voiced on Capitol Hill last week.

Sen. Styles Bridges (R-N. H.) in a statement said that "a radio newscaster spread the word all over the world" recently when the 2nd Division landed in Korea and news of the action was voiced last week by broadcasters throughout the country. Typical of stations' anti- hoarding stands were the following:

In a letter to the President, Howard B. Hayes, president and general manager of WPIK Alexandria, Va., said he has established the practice of including the following statement each and every time station identification is announced: "Remember, hoarding is foolish and helps no one but the enemy."

During the course of a normal day, Mr. Hayes stated, the announcement is aired from 30 to 50 times. Copies of the letter were sent to FCC Chairman Wayne Coy and Judge Justin Miller, president of NAB.

Banning of all commercials trading on fear of shortages from WOR-AM-TV New York was announced by Theodore C. Streibert, president of the stations. "Hoarders, buying in panic, help cause inflation," Mr. Streibert said. "Neither they nor persons who would profit by them should be encouraged. Advertisers who want to trade on fear or shortages to further their own ends simply won't get a hearing through either WOR or WOR-TV."

KIRO Seattle declared a two-front war against commercial copy which would encourage such buying. The CBS affiliate has instructed its continuity editors to blue-pencil all commercial copy carrying "shortage" appeals based upon the action in Korea or the world crisis. In addition, William F. Tucker, commercial manager, has notified agency executives and other advertisers whose copy was beginning to show signs of what he described as "war-scare thinking" that the station would enforce as a matter of policy the government's injunction against encouragement of hoarding.

Solons Urge Quick Action

The legislator pointed out that, since the war is a UN action, Gen. MacArthur as UN commander "cannot impose security censorship regulations because the UN has no provisions for granting such authority." He felt the "use of voluntary good judgment" had failed in this case, and urged U. S. representatives to draw up a resolution giving Gen. MacArthur such authority "to protect American fighting men."

Earlier, within the past fortnight, the Army had asked wire services, which furnish spot news to radio and television stations and newspapers, to curb news reports dealing with compilations of National Guard and Reserve units called to active duty. The request was made by Gen. Floyd L. Parks, Army chief information officer.

Some radio stations and newspapers, which customarily abide by official requests on questions involving military security, already observe voluntary censorship in news programs.

They have been guided by the World War II Code of Wartime Practices for American Broadcaster and by Defense Secretary Louis Johnson's security directives to all military branches [Broadcasting, July 17].

Rep. Thor C. Tollefson (R-Wash.), in another statement, said "it is only natural that the problem of censorship of press and radio should arise now that we are engaged in a shooting war," but cautioned that censorship should be handled "on a common-sense basis" by military authorities "along intelligent lines and not with a regiment of uniformed blue-pencil fanatics."

U. S. Could Learn

He felt the U. S. could "learn something" from the manner in which the British handled censorship in World War II by impressing the public with the importance of "not spreading rumors."

"To my mind this is more important that checking on editors and publishers and radio stations who have been through two world wars and are alert to the danger of conveying any information to the enemy that might prove harmful," he added.

Let WIBW Tie Up Your

![Image]

WIBW carries your sales message straight into the homes of the state's biggest, wealthiest group of buyers...the Kansas farm and small town families.

In this agricultural state with over a billion dollar farm income*, these families are your mass market, because about three-quarters of them live outside a metropolitan area*. It takes a down-to-earth, personal approach to sell these families. It takes the kind of talk, entertainment, and service that has made WIBW the station "listened to most" by the MASS MARKET OF KANSAS.

Let WIBW tie up this market for YOU.

* Sales Mgr. '50

WIBW ties up this market for YOU.

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

BROADCASTING · Telecasting

August 7, 1950 · Page 27
—that power-full station—
is pleased to present the most startling series
of statements ever issued
by an American radio station.

WOR believes that this material should prove of great value
to advertisers, timebuyers, account executives
and any personnel concerned with selling more people,
more often, at the least cost.

WOR would like to add that this material merely accentuates
the story the station has repeatedly told
in national magazines, major newspapers, the trade press
and on the air
for a period of more than 28 years.
The facts are as follows

1

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

2

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.

3

WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!)

4

WOR's average daily audience is greater than the weekday circulation of any newspaper in America.

5

In Metropolitan New York, WOR's audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK!
WOR
DAYTIME AUDIENCE AREA
BMB STUDY No. 2—SPRING 1949

This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.

<table>
<thead>
<tr>
<th>Penetration* Level</th>
<th>Total BMB Radio Families</th>
<th>WOR Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-89%</td>
<td>55,960</td>
<td>47,620</td>
</tr>
<tr>
<td>70-79</td>
<td>904,310</td>
<td>664,050</td>
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<tr>
<td>60-69</td>
<td>1,647,000</td>
<td>1,063,470</td>
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<tr>
<td>50-59</td>
<td>1,986,780</td>
<td>1,124,180</td>
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<tr>
<td>Total 50% &amp; Over</td>
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<td>2,899,320</td>
</tr>
<tr>
<td>40-49%</td>
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<td>30-39</td>
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<td>20-29</td>
<td>683,360</td>
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<tr>
<td>10-19</td>
<td>1,137,550</td>
<td>188,880</td>
</tr>
<tr>
<td>Total</td>
<td>2,464,500</td>
<td>611,890</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>7,058,550</td>
<td>3,511,210</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week.

Official BMB reprints of the WOR station audience report giving complete county and city detail are available on request.

Base Map copyright BMB 1949

THE MAPS SHOW WHERE AND
This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.

WOR NIGHTTIME AUDIENCE AREA
BMB STUDY No. 2 - SPRING 1949

WOR NIGHTTIME AUDIENCE
(by Penetration Levels)

Penetration Level | Total BMB Radio Families | WOR Radio Families
--- | --- | ---
80-89% | 978,700 | 788,090
70-79 | 1,373,030 | 1,021,630
60-69 | 2,040,340 | 1,360,040
50-59 | 323,220 | 191,060
Total 50% & Over | 4,717,310 | 3,330,880
40-49% | 345,510 | 156,070
30-39 | 396,300 | 137,560
20-29 | 1,190,520 | 280,190
10-19 | 957,650 | 126,090
Total 10-49% | 2,890,980 | 699,910
GRAND TOTAL | 7,608,290 | 4,050,790

*Percent of total radio families which report listening to WOR at least once a week.

HOW INTENSELY WOR IS HEARD, DURING THE DAY AND DURING THE NIGHT —

Continued . . .
FRANKLY

how can you **not** buy WOR to sell what you want to sell?

...our address is **WOR** that power-full station at 1440 Broadway, in New York
**FCC FUNDS**

FCC FACED a general 10-14% cut in operating funds for this fiscal year last Friday as the result of the omnibus appropriations bill by an economy-minded Senate bloc.

This was the preliminary estimate agency budget planners.

By approving an amendment, supported by Sens. Styles Bridges (R-N. H.) and Harry F. Byrd (D-Va.), the Senate added the omnibus bill about $800 million in a 55-31 vote late Thursday.

The Senate looked for final passage of the omnibus measure Friday or early this week.

The overall reduction of government agencies, excepting defense services such as stockpiling of strategic materials and operation of the National Guard and the Atomic Energy Commission, would leave the FCC with an approximate $5,922,500 for operating funds for fiscal year 1951.

This amount would be a $602,500 reduction from $6,655,000, its allotment under the House-approved measure. In addition, FCC has estimated that it must operate with $200,000 less than that of last year because of new salary increases.

First reaction at FCC was to consider the proposed additional reduction as a burden which would have to be met by a heavy slash in expenses. The brunt of this new cut would probably fall on personnel, since the latter make up 90% of the operating expenditures. Such things as travel and equipment on the FCC budget also would be affected.

FCC spokesmen said such a cut had not been anticipated and that formal approval of the overall economy move would mean immediate revision of the operating budget. The House had already cut about 4% in FCC's proposed allotment under the President's budget.

Congress recently gave the FCC an additional supplemental appropriation of $115,000 to enable it to partly absorb salary and per diem increases up to June 30 as provided in 1949. Increases amounted to $215,000 which was included as part of FCC's 1949-50 budget. Budgets during the current year will have to be absorbed from the new expenditure.

The cut will force further reduction of operations down the line in other agencies as well. The international information program, which may receive a special appropriation of $89 million now pending in Congress, would suffer an immediate additional cut of about $3 million bringing its 1951 operating budget to about $25.5 million.

It was determined whether Voice of America radio broadcasts would receive $200,000 of this allotment as had been proposed by the House or whether it would also fall victim to the 10% overall economy measure.

Proportionate 10% cut probably would have to be applied to the Commerce Dept.'s Bureau of the Census proposed allotment of $28.5 million; the National Bureau of Standards allocation for radio propagation, and Federal Trade Commission's $5,916,695 earmarked for 1951.

**H. M. ANDERSON**

Kudner Executive Dies

HAYWARD M. ANDERSON, 58, vice president and secretary of the Kudner Agency Inc., New York, died Aug. 2 in the Lawrence Hospital, Bronxville, N. Y.

Mr. Anderson began his advertising career in York, Pa., in 1922. Later, in New York, he was promotion manager for Time Magazine Inc., which he left to join J. Walter Thompson Inc. in 1927. Following that he worked as copywriter for the Lerner & Mitchell Advertising Co., and Thomas, J. Stirling Getchell and Benton & Bowles until 1935 when he joined the Arthur Kudner Inc. agency as vice president and assistant copy chief. Upon reorganization of the agency as Kudner Advertising Inc. in 1945, he was advanced to copy chief.

Surviving are his widow, Lucille, his son, Hayward Anderson Jr., and daughter, Phoebe Anderson.
WORKING under an accelerated schedule in view of the present international situation, FCC last week released its suggested rules for the proposed nationwide disaster communications service [Broadcasting, June 15]. Broadcasters who could participate, FCC indicated.

"Because of the urgency of the matter" the Commission "earnestly requested" the comments of all interested parties both as to the substance and form of the new rules. Deadline of Sept. 15 was set for filing of briefs with oral argument subsequently to be scheduled if warranted.

FCC held an open meeting in early June to consider formation of the disaster service in the 1760-1800 kc band.

The subsequent pressure of recent world events," the Commission said, "makes the early establishment of such a service both highly desirable and necessary. Accordingly, the Commission has accelerated the preparation of the proposed rules based on the data obtained at the conference."

Disaster Explained

The proposed rules specify that disaster stations "will provide communications in connection with disasters and other incidents involving loss of communications facilities normally available or demanding the temporary establishment of communications facilities beyond those normally available."

The term "disaster and other incidents" was explained to mean "an occurrence of such a nature as to involve the health and safety of a community or larger area and shall include, but not be limited to, floods, earthquakes, hurricanes, explosions and consequences of armed attack."

The rules state that authorizations to operate in the disaster service will be issued to any person eligible under the Communications Act provided the station will operate as an element of a disaster communications network set up under a locally coordinated disaster plan. Stations already licensed by FCC in all fixed, land or mobile categories are eligible, as are most commercial and amateur operators. FCC also would consider applications to establish a station for disaster network use only.

Under the rules stations of various classes would organize voluntarily into area networks, several such networks being possible in the same area but all subject to coordinated planning and functioning. Individual stations could use a special "scene of disaster" frequency at any time the safety of life and property were in danger as the result of a disaster.

Terms of license would be concurrent with the term of the license of existing stations authorized by the Commission. New stations licenses would be for one to four years and renewable on a four-year basis.

Existing stations would use their present call signs when operating in the disaster service and new stations would receive special calls to be assigned.

Among the communications permitted under the proposed rules would be those "directly concerned with the accumulation and dissemination of public information regarding safety of life, preservation of property, or maintenance of law and order by authorized government agencies." Such communications were given fourth order of priority.

Communications allowable when there is no impending or actual disaster would include necessary drills and tests to provide training.

WINE, women and song! With Effective Buying Income 38.3% higher than the national average, our "landed gentry" can certainly afford the gay life!

What's more they've got plenty left over for soup and soap, housewares and hair tonic. That's where WDAY comes in, because no station in the Northwest can match WDAY for both rural and urban coverage!

A new 22-county North Dakota Agricultural Survey proves that WDAY is preferred by 78.8% of the farmers in these 22 counties... Station "B" by only 4.4%!

Hoopers prove that WDAY is an overwhelming favorite in Fargo. For Total Rated Periods, Dec. '49-Apr. '50, for example, WDAY got a 63.5% Share of Audience—the next station 16.0%!

Write to us or ask Free & Peters for all the amazing facts!

WDAY
FARGO, N. D.

NABC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

a station for disaster network use only.

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WILLIAM ESTY
Hollywood Office Closed

HOLLYWOOD office of William Esty & Co., Inc., located in California Bank Bldg. on Selma Ave., closed last week following loss last season of Camels Screen Guild Theatre, Jimmy Durante Show and Ed Wynn television show. Agency has been handling only CBS Bob Hope Show for Camels from that office.

Don Bernard, with the agency for the past 11 years and the last eight as manager of the Hollywood office, continues as director of the Bob Hope Show on freelance basis. He declined an executive position in the agency's New York office.

ABC NAMES TREYZ

Heads Sales Presentations

OLIVER TREYZ, ABC presentation writer since July 1948, last week was appointed director of sales presentations, succeeding Maurice L. Gaffney who died July 27. (Broadcasting, July 31).

Mr. Treyz went to ABC from Sullivan, Stauffer, Coolwell & Bayles Inc., New York, where he was manager of research.
Hardy perennials ~ home grown!

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

EDITOR, Broadcasting:

I am ashamed that I have not previously dropped you a note to tell you what I thought about your plan for a fused radio and television overall association which would include not only broadcasters, but manufacturers as well.

I think the idea is a logical one and a swell one, but I would be afraid that the manufacturers would prove about as difficult in such an overall association as Russia has proved in the United Nations.

I recall that five or six years ago, the NAB and RMA entered into an offensive and defensive alliance to promote broadcasting and each contributed, I believe it was $7,500, for this purpose. We had hardly made the new pact before the radio set manufacturers started a campaign of considerable proportions in the newspapers and spent a whale of a lot of money on that. I need not tell you that the effect produced upon the broadcasters was not good.

Even today, we see tremendous amounts of money being spent in newspapers all over the country by manufacturers, distributors and dealers in television sets, where a corresponding sum is not being spent on the air. Yet, without television and radio, these same manufacturers, distributors and dealers would be absolutely out of business. Somehow, they never seem to have appreciated what it is that sells their sets.

And so, while saluting the idea as a statesmanlike one, I cannot but have severe doubts as to its ultimate success.

J. Harold Ryan
Vice Pres-Treasurer
Fort Industry Co.
Toledo, Ohio

Novelty Worn Off

EDITOR, Broadcasting:

I keep noticing reports in the trade press about long distance reception of TV.

During the month that we have been operating KPRC-TV, we have received over 500 letters from out-of-state listeners, predominantly in the mid-West, Canada and the far-West.

It seems to me, however, that the novelty by now must have worn off on DX reports for television as they have for radio.

Jack Harris
General Manager
KPRC-TV Houston, Tex.

Toning Down News

EDITOR, Broadcasting:

Since the Korean bubble burst I have heard too many "screaming" announcers. I hope that every station manager and program director will take it upon himself/herself to do a piecemeal job of toning down some "of these guys."

To be sure, the people of this nation need re-awakening on occasions, but not day after day, and not throughout every newscast. . . . When we need to alarm the people let's do it—but enough is enough. How about it, fellas? . . .

Les Eugene
Station Manager
KTPS Texarkana, Tex.
The New Era In Thesaurus Brings You Another Big Star—

Johnny Desmond

He made his first big sensation as featured vocalist with the Glenn Miller Band. That was when the nation got to know him as "Sergeant Johnny Desmond." Since then, Johnny has become a bright young star . . . a great name in radio, television and recording.

Now Johnny stars on "The Music of Manhattan"—a program series that reflects the gaiety of nighttime New York . . . the stability of lasting material and the freshness of big-name talent additions. Hugo Winterhalter's augmented orchestra provides a masterful accompaniment. Available immediately for broadcast as two 3/4-hours or five 3/4-hours a week.

The new era in Thesaurus arms you with the most salable ready-to-air shows in radio. You get the names, talent, production and comprehensive programming it takes to boost profits. You get the hits before they're hits . . . weekly continuity . . . special shows. Voice-tracks, tie-ins, cross-plugs, sound effects, mood music, time and weather jingles. Lots of production "extras." Scripts by network-experienced writers. NEW THESAURUS sets you up for SALES!

Radio Corporation of America • RCA Victor Division
120 E. 23rd St., New York 10, N. Y. • Chicago • Hollywood
WAVE CAN'T SURF YOU IN HARBOR (Ky.)!

No matter whether it blows fair or foul, WAVE doesn't roll into Harbor (Ky.)! The goin's too rough, Sailor, and there just isn't much cargo there, anyway.

WAVE makes its big splash in the Louisville Trading Area. We completely cover the 27 rich counties around this big port, where sales are close to the billion dollar mark. Actually, the overall standard of living here is at least 40% higher than that of the people in the backwash districts of our State. . . .

What say, mate? Pass the word, and we'll throw out a life-line over the bounding WAVE!

LOUISVILLE'S WAVE

N BC AFFILIATE
FREE & PETERS, INC.

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Page 38 • August 7, 1950

SIGNAL CORPS
Advisory Council Planned

BRIG. GEN. David Sarnoff, chairman of the board of RCA, and other leaders in the communications and electronics industries met last Tuesday with top-ranking Army officers at the Pentagon and discussed formation of an Army Signal Corps Advisory Council to assist in military expansion affecting those fields.

The proposed council would be patterned after a group that functioned during World War II and would advise the Signal Corps on major policies and programs relative to those in Gen. Sarnoff's research, development, mobilization planning and production were explored in Tuesday's meeting, it was understood.

Additionally, the council would assist the corps in industry relations, help provide technical and military assistance in obtaining equipment and personnel in fields vital to the corps, and also advise on training of Signal personnel with industry.

It also was learned that the council has been delegated to prepare special studies relating to problems inherent in these particular fields.

Presumably, the council is expected to touch on the effect of military planning on such phases of the radio-television industry as manpower, availability of communications specialists, broadcasters' role in overall defense, equipment specifications and requirements, research programs in which manufacturers engage for the government, procurement and diversion of production needs, and a host of related topics. The Signal Corps is charged with supervision of military communications planning, and operates a vast network of communications facilities throughout the world.

Attend Meeting

Also attending last week's meeting, in addition to industries, B. Sarnoff, Signal Corps reserve officer of brigadier-general rank, were William H. Harrison, president, International Telephone & Telegraph Co., a major general in SCR; Carroll O. Bickelhaupt, vice president and secretary, American Telephone & Telegraph Co., brigadier general in SCR; W. W. Watts, vice president in charge of engineering products, RCA, Signal Corps reserve colonel. Mr. Watts also is vice president of the Armed Forces Communications Assn.


Photographic industry also is represented on the proposed council. Daryl F. Zanuck, vice president in charge of production, 20th Century-Fox Film Corp., was en route to Europe. After his visit to Europe he will join the group about Aug. 14, according to the Dept. of Defense.

HILL RECORDING
Senate Approves Report

THE SENATE last week approved a joint Senate-House conference report that restored certain objections of Congressional radio correspondents to a bill involving the Joint Recording Facility on Capitol Hill [BROADCASTING, June 26].

One provision deleted was that governing Administrator Robert Coar's jurisdiction over making arrangements for time for radio broadcasts of such readings involving interviews with Congressional members. This particular section was opposed by members of the Radio Correspondents Assn.

Other provisions restored were return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House and the substitution of the word "supplemental" to use of the public address system.

The conference report must be approved by the House before being sent to the White House for the President's signature.

BROADCASTING • Television
Speaking of bargains in time-buying, consider this: on WOWO, you can reach **one dozen markets in Indiana and Ohio** (including the 13-county Fort Wayne area) for less than it would cost to reach Fort Wayne alone on another medium!

And when we say "reach," we mean really intensive coverage... from 23% to 91% (BMB Study #2).

For further details on WOWO's economical penetration of this 49-county Midwest market-area (in which the Census counts almost 2 million customers), call on WOWO or Free & Peters.

---

**Cheaper by the dozen!**
FIRST STEPS to sign stations were taken by Radio Sales Network at a July 29 meeting held at the Hotel Texas, Fort Worth, with Curtis Bowles, president of Bowles & Co., national representative, presiding as head of RSN. The network, according to Mr. Bowles, is to be a national selling group of smaller stations competing with larger metropolitan outlets [Broadcasing, July 24]. Some of those attending the meeting said they had not definitely decided to sign.

With a score of station managers and RSN officials attending, the network meeting went into the problems of signing affiliates, completing organization and starting actual operations. Target date for complete network operation is Oct. 1, Mr. Bowles said.

RSN contemplates coverage of almost every county in the nation, he told the meeting, with national advertisers able to buy any part of RSN. "They tell us the area they want to cover, and we pick out our stations and total the basic rate of our stations," he added. Western, central and eastern divisions will be subdivided into smaller groupings.

Stations Signed

Stations already under contract, Mr. Bowles said, include KDET Center, Tex.; KDDD Dumas, Tex.; KSJ Woodward, Okla.; KSTB Breckenridge, Tex.; WMGY Montgomery, Ala. Other small stations around the nation are being contacted by RSN representatives and by mail, he said.

RSN and Bowles & Co. propose to offer national representation, a sale representative to be supplied at RSN expense to a maximum of three stations, and who also will supply production advice, all without pay from local or regional sales from individual stations; single charge to the station of a $50 weekly affiliation fee. Affiliate offices would be located in Detroit, Cleveland, San Francisco, Atlanta, Boston, Kansas City and Raleigh, N. C., in addition to Fort Worth headquarters and Chicago and New York branches. A national sales staff of 62 is projected.

Mr. Bowles told Broadcasting he is sole owner of Bowles & Co. and said RSN is a subsidiary. He said he had formerly been with KNOE Monroe, La., and WNOE New Orleans in a managerial capacity. He said Harry Bekleman is managing director of the RSN New York office, with Dan Jenkins at Hollywood, and Lloyd Leonard in Chicago in similar capacities. RSN has been operating since 1942, he added.

In Attendance


RADIO workshop, offering classes in writing, acting, announcing, production and music taught by staff personnel, organized for employees at KNBC San Francisco. More than 50 staff members have signed for courses.

