1950 IOWA RADIO SURVEY
MORE STARTLING THAN EVER!

More Iowa Homes, Plus More Radio Sets
Per Home, Equal More Listening!

FIGURES from the 1950 Iowa Radio Audience Survey (soon to be released) confirm the reasoning behind that headline—prove that your Iowa radio dollar buys more today than ever. Here's the evidence, step by step . . .

(1) "More Iowa Radio Homes." The following chart shows the increase in the number of radio-equipped Iowa homes since 1940 and since 1945. With more than an 8% increase in the last ten years, the number of Iowa homes with radio is now near 100%!

<table>
<thead>
<tr>
<th>RADIO-EQUIPPED IOWA HOMES</th>
<th>1940 Survey</th>
<th>1945 Survey</th>
<th>1950 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of all homes owning radios</td>
<td>90.8%</td>
<td>93.6%</td>
<td>98.9%</td>
</tr>
</tbody>
</table>

*Amazing as this increase in radio homes is, since 1940, it of course does not reveal the tremendous increase in total number of Iowa homes—up 70,000 since 1940!

(2) "More Radio Sets Per Iowa Home." The following chart shows the tremendous increase in the number of Iowa homes which have graduated from one-set to multiple-set ownership since 1940 and 1945. Almost half of all Iowa radio homes now have more than one radio set!

<table>
<thead>
<tr>
<th>NUMBER OF SETS PER RADIO-EQUIPPED IOWA HOME</th>
<th>1940 Survey</th>
<th>1945 Survey</th>
<th>1950 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of radio homes owning:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only one set in the home</td>
<td>31.8%</td>
<td>61.5%</td>
<td>51.2%</td>
</tr>
<tr>
<td>Two sets in the home</td>
<td>13.3%</td>
<td>29.4%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Three or more sets in the home</td>
<td>4.4%</td>
<td>9.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

(3) "More Iowa Radio Listening." The following chart shows that more Iowa sets mean more Iowa listening. The 1949 Survey used a 24-hour recall method to determine the amount of simultaneous listening in multiple-set homes. This year the Survey placed a two-day diary on a large sample of multiple-set homes. Both surveys found that between 1/4 and 1/3 of all two-set families use two sets simultaneously each day—between 1/4 and 1/3 of all three-set families listen to two or three sets simultaneously each day!

<table>
<thead>
<tr>
<th>FAMILIES WHO USE TWO OR MORE SETS SIMULTANEOUSLY EACH DAY</th>
<th>1949 Recall Study</th>
<th>1950 Diary Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported Simultaneous Use:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homes equipped with two sets</td>
<td>26.1%</td>
<td>38.9%</td>
</tr>
<tr>
<td>Homes equipped with three sets</td>
<td>50.2%</td>
<td>61.8%</td>
</tr>
</tbody>
</table>

More Iowa radio homes, plus more radio sets per Iowa radio home, equals more Iowa radio listening. And WHO, of course, continues to get the greatest share of Iowa's total radio listening.

Let us or Free & Peters send you all the facts, including a complimentary copy of the new Survey now on the press.

WHO

+ FOR IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
THE ABBOTT SHOW is a television disc jockey program . . . casual and unorthodox in format . . . built around the personality of colorful Bud Abbott. Sponsors are quick to appreciate Abbott's rare ability of making their participating commercials a part of his show. As top platter spinner in this area (Radio Best, 1949) Abbott was a well-known "character" even before his television show . . . one reason his show was a hit with Louisville viewers from the start. 30 minute format.

Two nights a week in the completely modern WHAS-TV kitchen with Marian and Sam Gifford, husband and wife team. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dagwood into the stew, fumbling awkwardly with the piping hot sauce pans. The other two nights of the show are spent in the attractive living room set where Marian and Sam dispense hints on household, family and parental problems. 30 minute format.

Guitar-playing Randy Atcher sings and plays host for this, one of Louisville's most unique TV shows. Formed around the old-fashioned square dance now sweeping the country, the WHAS-TV version is good entertainment for the whole viewing family. Two supporting musicians complete the station talent—caller and dancers are selected from the many Kentucky and Indiana square dance groups. Striking camera coverage is given by a tower camera, with second camera for closeups. 30 minute format.

3 WHAS-TV live talent productions especially for

PARTICIPATING SPONSORS

A basic CBS Affiliate . . .

and the cable is coming September 30

WHAS-TV Louisville, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. * ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
These Insignia mean TOPS in TV SALES and AGENCY RECOGNITION

HEADLEY-REED TV
Television Station Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood
NOMINATION and probable return to Senate of D. Worth Clark, Idaho Democrat who eked out victory over left-winger Glen H. Taylor, means new radio know-how in Senate. Mr. Clark owns 10% of KJBS San Francisco and has represented William B. Dolph, radio management entrepreneur and part-owner of several stations as well as executive vice president of WMT Cedar Rapids, on certain matters. Defeated Taylor wrested seat from Novinee Clark six years ago largely through popularity acquired as radio singing cowboy.

RTMA MAY HAVE found its man for permanent presidency. Since R. M. Sprague, president of Sprague Electric Co., Boston, assumed interim presidency three months ago, he has mended radio and TV manufacturing fences in Washington to surprising degree. He's persona gratis at FCC, in Congress and other government places and has won high acclaim because of his quiet businesslike way of getting things done.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) through BBDO New York, planning big spot radio announcement campaign starting mid-September to promote its new theme "Be Happy, Go Lucky."

IN TAKE-IT-OR-LEAVE IT category is report making Washington rounds that all reserve officers in all branches, both inactive and active, will be called within 90 days. Thirty-day period would be allowed for deferments or, alternatively, for physicals, it's whispered.

DESpite denials from high places, Capitol Hill expects high level Cabinet changes in not distant future. One report: National Security Resources Board Director W. Stuart Symington to Secretary of Defense, vice Louis Johnson; W. Averell Harriman, Special Assistant to the President, to Secretary of State, vice Dean Acheson.

ASSUMING FCC meets early-September target for color TV decision, television freeze-lifting still looks like an 1892 proposition at best. Necessary further hearings, number of participants (in hundreds), plus expected 60-day invitation period for new applications could push it back even further.

TO EXPEDITE home defense planning, Col. Howard L. Nussbaum of National Security Resources Board, has initiated plan of bringing to Washington on consulting basis top writers and producers in radio and motion pictures to review scripts for various educational projects. Work being done in advance of promulgation of "September Plan" covering home defense operations.

DEFENSE officials, envisioning wide use of TV for civilian instruction in disaster tech

(Continued on page 98)

Business Briefly

GROVE DUO ■ Grove Labs., St. Louis (Bromo-Quinine) Sept. 25 starts Breakfast Gang, Mon., Wed.; Fri., 7:30-7:45 a.m. (PST) and Sept. 26 starts Cecil Brown news Tues., Thurs., 8-8:15 a.m. (PST) on full Don Lee network, both for 25 weeks. Agency, Gardner Adv., St. Louis.


HUDSON DRAMAS ■ Hudson Motor Car Co., Detroit, on Sept. 3 starting Bob Rose's Playbill, dramatizations of stories from Mr. Rose's newspaper column, "Pitching Horse-shoes," on full ABC-TV network, Tues., 9-9:30 p.m. Agency; Brooke, Smith, French & Dorrance, Detroit.

KELLOGG, MARS CANDY SIGN NEW CONTRACTS

MARS INC., Chicago (candy), will sponsor Falstaff's Fables, program of children's classics, for 52 weeks, beginning Sept. 18, on ABC network, Mon.-Fri., 5:55-6 p.m. in all time zones. Mars also renewed sponsorship with Kellogg Co., Battle Creek (cereals), of five-quarter-hours weekly of Howdy Doody Show, Mon.-Fri., 5:30-6 p.m., on NBC-TV network. Mars renewed for 13 weeks, 5:48-6 p.m. segment Mon., 5:30-5:45 p.m. segment Wed., Fri., beginning Sept. 4, on 27 interconnected and 14 non-interconnected stations Mon. and 27 interconnected stations Wed., Fri.

Kellogg renewed for 8 weeks 5:30-5:45 p.m. segment Tues., Thurs., beginning Sept. 5 on 27 interconnected and 4 non-interconnected stations.

Leo Burnett Co., New York, is agency for all above placements.

Kellogg will resume its spot radio campaign for Pep in 75 markets beginning in October, with Kenyon & Eckhardt, New York, as agency.

KMPC ASKS EXTENSION

KMPC Los Angeles petitioned FCC Friday for extension of completion date under its nighttime 50 kw construction permit from Oct. 1 until after termination of FCC's probe of news policies of G. A. (Dick) Richards, chief owner of KMPC and also WJR Detroit and WAGR Cleveland (story page 32). Petition said construction actually completed but station has been unable to complete proof of performance and may need to change transmitter site, which would cost $175,000 to $225,000 in addition to $20,000 already spent on studies. Even if proof completed, station doubted FCC would grant license while KMPC's renewal proceedings is pending. KMPC is on 710 kc, now operates with 50 kw day, 10 kw night.
Today KRLD, Dallas, gives advertisers a tremendously expanded market with greater intensity of coverage at a lower cost per listener than at any time in Dallas' radio history...

53.6% more Dallas market.
59% more Ft. Worth market.

...plus a gain of over 900,000 in state population...

KRLD, with 50,000 watts, saturates the great Southwest market empire with 1,530,990 radio homes nighttime and 1,370,320 radio homes daytime. (BMB 1949)

The CBS Station
For DALLAS and FT. WORTH

this is why
KRLD
is your best buy
Squint’s Drumming
For Fair Play!

Squint Miller’s mighty proud of the big lot he owns that fronts on River Road—it’s one of the prettiest spots around here.

He’s been in a stew about it lately, though. Seems that trash-dumpers take one look at his property, stop their car or truck, and out goes a load of rubbish, spilling all over his place and the roadside, too. Wouldn’t that make you mad?

Last night Squint dropped by the house. Over a friendly glass of beer, he tells me what he’s done. “I put a couple of empty oil drums out there,” he says, “with a big sign reading: ‘If you must dump trash—use these—I like to keep my property clean!’”

From where I sit, Squint’s sign should make any would-be roadside trash-dumpers feel pretty darned ashamed of themselves. Now and then, though, some folks just have to be reminded that they ought to have as much regard for their neighbors’ rights as they do for their own.
Two battles to win!

We must do everything humanly possible to win the war. But this means we now have not one job to do—but two. A military job and a civilian job.

And the second is the responsibility of every man, woman and child in America today. We have to fight the enemy’s Sixth Column—inflation here at home!

How do we do it?

1. We get firmly fixed in our minds that this is not a “living as usual” situation. We tighten our belts, give up certain things, make some sacrifices.

2. We buy only what we absolutely must—for immediate needs.

3. We support every effort to cut to the bone Government expenditures for non-military purposes. We can’t build planes, guns, tanks, ships and at the same time “compete with ourselves” for bridges, dams, roads and social benefits we just don’t have to have right now.

4. We recognize the need for paying for every possible cent of our mounting expenses out of current income. The more we have to borrow now the more we mortgage our future and weaken the buying power of our dollars.

Let’s be clear on one thing: There are two essentials to winning a war. One is victory in the field. The other is not to let ourselves be bled to death economically.

Protecting the buying power of the dollar is one of the most important jobs facing America today.

* * *

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

Keeping America Strong is Everybody’s Job
If you don’t have up-to-date facts or figures on any of the cities at the right, we’d certainly welcome a chance to be helpful. We have or can dig out the dope on every recent radio trend in those areas, on what your competitors are doing, on what your distributors are thinking, or on almost anything else you need. We’ll gladly tackle any assignment you give us. Interested?

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

New York Chicago
Atlanta Detroit Ft. Worth Hollywood San Francisco
## FORT WAYNE... OR HOUSTON?

### EAST, SOUTHEAST

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

### MIDWEST, SOUTHWEST

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

### MOUNTAIN AND WEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Region</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB</td>
<td>Albuquerque</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDSH</td>
<td>Boise</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>
SIMONIZ Co., Chicago, approximately $1 million account, appoints SSEC&G, N.Y., to direct advertising for its car polish, floor wax and furniture polish. Firm is heavy spot advertiser. Spots and participation programs in radio will be used this fall.

SKINNER MFG. Co., Omaha (macaroni, spaghetti products, Raisin Bran), names Boselli & Jacobs, same city, to direct advertising, effective Sept. 15. CLETE HANEY is account executive. Heavy regional schedules in 15-state Midwest and South distribution area expected to include radio-TV.


GRAND NATIONAL LIVESTOCK EXPOSITION HORSE SHOW & RODEO, S.F., Oct. 27 through Nov. 5, appoints Knollin Adv. Agency, S.F., for ninth consecutive year. Radio will be used.

FAWICK FLEXI-GRIP Co., Akron (golf club grips), appoints The Fred Bock Advertising Co., Akron, as advertising agency. Plans TV campaign to create consumer interest.

PERFUME GUILD, N. Y., starting TV test in N. Y. with possible national coverage to follow. Agency: Arthur Rosenberg Agency, N. Y.


Network Accounts

CHAMBERLIN SALES Corp., Chicago (Chamberlin hand lotion), to sponsor Cecil Brown, newscaster, on MBS Sat., 7:55-8 p.m., beginning Sept. 16. Agency: BBDO, N. Y.

MILLER BREWING Co., Milwaukee, renews Lawrence Welk and his orchestra in High Life Reue, ABC Wed., 9-9:30 p.m. CT, starting Oct. 4. Agency: Mathisson & Assoc., Milwaukee. Number of stations will be released later.

BLOCK DRUG Co., Jersey City (Ammi-dent), will sponsor The Amm-i-dent Mystery Playhouse, starting mid-September, Tues., 10-10:30 p.m., CBS-TV. Agency: Cecil & Presbrey, N. Y.

PAN AMERICAN COFFEE BUREAU, N. Y., renews Edwin C. Hill’s The Human Side Of The News, ABC, Mon.-Fri., 7 p.m., EDT, for additional 39 weeks beginning Sept. 4. Agency: Federal Adv., N. Y.


LUTHERAN LAYMEN’S LEAGUE Sept. 24 renews Lutheran Hour on full Don Lee network and KPOA Honolulu, KHBC Hilo, T. H., Sun., 10:30-11 a.m. (PDT), 52 weeks. Agency: Getham Adv., N. Y.

SCUDDER FOOD PRODUCTS, L.A. (peanut butter, toasted nuts), Sept. 1 starts sponsorship of Bob Garred newscasts on 12 ABC Calif.

(Continued on page 18)
KTUL Serves OKLAHOMA's BIGGEST MARKET... And Gives You ALL the Coverage You NEED!

Population ........... 841,197
Effective Buying Income ........ $809,243,000
Retail Sales ........ $592,268,036
Farm Income ....... $141,691,000

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS
The December 1943 through April 1944 HOOPER REPORT showed:

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
<th>KTUL 15 Min. Cost (560 Times)</th>
<th>KTUL Cost Per 1,000 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>8:00-12:00 a.m.</td>
<td>26.2</td>
<td>2,364</td>
<td>$24.50</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:00- 6:00 p.m.</td>
<td>17.4</td>
<td>1,932</td>
<td>$24.50</td>
</tr>
<tr>
<td>Evening</td>
<td>6:00-10:00 p.m.</td>
<td>24.7</td>
<td>3,833</td>
<td>$49.00</td>
</tr>
</tbody>
</table>

TODAY

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS
(Figures from Current December 1949 through April 1950 HOOPER REPORT)

<table>
<thead>
<tr>
<th>Time</th>
<th>KTUL Share of Audience</th>
<th>No. of Homes Reached by KTUL</th>
<th>KTUL 15 Min. Cost (560 Times)</th>
<th>KTUL Cost Per 1,000 Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>8:00-12:00 a.m.</td>
<td>26.1</td>
<td>3,566</td>
<td>$28.00</td>
</tr>
<tr>
<td>Afternoon</td>
<td>12:00- 6:00 p.m.</td>
<td>17.7</td>
<td>2,640</td>
<td>$28.00</td>
</tr>
<tr>
<td>Evening</td>
<td>6:00-10:00 p.m.</td>
<td>33.7</td>
<td>5,040</td>
<td>$46.00</td>
</tr>
</tbody>
</table>

The above are TULSA COUNTY figures ONLY. Add the entire MBB coverage for the FULL story.

TODAY KTUL COSTS 27% LESS IN THE MORNING... 17% LESS IN THE AFTERNOON AND 12% LESS IN THE EVENING THAN IT DID SIX YEARS AGO.

NO OTHER TULSA STATION CAN SHOW AN INCREASE IN SHARE OF AUDIENCE.

and the Value of KTUL Advertising is Growing, Too!

KTUL’s BMB Radio Families

<table>
<thead>
<tr>
<th></th>
<th>1946</th>
<th>1949</th>
<th>GAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>106,540</td>
<td>123,880</td>
<td>17,340</td>
</tr>
<tr>
<td>NIGHT</td>
<td>97,860</td>
<td>116,010</td>
<td>18,150</td>
</tr>
</tbody>
</table>

Eastern Oklahoma's only CBS Station
when WMAL-TV HAS the AUDIENCE!

During the Last 15-Minutes of WMAL-TV Programming, Monday thru Saturday (immediately preceding these New 5-Minute Programs)

over

half-a-million people are watching WMAL-TV

over

16.7% more sets are tuned to WMAL-TV than the other 3 stations combined!

over

26% more viewers are watching WMAL-TV than the other 3 stations combined!

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>WMAL-TV Rating</th>
<th>Total Rating</th>
<th>Viewers Per Set</th>
<th>Other 3 Stations WMAL-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.</td>
<td>11:00-11:15 PM</td>
<td>27.1</td>
<td>13.5</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>Tues.</td>
<td>11:30-11:45 PM</td>
<td>34.3</td>
<td>14.4</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>Wed.</td>
<td>10:45-11:00 PM</td>
<td>23.3</td>
<td>8.6</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Thurs.</td>
<td>11:00-11:15 PM</td>
<td>7.4</td>
<td>25.5</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>Fri.</td>
<td>10:45-11:00 PM</td>
<td>14.7</td>
<td>11.9</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>Sat.</td>
<td>11:00-11:15 PM</td>
<td>11.8</td>
<td>25.7</td>
<td>2.7</td>
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</tbody>
</table>


Tomorrow's NEWS Pictures on Your TV Screen tonite!

Five minutes of the LATEST headline news with Acme Telephoto pictures. Up-to-the-minute news and pictures prepared locally on strip film. Complete coverage pictures of TODAY'S IMPORTANT NEWS STORIES! 5 Minutes—Mon. thru Sat.

The latest scores and action pictures of today's day and night games, with fresh, amusing cartoons showing final scores while announce details hits, runs, and errors. 5 Minutes—Mon. thru Sat.

A complete U. S. Weather Map enabling viewers to see weather conditions throughout the nation. Special close-up map of the weather picture in the Washington area... projected forecasts and cartoon drawings illustrating weather conditions. 5 Minutes—Mon. thru Sat.

Sputtering through a comic Dutchman routine, Phil Bowman kids radio affectationally, but is serious when he says: "Television won't necessarily kill it, but radio sure can commit suicide!"

A radio and television director who hasn't forgotten radio, Phil works at Young & Rubicam, Chicago, with the firm conviction that AM broadcasting needs a continuing supply of new program ideas. "And by that I don't mean news giveaway gimmicks!"

Lending his talents and ideas to some of Y&R's top clients, the accounts he works on include Rath Packing Co., local shows and spots; Purity Bakeries (Grennan Cakes, Taystee Bread), the agency's biggest spot account; O'Ceard Mop, national TV spot; Schlitz Beer, national radio and TV; and The Borden Co.'s local radio and TV.

Phil's life is chock-full of ideas. He first applied his venturesome and creative spirit to radio when he joined WROK Rockford, Ill. (then KFLV) in the depression year of 1930. He turned to broadcasting in his home town, where he was reared after being born in Chicago, when he was graduated from Beloit College in Beloit, Wis.

A wayfarer from away back, Phil roamed for three years before entering college. In Rockford, he toiled as a trucker in an electric fan factory and studied accounting and typking at business college "because his step-father owned it." For seven months he rode as a cow-hand in western Colorado on a 6,000-acre ranch. The western glamour faded, and he returned to Rockford as assistant county auditor.

A county forester with whom he swapped stories and chewed tobacco advised him to go to college, and, in turn, promised summer jobs as assistant forester in nearby Winnebago County. Phil enrolled at Beloit, majored in political science, speech and journalism, became editor of the school paper and was elected to Delta Sigma Rho, forensic fraternity.

He says now that television is as confusing as his early days in radio, and that radio then was "just about as mixed up" as his life in the Tau Kappa Epsilon fraternity house. His brothers were kept in a constant turmoil because they owed...
**WMAL-TV Tops Them All!**

*In Cumulative Ratings*

**More Sets Are Tuned to WMAL-TV than any other Washington Station**

<table>
<thead>
<tr>
<th>TOTAL RATINGS - 6 to 11 P.M.*</th>
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<tbody>
<tr>
<td>WMAL-TV Station X Station Y Station Z</td>
</tr>
<tr>
<td>MONDAY</td>
</tr>
<tr>
<td>TUESDAY</td>
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<td>FRIDAY</td>
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<td>SATURDAY</td>
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<tr>
<td>SUNDAY</td>
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<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

*American Research Bureau TV Survey—July 8-15, 1950

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**Network Accounts**

(Continued from page 10)

forinia stations, Mon.-Sat., 7:30-7:40 a.m., EDT. Contract for 52 weeks. Agency: Davis & Co., L.A.


Adpeople . . .

BARNUM COOLIDGE, advertising manager Goebel Brewing Co., Detroit, appointed assistant to FRITZ C. HYDE Jr., vice president in charge of company's West Coast operation. ARNOLD C. GRAHAM, associate director advertising, public relations Liebmann Brewers Inc., N. Y., succeeds Mr. Coolidge, effective Sept. 1.

WILLIAM L. DYE, account executive, Young & Rubicam, Chicago, to Liebmann Brewers Inc., N.Y., as advertising manager.

FRED S. MCCARTHY, sales promotion director, Jones & Frankel Co., TV producers, to Westinghouse Television and Radio Division as advertising and sales promotion manager.

JOHN A. DRAKE, manager market research, Norge Division, Borg-Warner Corp., to director of marketing; GLENN T. THOMPSON, Hotpoint Inc., to manager market analysis for B-W.

---

**Ruth Crane**

*On TV*

with her own Participation Show!

"The Modern Woman"

beginning

Monday October 2

Monday thru Friday

3 to 3:30 p.m.

Represented Nationally by ABC Spot Sales

**WMAL-TV**

THE EVENING STAR STATION IN WASHINGTON, D. C.

August 21, 1950 • Page 13
feature of the week

DURING the 287 days of World War II combat he spent in Europe as a tank sergeant, Gene Amole gained an intimate knowledge of the continent. Putting that knowledge to use, Mr. Amole came up with an idea for an unusual experiment by a small broadcasting station—KMYR Denver.

As conceived by Mr. Amole, m.c. of KMYR's "Man on the Street" show, the experiment was a three-way success story. It let the "man on the street" in Denver know what the "man on the street" in 13 foreign countries was thinking about; brought new business to a savings and loan association, and also stepped up the firm's prestige.

Mr. Amole discussed his idea of a trip abroad with Al Meyer, manager of KMYR, and they then conferred with MacGruder-Bakewell-Kostka Inc., one of Denver's leading ad agencies. The agency took the plan to its client, Empire Savings & Loan Assn.

It was decided to sponsor Mr. Amole daily, Monday through Friday, for some 60 recorded programs that were to be airmailed to Denver from abroad. In addition, more programs were to be locally produced on Mr. Amole's return, from material gathered on the trip.

Leaving in mid-May, Mr. Amole took with him a tape recorder and the barest essentials.

Two weeks after he left, KMYR began airing his efforts at 6:45 p.m. each weekday evening. Station spots, newspaper ads, radio log listings and taxi bumper cards were used to plug the show. In addition, Mr. Amole started producing a series of weekly articles on his experiences for the Sunday feature section of the Denver Post.

Combination of the show's unusual idea, plus the heavy drum-beating, fulfilled all expectations.

KMYR and the advertising agency officials reported mail response indicated a higher listener percentage on KMYR despite the small local station's competition with four network outlets. Notwithstanding the show's expense, it was branded an unqualified success by Bat F. Swan, president of Empire Savings, and Joseph W. Palmer, radio director for MacGruder-Bakewell-Kostka.

IF YOU WANT N. B. C. (Affiliate) WITH A TERRIFIC

B e s t  M o n e y  B u y  T H E N  B U Y  W B R E

Wilkes-Barre, Pa.

WBRE is the first Station in Pennsylvania's Third Largest Market Area (Wyoming Valley) and nighttime is first station in northeastern Pennsylvania

Write or Call Collect for Details

Page 14 • August 21, 1950

BROADCASTING • Telecasting
in
charleston
west virginia

one
will
get
you
more
than
all
the
other
four

wchs
In Northern California

KNBC delivers 28 markets

the largest newspaper delivers 8

California now ranks second in population in America, up from fifth place in only ten years. The 1950 U. S. Census confirms that California is America’s fastest growing state. It’s the number two state in any advertiser’s national planning.

Among all advertising media in northern California, only one outlet delivers every city, every county, every rural community. That outlet is radio station KNBC, San Francisco.

In the 28 individual markets of 10,000 population or more in Northern California, KNBC delivers 25% or more of all the families in every single city. The largest newspaper in the area delivers 25% or more of the families in only eight markets. In every city at least twice as many people listen to KNBC as read the largest newspaper.

To reach all the northern markets in America’s number two state, your only choice is KNBC.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

** Source for KNBC penetration: BMB Study No. 8 March 1949. Percentage of total families in city listening to KNBC.

* Source for newspaper penetration: Audit Bureau of Circulations, September 1949. Percentage of total families in city reading this newspaper.

<table>
<thead>
<tr>
<th>City</th>
<th>KNBC Penetration**</th>
<th>Area's Largest Newspaper's Penetration</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>% Daytime</td>
<td>% Evening</td>
</tr>
<tr>
<td>California</td>
<td></td>
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<tr>
<td>San Francisco</td>
<td>76</td>
<td>86</td>
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<td>90</td>
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<tr>
<td>Berkley</td>
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<td>94</td>
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<tr>
<td>Marysville</td>
<td>80</td>
<td>85</td>
</tr>
</tbody>
</table>

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INFORMATION AVAILABLE ON: SERVED BY:

Metropolitan New York and New Jersey .......... WNBC, New York
Illinois, So. Wisconsin and No. Indiana .......... WMAG, Chicago
Northern Ohio and N. W. Pennsylvania .......... WTM, Cleveland
Washington, D. C., Maryland and No. Virginia .... WRC, Washington
No. California ........................................ KNBC, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska .... KOA, Denver
Eastern New York and Western New England .......... WGY, Schenectady
Mr. McCoy

Mr. McCoy has been chief engineer of WJAS and WHJB since they were founded.

When radio first began to make its impact felt 25 years ago, Walter (Red) W. McCoy, now chief engineer of WJAS-CBS Pittsburgh and WHJB Greensburg, Pa., both owned by Pittsburgh Radio Supply House, joined the engineering department of WJAS. Since then "Red" McCoy has been instrumental in seeing that the technical end of WJAS and WHJB fits requirements of the modern radio era.

He was made chief engineer in 1929. Celebrating his 25th year (Sept. 12) with the stations, Mr. McCoy is busily engaged in the study of television which he can put to use when WJAS adds TV operation to its activities.

Bill Henry, veteran MBS newsmen, celebrates his 28th year on the air today (Aug. 21). A news broadcaster since August 1923, he has won the National Headliners' Club award both in newspaper and in radio. The radio award came last year for his broadcasts of summer Olympics in England.

Jim Alderman, head of the WRR Dallas news department and member of the staff for the past seven years, has entered his 21st year as a newsreader. He entered radio in 1929 at KFJZ Fort Worth and later served at WCKY and WLW, both Cincinnati.

MBS' Count of Monte Cristo celebrated its sixth year on the air Aug. 16.

WPAD Paducah, Ky., celebrated its 20th anniversary on Sunday (Aug. 20). Highlights included several CBS network shows saluting the station and a party given for the staff and friends at the White House Club.

KMTV (TV) Omaha will celebrate its first birthday Sept. 1.

Strictly Business

(Continued from page 11)

and other offices in Chicago, Los Angeles, Cleveland and Detroit, the organization numbers Ameri-

Canadian and Canadian outlets among its not inconsiderable list of clients.

It was perhaps inevitable that Don should take the initiative along this line. He was born in Montreal, Quebec, on Aug. 19, 1917, moving to Toronto, Ont., a year later. He won the Canadian Intercollegiate Boxing Championship at college with sparring qualities which presumably have stood him in good stead in bouts with recalcitrant clients.

Sold the Hard Way

He tackled selling the proverbial hard way—door-to-door—"a fairly confusing situation," considering he encountered both French and English speaking people, he recalls.

Don attended college at Western U. in London, England, then joined the Canadian Army for three years' service with the rank of first lieutenant. After his discharge in 1944, he came to the U. S. and joined WELL Battle Creek, Mich., as a commercial salesman.

Three months later he went to Chicago where he became affiliated with W. E. Long Co. and engineered the bakery firm deal. The client certainly got his worth in weight (of talent), not to mention sales value. Don prevailed on the bakery to sign up Dick "Two-Ton" Baker, a Chicago piano-and-patter favorite, who, to put it mildly, "tips" the scale. The show was promptly used as a test on KBUR Burlington, Iowa.

Client "Impressed"

The client was "impressed" with the quarter-hour show Don auditioned for him and decided to give radio a "chance." That "baptism" took place some six years ago and today the client is one of radio's most consistent sponsors.

Leaving the agency, Don worked for William G. Rambeau Co. for about 10 months before joining brother Jack in the radio representative venture. The organization represents well in excess of 50 U.S. stations, in addition to the 25-plus station Quebec French Radio Group.

Don is a member of the American Television Society and Radio Executives Club of New York. He is fond of music and collects records, and is an avid boxing and baseball fan, interests cultivated through television. Don and his wife, Mae, have a son, Don Jr., 4½.
DO YOU HAVE SOMETHING TO SELL TO THE RADIO INDUSTRY?

If so, you'd never send out a salesman who didn't know the market—and thoroughly—would you?

Consider this. There is no advertising agency throughout the length and breadth of America that knows broadcasting so intimately, so thoroughly as O'Brien & Dorrance. There is no other advertising agency whose principals have been station managers, broadcast engineers, network promotion directors, radio trade association officials, successful radio executives.

There is only one agency that has helped in the growth of Broadcast Advertising Bureau. There is only one agency that has the greatest number of station and radio rep clients. There is only one agency that is best geared to bring greater profits to equipment manufacturers, regional networks and individual stations.

Competition is rough today—and getting rougher. If you aren't advertising, the odds are against you. If you are...then you need the hardest-hitting, best equipped agency, skilled in radio promotion, merchandising, trade ads, publicity.

In two words, you need...

WBAL WOI-TV WWVA KCBC WCBM WICC WKNE WFAS WTRY WELI WGBK WOR WSYR WMMN WBT WROL WAKR WSPD WGT M KOME

O'BRIEN & DORRANCE, inc.
160 EAST 56TH STREET, NEW YORK 22, PLaza 9-5120

(Among those who have been served by O'Brien & Dorrance, Inc.)
Here are the facts:

**WGY**'s total weekly audience is 2½ times greater than the next best station *day and night.*

**WGY** has 40% more total audience than a combination of the ten top rated stations in the area.

**WGY** covers 54 counties daytime — 51 at night. The next best station covers 14 day — 13 night.

**WGY** has almost twice as many counties in its *primary* coverage as any other station in the area has in its *entire* coverage.

**WGY** has 9 counties in its primary area which are not reached at all by any other Capital District station.

**WGY** — and only **WGY** — can deliver audiences in 21 major metropolitan markets with coverage in 5 northeasteren states.

* Source Broadcast Measurement Bureau Study /2, Spring 1949.

All in all, your best dollar for dollar value is **WGY** covering more markets — more audience — with more power than any station in its area—at lower cost than any combination of those stations to reach the 21 markets.
It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio

Are you leaving a 3-billion-dollar market behind you? One with more people than Los Angeles . . . greater food sales than Philadelphia . . . twice the total retail sales of Cleveland?*

You are, if you expect to cover the Beeline with San Francisco or Los Angeles radio. Because the Beeline — California's vast inland plus western Nevada — is geographically independent of the Coast. And Beeliners naturally prefer their own, on-the-spot stations to remote Coast stations.

Make sure, then, you schedule the five BEELINE stations. Each of these on-the-spot stations gives you top coverage in its own rich part of the Beeline. Together, they blanket the whole market. Choose best availabilities on each station without line costs or clearance problems. Combination rates.

*Sales Management's 1950 Copyrighted Survey

Here's what you should know about KFBK
The Sacramento Bee Station
(50,000 watts — ABC)

Delivers solid coverage of whole 21-county billion-dollar Sacramento market. New BMB shows KFBK's 1946-49 audience increase as 49.3% daytime, 49.2% at night, with 32.5% growth in radio families. Has lowest cost per listener in its area.

K McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO. National Representative

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 680 kc.
You get a lot for a little*

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE
FALL: ONWARD & UPWARD

A SAMPLING of authoritative opinion among networks, station representatives and advertising agencies in New York, business capital of the radio industry, last week turned up universal optimism about the immediate future of radio.

A survey of business prospects by Broadcasting showed that, over-all, radio advertising volume this fall is destined to equal and probably exceed the levels of last year.

Broadcasting talked with scores of industry leaders whose combined opinions added up to the forecast that spot business this fall will definitely be bigger than it was in the autumn of 1949 — by probably 10% — and that network volume promises to match last year’s level and perhaps better it.

A compilation of fall business that had actually been sold by the four national networks by mid-August showed that the networks as a group were within 10% of reaching the volume of advertising actually on the air in October 1940. With a month and a half to go before the fall season was full upon them, the networks were virtually assured of selling enough accounts to overcome the 10% differential if they get the sales to rise above the 1949 volume.

Spot Record Seen

Among both buyers and sellers of time there was an agreement that spot broadcasting was headed for a record level. If the forecasts prove correct, 1950 would turn out to be the best spot year in the history of spot radio, exceeding last year’s total of $112 million net time sales by an appreciable margin.

It was doubted that anything short of full-scale war would disrupt the predictions for a period of high revenue immediately ahead.

Indeed the spot radio business especially had profited by the sudden turn in the international situation. News programs, which before the events in Korea had sometimes been a drug on the market, were in sudden demand by sponsors.

Station representatives in New York report renewed client interest in buying news programs on a spot basis, and they anticipated heavy investments in such shows by fall.

Audience rating figures in the period since the Korean intervention show that radio listening, even in television areas, has increased considerably not only to news programs but to other shows as well. As an executive of one advertising agency, historically a heavy investor in television, put it: “... the Korean War has given radio a second chance... Present indications are that radio will remain a powerful instrument for some time to come.”

An executive of another agency said: “Because of the uncertain international situation our radio prospects are stronger than they normally might have been; particularly there is more interest in news shows.”

With the general levels of radio listening up, radio broadcasters were provided with another load of ammunition—not that a whopping supply was not already on hand—in their defense against the campaign launched a month ago by the Assn. of National Advertisers for a reduction of radio rates.

The broadcasters believe that advertisers would spend as much money in radio this fall as they had last year—perhaps more—indicated that the V-16 business was not being supported in the way that would be most effective: The withdrawal of advertising expenditures in radio.

May Surpass ’49

The overall network outlook for fall is good and the total volume of business may equal or perhaps even surpass last fall’s total. A comparison of commercial programs actually broadcast by the four nationwide networks in October 1949 with business signed by mid-August of this year for airing this October shows an advantage for last year, but not such a large one that it cannot be overcome by hard selling in the weeks ahead.

Records (tabulated on page 25) show a total of 137 advertisers already contracted to sponsor 245 network programs during October 1950, compared with 166 advertisers who sponsored 293 network programs in October 1949. Total number of sponsored hours aired by the four networks in an October week last year was 215 hours and 42 1/2 minutes. Sponsored time already signed for this October adds up to 194 hours and 42 1/2 minutes. These time totals do not include either the World Series, which is an annual one-week only event, nor political business, whose volume in this Congressional election year should far exceed last year’s total.

Neither do they include such business as Texas Co.’s sponsorship of the Metropolitan Opera broadcasts on ABC which is already under contract but which will not begin until the opening of the opera season in November and so could not properly be included in an October tabulation.

Individually, the networks show

(Continued on page 21)

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Individually, the networks show

(Continued on page 21)
Fall Business
(Continued from page 23)
considerable variance in their 1949-50 comparisons of October business,
which it always being remembered that those comparisons may be appreciably
changed in this year's favor by the time October 1960 has ended and its network volume
entered in the records. CBS alone shows a gain in the number of commercial
programs and the amount of sponsored time; the other three networks have to date lined up fewer
commercial shows for, less time than they broadcast last Octo-
ber. Figures are:

<table>
<thead>
<tr>
<th>No. of</th>
<th>Amount of work Programs</th>
<th>Sponsored Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>1950</td>
<td>1949 1950</td>
</tr>
<tr>
<td>ABC</td>
<td>41 51:00 28:30</td>
<td>59 15:00 35:00</td>
</tr>
<tr>
<td>CBS</td>
<td>98 93 73:02 1/2 80:27 1/2</td>
<td>75 14 24:00 13:00</td>
</tr>
<tr>
<td>MBS</td>
<td>38 31 22:25 20:00</td>
<td>52 4:00 16:00</td>
</tr>
<tr>
<td>NBC</td>
<td>98 74 69:15 45:45</td>
<td>99 14 16:00</td>
</tr>
</tbody>
</table>

Even if no new business were signed by the networks between now and October, the difference in
-dollar volume from last year to this year would be appreciably less than the above time comparisons indicate.
Volume dollar is based on the number of network stations used as well as the amount of time, and
the average size of the networks being used by sponsors this fall is well ahead of last year's average.
In spot broadcasting, an average of the forecasts by station representatives indicated volume this
fall would be 10% bigger than it was last year.