**SALES NETWORK**

**RSN Is Organizing Small Stations**

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Strictly Business
(Continued from page 13)

ion dollars a year to get Chiquita into the right homes and out of the refrigerator, and he does it by
methods that never occurred to Florenz Ziegfeld or Billy Rose, except presumably when the latter was writing "Yes, We Have No
Banana."

All but the musically retarded are by now familiar with Mr. Partridge's radio spot jingle that launched, if not a thousand, then
certainly several score new ships on the United Fruit line. But fewer may be aware that Besides
patronizing the arts as sponsor of the
"Chiquita Banana," Mr. Partridge was perhaps the first man to synchronize live action and animation in his minute television
movies, among the earliest to ex-
plote television cooking schools, and the first living human ever to use four color banana ads in na-
tional magazines. He also is the
discoverer of bananas and sour
cream.

Recent Victory
His most recent accomplishment was to secure the insertion of a
16-page reproduction section of famous banana recipes in the 1950
Farmer's Almanac, a 158-year-old
publication hitherto concerned with such things as tides and fast
days.

Mr. Partridge is hand-man to no
tradition, except perhaps the banana split. For example: Nor-
mall, an advertising agency
selects a potential client and then
prepares an exhaustive presenta-
tion to impress that client with its
aceedent knowledge of his needs.
That's normally. But Mr. Part-
tridge saw the flaw in that at once.
No agency knew the needs of the
banana as well as he. So he pre-
pared the presentation, and he pre-
pared it to the agency, BBDO.
It was accepted.

"My business philosophy," Mr.
Partridge is fond of saying, "is to
extend the usefulness of one of
to-nature's fundamental fruits, the
banana, to serve mankind in all
applicable ways beginning with the
infant's disease of celiac on
through geriatrics."

Mr. Partridge is married to an
ex-newspaperwoman, and freelance
writer, Thelda Bedford. The
couple live at the Seawane Har-
brour Club, Hewitt, L. I., during the
summer, and on Park Ave. in New
York the rest of the year.

He is a member of the Harvard
Club, St. Nicholas Club, Seawane
Harbour Club and the New Eng-
land Society in New York.

Mr. Partridge says he sustains
the extraordinary vigor necessary
to the proper prosecution of his
chosen work by hanging by his
arms at least twice a day from a
specialiy constructed U-shaped gas
pipe in his office.

Feature
(Continued from page 13)

Jack Payne, former Oklahoma U.
student and veteran sports an-
nouncer.

Stations included in the package are:
KOME Tulsa; KSIV Woodward;
KCRC Enid; KBIX Muskogee;
KNOR Norman; KASA Elk City;
KSWO Lawton; KTMC McAlester;
KWOD Clinton; KGPP Shawnee;
KADA Ada; KVeO Ard-
more; KWHW Altus; KINN Hugo;
KSEO Durant; KSMI Seminole;
KHBB Okmulgee; KGLC Miami,
KTAT Frederick; KKHK Duncan.

RADIO PULLS $*
WABI Holds Media Survey

A SPECIFIC sampling at a men's
store in Bangor, Me., has shown
36% more customers hear radio
ads than see newspaper ads. The
survey was conducted by WABI
Bangor to ascertain effectiveness
of newspaper vs. radio advertis-
ing, Murray Carpenter, station
manager, reports.

It was found that 11% more was
spent by radio customers than by
newspaper customers. Also, radio
produced more customers and more
dollar volume than newspaper ads
primarily because the former at-
tracted more women customers (10
to 19 as against 18 to 16 men cus-
tomers). Twenty-seven percent of
the customers (61 out of 221)
proved they had seen or heard an
ad during the test period. Of
these 65% had heard radio ads;
41% had read ads; 9% had seen
and heard ads.

Survey was conducted for Fath-
er's Day weekend June 17 at
the Allan Lewis men's store in
downtown Bangor. During the
week preceding the test, the store
placed two ads in the Bangor Daily
News at a cost of $38. An equiva-
 lent amount ($88.40) was spent for
WABI time. Two men inter-
viewed customers, limiting their
queries only to those customers who
conclusively showed by specific
association that they had
heard or seen a store ad during
the test week. Station also points
out that the newspaper adverti-
sing was calculated at contract rates
while the radio advertising was
figured on a single week rate.

Out of 47
West Coast
regional shows

"THE Cisco KID"

moved up to
9.4

from...

South position
achieved in
November, 1949)

9.4
(Third place)
in December, 1949)

8.9

for the same period, "Cisco
Kid" outrated all other
1/2-hour Westerns by 50%!

"Cisco Kid" is aired three times
weekly - Monday, Wednesday
and Friday. It is the highest-
rated show in its time period on
Wednesday and Friday ... and
is second only to "Bob Hawk"
on Monday! Write, wire or
phone for proof of Cisco Kid's
record-breaking, sales-producing
performance.

SEN SATIONAL PRO WITH CAMPAIGN - from buttons to guns - is break-
RADIO PULLS $
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SEN SATIONAL PRO WITH CAMPAIGN - from buttons to guns - is break-

This amazingly successful
1/2-hour Western adventure
program is available: 1-2-3
times per week. Transcribed
for local and regional spon-
sorship.

BROADCASTING  Telecasting
August 7, 1950  Page 43
South's Greatest Audience
Builder, Too

Our advertisers get the benefit of all these — 24-sheet posters, streetcar dash signs, full-page newspaper ads, store displays, personal calls on jobbers and key retailers.

He Piles Up Biggest Ratings, of Course

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience is equal to the next two stations combined.
South's Greatest Salesman
in South's Greatest City
SELLS Rich Rural Market

Southland farmers depend on WWL for complete authentic coverage of their special interests—welcome activities such as WWL's Herd Improvement Contests, farm service broadcasts, weather reports, on-the-scene rural reports. WWL advertisers enjoy particular preference when these newly-prosperous folks go shopping for everything that means better living.

Gives You Multi-State Coverage

WWL takes you into 330 counties of the rich Southland—gives you primary coverage in 134 of them.
Rates Can Wait: War Can't

Radio IS at war on two fronts. At a time when it and its customers should be directing all their energies to the shooting war, radio finds itself in a wholly fatuous conflict on rates.

Recriminations serve no useful purpose. Failure to raise rates when circulation reached virtual saturation, or an overhead more than doubled, can be laid only at radio's doorstep. The fact that radio rates are still too low at the moment falls on deaf ears. We feel, however, that a case for increases can be made.

The job at hand is the preservation of our kind of democracy. The magnitude of controls to come is unknown, but controls there will be. There will be material shortages. Paper again may be rationed. Some sort of censorship is obvious. It is more likely than not that all stops will be called out during the weeks ahead.

Memories would be short indeed if advertisers didn't recall the onslaughts of the professorial intellects, and threaten to move their advertising incomes, and foster legislation to force grade-labeling, suppress brand-name advertising.

Every available fact underscores the fallacy of the rate-cut crusade. It is unfortunate that the network's apparent belief in making rate-adjustments—upward—during the last decade, will not be allowed to set a precedent. No station can readily sell its time for much more than a network charges for the same.

The law of supply and demand should govern. Why reduce radio rates when there is no slackening of demand for time? The national spot and local advertisers know they are receiving good value. Since TV's advent, radio has intensified its sales efforts. The pay-off has come at both national spot and local levels. Networks can do the same without reducing rates. Sheer force of fact and logic will do it.

It should be obvious that the hot war and the TV revolution have changed our entire economy. Radio is helped, not hindered, by this regrettable emergency. Radio became the Number One medium for news in World War II, and experimented with it. Radio hasn't relinquished that leadership.

The artful talk that pegs TV as radio's main, and by some sleight-of-hand, its only competitor, is hard to fathom. Magazines, newspapers, billboards, direct mail, and of course television are all competitors. Certainly a family viewing TV three-four hours a night isn't going to spend that average (before TV) of 14 minutes a day at a newspaper. Magazines? Ask the newspapers. What about billboards, and when gas is rationed. They use jets now.

ANA, we hope, will lay aside its sheets and paste-pot and put radio's rates back in those active files. Let them make all the surveys they like, but let them take their egotism, mind's off radio as TV's target, and look at all the media-picture realistically. Let them check radio as against other media at the point-of-sale, dollar for dollar, as is being done with selling television's own product.

The time to discuss rates is after the war is won. The first skirmish for the man with something to sell, in his own self-interest, is against those politicians and parasites who would kill advertising altogether, using the war emergency as the springboard.

College Goes to TV

TV as a factor in formal education makes its bow this fall in an experiment that will be watched with avid interest by educators, for it promises to have the most far-reaching revolutionary effect upon adult education.

WWJ-TV Detroit and the famed U. of Michigan have agreed upon a TV extension course using a regularly scheduled program on the air for which enrollees will pay tuition fees and receive special certificates upon completion of the prescribed courses. This, however, is regarded as merely the first step. The goal is a degree equivalent to bachelor of science.

The importance of this experiment to higher education can hardly be exaggerated. Many colleges are finding it increasingly difficult to meet overhead through campus and regular extension course enrollments. TV extension courses could open up college enrollments to tens of thousands who otherwise might find it inexpedient.

The first WWJ-TV-Michigan U. course will run on Sundays, for one hour. It will be broken down into five segments. The station is allowing $100 to the university for each program, to be shared by the participating faculty members, plus the station's time.

It isn't surprising that these Michigan institutions should lead the way in this project. The Detroit News, which owns the WWJ properties, pioneered in radio 30 years ago, and in TV immediately after the last war. U. of Michigan was one of the first schools to introduce radio as part of its journalism curriculum.
There's a POT OF GOLD in these 50 COUNTIES
in addition to AMERICA'S 50th MARKET

SELL THIS 50 COUNTY "OUTSIDE" MARKET with KFBI the dominate station

Here are the results of a 54,931 call co-incidental survey in this "outside" area

<table>
<thead>
<tr>
<th>WICHITA STATIONS</th>
<th>AVERAGE SHARE OF AUDIENCE — SUNDAY THROUGH SATURDAY</th>
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<tr>
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<td>MORNING</td>
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<td>KFBI</td>
<td>15.7</td>
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<td>STATION B</td>
<td>11.0</td>
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<td>STATION C</td>
<td>4.8</td>
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<tr>
<td>STATION D</td>
<td>2.1</td>
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</table>

Survey primarily rural. Cities of Hutchinson, Salina, Wichita not included. Standard co-incidental procedure March, 1950, by Robert S. Conlan & Associates. Telephone calls were made in ratio to the number of telephone homes in the rural, small city urban, and rural non-farm homes within each county group.
From where I sit
by Joe Marsh

Take Your Choice

Sitting around last Friday evening, the talk turned to the best way of getting to sleep when it seems you just can’t. “The way I always do,” says Sandy Johnson, “is to breathe deep and make believe I weigh a ton.”

“Just throw away the pillow—it works every time,” says Buzz Ellis. When counting sheep came up, right away was the question: What kind of sheep do you count?

From where I sit, you could argue ’til Doomsday and never get complete agreement on a lot of things. Now, take me for example. I’m all for having a glass of beer or ale on occasion. Your “sociable beverage” may be a “Coke”—or buttermilk or maybe a cup of hot coffee.

But enjoying our preferences is a right in this country and each of us is entitled to his own. The important thing is to respect that right in the true democratic spirit of understanding! As a matter of fact, what a tiresome old world this would be if we all did have exactly the same likes and dislikes!

---

Galen O. Gilbert, manager KGER Long Beach, Calif., elected director and treasurer on board of John Brown Schools Inc., owners of KGER. He will hold similar positions on boards of John Brown-owned schools including Brown Military Academy Inc., San Diego; Brown Schools for Girls, Glendora; Brown Schools Inc., Long Beach.

Harry K. Renfro, executive assistant to general manager KXOK-AM-FM St. Louis, called to active duty as 1st Lt., Marine Air Corps.

Bill Davis, commercial manager KTRY Bastrop, La., to station manager. G. I. Johnson, former KTRY announcer-copywriter, rejoins station as commercial manager.

George OlenSlager to WNOX Knoxville, Tenn., as account executive. Was with ABC.

KTLA (TV) Los Angeles appoints Paul H. Raymer Co. as national sales representative. Chris Rasmussen continues as KTLA N. Y. sales representative and Harry Maynard, KTLA sales manager, continues to cover L. A. and S. F. areas.

Larry Drinard to WDNC Durham, N. C. sales staff after absence of five years during which he was in book and stationery business.

Robert Meeker Assoc. appointed exclusive national representative by WTVN (TV) and WTTN Bloomington, Ind.

Milton F. (Chick) Allison, assistant sales manager WBBM Chicago since March, named N. Y. sales representative of station, replacing Gilman Johnston, who joins Radio Sales, Radio and Television Station Representative, CBS, N. Y., as account executive. Mr. Allison was sales manager WLWT (TV) Cincinnati and WFEN Philadelphia.

David E. Bigley to manager WALD Waterboro, S. C. Was with WJOT Florence, Ala. and WNLA Lancaster, Pa., as program director.

Daniel F. Potter, media plans director Compton Adv., N. Y., to NBC New York sales department for sound broadcasting as salesman.

George B. Williams, WKLK Cloquet, Minn., program director, to sales manager.


Mrs. Doris Scadran joins John Blair & Co., station representative firm, in N. Y. office as assistant to Wells H. Barnett Jr., manager of sales development department. She is former assistant to radio research director of N. W. Ayer, N. Y.

Winston (Wink) Clark to sales staff WORZ Orlando, Fla. Was with WROD Daytona Beach, WLAK Lakeland, Fl., WLPX Lexington, Ky. and WLAC Nashville, Tenn.

WJPS Evansville, Ind., appoints Walker Co., N. Y., as exclusive national representative.

Robert W. Miller, account executive ABC Chicago, to sales division DuMont Television network, same city.

Kota Rapid City, S. D. appoints Headley-Reed Co. as station representative.

Personal

Jessie Sykes Basnight, secretary to Neal McNaughton, director of engineering, NAB, and William Jeffress Daniel, Washington attorney, were married July 22. ... Richard Pack, program director WNEW New York, father of boy, Aug. 1. ... Bob Livingston, commercial representative WMAL-AM-TV Washington, father of girl, Leslie, July 25.

Col. John H. DeWitt Jr., president WSM Nashville, and Mrs. Sykes Barbour Hewitt Neas were married Aug. 4. ... William A. Schudt Jr., CBS director of station relations, father of girl, Alicia Marie, July 29.
on watv (one) announcement brings $3,600 in appliance sales

CASE HISTORY


THE RESULT: $3,600 in actual sales for the $99.50 Rexair Conditioner and Humidifier.

... further proof that your advertising dollar works harder and goes farther with WATV's low-budgeted, hard-selling, television shows.

Channel 13

TELEVISION CENTER, NEWARK 1, NEW JERSEY

DOLLAR FOR DOLLAR THE NEW YORK AREA'S BEST TELEVISION BUY
Paramount Television Productions, Inc.

announces the appointment of

PAUL H. RAYMER COMPANY, Inc.

Radio and Television Representatives

as

National Sales Representative

effective August 1, 1950

for

CHANNEL 5 KTLA LOS ANGELES

LEADING TV STATION ON THE WEST COAST AND KEY STATION OF THE PARAMOUNT TV NETWORK
TV ENTERS FORMAL EDUCATION

At WWJ-TV-Michigan U.

TELEVISION will make its formal entrance in higher education this fall in an ambitious program being developed jointly by the U. of Michigan and WWJ-TV Detroit. The plan, an experiment via TV in home study on a university level, was announced at Ann Arbor yesterday (Sunday). The university and WWJ-TV will combine facilities and techniques, utilizing both academic courses and lessons in "modern living" to adult viewers.

A meeting of university officials and WWJ-TV executives was held to outline principal features of the telecast home study courses. While not all the details are complete, a general understanding has been reached on the following:

- A full hour will be devoted to the three-part weekly telecast—probably to be scheduled for Sunday afternoon viewing.
- The first 20 minutes of each hour's telecast will be academic, with lectures tentatively planned to touch on such subjects as history, the fine arts, music and fundamentals of the natural sciences.
- Off-campus adult education courses, generally classified as "modern living," will be reflected in the second 20-minute segment. Stress on "how-to-do" subjects will cover a large range of social living—such as home buying, happiness in later years, etc.

Laboratory Shots

- Third 20-minute portion of the program is planned to take viewers to research laboratories, workshops and other such "living knowledge" locations.
- All visual aids normally employed in classrooms will be utilized. These include charts, drawings, chalk talks, lantern slides, motion pictures, maps and laboratory table demonstrations.
- The project is experimental and aimed toward eventually granting degrees and completion of adult education curricula.

Harry Bannister, general manager of WWJ and WWJ-TV, called the joint project "a serious effort to employ the latest offspring of the mechanical revolution in the field of education." Mr. Bannister said the experiment "should prove an answer to those who criticize television for its entertainment lure."

By stressing the visual aspect of education it is expected that the home "students" could be quickly "transported" to distant points of the globe where the university's scientific expeditions have conducted geographical and sociological studies.

The so-called "modern living" period of instruction will center on the less formal phase of adult education. Here, the stress will be on the practical side of everyday endeavor.

A university committee has authorized Everett J. Soop, director of the extension service, to elaborate on the courses of study. As yet, no final selection of professors or their subjects to be taught has been made.

Mr. Soop in Charge

Still to be determined is the question of whether the university will employ a fulltime producer or production manager to handle this unique venture.

Mr. Soop, however, will be in charge of publishing bulletins, receiving nominal enrollment fees to be charged, conducting examinations and awarding of "certificates of recognition" to those successfully completing prescribed courses.

It is estimated that more than 1 million persons will be able to avail themselves of educational courses via their home receiver, of which some 300,000 are reported to be in WWJ-TV's coverage area. These people will make up the "potential class" to whom faculty members will lecture.

In the first phase of the project, many of the programs will originate from the station's Detroit studios. In the future, or perhaps when necessity calls, telecasts will be beamed from the campus.

What mark this TV entrance in education on a mass viewing basis will leave both on the television industry and in the higher branches of study is a moot question. But it is certain to evoke widespread interest in education and industry circles.

The university itself indicated concentration on the present phase of the project, with future developments hinging upon its initial experiment. Dean Hayward Keniston, of Michigan U.'s college of literature, science and the arts, issued a statement that carried deep conviction:

"We are entering a new era in adult education and the university is in it to stay."

Enthusiastic Response

Other officials were enthusiastic over the opportunity to experiment with an indeterminate amount of new methods and instructional devices which can be adapted to television.

Some, looking far ahead, foresaw the time when complete courses leading to degrees could be offered via video. Such a development would be applicable to meet the demands of those unable to enroll as regular campus-attending students.

An action committee formed to

(Continued on page 59)

TRI-COLOR TUBE

SUBSTANTIAL advances in the development of its tri-color television picture tube and in color TV receiver circuitry (Continued from Page 49) have been reported by RCA last week in the "progress report" to FCC and the industry, released by Dr. C. D. Jolliffe, executive vice president in charge of RCA Labs.

The report said "research work on the RCA tri-color tubes has now progressed to the point where RCA color system receivers utilizing these tubes produce pictures with a highlight brightness of more than 20 foot-lamberts, with resolution capabilities comparable to those provided by the 6mc television channel, and with dot structure and moire pattern substantially eliminated."

Simpler and stabler receiver circuits have been developed which, in conjunction with tri-color tube improvements, permit production of "a color picture that has substantially the same resolution and is as stable as the picture produced on a standard monochrome receiver," the report asserted.

The report reiterated that RCA is working toward pilot line production of tri-color tubes by next January and said it hoped to make samples available to industry this fall "for their own study and development work."

"As originally indicated by General Sarnoff [Gen. David Sarnoff, RCA board chairman]," the report continued, "RCA Victor Division is building tri-color tube receivers in Camden and expects to have 35 receivers completed by September, with a schedule thereafter for pilot line assembly of five receivers per week.

Test Requirements

"The color receivers thus being made available will be used to fulfill RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations, and to permit field-test installations in homes in the Washington area."

Testing in Washington is slated about the end of August.

The report said that "for the immediate future" the color sets will use "three-gun tri-color tubes of the type previously demonstrated, but with at least a 100% increase in brightness," and that those with new phosphors and greater resolution will be added when they become available in quantity.

Receiver Development

It was also pointed out that work is progressing on sets utilizing the single-gun tri-color kinescope. These receivers, the report said, "now include means for adjusting color balance at the receiver so that the picture produced is comparable with that obtained on receivers using three-gun kinescopes."

The tri-color tube's increased resolution, the report said, comes from increasing the phosphor dots on the color screen to about 600,000 as compared to 581,000 when the tube was first demonstrated four months ago [TELECASTING, April 8]. RCA reiterated that work toward greater resolution "will be continued until the number of phosphor dots is sufficient so that the tube resolution capabilities will be substantially in excess of" (Continued on page 59)
WITH SALES almost at a standstill, consensus among many Southern California dealers in late 1949 was that the heavy appliance market was pretty well saturated.

The J. N. Ceazan Co., headquarted in Los Angeles and Southern California distributor of Crosley refrigerators, home freezers and other products, had a different opinion. Mose Katzev, advertising and sales promotion director of the firm, and Jimmy Fritz, vice president of Ted H. Factor Agency, servicing the account, declared the saturation point hadn't been reached and produced figures, readily available to the researcher, to bear this out.

At that time approximately 15,000 people entered Southern California each month, the majority intending to remain. Figures revealed these families could not very well get along without refrigeration or stoves, they contended. A few, it was true, moved their household belongings to California. The great majority, however, came empty handed, research surveys showed.

A powerful believer in cooperating with its dealers to the hilt, J. N. Ceazan Co. had long been instrumental in preparing advertising and promotion material to boost dealer sales.

The firm, on a cooperative dealer basis, is a consistent user of local radio time, utilizing spot announcements and production schedules on stations in the Southern California area. Newspapers also are used.

But radio and newspapers, while doing a steady year-in-and-year-out job, were not producing the drastic results needed immediately, client and agency executives declared. With this slowdown, something had to be done, it was agreed. An added impetus was needed.

Television was suggested. Others were using it successfully, why not J. N. Ceazan Co.? The idea was brought forward and elaborated upon at a meeting of top agency executives who included Ted H. Factor, president, and Mr. Fritz. It was generally agreed that variety entertainment had the greatest mass appeal and might be the answer to the client's problem. Facts and figures were gathered; Mr. Katzev accepted the TV idea immediately.

Screens Shows

Many package shows were investigated. Several were auditioned. Then the client and agency agreed upon Music In the Morgan Manor, a weekly, 30-minute, musical-type, variety program on KECA-TV Los Angeles. Sponsorship started Feb. 15 in the Wednesday, 8 p.m., time spot. Packaged and produced by Lou Place, the show features Russ Morgan and his orchestra with guest talent. Released as a live program in Los Angeles, it is kinescoped for release in other markets by ABC.

First product to be advertised on the initial sponsored telecast was Crosley Shelvador, with a three-minute commercial inserted in the middle of that program. The cooperating dealer, Electra City in Hollywood, was instructed to remain open until 10 o'clock that night to handle anticipated business.

The program, as a sales producer, was an instantaneous success, declares Mr. Katzev. The heavy plug given the dealer, plus emphatic mention of his telephone number and the urge to "call now," brought heavy traffic both in phone responses and personal visits by consumers.

Sales of Crosley Shelvadors traced directly to the show topped even the agency's most enthusiastic aspirations, Mr. Fritz admits. By 10 o'clock the following morning 27 refrigerators had been sold off the Electra City floor. In addition many other appliance items, both large and small, had been sold to various consumers.

Before the second program, a problem arose. Mr. Morgan left for the East on a personal appearance tour. The baton waving and emceeing was left to guest stars among top musicians and performers. Mr. Morgan was a known quality. His style and delivery are popular and his acceptance by the TV audience proved. What would listener reaction be without the Morgan influence? Both client and agency were concerned, they admit.

But the second telecast, with a guest band and entertainers, plus the same commercial in the middle of the show, again hit the jackpot. It looked easy—too easy—so J. N. Ceazan Co., Electra City and Ted H. Factor Agency decided to give television an acid test.

Home freezers, it was pointed out, are not as yet considered a necessity. It takes a definite need, even in a broad sense, before consumers will buy a freezer, according to Mr. Fritz. The Crosley Home Freezer, retailing for $249.95, was chosen for the third program, and for the fourth.

Believe-it-or-not, 65 freezers were sold by Electra City directly as a result of the two programs.

Copy for the freezer established a need through situation: As time for the commercial came during the program, Russ Morgan or guest m.c. informed the maid that guests have been invited for dinner. She then enters the kitchen quite downhearted at the thought of preparing a large meal on such short notice.

Commercial Format

The announcer—Bill Davidson—is in the kitchen and she promptly tells him her troubles. These troubles are similar to what the average housewife might go through under such circumstances and with which she can readily identify herself. From there the maid leads Davidson into the straight commercial. Situations are varied from week to week to give variety, says Mr. Fritz.

Although the program itself is telecast from a Morgan Manor set in ABC Hollywood studios on Vine St., the commercial is presented from a kitchen set on the sound stage of ABC Television Center.

Crosley Dealers Find TV Solves Selling Problems
SOUTH AMERICA

SOUTH AMERICA's first television station, Radio Tupi at Sao Paulo, Brazil, is now on the air with test patterns and program service is expected to begin momentarily. Owned by Emissores Associados, Brazil's major radio network whose head, Dr. Assis Chateaubriand, is a leading up the mountain by cable car, with a midway transfer point where they were shifted from one car to another for the final haul.

GE hopes for better luck in Mexico, where its TV installation (for Emilio Ascarraga) is again competing with that of RCA (for Television de Mexico S. M., owned by Romulo O'Farrill Sr., publisher of Novedades) for first TV operation in Mexico.

Hazeltone System

HAZELTONE Electronics Corp. plans a series of repeated demonstrations of its improved color TV system [TELECASTING, June 19] for representatives of RCA, Philco and other Hazeltone licensees. Hazeltone's color system, based on the RCA dot sequential method of color broadcasting, adds a "constant luminance" development which reduces shimmer and crawl in TV images.

CONDON REPORT

RCA Scores CBS Color Position

RCA claimed last week that CBS had made "erroneous and unjustified" criticisms of the report of the Condon Committee on color television [TELECASTING, July 17] when actually the committee went "out of its way to be fair" to the CBS color system.

RCA's views were presented in a letter sent to Dr. E. U. Condon, director of the National Bureau of Standards and chairman of the committee, by Dr. C. B. Jolliffe, executive vice president in charge of RCA Electronics Division. The letter answered one sent to Dr. Condon by CBS Vice President Adrian Murphy [TELECASTING, July 24].

Dr. Jolliffe said RCA felt the Condon Committee was entitled to great credit for its brilliant job in presenting a clear, constructive analysis," but had not planned to "commit itself to a color question—in which RCA, CBS and Color Television Inc. are sponsoring rival systems—is now awaiting FCC decision. "The Condon report, of course, changes nothing," he declared.

He noted that CBS claimed "duplication" favoring RCA existed in the committee's tabular presentations. But, he said, CBS "is strangely silent about the dual treatment that it, and no other proponent," gave to "two-columnar presentation" (one for the CBS system with line interlace and one for CBS dot interlace, the latter of which, RCA

larger than 12½ inches. He also quoted CBS as saying that under its system "it isn't practical to convert... anything above a 12½-inch tube..."

Dr. Jolliffe said these "facts of life" about "convertibility" and the CBS system... indicate to use that system, if convertible at all, is convertible only in such an unrealistic and limited sense that the committee does not even justifi- cated withholding any finding that CBS is, from the practical standpoint, a convertible system.

He also said the committee tabulation gave CBS the benefit of the "advantages" of using a filter disc but omitted the disc's "disadvantages.

If disc apparatus is to add CBS in the categories of color fidelity, registration, convertibility, small area and inter-dot flicker, we believe that, "for scoring purposes" RCA should be entitled to offsetting points under additional categories for electronic vs. mechanical operation: the limitation of picture size, [and] no limitation of viewing angle.

To the CBS claim that "adaptability" and "compatibility" (in both of which the committee rated RCA superior) should be consid- ered in a single category, Dr. Jolliffe said CBS claimed to FCC that the CBS system was superior in both categories and "made no as- sertion that this was true in dupli- cation, or that the two categories

(Continued on page 55)

Augest 7, 1950 • Page 31
PRESIDENT TRUMAN'S proposal to levy a 10% excise tax on television programs was advertised tentatively last week in a series of news releases as it speeded consideration of a finance rearmament costs.

The proposed TV tax would be paid for originally by the manufacturer but would ultimately find its way to the consumer. Committee meetings said a television set, if $200 is sold by the manufacturer for $120 and thus the tax boot would up the retail price to about $312.

Earlier in the year when the proposed tax was before the House Ways & Means Committee, it was defeated following extensive hearings. [TELECASTING, May 8]. The proposed 10% levy had been reduced to a requested 5% tax at that time.

Expanded Revenue Seen

It was estimated that the levy would collect some $42 million for the government. Another $8 million would be gathered by a 10% tax on home freezers at the manufacturer's level if the committee should have its way. Still another $5 million would be gained by boosting the tax on slot machines. With these calculations, the Finance committee is also formally turned thumbs down on the House-approved bill to slash by over $1 billion the excise taxes on luxury items such as fur, jewelry, cosmetics and movie tickets.

Still on the committee's agenda was the bulk of President Truman's major tax-increasing proposals including:

- About a $3 billion addition to individual income taxes with the full force of the proposal to reach the public next year.
- Approximately a $1.5 billion total to be gained by hiking corporate income rates. The President asked this rate increase become effective for all 1950 corporate income.

Another $500 million by closing "loopholes" in the tax law, levying a withholding tax on corporate dividends and placing a tax on the investment income of life insurance companies.

Secretary of the Treasury John Snyder indicated that the President's emergency tax proposals probably would have to be followed by a "more comprehensive program," possibly taking in an excess profits tax.

Secretary Snyder recommended the tax on TV receivers shortly before the committee voted on that portion of the tax measure. In his statement, Secretary Snyder said: "Television now is a strong competitor with other entertainment, such as the radio, motion pictures, and professional sporting events, all of which are subject to the federal excise tax."

A united stand by the radio-television Mfrs. Assn., fought the administration proposal to tax TV sets to a standstill when the issue cropped up in House committee. When the House group turned the proposal down it stressed the action was "tentative" and subject to change.

ASCAP TV MUSIC

Interim Licenses Extended

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18, presumably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of committees representing the video broadcasters and the society.

Spontaneous announcements, accounting for much TV revenue but not using much music, reportedly continue as the main stumbling block in the negotiations, which have been in progress since the committee handout of blanket licenses for TV use of ASCAP music last December. Dwight Martin, WLWT(TV) Cincinnati, is chairman of the broadcasters committee.

NETWORK COSTS

AT&T Outlines Charges

TELEVISION network costs — AT&T charges for transmitting video programs from city to city via coaxial cable or radio relay — have been the subject of considerable industry discussion. The subject is admittedly complicated, and since it has often been, frequently heard, they seldom get down to basic information about actual costs.

In an attempt to obtain information about the costs, TELECASTING went directly to the long lines department of AT&T, which provides the network facilities for both radio and television and renders the bills for such services to the networks. Here's what they said:

Average Rates

Based on actual charges made to all the television network companies during a recent month, a half-hour program in major markets averages about 10 cents a mile. This 10 cents includes both video and audio channels and all station connection, switching and local channel charges. In other words, telephone company charges for a 3,000-mile network to carry a half-hour program would amount to about $300.

Looking at the charges another way, AT&T told TELECASTING that the average charge per station for a half-hour of program time would be about $10 for a program carried by a station in each of the 28 cities now served by existing Bell System facilities. For a similar network involving the 41 cities which will be linked by the end of the year, the charge would be about $11 per station for a half-hour of program time.

An attempt to estimate what proportion of the cost of a network program results from telephone company charges, AT&T pointed out that no exact percentage could be established because of the variously varying production costs of television programs. However, a recent study made by the company indicated that Bell System charges average about 5% of the total cost to the sponsor of many common types of television programs such as dramas and comedy-variety shows.

The telephone company rate is $35 per airline mile for video channels for eight consecutive hours a day and $5 per airtime mile for 240 hours of service. In addition, a rate of $6 per mile per month applies for an associated audio channel of the quality ordinarily required. For occasional use, the rate of video channels is $1 per mile an hour, and the corresponding audio rate is 15 cents.

Television rates are roughly ten times those for railroad passenger service. However, AT&T pointed out, providing network service for television is a complex and costly job. The wide frequency bands required and the precision with which channels must be equalized are unique among telephone communications.

With present carrier equipment a pair of coaxial tubes in a cable can carry as many as 600 simultaneous telephone conversations, yet an entire television program is a single video program. Video transmission by radio relay also requires a broad frequency band which could be used for hundreds of telephone circuits.

Broadcasters' Position

TV network executives with whom TELECASTING has discussed the matter of network costs from time to time would certainly not present the matter in just the same way as the Bell System spokesmen.

They have pointed out that at present the telephone company is unable to provide sufficient facilities so that each network can have full or partial affiliation with a TV city; that even if such interconnections were available there are not enough TV stations in operation for each network to have its entire network affiliation in each city and this will not be possible until the freeze has been dissolved; and that the telephone company figures ignore the many network stations whose costs in the final analysis must be borne by the revenue the networks receive from the sale of time for commercial programs.
CABLE DISPUTE

TELECASTS of Minneapolis Millers baseball games have been canceled by KSTP-TV Minneapolis following a city building inspector's order that the station remove its equipment from a local ball park.

The Minneapolis official said a power cable used by the station was a hazard and should be removed. KSTP officials pointed out that this is the same cable used since 1948 at the ball park and no objections had been raised before the start of a strike by KSTP-IBEW operators (BROADCASTING, April 10).

The cable in question was used as the main source of power for KSTP-TV equipment installed at the park. It ran from a main power switch in the grandstand to equipment installed in the press box. Before the start of the strike, KSTP officials said, this same cable was used in connection with the station's remote truck, use of which has now been discontinued by the station because of its accessibility to striking KSTP employees. The city reportedly did not object to use of the cable with the remote truck.

Stanley E. Hubbard, president and general manager of KSTP-AM-FM-TV, Thursday released the following statement on the situation to Broadcasting:

Again tonight KSTP was unable to bring its listeners a telecast of the Minneapolis baseball game. The city of Minneapolis through Electrical Inspector Martin Street and Building Inspector Ralph Anderson refused to permit the station to televise because of a power cable.

In 1948 a Minneapolis licensed union electrical contractor installed a power box with a plug-in for the portable cable to be used in televising the baseball game. The equipment was used in 1949, 1949 and part of 1950 with no objection. Last week Streed and Anderson decided the equipment was unsafe.

Stations throughout the nation use the same cable and equipment and engineers consider it safe. The management of KSTP would like to point out that no objections to the equipment were voiced until after the start of a strike by KSTP operators.

Tuesday night [July 26] when the station attempted to televise the game its television director was arrested. He was warned that he would be arrested again Wednesday night and any night that an attempt was made to go on the air.

The inspectors were informed that the station would be unable to make any changes in the wire ball park of the current strike of operators. The station told the city it planned to make a test case of the inspection. They thought that one arrest would be sufficient to test the law without further depriving hundreds of thousands of viewers of their televised baseball.

KSTP requested that televising continue until the case was heard in court. But this permission was refused.

The trouble started when KSTP operators went on strike April 5. At that time they were making $95 to $110 a week with three weeks paid vacation and unlimited sick leave. They were asking a $10 increase which the station considered unreasonable.

The $95 to $110 a week KSTP scale is $15 to $25 more than operators in other stations in the Twin Cities are receiving with the exception of WCCO which is paid under a Columbia Broadcasting System contract negotiated at the living standards of New York City. Until we get the cooperation of Mayor Hoyeter and the electrical and building inspectors, KSTP considers it impossible to further televise the baseball games.

Norge Drops TV Plans

NORGE Division of Borg-Warner Corp. has cancelled its NBC-TV contract for a half hour Sunday evening show in the fall because of a general out-of-stock condition on all appliances. J. Walter Thompson announced last week in Chicago. Housewives, fearful of appliance shortages as a result of the Korean outbreak, raided stocks throughout the country. Norge, with no products to sell, cancelled most of its advertising in all media until the first of the year, when stocks are expected to be replenished. The small amount of advertising being used continues because contracts were placed and campaign started. No specific format plans had been made for the NBC-TV show. No other broadcast advertising reportedly had been planned for the near future.

KSTP-TV Cancels Games

WMAX-TV STUDIOS Leases Ice Palace

LONG-TERM contract for lease of the Chevy Chase Ice Palace, which will be remodelled to provide television facilities for WMAX-TV Washington, was signed last week by the Evening Star Broadcasting Co., licensee of WMAX-AM-FM-TV (CLOSED CIRCUIT, July 31).

Three large studios will be constructed in the 36,000 square feet now occupied by an ice rink on the second floor of the Chevy Chase Park and Shop Stores Bldg., at 4461 Connecticut Ave., Washington, D.C. The transformation of the second floor will begin immediately and studios should be available for use in October, officials said.

Growth of its TV operation during the past two years and demand for additional local programming facilities necessitated the expansion, according to WMAX-TV. During the year, the station reported, its local programs represented 66% of all programming time, with 34% given over to ABC-TV shows.

New facilities provide for 40- by 76-ft studios—designed for audience-participation shows. The WMAX-TV transmitter will remain, however, at its present site on the University of Washington campus. All other activities, including film projection equipment, will be moved to the new studios. Present studio is in the Commonwealth Bldg., 1628 K St.

nothing but smiles under our umbrella!
NEWS POOL

Coast Outlets, Defense Dept.
Start Branch Operation

DEFENSE DEPT.'s present national television newswheel pool has been extended to Los Angeles to speed up service to West Coast TV stations, the department announced Friday.

In a letter to representatives of the pool, Frank LaTourette, manager of news and special events for ABC Western Division, and Charles Dillon, chief of the Defense Dept.'s radio-TV branch, said the West Coast pool will work in conjunction with the existing national operation in New York.

Charter members include KTSI (TV) KNBH (TV) KFI-TV KTTV (TV) KLAC-TV, all Los Angeles, and KFMB-TV San Diego. Stations recently set up a meeting attended by Maj. Robert P. Keim, chief of the Defense Dept.'s TV section, who toured West Coast video outlets.

The Los Angeles stations formulated a proposal for a regional office of the main pool. With respect to procedure, a 16mm black-and-white print of each department news release is made available by Mecca Labs, New York, which handles Telenews Inc. processing for the national pool. Print will be made at the expense of Los Angeles TV pool from each duplicate negative loaned by the Defense Dept. Print then will be sent air express to Consolidated Film Industries. All financial arrangements (billings, etc.) will be coordinated directly between the labs concerned, with all work being done at current processing rates.

New stations may join the pool at any time by sharing prorated expenses involved in obtaining, processing and printing defense film releases, the department said. Prior to acceptance of new members in the pool, the Defense Dept. must grant similar accreditation as that now being given charter members. Any accredited station or agency utilizing this footage may do so only for news or news review programs.

Any other use, the Defense Dept. emphasized, must be in accordance with existing regulations governing the use of film footage for motion pictures and television productions. Another requirement is that pool participants credit Defense Dept. cameramen.

The department added that it will continue to notify all television stations, upon request, of all newswheel releases.

Queries concerning operation of the West Coast pool should be directed to Mr. LaTourette in Los Angeles.

COLOR ISSUE

Sarnoff Wants No Delay

BRIG. GEN. David Sarnoff, board chairman of RCA, reassured FCC last week that RCA and NBC do not favor "any delay" in commercial standardization of color television.

His statement, contained in a letter to FCC Chairman Wayne Coy, was inspired by reports circulating to the effect that in some quarters there is an inclination to favor postponement of the color decision, usually on grounds of the Korean crisis and its attendant implications.

FCC has been deliberating on the color question since the close of the hearing record in early July and is reportedly aiming for a decision by around Sept. 1. Despite its concentration, however, the Commission reportedly had not reached a vote on the issue late last week. Rival color systems are being advanced by RCA, CBS, and Color Television Inc.

Text of Gen. Sarnoff's letter:

Dear Chairman Coy:

We write with reference to the color television matter which is pending before the Commission.

Items have appeared in the trade press that there are those who are in favor of delay in the disposition of this matter before the Commission.

On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television.

Sincerely yours,

Radio Corp. of America
David Sarnoff
Chairman of the Board.

SEATTLE GAMES

Rights to Insurance Co.

EXCLUSIVE rights to sponsor TV coverage of high school athletic events in Seattle during the 1950-51 season have been awarded to Federal Old Line Insurance Co., according to Frank M. Brock, assistant superintendent of Seattle schools and secretary to the school board.

Mr. Brock said the insurance firm received the television rights to the games "on the basis of their bid of $500 for televising a selected number of events and an option to purchase the remaining rights at $500 subject to agreement on certain conditions proposed in the bid." Earlier, KRSC Seattle was given exclusive radio rights to the games [Broadcasting, July 24].

The games, it is presumed, will be carried on KING-TV Seattle, as this is the only video outlet in the state. King Broadcasting Co., licensee of KING-AM-TV, had earlier submitted a bid of $2,500 for both radio and television coverage.

Here's your radio-TV picture for full placements. This 25" x 25" 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 enfolded.

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.

PRICES:

1 to 5 — $1.00 each
6 to 10 — 75¢
11 to 25 — 60¢
26 to 50 — 50¢
51 and more — 40¢

*Folded copy free with every '50 Marketbook, August 14

Sarnoff Wants No Delay
GODFREY & HIS FRIENDS
sponsored by
Chesterfield, a
CBS Package Program
that's never been
out of network
television's top 10.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
### August 1950 Telecasting Network Showsheet

#### Monday
- **6:00 PM**
  - **The Philanthropist** - CBS-TV News
  - **On Trial** - L (E-M)
  - **Author** - L (E-M)

- **7:00 PM**
  - **Stop the Music** - CBS-TV News
  - **Admiral & P. Leuhtard** - L (E-M)
  - **The Show Goes On**
  - **Mr. True Story** - L (E-M)

- **8:00 PM**
  - **General Mills Lassie Show** - CBS-TV News
  - **3:00 PM**
  - **The Big Top**
  - **Beat the Clock**

#### Tuesday
- **6:00 PM**
  - **CBS Daytime**

#### Wednesday
- **6:00 PM**
  - **CBS Daytime**

#### Thursday
- **6:00 PM**
  - **CBS Daytime**

#### Friday
- **6:00 PM**
  - **CBS Daytime**

#### Saturday
- **6:00 PM**
  - **CBS Daytime**

#### Sunday
- **6:00 PM**
  - **CBS Daytime**

#### Local Shows
- **Mr. Magic**
  - **Kellogg Co.**
  - **Mars Inc.**
  - **Lucky Pup**
  - **Ladybug**
  - **Cactus**
  - **Candlelight**
  - **County Club**
  - **Mars Inc.**
  - **Ladybug**
  - **Candlelight**
  - **County Club**

#### News
- **CBS News**
  - **CBS-TV Sunday**
  - **CBS-TV Sunday Night News**
  - **CBS-TV News**

#### Features
- **Mr. Lucky Pup**
  - **Kellogg Co.**
  - **Mars Inc.**
  - **Ladybug**
  - **Candlelight**
  - **County Club**

#### Promotions
- **Kellogg Co.**
  - **Mars Inc.**
  - **Ladybug**
  - **Candlelight**
  - **County Club**

#### Local Programs
- **Mr. Magic**
  - **Kellogg Co.**
  - **Mars Inc.**
  - **Ladybug**
  - **Candlelight**
  - **County Club**

#### Sponsors
- **Kellogg Co.**
  - **Mars Inc.**
  - **Ladybug**
  - **Candlelight**
  - **County Club**

#### Other Information
- **CBS Daytime**
  - **CBS Daytime**
  - **CBS Daytime**

#### Notes
- **CBS Daytime**
  - **CBS Daytime**
  - **CBS Daytime**

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Programs in italics are sustained.

Time is EST.

L = live; F = Film; K = Kinescope Recording; E = Eastern Network; M = Midwestern Network; NI = Non interconnected stations.
### TV HAS AN ADULT AUDIENCE TOO

Pulse audience composition data are available in TelePulse reports. Adults are in the television audience. Consider the 7-9 PM period in Philadelphia, Chicago, and Los Angeles.