Station representatives generally reported that this summer's business,
contrary to the record of the summer of 1949, showed no appreciable slumps, and the jump to
fall business from this higher springboard was expected to reach new altitudes.

Among products whose fall investments in spot promise to be heavy are oil remedies
already begun their buying for fall (Broadcasting, July 24).

Station representatives, who for a while feared that possible sugar
shortages or increases in sugar prices would adversely influence food
and gum advertising, noted last week that sizable orders were
coming in from Baby Ruth, Chucksie, Peter Paul and American
Chicle.

A substantial increase in spot advertising by cigarettes was also noted.
Among those mentioned were Lucky Strike, which has bought spot schedules in 20 big
markets, Kools, Pall Malls and Spartens.

Coffee brands, both regular and instant, were reported to be showing
increased spot activity. Food products generally were said to be in line to maintain high level advertising.

One of the businesses from whom national representatives expect a
unique windfall is magazine publishing. The representatives have been
advised that publishers intend to use spot widely this fall to foster
consumers’ circulation and thus justify the recent advertising rate
increase many of them have announced.

Automobile Plans
Some doubt has prevailed as to the advertising plans of automo-
obile manufacturers who face possible curtailment of passenger car
production in the event of an expanded rearmament program. But
Pontiac just bought announcements in numerous markets for Septem-
ber and October, and other motor makers reportedly are considering spot campaigns.

Station representatives were careful to point out that the anticipated
increase in total volume of spot business did not mean that
every station would experience similar increases in its spot volume.
Some radio stations in television markets may suffer decreases, it
was said, although in even the

*Continued on page 34*

Network Clients for October 1950
With Comparison Against Placements in October 1949

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*One Time*

E. I. du Pont de Nemours & Co.
Cavalcade of America
Frank gloss, News
Fireside Theatre

**Broadcasting**

Page 24 • August 21, 1950

"The strategy of a modern army is maneuverability. You may be called
on to march as much as 90 miles a day, to keep up with the troops!"
MIDWEST CLIENTS are playing a short-run advertising game because of fluctuating elements in the industry itself and unstable factors in the tightening U. S. economy, both complicated by rising temperatures in the "cold war."

Watching and waiting again this year, advertisers are planning media schedules for the balance of 1950 and the first quarter of 1951, only occasionally up to June of next year.

Short-run schedules are being placed in broadcasting media because (1) TV continues its fast growth though threatened with an extension of the freeze and limitation of facilities; (2) TV program and spot time is grabbed up by agencies as soon as it becomes available; (3) AM networking, affected adversely by television in major markets, is giving way to national spot in many instances; (4) good AM spot availabilities are rare, especially news show adjacencies. These are reflections of the internal workings of the industry.

Other Questions

Outside the advertising realm are additional factors which concern advertisers and their agencies: (1) possible governmental levy of higher corporate taxes; (2) the off-priced control of prices and profits, along with wages; (3) growing shortages in supplies of basic goods—steel, grain, sugar, zinc, copper; (4) continued raids on food and appliance stocks by consumers, despite nationwide efforts to stop hoarding; (5) soaring living costs, which inevitably lead to more careful buying on the consumer level.

Although radio and television contracts span a shorter period this year than last, aggregate billing is expected to better 1949 figures. AM-wise, Midwest radio people predict spot business will skyrocket. Advertisers presumably are turning even more to spot radio because (1) it offers a comprehensive coverage pattern as equaled by TV; (2) AM availabilities are easier to get on key stations; (3) advertisers can choose spot time and get it, whereas they can't on TV; (4) some network advertisers are switching to spot, claiming lowered listening and high cost on the networks, and (5) spot programs tend to be flexible, cheap and vastly effective.

Radio Families Rise

Chicagoans surveyed say an increasing number of radio sets are being sold, the number of radio families on the upswing, radio listening has jumped anywhere from 25% to 50% because of keen interest in world and national news. And stations are beginning to concentrate more on daytime programming, especially in TV markets.

Station men unanimously are drawing up plans for intensified sales and programming campaigns.

RADIO in the Southwest is riding a fall/wintertime boom that may take on record proportions before it's over. That's the picture these hot, busy surrounding points as developed in late-August days in Texas and comments and forecasts by those in a position to know, regionally and beyond.

In the Southwest, AM radio is still the thing, although accompanied by a rising curve of interest in TV.

O. L. (Ted) Taylor, president of Taylor Radio & Television Corp., owner of WRGB, Waco, Tex., KTKO Oklahoma City and KANS, Wichita, said: "If the fall increase is proportionate to the summer increase, this will be like a banner year for AM radio. We're behind as of last year, and the outlook is far brighter."

Martin Campbell, manager of WFAA-AM-FM-TV Dallas, said: "I'm extremely optimistic. The summer slump is supposed to be over. But where is it?"

Clyde Rembert, managing director of KRLD-AM-FM-TV Dallas, and NAB district director for Texas, Texas, also says "All in all, the outlook looks very promising. I'm very optimistic. Unless something tragic happens from an economic standpoint, this'll be one of the finest years radio stations have had."

New Records

Optimism was the word in the Southwest last year, but now the same people say they are optimistic in a much greater degree in approaching 1950-51 business.

Summarizing the situation is this comment by Frank Brimm, manager of the Dallas office of The Katz Agency: "From all indications, the fall is going to be an exceptional fall both on AM and TV. We've been getting world's requests for availability over the last 60 days, and a lot have signed up in the past two weeks. The fall outlook is much better than last year."

As to TV-AM-1950, Mr. Brimm remarked: "We've had a little scare early in the year that TV would take away all the AM business. But that hasn't developed at all."

And Joe Evans, Fort Worth manager of KPFB-AM-FM-TV Fort Worth, best summed up the general attitude on war conditions in relation to radio:

"While we don't want to use war as a means for gauging how busi..."
Upswing Unabated in Bay Area

THE UPWARD swing of business that has been an almost unbroken trend in the San Francisco Bay Area for the last 10 years will continue upward this fall and next year. This is the consensus among the best informed people in the Northern California radio field.

The optimism with which radio people in this area look forward to the coming fall, winter and spring seasons is unswayed by any previous year despite the uncertainties of the Korean war. These are the same people who predicted 1948 would be radio's peak year, and it was—the best Northern California had ever realized.

They said 1949 would top the 1948 peak of business. And it did. And now they're saying 1950 will end up better than either of the previous two years and 1951 is likely to be the best of all.

In previous years, when the area was facing the troubled readjustment period of the fall after the war, there was an occasional trace of uncertainty in the predictions. This year, with possible return to war economy, none of this hesitation is noticeable.

Expect Banner Year

A BROADCASTING survey of opinion in the area brought comments on 1950-51 possibilities ranging from "as good or slightly better" to "extremely good," and a "bananarama," and a "hunting season." The network stations and larger independents were more optimistic in their predictions than the smaller independents. The advertising agencies and station reps were no less cautious and the larger advertisers gave support to the predictions with announcements of continued heavy use of radio.

Most advertisers seemed inclined to make no change in their present budgets, at least until the results of the action in Korea take a more definite shape. But there were many signs of new interest in radio among several large companies that heretofore have been light users of the medium or have ignored it altogether.

Only in such fields as appliances, automobiles and other hard goods was there any talk of curtailed advertising budgets. While there were few announcements or other indications from these industries themselves, it was generally felt by radio people that an expansion of the Korean war would bring both curtailed production and lower budgets in this field.

The most active fields, it was believed, would be beer, bread, jewelry, clothing (unless shortages develop) and some other foodstuffs. Banks, which have been light users of radio in the past, are readying big campaigns for the immediate future. Some of the largest users in the area, which have used radio heavily but erratically in the past, are contracting for large blocks of time on a steadier basis.

Western breweries have developed into one of Northern California's most active users during the past couple of years. To a large extent this can be attributed to television, although some of the more established beers have been steady radio users for years. But with advent of TV in San Francisco many non-radio users entered the television field heavily and have since spread to radio.

Gallo Wine, one of the largest in the area, has used radio in the past, is presently without an advertising agency and is looking for one to handle its account. Once signed with an agency the company plans a heavy schedule of both radio and TV advertising.

Bank of America, largest in the world, a casual user of radio in the past and a recent entry in the television field, is now buying sizeable amounts of air time and indications are its schedule will continue to be increased.

Local merchants in almost every field are showing new interest in radio advertising. This report comes particularly from the smaller independents who depend on local advertisers for a larger percentage of their billings. Jewelry stores are especially active although they seem more inclined to TV where their sparkling merchandise can be shown to advantage.

The big, steady and old radio users have shown no sign of cutting back—Standard Oil of California, with its Standard Hour, Standard School Broadcast and numerous news shows; Tide Water Associated Oil Co., with its very heavy annual schedule of sports reports; Skippy Peanut Butter, with its Skippy Hollywood Theatre; Langendorf United Bakeries, with its Red Ryder serial, baseball casts and dozens of local shows and spot schedules on the coast.

This is just a sprinkling of the reasons for the optimistic outlook in Northern California.

KNBC, the pace setter for Bay Area radio stations (its rates are highest) describes its business prospects as "excellent." John Elwood, KNBC general manager, said this prediction holds for both national spot and local business. "Contracts for fall and winter business are being signed about a month earlier than usual," he said. "And requests for availabilities are running very heavy. A few ad-

(Continued on page 33)

Far West Executives Look Ahead...

Miss Sanders Mr. Cannon Mr. Mogge Mr. Coleman Mr. Bull

Mr. Ingram Mr. Smith Mr. Laws Mr. Temple Mr. Strotz

Mr. Lasky Mr. Hayez Mr. Elwood Mr. Grubb Mr. Partridge

DESPITE a few doubts, feeling of western radio advertising spectrum picture is one of calm-waiting and With prevailing world conditions,

optimism generally pervades the for the next six months. Over-all buyers and sellers of radio time are equally agreed that no one is able to chart the broadcasting industry course this autumn. Too many conflicting elements enter into the picture.

Cross section of opinions from broadcasters, advertisers, agency executives, station managers and timebuyers and station representatives reflect a variance of views.

Optimistic are station operators and their sales staffs. They base this on business on hand and inquiries for fall and winter availabilities. Station representatives, too, are cheerful.

Although there is some hesitation as to future plans by many advertisers, there are awaiting developments in the Korean war situation, agency executives report few cancellations or changes in schedules. Others report advertising clients increasing appropriations for spot radio and placing heavy bets for television. Several announced slashes in radio budgets with money diverted to video.

Agency people are optimistic, as a whole. Exception is in the electrical appliance industry which already has made cancellations felt where cooperative sponsorship is concerned.

Changes Possible

As the government puts restrictions on credit buying and critical materials and as industries turn to war work, all expect that changes are possible. Majority feel the changes will come in copy approach as well as in volume.

Uncertainty of prices, costs and incomes stands as a serious block to the presence of the present high level of business activity, according to some industry figures. Without readjustments, marketing and advertising procedures will be uncertain.

Most station representatives report that business is good and, with knowledge of campaigns in the making, present indications point to a rise curve for spot during fall and winter. The present war scare and increasing mobilization of industry were given by many sources as basic factors.

Several representatives believe that more national advertisers will pick spot radio on wider schedules as the industry sets its Korea increases and puts newspaper and magazine space at a premium. It was further pointed out that many network advertisers who have cancelled for television will be using spot radio this fall in selected markets. Flexibility of spot, which need not be...

(Continued on page 96)
EXCEPT for war uncertainty, Pacific Northwest prospects for business generally and radio in particular are bright, according to almost every advertiser, agency and station executive consulted by BROADCASTING.

With Seattle not only a major port of embarkation and trade gateway to the Orient but also the home plant city of Boeing Airplane Co. (now employing 16,000 workers and expecting to hire additional thousands soon), the entire area is acutely sensitive to the possible extinction of the Korean War.

As a result, station and agency executives alike are loath to make firm predictions of fall and winter trends, even on their established accounts. As Lincoln W. Miller, executive vice president of KXX Seattle, put it: "I'd need a crystal ball twice as big as last year's. The situation is about comparable to that of World War II in its uncertainty."

Although he reported KXX's business better than last year's as of mid-August, when viewing both local and national volume, there is what Mr. Miller described as "a legitimate state of indecision." The view of most agency executives is typified by the comment of Wallace J. Mackay, partner in the Wallace Mackay Co., who observed that certain clients of the Seattle agency are faced with allocation of materials and will have to cut back production if it comes. They may, however, do institutional advertising.

Mr. Mackay summarized: "Our whole policy will be determined by 12 guys sitting around a table in Moscow."

Shortage Effects

The possible shortage of raw material affects appliance dealers, and several large local retailers—a number of them substantial users of radio in the past—have delayed settling their long-range plans. Allocations of steel, glass, sugar, etc., would also affect food processors, a major industry in Washington State.

Despite the uncertainty, however, some radio leaders look forward optimistically. J. Archie Morton, general manager of KJR Seattle, sounded the theme of optimism.

"The outlook for both national spot and local business looks good for the 1950-51 season in the Seattle, Tacoma and Western Washington market," he said. "National advertisers and their agencies seem impressed by this area's population growth as shown in the 1950 Census for example, where Seattle shows as the nation's 17th city. They also are impressed by the sight of the advertising budget income available throughout this area."

"Local advertising volume should continue in increasing volumes because of increased payrolls occasioned by defense contracts in addition to the normal business caused by increased population. Evidences of the confidence of local retailers are the improvements and additions of many retail organizations such as Frederick & Nelson's new five-story addition, Bon Marche's Northgate store, MacDougall-Southwick's improvements, etc. Certainly from KJR's viewpoint the outlook is good."

More succinctly, but with equal optimism, Loren B. Stone, station manager of KIRO Seattle, commented that "prospects look swell." Aside from the anticipated volume of commercial business, Northwest radio's coffers—and to some extent those of television as well—will be swelled this fall with substantial orders growing out of the holy contested elections.

Political Radio

Warren E. Kraft, vice president and Seattle manager of Honig-Cooper, indicated that all the candidates who had retained his agency for advertising and promotion services would be using radio heavily both before the primaries and for the general elections.

Similarly, Irving E. Stimpson, partner in Frederick E. Baker & Assoc., forecast an increase in radio business volume this fall as a result of the political campaign. Candidates of the Baker agency, he said, plan to use one-minute spots almost entirely. Candidates also are beginning to think about television as a possible campaign medium, though no plans have been made definitely yet, according to Mr. Stimpson.

Baker Outlook

The report by Peter Lyman, radio and television director for the Baker agency, is somewhat more sanguine. The agency's biggest radio account, Riach-Central Oldsmobile, will complete its current sponsorship of one-half of the Seattle Rainier baseball games on Oct. 10, and has no plans at this time for using radio after that date. Another automobile dealer, client of the agency, however, will be using TV more heavily than in the past. Peoples National Bank, which has just launched a series of TV spots, will continue its radio efforts at the same level as heretofore.

Substantial prospects are in sight for new business in the months ahead. Greater Seattle Inc., a recently organized civic booster organization, spent $3,000 in local radio in preparation for the first Seattle Fair, conducted Aug. 11.

(Continued on page 87)

RADIO business is good everywhere in Canada. The SRO sign is out in many major market stations; selective or spot business has leaped ahead; networks will have about the same number of commercial shows as last year; local business continues to increase; more agencies are doing radio business, and the international situation has not yet affected Canadian radio business.

This is the summary of a survey made of Canadian agency stations, station representatives, networks and transcription distributors. Business is good. There has been a delay caused by the Korean war situation, a few American imported network shows will not appear in Canada this season because of a switch in sponsors, but a number of new Canadian sponsors are appearing on networks.

Canada has not felt the impact of TV because there are no TV stations in Canada as yet, and Canadians living along the international border are the only ones who can look in on TV programs from U.S. stations. Nevertheless, the growth of TV will have some effect already in Canada: There is more use of spot programs, or as Canadians like to call them, selective programs. The transcription distribution of the network news is being done a land-office business, and there is some slight increase in Canadian transcribed shows, particularly small quiz shows.

Radio Expansion

More small stations that had only dabbled in selling sponsors on radio, now have full fledged radio departments. Station men and former station representative salesmen are now in agency radio departments. One agency, Walah Adv., Toronto, has printed a small booklet with testimonials from stations all over Canada on the success stories that have been cropping up in selling capital consumer goods.

These new agencies in the field of radio are bringing new clients to the stations, a number with test campaigns or small spot and flash campaigns but primarily clients who go after the few availabilities on most stations. A number of accounts which have not been on the air for some years are reported by agencies as coming back this fall. Even the Canadian banks, which have been very stand-offish to radio to date, are reported as practically abandoning the medium, some banks having gone as far as picking program vehicles.

Banks that have already formulated their radio budgets are to be interested mainly in institutional shows, with a limited amount of commercials on their services. Canadian bank advertising in general will be more limited in scope in as far as humanizing the institutions in the public eye. Radio fits into this public relations job, they now feel.

While a few big U. S. network (Continued on page 42)
**Higgins to Bab**

**Named Interim Director**

WHILE NAB was starting to carry out board orders to set up a super-BAB with a potential million-dollar budget, William B. Ryan, NAB general manager, was informing the existing industry sales agency by appointing Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, as interim director of BAB.

Mr. Higgins will take office Sept. 1. The new and expanded BAB set up at the NAB board's special meeting early this month (Broadcasting, July 11) will operate independently of NAB itself, with officers to be selected by this new corporation's directors.

The Higgins appointment was made with the understanding that the new corporation will be free to select its own director, as well as other officers. The new BAB corporation is to have a president in overall charge, NAB board having indicated that he should be filled by one of the biggest names in the industry.

At BAB Mr. Higgins succeeds Maurice B. Mitchell, who last week joined the NBC sales organization. Assistant directors at BAB are Lee Hart and Meg Zahr.

Details of the proposed BAB corporation, slated to go into operation April 1, were explained at the NAB District 17 meeting at Seattle last week by Robert D. Swezee, WDSU New Orleans, NAB board member for TV and chairman of the board's BAB Committee (see story page 29). This committee, which drew up the new BAB plans under Mr. Swezee's chairmanship, was reappointed at the recent NAB board meeting.

Incorporation papers for the new BAB, with its proposed million-dollar budget, are being prepared by Don Petty, NAB general counsel. The board project contemplates a $200,000 budget starting next April, in comparison to the present $168,000. For the first year 30% of NAB dues will go to BAB but after April 1, 1952, BAB is to be a completely independent corporation.

Joins Central States

Mr. Higgins' first important radio job was at Central States Broadcasting System (KFAB-KFOR Lincoln, Neb., KOIL Omaha) in 1939-40. At the same time he directed public relations at Creighton U., where he had received a B.A. degree in 1930. In 1940 he moved to NBC in Washington as sales promotion director.

Two years later he joined the Army Air Force serving in the United States and China-Burma-India theatre as a lieutenant. He now holds the rank of lieutenant colonel in the reserves.

After the war Mr. Higgins was named vice-president and director of the Broadcast Advertising Dept. under Frank E. Pellegrin, then director. Mr. Pellegrin, who had been considered as an appointee to the BAB vacancy but was not available, is national sales director of Transit Radio Inc.

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**EXTRA LISTENING**

**Shown in Whan Survey**

**Mr. Higgins**

**HERBERT NAMED**

To NBC Executive Post

JOHN K. HERBERT, vice president and general manager of Laundry World Corp., Inc., will join NBC as assistant to the president on Sept. 5, it was announced last week by Joseph H. McConnell, NBC president.

Mr. Herbert's appointment is the second this year to the position of assistant to the president. Earlier, Edward Madden, who headed the American Newspaper Advertising Network, was appointed with the same title.

Mr. Herbert has been associated with Hearst Magazines Inc., since 1933 when he joined the magazine as business manager and as Eastern advertising manager of Good Housekeeping. He represented Hearst Magazines on the Periodical Publishers Association, the Magazine Advertising Bureau, the Advertising Council, and the National Assn. of Magazine Publishers.

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SUPPORTS SUPER-BAB

THE NEW and much larger Broadcast Advertising Bureau projected by the NAB board at its special August meeting [BROADCASTING, Aug. 14] last week drew enthusiastic support from NAB District 17 members, opening the annual series of sessions at the Benjamin Franklin Hotel, Seattle.

Unanimous support also was given to the board's program for broadcast participation in the national defense program.

H. Quenton Cox, KGW Portland, long active in national and regional NAB affairs, was elected District 17 director to succeed Harry R. Spence, KXRO Aberdeen, Wash., who was ineligible to run again. Mr. Spence, winding up an 11-year board career, was presented with a wrist watch in appreciation of his services.

With one exception the Monday-Tuesday meeting was marked by peace and harmony as a group of NAB officials launched the 17-meeting schedule. NAB President Justin Miller had to cancel his appearance at the last minute because of defense activity in Washington. William B. Ryan, NAB general manager, also was unable to take part.

Swezey Reviews BAB

Robert D. Swezey, WDSI-TV New Orleans, presented the BAB project to the district at the Tuesday luncheon, appearing as chairman of the NAB board's BAB Committee. He gave up his vacation to attend several district meetings on behalf of BAB. Ralph W. Hardy, director of NAB's Government Relations Dept., described NAB's operations and plans for a membership drive. Lee Hart, BAB assistant director, conducted a sales clinic. Charles A. Batson, NAB TV Dept. director, conducted a television clinic. Richard P. Doherty, director of NAB Employee-Employer Relations Dept., discussed labor and station operation problems.

Resolutions adopted by District 17 were:

Endorsing the plan for a new superBAB and commendng it for favorable action by other broadcasters.

Endorsing an immediate NAB membership campaign.

Adopting "without reservation" the NAB board's resolution on radio's role in national defense.

Expressing appreciation for the services of Messrs. Spence, Swezey and Doherty, and the last Seattle broadcasters.

Arthur E. Gerbel, commercial manager of KJR Seattle, called chairman of the Resolutions Committee. Serving with him were Richard Brown, KPOJ Portland, and L. W. Trommlitz, KERG Eugene.

Sentiment of the delegates in favor of the new BAB was so strong following the presentation by Mr. Swezey that on motion of Rogan Jones, KPQ Wenatchee and KVOS Bellingham, the group unanimously endorsed the plan without waiting for the business session.

Haas Endorses

Before the vote, Saul Haas, president of KIRO Seattle, called the plan "a splendid step in the right direction," but indicated that until details are received he could not do more than endorse it in principle. Mr. Spence and Mr. Swezey explained this was all the board sought at this time.

Mr. Swezey prefaced his talk with the observation: "There are rumors that I am interested in a job with the new BAB. Just for the record, such is definitely not the case."

Later in his presentation, he read a telegram from NAB General Manager Ryan, announcing that Hugh M. P. Higgins, WMOA Marietta, Ohio, had been appointed BAB director (see story page 28). Mr. Higgins takes office Sept. 1, and Mr. Swezey described the appointment as an "interim" one, explaining that Mr. Higgins will fit into the new corporation as the new BAB board may decide.

"Timely" Proposal

Mr. Swezey called the proposal for a new and larger BAB "timely" and "big enough for us, but not too big." Tracing the thinking of the board in recent months, leading to the latest decision, he reported: "We felt we could get industry support for the big deal."

The BAB committee has agreed that the budget should be larger than in the past, and that membership should not be held down to the NAB membership, but rather should be open to all concerned with selling radio. He cited the difference between the broadcasting industry at the present time, characterized by what he called "intramural bickering," and the publishing industry, which is busy "selling newspapers."

The threat of television to radio, he declared, "isn't quite as big as we make it. We've been scared out of our wits, thrown off our balance, by television."

Noting that radio is now in the doldrums, Mr. Swezey urged radio men to "pull ourselves together and come out fighting." Right now, he declared, "radio is the soft underbelly of media." While the Assn. of National Advertisers' report is vulnerable, in his opinion, it is significant that ANA proceeded against radio initially.

"Why do they pick on us? Because we're not prepared to defend ourselves. What we've got to have is a big, man-sized corporation that's in there working every day—planning, selling, selling, selling radio."

Cites Big Job

In response to a question Mr. Swezey said that one of the biggest jobs of the proposed new corporation will be to do direct selling of radio to the home offices of major national companies.

The one dissonant note of the sessions was sounded Monday afternoon by Rogan Jones who spoke from the floor following Mr. Doher-ty's presentation to declare that BAB "needs to be torn down and rebuilt." Charging that the association has lost its grass-roots support, he referred to the present NAB leaders as "cookie pushers" who are running "a political marching and chowder club instead of a sales organization." Mr. Jones also characterized BMI as "a colossal error."

An effective trade association needs a philosophy, Mr. Jones asserted, and NAB should be primarily interested in sales. "Let's like it to the NRGA rather than the British Embassy," he recommended. "Instead of a new brass-hat called a general manager we need a philosophy."

Rising in immediate response,

(Continued on page 40)

GROUP of delegates at NAB District 17 meeting (1 to r): seated, Lou Gillette, KMCM McMinville, Ore.; Dick Newman, RCA; Dick Brown, KPOJ Portland; Kay Cronin, CJOR Vancouver, B. C.; Harry Buckendahl, KOIN Portland; Dick Dunning, KHQ Spokane.

Standing: Harry R. Spence, KXRO Aberdeen; Lewis Teegarden, Standard

Radio; Walt Davison, Long-Worth; Ray Baker, KOMO Seattle; Jim Murphy, KIT Yakima; Bert F. Fisher, KXLE Ellensburg, Wash.; C. O. Chatterton, KWKL Longview, Wash.; John W. Kendall, Portland attorney; Chet Wheeler, KWIL Albany, Ore.; Ted Cooke, KOIN Portland; Jimmy Dunlevy, KYJC Medford, Ore.

SPEAKERS and program leaders at opening of NAB District 17 meeting at Seattle (1 to ri seated, H. Quenton Cox, KGW Portland; Harry R. Spence, KXRO Aberdeen, retiring district director; Lee W. Jacobs, KBKR Baker, standing, Richard P. Doherty and Ralph W. Hardy, NAB; J. Archie Morton, KJR Seattle, host committee chairman.)
**RADIO'S DEFENSE ROLE**

**Officials Confer**

**Role** of communications in the nation’s home-front mobilization program was pursued anew in discussions among government agencies last week. Department of Defense, military, and civil defense organizations turned their attention to formulating specific plans on local levels pending receipt of a report on radio’s dual role issued by NSRB next month.

In an effort to work out the specific role independent government agencies should take in the mobile defense program, President Truman last Wednesday conferred a half-hour with several commission chairmen. They included Wayne Coy, FCC Chairman; Paul J. Babeck, Defense, Marine, and Army chairman; H. E. Young, Civil Aeronautics Board; Thomas Buchanan, acting chairman; Federal Power Commission; and James M. Mead, Federal Trade Commission, and James Reynolds, acting secretary, Securities Exchange Commission.

The chairmen are to report back to the President within a week, with recommendations on their functions in case of emergency.

Meanwhile, the Senate prepared today to take up the Defense Production Bill, the partial economic mobilization measure which most observers regard as the key to future operating scope of the National Defense Resources Board, which now advises the Chief Executive on communications and other phases.

**New Developments**

Out of the week’s communications studies came these developments:

- Speculation was revived that the old Defense Communications Board may be re-created to coordinate frequency operations.
- A study by the Air Force, officials said, the Air Force is progressing rapidly on a permanent radar control system to replace the present emergency measure of “bucket-list” equipment which technically may lend itself to conflict with television frequencies.
- NSRB and defense officials indicated emphasis on the need for data relating to stations possessing standby power sources—looking toward selection of key monitoring stations in the event of an all-out emergency.
- Talk that the Defense Communications Board may be revived, if necessary, is expected to operate under FCC’s jurisdiction was Wednesday in the conference with President Truman. That agency became the War Communications Board late in 1941 following the advent of war with Japan.

There was no indication that such a board is an imminent possibility; but its creation would materialize in the event of full-scale war, some observers thought.

Need for supplemental power-generating equipment on the move for key stations in each city was accepted by both Leighton Peebles, NSRB communications chief, and Col. A. B. Pitts, Defense Dept. Air Force officer.

Facilities would be used in conjunction with massed or unoccupied “filter centers” located in cities, from which the standpoint of telephone service, are the best locations for prompt reception of calls from observation posts in the face of approaching air raids.

NAB staff officials conferred last week with Charles Jackson, assistant to John R. Steelman, acting President Truman’s office, on plans to publish regular defense bulletins for guidance of broadcasters in the new programming.

Mr. Jackson’s office is to make available information which NAB will process in its bulletins to aid stations in the emergency.

It was understood NAB President Justin Miller and General Manager William B. Ryan had conferred on appointments to the interagency Council, the organization first suggested to NAB by the White House. The NAB board has approved appointment of the council, which would represent various industry elements.

The defense bulletin project probably would be coordinated with other similar advisory councils. Two NAB board members—Edgar Kobak, WTTA Thomson, Ga., and Paul W. Morency, WTIC,Advertising Council board.

NAB board members have satisfied themselves, in conferences with government officials (Brod-

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**SUBURB GROWTH**

**Revealed in Latest Census Report**

RAPID suburban expansion in the nation’s 12 largest metropolitan areas, exceeding the growth of central city areas, is reflected in preliminary tabulations of the 1950 population count and the 1948 business census. This fact was revealed in a comparison of data on population growth in metropolitan areas, made public Friday by Census Director Roy V. Peel.

Of the total population gain last decade, 5,024,834 in the nation’s largest central cities, 28% or 1,834,997 took place in the dozen largest central cities and 72% (4,689,837) in their suburban metropolitan areas.

Combined 1950 population of those cities—New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis, Cleveland, Washington and Baltimore — is 23,093,449 or 55% of the 12 metropolitan areas.

The total for the remainder of the suburban areas outside these 12 cities was 45%, or 18,937,744, of the whole area. In 1940 the ratio was in suburban areas, 40%, or 15,530,782.

Preliminary census figures also showed that of the nation’s 1948 retail sales volume of $18.09 billion, 28% or $4.18 billion was handled by stores in the 12 top metropolitan areas. Using the same cities, the 12 accounted for 64% of their metropolitan area, while stores in suburban centers handled 36%.

The ratio in 1939 was 67% to 33%.

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**POPULATION AND RETAIL SALES GAINS**

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<th>Population</th>
<th>Retail Sales (total billion)</th>
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<td><strong>1950</strong></td>
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**INTERVENTION SCORER**

Question of interference also has been scored by Col. Pitts, who thought it possible that the Navy may have encountered instances where TV conflicted with its navigation aids and fire control.

He said it was common knowledge that frequencies used during World War II and felt that most of the equipment still in use now, would be considered as outmoded in modern warfare save only for extreme emergency purposes.

With respect to the Air Force Aircraft Warning System, Col. Pitts felt that high-power AM stations would comprise the contemplated key warning networks “because of coverage,” but added that FM facilities were being considered as “possibilities.” Television’s line-of-sight transmission was also mentioned as a vital factor.

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**STEFFNER RESIGNS**

To Form Firm With Oxarart

WAYNE R. STEFFNER, sales manager of KNX Hollywood and Columbia Pacific Network, resigns effective Sept. 1. He will join Frank Oxarart who leaves Hunt Post agency to become advertising manager on that date to form Oxarart-Steefner Productions Inc.

New firm will create and package radio and television shows.

Robert C. Smith

ROBERT CLANDISH SMITH, 97, dean of the Canadian advertising fraternity and head of R. C. Smith & Son, Toronto advertising agency, died at Toronto Aug. 14 after a long illness. He is survived by his wife, two sons and two daughters, one of whom, Adam, carries on the agency.

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**BROADCASTING**

**Television**
PROSPECTS of early House action on the Senate-passed McFarland Bill (S 1973) appeared uncertain last week, though Chairman Dwight L. Rogers (D-Ariz.), of the House Commerce Committee's radio sub-committee said his group hopes to begin consideration of the measure this week.

Rep. Rogers saw "a possibility" that work on the bill may be completed in time to report it to the House by early September, current target date for House adjournment. Otherwise, he conceded, there could be no hope for action unless the House should decide to take up business at some time during the "recess."

Observers believed, however, that Sen. E. W. McFarland (D-Ariz.), sponsor of the bill, would re-introduce it in the next session if it should be allowed to die in this one. The bill, resigning FCC procedures, has already been passed twice by the Senate. Its House backers, and the leadership—another factor which might expedite action at the current session.

The House committee staff meanwhile was at work attempting to reconcile differences between the bill and the views expressed by its opponents—primarily the FCC.

Amendments Needed

Sen. McFarland in a letter released last Thursday (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, asserted belief that amendments to the 1954 Communications Act are "long overdue, and that some of them are particularly essential now in the face of our defense effort."

He added, Crosser did not feel the bill should be regarded as "particularly personal to me." Its provisions "almost without exception, are the end product of some 10 years of hearings and studies conducted by both your own House Committee and our committee," he said.

"I hope and I know that your able committee will give the matter the careful and speedy consideration it deserves and will come out with the right answer," Sen. McFarland observed. His letter was sent when other developments made it impossible to accept Rep. Crosser's invitation to appear personally before the committee.

House Hearings Complete

The House hearings—held before the full committee but with Rep. Rogers designated by Chairman Crosser to preside—were completed Monday. The Senate hearings were held the previous week [Broadcasting, Aug. 14]. Virtually all of the sessions were devoted to testimony by FCC Chairman Wayne Coy detailing the Commission's objections to most of the basic provisions of the bill. In addition to Chairman Coy's testimony, however, the committee heard or received written statements from the following in addition to statements filed the preceding week:

- The Radio and CBS approved the measure, reiterating the endorsements they gave during Senate committee hearings in 1949 [Broadcasting, June 20, 1949].
- Gordon P. Brown, owner of WHAS Louisville and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the pending Sheppard Bill (HR 718), which would license networks. He particularly urged that stations be allowed to negotiate with advertisers for permission to rebroadcast their network programs—a feature of the Sheppard Bill.

Justice Objects

- The Justice Dept. repeated its opposition, also expressed during the Senate hearings, to sections of the McFarland Bill which it felt would remove existing deterrents to "monopoly activities and tendencies.
- On behalf of the Federal Communications Bar Assn., Washington Attorneys Arthur W. and Paul M. Low took issue with the FCC's view that an applicant's print interests and contest cases, among other things, should be "excluded" from FCC review.
- Former FCC Chairman Guilford Jameson, who presented FCBA's views in the Senate hearings, said his 1949 recommendations had been rejected by the Senate and accepted by FCC, and that he could go along with FCC's position on deanship of portions of the bill. He also suggested, however, that his original language be employed to guarantee that the examiners make their initial decisions independently.

The FCC Chairman, Coy, under further questioning at Monday's wind-up session, meanwhile told the committee that the FCC was concerned with a station's commercial-sustaining ratio, so long as the station serves the needs of its community.

He said a station's programming might be 90% or 95% commercial, for example, and still serve community needs "quite well," while another might only be 30% commercial and do a "lousy" job. In fact, he added, a station whose programming is only 30% commercial creates concern for its ability to finance adequate community service.

Attitude Appreciated

Committeeman Harris Ellsworth (R-Ohio), part owner of KRNR and KCPN, said he had been "disturbed" by a feeling that FCC regarded sustained as "right and pure," and that he was glad to see the chairman had the "prophecy" he made.

Rep. Ellsworth questioned the philosophy of government which calls for a commission to decide what is in the public interest for any given community.

Chairman Coy replied that the Communications Act makes FCC responsible for regulating the field in the public interest, and that the final judgment must be made by the Commission.

Cites News Need

He said FCC has found that some stations devote no time to news or to observing the general welfare of the public. He continued, for example, that the FCC had been pressed to issue an order to "mediate" the issue of whether the FCC might accomplish complete compliance with the law and regulations without the extreme penalty of loss of license in the first instance.

NBC's approval of the measure was expressed by President Joseph H. McConell in a letter which called attention to NBC's statement in the Senate committee's "com-

1973)

August 21, 1930 • Page 31

WEIGHED AT PONY MEET

ELECTRONIC NEEDS

BRIDGCasting • Telecasting

INDUSTRY's capability of meeting present electronics requirements and the need for balancing and coordinating total military and civilian needs was weighed at a meeting of the Electronics Equipment Industry Advisory Committee held Tuesday and the key government procurement officials last Monda y at the Pentagon.

The committee, headed by Fred Lack, Western Electric Co. president, convened in an all-day session with officials of the Munitions Board, National Security Resources Board, Joint Chiefs of Staff, Dept. of Commerce, Budget Bureau and the three military services.

Highlights of the conference, third to be called involving participation of the industry representatives, most of whom are members of Radio-Television Mfrs. Assn., were discussions on these subjects:

- Electronics requirements for critical components and products—mix of the combined military departments.
- Electronics' industrial capacity to meet present requirements; its possible potential capacity; action needed to gear production with present requirements; and summary of critical deficiencies.

Plan "Task Groups"

- Plans to set up subcommittees and "task groups" as may be necessary to resolve some of the major problems and "most urgent ones."
- Ratio of military to civilian requirements and means of effecting a balance and coordination among them.

The meet concluded with a general discussion of ideas and reactions to the government planning program.

Industry representatives were thought to have come away from the meeting with the understanding that radio and television manufacturers would be asked to consider practically all previously estimated 20% or 30% of current civilian output to military channels.

Martin Hobbs, chief, Munitions Board Electronics Division, led the discussion on electronics requirements for critical components, which included background on previous "more than the present importance in defense materiel."

The balance between civilian and defense output was covered by Leighton Peebles, communications specialist, National Security Resources Board.

The advisory group was understood to have assured procurement (Continued on page 97)
NEARING the end of the ninth week of FCC's hearing on the news policies of G. A. (Dick) Richards, FCC General Counsel Benedict F. Cottone last Thursday set Aug. 31 as target date for the completion of the Commission staff's presentation.

Examiner James D. Cunningham said he planned to authorize only one day's recess between completion of the FCC case and commencement of the Richards, unless there is a special showing that more time is needed.

Mr. Cottone noted that completion of the FCC's case for Aug. 31 would give counsel for Mr. Richards, chief owner of KMPC Los Angeles, WJR Detroit, and WAGR Cleveland, the long Labor Day weekend to get ready to proceed on Sept. 5.

Examiner Cunningham also disclosed he would rule Wednesday morning (Aug. 28) on whether to enjoin President Symington from refusing to permit Mr. Richards to testify. If the owner is required to appear, he said, "I will want him to appear on Wednesday afternoon."