#### NUMBER OF VIEWERS PER 100 HOMES

<table>
<thead>
<tr>
<th>Time</th>
<th>Chicago</th>
<th>Los Angeles</th>
<th>Philadelphia</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 PM</td>
<td>100 100 15 43</td>
<td>62 112 45 44</td>
<td>64 100 51 47</td>
</tr>
</tbody>
</table>

| 8-9 PM | 100 106 21 29 | 64 106 43 36 | 88 94 52 31 |

#### For Information and Other Telefacts

**ASK THE PULSE**

**THE PULSE INCORPORATED**

15 West 46th Street
New York 19, N.Y.
THE CARRY MOORE SHOW is a good-humored, audience-pleasing CBS Package Program that can do the kind of selling job you like to see.

Music and fun and gifted guests, all sparked by a fellow Variety describes as "potential major TV timber...uncommon puckish quality."
**WJAX-TV CASE**

FCC Denies Bid for More Time

REVERSING an earlier recommended grant by a hearing examiner, the FCC majority last week voted to deny the City of Jackson- ville, Fla., additional time within which to complete construction of WJAX-TV, slated to be companion facility to the city's WJAX-AM-FM there.

Comrs. Paul A. Walker and George E. Sterling in a dissenting opinion voted to approve the extension since it was the first such request by the city and "we believe that the difficulties encountered by the city in the financing of the proposed station warrant the requested extension."

WJAX-TV was assigned Channel 2 (64-60 mc) in August 1948 with completion date of April 1949 specified. The extension request was filed March 19. Examiner J. P. Blume recommended granting the extension in a letter January [TELECASTING, Feb. 6].

The city told FCC its failure to order necessary transmitting and studio equipment, construct the transmitter building and prepare the transmitter was attributed to financial difficulties. The majority found, however, that these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant. FCC further ruled the city could not be considered different that any other private applicant.

No Distinction Seen

"We do not think that any distinction can be drawn between a situation where an applicant's financial position actually deteriorates after the grant so that it is unable to build the station," the majority said, "and one where, as here, the lack of money is variously attributable to misinterpretation of the applicable law, to hesitancy to expend funds because of apparent overcaution, and to a failure reasonably to provide available funds." FCC noted that although the city had had necessary authority to borrow funds for TV it has never done so.

**ZIV PACKAGES**

8 Buy TV Programs

ZIV TELEVISION PROGRAMS Inc., New York, has announced further sales of its package programs. They are: *Yesterday's Newsreel* to WSB- TV Atlanta, Ga., and to Security Storage and Van Co. on WPAR- TV, New York; *Sports Album* and cartoons to WSB-TV; *Easy Access* to Sawyer Buick on WTMJ- TV Milwaukee, Wis.; *Feature Films* to WSB-TV, WFLP-TV Philadelphiaw FIPM-TV Indianapolis and KDFL-TV Salt Lake City; *Western Films* to WSPD-TV Toledo and WBTV (TV) Charlotte, N. C.

**TVA-SAG SCALES**

Duality Seen Disastrous

STATING that regardless of jurisdictional differences existing between Television Authority and Screen Actors Guild it would be "dissastrous" for two different sets of rates and working conditions to apply in film television, TVA at a membership meeting July 30 in Hollywood, comparing proposals of both groups, agreed to accept some SAG working condition proposals provided that SAG in turn agree to accept certain TVA wage scales.

Membership further approved recommendations by TVA Wages and Working Conditions Committee that committees be appointed from the two groups to coordinate their different demands with the objective of setting up a uniform set of wages and working conditions for film television. This, TVA feels, could be regarded as the ultimate goal for a collective bargaining agreement by both groups.

**Proposals Accepted**

Among SAG proposals TVA agreed to accept were those on continuous employment (provides for payment to actors of continuous pay from start of role to completion) and overtime provisions on pro-rate basis. On other hand TVA, feeling SAG $56 a day and $176 a week minimum for actors to be inadequate, asked guild to accept their scales of $6 per hour plus program fee as fairer rate.

SAG spokesman stated last week that the TVA proposals would be taken up at a board of directors meeting today (Monday) or at the following Monday's meeting.

**WAAM(TV) to DuMont**

WAAM (TV) Baltimore, ABC-TV network affiliate, has also become the primary Baltimore outlet for the DuMont TV Network.

Condon Report

(Continued from page 51)

should be considered as one."

The report, he said, makes clear that "adaptability" and "compatibility" are two different things.

Dr. Jolliffe denied CBS' claim that the report deals "primarily with theoretical ultimate performance characteristics." He said "the CBS system, perhaps more than any other, is the beneficiary of the committee's painstaking examination of present performance," and that when the committee studied potentials "it did so on a basis which leaned over backwards to favor CBS."

To CBS' assertion that portions of the report implied "that a system has an advantage because it has more difficulties to overcome," Dr. Jolliffe replied that the report itself suggests "the real analogy," that of "principal importance" are "those fundamental capabilities and limitations which relate to the choice of scanning method."

He concluded:

"CBS has made its choice. In doing so it drew a fatal handicap. Its scanning method has placed its CBS system a limitation on ultimate performance which accounts for the CBS stance and deflect attention from that factor."

Dr. Jolliffe sent copies of his letter to those who received the one from CBS—Dr. Condon, FCC members, and Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee.

**INTERCITY LINKS**

FCC Extends Two Grants

PRIVATE intercity TV relay links were granted by FCC last week on usual temporary basis to WSM-TV Nashville and WTTV (TV) Bloomington, Ind. Crosley Broadcasting Corp.'s TV relay between WLWC (TV) Columbus and WTTV (TV) Dayton was renewed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and had decided to grant the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relays may interconnect with those of American Telephone & Telegraph Co. [TELECASTING, Dec. 26, 1949].

Total of six relays were granted to WSM-TV for its $158,000-link to AT&T facilities at WHAS-TV Louisville [TELECASTING, May 22]. The grant was for eight months. Crosley told FCC that common carrier service was particularly inadequate to meet its needs westward from Columbus to Dayton. FCC noted that since AT&T plans to complete a fourth channel between these two cities by April or May 1951 it set June 30, 1951, as deadline for operation of the private Crosley link.

**Simple Arithmetic!**

**Programmed by all four major networks**

WTVS Channel 4

MIAMI 7

FREE and PETERS Hall Representatives

August 7, 1950 • Page 55
FURTHER details on a new national television service to supply network ratings and audience composition for the entire country [TELECASTING, March 27] were revealed last week by James W. Seiler, director, American Research Bureau, Washington. The firm also released its July TV program ratings for Chicago [TELECASTING, July 31].

According to Mr. Seiler, the new ARB service, which starts in October, is designed to answer two questions basic to all television networks and network advertisers: How many people are watching each network show? What kind of people are they?

To secure the answers, ARB will place its regular viewer diaries monthly in 2,200 TV homes. Mr. Seiler has developed a probability sample representing all counties in the United States within 150 miles of a television signal. He points out that counties will first be sampled by population according to the 1960 Census and then sampled within the selected points for density of TV set ownership. The sample will be changed each month.

The ARB diaries will "record all viewing done by all members of the family and any visitor," Mr. Seiler said, "and indicate the composition of the viewing audience.

The general plan is to treat the entire United States, both rural and urban, as if it were a single big city and to produce audience measurements which apply to the entire country. Results will be issued approximately 10 days after the measured week and will be given in terms of total number of U. S. homes and men, women and children reached by each network program.

In addition, a competitive rating will be given each program, based on the area in which the program can be received.

The network report will be entirely separate from the present ARB city reports now issued. Mr. Seiler said plans now are under way to increase the list of cities measured also.

ARB television ratings for Chicago were reported as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Outlet Sets</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
<th>City</th>
<th>Outlet Sets</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>3,550</td>
<td>WAVE-TV, WHAS-TV</td>
<td>35,769</td>
<td>Memphis</td>
<td>12,798</td>
<td>WMCT-V</td>
<td>40,630</td>
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<td>11,260</td>
<td>WTMJ-TV, WKBW-TV</td>
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<td>Dallas</td>
<td>32,500</td>
<td>KDFW-TV</td>
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<td>Baltimore</td>
<td>178,960</td>
<td>WTTR-TV, WJHU-TV</td>
<td>126,200</td>
<td>Philadelphia</td>
<td>6,000</td>
<td>WCAU-TV</td>
<td>81,000</td>
</tr>
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<td>Washington</td>
<td>1,100</td>
<td>WUSA-TV, WTTG-TV</td>
<td>26,754</td>
<td>Pittsburgh</td>
<td>1,163,130</td>
<td>WPXI-TV</td>
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<td>8,600</td>
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<td>KTTV, KNBC, KABC</td>
<td>134,000</td>
<td>Honolulu</td>
<td>9,600</td>
<td>KFBB</td>
<td>80,000</td>
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<td>WMET-TV, WBBM-TV</td>
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<td>Miami</td>
<td>2,200</td>
<td>WPLG-TV</td>
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<tr>
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<td>WMIB-TV</td>
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<td>KABB-TV, KENS-TV</td>
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<td>11,600</td>
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<td>9,200</td>
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<td>San Francisco</td>
<td>4,200</td>
<td>KRON, KTVU</td>
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<td>WCCB, WBTV, WCNC</td>
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<td>San Diego</td>
<td>6,500</td>
<td>KFSD, KFSD</td>
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<tr>
<td>Cleveland</td>
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<td>WJW, WRSV, WCPM</td>
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<td>Las Vegas</td>
<td>7,000</td>
<td>KMOL</td>
<td>12,200</td>
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<td>Buffalo</td>
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<td>10,600</td>
<td>Phoenix</td>
<td>9,200</td>
<td>KPNX</td>
<td>12,200</td>
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<td>St. Louis</td>
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<td>Seattle</td>
<td>5,000</td>
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<td>12,200</td>
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<td>Detroit</td>
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<td>Seattle</td>
<td>7,000</td>
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<tr>
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<td>San Diego</td>
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<td>WPXI, WPXI, WPXI</td>
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<td>San Diego</td>
<td>1,550</td>
<td>KFSD</td>
<td>12,200</td>
</tr>
<tr>
<td>Columbus</td>
<td>10,600</td>
<td>WTAM, WOIO, WOIO</td>
<td>10,600</td>
<td>San Diego</td>
<td>2,000</td>
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<td>12,200</td>
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<tr>
<td>Los Angeles</td>
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<td>KTTV, KTLA, KTTV</td>
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<td>San Diego</td>
<td>2,000</td>
<td>KFSD</td>
<td>12,200</td>
</tr>
</tbody>
</table>

**ARB to Expand Service (Report 123)**

Trend Downward

Noting that Pall Mall's recent trend has been downward and if continued would drop to second or third place in effectiveness, the *Starch TV Report* states: "Confirmation here of need of forceful rather than bland approach. Degree of forcefulness almost measured by standing of commercial in this table. Swing of trend of Pall Mall indicates that the harder the 'sell' the more often the format of presentation needs to be modified to hold down swing toward strong dislike. Even in this case downward trend coincident with large increase in dislike didn't occur until six months or more. Interesting to note that the two commercials, Chesterfield and Old Gold, with very high 'like' scores and relatively low 'dislike' were at bottom of list."

Leaders in viewing for each category, Starch reports, are:

- **Automotive**: Mercury 72%, Chrysler 69%
- **Cigarette Commercials**: Pall Mall's "MALL video" is considered the best, followed by "Pall Mall's "MALL Baseball"".

**Weekly Television Summary** — August 7, 1950, TELECASTING Survey

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**Coverage Area**

The CBS station for DALLAS and FORT WORTH is this why AM-FM TV Channel 4 is your best buy.

The TIMES HERALD National Representatives The BRANHAM COMPANY

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**Total Markets on Air 62 Stations on Air 106**

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

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**Page 56 • August 7, 1950**
WMAR presents
The Soap Box Derby starring Baltimore’s young in heart

News . . . Color . . . Local Coverage . . . Everyday Drama are a few of the reasons why in Maryland most people watch

WMAR-TV
CHANNEL 2

Represented by
THE KATZ AGENCY, Inc.
NEW YORK • DETROIT • KANSAS CITY
SAN FRANCISCO • CHICAGO • ATLANTA
DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
SPORTS ON TV
Open Hours Fewer—Wolf
SPORTS promoters should start worrying about the danger of not being able to get their events on television, rather than fretting about the box office effect of sports telecasting, according to Bob Wolf, Washington sportscaster.

Writing in his "Dugout Chatter" newspaper column which appears as an advertisement paid for by George's Radio & Television Co., Washington, one of his sponsors, Mr. Wolf said TV stations no longer have to worry about filling their open hours. He noted that "networks are programming top-notch music, comedy, variety and mystery shows out of New York, Chicago and Hollywood, backed by sponsors who contract for time on the entire web of stations. Consequently local time is more difficult to find; the bidding for local rights is seriously curtailed."

Mr. Wolf advises local sports promoters to "consider not only how much they'll get if they put their events on TV, but how to get their events on TV at all." He pointed out how Uline Arena, in Washington, cut out basketball telecasting last season because they felt it hurt attendance. The box office sagged, however, and this year the arena is thinking about going back to TV again but faces the problem of how to get there.

With networks lining up star-studded shows, sports promoters may gradually be forced out of the TV picture altogether "unless they make up their minds to meet this challenge and do something about it," according to Mr. Wolf. "Many erstwhile sports fans may be enticed to stay home and watch Bebe, Hope, Allen, Godfrey and many other top-flight entertainers while our local sports attractions suffer," he wrote. "Critics of TV have said that sports on TV is a threat to the box office. But it's now becoming more apparent that sports off of TV may some day be the greatest threat of all."

APPLICATION of Alex Pekarsky for an experimental UHF TV station at Harrisburg, Pa., to re-broadcast programs from WMAR-TV Baltimore was denied by FCC last week on grounds the outlet would not constitute a legitimate experimental project.

The Commission observed that Mr. Pekarsky stated, "Our main purpose for this program is to get a station in Harrisburg as soon as the station freeze is lifted." FCC considered this not in accord with its rules regarding experimental stations.

Mr. Pekarsky, a radio-TV engineer and proprietor of a local appliance store, had also told the Commission he planned to test reception in that area and to develop transmitting and receiving equipment. Three different sites were proposed, FCC said, and Mr. Pekarsky claimed he had most of the material on hand to build the station which would operate in the 560-589 mc band with power of 34 w, using a 70 ft. antenna.

Meanwhile, the Commission granted Associated Broadcasters Inc., licensee of WEST-AM-FM Easton, Pa., authority to modify its UHF TV experimental station at Bethlehem, Pa., and to use a co-channel booster station at Easton. The Bethlehem outlet is assigned 511-519 mc with output power not to exceed 500 w visual and 250 w visual (ERP 4 kw and 2 kw) with the Easton booster output limited to 80 w visual, 25 w visual. FCC said that since no public participation is involved, local sound announcements are permitted only at the main transmitter to include the booster.

WILDROOT participation in NBC-TV's two-and-a-half-hour Saturday Night Revue is arranged by (1 to r) Ed Hits, Eastern sales director for NBC-TV; J. Ward Maurer, vice president and advertising director for Wildroot; Gertrude Scanlon, BBDQ account executive, Frank Chizaini, NBC account executive.

UHF REQUESTS
One Granted, One Modified

GOLDBLATT BROS.
Installs Telecasting Unit

GOLDBLATT BROS, is the first Chicago department store to install TV equipment for permanent remote telecasts from the store. The State St. firm, in the city's Loop, will begin a video version of its former AM show, Let's Have Fun, on WBBK (TV) Chicago Aug. 21. The hour-long program will feature emcee Hank Grant, who starred on the radio show broadcast on WGN Chicago.

Goldblatt plans to air the show from 11 a.m. to 12 noon every Monday through Friday. It reportedly will buy time from the station, reselling it commercially to guaranteed slots to four advertisers, each of whom manufactures merchandise sold in the store.
that afforded by the 6 mc channel."

The increased brightness was attributed to the development of an improved red phosphor which permits removal of the red filter from in front of the tube, and to improve tube techniques. Elimination of irregular picture and moire pattern, the report said, resulted from the use of improved circuits in the receivers "which make better use of by-passed 'mixed-highs.'" "Additional research work on the tri-color tube is directed toward a further increase in resolution capabilities, increased brightness, and the construction of shorter tubes," RCA reported. It said "results of research work on guns, screens and masks for tri-color tubes indicate that before long there can be a further increase in brightness of at least 2 to 1 (i.e., of the order of 40-50 ft-lamberts)." Production of tri-color tubes "of approximately the same length as ordinary black-and-white kinescopes" appears feasible, RCA said.

RCA repeated that it is prepared to take orders for studio equipment for experimental use with the RCA system. Four complete camera chains were reported currently under construction for RCA use. Additionally, 10 flying spot scanning equipments are under construction—two for the laboratories of other manufacturers and eight for RCA divisions and companies.

Camera Improvements

Camera improvements were reported to be in progress, with at least one new camera slated to be tested in Washington in September. Improved equipment for 2.4 mc sampling is being installed in Washington—where RCA-NBC's WNBW (TV) carries seven hours of color programs and 25 hours of color test patterns per week—"for further development and refinement of color transmission over existing coaxial cable circuits." This equipment, RCA said, "will provide, on both color and monochrome receivers, pictures with resolution substantially equivalent to the standard monochrome picture" as networked over the 2.4 mc cable. The report also discussed activities at NBC's experimental UHF station at Bridgeport, Conn., and discussed RCA's approach to the problem of oscillator radiation, which RCA feels "should be dealt with as a matter of receiver design." In the RCA receivers announced last month, the report said, "there is no reduction" in oscillator radiation is achieved. The progress report was one in a series which RCA distributes to FCC and the industry in connection with its color television, UHF, and related activities.

Penn football

Wptz(TV) gets Home Rights

CONTRACT calling for teletcasting rights of all U. of Pennsylvania home football games for the next three years has been signed by WPTZ (TV) Philadelphia and the university, according to Ernest S. Loveman, vice president and general manager. WPTZ has been telecasting Penn's football since 1940. Mr. Loveman also revealed that the agreement makes teletcasts of the games available to Philadelphia stations WCAU-TV and WFIL-TV for the "first time in the history of the series." He said the agreement gives WPTZ "exclusive rights of first refusal for the origination of all network telecasts for the next three years." Seven home games in all during the 1960 season will be telecast. Mr. Loveman hailed the university decision to continue teletcasts of its games as "forward looking."

TV enters Education

(Continued from page 49)

The project includes Dean Keniston as chairman; Earl V. Moore, dean of the school of music; Dr. Howard Y. McClusky, professor of educational psychology and consultant in community adult education; Prof. Edward L. Erikson, chairman, department of engineering mechanics, and Dr. Karl Litzenberg, English professor. Waldo Abbot, director of the university's broadcasting service and WUOM (FM) Ann Arbor, recalled that only 58 years ago members of the faculty were invited to WWJ, the Detroit News radio outlet and parent station of the television facility, to entertain and instruct Detroit crystal-set owners.

Staking a Claim

WWJ was quick to note that its unprecedented approach to television participation in higher education may be in the form of staking a "claim." The station also pointed to landmarks which it claimed to be "firsts" in the broadcasting field:

Broadcast sponsored by a newspaper, Aug. 20, 1920; election returns broadcast, Aug. 31, 1920; music provided for Highland Park High School, Feb. 9, 1921; complete music concert aired, Feb. 10, 1922; use of facilities to aid police and inspiration for Detroit police department to inaugurate its own station, March 15, 1922; radio extension courses given in cooperation with the U. of Michigan, March 31, 1922.

Supplied news to newspapers in the state when a sleet storm disrupted the Associated Press telephone and telegraph lines, April 1, 1922; World Series game broadcast by WWJ to listeners in Grand Circus Park, Oct. 4, 1922; WWJ fostered WENJ (FM), first FM station in Michigan, May 1, 1941, and establishment of the first TV station in Michigan on March 4, 1947.
ABC PILOT FILM
Sample Picture Planned

ABC has arranged with Walter Wanger for a "pilot," or sample, motion picture to be made expressly for television, it was announced last week.

To be filmed in Hollywood, the 30-minute picture will be titled Aladdin and His Lamp. Shooting will start within the next 30 days, with the location and cast to be announced later.

Negotiations are also under way for another picture, the details of which will be announced soon. The "pilot" film will be considered with the idea of a series of such productions.

‘DRAGON RETREAT’
Ollie Visits Vermont ‘Home’

VISITORS to Vermont this summer may have difficulty with small fry who insist on going to "Dragon Retreat." For this mythical village is well known to viewers of NBC-TV’s Kukla, Fran & Ollie. During June there were many discussions on the program of the cast’s coming vacation trip to Dragon Retreat, Vt.—home of Oliver J. Dragon, Esq.

Actual summer “retreat” for the cast of the program was at Castleton, Vt., and included two days in Woodstock, Vt.

Gov. Arthur points out an historical marker to Mr. Tillstrom, Kukla and Ollie.

Burr Tillstrom, creator of Kukla and Ollie, and members of his cast was Nantucket, Mass. On their way, they passed through Schenectady and at the invitation of WGY WRGB (TV), spent two days there. The stations asked Gov. Arthur of Vermont if he’d meet Mr. Tillstrom and cast, as well as WGY WRGB officials, at the New York-Vermont border. The governor agreed to do. At the appointed time, the visitors arrived at the Vermont state line where Gov. Arthur, State Sen. James P. Gigney and other state notables, complete with state police honor guard, welcomed Ollie to the “old homestead.”

Dads Root Beer Drive

DADS ROOT BEER Co., Chicago, will expand its present list of TV markets this fall, choosing areas selectively for one-minute spots. Agency is Malcolm-Howard, Chicago.

SNADER TELEVISION Corp., Hollywood, has signed King Cole Trio and Alvin Rey with King Sisters for five three-minute TV musical shorts each. Film producer has completed first of group of 10 telescisions featuring other noted musical artists...

Woodruff Assoc., New York, package firm, announces addition of complete film department and plans to open branch in western Pennsylvania, with film production unit there.


Science Pictures Inc., New York, makers of TV motion pictures, has rented offices at 5 E. 57th St. . . . Chetel Corp., New York, TV film distributor, announces availability of new 12½ to 14-minute show featuring Hy Gardner. Film is compilation of Pathé Pictorial feature shorts. Adrian Weiss Productions, 4358 Sunset Blvd., Hollywood, has just completed first of 52 half-hour series, Trigger, Tales.

SECURITY COUNCIL
3 TV Networks Cover Meet

HISTORIC United Nations Security Council meetings last week were telecast by three of the four TV networks. NBC and CBS alternated cameras and crews in a pooled pickup operation, which was carried also by ABC. DuMont did not carry the meetings.

Commentary for NBC was provided by Ben Grauer, and for CBS by Barry Le Sueur. ABC carried the telecasts without commentary.

‘Miss TV’ on DuMont

RADIO FEATURES, Chicago package firm, has completed negotiations with the DuMont Television Network to telecast finals of the syndicated show, Miss U. S. Television of 1950. The production, featuring contest winners from each of more than a dozen cities where the show is being telecast locally this summer, will be handled by Radio Features’ personnel. It will originate from the Chicago Fair TV Center, operated by WGN-TV Chicago, along the city’s lakefront from 9 to 10 p.m. (CDT) Sept. 3. [TELECASTING, July 31].

Buy ‘Super Circus’

PETERS SHOE Co., St. Louis, and M & M Ltd., Newark, for Weather Bird shoes and M & M candy coated chocolate. Simultaneously, will resume sponsorship of the final half hour of Super Circus, Sunday, 4-5 p.m. CDT, on ABC-TV from Aug. 6 and 19. Peters Shoe uses 36 stations, M & M, 29, alternately sponsoring the 4:30-5 p.m. segment.


More advertisers spend
More money to sell
More merchandise to
More people on

WLW-T TELEVISION
than on any other three TV stations in the WLW-Television market — 2nd largest in the midwest.

Television • Broadcasting

Page 60 • August 7, 1950
PRICE CONTROL

Air Rate Would Be Exempt

A PROPOSAL that rates for air time charged by radio and television stations be exempt from any price control legislation was supported by Congress—a provision similar to that contained in World War II OPA laws—was adopted by the House last Thursday in debate on the President's Defense Production Bill.

The exemptions apply also to public utilities and common carriers, professional services, insurance, newspapers, press services, magazines, theatres and book publishers.

The amendment, tackled on the production bill (HR 9176) during House debate, was sponsored by Rep. Frank Buchanan (D-Pa.). Similar proposals had been offered in substitute bills by Rep. Charles Deane (D-Mo.) and Rep. John Kunkel (R-Pa.). They had been omitted in the original production measure introduced by Rep. Brent Spence (D-Ky.), which did not deal with standby controls over prices and wages.

The House had voted to grant the President wage-price controls and rationing powers if the cost-of-living index should indicate a 5% rise over June figures.

Reps. Deane and Kunkel introduced their bills (HR 9280 and 9283) almost simultaneously last Monday. They were referred to the House Banking & Currency Committee, but brought up on the floor later in the week.

Text of the amendment, which was still pending final approval of the production bill ...

... nothing in this title shall be construed to authorize the regulation of (1) compensation paid by an employer to any of his employees, except as provided in section 606, or (2) rates charged by any common carrier or other public utility, or (3) rates charged by any person engaged in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting station, a motion picture or other theatre entertainment, or outdoor-advertising facilities, or (4) rates charged for any professional services.

(4) The term “maximum price,” as applied to prices of commodities, means the maximum lawful price for such commodities. Maximum prices may be formulated in terms of prices, margins, commissions, fees, and other charges and allowances.

KELY O F F I C I A L S

Announced by New Station
EXECUTIVES at KELY
Ely, Nev., which began operation last month on 1230 kc with 250 w, have been announced by the new station, licensed to White Pine Broadcasting Co. Officials include David I. Hansen, former chief engineer at KSVC Richfield, Utah, and Dale V. Bradley, co-owners and managers; Don Stewart, formerly with Utah stations, program and commercial manager and Hal V. Bradley, new to radio field.

Station was inaugurated July 11 with brief dedication program including messages by Sen. Pat McCarran (D-Nev.), Gov. Vail Pittman of Nevada and local civic officials. KELY operates from 6:30 a.m. to 11 p.m. with studios in the Hotel Nevada in downtown Ely. Transmitter is located on a ranch east of the city. Station uses Capital program service, INS news facilities, and in Collins-equipped.

FREE EUROPE

Adds Two More ‘Targets’

RADIO FREE EUROPE, broadcasting since July 14 to Czechoslovakia and Romania, last week announced the addition of Poland and Hungary to its “targets.”

Carrying the voices of leaders exiled by Communism, forbidden folk music, satires and commentaries planned to keep alive the spirit of freedom among subject peoples, Radio Free Europe is operated by the National Committee for a Free Europe Inc., a group of private American citizens.

Polish exiles, Stanislaw Mikolajczyk, former prime minister, and Stefan Korabski, former political Coordination Council member, will expose the so-called “Stockholm Peace Pledge” in speeches beamed directly to their country.

Broadcasts to Hungary will carry the words of Monsignor Bela Varga, former president of the Hungarian National Parliament.

The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT

with NO KEYSTONING

DO NOT USE

LOW COST TV COMMERCIALS

The Gray TELOP projects from FOUR optical openings: photos, art work, transparencies, strip material or small objects. SOLVED is the problem of low budget yet visually exciting TV commercials!

News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. Packs interest and profit into every minute of your TV schedule!

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° by heavy precision bearings with exact positioning. 2 models: $756 and $841

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROJECTS AGAINST CAMERA OFFERS COMBINATION Switch throw-over to standby chain.

The Gray Catalog describing above equipment.

GRAY RESEARCH

and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY * Originators of the Gray Telephone Pay Station and the Gray Audograph

August 7, 1950 - Page 61
NUMBER OF COMMERCIAL PROGRAMS ON FOUR NATIONWIDE NETWORKS (JUNE 30, 21) 

- American Broadcasting:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

- CBS:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

- National Broadcasting:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

- NBC:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

NUMBER OF COMMERCIAL PROGRAMS ON THE FOUR NATIONWIDE NETWORKS (JULY 31, 21) 

- American Broadcasting:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

- CBS:
  - General Foods Corp. (excludes 12:30 p.m. "American Bandstand")
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  - Coca-Cola Co. (excludes 12:30 p.m. "American Bandstand")
  - Pabst Brewing Co. (excludes 12:30 p.m. "American Bandstand")

**JULY ADDITIONS**

**SPONSOR**

American Oil Co.

**PROGRAM**

With the News

**TIME**

Mon.-Fri., 7:45 a.m.

**NETWORK**

CBS

**AGENCY**

Mills

**JULY DELETIONS**

**SPONSOR**

Brown & Wil.

**PROGRAM**

Colaco-Culo

**TIME**

Mon.-Fri., 10:30 a.m.

**NETWORK**

NBC

**AGENCY**

Walsh Campbell

**JULY ONE-TIMERS**

**SPONSOR**

Hillie Safety

**PROGRAM**

Rexor Co.

**TIME**

Mon., 7:30-7:45 p.m.

**NETWORK**

CBS

**AGENCY**

Wyatt

**Boxscore**

- The Pabst Sale program was introduced on July 31, replacing "American Bandstand".
- The Coca-Cola program was replaced by "American Bandstand".
- The Pabst program was replaced by "American Bandstand".

**EXPERIMENT RULES**

Commission Revises Part 5

COMPLETE revision of Part 5 of FCC's ruling governing experimental radio services was announced by the Commission last week. Present Classes 1, 2, and 3-experimental authorizations would be replaced by two new classifications, research and developmental.

The research experimental service would provide for scientific or technical radio research not relating to an existing or proposed service, or for communications in connection with research projects, the projects themselves not necessarily related to the radio art. Ionospheric and other propagation studies would fall in this category, FCC explained.

In the developmental experimental service, FCC would provide for the development of equipment, engineering, or operational data or techniques directly related to an existing or proposed service. Demonstration of equipment to prospective customers or for scientific conventions also would be allowed, FCC said.

FCC specified Sept. 15 as deadline for filing of briefs and comments on the proposal.

**RADOX RETURNS**

Sindlinger Sets October

The SINDLINGER "Radox" radio-TV rating service will be back in operation "by the first of October," Dr. E. Sindlinger, president of Sindlinger & Co., Philadelphia, told Broadcasting last week [CLOSED CIRCUIT, July 31].

Mr. Sindlinger scored the maneuver of the Assn. of National Advertisers for an AM rate reduction in TV markets as the spur for the revival of his Radox audience measurement device [BROADCASTING, July 31]. The media analyst said negotiations are underway for renewal subscriptions for his service by the radio-TV networks and Philadelphia broadcasters.

**INSTALLATIONS EXPANDED**

Expansion of Radox installations in the Philadelphia area once again will set up that city and environs as a market where AM can be measured automatically against TV operations. Mr. Sindlinger said studies would be continued on leisure time consumed by radio, television, motion pictures and other forms of diversion.

Mr. Sindlinger returned to the radio audience analysis field last May with an announcement that qualitative studies would be made on sample data collected by Radox—a system whereby instantaneous radio-TV audience measurements are made [BROADCASTING, May 22]. The company had operated Radox for 22 months before suspending its operation temporarily in late April [BROADCASTING, May 1].

Although "pressure" had been placed on the Sindlinger firm by "sources" attempting to obtain "exclusive ownership," Mr. Sindlinger said the audience measuring system would remain "in my control." Ratings, both radio and TV, will be made "available to everybody," he added.

**SHEPPARD**

Renews Blast Against Major Networks

IN A NEW BLAST at the major networks, Rep. Harry R. Sheppard (D-Calif.) last Thursday called upon FCC for its interpretation of the law on the rebroadcasting of programs as a prologue to legislation aimed at what he labeled a "deplorable situation."

Rep. Sheppard is the author of a pending Senate (S 781) bill that would permit stations to rebroadcast network programs with permission of the sponsor and other stations when origination is given by another station, and additionally would require licensing of networks [BROADCASTING, Feb. 20].

Sheppard wrote FCC Chairman Coy saying that "any interpretation [of the law on rebroadcasting] which would allow networks to restrain the right of sponsors . . . to negotiate direct with the radio stations for the rebroadcast of their program . . . certainly requires correction by your Commission or the Congress of the United States."

He said he had found that network-owned stations have been "restraining trade" between network sponsors and affiliated and independent stations.

"This restraint," he said, "is practiced under the guise of Sec. 326 (a) of the Communications Act of 1934 in which the networks prohibit radio stations from rebroadcasting commercial programs of sponsors who use the networks to distribute their programs in cases where the sponsors are desirous of having their programs rebroadcast . . . ."

He asked Chairman Coy:

- 1. "whether your Commission interpret the Act to mean that the sponsor cannot negotiate for the rebroadcast of his program with any station without the permission of the originating station first obtaining such permission of the originating station of his program (which station is invariably owned by the networks and therefore given such permission), or does this section apply solely to noncommercial programs where the cost for the program is paid by the originating station of the program by the network or the originating station? It appears the Congress intended that this section should apply in cases . . . ."

**To Sponsor Browns**

EAST Ohio Gas Co. has contracted with sponsor broadcasts the Cleveland Browns schedule of 18 football games, both at home and away, on a seven-station network, according to Ed Stevens, publicity director of WE'RE Cleveland, which will serve as originating outlet. In addition to WE'RE, the network includes WJER Akron, WBHC Canton, WVST Lorain, WOJR Dover and WHH Warren.
NAB Board Agenda
(Continued from page 19)
the eastern part of the country. They will base their presentations on a new series of slides and films.
Once again NAB President Justin Miller will cover the district meetings. He issued the July 28 summons for a special board meeting. As he meets with members in each district he will describe results of this week's special board meeting and give an overall review of the association's activities. General Manager Ryan is expected to remain at NAB headquarters during most of the meetings.
At the weekend it appeared that Charles A. Batson, NAB's TV director, would hold television clinics at perhaps 14 or 15 district meetings. Two years ago he toured the circuit with comprehensive study of TV construction and operation costs.
Richard P. Doherty, employe-employer relations director, will discuss results of an exhaustive study of station operating costs, based on actual figures submitted by stations. He made a similar study last year.
The figures are not to be used to compare stations and sign up new members [BROADCASTING, July 17]. No successor to the field directorship, a post created last spring, has yet been named.
All but two of the NAB board members were expected to attend the meeting. John H. DeWitt Jr., WSM Nashville, elected to the board in June, is on his honeymoon. James B. Shouse, WLW Cincinnati, wrote that he had a prior commitment to represent the Avco board at a distributors meeting in Chicago.

RIVERS CASE
Radio Council Files New Complaint
THE SAVANNAH (Ga.) Radio Council's fight against the grant to E. D. Rivers Jr. for a new station at Savannah was back before the FCC last week, the Commission dismissed the first complaint but announced plans to probe Mr. Rivers' qualifications when he seeks a license for the station (WJIV).
The fight was renewed via a petition filed by the Council July 28 asking FCC to reconsider its dismissal of the Council's complaint, to set aside Mr. Rivers' grant and designate it for hearing, and in the meantime to stay the effectiveness of the authorized date for commencement of construction.
Mr. Rivers came back Thursday with a motion to declare the Council's petition "forthwith" and "in toto."
FCC dismissed the Council's original complaint on grounds that the Council, which could have made available existing Savannah stations, has no legal standing in the case.
Alternate Request Denied
FCC also refused the Council's alternative request that the Commission set aside Mr. Rivers' grant on its own motion. The time limit for such action has expired, FCC noted, since the grant (1 kw, day) was issued last March 6.
The Council charged that Mr. Rivers has not operated his WEAS Decatur in the manner he told FCC he would, and that there is a "serious question" as to his qualifications to operate a station in Savannah. Mr. Rivers claimed WEAS kept FCC informed of its program policies, has gone beyond its promises with respect to service to Negro listeners, has emphasized "race, rural [programs] and religion," and that Mr. Rivers has made clear he intends to "build the same type of public service in Savannah."
FCC said its study of the Council's charges and Mr. Rivers' reply left it "unable to conclude that the facts as they are presently known to us warrant revocation proceedings." However, the Commission said in a letter to Mr. Rivers:
In your reply to the [Council's] petition . . . you stated that WEAS regularly carries educational and discusision programs and you set forth the time when such programs are carried.
Examination of material submitted by the Savannah Radio Council indicated that your programming, as practiced during the specified time frames, are not educational programs, however, as they relate to the Commission's regulations.
Accompanying the letter announcing the new complaint and plans to probe Mr. Rivers' qualifications, FCC indicated that the Commission must have a reply asking for reconsideration by September 15.
AFRA PROPOSALS
Approaches Recording Firms
CONTRACT proposals by the American Federation of Radio Artists to the recording companies some weeks ago presaged a campaign to extend AFRA's jurisdiction to the recording artist field, it was learned last week.
A meeting in New York between union officials and representatives of the major recording companies is reported as having been one of exploration only. A reply by the recording companies, only in the form of counter-proposals, is expected before the AFRA national convention in Chicago, Aug. 10-13.

AFRA MEETING
Opens Aug. 10 in Chicago
THE 11th annual convention of the American Federation of Radio Artists will be held in Chicago Aug. 10-13, at the Hotel Sheraton. Delegates from 32 locals will attend.
Foremost for consideration, it is understood, is renewal of the major network contracts, all of which expire Oct. 31. Particular attention will be given to the wages of network staff announcers in New York, Chicago, Los Angeles and San Francisco, a union official predicted. Network fees for announcers, he said, have become a minor item with the growing use of package programs; and network wages have not kept pace with those of independent stations in these cities, he said.
Other questions of prominence will include the TVA-SAG jurisdictional controversy, the extension of AFRA jurisdiction to the recording field and four proposed amendments to the AFRA national constitution.

Arthur Meyerhoff
Arthur Meyerhoff and Co.
Chicago, Ill.

Dear Art:
Here's a hot tip! Just seen some fippers on WR's boss's desk that show make WCHS a good field of interest like you! Th' Art Meyerhoff Gang look a lot! Th' card for Rich- mond says, "On the fifth district map, WR's color index: 1950, on 'd a know what Art W. Virginia was at?" West Virginia was ahead in the number of points gained in last year? Th' average gain for the year, in points, in the district was less than three points, but West Virginia had picked up 13. West Virginia nine times th' number of one. That should let you know that your missin' somethin' since you're not steppin' up yer radio advertising in West Virginia and representin' that number one.West Virginia station.

Arthur Meyerhoff

WCHS
Charleston, W. Va.
MCFARLAND BILL

(Continued from page 19)

tion supported by Sen. McFarland. Comr. Robert F. Jones, who has
disabled from the majority of his fellow commissioners on certain
provisions of the bill, may also be
invited to testify.

Spokesmen said the hearings, temporarily at least, will be at-
tended by as many of the full com-
mitee as possible. Rep. Dwight L.
Rogers (D- Fla.) is expected to be
acting chairman because of the ill-
nesses of Rep. A. George Sadowski
(D-Mich.), an avid opponent to
S-1973, and A. L. Bulwinkle (D-
N.C.).

By muscling a formidable seg-
ment of the House Commerce com-
mitee it was hoped that the legis-
lators, who on the whole have only
given parttime study to the issues
involved, will be given the oppor-
tunity to become familiar with the
varied proposals.

Observers on Capitol Hill pointed
out that while Rep. Rogers, noted
for his open-mindedness on the ill-
nesses of the Senate, has voiced a desire to whip a bill into shape
at the earliest possible date, he has given but
little time in the past to a study of
radio measures.

For this reason, in addition to
the prospect of a number of other
proposals cropping up alongside
consideration of the McFarland Bill,
it is believed the hearings may con-
sume an unusual length of time.
Such a development would seem
to work against quick House pas-
sage of radio legislation during the
remainder of this Congressional
session.

The factor seen in forcing hear-
ing of radio legislation at this
time was the pressure asserted by
the Senate a fortnight ago, when the
upper chamber passed the Mc-
Farland measure as an amendment
to another bill and designated it for
joint House-Senate conference.

The House elected not to appoint
conference but instead announced
the amendments by the Commis-
mite on S-1973. Chairman Robert
Crosser (D-Ohio) said the action
was taken after talks with the FCC
were held.

Passed by Senate

The modified bill, as passed by
the Senate but which will not be
considered by the House, had only
minor changes from the original
S-1973. They included the striking
of the salary provision for the FCC
Commissioners, readjusting the
salary limits for certain key per-
sonnel, permitting the Commission-
ners to make payments for publi-
cations for technical or professional
assistance and certain changes in
job-jumping bans.

Instead of the committee print of
FCC's proposed substitute for the
McFarland Bill was the first
official release of the document,
which was described in detail in
BROADCASTING March 6 shortly
after it was submitted by the Com-
misson.

It represents the views of five of
the seven Commissioners. Comr.
Robert F. Jones dissented sharply
on the question of the FCC staff's
proper role in Commission affairs,
while Comr. Rosel H. Hyde, who
was attending NARBA conferences
in Havana when the model bill was
drafted, did not take part in its
consideration.

In their recommended bill the
FCC majority proposed a number
of substantial departures from the
terms of the McFarland Bill, though
they previously had been character-
ized as being generally in favor of
most of the McFarland measure.

Consultation Issue

One of the chief points of differ-
ence involved the question of Com-
misssioners consulting with staff
members about contested proceed-
ing.

The majority felt the Mc-
Farland Bill would cut the Com-
mision off "from any substantial
assistance by members of the staff," and accordingly provided in its
own draft that the Commission shall be
allowed access to staff "expertise"
in any case at least until it goes
to hearing.

Comr. Jones contended in dissent
that "the basic change made by the
McFarland Bill would be to require
the Commissioners to act like
judges," and that he could see no
reason why the staff shouldn't do so as
in quasi-judicial proceedings.

He contended that "behind-the-door
consultation with the staff" is not
a necessary part of "substantial
assistance" from the staff.

Other highlights of FCC's model

NAB District Meetings

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.
Sept. 6-7: Dist. 13, Plaza Hotel, San Antonio.
Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Colo.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 21-22: Dist. 9, Northern Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 26-29: Dist. 10, Chase Hotel, St. Louis.
Aug. 18: Arkansas Broadcasters Assoc., annual midsummer meeting, Jack
Tar Court Hotel, Hot Springs.
Aug. 28-30: Canadian Assn. of Broadcasters directors meeting, Jasper Park
Lodge, Jasper, Alta.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jas-
per, Alta.
Sept. 8-9: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sul-
phur Springs, W. Va.
Sept. 23-30: National Television & Electronics Exposition, 69th Regiment
Armory, New York.

With the passage of the new legislation, the FCC is now facing
a number of issues that need to be addressed.

The new legislation includes provisions for
the creation of a new Federal Communications
Commission (FCC), which will be
responsible for regulating all aspects of
radio and television broadcasting.

The FCC will be tasked with enforcing the
laws and regulations related to broadcasting,
including issues such as content,
spectrum allocation, and safety.

The legislation also includes provisions
for the establishment of a new
broadcasting standards board, which
will be responsible for setting
standards for broadcasters.

The new legislation also includes provisions
for the creation of a new
broadcasting license, which
will be granted to individual
broadcasters or companies.

The legislation also includes
provisions for the creation of a new
broadcasting appeals process,
which will allow broadcasters to
challenge decisions made by
the FCC.

The new legislation also includes
provisions for the creation of a new
broadcasting fund, which will be
used to support broadcasting
programs and projects.

The new legislation also includes
provisions for the creation of a new
broadcasting research program,
which will be responsible for
researching and developing new
broadcasting technologies.

The new legislation also includes
provisions for the creation of a new
broadcasting education program,
which will be responsible for
providing educational resources
for broadcasters.

The new legislation also includes
provisions for the creation of a new
broadcasting assistance program,
which will be responsible for
providing financial assistance
for broadcasters.
Langer Bill
Senate Group Defeats Again

AN ATTEMPT to bring to life the Langer Bill to ban alcoholic beverage advertising in interstate commerce was defeated last Tuesday by the Senate Interstate & Foreign Commerce Committee. The vote was close—7 to 6—with the “drys” coming out on the losing end.

This was the second, and most likely, the last committee vote this year on the Langer measure ($1847) which would prohibit beer, ale and wine as well as liquor advertising. Another committee tally was taken last April when the Senate group blocked approval of the measure in an executive committee meeting. The vote then was 6-3.