This announcement followed disclosure by counsel for Mr. Richards that Dr. H. B. Steinbach, Detroit specialist, and also other medical experts will testify Tuesday on the status of Mr. Richards' health. Earlier testimony for the station owner indicated the strain of testifying might cost him his life, due to his heart condition. Mr. Cunningham expressed doubt after hearing testimony of an expert presented by FCC counsel.

Other Witnesses

Mr. Cottone said his remaining witnesses include Frank Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards stations; Oren Mattison, KMPC station manager; John Baird, station program supervisor.

Meanwhile, background of KMPC operations was the focal point of most of FCC's interrogations during last week's sessions of the hearing, being held in Los Angeles.

Mr. Richards is accused of having ordered KMPC staffmen to report new according to his own personal views, particularly against members of the late President Roosevelt's family and administration, and against certain minority groups.

Rowena Geraghty, secretary to KMPC Vice President and General Manager Robert O. Reynolds, told FCC General Counsel Douglas P. Cottone that "there must have been many times" when Mr. Richards gave her messages for Mr. Reynolds with respect to things to be done on newscasts.

Miss Geraghty testified that she and John Baird, now program supervisor of KMPC, prior to March 18, 1948, spent the evenings of several evenings putting together newscasts scripts into chronological order to facilitate future handling. She said, however, that these neither checked the content of the newscasts nor took excerpts for Mr. Reynolds' information.

She testified that she prepared a list of missing scripts for Mr. Reynolds, dated March 18, 1948, which Mr. Cottone claimed did not agree with a list prepared by E. Z. Teas said at the time a KMPC newsman on the station's newscasts.

Under cross-examination by Joseph Burns, associated with Hugh Bloom, attorney for Mr. Richards, Miss Geraghty asserted that after FCC investigators examined and signed off on the station's files, "it looked like a mild cyclone had hit it," with drawers ajar and "news scripts dripping out of the edges of them and other files."

In an attempt to pinpoint the whereabouts of Mr. Richards during certain of Mr. Roberts' commentaries or at times when other newscasts were alleged instructions, Mr. Cottone offered a list of dates purporting to show times when Mr. Richards was in Los Angeles and times when he was away. Counsel for the owner reserved decision as to whether they would accept the dates offered by Mr. Cottone.

General Manager Reynolds appeared briefly at the Tuesday session with the "missing" original statement written by Eddie Lyon, former KMPC news director and editor, relating to an affidavit he made to FCC investigators. A continued search for the document had been requested when Mr. Reynolds appeared under subpoena Aug. 8 and testified he had been unable to locate it [BROADCASTING, Aug. 14].

Under re-direct examination Wednesday, Mr. Reynolds said KMPC's Report from Congress citation was not controversial in any event, "though almost all members were Republicans. The program idea, he said, grew out of discussion or correspondence between Ed Ingalls, of the Republican National Committee and Mr. Richards.

Mr. Cottone offered an original letter dated May 16, 1944, sent to Mr. Reynolds by his father, the deputy signature of Mr. Richards, which noted the approaching elections and called for the exercise of care to observe FCC rules on controversial issues. Attached was a copy of FCC rules and regulations. Notations indicated the document had been circulated among KMPC department heads.

Refuses to Accept

The FCC general counsel refused to accept Mr. Reynolds' testimony that the signature was that of Mr. Richards. Mr. Burns objected to Mr. Cottone's efforts to have the witness compare the signature with other handwriting of Mr. Richards, and, when Examiner James D. Cunningham upheld the objections, Mr. Cottone said he would not offer the letter in evidence.

Mr. Cottone went into detail about KMPC participation in Brotherhood Hour, claimed the station made a great deal of show about time devoted to Jewish causes and organizations promoting tolerance, but that "prior to the Commission order of investigation, there was not this great concern on behalf of these causes."

Earlier, during the final day of his cross-examination (Monday), Mr. Reynolds conceded that he could not recall any KMPC broadcast that he had written, but told Mr. Fulton that "if you mean [anything] contrary to the true picture —yes."

He cited a broadcast by Actor Adolph Menjou opposing David Lilienthal's appointment to the Atomic Energy Commission as "an example of stacking facts on one side and eliminating facts on the other side that produces results contrary to the true picture.

Mr. Reynolds' questioning was interrupted Thursday for a luncheon session of the Commission by Charles Teas, commercial manager of KOB Albuquerque, who said that when employed as a Richard radio newscaster in 1946-47 he received "numerous phone calls" from Mr. Richards on how he "wanted various news stories handled."

Mr. Teas said he read newspaper editorials on newscasts without labelling them as such.

When he complained to station executives about Mr. Richards' instructions, Mr. Teas said, he was sometimes told to "ignore" them except when Mr. Richards was particularly insistent. He said Mr. Reynolds always told him to present well-balanced newscasts.

"I sincerely felt I would be fired if I didn't carry out Mr. Richards' orders," he told Mr. Robert Burns during cross-examination. He said he eventually was, but didn't know whether it was by order of Mr. Reynolds or Mr. Richards.

Mr. Teas said he could not remember broadcasting anything "false or deceptive," but that he considered some of the broadcasts misleading.

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SECURITY Curbs Are Studied

SECURITY curbs on release of information from the Far Eastern Command -- and on radio and press reports on the home front -- elicited attention of top-level officials of radio, Defense Dept. and National Security Resources Board last week amid fresh demands that the military impose all-out censorship in the Korean war zone.

The controversial issue also was being studied by President Truman and his closest advisors, particularly with respect to military curbs in the Tokyo and Korean zones.

The General Manager Reynolds, however, that neither the Chief Executive nor NSRB, which serves as a consulting body to the President, would press for home-front censorship in Korea at this time. It also was believed that Gen. Douglas MacArthur would not impose full-scale censorship within his command.

Board spokesmen said last Thursday that the agency has no "censorship plan" under study for the present, and pointed out that the President already had indicated information curbs were not necessary in the present situation by omission of any such request in the Defense Production Bill now before Congress. Instead, study of censorship will be pursued on a voluntary basis pending a severe deterioration of international relations.

Tuesday Session

The matter was taken up in that light last Tuesday at a luncheon meeting called by NSRB Chairman W. Stuart Symington and attended by members of NAB and the American Society of Newspaper Editors.

The off-the-record session, described as exploratory and informal, was attended almost wholly to censorship problems.

NAB President Justin Miller, armed with authority from the NAB board, has promised to draft an outline of the radio industry's position on censorship which he will submit to Mr. Symington. The ASNE committee is prepared to do likewise, though it had no direct authorization Tuesday to act for the news media.

Judge Miller will go on record in his letter to Mr. Symington, as favoring voluntary industry cooperation in censorship -- on the same basis as during World War II.

Representing NAB at Tuesday's luncheon session was:

Judge Miller; Robert K. Richards, NAB public affairs director; J. Harold Ryan, vice president of Fort Industries; and Edward Kobak, radio consultant and owner WTTA Thomas, Ga. Ted Koop, CBS Washington news chief, also was present. Attempting for ASNE were Jack Lockhart, Scripps-Howard newspaper executive; B. M. McMenamin, Willard Weeks, Willard Weeks, and Edwin DeBakey, Richmond News-Leader (WRN-AM-FM).

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BROADCASTING - Telecasting
San Francisco  
(Continued from page 8)

vertisers who have never used radio before to make inquiries. These are good signs and there is every indication that KNBC will set a new record high in sales during 1950.

At midyear California civilian employment was the highest ever recorded here. The Korean war has since brought a resurgence of activity in the Bay Area's many military and port facilities.

Retail sales continues to boom with an increase in dollar volume of sales of 230% in the past 10 years. Bay Area stores do an average annual business of $97,476, compared to the national average $73,745.

Arthur Hull Hayes, CBS vice president and general manager of KCBS, was cautious in predictions of what effect the Korean fighting is likely to have on business. He was not hesitant in saying that business has never looked so good for his station "look extremely good."

“Our business has been excellent and has increased steadily since we came here five years ago," he said. He believes that KCBS' new programming policies have helped bring new business to the station and that the station's impending power increase to 50 kw will keep the flow of new business incoming.

Gayle Grubb, general manager of KGO-AM-TV, said he is looking forward to a "boom year" in both radio and TV and expressed no fear that his TV operations, or any TV operations, would seriously cut into radio business.

"Although many have expressed doubts about the future of radio," he said, "it is our contention and attitude that AM radio has carved a permanent niche in the habits of the American family."

Lesky Echoes Sentiments

Another AM- TV general manager, Philip G. Lesky, head of KSFO and KPIX (TV), expressed similar confidence for AM radio. Though he is predicting a big increase in TV prices this coming year, Lesky in the coming year seemed the greatest, he said: "AM advertising this year far exceeded last year. And judging from commitments already in, 1950 will end up the biggest of the last 10 years. There is no indication of advertisers letting up in radio advertising."

Sales Manager Merwyn McCabe, speaking for KFRC, said business at his station this fall was about the same in price as were the prices last fall's peak season. He believed next year will see no decrease in the current high level of business.

Of the possible effects of war on radio advertising, he said: "If the Korean war expands there probably will be an increase, not a decrease in advertising."

Other representatives of the industry also expressed belief that advertisers who curtailed budgets when supply ran short in the last war for fear of enemy's end they had suffered in prestige and popularity as a result and are not likely to make the same mistake in case of another war.

Stanley Breyer, commercial manager of KJBS, expressing the views of several independent stations in the Bay Area, said all indications point to a "very satisfactory" fall and winter.

"It is obvious, of course," Mr. Breyer said, "that national and international conditions can drastically upset the best of plans.

But business for the independents is good now and most stations feel they have continued to operate at a profit." He also predicted continued advertising by firms even if supply is curtailed.

Paltridge, manager of KYA, while expressing confidence in future business conditions, said there was a certain indecision and confusion among local advertisers immediately after war broke out.

This hesitation, he said, was not noticeable a month ago when advertisers handled by agencies but only among local advertisers who place their business direct.

"But in the last week or 10 days, the indecision has virtually vanished and things are looking up again," he said. "Advertisers became more optimistic as they realized the area's buying power continues to be strong and that immediate shortages, at least are not likely in most lines."

Radio-TV High

Llew Jones, media director for Poore, Cone & Belding, said his agency plans to buy more radio and TV time for its accounts during the year than in any time in the past. As an example he cited S&W Coffee, a non-user for more than two years, which recently signed 52-week contracts for both media.

Alden Nye, of McCann-Erickson, said that while there is a definite trend to TV, the big advertisers haven't forgotten radio, the AM school is very important to them and is likely to continue for some time.

Gore, Diamond & Ewing, one of the largest and newer Bay Area agencies active in radio and one dealing heavily in local accounts, reported no apparent indication on the part of local advertisers to cut down on radio advertising.

Don Stanbury, head of the San Francisco office for Katz Agency, representative, said radio budgets and schedules aren't hurt by TV and the outlook for fall and winter is "good, normal, healthy."

W. S. Grant, head of the agency bearing his name, said activity in usage of radio is again increasing in local markets strong and he feels very optimistic for 1951.

There is some lessening of activity on the appliance and automobile fields, but other fields are increasing. Beer and bread accounts, which are very important to secondary markets, have increased radio use in usage of a great deal due to the competitive situation. He believed a war would bring cuts in both these lines as the budgets would be devoted more completely to protect their major markets.

NAME BORROFF

Edward R. Borroff, radio veteran of more than a quarter-century, has been named general sales manager of the Westinghouse Radio Stations, according to Walter E. Benoit, WRS vice president.

Mr. Borroff is located in Philadelphia until Westinghouse has completed the projected move of its headquarters office to Washington. He is in charge of both radio and television sales at WRS stations, taking over duties formerly handled by the late B. A. McDonald.

In joining the WRS six-city group Mr. Borroff brings extensive sales experience that has ranged from high station and network executive responsibility to experience in the national representation field. Some two decades ago he had sales and programming posts at the old KYW Chicago before the station was moved to Philadelphia.

After service at WENR Chicago he moved into the NBC Central Division office and eventually became sales manager in that region for the Blue Network, now ABC. Later he was promoted to vice presidency of the ABC Central Division, a position he held several years.

Two years ago Mr. Borroff resigned from ABC to join O. L. (Ted) Taylor in the station representation firm of Taylor-Borroff. Last January he sold his interest in the firm to Mr. Taylor and resigned as president, moving to KPHO-TV Phoenix, of which he is part owner.

He had become interested in the KPHO property several years ago while lining up the station for the Blue Network. Last March he sold his interest in KPHO to the other owners.

The Westinghouse radio and television plans include assignment of J. E. (Steve) Conley, formerly WRIR-TV manager to KEX-AM-FM Portland, Ore. W. C. Swartley continues as station manager at WBZ-WBZA Boston and SBTV- WBZ-TV Boston, with C. S. Young, former manager

Kraft Foods

Kraft Foods Co. has bought sponsorship of The Great Gildersleeve, Wednesday, 8:30-9 p.m., and The Falcon, Sunday, 4:40-5 p.m., on both NBC.

Kraft sponsorship of Gildersleeve begins Sept. 6 and of The Falcon on Sept. 3. Agency is J. Walter Thompson Co., New York.

ABC Income

Nets $180,000 After Taxes

ABC last week reported net income after federal income taxes of $180,000 in the first half of 1950, compared to the same period of 1949 which suffered a net loss of $46,141 in same half last year.

The net for the January-June period of 1950 was equal to 11½ share on the 1,689,917 shares of common stock outstanding.
Fall Business

(Continued from page 28)

strongest television areas some aggressive radio stations are known to be enjoying increased billings. A reason which many gave for the pronounced increase in the coming future was that all business in general was good. Americans were producing more, buying more than they ever had before.

Business was good, but it was also competitive and hence was spending more money for advertising, they pointed out.

Typical predictions for fall business by industry leaders are the following:

Rod Erickson, manager of radio and television department, Young & Rubicam, New York: "Because of the uncertain international situation our radio prospects are stronger than they normally might have—particularly there is more interest in news shows. Also certain decisions to substitute television for radio may be indefinitely deferred." 

Art Samish, vice president in charge of radio and television, Dancer-Fitzgerald-Sample, New York: "Television will be the greatest medium for advertising that the world has ever seen. We plan to have six major television shows on the networks during the coming season. Radio status quo at our shop. At present none of our radio programs are affected by television nor do we believe that they will be." 

Al Scalpone, vice president and director of radio, KDKA, Pittsburgh: "Cann-Erickson: "Radio is far from dead. We plan to continue to remind and convince our clients that it is still the greatest low cost mass medium."

Harry B. Cohen, president, Harry B. Cohen Agency, New York: "Our clients' business is good. Budgets are being increased and our products are buying more radio."

FRANK STANTON
CBS PRESIDENT

"AM BUSINESS on CBS this fall is healthier than it ever has been. To beguile, let's take a look at our audience:"

The new season finds CBS with more total circulation, more total transmitting power, more programs in the top 20 nighttime, and the director of radio top 15 daytime, than any other network. The array of talent and production facilities in which such achievement rests continues unsurpassed in the industry. I believe there can be no saturation point in the building of outstanding new programs (as in the addition of established ones) for its roster. The fall line-up, for example, will see such additions as Truth or Consequences, Bing Crosby, Frank Sinatra, Hepolong Cassidy, Hal Peary and Morton Downey, as well as inclusion of a number of brightly promising house-built packages.

"Now as to billings: CBS enters the season as the only network whose radio billings during the current year have shown gains, and substantial ones. For the first six months of this year, CBS' gross-time sales are 7.5% greater than the comparable 1949 period, and the sales picture for the fall is hardly conducive to a fall-off. CBS is mourning at 455 Madison Ave.

"Daytime network availabilities are completely booked, Monday through Friday, from 10 a.m. to 4:30 p.m. On Saturdays all the day-time periods from 10 a.m. to 2:30 p.m. are confirmed. Three nights a week this fall, Sundays, Mondays and Thursdays, we will have no availabilities whatever. The other four nights contain a total of only five hours of available time. Much is being spoken for at this writing.

"Is all this an accident, or the break of the game? Not likely, especially in view or recent Nielsen data. They show that all CBS' daytime nighttime radio listening this year is ahead of 1949's. And the sharp upsweep of interest in news broadcasts during the past weeks has strengthened this trend.

"CBS finds its fall outlook especially gratifying because it could not have been realized without the network's continued belief that faith in the future of AM broadcasting."

Dr. Stanton

"WE find that this fall is different from any other fall in the history of network broadcasting—because of something very basic."

"Let's face it. The romance (by which some may mean prestige) of AM radio is the new attraction across the street called TV.

"Where does this leave AM and Mutual as the network concentrating its efforts on AM?"

"Not too badly off, thank you. Business signed already equals last fall in commercial hours—and the network is currently larger. And cooperative program business at Mutual is at a new high, with over 4,500 current clients.

"Here's why. Network radio is now being used for the most fundamental reason of all: Straight merchandising, straight selling. And for a long time now, we've been building just the sort of 'differences' in which these times seem to call for.

"Today's radio advertisers look for two things. First, they insist that each dollar in time and talent deliver maximum audience. At second, these advertisers demand the kind of radio buy that will give them dominance in non-TV areas.

"To add to this the present upsurge in listening and the sponsorship of —Mutual news and sports programs and you'll understand why we (and our clients) are particularly glad the difference is Mutual!"

Joseph H. McConnell
NBC PRESIDENT

"NETWORK Radio's unmatched ability to reach the greatest number of people at the lowest possible cost assures us another successful business season this fall. The steadily increasing competition of the upcoming business period points up more than ever network radio's economy in growing goods and products into the hands of consumers.

"Succesful advertisers will again fall, as in our past, upon this economy in growing goods and products into the hands of consumers."

"Our business picture for the fall at NBC is extremely bright. In the daytime virtually all available network time has been sold. The nighttime situation continues strong and we are confident that we will equal or exceed our record year-to-year gain in gross revenue."

"This has meant that radio homes available for evening radio programs in the 1950-51 season will be in excess of 35 Million. Radio's coverage will blanket 96% of the nation and penetrate every market. The wide variety of new and exciting programs planned for the fall and the return of the old favorites will bring radio broadcasting into fabulous numbers."

"Our business picture for the fall at NBC is extremely bright. In the daytime virtually all available network time has been sold. The nighttime situation continues strong and we are confident that we will equal or exceed our record year-to-year gain in gross revenue."

"Indications are also that we will have a tight if not completely full time schedule on Sunday afternoons. The large number of NBC package programs which we have sold to our advertisers will give us the greatest number of weekend sponsors to whom we can offer not only the most complete but also the most effective advertising medium."

Page 34 • August 21, 1950
WCBM now offers the best daytime coverage of America's sixth market with 10,000 watts of power at 680 kilocycles.

represented nationally by:

WCBM

Baltimore, Maryland
10,000 watts (day)
5,000 watts (night)
680 kilocycles
Mutual Network

and company

New York • Chicago • Boston • Detroit • Atlanta • San Francisco • Hollywood
Fall Business  

(Continued from page 34)

vision freeze should be lifted. Meantime, if nighttime radio dies, one of the factors contributing to its death will be the drying up of creative thinking in radio. There's a normal obsolescence in radio program ideas. There hasn't been a new 'block buster' program idea since "Stop the Music." Where are all the bright young boys who used to develop and submit new program ideas? If something is not done more creatively in radio, sets in use are bound to go down and nighttime radio will slide into an unimportant advertising medium.

Nick Keeley, vice president in charge of radio and television, Lennen & Mitchell, New York: "From where I sit, it looks as though both radio and television can come in for a record breaking share of the advertising dollar for 1951. In radio Lennen & Mitchell will continue to be very active in both, radio and television business and each is qualified to do an effective job for advertising. "In television, here too both network shows and extensive spot campaigns will be brought into full play by our clients making the coming year the biggest yet."

Lewis H. Titterton, vice president, radio and television production, Compton Advertising Inc., New York: "Radio remains a very valuable medium for those of our clients who are using it. The Lowell Thomas program, as well as the six daily serailies of Fosco & Gamble, produced for them by Compton all are in radio. Our old friend Ralph Ed- wards and the Truth or Consequences show will continue to be heard by radio but under new sponsorship."

McFarland Bill  

(Continued from page 31)

pletely" endorsing the administrative and appellate provisions but taking no position on dealings with FCC's internal organization, which "are matters with which the Congress and the Commission can best deal."

Mr. Brown, reiterating his plea for greater network control, told the committee that portions of the hearing seemed to "make a molehill out of a mountain" and that what specifically is needed is a way to see that stations can negotiate with advertisers for the rebroadcast of their network programs. Sponsors are willing to do so but are prevented by the networks, he asserted.

He said WOPPT-AM-FM Oswego, N.Y., announced over the weekend that they were going off the air. The reason, he said, was financial. He charged that they would have been able to continue operating if they had been allowed to negotiate for rebroadcast of network sponsors' programs.

Mr. Brown said that his own WSAY had lost $50,000 but could make $300,000 a year if permitted to rebroadcast such shows.

Mr. Brown's statement emphasized his opposition to the McFarland Bill's deletion of the so-called "double jeopardy" provision of the present law, which he said "has the only potential sting which the radio network chains of this country fear."

The Justice Dept.'s statement against the McFarland measure was directed primarily against sections which, it argued, "would alter the long-established Congressional policy designed to protect the public from private restraints and monopolies in the communications field."

Chief targets: (1) Changes which would require FCC to grant renewals in accordance with the same considerations affecting the grant of original applications, and which, in renewal proceedings, would give FCC the burden of showing that a renewal should not be granted; (2) removal of the double-jeopardy provision with respect to antitrust violations.

Mr. Scharfeld's statement for the FCBA emphasized the desirability of provisions of the McFarland Bill "embracing the essential viewpoint of administrative practice that personnel engaged in investigation and prosecution shall not consult or advise with those who preside at hearings unless all parties participate, and that those who decide cases after hearing, whether an examiner or a commission, shall be subject only to the record and evidence available equally to all participants without reliance on any ex parte representations either from the agency staff or the parties."

Provisions authorizing FCC to issue cease-and-dessist orders, Mr. Scharfeld said, would help in enforcement of the Act, while changes with respect to renewal proceedings "should terminate . . . the use of renewal proceedings as a substitute for revocation proceedings."

Network Clients for October  

(Continued from page 24)

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Time Charges</th>
<th>October</th>
<th>Nov. wk 1949</th>
<th>Hours per week</th>
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<td>NBC</td>
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<td>CBS</td>
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<td>Mutual</td>
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<tr>
<td>Mutual</td>
<td>15,808 M$</td>
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<td>95</td>
<td>85</td>
</tr>
</tbody>
</table>

Mr. Titterton Mr. Erickson Mr. Scalpone Mr. Lyon Mr. Kelessy

New Yorkers View Fall Business . . .

Page 36  •  August 21, 1950
Ever think of a Colorado-Wyoming vacation?
Before you take off, chances are you'll carefully plan every day and every hour... and before you take off, you'll know where you're going to spend every dollar of that vacation budget.

Before your client "takes off" to sell the Colorado-Wyoming market, you'll want to plan every day and every hour of his schedule... and you'll want to spend every dollar of his budget to accomplish results... sales.

There is only one source available that offers you the complete story of radio listening in Colorado-Wyoming. It's the recently-released COLORADO-WYOMING DIARY STUDY, a gold mine of bountiful facts for the progressive time-buyer. Program-by-program the COLORADO-WYOMING DIARY STUDY shows the complete two-state audience and its characteristics by location, economic status, sex and age. You can't afford to be without it. May we send you a copy?

KOAA
DENVER

Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO
Reach... PLUS!

50,000 WATTS
100,000,000 PEOPLE

- at the lowest rate in any station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION in this REGION means that you get more for every dollar you spend in this area with CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
J. E. Campeau
President
Guardian Building
Detroit 26

Page 38 • August 21, 1950

BROADCASTING • Teletasking
KSO

announces the appointment of

EDWARD PETRY & CO., INC.

as national sales representatives

Offices of Edward Petry & Co., Inc.
are located in

New York  *  Chicago  *  Los Angeles
Detroit  *  St. Louis  *  San Francisco
Atlanta  *  Boston

KSO

CBS for Central Iowa

Kingsley H. Murphy, President
S. H. McGovern, Manager

DES MOINES, IOWA

5000 Watts 1460 Kilocycles
Supports Super-BAB
(Continued from page 29)

Carl Haverlin, as president of BMI, traced the history of BMI, observing that it was formed in response to a need, rather than in a vacuum. "There is no broadcaster here, and none in the United States," he said, "who is not better off as a result of BMI. To attack BMI and NAB is not to attack the staffs of these organizations, but the directors, who are broadcasters and elected by broadcasters."

The Tuesday morning session opened with a presentation by Mr. Batson, who declared: "The competitive factor between radio and television has been vastly overemphasized. Television offers a threat to the printed media as great as or greater than its effect on radio."

Cites TV Progress

Television, he asserted, can now be stopped in its rapid progress only by capricious action of the FCC, by another war, or by a crippling depression. With half of the people in the United States living within the range of a television transmitter, one in four within this range already has a set, he said. Unless the international situation becomes considerably more serious than it now is, Mr. Batson predicted that TV sets will shortly reach the 9-to-10 million mark. No new stations are in sight, he said, with the possible exception of Portland, Ore., and Denver, if national authorities decide that facilities would be valuable in those areas for civic defense and other national purposes.

Mr. Doherty supplied figures on the average expenses of video stations throughout the country (see Medical, page 61).

In the ensuing discussion, Hugh M. Feltis, stations manager of KING Seattle, reported the total operating cost of KING-TV this year is not far from the $1,000-a-day average cited by Mr. Doherty for the country's video outlets. Costs are increasing as the Seattle station continues on the air, Mr. Feltis said.

The manager of the Pacific Northwest's only TV outlet explained that KING-TV started with heavy network programming but since the first of the year more emphasis has been placed on local station production. "When your cameras are operating," he said, "you're on your full card rate, and can better meet operating expenses."

Lee Schulman, KING-TV program director, reported that the station's local programming consists of 15% film, with the remaining 85% live studio and remote shows.

Concluding the Tuesday morning session, Miss Hart advised broadcasters to "tell your local retailer how you can create interest, curiosity and excitement about his sale." She emphasized the need for continuity of sales efforts and for specially-angled programming to gain fullest promotion results for retail departments.

Mr. Hardy said NAB has used a "direct, straightforward approach, on a service basis," in contacting broadcast groups and other national agencies concerned with defense, and by taking the initiative "has gained new respect for the industry in government councils." He found broadcaster support around the nation for the plan to set up a central information agency at NAB to clear defense projects, and said some demand has been voiced for regional treatment topics.

Taking up the new NAB color slide film, "NAB and You," Mr. Hardy emphasized the film's theme that NAB has kept pace with industry progress over the years. The film was prepared under direction of Robert K. Richards, NAB public affairs director, and Jack Hardesty, assistant director.

In an aside, Mr. Hardy observed that in talking to Senators and Congressmen he had found only four who realized that broadcasting stations must renew their licenses every three years.

Questions from members, after the showing, centered around NAB's position in the rate-reduction campaign of Assn. of National Advertisers; NAB-BAB and NAB-FCC relationships; NAB's budget situation and NAB's stand in the FCC hearing involving the Richards stations.

Answering a query by Loren Stone, KIRO Seattle, Mr. Hardy said the whole NAB staff works directly with the FCC. He said Judge Miller has chosen to be firm in the decisions and actions of NAB with regard to the FCC, "but this has not closed doors against the industry or the association." He cited NAB's role in helping defeat
Reorganization Plan No. 11 to reorganize the FCC.

He conceded to questioners that NAB staff role was "pretty low for a while" but said it is "on the up-grade and in most cases excellent."

In opening the meeting Monday Director Spence read a telegram from Judge Miller regretting he could not take part because NAB "has assumed as its immediate assignment the task of cooperating with the President of the United States in every possible way to ensure that broadcasting shall measure up to the exigencies of our nation's emergency," Judge Miller asked support of the BAB project.

Explains Richards Stand

Mr. Spence explained that NAB's stand in the case of the Richards' stations was taken on a matter of principle, "not to help Richards but to help all broadcasters."

Carl Haverlin, BMI president, said that in its 10 years BMI has gained great strength here and abroad and added it hoped to announce acquisition of important new music rights.

Mr. Doherty summarized findings of the NAB's survey of station operating costs [BROADCASTING, Aug. 14].

Breaking down 1949 station expenditures, he found general administrative costs comprise 34.35% of the total; program expenses, 34.20%; technical, 17.70% and selling 13.75%.

Of sales expenditures, salaries use up 9.65% and other items including promotion consume 4.20% of the total expense dollar. Sales salaries, by station groups, follow:

Below $30,000, 7.17%; $30,000-$75,000, 5.69%; $75,000-$100,000, 10.29%; $100,000-$125,000, 11.12%; $125,000-$150,000, 16.47%; $150,000-$200,000, 10.31%; $200,000-$350,000, 9.06%; $350,000-$1,000,000, 8.06%; over $1,000,000, 5.20%.

Other sales expenses, including promotion, were: Below $50,000, 2.60%; $50,000-$100,000, 3.31%; $100,000-$125,000, 4.01%; $125,000-$150,000, 4.38%; $150,000-$200,000, 4.36%; $200,000-$350,000, 5.39%; $350,000-$1,000,000, 7.43%; over $1,000,000, 6.66%.

Salaries comprised 13.85% of technical expense, with stations below $50,000 having the highest technical salary ratio, 18.29% of all operating costs. Similarly, program salaries ran higher at small income stations.

Average 1949 income of stations in the Northeast, Mr. Doherty's figures showed, was:

Local, $119,657; regional, $278,830; clear, $1,385,503; all stations, $3,078,821.

Southeast—Local, $97,589; regional, $194,010; clear, $706,046; all stations, $198,348.

North Central—Local, $119,315; regional, $282,635; clear, $1,216,826; all stations, $2,773,633.

South Central—Local, $75,689; regional, $164,066; clear, $462,992; all stations, $160,323.

Mountain-Pacific—Local, $99,652; regional, $192,877; clear (inadequate data); all stations $177,448.

Dist. 17 Registration

Mark Knight, Associated Press; K. A. Jansohn, SESAC; Harry R. Spence, KXKO Aberdeen, Wash.; Dick Brown, KPOM Portland; Bill Garland, RCA Theasuruary; John Kendall, attorney Walla Walla; Don Thomas, KUW Walla Walla; Keith Patterson, KONP Port Angeles, Wash.; Ray Hamilton, Blackburn-Hamilton; Tom Becker, KNIT Newport, Ore.; Cheryl Wheeler, KWW, Albany, Ore.; James J. Dunley, KWU, KRLD Dallas; Dick Swett, KUIN Grants Pass, Ore.; Wallace, Fisher, KOMO Seattle; Jack Barton, Capitol Records; H. Quentin Cox, KGW Portland; Ted Cooke, KOSI Portland; Bob Davies, KOKI Kirkland; George Gerbel Jr., KKH Seattle; Bruce Ellis, Bruce Ellis & Assoc.; Harry Fickendal, KUIN Portland; George Chandler, CJON Vancouver, B. C.; Ray Cronin, Don Laws.


Lincoln Miller, KXXA Seattle; Bert F. Fish, KELC Ellenburg, Wash.; Dick Dunning, KHQ Spokane; Ted Bishop, KOMO Portland; and L. Rusk, KIN Seattle; James McLoughlin, John Keating; Lewis Teegarden, Standard Radio; Don Bercow, KXSE Portland, Ore.; Lee Gartland, Kurtix; Bob Yeend, King; Glen Dolberg, King.
DR. SYDNEY ROSLOW, director of The Pulse Inc., threw a complication into the projected impartial clinical test of Hoover and Pulse survey methods when he declared on the eve of a meeting by the six-man advisory group that the proposal was unacceptable. The advisory group, of which Dr. Roslow is a member, is to meet in New York Tuesday. The session was called by Dr. Kenneth H. Baker, NAB research director, at the request of Fred Manchee, BBD, New York, temporary chairman named by Stanley Breyer, KJBS, San Francisco. [BROADCASTING, Aug. 7, 14.]

Representing agency, advertiser, broadcaster and station representative interests as well as heads of Hoover and Pulse survey firms, the committee is to decide how to undertake the proposed clinical test. The showdown became a matter of national interest when it was proposed by KJBS in an advertisement in the July 3 BROADCASTING.

Dr. Roslow wrote Mr. Breyer, Aug. 16, that he will meet with the committee unofficially. He suggested the group serve "only to nominate and invite a committee acceptable to both Hoover and myself." In reply to Dr. Roslow, Mr. Breyer recalled that the committee "was appointed primarily to establish beyond any question that the San Francisco-Oakland telephone system be handled 'objectively, capably and on the highest ethical plane.' He reminded that on July 20, 10 days before the committee was named, Dr. Roslow had written that he would serve as the Pulse representative.

Mr. Breyer asked Dr. Roslow to specify what individual or organization he found unacceptable. Organizations represented include NAB, American Assn. of Advertising Agencies, National Assn. of Radio Station Representatives and Assn. of National Advertisers.

Committee members, besides Messrs. Manchee, Baker and Roslow, are Lewis H. Avery, of Avery-Knoll; NABRS president A. Wells Wibor, director of Market Analysis Dept., General Mills, for ANA; C. E. Hoover, president of C. E. Hoover Inc.

Unofficial appearance at the committee meeting, Mr. Breyer wrote Dr. Roslow, "makes possible the straddling" of the vital test. He said theanner is completely in the hands of the committee, adding that other committee members have accepted appointment "to select a research organization to conduct a house-to-house survey; to observe original field records; working material; interviewers' instructions; tabulating producers and observe 10% of the interviewing."

KJBS means business and has "support in enthusiasm and volume far beyond anything anticipated," Mr. Breyer told Dr. Roslow. "If necessary, and with the committee's approval, KJBS will be responsible for finding financial support for 50% of the survey costs, the remaining 50% having been agreed to by Mr. Hoover."

**Network Clients for October**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Gross Time (in hours)</th>
<th>1949</th>
<th>1950</th>
<th>1950</th>
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<td></td>
<td>School Broadcast</td>
<td>3,000 ABC 17</td>
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<tr>
<td></td>
<td>Standard Hour</td>
<td>840,000 CBS 24</td>
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<td>Standard Oil Co. of Calif.</td>
<td>Carnegie Hall</td>
<td>31,398 ABC 168</td>
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<td>Edward R. Morrow</td>
<td>52,600 ABC 156</td>
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<td></td>
<td>Sing It Again</td>
<td>86,025 ABC 133</td>
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<td>American Almanac</td>
<td>158,095 NRC 214</td>
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<td>Lorenzo Jones</td>
<td>160,178 ABC 218</td>
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<td>Brier's Grove</td>
<td>45,500 ABC 208</td>
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<td>My True Story</td>
<td>45,500 ABC 208</td>
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<td>Young Widder Brown</td>
<td>70,179 ABC 148</td>
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<td>Young Widder Brown</td>
<td>65,119 CBS 154</td>
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<td>Backstage Wife</td>
<td>70,179 CBS 144</td>
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<td>My True Story</td>
<td>70,179 CBS 130</td>
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<td>Sam Hayes</td>
<td>11,967 NRC 12</td>
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<td>Three Stooges Extra</td>
<td>84,766 CBS 132</td>
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<td>Breakfast Club</td>
<td>180,278 ABC 260</td>
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<td>Steak House Special Program</td>
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<td>Sky King</td>
<td>59,807 ABC 202</td>
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<td>Game of Thrones</td>
<td>1,410 ABC 155</td>
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<td>Light Crust Dough Boys</td>
<td>1,410 ABC 155</td>
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<td></td>
<td>Football</td>
<td>10,075 ABC 155</td>
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<td>Stop the Music</td>
<td>3,000 ABC 155</td>
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**More for Your Money... on KDAL**

For more information on KDAL, contact their offices at DULUTH-SUPERIOR 5000 WATTS ON 610.
Have your Salt Lake City Sales jumped up 232%?

They should have bounced way up and stayed there. Because retail sales in the entire Salt Lake City wholesale distribution area (which coincides almost exactly with KSL's primary listening area) are now 232% higher than they were ten years ago. A whopping $761,645,000!

Retail sales are not only way up in Intermountain America, they're going up faster (at a 14.8% higher rate of increase) than the rest of the nation. And so is population. Today more than a million people live in KSL territory . . . 25% more than a decade ago. And still more are moving in twice as fast as the average national rate of growth.

If your sales have not jumped as high as they should in Intermountain America, the thing to do is to buy 50,000-watt KSL, the one and only station you need. For all week long, KSL delivers many more listeners than any other Intermountain America station or regional network. And can SELL them for you at the LOWEST COST per customer!

KSL
SALT LAKE CITY
50,000 WATTS
CBS

REPRESENTED BY RADIO SALES
All sources available on request
NEGOTIATIONS will open with the networks in September for renewal of four American Federation of Radio Artists contracts which expire Oct. 31. Contracts involve salaries of (1) artists performing on network shows, regardless of origination point, (2) staff announcers employed at AFRA-organized stations in the four major production centers, Chicago, New York, Los Angeles and San Francisco, (3) actors, singers, announcers and sound effects men who are represented in the transcription code, and (4) actors, singers and freelance announcers with commercial and sustaining classifications.

This was revealed at the close of the four-day AFRA convention in Chicago, which met Aug. 10-13 at the Sheraton Hotel [Broadcasting, Aug. 14]. Although all sessions were private and for delegates only, it was reported that the minimum salary which will be asked for staff announcers in the four cities will be $135 weekly.

Revision in the transcription code, which followed demands of locals in all parts of the country, is understood to provide for a weekly repeat fee on electrical transcriptions instead of an additional fee after six months. This is provided under terms of the last such contract, which went into effect in 1946. All existing network contracts were signed in 1946, and the only change in wage payments since then was a general cost of living increase in 1948, one spokesman said.

Progress of Television Authority, established by Associated Actors and Artistes of America last November and given full jurisdiction over television performers in April, was outlined by TVA National Executive Secretary George Heller, former executive secretary of AFRA. Mr. Heller helped set up the TVA organization last year while on loan from AFRA.

He reported on the jurisdictional dispute between Television Authority and Screen Actors Guild. SAG claims jurisdiction over talent appearing in films used on television, and Television Authority presumably takes the stand that its authorization by the 4A's as the exclusive television agency gives it power for negotiation in all video matters, live or film. Screen Actors Guild is a division of the 4A's.

Television Authority plans to begin negotiations shortly for a master contract similar to that under which AFRA functions with the networks. Mr. Heller's speech Saturday afternoon was followed by a floor resolution calling for collective bargaining at radio stations with TV affiliates to get the minimum AM station salary for work at the video affiliate.

Convention delegates approved the board's proposal for an authorized government agency to broadcast "truths about the Communist party" and its techniques. The board has suggested a series of regularly scheduled "truths in white" about communism, including goals, methods and results, would be revealed. The board agreed to waive fees of AFRA members taking part in such broadcasts.

Communist Stand

Delegates also approved a resolution against communism and all forms of totalitarianism and authorized the board to find some method by which any Communists in AFRA would be barred or expelled from membership.

Indirectly, the board found a way to bar Communists from membership in AFRA when it approved a constitutional amendment for the Pittsburgh local. (The national board approves all such amendments.) The Pittsburgh local sought an amendment providing that its members sign non-Communist affidavits or be expelled from membership.

The complete amendment reads:

No person shall remain a member of this local who is a Communist or who is affiliated with the Communist party or any other political party group which advocates or fosters the overthrow of the U. S. government by force or by any illegal or unconstitutional means. Every member of this local shall be required to make an affidavit that he is not a member of the Communist party, or affiliated with such party and that he is not a member of or supports any organization which advocates or fosters the overthrow of the U. S. government by force or by any illegal or unconstitutional methods. No person shall remain a member of this local who fails or refuses to make such an affidavit unless, in the opinion of this local board, such failure or refusal is due to justifiable means.

No Further Interpretation

It was not explained what "justifiable means" might include.

Because possible freezing of wages by the government as a result of the international situation would call a halt to network negotiations for wage increases, AFRA delegates authorized a meeting between union and management representatives to study possible non-inflationary fringe benefits (such as health and life insurance, longer vacations, shorter work week, a welfare plan). Possible suggestions were a welfare, or insurance or health fund.

New AFRA officers for the next year are Knox Manning, president; five vice presidents, Alan Bunce, Jack Arthur, Bert Buzzini, Frank Nelson and Pierre Pavlin; secretary, Vinton Hayworth, and treasurer, Janet Baumhover.

W. VA. SESSION

Meet Changed to Sept. 2-3

WEST VIRGINIA Broadcasters Assn. will hold its fall meeting at White Sulphur Springs, W. Va., Sept. 2-3, instead of Sept. 8-9, as originally planned, according to George Clinton, WPAR Parkersburg, president of WVBA. On Sept. 2, Oliver Cramling, AP assistant general manager, will address the West Virginia AP Radio Assn., slated to meet during the WVBA sessions. He also will be principal speaker at a luncheon of the WVBA Sept. 3. Mr. Clinton is chairman of association.

Registration for the meeting will be Sept. 2 with business sessions Sept. 3. All features of the two-day program will be held as previously announced, Mr. Clinton said, despite the advance of six days in the schedule.

F&P EXPANDS

Adds Three in Chicago

Mr. Kieling

THREE additions to the staff of Free & Peters Inc., in line with expansion plans for the firm's Chicago office, have been announced by Lloyd Griffin, vice president.

William B. Wiemers Jr., formerly with United Stove Co., and Richard F. Kieling, formerly with Mars Inc. (candy), will specialize in television sales. John E. Erickson Jr., for the past five years associated with media sales for the Chicago Herald American and Philadelphia Inquirer, has been assigned to AM radio sales.

Philo Sales Up

PHILCO Corp.'s sales in the first six months of 1950 totaled $147,012,000 and net income was $6,672,000, which was equivalent, after preferred dividends, to $3.86 per share, according to William Balderaton, president.

WEVE GOT SOMETHING TO CROW ABOUT

In Just 6 Short Weeks WE RECEIVED MORE THAN 120,000 Contest Registrations on KVLC's Liberty Market Basket

Liberty Market Basket is the name of the program. It SELLS nutritionally advertised food products for a local chain of independently owned food stores. It can sell YOUR products in the fast-growing Arkansas market. A limited number of program participations are still available. For further information, CALL • WIRE • WRITE

YOU Can Sell On Arkansas' Power Packed - Promotion Minded - Audience Getter because, in Arkansas' first market it's KVLC 1050 K.C. LITTLE ROCK, ARKANSAS
Truck drivers are taught... and urge you:

TO BE SAFE, DRIVE "WAY AHEAD OF YOURSELF"

HERE'S HOW TO DO IT—TOLD BY SOME OF THE WORLD'S SAFEST DRIVERS

The men who spend their lives on the highways, America's truck drivers, don't kid themselves when they get behind the wheel.

They know, that no matter how many safety features are in today's cars and trucks—the driver is the greatest safety factor of all. He's the one who decides whether his vehicle will be a quick, safe form of transportation. Or one of destruction.

It's not surprising, then, to find that truck drivers have a super-safe highway code of their own. "Drive ahead of yourself," for instance, is a precaution every driver can heed! Keep a safe distance... be on the alert for anything that might unexpectedly happen at least 1/4 of a mile ahead... be ready at a split-second's notice to avert tragedy.

Simple? Yes—and it makes a whole lot of sense! So take this tip from your "Big Brothers of the Highways," and help make the highways and streets—REALLY SAFE!

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

This message may be reprinted in whole or in part without permission, upon notifying American Trucking Association, Washington, D. C.
SCHED HERT SIGNS

5-Yr. WFIL-AM-FM-TV Pact

A HALF-MILLION-DOLLAR five-year radio and television contract has been signed by Adam Scheidt Brewing Co. (Valley Forge Beer and Ramseed Ale) with WFIL-AM-FM-TV Philadelphia. Contract, effective Sept. 15, is said by the station to be the largest ever placed by a Philadelphia advertiser with a single outlet.

The 52-week a year contract, announced jointly by WFIL-AM-FM-TV general manager, and William R. Farrell, vice president, Ward Wheelock Co. (Scheidt agency), calls for yearly renewal options at the then prevailing rates on both AM and TV.

Scheidt will sponsor Valley Forge Jamboree, 11 p.m. to midnight, Monday-Saturday, featuring Bob Hope, popular local disc jockey, on AM. Its television sponsorship will be a quarter hour sports program, also Monday through Saturday, featuring Sportscaster George Walsh as host of George Walsh Lawn Order. Mr. Horn, whose disc shows have had 11-years steady sponsorship, will be aired over WFIL on an exclusive basis. Mr. Walsh, station claims, held the highest rating of all Philadelphia TV sports commentators in the latest American Research Bureau survey.

The broadcasting company and the stations will conduct a full-scale promotion campaign among dealers, distributors and the general public.

James H. Cooper

JAMES H. COOPER, 63, WBNS Columbus, Ohio, newspaper, died Aug. 9 after a long illness. Mr. Cooper had been a news commentator for the station since 1934. Before entering radio, he was active in vaudeville and theatrical stock companies. Mr. Cooper is survived by his wife, Maude, and a daughter, Patti Cooper Johnson.

JENKINS CLIENTS

14 Using Radio-TV Time

RAY C. JENKINS, president of the newly formed Ray C. Jenkins Advertising Agency Inc., Minneapolis [BROADCASTING, Aug. 14], has announced a list of 14 accounts being serviced for clients using radio or television time, or both. Accounts are as follows:

Beloved Rings Inc.; Despatch Laundry; Forman, Ford; Gedney Co.; La Bella Safety Storage & Moving Co.; Minneapolis Auto Dealers; Marquette National Bank; Motor Sales; Patsy Motors; Spark-O-Liner Corp.; Schlappm Furs; Trojan Inc.; White Way Cleaners and Western Oil & Fuel Co.

WFOB Stock Issue

SENeca Radio Corp., licensee of WFOB (FM) Fostoria, Ohio, is seeking authority in an application filed with the Ohio secretary of the state, to issue $40,000 preferred stock, station has reported. Money derived from sale of stock will be used for erection of a higher and modern tower atop the First National Bank Bldg. in Fostoria and to finance an AM station of 5,000 kw which grants and channel assignment are made by FCC. Station has obtained option on a tract of land near Bascom, Ohio. Arrangements were made at an Aug. 8 meeting of shareholders in Seneca Radio Corp., which operates WFOB (FM) on Channel 288 (105.5 mc) with 0.46 kw. Andrew Emerine is president of the corporation.

EELS ADDITIONS

52 on Tape Network

ADDITION of 52 affiliates on its program library-tape network was announced last week by Bruce Eells & Assoc. Inc. List of new subscribers follows:

WLOE, E. Liverpool, Ohio; KATT, Houston; K-VKC, San Luis Obispo, Calif.; WCPB Boston; KRCO Primeville, Okla.; WDEP Chatanooga, Tenn.; WFLA Plant City, Fla.; KIUP Durango, Colo.; KMVW Klamath Falls, Ore.; KDKY Anchorage, Alaska; KHRF Kirkland, Wash.; KXGW Great Falls, Mont.; OKLH Oklahoma City; WLHY Hartwell, Ga.; KBOA Kenneth Bell, Minn.; KSWL Portland, Ore.; WTHW Wahiawa, Ala.; WICN Mayfield, Ky.; Kmie Kennewick, Wash.; WFWG Chicago; KCKN Kansas City, Mo.; KFTQ Turlock, Calif.; KFBO Spokane, Wash.; KFAP Ottawa, Kan.


GRADY SCHOOL New Volume Goes to Press

INFORMATIVE as well as documentary, Journalism at the Middle Century, a collection of principal speeches delivered before national conferences at the Henry W. Grady School of Journalism, U. of Georgia, will be published Sept. 15, the school announced last week.

Edited by Dean E. Drewey, of the journalism school, the book contains an abundance of biographical data on each speaker and other information, the book will be issued both as a University Bulletin and a University Press edition. Included among speeches are "The Place of Radio in Telling Industry's Story" by John A. Rege- gan Jr., advertising and public relations manager, Sonoco Products Co., Hartsville, S. C.; "Radio and TV—Today and Tomorrow," by Sol Taishoff, editor and publisher, Broadcasting-Telecasting; "Television's Hypnotic Effects," by Edward Weeks, editor, Atlantic Monthly and chairman, George Foster Peabody Radio and Television Awards Board.

F.Y.I. (for your information)...

Cities grow 'out' not 'up.'... Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a radio market of over 100,000 people, all potential listeners to WTHI, CBS plus top-flight local programming.

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BROADCASTING  Telecasting

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U.S. AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE programs)

EXTRACTED JULY 9-15, 1950

Current Current
Programs
Rank
Name
Previous
Rank

Wolter Winchell (ABC) 12.3
Broadway is My Beat 11.0
Mr. District Attorney (NBC) 10.0
Big Story (NBC) 9.3
Romances (CBS) 8.8
Suntan's Welting (CBS) 8.8
Hollywood Star Playhouse (CBS) 8.7
Crime Photographer (CBS) 8.5

Big Town, NBC 8.3
Richard Diamond, Private Detective (NBC) 6.5

*Copyright 1950 by A. C. NIELSEN *

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

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

ARNOW RECALLED

KIYI Co-Owner To Marines

LT. CEDOR B. ARNOW, half owner of KIYI and president of Montana Broadcasters Inc., state association, has been called to active duty with the U. S. Marine Corps, according to William Murphy, proxy manager of KIYI.

Mr. Arnow, who has been active in the broadcast industry for about five years, was largely instrumental in having an active Marine reserve unit located in Shelby, Mont., and was vice-commandant of the state Marine Corps League. He is a representative to the state legislature from his county and was responsible for enactment of legislation favorable to radio in Montana. Upon his departure, Lt. Arnow and his company received "sincere greetings and best wishes" from Gov. John W. Bonner of Montana.

KEPO TRANSFER Approved by FCC

CONSENT has been granted by FCC to assignmment license to KEPO El Paso, Tex., from KEPO Inc. to KWFT Inc., licensee of KWFT Wichita Falls, Tex. Ownership of both firms is "virtually the same." FCC said, and monetary consideration is involved.

The Commission, however, stated the transfer grant "is not to be construed as final approval of" the qualifications of H. J. Griffith, principal stockholder, in view of FCC's current study of the effect of violation of Federal laws other than the Communications Act [BROADCASTING, May 1]. Mr. Griffith, who held 62% interest in KEPO Inc. and owns 47% of KWFT Inc., was adjudged guilty in a 1948 anti-trust proceeding before the U. S. Supreme Court (U. S. v. Griffith et al., 334 U. S. 100), FCC stated.

Operation of both stations by one corporate entity would permit greater economy of operation and ease of administration, FCC was told in the transfer petitions. KEPO is assigned 5 kw fulltime on 690 kc, directional.
NEARLY a score of national magazines have announced advertising rate increases within the past fortnight, many of them without increasing circulation guarantees.

In most instances the publishing companies have obliged them to raise their rates.

Among magazines announcing rate increases were all the Curtis publications. Holiday, beginning February 1951, will raise black-and-white page rates from $3.025 to $4.075 and four-color page rates from $19.20 to $29.80 although no increase of circulation was claimed.

The Saturday Evening Post, starting Feb. 3, 1951, will raise black-and-white page rates from $11.200 to $11.760 and four-color page rates from $16,000 to $17,000 without claiming larger circulation. Country Gentleman, starting February 1951 will advance line rates from $10.25 to $11.00 with no guarantee of additional circulation. Ladies Home Journal, in February 1951, will boost black-and-white page rates from $12,555 to $12,745 and four-color page rates from $18,625 to $17,460, circulation remaining unchanged.

A memo to Home magazine, effective February 1951, hikes black-and-white page rates from $8.665 to $9,100 but is increasing its circulation guarantee by 100,000. Women’s Home Companion in February increases black-and-white page rates from $10,250 to $10,850 and says the average net paid circulation will be up an additional 100,000 by then. Collier’s, beginning next month, raises black-and-white page rates from $5,000 to $5,600 but shows a circulation increase of 200,000.

‘Time’ Boosts Rates

Time on Feb. 5, 1951, increases its basic rate from $5,700 to $6,500 but will have a 100,000 circulation increase.

Esquire, commencing with the January 1951 issue, will increase classified by 75 cents a line, and is increasing the circulation guarantee also by 100,000 that date. Today’s Woman, beginning in January 1951, boosts black-and-white page rates $250, without guaranteeing any additional circulation. Woman’s Day, effective March 1951, raises basic page rate from $8,250 to $9,500, but guarantees an additional 300,000 circulation.

McClellan magazine, starting next February, increases its basic page rate from $10,000 to $10,400 without any change in circulation. Women’s Home Companion magazine, with the November issue, hikes its black-and-white page rates from $1,500 to $1,550, but offers a net paid cir-

NARBA MEET

Advance Parley Maps Plans

FURTHER preparations for the Sept. 6 resumption of the NARBA conference are slated to be made tomorrow (Tuesday) at a government-industry conference called last week by FCC in cooperation with the State Dept.

The conference will start at 10 a.m. in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, D. C. As in the case of a similar conference last July, FCC said, “any licensee or other person associated with or interested in standard band broadcasting and its international regulation is invited to attend and participate.”

FCC Comr. Rosel N. Hyde, chairman of the U. S. NARBA delegation, is expected to preside.

In the meantime Cuba—whose still unresolved differences with the U.S. were the chief stumbling-block at the first NARBA sessions in Montreal last fall—was reported to have taken steps in another field which, observers felt, may substantially limit the commercial operations of her stations.

As a result of a Presidential decree, the stations were ordered to be considering the idea of eliminating all political programs—hitherto a mainstay in Cuban radio.

The Presidential decree, somewhat similar to the equal-time provisions of U.S. radio laws, gives reply rights to any individual who considers that he has been slandered or libeled in a broadcast. The stations must grant reply time or face the penalty of loss of license.

Cuban stations are protesting that it is a function of the courts, not the government Radio Bureau, to decide whether a person has been libeled. They also contend that radio time which already has been sold cannot legally be cancelled, which gave rise to the idea that in the future they may curt or eliminate political programs.

President Goar Mestre of the CMQ network asserted that stations are “perfectly willing to permit anyone to reply to attacks on our broadcasts, and we have made it a habit to grant such time.” His protest, he said, was directed against the use of an administrative body to decide questions of law which should be handled in the courts.

In Washington, meanwhile, Mexican Telecommunications Director Miguel Pereyra conferred last week with FCC and State Dept. authorities in informal discussions reportedly involving TV allocation (not a NARBA subject) as well as preparations for the NARBA conference itself [BROADCASTING, Aug. 14]. The NARBA sessions will be held in Washington, commencing Sept. 6.

U. S. Chairman Hyde told an advance meeting the conversations with the Mexican official should prove helpful in the accomplish-

Taking their turn at the mike during the opening ceremonies of WSGW are Arthur Treanor (l), 50% owner of WDFD Flint, Mich., and Mr. Booth.

WSGW Saginaw

New Booth Outlet Opens

WSGW Saginaw, Mich., owned and operated by Booth Radio & Television Stations Inc., began operations Aug. 11 with a dedicatory program including addresses by Mayor Koepke and John L. Booth, president of the Booth organization.

In his address, Mr. Booth told of the station's application to the FCC for television facilities in Saginaw.

The new MBS outlet's general manager is Robert W. Phillips, who is also vice-president and director of the Booth enterprises. Other staff personnel include: Vincent Bicard, sales manager; Eugene Eleneman, commercial manager; Jack Travers, chief engineer.

WSGW operates with 1 kw on 790kc beginning Aug. 12. The station also has a 5 kw, 11-meter signal.

RISING COSTS CITED

Magazine Rates Up

In a notable statement, a local editor asserted that a several-weeks delay in the publication of August numbers of many magazines was a result of rising costs and burgeoning advertising rates.

“Magazines are being forced to increases,” he said, “not only to maintain the present level of production but to carry expenses that have been laid off in order to stay on the same level of circulation.”

New Broadcasting

BROADCASTING SERVICE CO.
334 Arcade Bldg.
St. Louis, Mo.
CARS KEEP ROLLING OFF LINE WHEN PARTS "FLY" TO THE JOB

Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Express to coast. Delivered 5 A.M. next morning. Speed is this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 30-lb. carton: $24.50.

ONLY AIR EXPRESS GIVES YOU ALL THESE ADVANTAGES:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-mail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

RATES INCLUDE PICK-UP AND DELIVERY DOOR TO DOOR IN ALL PRINCIPAL TOWNS AND CITIES.

A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

SCHEDULED AIRLINES OF THE U.S.

CBS FALL PLANS

Western Radiomen Conference

SOME 50 CBS station and network executives from the western states and Alaska gathered at KCBS San Francisco Aug. 7 for their annual Program Promotion Clinic. Executives reviewed CBS' fall campaign plans and discussed individual and cooperative promotion techniques, with Louis Hausman, CBS sales promotion and advertising vice president, presiding, and Arthur Hull Hayes, CBS vice president and general manager of KCBS, serving as host to the group.

Meeting was given over mainly to round-table discussion and special talks by Mr. Hausman, Jules Dunning, sales manager of KCBS, and John Cowden, of CBS. Mr. Hausman also met to discuss station problems with individual personnel of the stations.

In attendance at the two-day session were: E. S. Mittendorf, KOPO Tucson; Eugene T. Fisherty, KBOI Boise City, Idaho; John F. Conners, KLZ Denver; John Asher, Ralph Taylor and William Tankersley, KNX Los Angeles; George Ket uman, KTLU, Tuscaloosa, Ala., and Arthur E. Burchard, KKFN Yakima, Wash; Paul R. Bartlett, KFRE Phoenix; Graham Moore, KSB San Diego; Dorothy Fanning, KCMJ Palm Springs, Calif.; Jack Kelly, KMIZ Springfield, Mo.; and Arthur Hull Hayes, KABC Salt Lake City; Loren B. Stone, KIRO Seattle; Robert E. Wilde, KGW Portland; Robert Smith, KGDM Seattle, Calif.; Bill Frain, WTVW Wheeling, W. Va.; George Metzger of the E. Lackey, WHOP Honolulu, Ky.; Jim Manning, KKKK Eek, Alaska; A. J. Moses, KYGO Mosula, Mont; Dave McKay, KGLO Reno, Nev.; James J. Gifford, KBTV Colorado Springs; William T. Wagner, Alaska Broadcasting Co.; John Siser, WJFP Grand Rapids, Mich.; Charles H. Gerland, KBCN Phoenix; John Conlon, Louis Hausman and Irving Peln, CBS; Gordon Shaw and New Mexico; KUSC Chico, Calif.; Arthur Hull Hayes, Jules Dunning, Walter Coway, Evelyn Clark, Dave Basany and Ann Dudley, all of KCBS.

BOSTON U. COURSES

Radiomen Named to Teach

Nine Boston radio men will be among the instructors who will teach students of daytime evening courses at Boston U.'s School of Public Relations during the coming academic year beginning Sept. 16. Operation of WBUR (FM), which devotes broadcasts to classical music and educational programming, will be one of the student activities, according to Dr. Daniel L. Marsh, university president, and Prof. Samuel B. Gould, director of radio speech and theatre.

Broadcasters appointed for the 1950-51 year include: Ronald Cochran, news editor, WBOC; Harold Doering, engineer, WEDN; Aymer Raskov, music director, WSBZ-AM-TV; Gene King, producer, WCOPO; WKO; KGO, promotion manager; WCP; Col. Stephen H. White, special events director, WBDZ-AM-TV; Fred Garrigus, public affairs director, WEDN; John Mably, former program director, WCOPO; John Cowden, station manager; WCP; George K. L. Donoghue, vice president, WEDN; Aloysius W. Moreau, professor of public affairs, WEDN; Arthur Hull Hayes, WEDN; and Charles C. D opportunity, WEDN.

REGION REPORT

Nielsen Corrects Percentages

A. C. NIELSEN CO. research as of May 1 shows that the Northern states share of all radio homes is 27%, and that in this territory 26.8% of all radio homes have TV. The Nielsen Co. made this report to correct a previous report by regions [BROADCASTING, July 8].

The East Central states share of all radio homes is 21%, and 17% of the radio homes have TV. The West Central share of all radio homes is 17% and in this area 6% of all radio homes have TV. The Southern territory's share of all U. S. radio homes is 22% and in this area 4% of radio homes have TV. The Pacific area's share of all U. S. radio homes is 13% and in this area 12.3% of the radio homes have TV.

WHY BUY 2 OR MORE... 
DO 1 BIG SALES JOB ON "RADIO BALTIMORE" 

Contact EDWARD PERRY CO.

BROADCASTING • TELECASTING
HERE is notable G-E design progress over earlier Lighthouse Types GL-2C38 and GL-2C39, which in turn originated in the laboratories of General Electric Company as the fruition of many years of tube pioneering work.

Newest, most efficient of planar types that make real the vast possibilities of the microwave regions, the GL-2C39-A combines physical compactness (2¾ by 1¾ inches) with excellent characteristics as a power amplifier, oscillator, or frequency multiplier.

Important fields of use—where the GL-2C39-A’s suitability is so marked that designers are making this fine tube their first choice—include:

- Aircraft traffic and location controls
- Broadcast relay equipment
- Microwave test apparatus
- Military communications
- Utility telemetering and communication systems

On these ... and other ... applications, General Electric tube engineers will be glad to work closely with you, and with the men at your drawing-boards who handle the details of circuit design. G-E experience with u-h-f types that goes back nearly two decades, and includes countless individual applications, is yours for the asking.

Phone, wire, or write for immediate response to your inquiry about the price of the GL-2C39-A, or for performance facts beyond those given in the right-hand column. Address Electronics Department, General Electric Company, Schenectady 5, New York.
Attn

Here's the World's Champ hypo for

For further details on tello-test, consult the radio stations below, or get in touch with America's "hep" radio representatives who know that TELLO-TEST hypos ratings, and is a fertile field for national spot business.

For tello-test's SUCCESS STORY, write Walter Schwimmer, Pres.
Radio Features, Inc., 75 E. Wacker Drive, Chicago 1.

tello-test stations
(by the time this goes to press, we will most likely have added a dozen more!)

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* broadcasting TUNE-TEST, the show that gives TELLO-TEST a terrific run for the money!
† Don Lee Network.
TIME-BUYERS ABOUT TO PLACE SPOT RADIO BUSINESS FOR FALL—

spot radio results!

tello-test syndicated on over 250 radio stations coast-to-coast, is the radio show with America's top listenership ratings, plus a record for sales results that will knock your eye out!

TELLO-TEST is the granddaddy of all telephone quizzes—the show that started the craze for give-aways.

If you are buying spot radio programs or spot announcements for fall—check the following radio stations first before you complete your schedules. If there are availabilities in TELLO-TEST in any of these markets, you're lucky... and your sales will hit the jackpot!

Little Rock, Arkansas ..........KARK
Lock Haven, Pa. ...............WBPP
Logansport, Ind. .............WSAL
Los Angeles, Calif............KHJ†
Louisville, Ky. ...............WKLO†
Louisville, Ky. ...............WLOU†
Lebanon, Pa. .................WLBR
Macon, Ga. ..................WNEX
Madison, Wisc. ..............WISC
Marion, Ill. ....................WGHH
Martinsburg, W. Va. ............WEMP
Memphis, Tenn. ...............WMPS
Merrill, Wisc. .................WLIN
Miami, Fla. ...................WGBS
Michigan City, Ind. ..........WIMS
Milwaukee, Wisc. .............WISN
Minneapolis, Minn. ..........KSTP
Minton, N. D. .................KLPM
Moline, Ill. .................WQUA
Montgomery, Ala. .............WMGY
Montreal, Canada ............CFCF
Mt. Carmel, Ill. ..............WVMC
Muskogee, Okla. .............KBIX
Nashville, Tenn. .............WLAC
Neenah, Wisc. ...............WNAS
Newburgh, N. Y. ..............WGNV
New Orleans, La. ............WDSU
Newport News, Va. ..........WGH
New York, N. Y. .............WOR
Ogden, Utah .................KOPP
Oklahoma City, Okla. ........KOMA
Ottumwa, Iowa ..............KBIZ
Oneonta, N. Y. .............WDOS
Orangeburg, S. C. ..........WNO
Peebles, Ill. .................WIRL
Philadelphia, Pa. ...........WIP
Pine Bluff, Ark. .............KOTN
Pittsburgh, Pa. .............KDKA
Portland, Maine .............WCHS
Portland, Oregon ..........WG"†
Portland, Oregon ............KPOS†
Pottsville, Pa. ..............WPAM
Poughkeepsie, N. Y. ........WKIP
Providence, R. I. ..........WEAN
Reading, Pa. .................WRAW
Roanoke, Va. .................WSLS
Rochester, N. Y. .............WHAM
San Francisco, Calif. .......KFRC†
St. Louis, Mo. ..........KKOK
Saginaw, Mich. ..............WSAM
Salt Lake City, Utah .........KUTA
Savannah, Ga. ...............WTGC
Seattle, Wash. ...............KVI†
Shamokin, Pa. ...............WISL
Sheboygan, Wis. ...........WHBL
Shreveport, La. ..........KTBS
Sioux City, Iowa ..........KSCJ
Sioux Falls, So. D. .......KSOO
Spokane, Wash. .............KHQ
Springfield, Mo. ............KTT5
Springfield, Ohio ..........WIZE
Steubenville, Ohio ..........WSTV
Syracuse, N. Y.............WSYR
Topeka, Kansas ..........WREN
Tulsa, Okla. .................KTUL
Valley City, N. D. ..........KOVU
Victoria, Texas ..........KNAL
Vineland, N. J. ..........WWBZ
Warsaw, Indiana ..........WKAM
Washington, D. C. ...........WWDC
Washington, D. C. .........WWDC†
Watertown, N. Y. ..........WATN
Wheeling, W. Va. ..........WWVA
Wichita, Kansas ..........KFH
Worcester, Mass. ..........WAAB
York, Pa. ..................WSBA
Youngstown, Ohio ..........WFMJ
Zanesville, Ohio ..........WIZH
plus complete Don Lee Network.
Business, As Usual

DESPITE the fact that some people have counted radio out or at least wobbling, there is every indication that broadcasting is headed for a record volume this fall.

The nationwide report appearing in this issue forecasts favorable times ahead for AM.

There is unanimous belief that spot broadcasting this fall will exceed the levels of last year. And, although network advertising volume so far sold this summer is 50% of the business that was actually on the air in October of 1949, the chances are good that within the next month and a half new sales will make up the difference. The chances are almost as good that network volume in October will exceed that of October 1949.

These do not seem to be the measurements of an expiring medium, as in most other businesses, is the nation's semi-war status. So far the effects of increased government buying in the shift toward a war economy have been almost negligible so far as radio advertising is concerned.

Television and the war notwithstanding, radio business looks fine.

Gross Up; Net Down

THERE'S a lesson in simple economics to be gleaned from the new Doherty-Baker study of station operations. The basic profit picture was up, but high operating costs reduced profits before taxes to the lowest point in history.

Richard P. Doherty, NAB Employee-Employer Relations director, is telling this story graphically to broadcasters attending the current series of district meetings. Overhead absorbed 85.3% of revenue of average stations in the black, leaving 14.7% as the margin before taxes. Previous high was 83% in 1938.

Nearly one-third of the stations on the air in 1949 were in red ink. Not all of them were post World War II newcomers. About 17% had been on the air 10 or more years.

These figures will come as a surprise. Well-managed stations, using stringent cost control, have suffered no serious reverses.

The future, however, is not easily predicted. It is impossible to ascertain what the wartime economy will bring by fall. That's because the newspapers and magazines have announced substantial rate increases. Newspapers are following suit.

Radio, on the other hand, finds itself battling the organized national advertisers against a rate decrease. Radio points not only to increased overhead, but to increased circulation. The same principles that have been rolled off the production lines by the year's end, as against six million TV receivers.

It seems preposterous—a campaign for decreased radio rates, while the competitive printed media increase theirs, so far without a cent of profit. In much of the country, newspapers and magazines have sold themselves in the post-war years, while radio has coasted. Radio's story is expanded circulation and results. The story cannot tell itself.

Blunt Weapons

THERE ARE many conspicuous weak points in the argument advanced by the Assn. of National Advertisers in its drive to depress radio rates. The weakest, perhaps, is that it hasn't sold its own membership on the validity of its case. One national account, which must remain nameless, laments the use of "blunt weapons" by its parent association. Says this important national advertiser:

"It is a fact that radio reaches more consumers per dollar than any other good medium. I have encountered during years in the advertising business.

"Nowhere did ANA mention any comparison of radio costs with those of other media. It is hard to believe that this was accidental.

"A study made by NBC in the Boston market last May is illustrative of the trouble the ANA would have borrowed if it had ventured into the ticklish discussion of the relation of radio costs to those of newspapers, magazines and TV. Cost-per-thousand listeners to radio or TV or not of a printed ad in Boston was $1.88 for radio, $3.55 for TV, $3.48 for Life magazine, $3.59 for This Week magazine and $3.96 for the Boston Post. A survey by KTUL in Tulsa produced corresponding results. If it had considered these statistics, the ANA's case would have found it impossible to justify the 20% drop in advertising rates on radio or TV.

"ANA's obvious reluctance to compile statistics comparing radio with other media should encourage broadcasters to speak up to this point as often and as vehemently as they can.

"This ANA campaign may teach broadcasters (networks and stations alike) a lesson not yet learned. They may discover the value of their medium, and charge accordingly.

UN's Inside Story

RADIO ACTION speaks louder than its words. This has been demonstrated these past three weeks in the broadcasts and telecasts of the United Nations Security Council.

The spontaneous reaction has been tremendous. Newspapers which have berated radio and TV for their attempt to proclaim the declared networks and stations — both AM and TV — in bringing to the nation the spectacle of Security Council debates under the gaze of Russian's truculent Jacob Malik.

The UN is a group of Americans, to whom internation affairs always have been remote, electoral power politics, have acquired a new and appalling concept of world intrigue. They know now that the Soviets are the great threat to world peace and that unless they are checked a third World War is inevitable. They know now the difficulties which have confronted the United States in its foreign policy with Russia since the days of Yalta.

Thus guarded opinion resulting from the UN radiocasts may not sway the Kremlin. But they have gone a long way toward convincing America and the non-Red world that Russia does not want peace.

Radio and TV, perhaps unwittingly at the outset, may have done probably the most outstanding public service in history. If radio had been at the peace table in 1946, the spectre of another war might not confront us today.

If there were trigger-happy militarists, who at the outset of the Korean war, felt that TV and perhaps radio would be expendable in a war economy, they doubtless have now altered their concepts. Never has there been a more powerful demonstration of radio's prowess as a weapon.

KLAUS LANDSBERG

WHEN the history of television is chronicled, the name of Klaus Landsberg is certain to figure prominently. Program-wise and technical-wise, TV in the United States and Europe owes a great deal to the man who now bears the title of vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood.

Though only in his middle 30's, Mr. Landsberg is recognized as a pioneer in the industry, having been actively engaged in video for more than 16 years. Besides many technical inventions and improvements, credits list direction and production of more than 2,000 separate telecasts, including over 300 remotes.

Mr. Landsberg lays claim to many video "firsts." With Jack O. Gross, president and general manager of KFMB-TV San Diego, he inaugurated the West Coast's first video net.

(Continued on page 57)

Static and Snow

By AWFREY QUINCY

BETWEEN the dark and the daylight as the tollers homeward scour

There used to be a segment long known as the CHILDREN'S HOUR.

Once it was Injuns and cowboys, monkey-men, pirates and planes;
Burglars, brigands and decoys, hoodlums and cops matching brains.
Atons, missiles and rockets, space ships to Venus and Mars.

Constantly stretching their dockets to take in all planets and stars.

Somewhere the appetite jaded, somewhere the thrill ran out.

As juvenile interest faded and taste took a turnabout.
A most surprising transition, as the pendulum rapidly swung

And kid thrillers got competition from programs not meant for the young.

Programs of mystery and murder, vivid, abnormal and chill.
Bizarre, absurd and absurder, as writers reached limits of skill.

There was gnashing of teeth and wailing that morals had hit the skids
But most of those doing the flailing never bothered to raise any kids.

For while millions of youngsters were listen-
LOCAL ADVERTISERS BUY knowmanship!

Top automobile dealer and giant department store choose WFAA-created programs for television advertising.

Because of WFAA's reputation for knowmanship in creating programs that sell, its locally produced shows, "The Early Birds" and "Webster Webfoot," were first choice of the Earl Hayes Chevrolet Company and Sanger Bros., Dallas, for televising.

Sanger Bros. bought the 5:30-6:00 spot, Monday through Friday, for talking duck "Webster Webfoot," and Earl Hayes who sponsors "The Early Birds," radio's oldest breakfast-time variety show, now presents them on television six nights a week.
JOHN E. SURRELL, sales director WFIL-AM-TV Philadelphia, to WFBR Baltimore, Md., as vice president and general manager.

DUDDLY TICHENOR, WKBW Buffalo, N. Y., sales manager, to KANS Wichita, Kan., as general manager.

BOYD PORTER Jr., commercial manager KIOX Bay City, Tex., to KVRF Salida, Col., in similar position.

WXRA and WXRC(FM) Buffalo, N.Y., appoint Wm. G. Rambeau Co. as national spot representative for Niagara Frontier market.

R. J. MEYERS, director of regional sales WKY Oklahoma City, to assistant to manager KLRA Little Rock, Arkansas. CLARA LOUISE PRUESS, traffic manager WKY to KLRA as secretary to manager.

LEW STERNs, salesman Radio Specialties Co., L.A., and EDMUND LYTLE, West Coast manager Wm. G. Rambeau Co., to KECA and KECA-TV Hollywood, respectively, as account executives. Mr. Sterns was with KXLA Pasadena, and WOVL Santa Monica, as account executive. Mr. Lytle was with KTWN Ketchikan, Alaska, general manager, and WHAM Rochester, N.Y., as supervisor of announcers. He replaces OWEEN JAMES, resigned.

DICK WELLS, manager Upper Michigan-Wisconsin Broadcasting Co. (owner WATW Ashland, Wis., WJMS Ironwood, Mich.), to WLKB DeKalb, Ill., as general manager. Was network announcer NBC Chicago.

PAUL W. COLLIN, assistant sales manager WJBC Bloomington, Ill., to WMAW Milwaukee as account executive. Was traffic manager ABC Central Division Chicago.

LEONARD P. FRANKEL, sales manager WEW St. Louis for past seven years, resigns. No future plans announced.

BILL TRADER, L.A. agency and broadcasting account executive, and
Static and Snow
(Continued from page 58)

ing, disaster somehow never came.
And as innocent eyes were glistening
the country went on just the same.
Meanwhile, TV had begun major efforts
to make children jolly
And furnishing juvenile fun was Kukla, Fran
& Ollie. The glamorous Fran shedding luster on all that
motley array.
A program which keyed its appeal to growing
girls and boys,
To whom the puppets seemed real, sharing
their sorrows and joys.
Came now an aspect amazing, far-reaching in
its results,
As suddenly oldsters went gazing, at programs
not meant for adults.
Fond parents, uncles and aunts, in flight from
melancholy,
Found whimsy which thrills and enchants,
watching Kukla, Fran & Ollie.
So emerges a strange situation unbalanced,
confusing and queer,
Defying classification, most difficult to make
clear.
For with puppets amusing the grown, while
muder and mystery still flower,
The Thin Man, Sam Spade or Malone couldn't
find that CHILDREN'S HOUR.

Remember the staccato clatter of a stick, drawn along a picket
fence on a quiet Sunday afternoon? Not exactly melodious,
was it? But melodious or workaday, sound is a continuous
phenomenon of our lives. It can be as trivial as the rata-tat on
a picket fence or historic as a declaration of war. Preserving
sound, in any of its billions of combinations, is the job of
PRESTO recorders. They achieve it with an accuracy, dependa-
bility and fineness no other recording equipment ever built
can surpass.

Disk or tape, PRESTO superiority is logical. For no other re-
cording instrument is designed so skillfully, machined with
such exactness, as PRESTO. When you entrust your recording
assignments to a PRESTO, you have called wisely upon the
best there is.