[BROADCASTING, April 17.]

Senn. Owen Brewster (R-Me.), a member of the committee, said he offered the motion in committee to reconsider the bill last week because the record was not “clear” as to the full committee’s desire on the proposed legislation. Last week’s vote sounded the note for this session of Congress, for attempts to revive the ban.

It was understood that pressure from the “drys” block in Congress had fixed the issue as a sure win once again. While decisive enough as a vote, the April tally by the committee did not include the positions of four committee members. And the Brewster motion promptly succeeded in reversing the committee’s stand.

The Langer proposal had set the “drys” and the “wets” along battle lines with the advertising industry—including radio and television representatives—offering ammunition against the bill. Hearings were held last January before the Senate committee, headed by Sen. Ed C. Johnson (D-Col.).

NAB formally stated its opposition to the proposal following the hearings’ conclusion. NAB pointed out it did not condone liquor advertising that conflicted with the public interest but added its own code of practices, as well as the codes of the stations, the networks, and the government were adequate as policing measures. The bill, according to Air N.A. in Chicago, membership had voted strongly against it and the call for network ad ordinances was a purely local matter rather than national.

AFRA Contracts

LOS ANGELES members of the American Federation of Radio Artists have approved and amended recommended changes in union-negotiated contracts with networks and advertising agencies in an attempt to coordinate demands for presentation at the national AFRA convention in Chicago. Membership further voted strong support to demands of network staff announcers in Los Angeles.

FIRST in the QUAD CITIES

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

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

WOC delivers this rich market to NBC Network, national spot and local advertisers ... with 70 to 1006 BMB penetration in the two-county Quad City area ... 10 to 1006 in adjacent counties.

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

On the Quad Cities’ first TV station NBC Network (non-interconnected) local and film programs reach over 14,000 Quad Cities’ sets ... hundreds more in a 75-mile radius.

Basic N.B.C. Affiliate
Col. B. M. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FRE@ & PETERS, Inc.
Exclusive National Representatives
BASEBALL ATTENDANCE

WBUD Official Refutes Frick's Blame of Radio

NUMEROUS factors may account for the poor attendance at minor league baseball parks throughout the country but radio is not one of them, according to Howard (Bus) Saidt, sports director for WBUD Trenton, N. J.

Mr. Saidt made this observation in a statement answering Ford Frick, president of the National League who had blamed radio as the cause of the decline in minor league baseball attendance. The Frick statement had appeared in an AP feature by Gayle Talbot.

"Mr. Frick says that just because hundreds of radio stations throughout the country are broadcasting major league baseball games for the first time, local, minor league ball is suffering at the box office," Mr. Saidt declared.

"Nowhere has it ever been proved that the broadcasting of baseball by radio hurt the minor league game. To the contrary, most major and minor league magnates will go to any lengths to get their games on the air. And the same can be said for broadcasting minor league baseball in minor league areas."

Pointing out that attendance is down at the major league parks, too, Mr. Saidt said: "It is not possible to manage television events and entertainment media have suffered, Mr. Saidt said he preferred to believe that this loss in gate receipts is due primarily to "a leveling off of the economic-curve."

"The truth," he said, "is that Mr. Frick's claims are entirely false. Radio broadcasting built new friends for the game and gave it its greatest boost. It has been evident that radio broadcasting develops an appetite to see baseball live while television satisfies the appetite."

"We are surprised to hear Mr. Frick say that listeners are getting too much baseball because hundreds of stations, big and little, have hopped on the band wagon this season since they got the green light from Washington." Not being average to good public relations, he said, he must realize that the more the game is broadcast, written about and discussed, the more certainly it will continue to be America's No. 1 pasttime."

RED RADIO BAR
Miss Dick Urges Action

ACTION to permit broadcast stations to bar Communist Party use of their facilities was advocated by Edith Dick, station manager of WWL Woodside, N. Y., in a letter to Ralph W. Hardy, NAB director of government affairs.

Noting that Section 315 of the Communications Act requires stations to give "an opportunity for qualified political candidates," Miss Dick said: "To permit Communist propagandists to hide behind this guarantee and use radio to spread their message is to leave the door open to possible eventual destruction of this very freedom of which they take advantage."

KSFE INJUNCTION

Reed Forbidden Employment

PRELIMINARY injunction forbidding employment of Floyd Kenyon Reed by KSFE Needles, Calif., has been issued in U. S. District Court for Southern California, pending trial, it was announced, that Oscar Dale Shelley transferred without FCC consent.

Issuance of the injunction was announced by FCC July 27 in a public notice—an unusual procedure which was interpreted as an industry-wide warning in the face of what Commission authorities fear is a growing number of "unauthorized" transfers.

Meanwhile it was reported that an interlocutory injunction had been issued against KPAB Laredo, Tex., in another case involving charges of unauthorized transfer [BROADCASTING, July 17].

KSFE, authorized in 1947 and assigned 1340 kc with 250 w, meanwhile faces an FCC license-renewal hearing which is scheduled for Aug. 14.

Judge Leon R. Yankwich of the Southern California court specifically prohibited Mr. Reed from "having any further KSFE arrangements with Mr. Reed," according to FCC, but provided that Mr. Shelley may employ someone else to manage the station under his own control—but only on a straight salary basis which does not provide for profit-sharing.

The government's suit against Mearns, Shelley and Reed and other persons at FCC's request, claims Mr. Shelley attempted to sell KSFE even before the station was licensed.

In an alleged contract in June 1948, the government claims, Mr. Shelley agreed to sell the station to Mr. Reed for $30,000. This was later replaced by a partnership agreement between the two, followed by dissolution of the partnership.

In another case involving contract in which Mr. Shelley and his wife agreed to sell to Mr. Reed for $15,000, according to the complaint. The suit is based on the fact that Mr. Reed assumed control of the station last Jan. 6.

The injunction in the KPAB case was the second FCC had sought there, the first having been denied when the U. S. District Court for Southern Texas held that the licensees did not intentionally violated FCC rules and that Mark Kerns, the former owner, had reestablished control [BROADCASTING, Feb. 27].

In its second bid, FCC asked for an injunction to keep the station off the air pending disposition of a location proceeding, charging Mr. Kerns with relinquishing control again, that "such control was assumed or discharged" by Allen K. Tish, and that "KPAB has ceased operation without FCC consent."
Test Survey
(Continued from page 15)

mittee has been appointed. "I am satisfied that the job is in far more capable hands than ours," he said.
Mr. Breyer observed that AAAA and ANA members have shown intense interest in the controversy. He noted that the committee has top-level agency, advertiser, representative and broadcaster representation, in addition to the heads of the two research firms around whom the discussion centers.
Text of Dr. Rosow's letter to Mr. Breyer, dated Aug. 2, follows:

Apparantly you have proceeded in this Pulse-Hooper San Francisco setup with complete disregard to my letter of July 15, in which I suggested that the committee as originally set forth in your advertisement, and insisted that the committee would have to be acceptable to Pulse, and, of course, Hooper would have to find the committee acceptable also.

I have been given no opportunity to express any approval to the committee. You seem to confront me with a "fait accompli" and thereby ruin the opportunity to have a better committee. The issue involves procedure and the terms of my acceptance. First, your original proposal committee was to include a Pulse subscriber and a Hooper subscriber. I don't see any Pulse subscriber in this list.

Secondly, by research people I mean those who are doing radio research day by day or by the job, rather than those who use the end product of radio research.

Sindlinger Request

Sindlinger & Co., Philadelphia research company using the Radox electronic data computer, has asked to enter the audience rating test proposed by KJBS.

In a letter to Mr. Breyer, Albert E. Sindlinger, president of Sindlinger & Co., suggested it is time "every research system is checked for the good of the many heavy investments involved." Mr. Sindlinger proposed that the test be moved from San Francisco to Philadelphia, where he plans to

SELLS VACATION
Ford Dealer Buys WDNC Show

WHEN Frances Jamran, editor of Women's News Letter on WDNC, Durham, N. C., was making plans for her vacation, she decided there was more to a vacation than just going some place.

Booking up her decision, Miss Jamran sold a quarter-hour, each day of her vacation, to The Alexander Motor Co., Durham Ford dealer, for the privilege of presenting on the spot report of places she visits.

Traveling in a new Ford Tudor through six Southern states, Miss Jamran's reports are taped each program is mailed to WDNC for presentation on the following day's broadcast. Commercials are built around experiences with Ford driving comfort.

resume operation of surveys using the Radox method (see page 62).

"Since Hooper, Pulse and Nielsen all operate here," he said, "we suggest that the locale of the test be moved from San Francisco to Philadelphia. Since Nielsen has already offered you his cooperation and has testified in our suit that he has 21 Audimeter homes in Philadelphia, we think we are in order in asking him to permit us to connect Radox to the radio and television sets in his 21 Audimeter homes.

"Likewise we will permit Nielsen to connect any number of Audimeters to sets within Radox homes. At the end of each day we will report in a sealed envelope the radio and television activity of these 21 homes (11 should be TV homes as Philadelphia now has 52 TV ownership) to a selected committee.

"The committee can then hold the Radox data for the four to eight weeks necessary for Nielsen to decode and tabulate his tapes. In order that the check of the accuracy of the two systems can be made, we suggest that it be continued for at least six months to determine the working tolerance of each system. We think this test is imperative because the ANA request in our opinion is based on incomplete and inadequate data."

Mr. Breyer continued to receive calls and letters from all facets of the industry. E. L. Deckinger, research director of Biow Co., New York, described the test idea as "splendid."

H. D. Cayford, of Beaumont & Hohman Adv., San Francisco, said: "whichever method of audience determination is proved to be the most accurate, you will have performed a service to everyone in the field of advertising. Radio on the whole is to be congratulated for seeing fit to take this problem upon its own shoulders."

Mary Ellen Ryan, Raymond R. Morgan Co., Hollywood, said: "... may we echo with a most fervent amen."

Two research firms offered to serve as impartial conductors of the actual clinical work involved in the project.

Kenneth Fink, director of Princeton Research Service, Princeton, N. J., volunteered his firm's services as "umpire behind the plate."

He added that the firm is "not interested in entering the radio research business in the foreseeable future."

Mervin D. Field, head of Mervin D. Field & Assoc., San Francisco, said his firm obviously would do an impartial job despite its San Francisco locale. He explained the firm does a general research business but has on occasion provided special broadcast service for clients.

KICA COMMAND

Landis Succeeds McAlistier

DeWITT LANDIS, principal owner of KICA Clovis, N. M., last Tuesday became active manager of the station, succeeding R. B. McAlistier, who assumed management of KGOM Albuqueque, N. M., on that date. Mr. McAlistier had been manager and minority owner of KICA since June 1, 1943.

Prior to that he was associated with Mr. Landis at KFYO Lubbock, Tex.

Mr. Landis returns to active management of KICA after a year's lapse. He resigned as manager of KFYO in 1949 after over 13 years as head of the station. A radio veteran of 21 years, he is associated with O. L. (Ted) Taylor at KRGY Wescaco, Tex., and KANS Wichita, Kan.

Arkansas Meet

ANNUAL mid-summer meeting of the Arkansas Broadcasters Assn. will be held Aug. 18 at Hot Springs. Reservations should be made at the Jack Tar Court Hotel, according to Ted Rand, ABA secretary-treasurer.

Reaching More People At Lower Cost

The 1946 Broadcast Measurement Bureau Study gave KVGO a total of 347,450 daytime and 378,920 nighttime families.

The 1949 BMB Station Audience Report showed increased KVGO coverage as follows: daytime BMB families, 411,380, nighttime, 455,920.

With no increase in rates since 1946 these increased KVGO BMB families mean increased coverage at lower cost per family.

An added factor of great importance is that 64% of KVGO BMB families mean increased coverage at lower cost per family.

This important bonus comes to advertisers on a direct result of KVGO's 25 years of dominance in Oklahoma's number one market.

See your nearest Edward Petry & Company office or call, wire or write KVGO direct for availability.

Mr. Landis is shown above.

Mr. Landis at KFYO Lubbock, Tex.

Mr. Landis returns to active management of KICA after a year's lapse. He resigned as manager of KFYO in 1949 after over 13 years as head of the station. A radio veteran of 21 years, he is associated with O. L. (Ted) Taylor at KRGY Wescaco, Tex., and KANS Wichita, Kan.

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programs promotion premiums

BASEBALL BOOK

WDNW-FM Durham, N. C., offers free baseball booklet to listeners to afternoon Major League baseball games broadcast by Liberty Network. Booklet, sent free of charge to those writing for it, contains 80 pages and has space for scoring 68 games, plus variety of information of interest to baseball fans. Booklet was prepared by Zenith Radio Corp.

CASE HISTORIES

WSTC Stamford, Conn. Let's Live. Actual case histories of accident victims in various stages of recuperation are recorded by station. History of traffic, swimming and other fatalities traced step-by-step by police officers, lifeguards and emergency ward doctors. Tips on how listeners can avoid similar mishaps given.

COMETIC SALES

KYW Philadelphia's latest promotion is single sheet with text illustrated by pictures. Story is told of pleased cosmetics manufacturer whose investment in KYW with sample offer paid off. Data is included on Philadelphia market.

NEWS PROMINENCE

KALL Salt Lake City sends trade folder featuring picture of crowd in front of Salt Lake Tribune building watching for latest bulletins on Korean crisis. Reprint of story in paper urging readers to listen to KALL newscasts included. Inside of folder runs material from newspaper clippings with pictures and radio biographies of leading KALL news commentators. Coverage maps and news availability dates set forth on back.

FOUR-PART SERIES

WMON Montgomery, W. Va., inaugurates four-part series aimed to correlate problems arising from current hostilities with regional audience. Called Kor War, series includes round-table discussions by local authorities on boarding and shortages, recruiting and draft, outlook for industry and civilian defense measures. Series is public service, running 15 minutes weekly.

GOLF TOURNEE

KSTP - A.M.-TV Minneapolis and State Professional Golf Assn. offer free instruction to children under 15 years of age. All young golfers starting at four of eight offered sessions eligible to play off. Cut-down clubs and practice balls furnished. Tournament divided into age groups with prizes awarded. Promotion in charge of Jack Horner, sports director.

KECA-TV DATA

KECA-TV Hollywood distributing to trade new KECA-TV Information Manual. Booklet contains information on station's facilities, specifications for service announcements, time signals, weather reports, title cards, slide Teleparenies (rear screen projection), film, coverage map of outlet, newest rate card and other pertinent information.

EMPHASIS

WNAX Yankton-Sioux City, Inquiring Farm Reporter. During programs of Farm Safety Week, Reporter George B. German was enroute to farm to make interview on subject "Dangers of Falls in the Farmyard." Forced by rain into another farm, Mr. German slipped and broke his ankle. Interview was cut in doctor's office with members of farmer's family participating.

WEEKLY REMOTES

WTMJ-TV Milwaukee, TV Visits, Sun., 4:30-5:30 p.m. Highlighting places of interest in and around Milwaukee, station will telecast aviation demonstrations, air shows, regattas, interviews with persons arriving and departing at airport, conversations between control towers and planes at Waukesha Field. Series directed by George Marr, special events director.

MIKE TALKS

KNBC San Francisco sends trade promotion piece featuring picture of KNBC microphone on cover.

Beaming out from it are words, "Bigger—Busier—More Economical." Similar microphone inside leads to BMB statistics supporting contentions on cover.

HORN-BLOWING by an operatic star, James Melton, begins each of a special series of driving safetv programs over WNBC New York. The horns come from Mr. Melton's collection of antique automobiles. Theme of the spots is that driving conditions have changed since the cars using such horns were in vogue, and modern drivers in fast automobiles should drive carefully. Mr. Melton soon will start The Melton Music Museum Hall, 15-minute series woven around his collection, on WNBC.

EYEWITNESS

WARD Johnstown, Pa., aired interview with Bob Nimmo, former employee recently returned from civilian radio disc jockey work in Korea. Mr. Nimmo spoke of Korea's background, environment, beliefs and compared life there to ours. Aim of interview was to present idea of type of people and terrain on which UN troops are fighting.

IOWA BARN DANCE

WHO Des Moines sends colorful brochure to trade concerning its Iowa Barn Dance Frolic, Sat., 8:30-10:15 p.m. Picture of entire group adorns cover, and other pages are filled with pictures and descriptions of separate talent units.

LIVE INDIANS

KTHJ Houston, Tex., promoted its Tues., Thurs. 7 p.m. airings of Straight Arrows, MBS feature, by taking advantage of visit of three Indians to Weingarten's Store #16. Indians were there in conjunction with introduction of Straight Arrow Indian equipment. Fans of radio show thronged store, and interviews with Indians and children were aired by KTHJ.

ANTI-HIATUS

CKCW Moncton, N. B., conducting full scale anti-hiatus campaign. Folder lining up promotional activities of station, plus facts on high listener and quality programming during summer, sent to trade. Back of folder shows picture of station's symbol, lobster, explaining he doesn't know meaning of word, "Hiatus." CKCW held lobster parties for trade in Toronto and Montreal at which bibs bearing lobster and station's identification were distributed.

WEIGHT LIFTER

WBUD Morrisville, Pa., aired presentation of trophy to Jack Walsh as new World's Champion Weight Lifter. Event was climax of station's consistent coverage of Strongman's feats. Mr. Walsh buys time on WBUD weekly, and other sponsors air features on him.

ANNIVERSARY AIRED

WAAV (TV) Baltimore. Special show July 30, 4:15-4:50 p.m. commemorated 175th anniversary of founding of Chaplains Corps of U. S. Army. Representatives of three major faiths demonstrated their procedures for field services and setting up altars. Show was telecast before special backdrop. Arrangements were made by Herbert C. Cahan, program manager WAAM, and show's production and direction were handled by Paul Kane.
Discrimination Cited In WRBL Petition

Mr. Standart (1) and Mr. Hainey discuss the new WBED operation.

... ...

WBRD OPENES
Outlet Takes Air Aug. 5

WBRD Fort Lauderdale, Fla., owned and operated by the Broward Broadcasting Co., began operation Saturday (Aug. 5) with programs scheduled according to "a previously conducted poll to determine just what the public wants to hear and when."

Licensed for 280 w on 1680 kc, WBRD's general manager is Robert Standart, previously with WTVJ (TV) Miami, WFTL and WGOR-FM Fort Lauderdale and with WBAY Coral Gables, Fla. Other personnel include Frank Haine, program manager; Sue Haine, music and traffic director; Bert Wills, news editor; Jack Miller, chief engineer.

NARS R Directory
Lists Firms With Stations

SECOND annual directory of National Assn. of Radio Station Representatives members and the radio and television stations they represent was published last week. The directory lists the 15 member firms of NARS R, the 495 U. S. and 62 Canadian radio stations they represent and the 71 TV stations represented by 13 of the companies.


Sen. Johnson Named

SEN. LYNDON B. JOHNSON (D- Tex.) July 23 was named chairman of the Senate Armed Services "watchdog" subcommittee to maintain a check over the rearmament program and military activities. His wife, Claudia, owns KTBC Austin, Tex.
CBS Promotion
(Continued from page 21)

for a number of suggested scripts for use on such local programs.

All facets of the promotion campaign are based on the theme, "This is CBS—The Stars' Address."

Some 80 CBS affiliated stations were represented at last week's meetings in New York. Those in attendance included:


J. M. Higgins, WTHI Terre Haute, Ind.; G. W. Grignon, WISN Milwaukee; Carl George, WGAR Cleveland; William F. Male, WABC Hartford, Conn.; V. C. Diehm, WHOL Allentown, Pa.; K. R. Giddens, WDKR Mobile, Ala.; Kingsley H. Murphy, KSO Des Moines; Humboldt J. Greig, WHUM Berkeley, Pa.


SET VOLUME
To Remain Steady—Galvin

PRODUCTION of Motorola radio and TV receivers will continue at "a very high level" for many months, in the opinion of Paul V. Galvin, president of Motorola Inc. Despite the Korean war, Mr. Galvin said, speaking before the New York Society of Security Analysts, he anticipates that production volume will remain steady "through the holiday season."

Comparing the $10 billion to $20 billion expenditure anticipated for the Korean war with the country's annual turnover of $150 billion, he foresaw a proportionately small effect on the national economy.

Mr. Galvin, Mr. Galvin said that World War II showed more than seven months were required for electronics to convert fully to war, and so far the government has "barely begun to take the first initial steps."

Motorola, continued for years has been concerned with developing highly advanced electronic devices for defense use. "When we are called upon for greater effort along these lines, you may be sure our response will be unhesitating," he added.

Orders WKEN Election

NLRB July 28 directed an election at WKEN Muskegon, Mich., for the radio engineers and technicians.

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Robert S. Taplinger & Assoc.
Inc., N. Y., public relations firm specializes in publicity and promotion department for national TV programs.

Beech-Nut Packing Co., N. Y., renews contract with Storecast Corp. of America and for another 26-week cycle of spot announcements in Storecast's Southern New England and Pittsburgh areas. Agency: Kenyon & Eckhardt, N. Y.


Herb Putran, editorial director of the National Home Institute, Chicago, resigns to establish freelance writing and production business. Will service radio-TV.

Catholic Broadcasting Service, Long Island City, N. Y., announces availability of talks by noted Catholics. Recordings on long-playing discs are priced at $3.


Bernard C. Demaires, commercial photographer and sales executive for TV motion pictures and spot commercials, to Films for Industry, N. Y., on TV sales promotion staff.

U. of Illinois, Urbana-Champaign, forms Division of Communications directed by Wilbur Schramm, dean of division. Robert B. HUDSON, former director of education and opinion broadcasting CBS, FREDERICK S. Sieberr and QUINCY HOWE, CBS news analyst, among committee members.


Gerald B. Goodman, free lance radio and TV writer, to TV-Programs Inc., N. Y., as head of new program development and with publicity department.


Equipment ... 

Daniel Kessler, Stuart Loucheim Co., Phila., distributor, to Columbia Records, N. Y., as popular record specialist.

Harris B. Kort to production manager and assistant to Fred Henke, plant superintendent Insulin Corp. of America.

Tone Products Corp., N. Y., announces addition of new Model 156 (Model 156 U. L. approved) de luxe, three-speed phonograph.

Sam Tour & Co., Inc., N. Y., releases brochure All Under One Roof, emphasizing necessity of technology, engineering, research in present-day commerce.

Technical ... 

LEROY BIGOS to NBC Chicago recording engineering.

Clem Ireland, U. of Saskatchewan electrical engineering graduate, to transmitter staff CBK Watrous, for summer relief.

Wilfred C. Prather promoted to technical director in TV engineering NBC Chicago.

Leo Rymarz, technician WWJ-TV Detroit, father of boy, Roger John, July 12.

Ray Mackay, commercial navy and marine operator, to CBI Sydney, as station operator.

Don Brien, chief engineer WBSC Hartville, S. C, father of boy, Donald Steven, July 22.

RCA Engineering Products Dept. releases removable intermediate lens for extending magnification range electron microscope as accessory for all EMU-Type RCA electron microscopes.

General Electric Co. announces new television sync-lock unit (type TV-30-A) for handling remote picture signals like local studio production.

Philco Corp., industrial division, designs new type shelter for microwave repeater stations. It protects microwave antenna from the elements. Shelters will accommodate primary and stand-by repeaters or terminals and other equipment.

For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA
KTXN LICENSE
FCC Rescinds Revocation

REVOCAATION of license of KTXN Austin, Tex., ordered by FCC in May, has been rescinded by the Commission in an order recognizing that the owners of the station had regained full control of the operation.

Finding that the action of the KTXN stockholders in failing to promptly report a management contract with Edward C. James "does not appear to have been willful or in bad faith," the FCC ruled to set aside its revocation based on this situation [BROADCASTING, May 29]. KTXN is assigned 1 kw daytime on 1370 kc.

The Commission noted that the station in all other matters has been accurate in its representations and that the KTXN "contracting parties voluntarily rescind and repudiate the contract after consultation with counsel."

SPLIT FREQUENCY

FCC Denies KSPI WNOW Bid

PETITIONS of WNOW York, Pa., and KSPI Stillwater, Okla., for waiver of FCC rules to allow split frequency operation has been denied by the Commission in a memorandum opinion and order. FCC found such operations would violate sound allocation principles and be inefficient use of the facilities involved.

WNOW requested 1240 kc with 290 w at night in addition to its presently assigned 1 kw daytime on 1230 kc. KSPI, assigned 250 w on both 780 and 700 kc, requested use also of 500 kw nighttime on 700 kc, directionally. Both stations held their local communities lacked primary nighttime service. The Commission explained about 1400 stations in the U. S. have local service while about 370 or 26.4% of these are served by daytime or limited time stations only. Hence FCC found the Stillwater and York applications not to present isolated cases of "unusual need which might justify a serious departure from the rules."

CP-construction permit
DA-directional antenna
—effective radiated power
STL-studio-transmitter link
—sync. amp.—synchronous amplifier
STA-special temporary authorization

Granting authorizes 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 31 Decisions . . .

BY THE SECRETARY

WPTC Kingston, N. C.—Granted license to new station granted for财力 installation of new trans. on regular basis.

WGLA-TV Lancaster, Pa.—Granted license for new TV station.

WJBD-Buffalo, N. Y.—Granted renewal of current license.

WJSM-Birmingham, Ala.—Granted renewal of current license.

WPPR-Mayaguez, P. R.—Granted extension of completion date to 8-19-50.

WPW San Antonio, Tex.—Granted extension of completion date.

July 31 Applications . . .

ACCEPTED FOR FILING

License for CP

KOEL, Oelwein, Iowa—License for CP.

Modification of CP

WSG Chicago, Mich.—Modification of CP.

WAWZ-Camden, N. J.—Modification of CP.

August 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WMNB-Baltimore, Md.—License for CP.

AM-1260

KABQ Albuquerque, N. M.—License for CP.

AM-1450

KLAN Anchorage, Alaska—License for CP.

License Renewal

WPCW-Brattleboro, Vt.—License for CP.

Modification of CP

WDMX-Detroit, Mich.—Modification of CP.

WJMK-Milwaukee, Wis.—License for CP.

License Renewal

WJWM-Milwaukee, Wis.—License for CP.

RENEWED FOR FILING

WJRE Grand Rapids, Mich.—License for CP.

APPLICATION DISMISSED

KWMV Reno, Nev.—Application dismissed.

Completed on page 78.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 3347
WASHINGTON 4, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8921
KANSAS CITY, MO.

John J. Keel
Warner Bldg., Wash., D. C.
National 6513

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6 & D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K St., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

SILLMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1420
Member AFCCE

A. R. Bitter
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephones—Kingswood 7631

George P. Adair
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Member AFCCE
HELP WANTED (Cont'd)

Managerial

Sales

Promotion manager wanted by one of the largest Northwest agencies. Must have had experience in sales promotion for at least five years. Salary plus commission. Must be college graduate. Box 960F, BROADCASTING.

Sales promotion manager wanted by one of the largest Northwest agencies. Must have had experience in sales promotion for at least five years. Salary plus commission. Must be college graduate. Box 960F, BROADCASTING.

Sales manager wanted for one of the largest Northwest agencies. Must have had experience in sales promotion for at least five years. Salary plus commission. Must be college graduate. Box 960F, BROADCASTING.

Help Wanted (Cont'd)

Announcers

Network affiliate Rocky Mountain area has opening for announcer-columnist. Send resume, samples of work, and references. Box 959F, BROADCASTING.

Metropolitan station in market of 600,000 interested hearing from announcer with first class voice, alert, aggressive, and experienced in morning show. Salary, bonus, and opportunity for advancement. Box 958F, BROADCASTING.

Announcer-experienced, versatile staff man. Must be able to handle commercial and news. Salary and benefits. Box 957F, BROADCASTING.

Announce, experienced, versatile staff man. Must be able to handle commercial and news. Salary and benefits. Box 957F, BROADCASTING.

WANTED: Midwest station looking for top notch announcer. Must have experience in both morning and afternoon show. Box 956F, BROADCASTING.

Management

College community, a Magna Cum Laude college seeking an experienced college announcer. Salary, plus entertainment benefits. Box 955F, BROADCASTING.

Announcer, college announcer. Must have excellent voice and be able to deliver commercials with enthusiasm. Salary and benefits. Box 954F, BROADCASTING.

Announcer, experienced, versatile staff man. Must be able to handle commercial and news. Salary and benefits. Box 957F, BROADCASTING.

Wanted, experienced, versatile staff man. Must be able to handle commercial and news. Salary and benefits. Box 957F, BROADCASTING.

Salesmen

Experienced salesmen wanted for full time work. Must have experience in the field. Salary plus commission. Box 959F, BROADCASTING.

Salesmen in our midwest region. Must be able to travel and make sales calls. Salary plus commission. Box 958F, BROADCASTING.

Salesmen for full time work. Must be able to sell locally. Salary plus commission. Box 956F, BROADCASTING.

Salesmen wanted. Must have experience in selling advertising. Salary plus commission. Box 955F, BROADCASTING.

Salesmen, full team of three wanted. Must have experience in selling advertising. Salary plus commission. Box 954F, BROADCASTING.

Salesmen, full team of three wanted. Must have experience in selling advertising. Salary plus commission. Box 954F, BROADCASTING.

Television

Sales


Station manager. Experienced salesmen, must be able to sell local level. Salary plus commission. Box 958F, BROADCASTING.

WANTED: Midwest station looking for top notch announcer. Must have experience in both morning and afternoon show. Box 956F, BROADCASTING.

Top-notch salesmen wanted to join our largest affiliate. Salary, plus commission. Box 959F, BROADCASTING.

Salesmen, full team of three wanted. Must have experience in selling advertising. Salary plus commission. Box 954F, BROADCASTING.

Sports

Announcer, experienced, employed Michigan. Must have experience in selling advertising. Salary, plus commission. Box 959F, BROADCASTING.

Announcer, five years experience in sales. Must be able to sell local level. Salary, plus commission. Box 958F, BROADCASTING.

Announcing positions available in Florida for experienced announcers. Write Box 957F, BROADCASTING.

Sports, play-by-play, staff, college grad, veteran, play-by-play position. Salary, plus commission. Box 956F, BROADCASTING.

Announced positions available in Florida for experienced announcers. Write Box 957F, BROADCASTING.

Announced positions available in Florida for experienced announcers. Write Box 957F, BROADCASTING.

Announced positions available in Florida for experienced announcers. Write Box 957F, BROADCASTING.

Announced positions available in Florida for experienced announcers. Write Box 957F, BROADCASTING.
Available.

**Experienced newscaster-announcer**

Responsible, experienced of news, Box Football play-by-play. Experienced all sports-staff work. Basketball, Experienced Announcer, College and married, excellent Combination, Chicago boards. Experienced announcer presently all phases of radio and jazz.

One metropolitan station, regional network. Six years experience desires change.

Best radio experience desires change.

Announcer, 12 years experience. Also Good all specialty. Married, twenty years experience.

Young, single, do not smoke or drink. Have car. Eugene Brown, n.d.cn, Iowa.


Experienced newscaster, writing, editing, continuity, news, and stock. Disc available. E. Alcorn, 120 W. 17th St., St. Louis, Mo.

Experienced newscaster, program, top mail pull. Three years experience. Disc available. Harry Nungester, 2511 Eiverse St., St. Louis, Mo.


Ambitious young announcer, director, and engineer. Sportsman wants a chance to prove himself. Box ARTHUR NUNGESTER, WJUS.

Are you a newscaster, program, writer, or music? Have program ideas that are coming to life. Box Newscaster Announcer. College background. Box 979F, BROADCASTING.

Announcer, well experienced. Young, married, excellent voice, steady, College and radio school trained. News specialty, sports, MC, production, disc jockey. All phases of radio including news, commercial, special events. New with 5000 watt ABC affiliate in large metropolitan area.

Excellent recommendations. Box 969F, BROADCASTING.

Announcer, 3 years experience.


Write John, KQWJ, 904F, BROADCASTING.

Announcer, 15 years experience. Also Good all specialty. Married, twenty years experience.

As you are thinking, have you ever thought of writing? Write Adams, California. Write Adams, California.

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**Sports director**

Sports director, play-by-play football, basketball, and track. Equipment to set up sports directors for college, all phases of radio, and TV. Disc jockey to station to station area. Among references, California Cola, Tidewater Oil. Box 956F, BROADCASTING.

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**Combination Announcer-Engineer**

RFB, 506E Bond Ave., St. Louis, Mo.

WANTED TO BUY

Have several used Guychin tower will sell erected. Tower Const.

WANTED TO BUY

**Equipment, etc.**

RCA stabilizing amplifier, TA-5A or TA-3B working condition important. Reasonable purchase. Minimum price. Box 979F, BROADCASTING.

Wanted RCA BTA-9461, GE BT-20-A or equivalent transmitter; limited audio output in perfect condition. Short time used. Write Box 960F, BROADCASTING.

FM frequency and modulation monitor. Also 150" coax with fittings including gas barrier. Write Adams, 1544 Idenwood Road, Glendale 2, California.

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**Interested in filling that important Vacant Chair.**

In early thirties, this heavily experienced, married, college educated executive offers your station:

Available.

**For Sale**

Available.

**WANTED**

**Televison**

**Production-Programming, others**

Asst. television producer. Combine talents of studio engineer, tele-photography cameraman, advertising designer and producer. Write four original scripts. Box 979F, BROADCASTING.

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**Miscellaneous**

Edward Fidgen, contact John, KWKJ, Portland. Good news.

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**Stations**

Radio station, Radio man now employed as station manager fulltime network station, interested buying small station in the center of a market of very small population. Will buy for a net figure of $6,750. Willing to consider different terms. Write Box 960F, BROADCASTING.
Help Wanted
Managerial

Excellent opening in western Pennsylvania for commercial manager. Liberal salary plus commission, and bonus to the right party. A guaranteed job for a person who is interested in setting down in a small community. Will also grant every amenity and security. Please contact Box 80, BROADCASTING.

Salesmen

$10,000 JOB OPEN
One of the country's best radio stations is looking for a man to undertake its Vice President in charge of sales and to direct its promotion. Must be under 35 and must have outstanding record of selling radio locally and nationally. Must prove ability to sell stations and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to BOX 10G, BROADCASTING.

Situations Wanted

Announcers

DO YOU HAVE FOOTBALL AND OR OTHER SPORTS PLAY-BY-PLAY PROBLEMS? One of the largest college and sport stations is looking for a sport-play-by-play Announcer for a spot on their station. I'm offering 7 days, $250 and $350 per week. Applicants must have college degree in speech, journalism or to be considered. Interested applicants, please send resume with salary requirements and a letter of introduction to Box 933F, BROADCASTING.

For Sale (Cont'd)

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has been used only two years service except for the 250 watt exictor which has been in service three years. Excellent condition. This equipment is priced to sell.

BOX 933F, BROADCASTING

CITE SUCCESSES

Sponsors Tell Seattle Admen

SPORTS BROADCASTING

Radio contest, Pie-O, now in its second 13-week run on KIRO Seattle for Van de Kamp Bakersies and recently extended to Los Angeles for the same sponsor, is "the most successful advertising—regardless of media—that the company has used in 35 years." This was the assertion of L. H. Fortin, assistant manager of the bakery chain, at a "Retailers Look at Radio" session of the Seattle Advertising and Sales Club July 25.

Mr. Fortin explained that the sponsor sought to increase foot traffic through its retail outlets, observing that a 6% increase in sales had been paid for the show. In the first weeks Pie-O had been on the air, foot traffic has increased 20%, he reported.

John W. Weaver, secretary of Pantorium Cleaners and Launderers, Seattle, said that radio has done its best job for his concern thus far through programs, although spots also have been used. On a service such as his, he said, a personality is needed to help win the customer away from two types of competition—other cleaners and laundries. He added that the housewife, who may prefer a home washing machine.

Television, according to Mr. Weaver, offers "a grand opportunity" to sell with a personality. He called TV "the next thing to selling door to door," because it can demonstrate the effectiveness of the cleaning process visually.

Federal Old Line Insurance has increased its assets in 13 years from $2,500 to $32,800, and is indebted to radio "in large share" for the increase, Jim Morris of the insurance firm's Seattle office told the group.

CHURCH PETITION

Files Amendment With FCC

AMENDMENT of its application for a new station at Independence, Mo., to correct alleged deficiencies in legal qualifications has been requested in a petition filed with FCC by the Reorganized Church of Jesus Christ of Latter Day Saints. The church had received a proposed denial for 5 kw daytime on October 25th but the ruling has been remanded by FCC for further hearing (BROADCASTING, July 3).

The Reorganized Church told FCC it wished opportunity at further hearing to testify on its proposed amendment, whereby a non-profit corporation as an adjunct of the church would be substituted as the applicant. A question had been raised as to the church's qualification to be a licensee under the Communications Act because it is an unincorporated membership association and one member of its governing board is a citizen of Australia. The church held the issue is but a technical one and should not preclude a grant.

Midwest Money-Maker

Established Nine Years

$55,000.00

This is one of the outstanding low priced opportunities of the year; it is a fulltime network station located in a rich farm market. The exclusive station is doing better than $5,000.00 monthly and showing good profits on low operating costs. Valuable land and building included in the realtice price of $35,000.00. Can be bought without building at $50,000.00 with small monthly rental. Liberal 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 Blackburn, Harold H. Ray V. Hamilton, Mr. Sanborn, 390 N. Mich. Ave. 235 Montgomery St. Washinton Hldg. Randolph 6-8550
Sterling 4112-2, Excbrook 2-5672

SYMPHONY drought of the 1949-50 fall and winter season in Detroit is eliminated by Alfred Epstein (seated r), president, Pfeiffer Brewing Co., Detroit, as he contracts to give the city eight weeks of free summer concerts by the Detroit Symphony Orchestra. L to r: (seated) Raymond J. Hall, chairman of fund-raising committee; Harry Wizmar, general manager, WJR Detroit, which broadcast the contests; Mr. Epstein (standing) Harold Richeson, Pfeiffer's vice president in charge of sales, and Victor Poole, orchestra's conductor. Pfeiffer, which splits hour broadcast sponsorship with WJR, matched a $24,000 grant made by a trust fund. Agency for Pfeiffer is Maxson Inc., Detroit.

MORE RADIO USE

Seen in Public Relations

MORE radio, "far beyond anything we have seen to date," will be used in public relations, Fred A. Palmer, radio consultant and manager, WOL Washington, told a luncheon meeting of the National Capital Forge of the American Public Relations Assn. in the Lee House, Washington, July 17.

Mr. Palmer noted that leaders in the public relations field had revealed to him plans for greater usage of radio for specific public relations problems “to get across a story and to win friends.” Case history of radio use in public relations pointed out by Mr. Palmer was WRPD Worthington, Ohio’s building of good relations between town and country.

Page 76 • August 7, 1950
Ohio Ad Meet
Radio-TV on Agenda

CONSIDERATION of television as an advertising tool and current trends in radio advertising will be highlighted at the seventh annual Ohio State U. Advertising and Sales Promotion Conference Oct. 6-7, according to Dr. Kenneth Dameron, general conference chairman.

The meeting will be sponsored jointly by the College of Commerce and Administration and the fifth district of the Advertising Federation of America. Dr. Dameron said TV and AM radio media will be considered in special sessions on retail advertising and sales promotion and national advertising. The latter category will encompass industrial and consumer goods as well as advertising agency management and operation.

In addition to Dr. Dameron, members of the convention steering committee include: James C. Yocum, professor of marketing, Ohio State U.; Stanley Schelenger, Buckeye Union Casualty Co., vice president of the AFA; Theodore Brown, Perry-Brown Inc., chairman of the fifth district, AFA.

Maizlish Chairman

HARRY MAIZLISH, general manager, KFWB Los Angeles, has been named campaign chairman for the Radio-Television-Recording Charities Inc., Los Angeles. The group formed the first of this year by representatives of radio, television, recording and allied fields to promote a combined drive for eight major charities in the area, eliminating separate charity appeals. Expected to be beneficiaries are American Red Cross, American Heart Foundation, YMCA, American Cancer Society, Los Angeles Community Chest, March of Dimes, United Cerebral Palsy. RTTC executive board includes:

Sidney N. Strouz, administrative vice president in charge of NBC Western Division, president; Larry Shea, vice president in charge of WOR, WOAI and president of Laser, director; Don Lee, secretary; Wayne Thomsen in charge Hollywood office, BBDO, treasurer. First major drive expected to get underway in September.

Maizlish (continued)

DONALD S. DOTY, KAAA Red Wing, Minn., to program director of KM Oquet, Minn., succeeding GEORGE B. WILLIAMS (see Front Office).

WILLIS COOPER, writer-director of "The People, NBC, Fri., 8:30-9 p.m.

RALPH JAMES, news editor KTRY Bostrop, La., to program director.

KATHERINE KERRY, home economist for powerhouse radio station stations WIPK-AM-FM Sacramento, KJM-AM-FM Fresno, KGW Stockton, KERN-AM-FM Bakersfield, KEFE (FM) Modesto, Calif., and KOH Reno, Nev.), to KSY San Francisco as editor-conductor A Woman's Day, half-hour morning show. She replaces RUTH THOMPSON.

DOG WARKEN, KVVV Hot Springs, Ark., to announcing staff KFDF Wichita Falls, Texas. JOHNNY LOWE leaves station to re-enter newspaper work in Long Beach, Calif. GEORGE CRAIG, program director KFDF, named station manager in addition to present duties.

MILTON SHREDNICK, music editor KDA Denver, resigns. Succeeded by ERIN WOODS, violinist, conductor and composer, who was with NBC.

HARRY CURRAN, WXG Richmond, Va., sports director, to chief announcer KSD St. Louis, succeeds MAY CHARLES WATSON to WXG as music librarian.

ROD STERLING, writer-producer KJZ Springfield, Ohio, and network freelance to WLW Cincinnati as staff writer.

JIM LOWE, WIRE Indianapolis announce, to WBBM Chicago on Double Whammy.

DAVE MANN, staff announcer WLYN Lynn, Mass., to chief announcer.

JOHN CLEARY, staff CHUM Toronto, resigns to enter U. S. radio.

JIM CRITCHFIELD, staff writer WKY Oklahoma City, named to Oklahoma City, to announce on trio CY and KOKI as announcer on Surprise Package show.

DICK COURTENAY, free lance radio- television personality, Chicago, goes on the road (Tuesday) for active duty with Army Air Force. Expecta to be assigned to radio and public relations.

BERNIE CREGHTON and DONALD HOGAN, new to radio, to announcing staff CHF Halifax.

JULIE MITCHUM, singer, dancer and impersonator, starts half-hour weekly program on EKG-TV.

LOUISE PECK, continuity editor WGB Radio Productions, St. Louis, to promotion - merchandising staff KWQ, same city.

ROBERT MARTIN, WOR New York announce, to WNOX Knoxville, Tenn., as announcer.

BILL WOLFF and STAN CHALLIS, staff announcers WMNY Nashville, Mich., featured on "The Daily Jolly Kids show." Mon-Fri., 8-30 p.m.

BETTY BRADLEY, vocalist, to WOL Washington as conductor of series of homemakers' programs.

CARL CANNON, account executive Brannan Co., N. Y. station representative, to WSBM New Orleans as program manager.

FRED BENNETT, WPM Philadelphia morning man and m.c. Nightcap show, to teaching staff Radio School of Broadcasting of Columbia Institute, Philadelphia. Preparing evening show for airing on WPTZ (TV) same city.

JEFF SMITH, program producer WOR-TV New York, resigns to enter retail TV and appliance field. Forms Texas TV Stores, San Antonio, Tex.

ELOIS REEVES, assistant to ABC Hollywood recording manager, to program assistant KECA-TV Holly- wood.

HARRY WARD, assistant continuity acceptance editor NBC Chicago, to editor, replacing ROBERT GRAFT. St operates ABC Chicago.

BILLY WARD, Chicago, leaves remains with NBC, to network production staff as associate director.

BILLY JINNERS, former announcer and program host WTOE Washington, to WBBM Chicago.

ARMS WHITE, singer, starts new half-hour weekly program on KGLC-TV.

JANE TAYLOR WAGNER, NBC supervisor of education, resigns effective Aug. 15 to join American Home Magazine as editor of home and food services. Joined NBC in 1942.

ARTHUR (Bob) CHARI, announcer WTRH South Bend, Ind., to WONE-WTWO (FM) Dayton as featured disc jockey.