STAN SIEVERS, station supervisor WDGY Minneapolis, to KCNI Broken
Bow, Neb., as manager and program director. VIRGIL CUCKLER,
former manager KCNI, returns to U. of Nebraska.

PERSONALS... .

WILLIAM T. KEMP, president and general manager KVER Albu-
querque, N. M., and president Great West Co., applicant Cheyenne,
Wyo., named chairman business division to raise $1 million for new
wing at Southern Presbyterian Hospital, Albuquerque. . . . EDGAR
B. STEIN Jr., partner WDSU-AM-FM-TV New Orleans, father of boy,
July 28. . . . CHARLES COWLING, director national sales, KMPC Hol-
lywood, on three-week business trip visiting representatives of national
agencies in N.Y., Chicago, Detroit and Cleveland. . . . LAMAR A. NEWCOMB,
general manager WFAX Falls Church, Va., father of girl, Doris Nell.

HILL SCHROEDER, general manager WOOD Grand Rapids, Mich.,
father of girl, Sally, Aug. 13. . . . ANGUS D. PFAFF, vice president
and general manager WNMP Evanston, Ill., named deputy supervisor
Chicago's north observation post, aircraft warning service. . . . FRANK
MURRAY, salesmen H. N. Stovin & Co., Toronto station representa-
tive, father of boy, Aug. 10.

GEORGE E. STERLING, FCC Commissioner, tentatively slated to
to address banquet meeting of Institute of Radio Engineers West Coast
Convention Sept. 15 at Long Beach, Calif. . . . EDWARD LAMB, owner
WICU (TV) Erie, Pa., WTVN (TV) Columbus, Ohio and WTON Toledo,
in Europe to report on conditions in Germany, France, England, Italy
and Portugal. He will send film back to U.S. for showing on his TV
stations. Also publisher Erie (Pa.) Dispatch.

In Canada: Walter P. Dawn, Ltd., Dominion Square Bldg., Montreal, Quebec
AIR-CASTERS

MONETTE SHAW, women's editor KABC San Antonio, joins cast Your TV Shopper, Thurs., 2:30-5:45 p.m., WXYZ (TV), same city, in addition to present position.

BOB AMBERRY, conductor KEK Portland, Ore., children's show, called to active duty in U. S. Marine Corps.

ROB MITCHELL, assistant program director, WCTY New York, He joined CBS in 1941 as announcer and producer of shortwave programs, was program manager WLAC Lancaster, Pa., for three months, returning to CBS as assistant director of network television shows.

EDGAR G. WILL JR., WACO Waco, Tex., announcer, to radio department Miami U., Ohio. Work will include teaching and supervision of campus AM-FM station.

PHIL SCOTT, KRUX Phoenix, Ariz., to KTED Laguna Beach, Calif., as disc jockey and staff man.

EARL W. STEIL, program director WARC Rochester, N. Y. Was with CBS New York, KMOX St. Louis and WCCO Minneapolis.

BETTY BLIGH, singer, signed for KBSS (TV) Hollywood Club Celebrity.

PATTY SHEERAN, WKLA Television, Topeka, Kan., newscaster.

DOWNTOWN, disc jockey WSBW Danville, Va., to WSBB as disc jockey.

GERALD HAR-BIS named music librarian. JIMMY CLARK appointed chief announcer.

GREG GARRISON, ABC-TV producer in Chicago, to NBC-TV New York next month as staff director. Expected to handle Kate Smith video series. He now directs Super Circus.

JOHN TANSEY, program manager WRYA Richmond, Va., to newly created assistant program manager position. DETROIT, traffic manager, WBTM.

DON OTIS, KLAC-TV Los Angeles disc j., tomorrow (Aug. 22) starts new hour weekly show on station emanating from Hollywood Palladium. Band currently playing at dance hall will be featured on show.

MAX HWUTO, NBC producer-director, named producer NBC Fibber McGee & Molly, going on air Sept. 19 for Pet Milk.

CARL LIVINGSTON, program director ETBY Bastrop, La., to WGVG Green- ville, Miss., in similar capacity. CHUCK ALLEN, WMBB Brookhaven, Miss., to WGVG program department.

DAVE CHAPMAN, KCDC Texarkana, Tex., to KTFS Texarkana, as program manager replacing LES EUGENE, retired from radio.

CHARLOTTE MORRIS, Photo and Sound, S.F., to production staff KPIX (TV) San Francisco.

EARL PAPP, Ithaca (N. Y.) College Radio Workshop graduate, to WHUM Reading, Pa., as announcer.

RICHARD J. GOGGIN, senior TV director ABC Hollywood, takes leave of absence to join teaching staff U. of California Extension, L. A.

GLEN STUTZMAN, program director KNCI Broken Bow, Neb., to National Guard, expecting regular military service soon.

LOU GOLSON, graduate American U., Washington, to announcing staff WXAX Falls Church, Va.

JAMES ROBERTSON, WWDG Washington music librarian, to continuity editor, replacing MANUEL MIKEL- SON (see Febrvrgy) PHYLLIS ROLAND, traffic manager WWDG, resigns from radio. Succeeded by MILDRED SCHELLINGER.

American University, Washington, D.C.

The Only Radio Station
in the rich "THUMB"
area of Michigan

SAGINAW BROADCASTING CO.

Headley-Reed, National Representatives

THE GREAT LAKES NETWORK
"Coverage That Counts"

WSAM

SAGINAW

The Only Radio Station
in the rich "THUMB"
area of Michigan

SAGINAW BROADCASTING CO.

RADIO BUILDING, SAGINAW, MICHIGAN

THE GREAT LAKES NETWORK
"Coverage That Counts"

WOAP AM-FM WLEW Owosso Bad Axe WSAM AM-FM Saginaw WYFC Alma

SERVING
- Saginaw
- Bay City
- Midland

with NBC for Northern Michigan

ASSURED AUDIENCE! COMPLETE COVERAGE! PROVEN RESULTS! LOW COST! Definitely!

WSAM

SAGINAW

The Only Radio Station
in the rich "THUMB"
area of Michigan

SAGINAW BROADCASTING CO.

RADIO BUILDING, SAGINAW, MICHIGAN

Headley-Reed, National Representatives

THE GREAT LAKES NETWORK
"Coverage That Counts"

WOAP AM-FM WLEW Owosso Bad Axe WSAM AM-FM Saginaw WYFC Alma

Korea Report

WHEN George Grimmer, news- caster-analyst for WCCO Minneapolis and columnist for the Minneapolis Tribune, appeared in the city's Powder- horn Park a fortnight ago, 20,000 people gathered to hear him report on his exp eriences as correspondent on the Korean front. Speaking from the bandstand, Mr. Grimmer told his audience of the obstacles American troops are facing in Korea and urged all-out support on the home front. Powderhorn Park au thorities said it was the biggest crowd in the park's history.

Korea Centennial Commission
The California Story, Sept. 8-12.

W. BARRY CASSELL Jr., staff an nouncer WAAM Baltimore, father of boy, W. Barry III, Aug. 10.

PAT ST. CLAIR, announcer in ABC Chicago press department, and Jack McLaughlin announce their marriage.

GENE WHITAKER, disc jockey WSSB Durham, N. C., named news editor and PBS correspondent for area.

EWING CANADAY, WY Oklahoma City news editor, named newsroom supervisor, succeeding BRUCE PALMER, resigned, to become public relations manager for local oil firm.

RAY WALTERS, recent graduate Rutgers U. and wncswr WUSU Benevol. news staff WMTB Morris town, N. J.

PATTY J. MCGUINNES, news and sports director WATL-AM-FM Atlanta, Ga., resigns to enter public relations in Miami, Fl. No successor named.

Rickey MARTIN, local news editor WTMJ-AM, Milwaukee, named sports co-announcer. Graduate Northwestern U.

MARK WEAVER, host WKY Oklahoma City, to news director KLRA Little Rock, Ark.

LEON DORAIS, CARL F. RANDALL, HARRY FISS, FRANCIS HARK, WALTER T. ANSON, all from N.Y. Hollywood and S. F. stations and newspapers, to KCBS San Francisco to handle expanded news operation.

HARRY W. FLANNERY, KLAC-TV Hollywood news, named first vice president American - Christian Palestine Committee, L. A.

BOB LINDSAY, newsh editor WKOW Madison, Wis., leaves Sept. 15 for active duty in organized Marine Corps Reserve.

CHARLES A. FRANDOLIC, Galveston, Tex., News Bureau, to WOA San Antonio news staff.

ROBERT TRUERE, news director WSCG Charleston, S. C., father of girl, Lila Joyce Rosson, Aug. 5.

CRAY CHESTER, newscaster WLA Lawrence, Mass., father of girl, Sandra Marie, Aug. 9.

WREN ABC is the OPEK

BROADCASTING & Telecasting

Page 56 • August 21, 1950
Respects

(Continued from page 88)

work when on May 16, 1948, direct program pick-up service between that station and KTLA began.

First regular coast-to-coast wide transcription service was started by Mr. Landsberg on March 4, 1949, and KTLA still syndicates many programs.

The Landsberg story started in Germany. Born in Berlin on July 7, 1916, Klaus Landsberg's interest in radio was quite apparent as a boy of 9 years old. Most of his spare time was spent building radio sets from everything imaginable. At 16 he amazed science-minded Germans by building the most effective short wave receiver ever conceived, using then less tubes than ever before thought possible. For this achievement, he won first prize at a national exhibition.

He celebrated his 18th birthday by becoming assistant to Professor Faerber, European pioneer of radio equipment during World War II. It was during this association with Prof. Faerber in Czechoslovakia that the youthful Landsberg designed and built an early cathode-ray tube TV equipment.

He also lectured throughout Europe on video principles and gave many of the first demonstrations of such equipment during this time.

Obtained Two Degrees

Despite his many activities in radio and TV, education and cultural training were not neglected. He obtained two degrees—Electrical Engineer and Communications Engineer—from Polytechnic Institute in Czechoslovakia in 1936. Prior to that he had studied in various colleges of Holland and Germany. He later took post-graduate work at the U. of Berlin.

Mr. Landsberg combined still another activity into his busy schedule. He learned to play four musical instruments—violin, piano, accordion and drums. He also became such a proficient skier that he was featured in exhibition skiing in several European movies.

Having become a recognized authority on video, Mr. Landsberg was called upon in 1936 to assist in the history making telecast of the Berlin Olympic Games, an event that marked TV's rounding of one of the proverbial corners.

It was a year later that he was appointed laboratory engineer and assistant to Dr. Arthur Kern, inventor of picture telegraphy. During this association the young engineer created many new electronic devices. His landing was an electronic aid to navigation and blind landings, considered so vital that the Third Reich declared it a military secret. But Mr. Landsberg was determined to destroy it as a Nazi weapon, and he did.

This basic radar principle in 1937 became Klaus Landsberg's passport to America—a story in itself which has the dramatic impact of a thriller. He became a citizen of the United States on Jan. 8, 1943.

Parnsworth Television Inc. hired Mr. Landsberg as television development engineer in Philadelphia in 1958, shortly after his arrival in the United States. A year later he shifted to NBC New York TV division. And it was during this period that Mr. Landsberg helped NBC make possible the first public TV demonstrations in the United States at the New York World's Fair.

Recognizing his qualifications, Allen B. DuMont signed him as television design and development engineer for the New York DuMont Laboratories, pioneer TV organization. There he supervised technical operations of the television unit at U. S. Army maneuvers in Canton, N. Y., and put in readiness WABD (TV) New York, owned and operated by Allen B. DuMont Labs Inc. He also assisted in producing the first programs for this station.

Made Next Move

Paramount Pictures Corp., DuMont stockholder and Mr. Landsberg's next move, was a natural culmination of his two years activities with the latter firm. He was sent to Hollywood in late summer of 1941 to organize WEWZV (now KTLA), the Paramount Pictures TV station.

WEWZV operated five years on an experimental basis before Mr. Landsberg came KTLA in January 1947, Los Angeles' first commercial TV station and now a profitable operation—in the black [Telecasting, Feb. 20].

Mr. Landsberg knows no schedule for himself and he constantly keeps his hand on the pulse of KTLA activity. He can work around the clock without a stop and has done it many times. In addition to duties entailed as general manager of KTLA and vice president of Paramount Television Productions, he personally produces and directs many KTLA programs, all special events and most of the station's remote telecasts.

Many Honors Conferred

Many are the honors conferred upon Mr. Landsberg as general manager of KTLA. In 1944 he was given the Television Broadcasters' Assn. award for adaptation of motion picture technique to TV; 1946 brought the American Television Society award for continued excellence in TV production; TBA again honored him in 1946 with the Gold Medal for outstanding public service contribution to TV. When Academy of Television Arts & Sciences made its first annual "Emmy" awards for 1948, Mr. Landsberg and KTLA received the lion's share. Similar honors were conferred on him and KTLA by that same group for 1949. Various national publications have also presented him with awards.

Television is his hobby as well as his vocation, Klaus Landsberg says. Recreations include skiing, ice hockey and sailing, but he admits having little spare time.

Club activities are limited these days, too, but he maintains membership in Los Angeles and Hollywood Ad Clubs, Los Angeles Press Club, Society of Motion Picture & Television Engineers, and American Television Society. He is a member of the executive branch of the Academy of Motion Picture Arts & Sciences and past president of the Society of Television Engineers. He organized the organization committee for the Television Broadcasters Assn. and is active in that organization.

Mr. Landsberg met Evelyn D. A. Ashlin of Rio de Janeiro, Brazil, when she was touring Paramount studios one day in 1944. On April 2, 1945, she became Mrs. Klaus Landsberg. With their 4½-year-old son, Ronald Cleve, the Landsbergs reside in Hollywood.
On All Accounts
(Continued from page 12)

Phil, as house president, the utmost respect. However Phil, as dining room steward, was traditionally the butt of all jokes. The problem wasn’t solved until he was graduated.

At KFLV he worked 90 hours weekly. In addition to announcing, he wrote a three-a-week dramatic show, playing all parts, and a radio column for the local paper. From Rockford he went to WAAF Chicago, remaining a year and a half when he was hired as a member of the first staff of KIEV Glendale, Calif.

Dividing himself into an arithmetical impossibility, he recalls “I was a whole program director, a half station manager and a third of an announcer.” This job was only part of the reason he considers California his No. 1 jinx. After money problems (“personal and professional”), he was rising above water level when the bank holiday was declared. Burmounting this, he found himself in the middle of an earthquake. “That was my cue-off stage!”

Back in Chicago, Phil was hired by the Edgewater Beach Hotel as m.c. and radio announcer in its Marine dining room. His enthusiasm subsided, though, because “the job was seven days a week, and those were night.” Offered a WBBM (CBS) Chicago announcing job, he stayed seven and a half years.

Bridge to Bride
To celebrate the hiring, he married the former Sara Kinsey. Both were bridge devotees, and they met on a blind date arranged by a mutual friend who taught bridge via the airwaves. The Bovmans have two children, David John, 14, next fall, and Virginia Judith, 10.

Phil left WBBM in 1941 as production manager, responsible for all sustaining. Joining Blackett-Sample-Hummer as supervisor of commercial production, he remained after the split to work with Dancer-Fitzgerald-Sample, working on the Procter & Gamble and General Mills accounts. He later freelanced as a producer, handling Ma Perkins (on both NBC and CBS), The Betty Crocker (ABC) and Feet and Fingers (ABC).

A freelancer until early 1947, Phil then joined Young & Rubicam, Chicago, as radio and television director.

Phil’s complete fall plans pertain only to himself—he’ll rejoin Chicago Television Council colleagues at weekly luncheons, trot across the street from his Evanston home each Saturday for Northwestern U. football games, and continue his job of “heroic maintenance” on the house he bought May 1.

He’s also going to bribe the kids to give up their rightful claim to the playhouse in the backyard. “Papa’s gonna have some neighborhood square dances.”

W. EICKELBERG
L. A. Firm Partner Dies

WILBUR EICKELBERG, 53, partner, Keenan & Eickelberg, Los Angeles radio representative, died in his sleep Aug. 13 of a heart attack. Funeral services were held Aug. 16 at the Little Church of the Recessional, followed by cremation.

Prior to forming the Keenan-Eickelberg partnership in 1945, Mr. Eickelberg was account executive with MBS in New York. From 1939-42 he was general sales manager of Don Lee Network. He left there to rejoin the Marine Corps in an active capacity as captain in World War II, after having seen active service with the branch in World War 1. He held two silver stars for gallantry in action. He was a member of both the Los Angeles and Hollywood Advertising Clubs, American Legion Post No. 8 and Military Order of World Wars.

Besides his widow, Sibyl, he leaves a brother and a sister.

E. P. SHURICK SR.
Retired Radio Veteran Dies

EDWARD P. SHURICK Sr., 60, veteran Twin City broadcaster, died Aug. 11 at Sunflower Village, Kan., following a long illness. He had retired from active radio work in 1942.

Funeral services were held in Minneapolis last Thursday. He is survived by his widow, two sons—E. P. Jr., CBS market research counsel, New York, and William P. of Minneapolis—three daughters and a sister.

Mr. Shurick was born in St. Paul and attended school there. He entered advertising through the direct mail field and was Minneapolis manager of KSTP St. Paul during its early days. Later he served as general manager of WDGY Minneapolis and was identified with the establishment of WLOL in that city.

Price Up on Sets

WESTINGHOUSE Radio and Television Division last week announced price increases on eight models of its TV line and on five radio models. TV prices range from $114.50 and $1,490 to $10 radio models. Models with the 12-1/4 and 14-inch TV tube were not affected. Price increases of $5 to $20 for television and receivers were announced by Majestic Radio & Televis on, Inc. The increase ranged from $5 for one 12-1/4-inch TV model to $20 for a 16-inch model.

RCA TUBES... the standard of comparison

Use RCA tubes for FM where dependability and economy count

● RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA-1592 used in 20 KW FM Broadcast Transmitters

TUBE DEPARTMENT RADIO CORPORATION OF AMERICA HARRISON, N. J.
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NAB Study Shows
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To Open Sept. 1
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Telefile: WRIX
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Latest Set Count
By Markets
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ALL STAR TRIO

IN THE LONE STAR STATE

In Dallas ............... WFAA-TV
In Houston ............... KPRC-TV
In San Antonio ........... WOAI-TV

WSB-TV ............... Atlanta
WBAL-TV ............... Baltimore
WNAC-TV ............... Boston
WFAA-TV ............... Dallas
KPRC-TV ............... Houston
KFI-TV ............... Los Angeles
WHAS-TV ............... Louisville
KSTP-TV ......... M'p'l's-St. Paul
WSM-TV ............. Nashville
WTAR-TV ............... Norfolk
KPHO-TV ............... Phoenix
WOAI-TV ............. San Antonio

These stations spell television in the three biggest Texas markets — markets that gather in 45 cents out of every retail dollar in the state.

These are the Texas TV stations which put the muscles behind television’s fabulous sales punch.

Whether you spot your television campaign into one market or many, turn first to the profit-packed regions served by the profit-producing stations listed here.

EDWARD PETRY & CO., INC.
NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO - DALLAS - ATLANTA
FROM NOW ON, WWJ-TV's advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is guaranteed to advertisers for one full year!
By richard p. doherty

director

employee-employer relations
nab

the total operating costs of the average tv station, which operated during the full year of 1949, were approximately $47,000 per month. this fact was determined in a recently completed study conducted by the research dept. and the employee-employer relations dept. of the nab.

while a few of these tv stations (on the air prior to january 1949) managed to show a small profit, the overall summary for all tv stations (for the full year 1949) showed that the average monthly income ran at a rate of approximately 50% of total expenses. however, a considerable number of tv stations experienced progressively improved results as the year passed and, consequently, these stations operated “in the black” during the last few months of 1949.

economic facts

some salient economic and financial facts about the television industry during 1949 were:

1. the average tv station maintained a staff of approximately 60 persons.

2. for each station (for the full year’s operation 1949) the distribution of total expenses was as follows: (a) 29% for the technical department; (b) 35% for the program department; (c) 6% for selling and 30% for general and administrative.

3. while the monthly cost of running the average tv station was nearly $47,000 there were some operations (for the full year 1949) which were conducted on a cost basis of $1,000 a day or $30,000 or less per month. on this point it is interesting to note that in its television, a report on the visual broadcasting art, chapter three entitled “basic economics: operating costs,” nab suggested that there could be—and would be—tv stations which would not cost in excess of $1,000 per day to operate. (4) wages and salaries for technical and programming employees absorb relatively more of the total operating costs of tv stations than is true of other stations. however, selling costs and general administrative expenses were relatively lower for tv than for fm.

the above comment, concerning the apportionment of television operating costs, apparently needs some explanation, especially with regard to administrative expenses and with a less degree to selling expenses. it is, undoubtedly, true that, in most cases, tv operations were not made to carry their full proportionate charge where tv was affiliated with an am station.

for example, administrative salaries amounted to only approximately 5% for all tv stations whereas in am operations such administrative salaries aggregated 11% of total station costs. in most such tv stations (affiliated with am stations) the tendency is to charge tv with only 15% to 25% of the total salary paid to the general manager and certain other top tv station executives and administrative employees. similarly, it is apparent that am operations were being made to absorb a fair portion of the selling expenses actually devoted to television. on the other hand, depreciation amounted to 16% of total tv station costs; in am operations depreciation averaged about 5% of total station expenses for the past year.

(5) among the tv stations which came on the air after jan-

(continued on page 76)

n.y.-chicago relay

set to open sept. 1

as representatives of the four tv networks last week continued their attempts to achieve an equitable distribution of the new video network facilities which at&t will make available this fall, telephone company engineers were giving final checks to the new york-chicago radio relay system.

the relay will go into regular service sept. 1, providing practical fulltime tv program service for each network across the northeastern and central states and relieving the network negotiators of what had formerly been a major allocations headache.

as the second week of their deliberations drew to a close, the tv network executives were more optimistic of an early completion of their allocation tasks than they had been a week earlier. then, they had feared that it would be the end of august, perhaps even into september, before agreement could be reached. late last week they looked for an earlier conclusion, perhaps before the end of this week.

main stumbling block is reported to be a difference of basic philosophy as to the method of dividing time on facilities inadequate to provide all four networks with as much program service time as they would like. one faction is said to urge a division on the basis of requirements, the network with the largest requirements getting the largest share of the time, etc. opposing this is the theory of others

(continued on page 76)
The 'Daily News' Outlet WPIX (TV) Streamlines Its News
And Pictorial Format to Gotham's Video Tastes

originating most of the programs of the four TV networks.
A few of the innovations proved
to have little to recommend them
beyond novelty and quickly folded. Others
have become permanent
parts of the WPIX schedule, such as
Night Owl Theatre, feature film
program starting at approximately
11 each evening except Sunday, and
Ted Steele Show, running from
2:30 to 3:30 all afternoons except
Sunday and baseball days. These
shows have produced revenue
as well as audience for WPIX, Night
Owl Theatre being completely
sponsored and Ted Steele Show
having 35 participating advertisers.

Stresses News
As might have been expected of a TV station affiliated with a newspaper
noted for its picture news
coverage, WPIX has specialized in
news and currently includes some
50 news telecasts in its weekly
schedule, amounting to seven hours
of air time. In March WPIX
received the first DuPont award ever
given to a TV station for its "out-
standing public service through the
presentation of current news and events."

A full-scale WPIX sports sched-
ule, which currently includes tele-
casting all home games of the New
York Giants, wrestling, boxing and
stock car racing, with football, bas-
ketball and hockey coming in at
their appropriate seasons, will be
expanded starting Oct. 15 with
pick-ups of a varied schedule of
events from Madison Square Gar-
den five nights a week, Sunday
through Thursday. Chevrolet Div.
of General Motors Corp. will spon-
sor half the coming winter's Gar-
den telecasts on WPIX; Webster
Cigar Co. has signed for another
25% and sponsorship of the re-
mainder of the remaining quarter is expected to be
signed momentarily.

This sports schedule is rounded
out with a daily quarter-hour pro-
gram of sports news and gossip
conducted by Jimmy Powers, sports
director of the News. Danton Walker,
Broadway columnist for the paper,
presents the half-hour program on
Friday nights; Lowell Limpus does
a 45-minute Sunday Voice of the
People show and other News by-
liners appear frequently on WPIX.

From the outset, WPIX has con-
sidered films as an important part
of its programming. Its first major
film deal was made in 1948 for the
TV rights to 24 feature pictures
produced by Sir Alexander Korda,
which were syndicated to 26 other
TV stations as well as broadcast
by WPIX in New York.

The station also had syndication
plans for its TelePIX Newsreel,
but the costs of preparing and dis-
tributing a national daily newsreel
proved beyond the scope of most
TV stations' budgets in 1948 and
WPIX revamped the newsreel for
its own exclusive use, majoring in
New York news.

Cites Many 'Beats'
Now broadcast twice daily, at
6-8 and 11 p.m., with an early
afternoon reprise the following
day, this 10-minute newfilm pro-
gram has scored many TV news
beats, such as Anna Roosevelt's
dramatic "leap for freedom" from
the Russian Consulate, which
WPIX had on the air within two
hours of its occurrence.

The WPIX story actually started
some nine years before its pro-
gramming debut. In 1930 the
News, which had never gone into
radio station operation, had a sur-
vey made for a TV station. The
paper's video plans were delayed
by the war but not forgotten and
early in 1947 the News received
its video construction permit from
the FCC. In December of that year
Robert L. Cole, engineering vice
president of the St. Louis Post
Dispatch stations (KSD-AM-FM-
TV), moved to New York as gen-
eral manager of WPIX and began
the task of erecting the station
and simultaneously building an op-
erating staff.

$500,000 Outlay
Before WPIX went on the air in
June the News had spent more
than $500,000 to construct and
equip its studios in the News Bldg.
and its transmitting tower on the
roof, had assembled a station staff
of 156 employees and was all set to
reap the profits that TV was sure
to produce. But it didn't work out
just that way.

"Those of us who organized
WPIX more than two years ago
knew very little about radio, tele-
vision or show business," F. M.
Flynn, president and general man-
ger of the News and president of
WPIX, told TELECASTING last week.
"We put together what we believed
to be a competent television crew
and no crew ever worked harder
to do a job."

He continued:
We made mistakes. We spent much
time and money toying with the idea
of competing with the key network
stations on their terms. We were
drawn into thinking we might become
a part of a syndicate or group opera-
tion of newspaper owned TV stations.
We soon learned we would go broke
trying to buck the big networks.

See our error, we switched back
(Continued on page 70)
CBS and Remington Rand have completed an agreement for production and distribution of color television equipment for non-broadcast use, the companies announced last week.

Remington Rand, manufacturer of business machines and industrial equipment, will produce, sell and install CBS-designed television units.

The units include a color camera, a control unit with a monitor and as many other color monitors as may be needed. The camera was exhibited, although not demonstrated, at a CBS news showing of color developments in New York several months ago.

The equipment will operate on standards which CBS has proposed for industry-wide adoption by the FCC. The trade name "Vericolor" will be given to the units manufactured by Remington Rand.

In making the agreement last week, the companies expect the Vericolor units will be principally used in medical instruction and in dangerous industrial processes, like atomizing, coating and research, where the hazards to observers would be eliminated if they could watch at a distance by television.

The joint announcement said the arrangement to manufacture the Vericolor units was an outgrowth of CBS showings of medical television in cooperation with Smith, Kline & French Labs. These demonstrations have been performed at numerous medical conventions in the last two years.

James H. Rand, board chairman and president of Remington Rand, said the interest aroused in medical circles by the television demonstrations "makes a ready market for this new equipment."

Frank Stanton, CBS president, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the use of color television in many fields."

The camera used in the new system is one-fifth the size of average black-and-white TV cameras and weighs 32 pounds. Only one man is needed to operate each Vericolor unit.

Remington Rand will supply the capital for the joint venture, it was learned. CBS' part in the arrangement is to supply the design and to test the equipment.

Remington Rand's existing manufacturing and distribution facilities will be used. Production of the Vericolor units is to begin at once, and deliveries are promised for fall.

Mull P&G Daytime TV

ALL PROCTOR & GAMBLE New York agencies have submitted recommendations on daytime TV plans for the soap company. The company likely will make definite decisions sometime in October, W. N. Ramsey, director of radio for P&G in Cincinnati, told TELECASTING.

USE OF FILM ON TV

Agriculture Dept. Winds up 2-Yr. Study

RESULTS of the two-year television study of TV films and programming by the U.S. Department of Agriculture are summarized in the first of a series of three reports just released. Other reports will contain visual aids and program methods.

The film report was prepared by Tom Noon and Maynard A. Speece, TV information specialists, and Kenneth M. Gapen, assistant director of information for radio and TV. Copies are available at the USDA Radio & TV Service, Washington, D.C.

Extensive research in the adapting of films for TV shows was carried on by the department. Other phases of the film study cover packaging TV shows in film, tailoring new film to fit TV needs and distribution and uses of film on TV.

Clearances Discussed

A chapter on clearances combines results of extensive research by the USDA TV specialists and the USDA legal staff. Included are sections covering right of manufacture, right of performance, agents and right of privacy.

Guidelines, rules suggested by the USDA solicitor for exhibition of films on TV follow:

- The department must have from the copyright owner the rights of expression, adaptation, and reproduction of their works in the sound track.
- A license is necessary for any photographs or illustrations appearing in the film.

The department should, as far as possible, give the rights of performance to anyone who might be involved.

- Rights of privacy of persons appearing in the film would not appear to be violated by telecasting the film, unless they specifically forbid such use.

The department sees no problem in film rights applying to a person whose voice or likeness is used without their knowledge.

Where USDA films are used in a telecast, such use would constitute a "performance for profit" in the meaning of the law, even though the broadcast were in no way commercial. "Performances" obtained for production of the film for "normal" use must be cleared, otherwise in some cases if the film at all. A separate, specific license must be secured.

SPORTS GATE

RTMA Issues Jordan Report

COMPLETE survey of television's long-term trend of attendance at sports events, showing the visually medium does not hurt the gate, was published last week by Radio-Television Mfrs. Assn. The survey was conducted by Mr. S. Jordan while a student at Princeton and U. of Pennsylvania graduate school, and its findings have attracted nationwide attention [TELECASTING, May 15, 22].

In publishing the 112-page volume, most comprehensive of its sort ever prepared, Robert C. Sprague, RTMA president, explained the association got the initated or financed the study but was publishing it "because of the considerable light it casts on a complex and controversial issue."

The findings were confirmed recently in a supplemental study by Mr. Jordan [TELECASTING, July 24].

Mr. Sprague said an RTMA board committee carefully analyzed the Jordan findings last May and unanimously recommended that it be published and widely distributed to sports organizations and other interested groups.

Main findings are:

1. The length of time a person has owned a television set directly influences his and his family's attendance at sports events.

2. When he first buys a set, attendance goes down temporarily. Later—after one season in most sports—attendance returns to normal.

3. After one to two years of ownership, the effective attendance rate is higher than that of non-owners. It is concluded that determining how much of this increase can be attributed to the greater interest in sports stimulated by TV. Sports fans were among the first to buy TV sets, so we would expect them to have a somewhat higher rate of attendance.

4. TV owners take other members of their family out to games more frequently than non-owners.

no financial outlay, it was said. Announcement of the agreement was made by Dan Reeves, president of Remington Rand, C. P. McFadden, manager, KNBH; Ray Cox, vice president and general manager, Herbert H. Horn, Inc., Southern California distributor for Admiral.
TV SET TAX

The TELEVISION industry last Thursday presented its view before the Senate Finance Committee on the proposed 10% federal excise tax on television sets at the manufacturing level.

The meeting, called in answer to an industry request, was held behind closed doors in executive session. Testimony was heard during the brief session from Dr. Allen B. DuMont, Allen B. DuMont Labs Inc. president and Radio-Television Mfrs. Assn. excise tax committee chairman. A. M. Freeman, RCA executive vice chairman, and David Graham, DuMont Labs, RTMA committee member, accompanied him.

Dr. DuMont was heard as the Senate committee, which early this month approved the TV set tax proposal [TELECASTING, Aug. 7], wound up its study of the House-approved "interim" tax revision measure. Hearing was called in response to protests filed Aug. 4 by NAB and RTMA.

Dr. DuMont told the committee the Treasury Dept.'s proposal to tax TV sets 10% would be contrary to the public interest and would fall as a burden on a new industry.

As a defense and war-time training medium, Dr. DuMont said, television can not be equalled for its training value nor for its effect as a public morale booster. He added that the industry is in a state of "flux" with technological changes continually taking place.

Dr. DuMont also called attention to operating losses both to many stations, restricted by the FCC freeze on new construction, and to television networks. Manufacturers, he continued, also have an investment in TV research and development to make up.

While the Finance committee concluded its chapter-by-chapter consideration of the tax revenue bill and voted to report the bill without dissent on Thursday, committee members agreed to take a final look at the completed report when it will be drafted about the middle of this week. Chairman George said he expected the bill to be in shape for Senate debate by Wednesday or Thursday.

CUBAN NETWORK

GETS RCA TV EQUIPMENT

A FULL complement of TV station equipment was shipped by air last week to Havana, Cuba, for use by the University Network of Cuba, RCA has announced. Two National Airplanes were used to carry the RCA shipment from Philadelphia International Airport.

Ceremonies were held at the airport prior to the flight on Aug. 15 with Cuban Consul General Nicolas E. Meneses, RCA executives, and National Airlines chiefs taking part. Transmission of speeches made was flown to Cuba with the shipment.

It is understood that URN will use the equipment for its key station in the Cuban TV network. Antonio Zamorano, representing Humara y Lasra, Cuban distributor of RCA products, disclosed that the network, one of the largest in Cuba, plans to launch extended TV program schedules this fall. Extensive baseball and other sports coverage is being planned.

Eventually the station will make up.

Equipment sent weighed more than 22,000 lbs. Included in the shipment were an 8,000 lb. 5 kw TV transmitter, transmitter console and antenna, complete field mobile unit, a complete recording room, three TV cameras, film projection equipment for 16mm, 35mm and slide operation and other studio facilities.

PHILCO ON ABC

To Sponsor McNeill Show

PHILCO CORP., Philadelphia, will sponsor the full hour of the Don McNeill TV Club on ABC-TV, starting Sept. 15. James H. Carmin, executive vice president of the Philco Corp., has announced.

Last week the show was scheduled to be sponsored for a half hour by Speidel Watchbands but at the last moment Philco picked up its first option. Management Speidel has bought another time on another network to start Sept. 18. The program, as yet undecided, will be presented Monday, 8-9:30 p.m. on NBC-TV. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for Speidel.

The Don McNeill TV show will originate in ABC's Civic Theatre in Chicago. It will utilize the radio program formula of Breakfast Club. Along with Mr. McNeill, Sam Cowling, "Aunt Fanny," Johnny Desmond and Patsy Lee, plus Eddy Beazline and his 14-piece orchestra, will be featured Hutchins Adm., New York, is the agency for Philco.

DuMONT DIVIDEND

Declared on Class A, B Stock

AN INTERIM dividend of 25 cents per share on DuMont Class A and B common stock, payable Sept. 20 to stockholders of record Sept. 6, was declared last week. Also, a regular quarterly dividend on preferred stock outstanding was declared, payable Oct. 1 to stockholders of record Sept. 15, of 25 cents.

DuMont directors also announced that before the end of the year, when a more complete review of the year's operations could be made, a further dividend would be considered. For the 24 weeks ending June 18, earnings after taxes and charges were $2,797,000.
HE OUTDRAWS 'EM ALL!

...He’s done it year in and year out on radio, movie screens, records and personal appearance tours. Now Gene Autry, greatest cowboy of them all, brings his phenomenal drawing power to television!

He’s got a sure-fire show.* First film series made expressly for TV by a top Western movie star, it’s loaded with action...features Gene and his horse Champion, Pat Buttram, Sheila Ryan, the Cass County Boys and all the Autry hands.

In the words of Variety: “Autry indicates that he can hold his own on video. He’s transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor.”


Want to put your brand on it? Just call your nearest Radio Sales representative. He’ll give you complete information—and tell you whether it’s still available in your area.

*A CBS-TV Syndicated Film series of half-hour Western films, each a complete drama. Represented exclusively by Radio Sales—New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles.
TELEVISION'S TOP SALES OPPORTUNITY

WILMINGTON — first in income per family among all U.S. metropolitan centers of 100,000 or over. Sales Management 1950 Survey of Buying Power.

DELAWARE — highest per capita retail store expenditure of any state, topped, only by D. of C. U.S. Census Bureau figures released 7/2/50.

Two Surveys covering the effect of television on school children were released within the last fortnight. In Evansville, Ill., 70% of the school children surveyed on television habits said TV does not harm them in any way, and 48% of their teachers reported dissatisfaction with the medium. Among the parents surveyed, 58% of those owning TV sets approved of children's programs in general.

In an attempt to measure the comparative educational effectiveness of radio and television, Don Lyon and Lawrence Myers, both of the Syracuse U. Radio and Television Center, report that grammar school students seem to have developed a critical sense about radio but none as yet for television. They also are more interested in television and seem to be able to recall more information from it than from radio.

Although Messrs. Lyon and Myers point out that their results are far from conclusive, they do feel that some trends appear to be indicated. They found students to be highly favorable in their comments on a test TV program. When asked what they liked about a special radio program, they responded in terms of specific dislikes.

Data in the Evanston survey was collected by Prof. Paul A. Witty, Northwestern U. faculty member in education, for a conference on developmental reading in elementary and secondary schools.

"The almost universal appeal of TV to children offers an unparalleled opportunity for influencing children in positive ways." The teacher said TV becomes "a real problem of morality chiefly in homes where parents permit it to become one." He explained that there is among parents a "curious mistrust of their own ability to deal with problems created by TV."

Parents and teachers of school children were divided sharply as to their approval or disapproval of television. Almost half of the teachers (46%) expressed dissatisfaction, decreeing "the low standard of the educational offering and the poor quality of entertainment."

More than a fourth (27%) admitted some "serious" limitations, but recognize TV's promise and potential as an educational force. Twenty-five percent expressed indifference.

55% Approve Programs

When surveying parents, Prof. Witty found that 58% of those owning TV sets approve of children's programs in general, 28% like certain programs only and 14% do not approve of children's shows. Among non-TV-owning parents, only 16% approved of children's shows on television.

Many parents said they approved of the medium because it keeps youngsters at home. Others said TV relaxes children "in the difficult period" before dinner. Many of the parents believe TV shows stimulate thought and imagination, and widen interests of children. Parental disapproval stemmed from a conviction that it in general "are too violent, too sensational, too stimulating and include too many westerns."

John Mock Surveys Set Owners

TV set owners report quality of sound reproduction will be almost as important as picture sharpness when they choose their next television set. This was reported by John Mock Industries last week after a survey among almost 200 families in the Chicago area. Viewers owned TV sets an average of 15.1 months.

The survey also pointed to the 10 points for a first choice in factors which would determine selection of the next TV set in the home, nine for the second and one on sound...<p>Weekly Television Summary — August 21, 1950, Telecasting Survey</p>
More and MORE advertisers in Greater Miami are learning that 32,000 television families, (125,000 viewers) tuned to Miami's only TV Station—WTVJ just can't be equalled by any one AM station of the 13 bidding for the audience in 121,000 radio homes. That's why more and MORE advertisers are using WTVJ, Florida's first and Miami's only Television Station.

More and more advertisers are switching to WTVJ. 45 national spot and program advertisers and 152 local advertisers are setting sales records with Television in Miami. Now programming eight hours daily, WTVJ presents the best shows of all four networks, plus top local talent from Florida's Gold Coast—recreation center of the Nation! Smart advertisers sell more on Channel 4 — WTVJ, Miami.
General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

**Cuts Tube Cost up to 85% saves you as much**

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Point-By-Point Comparison Shows Overwhelming G-E Advantages!

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G. E. TT-10-A</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
<th>Manufacturer C</th>
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<td>$1400</td>
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<td>No</td>
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<td>No</td>
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<tr>
<td>Vestigial Side Band Filter</td>
<td>Not Required</td>
<td>Required</td>
<td>Not Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

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Page 68 • August 21, 1950}

**Telecasting • Broadcasting**
A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

**Low Power Modulator** using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

**Built-In Clamp Circuits** eliminate the usual type of low frequency video distortion found in many input signals.

**Completely Self Contained and Air Cooled.** This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

**Saves Time—Quick Tube Change.** Every stage, including finals, equipped with plug-in sockets.

**Adjustable White Clipper** keeps predetermined modulation depth from being exceeded.

**Increased Safety.** High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: General Electric Company, Electronics Park, Syracuse, New York.
Telefile: WPIX

(Continued from page 62)

to our original idea of developing a strictly local station. We've put aside for the time being any ideas of developing programs suitable for a national audience. We're staying where we belong with our New York friends. We believe more firmly than ever that WPIX will become a major factor in New York television as New York's own good looking TV station. . .

When our budget will permit, we expect to spend more money on public service and entertainment programming. It is doubtful we will soon attempt the big budget shows now on the networks.

The entire television industry is booming. There is now some prospect that broadcasters may look forward to getting back a part of their investments. Thus far all others in the industry have had good profits out of television while broadcasters carried the loss. A change is due. It appears to be under way.

The second birthday of WPIX was a reasonably happy one. C. Bennett Larson, general manager of the station (who succeeded Mr. Coe in January 1950), and all of his associates are to be congratulated. The program department under Warren Wade has performed near miracles. The engineering staff under Tom Howard has performed miracles. The sales staff under Walter Duncan [who joined WPIX in February 1950] is rapidly developing a miraculous touch.

We expect our third birthday will be a truly happy one, with a solid spot in the New York television field, additional facilities under way, and a strong signal covering the metropolitan audience from the new Empire State transmitter tower.

Indicative of the station's growth in the past two years is its extended hours of operation, from 169 hours and 14 minutes in July 1948 (first full month of operation), to 228 hours and 30 minutes in May 1949 and to 374 hours and 2 minutes in May 1950.

Perhaps a more significant record of progress is shown by the number of sponsored hours for those months — 15 hours and 30 minutes (9% of the total air time) in July 1948; 80 hours and 15 minutes (34%) in May 1949; 203 hours and 24 minutes (55% in May 1950).

Currently the WPIX programs are 33.7% live studio shows, 21.3% remotes and 44.9% films. Commercial time is 54.4%; sustaining 45.6%. The commercial hours are divided into 73.3% fully sponsored and 26.7% participating.

While programming and sales have expanded over the past two years, the station organization has been streamlined as is shown in the following table:

<table>
<thead>
<tr>
<th>WPIX Personnel</th>
<th>1948</th>
<th>1950</th>
</tr>
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<tbody>
<tr>
<td>Film</td>
<td>45</td>
<td>47</td>
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<tr>
<td>Special Events</td>
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<td>32</td>
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<tr>
<td>Engineering</td>
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<td>21</td>
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<td>50</td>
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<tr>
<td>Sales</td>
<td>7</td>
<td>35</td>
</tr>
<tr>
<td>Public Relations</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>9</td>
<td>13</td>
</tr>
</tbody>
</table>

Program absorbed Film and Special Events. Sales absorbed Public Relations.

From a sheaf of WPIX success stories, the following are typical:

L. Sonnehorn Sons sponsored telecasts of midget auto races for Amalie Motor Oil, used TV only to improve the sales quotas set for the campaign. L. R. LaVies, sales manager, said: "Television provided a sales impact substantially more successful than any other media..."

Esquire Novelty Co., using a one-minute participation on the Saturday Six Gun Playhouse Western film, offered a sheriff's badge for 10 cents to anyone writing for it, drew more than 3,500 replies and renewed for 12 weeks. A multiple order deodorant was offered for 10 cents by a live announcement in connection with a 60-second film commercial. Eight slide presentations in a four-week period drew 2,275 letters and dimes.

Maclay Slingerizing Salons drew 350 telephone calls with a one-minute announcement on the Ted Steele Show, signed up 65 people for the $50 slingerizing course, total sales of $3,150 for an advertising cost of $100. Three one-minute participations for Revell's Shawn Perfume on the same program pulled 1,000 orders for $2 bottles of the perfume—$2,000 in sales for an advertising cost of $300.

More than 5,000 raincoats at $2.98 each were sold by mail through announcements on the Ted Steele and Night Owl Theatre programs. Lee Motors sold its entire stock of 1950 used cars, valued at over $100,000, with daily announcements on the Jimmy Powers program for 13 days.

Basic Rates

Base rate of WPIX under Rate Card No. 2, effective in March:

- $1,200 for a Class A hour, 7-10 p.m.;
- $720 for a Class B hour, 5-7 p.m. and 10-11 p.m.; and
- $460 for all other times.

Eight-second length is $150 in Class A time, $112 in Class B time and $75 at other times. Eight-second announcements are $90 in Class A time, $67 in Class B time and $45 at other times. Frequency discounts range from 15% for 13 times to 20% for 26 times, within one year.

WPIX has three studios in the News Bldg.: No. 1 measures 46 by 28 feet and is equipped with two cameras; No. 2 is 31 by 35 feet, with two cameras; the news studio is 15 by 21 feet, with one camera. The projection room has two 35mm projectors and two 16mm projectors, three slide projectors, two opaque projectors.

WPIX has two mobile units, each equipped with two cameras and three sets of microwave equipment. The transmitter is an RCA TT-5. All equipment is RCA except the two 35mm projectors, which are Simplex, modified by Rex Cole. Station's total investment in plant and equipment runs to about $1-$4,000,000.

This fall the WPIX transmitter will move from the News Bldg. to the Empire State Bldg., New York's highest tower, where WPIX will be joined by WJZ-TV, WNBC (TV), WNBT (TV) and WABD (TV).

The station is now installing a new TT-5 transmitter in the new location in preparation for the move.
S. A. Population Increases 60 Per Cent

Bank Deposits Indicate No Summer Slump

San Antonio's usual summer business slowdown failed to materialize judging by deposits in San Antonio banks.

The total deposits in the 14 general banks here as of June 30 was $397,012,834, reflecting more than the same period last year.

This increase in deposits is due to the summer trend.Deposits have dropped from $375,486,917 as of May 31 to $397,012,834 as of June 30 reporting dates due to a quarter business period closing summer.

The figure for mid-year, 1950, came within less than $475 million of equaling the postwar high mark of $500,000,175, set on Dec. 31, 1945. This record included more than 27 million in government deposits, since withdrawn.

S. A. to Have Medical Unit Of Texas U.

Establishment of a vast medical center in San Antonio was a step toward realization this week following the announcement a division of the postgraduate school of medicine of the University of Texas would be established here immediately.

Approval of the project was announced at Austin last Saturday by the University of Texas board of regents.

Financing of the training center will be made possible through the San Antonio Medical Foundation and the postgraduate school of medicine.

Robert J. Goodspeed, Jr., San Antonio's chief of the general branch of the Army Medical Center corps in the project.

Dr. James A. Bethel, who has been named chief of the unit, expects to have the program fully developed by the first of next year.

Approve Trade Zone As Shipping Point

North Loop Tex., now has been approved by all railroads as a feasible shipping point for San Antonio's new foreign trade zone, the Chamber of Commerce traffic committee was advised at a meeting Thursday.

J. A. Holmstrom, Jr., committee chairman, pointed out one reason for the decision was the demand for the same service.

C. J. Cuellar, manager of the Rice Railway Express Company, joined in hearing the Eastern and Western Pacific Southern Pacific applied to abandon this possession here and elsewhere.

He also announced that the railroad had made up its mind to continue service here through the second of June.

The proposal to suspend all trains to the south for one week and then to establish one train daily on the northbound from San Antonio to Houston.

Building Permits Ahead of 1949

Building permits issued in San Antonio for the first six months of 1950 showed a total of 828,199,864 compared with 486,797,731 for the same period last year, according to an announcement by Milton J. Love, building inspector.

Vote As You Please But Please Vote!

Results had an election in March of this year that only one choice—Joe's name was at the box on 100 per cent of those eligible voted.

San Antonio has an election coming up; this time the action will take place in 100 per cent, but in the past for 95 per cent of the voters.

It isn't too funny if the United States, and could happen
BRAZIL VIDEO

First Station On Air

BRAZIL's first television station went on the air from Sao Paulo last week, it was announced by Meade Brunet, RCA vice president and managing director of RCA International Division.

Owned and operated by Brazil's largest radio network, Emisoras Associadas, the new station operates from Sao Paulo's highest building, 520-foot State Bank Bldg., with studios in Sumare, a suburb (TELECASTING, Aug. 7).

RCA equipment, which was used throughout, includes a 3-bay superturnstile antenna, 520 feet above the street; a 5 kw transmitter operating on Channel 5, and complete studio facilities and mobile pickup units. Programs originating at Sumare are carried by microwaves to the main transmitter.

Contract for the installation was made through RCA's associated company in Brazil, Victor Radio S.A., and the director general of Emisoras Associadas, Dr. Assis Chateaubriand.

The Brazilian network, Mr. Brunet said, has purchased 11 RCA radio transmitters within the past four years, including two 50 kw transmitters on the ports of Bahia and Porto Alegre.

FILM MAKING

U.S. Product Better—Katz

Films for television can be made better and more reliably in this country than in Europe and the U.S. should not depend on European sources for new films on TV, according to Aaron Katz, president of Official Films Inc.

Mr. Katz made these observations after returning from a six-weeks tour of western European film capitals. Based on his findings in Europe, entirely new film will be made here rather than in Europe, Mr. Katz having directed an increase in the capitalization of Official Films.

"The European films I screened in the past few weeks—and I saw many—can in no way compete with the American product," Mr. Katz said. "The best programs for television are not merely imitations of the theatre or feature films. TV is a new medium. As such it requires new technique—new kinds of entertainment."

AUTHORS LEAGUE

TV Bargaining Sought

BARGAINING negotiations for TV writers within 30 days were requested last week in New York of ABC, CBS and NBC by the National Television Committee of the Authors League of America.

Enclosed with the NTC letter to the networks were objections by Authors League President Oscar Hammerstein II setting forth NTC's asserted right to represent 7,500 writers in the Authors Drama Writers and Screen Guilds and in the Television Writers Group. The latter's status is disputed within the league, and NTC would not permit collective bargaining until such time as the dispute is settled.

Terms to be sought from the networks were not disclosed. However, at least the present radio writer minimums are expected to be demanded, subject possibly to adjustments in return for reservations to writers of all secondary rights.

NTC's action followed discussions in New York between John Larkin, national representative of the writers in branch of the league, and Richard Lewine and Olive H. P. Garrett, chairmen respectively of the eastern and western branches of NTC.

WNBO (TV) EXPANDS

 Will Add Five Hours

IN LINE with client demands for more viewing time, WNBO (TV) Chicago, NBC O & O outlet, plans to extend week-day programming five hours daily before the end of the year. Station is now on the air week days from 4 p.m. until midnight, Saturdays, 6 to 11:30 p.m. and Sundays, 3:30 until 11 p.m.

TV Manager Jules Herbeaux will program backwards from 2 p.m. Tuesday to 2 a.m. on Friday in order to give NBC's "Kukla, Fran & Ollie" (five-a-week, 6 to 6:30 p.m.) moves to network time. Show should be expanded from 2 to 3 p.m. with another network hour following. Hours from 11 a.m. until 2 p.m. will be filled locally.

Mars, Kellogg Renew

MARS INC., Chicago (candy) and Kellogg Co., Battle Creek (rice krispies, cereals), have renewed five quarter-hour segments of Howdy Doody on NBC-TV through Lent. Mars buys the half-hour spot for 15 weeks, Kellogg the 3:30-4:45 p.m. CDT portion of the half-hour, five-week-a-week show on Tuesday and Thursday on 57 cable and four non-cable stations from Sept. 5 to Nov. 5 weeks. Mars will sponsor three quarters, 4:45-5 p.m. Monday and 4:30-4:45 p.m. Wednesday and Friday, from Sept. 4 for 15 weeks, on 27 cable and 14 non-cable outlets Monday and 26 interconnected stations the other two days.
WTOP-TV
(formerly WOIC)

The Washington Post-CBS Television Station
for the Nation's Capital

announces the appointment of

RADIO SALES

Radio and Television Stations Representative...CBS

as its national sales representative

(This appointment became effective July 28, 1950)
WORLD SERIES

Bids Reach $700,000

BIDDING for television rights to the World Series reached a whopping $700,000 on the eve of the deadline for submission of bids.

The price offered for the rights reached that figure over the weekend as a result of spirited bidding by DuMont Television Network, which reportedly has Chevrolet backing it, and by Gillette Safety Razor Co., which has a contract with organized baseball guaranteeing it first refusal to both television and radio rights to the games.

The negotiations centered in Detroit, headquarters of both Campbell-Ewald, the agency for Chevrolet (and for DuMont Labs.) and Moxon Inc., agency for Gillette.

Under Gillette’s basic agreement with baseball, the razor company is guaranteed both television and radio rights to the World Series providing it matches any rival bids. Radio rights already have been reserved by Gillette at a reported price of $175,000. The radio version of the games will be broadcast on Mutual, with which Gillette is in competition for both radio and television broadcasts of games.

As of last Friday morning DuMont had boosted its bid to $700,000 and Gillette had matched it. The deadline for a counter bid by DuMont has been extended several times.

At press time, it could not be learned whether DuMont intended to continue bidding.

SPECIAL SECTIONS

Herold WKZO-TV Telecasts

WHEN WKZO-TV, Kalamazoo, Mich., began preparatory studio programming last month, three of the area’s newspapers printed special television section heralding the event. Full coverage was given by The Kalamazoo Gazette, The Grand Rapids Herald and The Battle Creek Enquirer and News.

WKZO-TV first opened June 1 (11 a.m., May 29). Owned and operated by Fetzer Broadcasting Co., the outlet is licensed for Channel 3 (60-66 mc).

Philco TV Spots

A SERIES of spots, one 60-second and four 20-seconds, has been produced for Philco television by Murphy-Lillies Inc., New York, through Hutchins Advertising Co., New York, for use by the local Philco distributors. Latter firms use the spots on a local basis.

UHF Grant

NEW experimental HF mobile broadcasting station has been granted by the Federal Communications Commission to Philco Corp. by FCC. Assigned call of KG2XWC, the station will operate on 517-523 mc and 700-706 mc aural power of 5 w.

NATIONAL TELEVISION PRODUCTIONS, new firm established in Hollywood, is filming television commercial shorts. Also doing narrations for commercials, is Bill Harmer, formerly cartoonist and special artist for Air Force, named art director for series of 52 TV film shorts to be produced by Courmey Productions, Los Angeles.

Atlantic Television Corp., New York, has acquired six Dr. Christian feature films with Jean Hersholt as two main characters purchased by company include: “Li’l Abner” (Al Capp United Feature comedy), “Flying Deuces” (Laurel and Hardy), “Pride of the Bowery” (East Side kids) and “Arizona Thoroughbred” (wild horse film). Firm’s plan is to develop one reel short news series featuring serious series stars.

Washington Video Productions has moved to new quarters at 1905 Fairview Ave., N. E., Washington, D. C. New phone number 6-6823. Temporarily, studio is located at 4-4826.

Filmmaker Productions, Hollywood, signed by ABC-TV to produce 32 half-hour TV films based on “Mandrake the Magician” comic strips.

Harry S. Goodman Productions, New York, introducing two new lines of television film, one series of syndicated spots for bakeries, jewelry stores, banks, etc., and one 15-minute dance instruction film titled “You Can Dance,” featuring Joe and Libby Champagne. Dance series has been sold in Rochester, N. Y., through Charles Rumrill Adv. Agency to local wine account. Book of instructions can be given away by sponsor as special promotion.

Jerry Fairbanks Productions, Hollywood, planning production of series of 26 half-hour TV programs What Ever Happened to... featuring former familiar personalities in “then and now” story. Firm has acquired films from newreels and old motion pictures to show former headlines at height of success. New footage will show same personalities today. Harry W. Flannery, radio newswriter, will act as commentator and interviewer. Firm recently completed two half-hour pilot films for Spike Jones and partner Ralph Wonders, featuring Mr. Jones and orchestra.

John Reinhardt Productions is formed in Los Angeles. John Reinhardt, motion picture director, and Betty Brown to produce puppet films for TV. Films titled From Mars to Mars are to be half-hour feature for both adult and child consumption. Production of series to start soon. Firm’s new studios are at 3770 N. Cahuenga Blvd. Agency handling sale and distribution, Paul Kohner Inc., Hollywood.


M & A Alexander, Los Angeles, acquires rights to 16 Range Buster western film series, from George Wuster, producer of series for Monogram Pictures Corp. Series to be divided into 35 half-hour programs. Plans to produce other films based on main characters. Super-21 series, manufactured by Tressell Television Productions, Chicago, announce price increase of 20%. President George Tressell said increase will not affect leasing price of instrument. Six stations have leased new model, most recent WSM-TV Nashville and WOC-TV Davenport. INS distributes and services Super-Projectal.

* * *

Trio Pictures, Los Angeles, completed filming of first five half-hour dramatic programs for General Advertising, San Francisco.

ABC-TV has completed two new productions, Vivak, the Alcoholic Beverage, and World Book of the Early Days. As of this writing, one program has been completed and one program is nearing completion.

The setting of the series to be shown this week is a small town in America’s West, where life is lived at a leisurely pace with a minimum of complications. Two families, the Albright and the Flanders, are the focus of the series: Mr. and Mrs. Albright, their children, and two families with whom they are related. The plots of the programs deal with family and community life. Stories are novelized in weekly newspapers.

ANNOUNCED by the Wilshire Broadcasting Co., owners of KTLA, Los Angeles, will be featured in a new half-hour dramatic series, Five Days With Dede. Written and directed by Norm Lewis, the series will feature Debra Hager, Stella Haines, Dan Riley, William H. Perl, and Janet Bowes. Plan to air the series in early 1951.

Filmmaker to produce a half-hour, color series, This Week in Hawaii, for Mutual TV National Sales, Chicago. First show, featuring Dorothy Lamour and Hula girls, will be telecast from Honolulu December 10th and will feature the beauty of the Hawaiian island. Scheduled to air coast-to-coast on Mutual’s Monday Night Network. Syndicated syndication for Mutual TV.

John Reinhardt Productions plans to produce a half-hour, color series, Coming Up, for ABC. The series will feature celebrities from the music, entertainment and sports fields. First show, featuring Frank Sinatra and Donn Brooks, will air on ABC midnights beginning December 10th. Syndicated for ABC.

WPTZ (TV) SALES

All-Time High Expected

AN ALL-TIME commercial mark is expected to be reached by WPTZ (TV), Philadelphia this year, Commercial Manager Alexander W. Dannenbaum Jr. has reported. He said new highs for spot and participation business at WPTZ soon may find all time available for participation.

Mr. Dannenbaum also said that this fall will see more sponsored program hours than WPTZ had air time less than a year ago. As a consequence of the increased business, he said, WPTZ is expanding operating hours to accommodate regular sustaining features, educational series, public service programs, etc. By the end of day-light saving time, Mr. Dannenbaum continued, it will be nearly impossible to buy program time on the station between 2 p.m. and midnight.

“Every locally sponsored program carried by WPTZ last season has renewed,” Mr. Dannenbaum said. “Additionally, we feel WPTZ, hitting the all-time high commercial mark in its 11 years of operation. Sponsors are showing increased interest in daytime television and this will result in even better day-time television programs.”

WSM-TV CARNIVAL

Five-Day Event Is Held

HERALDED by an “all-out” newspaper promotion, WSM-TV Nashville last week-Aug. 13-17—held what promotion critics considered the world’s first television carnival.

In cooperation with 16 TV set distributors, WSM-TV presented the show in two huge tents at State Fairgrounds. More than 100 WSM personalities appeared before the TV cameras during the five-day show and 10 television receivers were given away, two each night. Latest model sets were displayed in a tent 300 feet long.

On Aug. 13, opening day of the carnival, The Nashville Tennessean published a 60-page television section, believed by WSM-TV officials to be the largest ever to appear in a newspaper.
ANOTHER WGN-TV EXCLUSIVE!
The Only Television Station with Studios at the Chicago Fair

WGN's Television Center at the Chicago Fair

Hundreds watch through glass wall as WGN-TV's programs are telecast from the Chicago Fair Studios

Crowds see modern television equipment and the latest model television sets in action

Chicago's top TV station again blazes the way. The studios at the Chicago Fair represent one of the greatest joint civic enterprises ever attempted. Another reason why WGN-TV gets results. Another reason why WGN-TV has more spot business than any other station in the nation.
Godfrey Leads July Videodex

JAY & GRAHAM Organization, Chicago, has released the top 10 network shows for July in its latest Videodex report:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. TV Homes Reached</th>
<th>No. Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Godfrey and Friends</td>
<td>37.0</td>
<td>1657.3</td>
<td>16</td>
</tr>
<tr>
<td>2. Toast of the Town</td>
<td>35.4</td>
<td>1680.6</td>
<td>16</td>
</tr>
<tr>
<td>3. Philco TV Playhouse</td>
<td>34.7</td>
<td>1482.9</td>
<td>15</td>
</tr>
<tr>
<td>4. All Star Game</td>
<td>27.0</td>
<td>1175.3</td>
<td>16</td>
</tr>
<tr>
<td>5. Original Amateur Hour</td>
<td>26.7</td>
<td>1271.7</td>
<td>16</td>
</tr>
<tr>
<td>6. Kraft TV Theatre</td>
<td>26.3</td>
<td>1360.6</td>
<td>16</td>
</tr>
<tr>
<td>7. The Big Story</td>
<td>24.1</td>
<td>903.9</td>
<td>12</td>
</tr>
<tr>
<td>8. Shop the Music</td>
<td>23.7</td>
<td>1155.3</td>
<td>17</td>
</tr>
<tr>
<td>9. The Real Ban</td>
<td>23.5</td>
<td>868.2</td>
<td>11</td>
</tr>
<tr>
<td>10. Your Hit Parade and wrestling (DuMont)</td>
<td>22.3</td>
<td>826.7</td>
<td>9</td>
</tr>
</tbody>
</table>

Videodex reports cover 17 cable markets and Los Angeles.

Points for Parents On TV Viewing

RATHER than disrupt the family in the home, television can serve it, according to an article on TV printed in the September issue of Better Homes & Gardens. Co-authors Dorothy Diamond and Frances Tennebaum point out that it is the parents who can make television, an added incentive to learning or they can contribute toward the child's delinquency. TV, the article brings out, has merits which outweigh disadvantages. The authors stress that parents often set the example in viewing and that when, even after taste is maintained in selecting TV fare, the programs are "bad," adult viewers, by making their judgments known, "have the chance" to shape TV's future.

Hakim Joins DuMont

GEORGE M. HAKIM, account executive for the George Kahn Advertising Agency, New York, has joined the Allen B. DuMont Labs as assistant advertising manager in charge of cooperative advertising. Before joining the Kahn agency, he had his own advertising firm.

n N. Y.-Chicago Relay

(Continued from page 61)

that there are not enough facilities to go around they should be split evenly, each network receiving 25% of the available time.

Prior to leaving for the Far East to cover the war in Korea, Sandy Spillman (center), program director, KPIX (TV) San Francisco, and Forrester Marshell (left), production supervisor, discuss the situation with Philip G. Lasky, vice president and general manager, KSFO KPIX San Francisco. Station says its reporters were the first TV men accredited to cover the conflict.

Station Income

(Continued from page 61)

uary 1949 and which, therefore, had less than a full year of operation, the approximate average monthly operating cost was $24,000. Such stations employed a staff of about 24 persons. Any apparent indications are that the financial outlook of television broadcasting will continue to improve during 1950. An increasing number of stations will, undoubtedly, be "in the black" when the year end results are calculated.

However, the television broadcasting industry—as a composite whole—will, undoubtedly, present a "red ink picture" for 1950 even though the relationship between income and expenses will naturally improve over last year.

RCA TRADE NAMES Cancels 4 Registrations

RCA has requested the U. S. Patent Office to cancel its registration of "Iconoscope," "Kinescope," "Orthicon" and "Acorn," and thus permit those trade names to become part of the public domain, it was announced last week by RCA President Frank M. Folsom. The "Iconoscope" was the first electronic "eye" of the television camera," the "Kinescope" a picture tube of TV receivers, the "Orthicon" and improved TV pick-up tube, and the "Acorn" a tiny radio tube for portable sets.

Mr. Folsom said that now with television having become established, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating programs in the radio and electronic fields."

KRON-TV San Francisco will increase programming to seven days weekly beginning in September.

nothing but smiles under our umbrella!
News that reaches you in less than a second!

How mobile television vans flash pictures from the field

No. 8 in a series outlining high points in television history

Photos from the historical collection of RCA

A fire starts somewhere miles away from your home, yet you are on the scene in a jiffy—perhaps as fast as the firemen's first hook and ladder!

This is television reporting—virtually, by any practical measurement, instantaneous—and making all other methods of news coverage seem slow. Behind it are basic research developments from RCA Laboratories.

"Eyes" of the mobile television vans which gather spot news are supersensitive RCA image orthicon television cameras, which "see" in the dimmest light. This sensitivity, since the light at a news event is usually outside human control, is a definite must.

Developed by RCA scientists on principles uncovered by its parent the iconoscope, an image orthicon pick-up tube is essentially three tubes in one. A phototube first converts the visual image into an electron image. This is then "scanned" by the electron beam of a cathode ray tube—creating a radio signal. An electron multiplier next takes the signal and amplifies its strength for the trip through circuits to the transmitter.

Such compactness is characteristic of every operation that goes on inside a mobile television van, and RCA engineers have designed television equipment—which might fill entire rooms in a standard studio—to fit the limited space of a truck. Yet every studio facility is present, even monitoring equipment and cameras that can swing quickly from a wide-angle view to a close-up.

Interesting, too, is the technique by which these mobile vans flash what the camera sees back to the point of telecast. Sharply focused directional radio beams are used to carry the signal with a minimum loss of power.

More and more, as television spreads across the country, you may expect it to play a larger part in getting news to the public fast. And you may expect, from RCA Laboratories, developments which will continue to increase the effectiveness of mobile television vans.
ATLANTA MERGER  
ANI TV Decision  
Deadline Set  

FCC Ruled last week that Atlanta Newspapers Inc., new firm formed with the merger of the Atlanta Journal and Constitution radio and newspaper properties, must elect by Sept. 8 whether it will retain the Journal's WSB-TV or the Constitution's WCON-TV.

ANI was given notice Thursday in a letter responding to its request for authority to operate WCON-TV (Channel 2) experimentally for six months or more with effective radiated power of 60 kw visual and 26.3 kw aural in order to make propagation measurements in cooperation with the National Bureau of Standards and FCC's engineering research division. The proposal also contemplated use of WSB-TV, which is providing a regular TV service on Channel 8, in the test measurements.

In its letter the Commission noted that Atlanta Newspapers had said, that after the merger, it would give up one of the stations—probably WSB-TV on Channel 8—in accordance with FCC's duopoly rule; that apparently WCON-TV's construction has been completed though it has operated with test pattern only, and that accordingly ANI must decide which of the stations it wishes to retain.

The Commission conceded, however, that the planned tests are designed to secure tropospheric propagation and other data "which should be of value to the Commission." But it claimed WCON-TV's use of 50 kw power is inconsistent with FCC rules, "since it involves an increase in the power and service area of a commercial television station which might unduly complicate any changes in the television allocation plan arising out of the pending proceedings."

FCC suggested therefore that if ANI wishes to conduct its experiment using WCON-TV's present power and antenna height, then the Commission—after ANI has elected which of the two stations it wishes to retain—"would consider" granting a special temporary authorization to make the tests using "the facilities of the station you have surrendered."

Spokesmen for ANI, however, claimed FCC's letter reflected at least three flaws.

FCC "Errred"  
First, they said, the Commission erred in concluding that WCON-TV is in readiness for an application for regular license. Its antenna system is not working properly, they asserted, and an extended period of time is needed to put it in order.

Further, they said, FCC misconstrued its duopoly rules. They pointed out that only WSB-TV is in licensed operation; that WCON-TV will not be a "station" within the meaning of the rules until licensed for regular commercial operation, and has not been operated at all since the merger.

Third flaw was seen in FCC's reasoning that experimental operation of WCON-TV with increased power "might unduly complicate pending allocation plans. They claimed the purpose of the proposed experimentation was to determine what effect the increased power might have on allocations, and that FCC's language implied a fear that use of 50 kw would show up defects in the allocation proposal which FCC is considering.

In directing ANI to choose between WSB-TV and WCON-TV, FCC said decision to retain WSB-TV should be followed by submission of the WCON-TV construction permit for cancellation by Sept. 8. If WCON-TV is to be retained, ANI was told that by Sept. 30 it must file an application for license and a request for permission to commence program tests not later than Oct. 10, and surrender the WSB-TV license for cancellation effective with WCON-TV's commencement of program tests.

Pending ANI's decision on these points, FCC said it would hold in abeyance the pending applications for extension of completion date of WCON-TV and for the requested experimental authority.

Atlanta Newspapers was formed upon the merger of the Journal and Constitution properties, and is controlled by the James M. Cox interests, which previously owned the Journal and WSB [Broadcasting, April 3, 10, May 22].

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The Gray TELOP makes PROFITS GROW for TV Stations  
DUAL PROJECTION  
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT  
with NO KEYSTONING  

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Upcoming

NAB District Meetings
Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.
Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.
Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs-WCON.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.
Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.
Oct. 1-2: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 5-6: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 16-17: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.
Aug. 28-30: Canadian Assn. of Broadcasters directors meeting, Jasper Park Lodge, Jasper, Alta.
DIRECT NETWORK STARTS SEPT. 30TH
65 HOURS A WEEK ON WOW-TV

Good Spot Buys Scarce—But Still Available!

With TV Set sales crowding 30,000 — and 50,000 expected by year’s end — it’ll be a great year for WOW-TV, Omaha.

65 to 70 Hours — mostly NBC and Dumont — is all set! — Also all Cornhusker Football games, World’s Series, Boxing, Wrestling and Local features.

Wire or Telephone now your nearest John Blair man or WEBster 3400 at Omaha

WOW-TV

CHANNEL SIX

Owned And Operated By Radio Station WOW, Inc.
OMAHA, NEBRASKA
FRANCIS P. MATTHEWS, President
JOHN BLAIR & CO., Representatives
LYLE DeMOSS, Acting General Manager.
Southwest

(Continued from page 58)

ness will be, we remember that during
the last years in wartime we had more
business than we could handle. It's just a
natural trend. I'm optimistic."

Here and there, while conceding that
war ordinarily is accompanied by business
expansion, some Southwest radio people
predicted the rosy outlook on the absence of
any adverse effect on the domestic econ-
ymy. But such reservations were more
in the nature of the knock-
on-wood afterthought.

James Kirksmith, director of sta-
tion relations of Liberty Broadcast-
ing System, Dallas, with 231 affili-
ated stations coast-to-coast, said
"business looks very good." He
added: "Things have improved in
the last three months. Due to the
war situation, TV is going to slow
down and AM is going to speed up as a
medium of advertising. Outlook is
certainly brighter this fall than last.
More people have more money to
tspend."

Mr. Kirksmith voiced his view that
the smaller stations would come in for a
larger share of national business.

Backing up the optimism of Tex-
ans in the business of selling time
are the plans and programs of
t hose buying the time—the spon-
ors.

Take the Frito Co., Dallas, for
example. This company sells its
product heavily in its home region
of the Southwest, but also across
the country. Says Ray Glenn,
president of Glenn Advertising,
Fort Worth, Dallas, Los Angeles
and Tyler, Tex., handling Fritos:
"We'll be using more radio this fall
than ever before, and all across the
country."

Including radio and TV, Mr.
Glenn estimated the Frito organi-
zation, which also sells Chester's
and Tatoos in addition to the familiar
Fritos (corn chips), will have a
budget 60% higher for the coming
season over the previous year.

Among markets where Frito will
be in evidence both in AM and TV
will be notably the key Texas
markets but Minneapolis-St. Paul,
Chicago, Los Angeles, New York,
Washington, Pittsburgh, San Diego,
Phoenix, St. Louis, to name several.

Mr. Glenn's overall comment was
that "business is looking very
good."

Clients Fare Well

Philip L. McHugh, director of
radio and television of Tracy-Locke
Co., Dallas, which handles the
Borden's account in a five-state
Southern Division and Burris Mill
and Elevator Co. (Light Crust flour)
on 167 Mutual stations, among others,
states the situation in these con-
vincing terms:

"Everyone of our clients is doing
about the best business they've
done. We think the outlook is very
good. We'll probably expand in TV,
and certainly intend to cut down any
on AM."

Borden's has a campaign running
through next spring in 26 markets
in Texas, Oklahoma, Arkansas,
Louisiana and Mississippi.

Light Crust's Monday, Wednesday,
Friday show on Mutual will
go on, and will be used this fall for a
big contest plugging industry in the
South. Details will be announced in
a few weeks.

Among other Tracy-Locke ac-
counts, also using radio, will be
Milk Bount, Bread, Resilient Hats,
and Imperial Sugar Co.

"We're doing an awful lot of
spot this fall," Mr. McHugh added.

Other clients have plans for
breaking into TV, or expanding, in a
fairly substantial fashion.

Continental to Increase

Continental Bus System, operating
cost-to-coast and said to be the
country's largest independent
bus operation, is also possibly the
largest user of radio for selling bus
transportation.

This company, with headquarters
in Dallas, has been consistently
using radio through the year in 23
states and about 120 markets rang-
ing roughly from Raleigh, N. C.,
on the east to San Francisco on the
west, to Kansas City, St. Louis,
Denver, on the north, and south to
Miami.

We anticipate a heavier sched-
ule for Continental Trailways this
fall, roughly 10% higher," says Bob
Stuart, radio-TV director of Lan-
nan & Sanders, for the account.
CARD DISTRIBUTION

WDNK Columbus, Ga., issues promotion piece in form of sign, "Please don't disturb... listening" to WDAK... 1940 on every dial.
Red card shows reclining figure of cotton picker listening to radio. Gold card attached for easy hanging on radio dials.

UNIFICATION

WMGB Richmond, Va., presented half-hour program on which recruiting officers of four branches of armed forces appeared. Latest recruiting message of respective branches discussed by officers in order that prospective enlistments might have all facts presented at one time with no partiality being shown. Show was public interest activity by WMGB.

MORE MAPS

KGW Portland, Ore., WNAS Yankton, S. D., and KTED Laguna Beach, Calif., sending maps of Korea to interested listeners. All stations announce venture has met with overwhelming success.

HELLO MOM

WAVZ New Haven keeps mothers informed on children away at summer camps. Daniel W. Kops, vice president and general manager of station, also chairman of Camp Committee of New Haven Council of Social Agencies, recorded messages from children to their mothers with assistance of staff reporter George Duffy. Messages broadcast every hour to mothers alerted beforehand to tune in WAVZ.

FARM PROGRAM

WBAW Lafayette, Ind. sends informative program list to trade and public. Composed as monthly schedule, services to farmers and homemakers are divided into markets, weather, news, forum topics and shows of interest to mothers.
Day and time are given, as well as specific matters to be discussed. Included also are Purdue U. school of the air shows.

SPOT INTERVIEWS

WOOD Grand Rapids, Mich., conducts five weekly, 15-minute show direct from Michigan National Guard encampment at Grayling. Accompanying 120th Infantry Regiment from Grand Rapids, Announcer Eddie Chase taped interviews with guardsmen on firing range, at K. F., in bivouac, along line of march, at obstacle course and on other military activities.

BABY CONTEST

WBBY Ft. Lauderdale, Fla., took the air this month accompanied by Baby Personality Contest. Children competed according to age, with winners in each group weekly, and grand awards given. Contest began in late June. Additional promotion by station was distribution of pink and blue cards to be attached to listener's radio sets. Cards bear station's call letters and show its "top" position in list of local stations' frequencies.

SERVICES MAILED

WRFD Worthington, Ohio, sends series of post cards to trade, each bearing data concerning station's progress. Increases in listenership, cleanliness of signal, improvement of programming and business are proclaimed.

SPONSORS PLUG

WPTR Albany, N. Y., Aug. 10 began series of station identifications using voices of station's sponsors in bed advertising. Sponsors introduce themselves, make station break, then plug their favorite WPTR programs.

UN SESSIONS

WFIL Philadelphia as public service for nighttime listeners schedules delay broadcasts of United Nations Security Council sessions aired earlier in day by ABC, in network affiliation. Four daytime broadcasts rescheduled for 10 p.m. in first week following Soviet return to Council. Others planned.