RUS COULIN, program director KEBK Oakland, Calif., begins new Coggin Show, disc program, on station.

DOLORES HAWKINS, ABC vocalist, to cast of "The Sauer Show," originating at WSKI-Ontario, Canada, and weekly to network of 38 Southern stations.

WILL HUNT, staff announcer KNOX Tex., to chief announcer.

JOHN NOOD, chief, to ROBERT GOOD, producer, to production manager in addition to present duties.

FRANK DAVIS, WBAL Radio-Television, announced, to Trio Broadcasting, 10:30-12, daily, and newscaster.

CHARLES VAUGHAN, producer WORAM Radio, Dayton, Ohio, joins WLWT (TV) Cincinnati as producer.

PHIL MCKELLAR, announcer of CBE, Sydney, to CBE Windsor.

IRA COOK, Dick HAYES and BILL STEWART, KLCW Hollywood disc m.c.'s, will make special citation from U. S. Treasury Department for "generous support during recent Independence Bond Drive."

GLADYS K. NESRITA, to commercial department WOAI-AM-TV San Antonio, Texas, as assistant bookkeeper. She succeeds MARY FRANCES FERRELL, resigned to marry.

JOE CROSSMAN, Atlanta City Press writer, to WMD Atlantic City, N. J., as amusement editor, conducting In the Spotlight, Mon.-Fri., 7:45-8 p.m.

MYRON J. BENNETT, disc jockey KRTN Des Moines, to XLW St. Louis, as conductor M & B Shows. Mon.-Sat., 8:15 a.m. and 1 p.m.

GEORGE HILL, producer WMAL-TV Washington, father of boy, Christopher.

Bill Allert, city staff WOAI San Antonio, called to active service as a Lt. in Company C, 20th Infantry, Utah National Guard successor to CARL DAVID BOND, graduate of U. S. School of Journalism. RALPH FRITZ, assistant night editor WOAI, resigns to devote his time to fiction writing.

JAMES E. WAD, newsmen KFRU Columbia, Mo., to KCOM Sioux City, Iow.

BOB BALL, WHO Des Moines newscaster, and Lee Peere have announced their marriage.

CREIGHTON SCOTT, WBBM Chicago, to CBS news staff in N. Y., as part of network's expansion to cover Korean war.

DONALD WRIGHT, June graduate of U. of Minnesota School of Journalism, to newssroom editor KSNM Fairmount, Minn. Was with WLBV Virginia, Minn.

ROBERT NOBLE to newsmen CHF Halifax, as summer relief.

THE NEW FRONTIER, series of dramatic programs by Institute for Democratic Education, N. Y., dealing with problems of prejudice, now aired on WRC Washington, Sunday, 11:15-11:30 a.m.
CURRENT CHARGE

The trial date will be set in Chicago's Federal District Court after Labor Day for the $150,000 suit, charging misappropriation of dramatic property, brought against CBS, DeSoto and Plymouth. Judge Phillip Sullivan will reconvene his court, which covers the Eastern Federal District of Illinois, at that time.

CBS New York and Chicago are gathering pertinent documents tracing development of the network show, "Hit The Jackpot," which plaintiffs Russel and Shirley Nihlean of Chicago charge is based on a show idea they submitted to WBBM (CBS) Chicago. Papers will be returned to the Nihleans' attorney, Eli Mallin, in Chicago within a few weeks, Mr. Mallin said, and will later be introduced in court.

The Nihleans, both writers, charge that the idea for "Hit The Jackpot" was taken from a show called "Watch Your Step," which they say they wrote and submitted to WBBM for possible airing. CBS and WBBM executives in Chicago report no record, either locally or in the master file, of a show being submitted by the Nihleans. Files of show ideas are kept under the author's name and not the title, and CBS files show nothing has ever been submitted by the Nihleans, officials told BROADCASTING.

The Nihleans (man and wife) charge that a WBBM show similar to theirs was aired locally as a sustainer and then moved to New York, where they claim it became "Hit The Jackpot" and was sponsored by DeSoto and Plymouth.

Complaint against the three defendants charges (1) misappropriation of dramatic property, (2) unfair trade practices and (3) unfair competition. "Hit The Jackpot" is a Mark Goodman-Bill Todman package show leased by the network. Ross, Berchen & Schwantes, Chicago law firm, represents CBS although the regular attorneys for the network in Chicago, Arvey, Hodes & Mantynb, may be brought into actual trial proceedings.

TALENT UNIT OFFER

Services for War Emergency

COORDINATING COMMITTEE for Screen and Radio Artists, clearing house for free appearances of Hollywood movie and radio talent for public service, patriotic and charity purposes, has volunteered its services to the government in war emergency. In a letter sent to Defense Secretary Louis Johnson the group stated they were "prepared and ready to perform whatever projects you may see fit to request of us." Letter was signed by George Murphy, committee head.

The group represents American Federation of Radio Artists, networks, Screen Actors Guild, American Guild of Variety Artists, Assn. of Motion Picture Producers, Theatre Authority.

GIVEAWAY STUDY

Lottery Finding by D. A.

STUDY of giveaway programs as related to Wisconsin's anti-lottery laws continued last week, with the Milwaukee district attorney's office naming Lucky Dial Money Pile on WKTY LaCrosse a lottery. Inasmuch as the opinion was given by the Milwaukee County district attorney's office instead of that in LaCrosse County, the opinion will not automatically lead to definitive action.

If the LaCrosse office, or that of the attorney general, concurs in the opinion, WKTY may be asked to take the show off the air. Joseph E. Tierney, Milwaukee County deputy district attorney, rendered his opinion on legality of the show when a Milwaukee advertising agency man sought advice, explaining he wanted to put a similar show on the air.

Format of the show has announcer calling off telephone numbers. If the telephone subscriber holding that number calls the station within five minutes, he wins money in the Lucky Dial Money Pile. A dollar is added with each announcement, and is supplied by the sponsor of each spot [BROADCASTING, July 24].

De Sylva Estate

B. G. (BUDDY) DE SYLVA, Capitol Records Inc. board member, who died in Hollywood July 11 from a heart ailment [BROADCASTING, July 17] left an estate estimated at $5 million. With the exception of specific bequests totaling $170,000 the estate was willed to his widow, Mrs. Marie Wallace De Sylva, who is to receive a life income of no less than $2,500 monthly. Upon her death, David Shelley, son by a former marriage, becomes beneficiary. A $50,000 trust fund was left to a minor son, Stephen.

'Sacred Heart' Program

THE Sacred Heart Program, recently named as the second choice of top Catholic programs by the National Catholic Broadcasters' Assn. at their convention in St. Louis, originates on St. Louis' U's WIL, instead of WLS as appeared in the July 24 issue of BROADCASTING.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Ubs, Financial Comment, Mystery Plots, Goodyear Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION--LADY LUCK IS A DESERTER!

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. Kansas City, Mo.
August 2 Applications

**ACCREDITED FOR FILING**

Modification of License

WLOL-AM, Burlington, Va., pending disposition of application for change of location from 1050 kHz to 1050 kHz.

License Renewal

WMBA-AM, Richmond, Va., pending disposition of application for extension of term of license.

LAWTON, OKLA.
BROADCASTING

Athens, Pa., pending disposition of application for change of location from 1050 kHz to 1050 kHz.

**NEW COMMERCIAL TV STATION**

EXTENDED FOR FILING

Modification of License

KCOG Centerville, Ia., pending disposition of application for change of location from 1050 kHz to 1050 kHz.

August 3 Decisions

BY COMMISSION EN BANC

Hearing Designated

R. C. Young, Jr., and Southern Broadcast Council, Inc., counter PETITION for rehearing of petitions for a change of location from 1050 kHz to 1050 kHz.

Hearing Granted

Designated for consolidated hearing at Pittsburgh, Pa., pending disposition of application for change of location from 1050 kHz to 1050 kHz.

Hearing Denied

Designated for consolidated hearing at Austin, Tex., pending disposition of application for change of location from 1050 kHz to 1050 kHz.

**FCC Actions (Continued from page 17)**

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Richards Case
(Continued from page 26)

w.e.k supported testimony of earl_green witnesses that Mr. Rich- ards ordered staff members to slant news according to his per- sonal views, particularly against the Democratic administration, religious and racial minorities and community activities.

Referring to communications from Mr. Richards, he said that some of them had an im- mediate feeling of annoyance. Some I destroyed. Others I kept. Some of them were reasonable and should have been kept.

In conclusion he said, were admonitions to show the Demo- cratic party in an unfavorable

FCC Grants Change To Detroit

FINAL decision to grant the long-pending bid of WCAR Pontiac, Mich., to move to Detroit and change facilities from 1 kw daytime on 1150 kc to 2 kw fulltime on 1230 kc was reported by FCC last week [CLOSED by UAW-CIO Broadcasting Corp. of Michigan was denied.

Meanwhile, FCC also announced a decision to grant to WCMU Cumberland, Md., an increase in power from 100 w to 250 w, operating fulltime on 1400 kc. Engineering conditions were included with WCMU.

The Commission majority in the WCAR case originally had issued a proposed decision to deny the station's application for a move to Detroit and change facilities on the grounds it would violate the principle of Sec. 307(b) of FCC's rules regarding equitable distribution of station facilities [BROADCASTING, Oct. 26].

However, in the final ruling, while the majority favored granting the WCAR bid, Chairman Wayne Coy and Comr. Paul A. Walker by dissenting votes declined to reject the application on the basis of Sec. 307(b). They con- sidered that Pontiac, as a large city without other broadcast facili- ties, would not provide more than the service that did Detroit for a sixth fulltime outlet. Comr. E. M. Web- ster and Frieda B. Hennock did not participate in the decision.

Leaked Technical Qualifications

The Commission voted to deny the UAW-CIO Broadcasting Corp. application on grounds the applicant failed to establish its technical qualifications. UAW-CIO Broadcasting sought a new station in Detroit on 1150 kc with 6 kw fulltime for daytime and 2 kw fulltime for nighttime.

FCC noted, however, that to grant the bid would result in "mutually ruinous interference" with WCAR as presently situated and in separate negotiations involving an order to show cause directed to WCAR.

The FCC majority ruling found that WCAR, as a Class II station already on 1150 kc, would "improve the present utilization of the frequency by increasing its present service area during the daytime and by providing a new primary service to the area at night." This would mean a day and night primary service to the Detroit metro-
politan area within the meaning of FCC's standards of engineering practice, the majority stated, "including, among others, the residential area of Pontiac, and the residential areas of other communities of substantial size located within this metropolitan area.

The Commission noted WCAR proposed to maintain an auxiliary studio in Pontiac and to continue its broadcasts of Pontiac public service programs, part of which would be moved to move de- sirable nighttime periods. Similar service to other communities to be covered also is proposed, FCC found.

Coy, Walker Dissent

Comrs. Coy and Walker, in their dissent, considered that Sec. 307(b) precluded removal of WCAR from Pontiac, a city of some 68,000 per- sons, to Detroit with more than 1,600,000 persons. They did not be- lieve the auxiliary studio plan could in any way substitute for the loss of the local facility and saw the move as positive, precedent where b y applicants might seek small community perim- eters grants as first step to secur- ing entrance to the larger.

WCAR's proposed transmitter site is on a small island in the De- troit river. Two towers will be used for its daytime directional array while nine towers will be used at night. Several conditions attended the grant.

In spite of interference to WARD Johnstown, Pa., within the Cumber- land area, the FCC majority ruled that interference was "not in view of the extended local service which would result both day and night. The majority noted the WARD interference area lies 15 to 20 miles from downtown Detroit and con- ceives service from three other Pennsylvania stations, including WJAC Johnstown.


WCAR Move

FOUR AM and 8 AM authorizations reported deleted by FCC. Total to date after renewal comes to 6.

KROG-FM Rochester, Minn., Southern Minnesota, 10 kw fulltime.


WITM-FM Topeka, Kan.-KanTwin Assn. License July 19, Econ.

KSOM-FM St. Genevieve, Mo.-Douglas County Broadcasting.


New Applications

- An Application

Pulfino and company, owners, ABC Broadcasting Corp., 1720 kc, 1 kw day. Reported.

KROG-FM Rochester, Minn., Southern Minnesota, 10 kw fulltime.


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Mr. Dehner identified 44 pages of anti-Roosevelt, anti-Administration, and pro-Republican clipping, which he said included pieces from newspapers and included in newscasts at Mr. Richards’ request. Unfortunately, cross-examination by Houston congressman Mr. Dehner, chief defense counsel, Mr. Dehner said he could see “nothing false” in a large number of these items but that “the reason behind the use of these articles and the omission of newscasts...gave them a quality of falsehood.”

“It was wrong, because Mr. Richards told me to use them to reflect his own antagonisms,” he declared.

He conceded that if he had checked the KMPC wire service he might have found one or two of the same stories available there.

Thor Testifies
Larry Thor, CBS announcer, who was a KMPC announcer in 1947-48, testified that “if you didn’t do as he asked [Mr. Richards], you didn’t work there.”

Mr. Dehner asked Mr. Thor, then KMPC public affairs director, who he said told him that he (Mr. Roberts) was given a free rein and didn’t share Mr. Richards’ views.

Mr. Thor said that when Mr. Roberts was dismissed, newswroom morale was bad and that he took a step to shore up the news.

“Instructions!” during his tenure at KMPC, he said, called for use of an uncomplimentary story about a Margaret Tristan concert; linking of the Stern gang in Palestine with communists, and reference to Maj. General Bennett Myers as “Bunny.”

Under cross-examination Mr. Thor told the board that the KMPC news service consistently and uncomplimentarily referred to the broadcast at KMPC and, after reading various items into the record, said he could see nothing “false” in them. He testified, however, that they were not “complete.” Similar characterizations have been made by other witnesses.

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FCC AFFIRMS RULING ON KWIK REVOCATION

INITIAL decision affirming FCC's revocation order against KWIK Burbank, Calif. [Broadcasting, Dec. 19, 1949] issued Friday by FCC Commr. E. M. Webster, who conducted hearing. His decision, subject to Commission review upon request, held that control of Burbank Broadcasters Inc., licensee, was transferred without FCC approval; that "on a number of occasions" FCC rules relating to filing of ownership data were disregarded, and that "without question Burbank Broadcasters Inc. is not qualified" for broadcast license.

Subsequent to stock transactions involving in hearing, KWIK was adjudged bankrupt, and application is now pending for FCC consent to transfer it from bankruptcy trustee to International Ladies Garment Workers Union for $40,000 [Broadcasting, July 25, 1949]. If revocation becomes effective, transfer precluded. ILGWU owns FM stations KFVM Los Angeles, WFDR New York, WVUN Chattanooga. KWIK is on 1490 kc with 250 w.

REP. BROOKS PROTESTS MEXICAN OPERATION

XEN'T Nuevo Laredo, Mexico, Friday was accused of other "roadhog tactics" in statement made by Rep. Overton Brooks (D.-La.), who claimed "intolerable interference will ruin KENT [Shreveport, La.] if permitted to continue." He charged Mexican station, on Texas border, operates "with no restrictions whatsoever." Both stations operate on 1550 kc.

Rep. Brooks said he had "repeatedly appealed" to the State Dept., which "apparently is vigorous in its protestation, without avail" [Closed Circuit, April 10]. He felt "something more is needed than formal protests to remove this Goliath...from its predation by the public and asserted that "no radio channel in this country is safe from such monstrosities." He confers Thursday with James Webb, assistant Secretary of State.

CUBAN TV STATION TO OPEN IN NOVEMBER

CUBA will have television by November or December when CMQ Havana opens its video outlet, according to Rafael M. Conill, president of Mestre, Conill & Co., Havana agency. Mr. Conill is studying TV techniques in New York.

First program will reach some 1,000 TV sets in public places, he said, predicting 25,000 will be in use within months after teletasks begin.

WRUL HEARING CONTINUED

HEARING on license renewal bid of international broadcast station WRUL Boston continued indefinitely Friday by FCC Hearing Examiner J. O. Ewing. Inquisitor-in-chief of World Wide Broadcasting Corp., station operator (see early story page 33).

PAGLIARA RESIGNS

NICHOLAS PAGLIARA, general manager of WEW St. Louis for 10 years, has resigned effective next Friday.

NETWORKS, BELL SYSTEM TO ALLOCATE TV CIRCUITS

REPRESENTATIVES of TV networks will meet this week in New York under aegis of Bell System officials to begin working out allocation of AT&T's network facilities for final quarter of 1950.

With opening of radio relay connections between New York and Chicago scheduled for early September, there is no longer any problem along this route, combination of coaxial cable and radio relay facilities providing four westbound and three eastbound circuits for video use. Major problem confronting conference is allocation of limited facilities running south from Richmond, west from Chicago and west and south from Dayton to Indianapolis and Louisville.

Network delegations will be headed by: ABC, Ernest Lee Jahnke, vice president in charge of stations; CBS, Frank Falknor, vice president in charge of network operations; DuMont, Robert Jamieson, manager, station relations; NBC-TV, Carleton Smith, director, TV operations.

STATIONS URGED TO BANN 'SCARE' ADVERTISING

BROADCAST Advertising Bureau suggested last week that the networks lay down against policies to ban "scare" advertising, based on fear of shortages. In memo to NAB members, BAB pointed out that "now is the time to define your policy for all advertisers and all advertising. Are you, or are you not, going to allow advertisers to trade on the fear of shortages?"

Memo said listeners and sponsors are already forming opinions about stations as to whether they take for or against "scare" advertising.

TELEVISION ANALYSIS ISSUED BY CHAMBERS

TELEVISION and radio will be "highly complementary," with both used by same advertisers at different times, according to TV analysis in current issue of Advertising News Letter published by Committee on Advertising of U. S. Chamber of Commerce.

According to C of C analysis radio will continue to be effective for prices charged; clients who can't afford TV will buy radio and get good value; radio will take care of sparsely settled areas for long time, but greater radio audience may be available only in daytime; firms with "real selling job to do" will use TV because of its ability primarily in institutional promotion will be content with radio," assuming TV will be relatively expensive for few years.

MAGNAVOX BID TO AGENCIES

MAGNAVOX Co., Ft. Wayne, Ind., understood to be talking to other agencies to service its hour-long TV show, alternate Friday nights on CBS-TV. Maxon Inc., New York, current agency, expects regular talent commission in addition to time on show which will be produced by CBS, but it was understood advertiser is unwilling to allow talent commission to agency. Late Friday situation remained up in air. Show scheduled to start Sept. 15.

KTSNO (TV) Los Angeles and present Don Lee headquarters.

HEADQUARTERS organization of Westinghouse Radio Stations Inc. will be moved to Washington in late summer or early fall at direction of C. Evans, president. Group, headed by Walter Benoit, WBS vice president, will join legal and engineering staffs previously transferred to Washington and will include management, sales and advertising-promotion staffs.

NEW "progress packet" introduced at NAB by General Manager William B. Ryan to keep work moving. He checks each department head's project list against master list every two weeks as part of drive to bring efficiency and speed.

PRIVATE mobile communications setup for use throughout state by New Hampshire State Democratic Committee reportedly denied by FCC last week as Republican group on Capitol Hill waited to present petitions for similar GOP facilities should favorable decision have been given. Harry Carlson, Meridian, N. H., Democratic committee, was said to have prepared plans for mobile units on experimental frequency 27,256 mc using Army surplus equipment.

FORMATION of Films for Television Inc. in Boston shortly will be announced. Principals include Charles W. Phelan, president, former Yankee Network sales executive, who recently sold WESX Salem, Mass., and Ralph Matheson, former owner of WRID Boston. Located at 115 Newbury St, firm has purchased all equipment to produce complete job from scripts to release prints.

LONG-RANGE explorers of what could happen foresee prospect, in event of total war, that television might at best become strictly local activity. Telephone needs (critical in last war) could commandeer coaxial facilities in quantity and leave network TV to depend on kinescoping, which takes literally miles of film—and any Brownie fan knows film was rarely available even by the roll in World War II. At present TV owns no plans for diverting facilities from television to telephone at this time.

CANADIAN NETWORK bookings for fall and winter are slower in coming this summer than in any previous summer. Indecision of American network advertisers understood to be basic reason for slow renewal of American and Canadian shows for Canadian nets. New Canadian shows also marking time as result of uncertainty of times optioned by American advertisers.

MEXICAN Director of Telecommunications Miguel Pereyra has been invited to Washington for informal chats with FCC and State Dept. Has been preparing a request for preparations for Sept. 6 resumption of NABRA negotiations, and Administrative Radio Conference scheduled to start Sept. 26 at the Hague on new world frequency list. Authorities understand these negotiations are not intended to influence formal NARBA negotiations.

WBKB (TV) CHICAGO, Balaban & Katz theatre chain, stations, considering for larger quarters better adapted to video facilities than present headquarters in Loop's State-Lake Bldg. B & K reportedly ready to close Garrick movie theatre, first in city's Loop to shut up shop because of "bad business."
WORCESTER
A Top-Flight Buying Market of the Nation

Month old U. S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

Retail Sales $474,773,000
Food Sales including Eating Establishments $175,409,000
Home Furnishings Sales $24,449,000
Automotive Sales $61,052,000
Filling Station Sales $21,402,000
Drug Sales $14,194,000

1950 Survey of Buying Power places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

WTAG Commands The Audience in This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,570 families, 113% greater than the closest second station.

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See Raymer for all details
New RCA electron tube "freezes" movements that occur, and are ended, in millionths of a second!

How to "see" a super fine slice of time!

Now scientists at RCA Laboratories work with slivers of time too infinitesimal for most of us to imagine. Their new electron tube, the Graphechon, makes it possible.

For instance, in atomic research, a burst of nuclear energy may flare up and vanish in as little as a hundred-millionth of a second. The Graphechon tube oscillograph takes the pattern of this burst from an electronic circuit, "remembers" exactly what happened—and recreates it in a slow motion image which can last for a minute and a half. Scientists may then observe the pattern of the burst at leisure ... measure its energy and duration ... gain new and useful information about the behavior of the atom.

With Graphechon we can now watch fleeting phenomena which occur at random, outside our control. It is not only applied to nuclear research, but also to studies of electrical current ... or in new uses of radar and television. Like so many products of RCA research, Graphechon widens man's horizons.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

Progressive research, like that which gave us the Graphechon tube, accounts for the superiority of RCA Victor's new 1950 home television receivers.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television