MISS OMAHA

KMTV (TV) Omaha, Neb., telecast eliminations for "Miss Omaha of 1950" competition. Entire contest was telecast from studios, including competition Aug. 5 for "Miss Nebraska" title.

WCCO GRAPHS

WCCO Minneapolis-St. Paul circulates three-page graph showing (1) Hooper April 1950 average evening rates, (2) effect of TV on stations in area, based on BMR March 1949 survey and (3) costs per thousand families reached in half-hour evening time, giving WCCO rates as compared with other area stations.

OLD HANDSOME

WTWA Thomson, Ga., publishes occasional ads in Mc- Duffie Progress, weekly newspaper in Thomson. First ad showed Edgar Kobak Jr., station's manager, at age of 16 in high school baseball uniform. Copy informed readers, "This man is available... That's right—Old Handsome is available for any and all pitching engagements... If you characters don't have anything else to do you can hear this Wonderful, Lovable Person..." Shout time and station's call letters followed. Next ad read, in part, "Sorry Folks, we're NOT going to print a picture of Old Lovable this week. Too many women swooned the last time." Readers are urged to tune in to the "Great, Handsome, Lovable... One and only Kobak."

TRANS-ATLANTIC QUIZ

WCOF Boston completing arrangements with BBC for trans-Atlantic quiz series for fall broadcast over WCOF and Light Program Service of BBC Program, titled International Quiz, will pit British college students against Hub college students via shortwave.

MARKET PICTURE

KCKN Kansas City releases attractive market folder bearing slogan: "For a brighter market future... look to Greater Kansas City... high in buying power..." Showing by map, effective day and night coverage, KCKN's folder gives data on counties, population, radio homes, buying income, retail sales.

FAIR COVERAGE

WBHM Chicago Farm Director Harry Campbell reported events directly from Illinois State Fair at Springfield last week. Visit to Illinois Fair first of three state fairs he will cover this year. Transcribed interviews with state officials, dignitaries, visitors, exhibitors, prize winners, etc., heard following morning on WBBM's Country Hour.

TRACK SPONSORS

WBNS-WELD (FM) Columbus, Ohio, sponsors 1950 Central Ohio Junior Olympics supervised by Columbus Recreation Dept. WBNS broadcast track and field events Aug. 11-12 from Ohio Stadium. Station presented medal to first, second and third place winners in each event.

BIRTHDAY PARTY

WTVB Coldwater, Mich., Aug. 7 celebrated first anniversary of service to tri-state area. During special, 20-minute broadcast, some 300 children and grownups gathered at local ice cream parlor were served ice cream and individual iced WTVB cakes.

ADVERTISING FOIL

WEA (FM) Evanston, Ill., mailing attractive promotion piece featuring rolled packages aluminum foil used in miscellaneous household tasks. Mailing label suggests recipients "take this aluminum foil home. It's wonderful for wrapping leftovers." Continuing, message suggests prospective clients wrap advertising problems in "nice, neat and inexpensive package," by using WEA.

LANG-WORTH FEATURE PROGRAMS, INC.

SELL SOFT DRINKS!
the 1950 BROADCASTING MARKETBOOK featuring SPOT RATE FINDER

...the most valuable tool for evaluating markets, radio TV time buying in years.

Sells separately for $1.00

This 250-page MARKETBOOK will be sent free to new BROADCASTING subscribers upon receipt of order.

Here in one complete book are all the essential facts and spot rate figures for buying/selling AM FM TV time. Three-color 25” x 35” radio TV map included with each MARKETBOOK.

FREE TO NEW SUBSCRIBERS

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COMPANY

STREET

CITY ZONE STATE

Page 82 • August 21, 1950

O’CONNOR PLANS

Tenn. Survey Firm Expands

IN line with expansion plans, the O’Connor Survey Co. Inc., Knoxville, Tenn., operator of O’Connor Radio Surveys, has announced it will move into new offices in the Vester Bldg., Knoxville, on or about Sept. 1.

Firm also announced the appointment of Virginia Anderson as assistant to Bernie M. O’Connor, president. Miss Anderson is a recent graduate of the U. of Tennessee College of Business Administration. Further additions to the staff will be announced later, the president said.

O’Connor Radio Surveys has been in operation for the past three years and has conducted surveys both by the coincidental telephone and diary methods.

KID GRANT

Remanded to Examiner

INITIAL decision to grant KID Idaho Falls, Idaho, change in facilities from 5 kw day 500 w night on 1350 kc to 5 kw, 1 kw night on 580 kc has been set aside by the FCC and remanded to the hearing examiner for further proceeding. Action was requested in petitions by WOW Omaha and FCC’s general counsel.

The petitions contended that the KID technical presentation was based on transmission values and a site assumed for KSUB Cedar City, Utah, which since have been proven inaccurate. Hence this would affect the interference WOW might expect from the proposed KID operation, FCC said.

FCC ordered the further hearing to receive “appropriate evidence as to the populations and areas now receiving service from stations KSUB and WOW which would receive interference from the operation of station KID.” The initial grant had been made in February [BROADCASTING, Feb. 13].

KXD El Centro, Calif., has reported 15% increase in billings for first six months of 1950 over same period last year.

SALESMEN!

For BIG Results
In This BIG Market
Use The BIG Station!

O’Connor Survey

BROADCASTING • Telecasting

Salesmen! For BIG Results In This BIG Market Use The BIG Station!

O’Connor Survey Co. Inc., 870 Press Bldg., Washington 4, D. C.

SALESMEN! For BIG Results In This BIG Market Use The BIG Station!

O’Connor Survey Co. Inc., 870 Press Bldg., Washington 4, D. C.

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SALESMEN! For BIG Results In This BIG Market Use The BIG Station!

O’Connor Survey Co. Inc., 870 Press Bldg., Washington 4, D. C.
Midwest
(Continued from page 85)
high level, we will continue our usual radio and TV schedule. If we find ourselves limited in products to produce, we will have to withdraw from some schedules, as we did during World War II," he said.

Mr. Waddington noted a "softening, attributable to less radio listening, in larger markets like New York, Chicago, Philadelphia and Baltimore." He said Miles would like to use more spot radio to supplement campaigns in specific markets, "but we have been unable to find availabilities."

Miles Labs Plans
Miles Labs sponsors seven network radio shows: Quiz Kids (NBC), Hill Top House (CBS), Curt Massey Time (CBS), News of the World (NBC), One Man's Family (NBC), Ladies' Fair (MBS), and Queen for a Day (MBS). In the fall the client expects to order a radio spot campaign in three New York markets for Nirvrene. Miles also sponsors a TV version of Quiz Kids on NBC-TV.

The agency for Miles, Wade Advertising, Chicago, buys 30-minute square dances each Saturday on Chicago, Minneapolis, Des Moines and Yankton radio stations for Murphy Products (feeds).

Radio must be relied on in non-television markets, according to Nate Perlestein, advertising manager of Pabst. Perlestein added: "Radio is also needed to reach the many persons in large cities who are habitual radio listeners and have not deserted the medium for television," he said. "It is unwise to say that radio is going down and TV up. Both fill a vital need in the life of every American."

Pabst Policy
Mr. Perlestein noted that Pabst advertising has always been of the public interest-institutional type. "If the world crisis fades into an all-out war, we will continue with this advertising policy," he said.

General Mills expects to carry all of its present radio properties through June, said Lowry Crites, vice president in charge of media. "Both radio and television will probably be up," he predicted. Tatham-Laird, Chicago, one of General Mills' four agencies, buys Today in Hollywood (ABC) and a portion of the Breakfast Club (ABC) for Kix.

The agency's radio and television supervisor, George Bolas, reports increases in both media for radio "because we have found a few more places where it fits the client's particular picture and is more effective than other media."

Botoch Brand, through T-L, is organizing a four-to-six-week AM spot campaign, in spite of yarn shortages.

S. C. Johnson & Son will continue advertising, "even if we have to scratch for raw materials and can't get our products out in volume," according to Will Connolly, advertising manager. In the event of an emergency, "we will support various patriotic drives and play down our product sale," he said. Referring to television, Mr. Connolly said Johnson has been "on too modest a scale to compare it with our radio success."

Melvin Brodby, vice president of Needham, Louis & Brodby, which handles the Johnson account, said the international situation in Korea has affected only one of the agency's clients. That advertiser cancelled plans for an AM show because of metal shortages.

An all-time high in billing for the Chicago office of Foste, Cone & Belding was predicted for fall by Melvin K. Davis, board chairman. The agency will have a tremendous expansion in both radio and television this fall," he predicted.

Full Schedules
Agreeing that availabilities are tight, Mr. Cone said last week, "I think we have just bought the last two TV availabilities in town, and radio is just about filled up, too!" Terming television the "greatest medium ever developed," Mr. Cone said: "Radio still hasn't substituted it 100% for radio, though, because of its regional nature." He disagreed with some reports that the trend is toward national spot, saying "there is more network out of our Chicago office than ever before."

Among FCC's placements are the AM shows for the stations which go off ABC Sept. 15. They are Carol Douglas Show, Quick As a Flash and a portion of a Chance of a Lifetime. Spot campaigns are being placed now for Toni, Armour's Chiffon flakes and Dial soap. AM network shows for fall will include Armour's Stars Over Hollywood (CBS) and Next, Dave Garovay (NBC), Hallmark Playhouse (CBS) for Hall Bros., and This Is Nora Drake (CBS) and Give and Take (CBS) for Toni.

TV business includes: Bob Hope network shows (probably NBC) in September and on Thanksgiving Day for Frigidaire; Toni Twin-Time for the Toni Co. on CBS, Wednesday, 930-11 p.m. (EST); Armour's Stars Over Hollywood on NBC, Wednesday, 1030-11 p.m. (EST), and local video shows in Chicago for First National Bank, Price Foods and Marshall Field and Co.

Leo Burnett agency, which marked its 15th anniversary Aug. 5, has bought seven network AM shows and six network TV shows for fall sponsorship by its clients. The agency reports radio and TV billings account for 25% of its $2 million annual gross.

Al Eisenmenger, chief timebuyer, reports "lines pretty well set for fall, indicating a shifting of funds with a slight overall increase for AM and TV. We try to maintain a flexibility of schedules for greater balance of media," he explained.

"Reporting no serious developments in the movement of consumer goods, but tightening TV availabilities, Mr. Eisenmenger called this a period "for more economical buying. This means, to us, stronger development of markets when we buy."

Burnett Accounts
AM business out of Leo Burnett includes Arthur Godfrey, House Party and Grand Central Station on CBS for Pillsbury, Mark Trail on Mutual for Kellogg, and a five-minute strip on ABC for Mars, still unannounced. Kellogg sponsors two-hour-plus portions of Howdy Doody on NBC-TV, Mars has three quarter hours on the same show; Green Giant, Open House on ABC-TV, and Pure Oil Co., Who Said That on 16 or 18 NBC-TV stations on a cooperative basis.

More radio and television is going to be added this fall by J. Walter Thompson but Hal Ronke, radio and television director, says most of the planning is still in the discussion stage. One AM sponsor is thinking of both a regional and a network show, and several clients plan extensive use of spots.

Mr. Ronke sees in JWT clients "a certain disposition to show caution about long-term future commitments because of the Korean situation. Manufacturers are looking askance at that part of buying described as boarding, because this tends to upset their planning for the future even though business is good now," he said.

Clients are watching the course of domestic consumer reaction as well as that of international affairs, Mr. Ronke said. "Our commitments for advertising remain the same, but we can't look ahead to the future with any conviction."

Television business will include Kraft TV Theatre on NBC for Kraft Foods, spots for Elgin and several Swift products, and Gene Autry films in 14 markets for Brach candy.

Scott Cities Increases
Schwimmer & Scott billing is up 30% over last year, and all schedules have increased "materially," reports R. J. Scott, president and treasurer. "This increase is attributable to more advertising placed, because the number of accounts is the same, he said. "Many of our clients (Realemon, Salerno butter cookies, Hawthorne-Melody milk, NuEnamel) have been built up from small accounts," Mr. Scott said.

The agency's 40 radio and television accounts are divided equally among radio, TV and a combination of both. No S&S account is trimming appropriations for advertising, Mr. Scott said. Food product accounts (50 in all) have all had increased sales because of "many things, including the prospect of war."

The agency, which probably bills more radio and television business than any other strictly local agency in the country, pioneered in Midwest radio in 1934, at a time when most agencies were treating the medium as a sideline.

Mr. Scott plans to intensify tele-
(Continued on page 84)
Midwest
(Continued from page 88)

vision activity in the fall, after
"holding some accounts back a bit to
keep them from plunging heavily
and prematurely."
One piece of new business planned is
two one-hour programs five-times weekly
during the day, to be telecast-in Chicago.

Although reasons given are di-
verse, a shortage of steel was re-
ported to be one of the main con-
sideations in International Har-
vester's cancellation of Harvest of
Stars on NBC, effective Sept. 17.
Its agency, McCann-Erickson, has
a heavy Studebaker Oil of Indiana
AM lineup for fall. Business will
include 180 newscasts weekly in
14 Midwest states, SO's distribution
area; 70 football games with teams from
the universities of Michigan, Wis-
consin, Iowa, Ne-
braska, Colorado, Minnesota
and Kansas, and 12 professional
football games of the Chicago Bears,
plus two pre-season Bears games.

Swift & Co. will continue with a
portion of the Breakfast Club on
ABC-TV, and Hyde Park beer plans
both radio and TV spot campaigns.
Advertising for Ray-O-Vac batter-
ies has been cancelled for the time
being, because zinc and brass used
in manufacture are being bought
by the government for armament
productions. Allied Van Lines, which
used spot radio in the past, may sponsor some video com-
mercials. Major TV business at Mc-
cann is renewal of the Wayne King
Show on an NBC split network. It
returns to the air Aug. 31 for 44
weeks.

Jim Shelby, radio and television
director, finds McCann-Erickson's
clients still talking TV because
the public interest "hasn't diminished."
I think TV will still be the big
thing, despite possible governmen-
tal restriction of tube and com-
ponents which would mean a scar-
city of sets and parts."

"AM is definitely down, in all cases," observed Irwin A. Olian,
President of Olian Advertising.
"TV is positively it, and radio
will play a secondary part. The trend
in markets such as Chicago and St.
Louis is for clients to divert part
of the money in other media—
including radio—for television.
Regional daytime advertisers have
to use radio, though, but they are
all anxious to get into TV."

News Upswing
Mr. Olian reported a dozen TV
accounts this fall, compared with
three last year. He said one buyer
of sports packages, for example,
has diverted his advertising
money from radio to TV set aside
for summer and is using regional
radio and television in the winter.

"Clients are very interested in
buying TV news, even though it is
costly," he said. "I personally, do
not think viewers will turn off their
sets and go back to hearing news
on the radio. More and more TV
news shows will be developed."

A.O. clients are making a
strong bid for business, and none
reports material shortages yet.
"They seem to have the idea they're
going to continue to make an adver-
tising effort until they can't any-
more," Mr. Olian said. "A few,
however, are asking for war clauses
in their contracts."

Although Young & Rubicam's
clients, who ordered a large TV
business for fall, "radio has
been busy too," observes Timbour
Marion Reuter. She reports spot
radio is still heavy, but her
accounting money has not been cut so
more can be added to TV budgets.
"New clients to whom we have rec-
ommended television are a bit cautious
because of the international scene," she
explained.

Purity Continues Pace
The agency's biggest spot radio
account in the Midwest, Purity
Bakeries (Taystee bread, Gren-
nan cakes), continues its activity
in both media. AM spots will be
used in 24 Taystee markets and 12
Grennan.

Television announce-
ments are being used in all video
markets, where oneproblem is distribu-
tion. Rath Packing Co. will
use sporadic AM spots in the Mid-
west.

Largest user of broadcast ad-
vertising through the agency is Schlitz
Brewing Co., which returns Halls
of Joy to NBC Sept. 13. for a half-
hour once a week, begins the Bull-
ter Print Ad, also shown on ABC-TV,
and continues with sponsorship of
a half-hour musical program six

WAVE AIN'T NO PICKUP FOR WOLF (Ky.)!

You can wink, you can whistle,
but if you're a Wolverine from
Wolf (Ky.) you can't pick up WAVE.

No Sir, WAVE doesn't go win-
dering alone in the dark forest
west. Morning, noon and night
we confine our activities to
the Louisville Trading Area. We've
got street lights and cops, got
nearly a million people to pro-
tect us! If you're looking for love
and security (and a 40% higher
standard of living), try and get it
in the Louisville Trading Area.
You'll just nod your head, and we'll
fondle your account forever-
more. Interested?

LOUISVILLE'S
WAVE
BROADCASTING INC. NEAR WAVE WAVE OF BUSINESS
Bpha FACILITIES. 2500 SAV BY FREE & ALLIED WAVE 1006 STATION INC.
VOLUNTARY REPRESENTATIVES.

In Mississippi total income pay-
ments showed a spectacular
261 per cent increase between 1940
and 1948. No. 1 market in Mississippi is Jackson, where WJDQ is the
leader, followed by both BMI
and Hooper reports. May we tell you more?
ON behalf of the adjutant general's office, U. S. Army, Col. Charles W. Christenberry, chief of Army recruiting publicity, presents to James C. Petillo, president of the American Federation of Musicians (AFL), a certificate "in grateful appreciation of years of cooperation by AFM with Army-Air Force recruiting radio programs.

"And an amazing number of qualified buyers are looking for AM properties," he added. "Of course, there are always more buyers than sellers, but now the number seems to be better than usual, indicating that few experienced radio men are afraid of television. Incidentally, prices are firm in AM."

spot Radio activity experienced in August indicates that we will be better this fall and winter than a year ago, concludes William A. McGUIneas, commercial manager of WGN, Chicago. He has reported no cancellations because of international politics, but said some advertisers are "hesitating" before making up their minds about fall and winter schedules. Mr. McGUIneas also explored the advertising status of Chicago department stores, which are "still holding up the parade in radio and TV."

Noting that the recent radio rates survey of the Assn. of National Advertisers was based on a comparison of 1949 and 1950 rates, Mr. McGUIneas pointed out that WGN had no general rate increase between 1945 and 1950. Two factors entered into establishment of new rates, he said: (1) there are many more radio families, and (2) radio listening is greater now than it was five years ago.

Bright Outlook
WJJD Chicago billings this fall will surpass those of last fall, "and there was nothing wrong with last fall," said Station Manager Art Harre, who reports "a great number of advertisers say we are making our radio sales, and that use television are now back with us." He concludes that TV is "leveling off after its first terrific impact on TV."

"The independent AM station will still outpull the independent TV station," he continued. "Because overhead is so much smaller for independent AM stations, as compared with independent TV, the radio station's margin of profit will be much greater."

Roy McLaUGHLIN, commercial manager of WERN-AM-TV, ABC O&O stations, said, "radio will by no means die, even with the busyness of television. No good medium ever destroyed another good one, and there is and will be a definite place for radio. Radio will still fill a need, but it may fill in a different way." Mr. McLaUGHLIN, terming television essentially an entertainment medium, said radio offers entertainment plus enlightenment and education. Many radio and TV shows, for example, are not adaptable to TV.

"Radio can still mold public opinion because of its mobility with the tides of human emotion, and has flexibility, ease and rapidity which video cannot equal," he said. "So much can be done by radio, because no medium is as much as it has done—that still is only a small part of what radio can do. There has been a great diversification of radio's techniques, and some phases were not used in the popularity of television, there is still enough va-

BROADCASTING * Telecasting

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich, rich background, Caro-
line Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any wom-

Caroline Ellis is sponsored by the Celanese Corporation of America, and has just completed a successful campa-

Contact us, or any Free & Peters "Colosel" on her two availabilities!

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available! *Available Tuesday and Thursday.

available! Available Tuesday and Thursday.
**Midwest**

(Continued from page 85)

Substantial proportion of this money into the national spot field.

AM "certainly looks good" to Fred C. Brokaw, partner in Paul H. Raymer Co. "It is running ahead of last year between 8% and 10% nationally, but the funnelling of a lot of big accounts from Chicago to New York has put Chicago slightly behind," he said.

Reporting that time availabilities for fall business are good, but may tighten up before long, Mr. Brokaw added, "Several new national spot accounts are directly traceable to abandonment of networks in favor of television. Then, on second thought, the clients turn to spot for fall TV will fail to provide full coverage.

"In view of the war situation, there is always the possibility of newsprint shortages, which will help spot radio materially," Mr. Brokaw said.

Fall business is destined to be good, says Jerry Glyn, Chocolate manager of the Walker Co., because there has been little or no slack in business this summer, "contrary to the general summer trend." He also reports many advertisers "seem to be looking at national campaigns with the war situation and possible excess profits taxes in mind." Commenting that "99% of TV spot time for fall is gone," he believes advertisers without time options or contracts will turn to AM.

Although radio spot billing will be good, it may not top last year's figures, Mr. Glyn said. Because the best AM availabilities are difficult to buy, especially news adjacencies, Mr. Glyn sees a trend among AM stations to extend time a year, "in order to make more time available and to collect additional revenue because time rates are difficult to increase right.

He finds the new advertisers to broadcasting this year are buying radio where television is sold out. "If the TV freeze continues, as I think it will, manufacturers will eventually find they will not be able to wait for TV time slots to open," he declared. "They'll buy AM."

Stations getting spot radio business, away from radio spot, will do good merchandising and promotion jobs, said Mr. Glyn. He advised them to conduct a strong follow-through to programming, "as paid by the sale and not offered free by the station. Advertisers need this and are demanding such services for their products, he concluded.

John L. North, Chicago manager of Radio Representatives Inc., also has seen national network advertisers switch to spot radio. He thinks radio will benefit from the fact that AM TV, more than a major personnel problem because of the war. "Because a lot of trained personnel may be lost, the medium won't progress as fast as it normally would," he said.

Lineup Expands

Thus, television that took business away from radio spot will eventually lose it back to spot, Mr. North predicted. He added that Radio Representatives had a six-station lineup last fall, 15 now.

In the advertising agency business, news availabilities are "less than the war," George P. Hollingbery, president of the company of the same name, says. "Both the big ones and the smaller ones are trying to look for the most profitable media. They eventually find that spot advertising is the most profitable from the agency standpoint.

The company has shown a gain in Chicago every month this year, and we think the second six months will be on a par with the first half of 1950," Mr. Hollingbery said. "One of the most encouraging signs for spot radio is that newspaper advertisers who have been lured into television find there are markets which cannot be covered and have turned to spot radio."

Lloyd Griffin, Chicago manager of Free & Partners, says "more advertisers and account executives are learning how to use spot on a national basis and how to concentrate in selected sales areas." He also finds many accounts coming into spot are new to either radio or television. Mr. Griffin predicts spot program sales will reach a new all-time high in the Midwest this year, and this fall will be the "biggest in spot radio's history."

Despite the number of Midwestern accounts "now being placed out of New York," Burt Sears, partner of Radio Advertising, Inc., foresees an increased volume of business this fall and winter. "Inquiries and orders received for fall schedule indicate many Midwestern advertisers who used networks exclusively are now diverting their expenditures to spot radio."

A hike of 35% in billings for the first six months at the Chicago offices of WATTS (HR 1130) by Manager Tom Peterson, "We think this will continue," he said. "Spots are very active in tele-advisory contest, and advertisers are looking for the most. If a station, however, is running at all, good, "success, however, to provide the sponsor and the station. They eventually find that spot advertising is the most profitable in the agency standpoint."

**NO TV**

Stations within 60 miles of

**YOUNGSTOWN, O.**

Ohio's 3rd Largest Trade Area

Buy

**WFJM**

The Only ABC Station Serving This Market

5000 WATTS

CALL Headley-Reed Co., National Representatives

---

**TRANSIT RADIO**

**Riders' Assn. Drops Action**

**COURT** appeal against Capital Transit Co., Washington, and Transit Radio Inc. and WWDC-FM Washington has been withdrawn formally by Transit Riders Assn., it was announced last week.

The Association, in dropping the action, explained that the two Washington attorneys—Guy Martin and Frank Mertz—had petition pending before the U. S. Court of Appeals for review of a U. S. District Court decision that radio-equipped transit cars of the Columbia do not violate "the public convenience, comfort and safety."

Continued their action would merely "duplicate" the effort of the two attorneys, whose petition antecedent the transit association's suit, it was pointed out. TRA's defense, filed by FCC terminate WDC-FM's license and those of other transit radio outlets is not affected, they added. The attorneys also have a petition before the Commission challenging the F.C.C.'s decision to violate Commission rules and regulations.

**RADIO POWER**

**NCCM Expresses Confidence**

CONTINUED confidence in radio's power as a mass communications medium has been expressed by the new executive committee of the National Council of Catholic Men. Stewart Lynch, president of the council and radio committee chairman, following the meeting of the radio committee's semi-annual meeting in Washington.

He also stated that the committee's work means for further expanding the work being done in the radio field by the council and local Catholic groups throughout the country. "While we are fully aware of the powerful and important strides being made by television, and while we fully intend to enter this new field at the earliest opportunity, we recognize that radio is still one of the most potent media of mass communication in our country," Mr. Lynch said.

---

**NEWS CLEARANCE**

**Senate Considers Bill**

**SENATE Finance Committee Adg.** approved a House-passed bill (HR 3756) to aid clearing of overseas news recordings and tabbed it for Senate consideration. A similar bill to exempt State Dept. Voice of America recordings from import duty (HR 8514) was signed by President Truman on Aug. 4 [BROADCASTING, July 31, June 17].

The recordings measure cleared by the Senate committee would eliminate much of the delay experienced by broadcasters at customs in clearing incoming tape and disc recordings made by news correspondents abroad.

---

**LIBEL and SLANDER**

Invasion of Privacy

Plagiarism and False Privacy INSURANCE

For the wise Broadcaster

OUR UNIQUE POLICY provides for Transist Riders Assn.

Surprisingly inexpensive

CARRIED NATIONWIDE

For details or quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

---

**BROADCASTING • Telecasting**

Page 86 • August 21, 1950
20, and with the city’s centennial celebration due to start in 1951, Walter Van Camp, managing di-
rector of the organization, told Broadcast-
ing, "These special programs will be ad-
ditional radio expenditures in con-
nection with forthcoming events. Spot radio also may be used re-
gionally and nationally. The Pacific
National Advertising Agency has been handling the account.

Other national accounts placed from Seattle are the Washington State Apple Commission and P. Callison & Sons, Seattle. The Apple Commission probably will use more of both radio and television nation-
ally in the marketing season ahead, according to Floyd Flint, account executive at J. Walter Thompson Co., Seattle, although the decision will not be made until the Com-
munication's officials meet at Yakima, Wash., the end of this month.

The Callison firm recently ac-
quired a botanical drug business in Peoria, III., and contemplates rein-
roduction of the household insecti-
cide to the national market as a test, the company, through Spencer
W. Curtiss Agency, Seattle, is using chain breaks on WJBQ Baton Rouge, La., as well as some news-
spaper space in the same area, through the month of August. If the test is successful it will revive
an important advertiser who is new to radio marketing to Dave Pol-
lock, account executive.

Recent Innovation

A recent innovation in Seattle
radio has proved so successful in the past few months that the pat-
ttern is being extended. Scandia
Barn Dance, the weekly local live
show on KOMO Seattle which won top honors at the annual conven-
ation of the Advertising Assn. of
the West last spring, is running under a year's contract from March 1950 and will continue indefinitely, ac-
cording to Frank Tasket of the Tasket Advertising Agency, which bought the show for six co-sponsor-
ing members of the Northwest Food
Mfrs. Assn.

Meanwhile, other association members, pleased with the effec-
tiveness of the Scandia show, band-
ed together earlier this month to sponsor the new Hobnail Square
Dance, aired Tuesday 9-9:30 p.m.
over KOMO, and the association is considering television time under the same group-sponsorship format.

Speaking of Scandia Barn Dance, bellwether of the trend, the agency says: "It is maintaining a job
for the small food manufacturers, who join in merchandising the show as well as sponsoring it. This program gives the sponsors a type of radio exposure, association mem-
bers could not afford separately. It
is now the best-known food manu-
facturers show for grocers in the area."

Station executives with equally spec-
ific news on the bright side include Earl T. Irwin, commercial manager
of KV1 Seattle, and Roger

Northwest

(Continued from page 27)

rice, national sales manager of
KING Seattle.

Mr. Irwin forecast that his sta-
tion's business will beat last year's, with network, national spot and local business all up. He reported that the station has sold practi-
cally all its cooperative programs.

National business is up 60% at
KING, according to Mr. Rice, and local business is up 25% last year. The station recently sold a schedule of five-minute news-
casts daily, six days a week, on a
one-year contract to Ford Motor
Co., through J. Walter Thompson
Co., San Francisco.

Although Frederick & Nelson, Seattle department store af-
filiated with the Marshall Field Co., will continue its 17-year-old sponsor-
ship of the daily Concert Hour on
KRC3 Seattle, the store is holding extensive radio and television plans in abeyance at least until spring. It was reported by C. J. Byrne, sales promotion manager. Current multi-million dollar physical expan-
sions, however, will eventually re-
sult in bigger promotion through all major media, he indicated.

Business To Increase

On the basis of transmissions currently on order at the John
Keating Recording Studio, regional and national radio business coming
out of Seattle will be up about 15%,
according to James A. McLaughlin, Seattle manager, who also noted that accounts in the area are be-
coming much more active and ac-
active ever before in exploring
the use of Northwest radio.

With Keating also representing 41 stations in Washington, Oregon and Idaho, Mr. McLaughlin com-
mented: "Regional and national business has leveled off after a period of indecision. There is every indication that radio business will be more solid and stronger than ever before."

He reported, too, that the Wash-
ington State Grange will renew its
Grange Forum, long-running quar-
time-discussion program on seven Washington stations, start-
ing the first week in October.

Several station and agency exec-
utives have noted an increasing in-
terest in newscasts, growing out
of the tense international situation. Largest tangible evidence is the ex-
clusive contract signed by Shell Oil for Dick Keplinger’s services as
newscaster on KJR, on a full-year contract.

Sports-wise, the picture is
clouded in Seattle as well as through-
out Washington. KING has received exclusive rights for radio
coverage of high school athletic events from the Seattle School
Board, and discussions are under way with other school officials around the state.

The Washington State Assn. of
Broadcasters and many of its mem-
bers have had repeated alterca-
tions with the Seattle School Board and the Washington State High School
Athletic Assn., and indications are that the question of whether a school system has the
right to sell radio rights on an ex-
clusive basis will not be settled
around the conference table. The
decision of Judge Theodore Turner in
King County Superior Court
against Bruce Bartley, owner of
KEOS Bremerton and WSAB attor-
ney, in his case against the Seattle
School Board, is still subject to
appeal.

Carl Downing of Olympia, secre-
tary of WSAB, told Broadcasting,

TRAVELING FAN
Canadian Visits WHAS

Host Walton greets his Canadian
visitor before a WHAS microphone.

• • •

AN ONTARIO woman proved she is a daily WHAS Louisville
fan by appearing at the station in person. She traveled all the way to this early month to see Ken-
tucky in 1950, the state’s Home-
coming Year. And, of course, to
visit WHAS and its radio personal-
ities.

A listener to WHAS since 1923 and an avid daily fan of Jim Walton’s Fair Weather Hour (10:30-
11:30 p.m. Mon.-Sat.), Mrs. Frank
Nelson of Woodstock, Ont., heard
Mr. Walton read one of her letters over the air and his suggestion that she visit the state.

Nobody was more surprised than
Mr. Walton, the station reports, when Mrs. Nelson put her in her
appearance at the studios. Her desires — to see WHAS and its stars and
to tour Frank Fehr Brewing Co.,
sponsors of Fair Weather Hours — were fulfilled. As an added treat, she saw her first TV show, Walton Calling, with Mr. Walton the host.

however, that the association’s
main reliance will be on action in the State Legislature when it
meets next January. Whatever the outcome, it will have significant implications for radio business in the state, for high school athletes represent an important area of listener interest.

Despite Pacific Northwest's
still has only one television outlet —KING-TV Seattle—the radio-va-
video conflict is not as acute as in
other sections of the country. Nevertheless, advertisers and
agency officials have kept abreast of national TV developments.

The consensus is that by and large television will not hurt radio in the Northwest; certainly it has not so far. Accounts moving into television in most cases are main-
taining their radio budgets as well, or at least cutting them no more than other media. The exceptions, while important individually, are minor in the aggregate.

CANADA RATINGS

U.S. Shows Top July List

LIST of national ratings for Can-
da in July has been reported by
Elliott-Haynes Ltd., showing five
changing programs, all American
origination. They are: Pause That
Refreshes, 12.6; Twenty Questions,
12.5; Aldrich Family, 11.5; Mys-
terious Dragnet, 11.0; and Life
and Death, 9.6. Thirteen daytime pro-
grams, topped by American origina-
tions, showed Big Sister, with 11.6; Ma Perkins, 11.6; Right to Happiness, 10.3; Pepper Young's Family, 10.1, and Life Can Be Beautiful, 9.4.

Three French-language, evening and 10 daytime programs also were listed by the firm for July. Evening category found Jouve Double with 13.5; La Route Enchantee, 11.8, and Cafe Concert, 10, while the leading five daytimers were Je-
nesse Doree with 13.5; Rue Princip-
ale, 12.2; Tante Lucie, 15.3; Ma-
man Jeanne, 14.9; and Grande Soeur, 14.5.

FOUR World Issues At Mid-Century

FORMS, conducted by Boston U.,
broadcast by WBEZ Boston and World-
wide Broadcasting Foundation to Eu-
rope, via WBUL Boston.

FRIENDS

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
August 8 Decisions...

ACTIONS ON MOTIONS

Rollins Beeg, B.C._Denied leave to amend application to supply service to locations not served by WJIM. Beeg, B.C._Granted exemption from renewal of license for extension of application.

F. L. Abbott, B. C._Granted petition to discontinue service.

NEW BROADCAST LICENSES

WQED, Pittsburgh, Pa.-New license for non-commercial educational station.

NEW COMMERCIAL LICENSES

WJIM, Bismarck, N.D._New license for AM station.

ALTERATION OF LICENSE

WAMC, Albany, N.Y._Request for license to change main studio location.

APPLICATIONS

By Commissioner Jones

By Examiner James V. Bond

WRUX and WRUW, Boston, Mass.-Grant petition to discontinue service of station in the matter of Docket 676-44, now scheduled to commence in Boston on Aug. 19; said hearing was continued without date to await further action as may be deemed appropriate by the Commission in view of pending petition for reconsideration and grant.


KELT, Lecomte, Tex._Grant extension of time to Sept. 29 within which to file answers in a matter of consent to assignment of CP.

KROQ, Horn Lake, Miss._Grant continuance of hearing presently scheduled for Aug. 12; date to await further action as may be deemed appropriate by the Commission in view of pending petition for reconsideration and grant.


By Examiner Leo Resnick

KING, Tulsa, Okla._Grant leave to amend application, number of transmitters, and type number of transmitters, and for further hearing in support of proposal shall commence Aug. 25 in Washington; record shall remain open until completion of this function.

KSD, St. Louis, Mo._Grant discontinuance of hearing scheduled for Aug. 15.


By Examiner Basil P. Cooper

KRGI and KVRI, Rapid City, S.D._Grant leave to amend application, as to reduce requested nighttime power from 1 kw to 500 w; and application as amended, granted.

Water Garden Baptist, Co., Crystal City, Tex., and KUNO, Corpus Christi, Tex._Grant leave to amend application to reduce nighttime power; granted.

KZMK, Garden City, Kans._Grant request for reconsideration of their applications, and for further hearing, said hearing to be held Aug. 22 at Kansas City; record to be closed Aug. 9 and hearing deemed closed.

By Examiner J. L. C. Dennis

WDAK, Athens, Ga., and KMA, Shenandoah, Ia._Upon petition of KMA continued hearing in re application of new commercial TV station.
KWVZ Vineyard, N. J., to 11-6-50 condi.


WBAZ Inc., Mr. Mt. Joy, Ohio—Same KGR-8.


WJK Albany Park, N. J.—Granted license change, trans. loc., and change studio location.

WNYC-AM Centralia, Ill.—Granted license new FM station: (96.5 me) Chan. 147, 2.1 kw, 250 un.

WAVU-FM Albertville, Ala.—Granted license new FM station: (106.1 me) Chan. 228, 4.5 kw, 250.5 un.

KIC-67 Charlotte, N. C.—Granted CP and license for new exp. TV relay KSC-78.

The Conestoga TV Assn., Inc., Lancaster, Pa.—Granted mod. CP KG2XBI which authorized reinstatement of new exp. TV station to change trans. loc.

The Conestoga TV Assn., Inc., Saltl- bury Township, Pa.—Granted mod. CP KG2XBI for extension of completion date to 8-5-50.

WASH Washington, D. C.—Granted mod. CP for extension of completion date to 2-5-51.

WWRF New Jersey—Granted mod. CP KG2XBI for extension of completion date to 8-30-50.

WDY Washington, D. C.—Granted license change, freq., install new DA for daytime and night (DA-2), change trans. equip. and change trans. loca. (Georgetown coloc.) Chan. 790, 5 kw, DA-2, un. time; conditions.

WBZ Boston, Mass.—Granted license covering change in directional antenna from DA-1 to DA-2; condition.

KMYR Denver, Colo.—Granted CP to install new vertical ant., change trans. loc., and studio locations.

KASM Albany, Minn.—Granted mod. CP for approval of ant., trans., and studio locations.

WVEC Hampton, Va.—Granted mod. CP for expansion of ant., and change studio locations, subject to condition.

WWJ Madison, Wis.—Granted mod. CP, but subject to condition of authorization until WRAP, Portsmouth, Va., has ceased operation.

WGR Rochester, N. Y.—Granted mod. CP, but subject to condition that station may continue to announce itself as located in Rochester, N. Y.

Granted CP for extension of completion dates as shown: WAVI-AM Cincinnati, Ohio to 3-4-51; WBYD-FM Worthington, Ohio to 3-5-51; WML Des Moines, Ia., to 11-11-50; KULE Ephrata, Wash., to 10-17-50; WSWB Hutchinson, Kan., to 3-1-51; WCAP Lowell, Mass., to 3-5-51; Forrester Bstg. Co., Inc., Hattiesburg, Miss.—Granted new remote pickup KA-718.

August 14 Applications

APPLICATION FOR LICENSE License for CP

WBDJ Essex, Md.—License for CP to change frequency.

AM-1250

KDEE Fergus Falls, Minn.—CP AM station to change from 1230 to 540 w un., to 1250 to 1 kw un., DA-N AMENDED to render 1 kw D-8 540 w.

AM-1280

WKBS Oyster Bay, N. Y.—CP AM station to change from 1520 to 1520 w un., to 1520 to 1 kw un., AMENDED to render 1 kw D-8 1520 w. after sunrise and 11 hrs., before local sunset to 1 kw D-8, and 1520 w. before local sunset.

AM-1320

KCBS Beckley Newspapers Corp., Beckley, W. Va.—CP new AM station on 1450 ke, 250 un., AMENDED to change 720 to 250 w.

Modification of CP

Mod. CP, new FM station for extension of completion date: WCUM-FM Cumber- land, Idaho.

WKRV-FM Syracuse, N. Y.—Granted mod. CP new FM station to change ant. to 330.

TENDERED FOR FILING

AM-1450

WBBL Richmond, Va.—Mod. License to change from 1450 to 250 w SH to 1450 kc 5 kw ST with WLEE.

AM-1480

WLEE Richmond, Va.—Mod. CP to change from 1480 to 1450 kc 5 kw ST with WLEE.

AM-1490

APPLICATION RETURNED

KULE Ephrata, Wash.—RETURNED Aug. 14 application for license to cover CP.

August 15 Applications

APPLICATION ACCEPTED FOR LICENSE

AM-1320

WEDR Birmingham, Ala.—CP AM station to change from 1220 to 1220 kc 1 kw D to 1450 kc 5 kw D with WLEE except Sun. from 11 a.m. to 12:15 p.m. and 8 p.m. to 9 p.m.

Modification of CP

WHBY-TV Rock Island, Ill.—Mod. CP new commercial TV station to change channel from 3 to 13, 7.9 kw to 11 to 13 kw vs. 3.5 kw w.

TENDERED FOR FILING

AM-1390

WSIC Stovallsville, N. C.—CP AM station to change from 1450 kc 250 w un. to 1110 kc 1 kw un.

APPLICATION RETURNED

WVOP Vidalia, Ga.—RETURNED (Continued on page 5).

KNEA OPENING

Set for Sept. 1

WITH a tentative opening set for Sept. 1, plans for KNEA Jonesboro, Ark., are virtually complete, according to Dick Crane, manager.

In addition to Mr. Crane, formerly at KPI Los Angeles, personnel of the new outlet includes: Neal Bunn, program director; Harold Gregson, sales manager; Phil Moss, announcer; Wesley Bell, chief engineer; Gerald Johnson, technician; Doris Birkahn, account- ant and traffic manager; Murry Funk, receptionist; Charles Quinton, continuity. KNEA is authorized for 1 kw daytime on 970 kc.

WFTM to MBS

AN affiliation contract between WFTM Maysville, Ky., and MBS was announced last week by Earl C. Johnson, MBS vice president in charge of station relations. WFTM is owned and operated by Standard Tobacco Inc., and operates on 1240 kc with 250 w.

CRAMER-KRASSELT

7 Clients Buy Radio-TV

NEW or expanded radio-television plans are being launched by seven clients of The Cramer-Krasselt Co., Milwaukee agency, according to J. S. Holzoff, vice president in charge of radio-TV.

To promote sale of their gas conversion burners, A. O. Smith Corp., Milwaukee, Wis., is conducting a three-market test using radio and TV on WIL and KSD-TV St. Louis, WEMP WMIL and WTMJ-TV all Milwaukee and WERE Cleveland.

First Federal Savings & Loan, Mil- waukee, has purchased a saturation schedule using every local station. Rolls, division of Amity Leather Products, West Bend, Wis., has bought one-minute or 20-second announcements on 48 outlets. Kaukauna Dairy (Kaukauna Klub Cheese), Kaukauna, Wis., is testing a premium offer on four Milwaukee outlets.

Milwaukee Gas Co. will sponsor Cramer-Krasselt's package show The Milwaukee Newsfeed on WTMJ-TV. The Golden Rule depart- ment store in St. Paul is planning a fall daytime shopper show on KSTP-TV St. Paul, and Morehouse-Martens, Columbus depart- ment store, will begin a similar program on WLWC (TV) Columbus, Ohio.

SPECIAL plaque presented WCC Bridgeport, Conn., by U. S. Army and Air Force for special service program, The Voice of the Army, which station is carrying for one year.

The stars of today and tomorrow are...with the new era in

Thesaurus

Music by rod

Allen Roth, his chorus, strings, and orchestra

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists!

You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects...a steady flow of current tunes and material...net- work-quality production. Wire or write today for full details!
ANTI-HOARDING DRIVE
Radio-Television Continue Campaign

RADIO and television’s anti-hoarding campaign has gained additional enlistees [Broadcasting, Aug. 7] in the face of the international crisis. Typical of moves to thwart “panic buying” reported to Broadcasting were the following:

With 20 announcements each day, plus tags at the end of each 15-minute segment, WJKB Detroit is stressing the needlessness of stockpiling items such as foods, soaps and nylon products. Supporting the government’s sentiments against hoarding, Richard E. Jones, WJKB managing director, said that the station also would refuse to accept any advertising which might encourage panic or unnecessary buying.

In Southern California and Arizona, General Electric Supply Corp. (Hotpoint distributor) has inaugurated a new TV advertising program to discourage scary buying and lay the foundation for a continuing advertising and public relations program during emergency economy. Adopted initially for the firm’s major television programs in Los Angeles, San Diego and Phoenix, the campaign was set up for GE by Ross, Gardner & White, Los Angeles. First announcement of the new campaign was made on Hotpoint Five-Star Theatre on KPHO-TV Phoenix, the second over KTLA (TV) Hollywood.

WPTZ (TV) Philadelphia announced it has banned all “scare” advertising and buy-it-while-it-lasts copy on the station. Alexander W. Danenbaum Jr., communications manager, said that all copy is being checked to make certain that “no misleading advertising connotations” are used in connection with the Korean war. He also pointed out that in any case where the expressions like “buy now before the price goes up” and “while they are available” are used in connection with materials that should be in fairly normal supply the station will request the advertiser to change his copy. Should the advertiser refuse, he declared, appropriate action will be taken by the station.

On KMBC Kansas City, Mo., Nancy Goode, the station’s Happy Kitchen director, has been pointing out the disadvantages of hoarding and shortage buying on her program for the past few weeks. Fortnight ago, she took a further step by going direct to the purchaser. She is conducting a slogan contest with Savings Bonds and other cash prizes. A little serious thought in connection with the slogan contest will go a long way to impress the housewife of the importance of avoiding scare buying, she added.

On Monday, Aug. 7, WPIL Philadelphia broadcast a 15-minute program to help combat the hoarding of food. Entitled Don’t Be Your Own Worst Enemy, the show was produced in cooperation with the A&P Stores. It was transmitted at one of the food firm’s supermarkets in suburban Bryn Mawr and was aired at 8:45 p.m. Members of the WPIL special events staff interviewed spokesmen for the food-store chain. Also included in the broadcast were statements of shoppers.

On every station break, WQFB Evansville, Ind., and its affiliate WMLL (FM) aired a series of anti-hoarding spot announcements. Samples of spots, preceded by station call letters, included: “If you must hoard, hoard U. S. savings bonds. . . . American hoarding helps Communist killing . . . the only worthwhile things to hoard are U. S. savings bonds.”

WSYR-AM-TV Syracuse, N. Y., sponsored an anti-hoarding slogan contest. First prize, Westinghouse combination radio-phonograph-tele-vision console, was won by Syracuse housewife with slogan, “If hoarding stuff affords you pleasure, hoard Savings Bonds—they’re real treasure!” Contest brought 12,441 entries. Winning slogans will be used on air during the stations’ anti-hoarding campaign.

EMERGENCY PLAN
WMCK Offers Blueprint
OFFICIALS of WMCK McKeesport, Pa., are setting up an emergency blueprint outlining the services of the station for use during any type of disaster, the station has reported. The plan will be offered to civil defense leaders, community officials and the American Red Cross for use during fire, flood, storm, air raids and atomic attack.

Gene Kline, general manager of WMCK, said he is urging other radio stations throughout western Pennsylvania to take similar action and then collaborate on a master plan for mutual cooperation during any emergency.


GE OUTPUT
Can Double for War—Wilson
GENERAL ELECTRIC Co. will be able to double its output during World War II in the event an all-out mobilization develops, according to Charles E. Wilson, G-E president.

With postwar expansion completed and current production at record-breaking levels, Mr. Wilson said, the firm is “far better prepared” than at any other time in its peacetime history to meet Armed Service requirements. About 26% of General Electric’s present business is defense work, he added.

This percent corresponds approximately with early estimates of maximum civilian production outbacks predicted for fall by responsible electronics—communications officials, including members of Radio-Television Mfrs. Assn., it is reported.

Describing the company’s mobilization planning, the GE executive pointed out that his company had established a Defense Projects Committee as early as March 1948, and has participated in the overall plan initiated by the Munitions Board at that time on a company-wide basis. GE has about 100 key officials exercising responsibility for such planning which will enable it to convert immediately to manufacture of required equipment or step up output of those items already in production, Mr. Wilson stated.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone/Position</th>
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</thead>
<tbody>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>Radio Engineers</td>
<td>820 13th St., N.W. 2414</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
<td>1519 Connecticut Ave.</td>
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<tr>
<td>GLENN D. GILLETT</td>
<td>2447 Republic</td>
<td>2333 W. 14th St., N.W.</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Bldg., Dist. 8215</td>
<td>1728 Wood St.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers</td>
<td>4742 W. Ruffner</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td>Republic 2384</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K St., N.W. Sterling</td>
<td>1603 Connecticut Ave.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineers</td>
<td>W. 14th St., N.W. 2414</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2151</td>
<td>820 13th St., N.W. 2414</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineer</td>
<td>1100 W. Afram St. AR 4-8721</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>4135 Monroe Street</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>TV Broadcast Allocation, FCC &amp; Field Engineering</td>
<td>4135 Monroe Street</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Registered Professional Engineer</td>
<td>Exec. 13th Porter Bldg.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Warner Bldg., Wash., D.C.</td>
<td>Munsey Bldg., Dist. 8215</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Kellogg Bldg., Wash., D.C.</td>
<td>1820 Jefferson Place, N.W.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Munsey Building District 8215</td>
<td>1605 Connecticut Ave.</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N.W. Wash.</td>
<td>Dallas, Tex.</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td>1728 Wood St.</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td>4742 W. Ruffner</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Consulting Radio Engineers</td>
<td>W. 14th St., N.W. 2414</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>1011 New Hampshire Ave. BS 6646</td>
<td>820 13th St., N.W. 2414</td>
</tr>
<tr>
<td>ADLER ENGINEERING CO.</td>
<td>TV Broadcast and Broadcast Facilities</td>
<td>1011 New Hampshire Ave. BS 6646</td>
</tr>
</tbody>
</table>

**Consolidating Radio Engineers**

August 21, 1950 • Page 91
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No checks or money orders on classified. Two words minimum per line. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 970 National Press Bidg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales promotion manager wanted by 5000 watt network affiliate North Dakota for increased merchandising, knowledge merchandising. Send references. Salary desired. First letter. Box 301F, BROADCASTING.

Salesmen

Wanted, experienced salesmen who can sell in competitive market for Allied Door, combination man. Write plus incentive arrangement. Please send detailed experience, business and character references and photo. Box 798F, BROADCASTING.

Experienced, aggressive salesman for midwest network affiliate. Full details with first letter. Box 116G, BROADCASTING.

Wanted, young experienced time salesman who can sell in competitive market for NBC affiliate in California. Must have some experience in sales position, age, reference, photo and military status. Box 146G, BROADCASTING.

Attention salesmen, Pennsylvania, New Jersey. Marital status plus experience needed. Good opportunity exists on the staff of 1000 watt progressive radio station independent. We'll pay $60 to start with increased salary. Have car. Box 125G, BROADCASTING.


Announcer

Network affiliate Rocky Mountain area is on the market for experienced copywriter-saler. Full details with first letter. Box 909F, BROADCASTING.

Charlotte Mutual station has opening for experienced announcer. Send recent photo and resume. Box 26G, BROADCASTING.

Network station in southeast needs full time announcer. Send resume, references, qualifications, salary expected. Box 794, BROADCASTING.

Wanted — Personality announcer for man-on-the-street type program by program. Minimum 1 year experience in public broadcasting area. Send disc of program and full details of experience. Box 121G, BROADCASTING.

Experienced newsman. Rewrite, report, announcing. Some experience in news writing. Must be available to work on weekends. Send photo resume. Box 113G, BROADCASTING.

Announcer—copywriter. Man or woman wanted, must have ability to write sales copy. Excellent opportunity. Will furnish immediate KCFX, Cuero, Texas.

Experienced combination man with sales experience. Write immediately KCFX, Cuero, Texas.

Announcer immediately. Experienced sales manager, strengthens station. Livewire with good training. Air and voice. Has plenty of complete information or append photo resume. WBBM, Chicago.

Experienced announcer for top ranking network affiliate to fill immediate vacancy. Write audio disc, WBBF, Flint, Michigan.

Help Wanted (Cont’d)

Announcer: Experienced, pleasant demeanor, dynamism with voice talent, experience in advertising. Send disc, photo, salary to Ed Pennington, Program Director, WFGM, Flushing, Michigan.

Experienced combination man. Emphasis on announcing. Audition necessary. Write immediately to 124 West 42nd Street, New York 36, N. Y. WGBS, BROADCASTING.


Technical

Opening available in midwest station. Requires experienced announcer-engineer with studio and sales promotion ability. Send resume and photo. Salary, WGBS, BROADCASTING.

250 watt daytime indie wants experienced engineer-announcer, emphasis on promos. Must have studio and sales promotion ability and talent to work with minimum supervision. Box 105G, BROADCASTING.

Television

TV technician wanted: Experienced with studio-warehouse facilities and crew. Must be able to repair troubles quickly and efficiently. Must have experience in television production. Box 146G, BROADCASTING.

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations on salary basis. Will guarantee improvement of entire station, plus acceptance of responsible position by others. Send photo and resume. Box 250, BROADCASTING.

Community college sought by successful manager. Prefer California. Send resume and references. Box 152G, BROADCASTING.

Station manager. Presently employed manager fulltime station. Twenty years experience at all types of network and stations. Family man. Has built and managed small station midwest area or enter position or syndicate with interest to manage station. Reply Box 515F, BROADCASTING.

Can you top this? Took lowest station salary and become the region’s highest paid. You can too. A combination of business experience and broadcasting. Write immediately KCFX, Cuero, Texas.

Manager (with investment): Thoroughly experienced manager, definitely interested in partnership. Investment up to $20,000 is possible. Please write to Box 808F, BROADCASTING.

Manager. Eighteen years experience. Not interested in partnership only. Box 28G, BROADCASTING.

Manager—program director. Ten years experience. Outstanding record in every phase of broadcasting. Available immediately. Box 316G, BROADCASTING.

Manager—salesman-program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

General manager available September first, 18 years experience all phases. Record available on request. Will accept small station in New York area for first year. Box 127G, BROADCASTING.

Manager who has pulled present station through rough spots and has new market station that can use this experience. Telephone you personally for interview. Box 90G, BROADCASTING.

Experienced programmer, progressive station. Must have enthusiastic personality and knowledge of television. Write immediately. Box 125E, BROADCASTING.

Situations Wanted (Cont’d)

Manager-commercial manager, 10 years radio experience, sales, news, programming, advertising. Solid record of complete cooperation. Must have supervisory experience and qualified to supervise list of employees. Send qualifications, references and paid experience. Box 212G, BROADCASTING.

Manager—has pulled present station through rough spots and has new market station that can use this experience. Telephone you personally for interview. Box 90G, BROADCASTING.

BROADCASTING manager. Nine years experience, including sales, promotions, production. Has pulled present station through rough spots, then received five year contract to manage new station. Available immediately. Send resume and references. Box 212G, BROADCASTING.

Manager who has pulled present station through rough spots and has new market station that can use his experience. Telephone you personally for interview. Box 90G, BROADCASTING.

Experienced programmer, progressive station. Must have enthusiastic personality and knowledge of television. Write immediately. Box 125E, BROADCASTING.

Director of promotions. Six years experience in Chicago radio. Will accept top position if compensation is right. Box 104G, BROADCASTING.

Manager. Eighteen years experience, Definitely interested in partnership. Will accept any size market, popular station. Send proof. Box 315G, BROADCASTING.

General manager available, second quarter, 20 years experience. New York City, present position if opportunities are right. Box 135G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

M. A. status if opportunities are right. Box 135G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

M. A. status if opportunities are right. Box 135G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.

M. A. status if opportunities are right. Box 135G, BROADCASTING.

Manager—program director with outstanding network and independent station experience in all phases of radio. Available immediately. Box 102G, BROADCASTING.
Situated Wanted (Cont'd)

Experienced WOR (Mutual) producer-director, age 26, 10 years newspaper, radio, TV experience. Country and western shows, authoritative newscaster, top TV announcer. Married, with two children. Looking for position with progressive station. WANTS TO SERVE, TO HELP, TO BEHOLD. Has complete ability to better himself in ratio to ability to produce for himself. Box 1463, RCA 1A 1000 WATT BROADCAST TRANSMITTER AS IS.

Wanted to Buy

Stations

Wanted AM station in medium or smaller non-television market. Advise price. Box 146, BROADCASTING.

Wanted engineer will buy all or part of station. Lowest a fair offer. Write Box 111G, BROADCASTING.

Wanted to buy any broadcasting station interested in purchasing all or part of coastal or eastern station and station equipment. Box 118G, BROADCASTING.

FOR SALE!

RCA 1A 1000 WATT BROADCAST TRANSMITTER AS IS

COMPLETE—EXCELLENT CONDITION

FIRST $1,000 CHECK RECEIVED GETS IT!!

WIRE, WRITE

MANAGER, WKY

OKLAHOMA CITY, OKLAHOMA

Equipment

Presto recording console complete with microphone, disc recorder, amplifier, including recording heads and playback arms. And, one 87-c W. Amplifier. Original cost $1,090 in 1945. Has been used very little and has many recording hours left in it. Also RCA limiting amplifier type 86E, will sell for best offer. Box 60G, BROADCASTING.

One W. E. model 197A, $75. One Brush BK 663 tape recorder recently factory overhaul, new motors. 60H, Station KSEE, Pittsburg, Kansas.

Raytheon RA-250 transmitter, 250 watt with two crystals for 150, two miles. Two years old, excellent condition. Going one kw. 8KWX, Seguin, Texas.


Have several used guyed Whirchager towers will sell small. Tower Construction Co., 197 Fourth St., Sioux City, Iowa. Phone 2-4510.

Radio station, only one in thriving Alabama town. 100 watts. Offers fine opportunity for highly satisfactory earnings. Very moderately priced, a true bargain. Address all inquiries to P. O. Box 1845, Birmingham, Alabama.
$10,000 JOB OPEN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove having complete direct promotion for middle west property that tops million mark annually and at least 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

Situation Wanted

SALESMAN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove having complete direct promotion for middle west property that tops million mark annually and at least 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

Situation Wanted

MANAGERIAL

AVAILABLE

Permanent, broadcast-agency executive. Twenty-five years experience all phases of in-management-radio-programming-production. Recently disposed of own agency and station interests. In charge of community welfare projects and special events for Union of American Jewish Community. Material is under development and ready to present for approval. Personal interview arranged.

BOX 154G, BROADCASTING

1.5 MILION WATT, DAYTIME EXPERIENCE

Announcers

Attention midwest stations. Necessary local in permanent position in midwest area immediately. 3 years experience: 25% in Washington, D. C. market. Network delivery, strong on news, program promotion. $200 min. weekly base. Experienced all phases of radio. Transcription upon request. Box 160G, BROADCASTING

Edward Frisden, contact John, KWJZ, Portland. Good news.

Situation Wanted

ANNOUNCERS

KPFA (FM) Closes

Caused by Operating Deficits

KPFA (FM) Berkeley, Calif., an experiment in non-commercial radio and one of the few "listener-sponsored" stations in the country, has been forced off the air last week after a 15-month struggle against operating deficits. It was the listener sponsors, who supported the station with $10 yearly subscriptions and other donations, were still holding meetings last week in efforts to raise funds to meet the deficits and get the station back in operation.

KPFA, operating under the corporate name of Pacifica Foundation, had been declared a non-commercial carrier by the Federal Government, thus making the listener contributions tax exempt. It had gathered an imposing list of prominent Northern Californians as sponsors.

The station, which operated on 100.1 mc, Channel 261, with 1 kw, was headed by Lewis Hill, general manager, with Eleazar Merriam as program director. Many of the staff members worked for nominal salaries.

NBF-N.U. AWARDS

Link 'Most Outstanding'

JACK LINN, program director of KCIO, Caldwell, Idaho, has received $1000 as the most outstanding student attending the NBC-Northwestern U. annual summer radio institute. He was presented the award, and two of 12 special awards for outstanding work in institutes courses, at a banquet a fortnight ago closing the six-week session of professional radio and TV training in Chicago.

Other award winners, with their classifications:

- Announcing, Donald Parker, WDBW, Des Moines, Iowa.
- Management, Jack Potter, WNDE, Evansville, Ind.
- Production, Richard B. Hess, WNA, Duluth, Minn.

The awards are sponsored by NBC and Pacifica Broadcasting. They are presented annually to 10,000 students in the United States. Each year a special issue of Pacifica News is published with the results.

WFLA Moved

New Studios Opened

WFLA-AM-FM Tampa, Fla., began broadcasting Aug. 9 from new studios in The Tribune Building. Owned and operated by The Tampa Tribune, the outlets previously were in the Seminole Hotel.

Installation includes three new studios, newsroom, record library and music room. Charles G. Baskevile, general manager, pointed out that television studios also will be built when and if the FCC lifts its freeze on new TV construction.

Situation Wanted

Radio Technician

Announcing, Reorganization, Production, Management, Sales.

For Sale

Complete new recording equipment at big discount.

MAGNAPHONE, BAK-O-KUT Challanger, 44-33, site with new type airborne house stand. Auxiliary beam stand for use. Geared with Feitsch 600B, recorder. Write or call B. B. Davidson, Broadview, Ill.

For Sale

Equipment, etc.

One complete General Electric 10,000 watt FM transmitter. This equipment has seen only two years service except for the 220 watt exciter which has been in service three years. Excellent condition. This equipment priced to sell.

BOX 933F, BROADCASTING

WFLA MOVED

New Studios Opened

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Situation Wanted

Managerial

Available

Permanent, broadcast-agency executive. Twenty-five years experience all phases of in-management-radio-programming-production. Recently disposed of own agency and station interests. Leader in community welfare projects and special events for Union of American Jewish Community. Material is under development and ready to present for approval. Personal interview arranged.

BOX 154G, BROADCASTING

Southeastern Network Opportunity $75,000.00

A successful fulltime network facility located in one of the south's important markets, this station is showing consistent profits and growth is increasing. Valuable real estate is included at this very realistic price.

Contact the nearest office of the exclusive representatives BLACKHAM-HAMILTON COMPANY, INC.

Radio Station and Newspaper Brokers

WASHINGTON, D. C.

WJFK-WJZ

James W. Blackburn

New York, N. Y.

Sterling 4341-2

CHICAGO

S. R. Murphy

368 N. Michigan Ave.

SAN FRANCISCO

Ray V. Hamilton

250 Montgomery St.

Kiev, Calif., reports July was biggest income month in station's 17 years history. Previous high was reached in July 1947.

Kiev, Calif., reports July was biggest income month in station's 17 years history. Previous high was reached in July 1947.

WJKR Sends Newsman

WJKR Cincinnati, in cooperation with its newspaper affiliate, The Cincinnati Times-Star, has sent Norman Nixon Denton to interview Cincinnati area servicemen in the Korean war, according to Hubert Taft Jr., executive vice president, Radio Cincinnati Inc. Wire service news while the correspondent is engaged will be aired twice weekly.

WNJR vs. Malik

PROPAGANDA speeches before the United Nations by Russia's Jacob Malik are being countered by WNJR Newark, N. J. Using station breaks, WNJR stresses the difference between life in America and the rest of the world in a special announcement: "This is WNJR, reminding you that you are an American and that under any other form of government, you would not be permitted to hear this program.

NBNR Awards

Committee of Five Named

A COMMITTEE of five has been named to judge the annual radio-television news awards of the National Assn. of Radio News Directors, according to Ted Koop, director of CBS news and public affairs in Washington, chairman of the awards committee.

Committee is comprised of Robert K. Richards, NAB director of public affairs; Erwin D. Canham, editor of the Christian Science Monitor; Sol Tax, editor of Parade, publisher of BROADCASTING; Telecasting: Arthur Stringer, former NAB staff director and recipient of 1959 NAB award for individual contribution to the progress of radio news; and Arthur M. Barnes, editor of the NABR News Bulletin.

WDSM Boosts Coverage

INCREASE in listening audience is claimed in Erie, Wis., following a boost in power from 250 w to 5 kw fulltime and a change in dial position from 1230 to 710 kc. Also announced by Carl Bloomquist, general manager, is the appointment of a fulltime promotion manager, Gordy Robinson, "in keeping with the improved facilities and expanded program." WDSM maintaininng studios in Duluth, Mich., as well as Superior, subscribers to AP news, has an RCA transmitter and is represented nationally by Free & Peters. It is affiliated with the Duluth Herald & News-Tribune.
OPERATIONS SUSPENDED
WILA Woodstock, Ill.—Granted extension of suspension of license for non-compliance with Federal Communications Commission's order to cease operations and file with the FCC, Aug. 10. WILA. Woodstock, Ill.—Granted authority to remain silent for 90 days in cooperation with station owners and effect financial reorganization. Action Aug. 10. WKES Grand Rapids, Mich.—Granted extension of temporary authority to remain silent for 90 days beginning July 28. Action Aug. 17. WJSN Jackson, Mich.—Granted authority to remain silent for 60 days beginning Aug. 15. The station is currently in liquidation and procurement of new studio space. Action Aug. 17.

TRANSFER GRANTS

KXOC Campbellsville, Ky.—Granted assignment of license from Southern States Broadcasting Co. Inc. to Southern States Broadcasting Co. Inc. for $250. Action Aug. 16.


KUOC Dubuque, Iowa.—Granted assignment of license from KXOC to John C. Baldwin. Action Aug. 16.
Los Angeles

(Continued from page 29)
taken on long-term contract, also is attractive at this time.

But regardless of the dips, curves and uncertainties that prevail, radio business on the western slope has been sound. From reports gleaned along the way by Broadcasting, spot business and regional networks held their own during the past season and for the next six months at least will provide a bright spot in the sales picture.

Although TV cut into nighttime radio in San Diego, Los Angeles, San Francisco and their adjacent areas, there wasn’t the anticipated bogging down of radio business this summer.

Some brief unseasonal slumps were noted in late June and July, ascribed to scare buying by consumers. Majority of independents in the Los Angeles area maintained their high level of income through “lead deal” and “per inquiry” business.

KFAC Peak

Highest sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, according to Calvin J. Smith, general manager.

KIEV Glendale, reports billing for the first half-year as 30.1% higher than the same period in 1949, and an all-time high in the station’s 17-year history. Cal Canon, general manager, stated July was the biggest income month in the station’s history, thus contradicting traditional belief that summer is a time of sales slump in radio.

Billings for first half of 1950 are reported 15% above the same period in 1949 and higher than any six-month period in its 24-year history by KKO El Centro. Usual summer drop in business in all desert areas is absent this year in his market, said Riley Gibson, general manager.

One station outside the Los Angeles TV viewing area said there has been a business increase of 22% this past summer over that of last year, another reported drop in gross receipts but more solid in net.

New advertisers are being signed as fall spot users. Some who were considered strictly local advertisers are now expanding to other markets outside the Los Angeles area. Two food product manufacturers with Southern California distribution are making inquiries into the Texas market. Regional network users are supplementing coverage in secondary markets with new casts or transcribed programming.

One dominant market fact stands out in the West. Having successfully absorbed its World War II population increase, it is paradoxically both a buyer’s market and a seller’s market.

Manufacturers and distributors of toiletries continue to recognize the importance of the Far West. Supplementing national advertising regionally are pharmaceutical and drug accounts. Although petroleum companies are including TV in their advertising and promoting who among them, they continue to be consistent users of West Coast local and regional radio network time, with no decrease in appropriations.

Stimulated markets exist for soap products, detergents and cleaners as well as distributors of other grocery store items. Many budgets also call for television.

Beer, a heavy user of West Coast radio, has added consistent TV schedules which are expected to continue through the next several months.

Reflecting the regional sales picture enthusiasm are observations by West Coast network executives. Giving the viewpoint of Columbia Pacific Network and KNX, Wayne R. Steffner, sales manager, said:

“Summer sales activity, which has been our best barometer of fall and winter business prospects, has been higher this summer than ever. On this basis, the fall and winter picture for our Pacific Network will at least hold to its high 1949 level. Interest in daytime radio has increased.

Speaking for Don Lee Broadcasting, president in chief of sales declared: “We anticipate an exceptionally good fall. Business prospects not only appear well, they are here, already on the record. A good summer brought us such substantial accounts as Colgate-Palmolive-Perot Co., Studebaker Corp. and Libby, McNeill & Libby. These accounts, new to Don Lee Network, will continue through fall.

“In addition, we have definite orders and standing accounts for Marin Co., Grove Labs and Wild-root Co. The foregoing are, of course, in addition to repeat renewals from such regulars as Lan-gener United Bakeries Inc., A. A. Folger Co. (coffee) and Los Angeles Soap Co. (White King).”

NBC Sold Out

NBC is virtually sold out in regional periods. However, a Los Angeles outlet in the AM field, NBC has no local sales problems except in relation to KNBV (TV), its Hollywood television station.

Advertisers at the network level, however, Division headquarters continues to be normal, according to Sidney N. Strotz, administrative vice president.

“There although many intangibles, most of them point to better business for radio in the 1950-51 season,” he said.

Robert Laws, ABC western division sales manager, reports that business prospects for fall are “better than they have been at any time in the history of the company.”

KGO San Francisco and KECA Los Angeles, both owned and operated by ABC, are considerably ahead of 1949 and 1948 in both local and national spot billing, Mr. Laws reported. From business signed and inquiries received, he believes that increased activity in local radio will continue in both markets.

New Pacific Regional Network, consisting of California independent stations, is contacting advertisers and agencies for business. Cliff Gill, general manager, report...
ROGERS & SMITH
Promote Coy and Boris

JAMES W. COY, account executive and vice president in charge of the Kansas City office of Rogers & Smith, advertising agency, has been elected to its board of directors, and Edward Boris has been named a vice president. Promotions were announced by Walter E. Smith, agency president, in Chicago.

Mr. Coy, who has a wide advertising background, has owned KMBG and KCMO Kansas City, and with WNEW and WNBC New York. He also was associated with Merrill Owens Agency, Kansas City, and was named vice president of Rogers & Smith in 1947. Mr. Boris was with advertising agencies in New York and Philadelphia for many years and two years ago left New York to become art director of Rogers & Smith, which operates offices in Dallas, Chicago and Kansas City, the latter where Messrs. Coy and Boris will remain.

Electronic Needs
(Continued from page 81)

officials that industry will give government orders top priority on prefab orders involving clay production, which some authorities have placed between $1 billion and $1.5 billion covering procurement for the next 15 months—or until December 1951. Total orders up to $2.4 billion are expected. This would account for approximately 25% of overall output.

Heavy demand for sets this year and number of tubes contained in receivers rather than military orders are cited as reasons for the scarcity of sets—both radio and TV. Original estimates had placed TV output at about 4½ million sets. The average TV set contains about 20 tubes, it was pointed out.
Page 98 • August 21, 1950.

JUDGES SELECTED FOR ‘VOICE’ CONTEST
JUDGES announced Friday by chairman of Voice of Democracy Committee, Robert K. Richards, as plans for 1950 high school contest were drafted by NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Contest to reach climax during National Radio & Television Week (Oct. 29-Nov. 4), with four national awards to be presented Feb. 22. Judges are Erwin D. Canham, Christian Science Monitor; Rabbi Norman Gerstenfeld, Washington; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, news analyst; Corman Mowrey, president, National Education Assn.; Frank Pace Jr., Secretary of the Army; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, news analyst.

FREQUENCY-USE FEES STUDIED BY SENATE GROUPS
LICENSE fees for use of radio and TV frequencies, patterned after Canadian system, and studies that may be introduced in next Congress if Commission regards “favorably,” Chairman Edwin C. Johnson (D-Col.) of Senate Interstate Commerce Committee has informed FCC Chairman Wayne Coy. He stated there is “considerable merit” in it where service is for benefit of “special interests and not the general public” but stressed importance of assuring procedures are “not unduly burdensome on licensees, particularly smaller operators.”

In reply, exchanging letters between Chairman John L. McClellan of Senate Executive Expenditures Committee and Sen. Johnson, Chairman Coy said Commission will “prepare material” for submission to committee but added that FCC reorganization (1) makes “heavy demands” on staff which would explore fee proposal and (2) would make it “difficult to determine... cost of performing numerous services.”

Sen. Johnson thought Commission might more easily obtain such information if it “brought in considerable revenue to the Treasury.” He added there is little hope for action this session.

Sen. McClellan said the group was making a general recommendation that “policy-determining” committees of Congress “make further studies.” He felt authority for such a fee system may be developed when it is “clearly established” services are for benefit of “special interests.”

WASHINGTON TRANSIT OFFERS DEFENSE PLAN
FACILITIES of Washington Transit Radio Inc. offered Friday to newly-created District of Columbia Civilian Defense Committee by Ben Strouse, vice president and general manager, WWDIC-FM Washington, transit FM outlet. He pointed out 450 vehicles of Capital Transit System will be radio-equipped by Oct. 1, and that system is “only means of reaching riders... during an emergency.”

Mr. Strouse added: “In the event special emergency stations are set up... it might be possible to include experienced radio engineers from our staff and others to act as standby operators for the disaster stations on the same voluntary basis that air raid wardens and other civilian organizations work.”

WPIX APPOINTMENT
L. A. HOLLINGSWORTH named public relations director of WPIX (TV) New York to succeeded Ted Key, resigned. Mr. Hollingsworth has been account executive with Allied Public Relations Assoc., New York, and former New York AP and UP staffer.

COTTINGTON TO NEW YORK
C. H. COTTINGTON, vice president of Erwin, Wasey & Co., Los Angeles, transferred to New York headquarters effective Aug. 21 to head radio and TV department.

Closed Circuit (Continued from page 4)

...at deadline

niques, expected to produce within fortnight rough outline of plan to train 20 million persons in first aid and related emergency duties.

WORLD Radio Corp., planning network of communication services, has reorganized directorate and plans, is currently negotiating with Voice of America for purchase of 50% of its time. It has dropped, temporarily at least, plan for 500 kw AM station, will concentrate on shortwave (100 kw and 10 kw) with single 10 kw AM.

While no more formal word was forthcoming, following last week's censorship discussion with NSR Director Symington (see page 32), there was meeting of minds on one point: That civilian defense agencies in Haiti [Broadcast Casting, July 10; Closed Circuit, June 26], has reorganized directorate and plans, is currently negotiating with Voice of America for purchase of 50% of its time. It has dropped, temporarily at least, plan for 500 kw AM station, will concentrate on shortwave (100 kw and 10 kw) with single 10 kw AM.

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And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history
And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—17.0%—of all rural radio listening throughout WLW's four-state area."

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 220 stations competing). WLW reaches . . .

81.7% of all rural radio homes in four weeks
66.5% of all rural radio homes during an average week

And, the average rural home reached listens EIGHT HOURS AND SIXTEEN MINUTES PER WEEK to WLW.

For further information, contact any of the WLW Sales Offices in
Cincinnati,
New York,
Chicago or
Hollywood.

* Special farm consumer survey—now available
** Nielsen Media Index, Feb.-March, 1950

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST
You might expect a radio station that originates 16 network programs every week to be situated in New York or Hollywood. Or at least in Chicago. But, WSM is the exception. This station, with a talent staff of over 200 entertainers is located down South.

Perhaps you think the world’s largest studio audience is found in one of the networks’ massive buildings. But no. The largest audience to see any radio show—5,000 people—watches WSM’s Grand Ole Opry in Nashville, Tennessee every Saturday night.

Do you have the idea that all stations outside of major production centers are content to take shows off the network without regard for local programming? Maybe you’ll lift a curious eyebrow when you are told that WSM originates 25 live talent programs every day!

Would you believe it—entertainers on WSM are among the biggest names in the country. Stars like Red Foley, Minnie Pearl, Roy Acuff, Hank Williams, Ernest Tubb, Snooky Lanson, Beasley Smith, Francis Craig . . . and 200 others.

Talent which has sold 130,000,000 phonograph records and annually draws crowds of more than a half-million on nationwide public appearances.

In the past, there have been other entertainers on this station . . . names you may remember, Dinah Shore, Phil Harris, James Melton, Kay Armen, to name just a few who got their start on the same radio station here in Nashville.

That song you were humming a moment ago? It may have been written by a member of WSM’s staff. Within the past two years this station’s tunesmiths have produced such hits as Near You, Beg Your Pardon, Lucky Old Sun and Old Master Painter.

Some folks know the phrase, “Radio Stations Everywhere—But Only One WSM.” Perhaps these facts serve to point up that claim. But greater than any of these amazing talent-production figures about WSM, greater than our 50,000 watt Clear Channel signal which covers the Central South is this fact: WSM means something to this region . . . this region means something to WSM.

This year as we begin our second 25 years of radio broadcasting, WSM’s new television station will make its debut. The same programming for local taste will go into this new medium. At the same time the radio station will continue to serve the vast Central South which remains WSM’s listener family of millions.

Radio at WSM is here to stay. And by the time we celebrate our Golden Anniversary in 1975, we hope to have a great deal to add to this report of radio progress.

WSM Incorporated, Nashville, Tennessee
Broadcasting Service of
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY