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TELEGASTING Begins on Page 51

The Newsweekly of Radio and Television.

$7.00 Annually  
25 cents weekly

More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.

TOM TINSLEY: President  
IRVIN G. ABELLOFF, General Manager  
FORJEO & CO., Representatives
HOW TO HIT THE BULLSEYE IN VIRGINIA

The marksman who wins the prize is the one who hits dead center with every shot.

The bullseye in Virginia is the area some 75 miles around fast-growing Richmond.
And this is the area where Havens & Martin stations, radio and television both, are fully appreciated and faithfully tuned. These First Stations of Virginia, pioneer outlets for NBC, are tailor-made for top advertising results throughout Virginia's first market. Your nearest Blair representative will tell you about WMBG, WTVR, and WCOD, how they tie in with your picture.

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

WMBG AM
WTVR TV  FIRST STATIONS OF VIRGINIA
WCOD FM

HEADLEY - REED COMPANY

Announces

THE OPENING OF A

NEW ORLEANS

OFFICE

Effective September 1, 1950

ADDING TO
HEADLEY - REED COMPANY'S
ALREADY EFFECTIVE
NATION-WIDE COVERAGE

Milton R. DeReyna
Manager of Headley - Reed Company
New Orleans Office
Former Divisional Advertising
Manager of Falstaff
Brewing Corporation

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood • New Orleans

COLOR TV decision, best kept secret in FCC history, may be out this week or next. Though verdict won't be reached until FCC's final meetings are over (they're due to start today or Tuesday), process of elimination led speculation to this estimate at weekend: (1) Door won't be closed against late developments (if they're good enough), which could mean further proceedings and no hard and fast standards now; (2) it won't be RCA or CTL system at this time; (3) it won't be multiple standards. Big question: What will FCC do with CBS system?

SEVEN AM STATIONS, all clients of leading national representative firm, preparing new rate cards which in each instance will raise radio rates. Several stations situated in television markets. Stations and their representative believe higher rates, fully justified by audience figures, still will keep prices well below those of rival media, particularly since widespread recent increases of other media rates. Some, and possibly all, will raise night as well as day rates.

HER DEMANDS apparently not much changed from those advanced at 1947 Havana engineering conference, Mexico understood angling for continued use of $40 kc and rights to three additional channels below 1000 kc when NARBA negotiations resume Sept. 6. She would be disposed to swap rights on higher channels for rights on lower ones, or to 'share' lower ones.

WHEN Secretary of Commerce Charles Sawyer activates his new defense production organization—probably this week (see page 85)—look for appointment of well-known industrial public relations man on high level advisory capacity. He's expected to serve directly under Maj. Gen. Wm. H. Harrison, IT&T president, slated for top assignment—probably as Undersecretary.

FRESH ACTIVITY by FCC staff on question of broadcasting horse-race information was touched off by Post Office ruling last week, in letters to Denver Post and Rocky Mountain News, that advertisements of pari-mutuel betting are not mailable under postal anti-lobby law. FCC lawyers are pondering possible effect on radio, which has its own lottery ban, in connection with general survey of horse-race broadcast questions.

CAMPBELL-EWALD signing big name stars for nationwide Chevrolet campaign in October using three-minute transcriptions.

RESULTS of upcoming agency survey on department store advertising in TV markets may show some surprising results. Instead of taking biggest bite out of radio, indications are survey will show that in some markets, department stores already cutting newspaper display

(Continued on page 86)

Page 4 • August 28, 1950

WILDRIGHT MYSTERY • Wildright Co., Buffalo, will sponsor agency-created program titled Charles Wild, Private Eye in its Sun., 5:30-6 p.m. period on NBC starting Sept. 24. Agency, BBDO, New York.


ANA RATE DEMANDS HIT BY NAB DISTRICT 16

DELEGATES at NAB District 16 meeting in Hollywood (early story page 22) denounced Asn. of National Advertisers demands for reduced aural radio rates in TV cities as "unjust, unwarranted and tending to involve both the industry in violation of law." District endorsed plan proposed by William B. Ryan, NAB general manager, for NAB and Broadcast Advertising Bureau to undertake industryscale to show unwarrantedness of ANA proposals.

At closing day's session District 16 urged support of plan for new and expanded BAB; approved NAB board's plan for defense role but asked fair representation for western states and endorsed plan for NAB board to study integration of state, local and national broadcast associations within NAB; voted thanks to NAB staff members who take part in meeting, along with District Director Calvin J. Smith, KFAC Los Angeles, and Robert J. McAndrews, managing director of Southern California Broadcasters Asn.

DAVID LEVY Y&R V-P

DAVID LEVY, for 12 years with Young & Rubicam, New York, named vice president in charge of sales and new business areas for agency's radio and television department. He will head group assigned to originate new ideas.

KFI REORGANIZATION

KEVIN SWEENEY, sales promotion manager, named general sales manager of KFI and KFTV Los Angeles effective Sept. 1. He will have complete control over department. James Bradley, salesmen, named assistant general manager reporting to Mr. Sweeney.

AVERY-KNODEL'S AGENCY

AVERY-KNODEL Inc., national station representatives, appoint O'Brien & Dorrance, New York, as advertising agency.

MAGNAVOX APPOINTS K&E

KENTON & ECKHARDT, New York, named to produce Magnavox hour-long dramatic show alternate Friday and new programming for agency's radio and television department. K&D will handle rights on CBS-TV (Closed Circuit, Aug. 21).

NEW BAB SALES PITCH

NEW Broadcast Advertising Bureau desk-top presentation promoting radio news programs released to stations at $7.50 per copy. Presentation, "Radio—America's Star Reporter and Super salesman," is in second series being produced by BAB. First was "Radio's Feminine Touch," issued several months ago.

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KCMO

One Does It—
in Mid-America!

ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

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

18 to 1 Sales Ratio
An expenditure of $3000 resulted in the sale of $54,000 in merchandise... in 3 months... for one sponsor of HILLBILLY HIT PARADE. Orders came from 270 counties. (See Map 1 at right). Dal Stallard emcees this 1½-hour Hillbilly-Western record show every Saturday morning. There are no special offers, no write-in gifts... just hard selling.

Miracle for a Miracle Drug
A schedule of 5 announcements for 1 week on START THE DAY RIGHT, early morning live talent participating show—7:15 A.M. to 7:45 A.M.—Monday through Friday—produced 3,426 pieces of mail in response to Hadacol Mystery Tune. (See Map 2).

Write KCMO for specific program information for your products.

KCMO-FM...94.9 Megacycles
Broadcasting Transit Radio in Kansas City... to cover the riding public... while they're on the way to buy... at new low costs!
Contact Transit Radio, Inc.

KANSAS CITY 6, MISSOURI
Basic A BC for Mid-America

August 28, 1950 • Page 5
Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase. "Cisco Kid" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways. "Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a TERRIFIC story!
This is CBS in 1950...

address of radio's greatest stars

And for CBS, CBS alone promotes the strongest schedule in radio, backed by powerful promotion. Royalties on over a hundred thousand prerecorded advertisements, both local and network.

The great CBS stars themselves have recorded songs promoting the station... and there's a catchy campaign single.
SUNDAY

9:00 AM  Concert Hall
9:15  E. Power Biggs
9:30  Voice of Prophecy, F. C. Ploch
9:45  Paul Robert Cheruit
10:00  Message of Salvation
10:15  "A Church of God"
10:30  "Gospel Voice"
10:45  "Church of God"
11:00  Foreign Missions
11:15  "Dawn of Faith"
11:30  "Northwestern Review"
11:45  "Gospel Songster"
12:00  "Invitation to Learning"
12:15  PM
12:30  "Popcorn"
12:45  "Sunday Service"
1:00  "Sons of America"
1:15  "C COMMANDER"

MONDAY - FRIDAY

9:00 AM  "General Mills Breakfast Club"
9:15  "Co-op World News"
9:30  "Moody's Roundup"
9:45  "General Mills Breakfast Club"
10:00  "Co-op World News"
10:15  "P. O. W. Welcome"
10:30  "AMOAR"
10:45  "Church of God"
11:00  "Foreign Missions"
11:15  "Dawn of Faith"
11:30  "Northwestern Review"
11:45  "Gospel Songster"
12:00  "Invitation to Learning"
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**Notes:**
- **ABC:** American Broadcasting Company
- **CBS:** Columbia Broadcasting System
- **NBC:** National Broadcasting Company
Depth of a Salesman

WCAU has 11 shows with a higher rating than Station B's top rated show.*

The average rating of WCAU's top 40 shows* is higher than that of Station B's top 10.
CITIZEN'S AUTO INSURANCE, Salt Lake City, appoints Ross Jurney & Assoc., same city, to direct all advertising. Extensive use of radio planned in Rocky Mountain region, TV in Salt Lake City. Ralph D. Herbert, account executive.

CHESEBROUGH Mfg. Co., N. Y. (Vaseline Cream Hair Tonic), renews Greatest Fights of the Century over KPLA (TV) Los Angeles, WDSU-TV New Orleans and KING-TV Seattle for 39 weeks beginning first week in September. Program carried also by NBC-TV following Friday night fight telecasts. Agency: Cayton Inc., N. Y.


TOMAT-O-PEP Co., San Jose (canned tomato juice), names Lon Adv. Service, same city. Radio and TV will be used.

CHARRINGTON & Co., N. Y. (beer and ale), names Victor A. Bennett Co., N. Y., to direct marketing plans in U. S. Media not yet determined.

GLAMOUR PRODUCTS Co., L. A. (Vitrex), starting two-minute video announcements on WNBT. (TV) WPIX (TV) WABD (TV) all New York, with expansion into other eastern markets planned for fall. O'Brien & Dorrance, N. Y., handles firm's eastern advertising.


WHITE ROCK BOTTLERS Co., L. A. (Welchade), appoints Davis & Co. L.A., to direct advertising. TV to be used.

Network Accounts


GILLETTE SAFETY RAZOR Co., Boston, renews Fri. evening boxing bouts for sixth consecutive year over ABC at 10 p.m., beginning Sept. 15. Agency: Maxon Inc., N. Y. Company also sponsors fights on NBC-TV, same time.


Adpeople

F. T. MINCOLLA, Montgomery Ward & Co., named merchandise manager for Lone Ranger products by Trendle-Campbell Enterprises, Detroit, producer of radio-TV programs.
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you’re making out that schedule for the Southwest don’t overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

K EITH B. SHAFFER, KMBC Kansas City, to Erwin, Wasey & Co., N.Y., as director of radio. RICHARD L. EASTLAND to director of TV, with RAY SIMS continuing as timebuyer for radio-TV. All work under C. H. COTTINGTON [BROADCASTING, Aug. 21].

VIRGINIA RUSSETT, from Schwimmer & Scott, Chicago, radio-TV department, to J. Walter Thompson, also Chicago, as assistant in time buying department headed by Ed Fitzgerald.

FRANK McKIBBEN, vice president and account executive, Hal Stebbins Inc., L. A., to McCann-Erickson, that city, as account executive.

TOM HICKS, radio-TV program director, Fletcher D. Richards Inc., N. Y., to Geyer, Newell & Ganger Inc., N. Y., as executive producer.

SHERWIN L. TOBIAS, secretary and media director Simmonds & Simmonds Inc., Chicago, to manager St. Louis branch. SHELDON WAS- SERMAN, production manager, to media director.

FREDERICK ASHER Inc., 20 N. Wacker Dr., Chicago 6, established. FREDERICK ASHER, advertising manager Consolidated Book Publishers, president; CHARLES E. COMPTON, account executive CBS Radio.

on all accounts

IF Dick Dumit should be asked what was the most interesting account he handled, he'd probably say the spot teaser campaign that helped sell housing sidewalls by the thousands. And, Dick will be quick to add that his biggest headache was handling a Western band for a client. Among other eccentricities, the piano player wiggled his ears.

Director of radio copy and programs originating from the Aylin Advertising Agency in Houston, Dick uses the two instances to illustrate the versatility needed in handling accounts successfully.

That he has and does handle such accounts successfully is shown by a list of some of the clients now under his direction at the Aylin agency. These include Angly Lumber Co., Arrow Mills, Barbour's Professional Opticians, Black-Brolitite concrete tile, Schroeder Lumber Co., Temple Lumber Co., Foxworth-Galusha Lumber Co., the Henke & Pilott grocery chain, Johnston Motor Co. and James Butte Co., all of them leading Houston concerns.

Richard Ray Dumit was born in Tulsa, Okla., on Feb. 1, 1918. He stayed around Tulsa long enough to make his bow into the business world as a sports writer for the Tulsa Tribune.

Then came the war and Dick, glasses and all, was among the first to be drafted. Tiring of KP duty, he decided to try and put his newspaper training into use in a job on the camp newspaper at Camp Barkley, Tex. Later he helped originate the Camp Barkley radio station along with Bill King, now a radio man in Savannah, Ga. The pair padded the walls with G. I. blankets and got Bill Mauldin to decorate one wall with a mural showing an artillery piece about to be fired in front of a microphone.

Later in his Army career, Dick was shipped to Fort Smith, Ark., where he met Norine Pray- tor, later to become Mrs. Dumit. He went overseas with the 6th Armored Division as an artill- lery forward observ- er. After the Ger- mans surrendered, he broke his leg and smashed a cheek in a jeep accident. Shipped back to the states, he decided to get in on the “glamour” of advertising life.

Dick spent his last leave looking for connections in Houston and, in early 1946, he joined a Houston (Continued on page 43)
beat

Sales, vice president: ROBERTA MILLER, secretary, and EGN UN- GAR, art director. Firm will handle radio and TV advertising.

GEORGE IRWIN, head George W. Irwin Co., Beverly Hills, Calif., in N. Y. till end of month in connection with Columbia Air Coach account.

JERRY VERLEN, head of his own agency, to Walter Weir, N. Y., as account executive. Will also work with firm's planning committee.

JAMES R. LARGE, vice president Jenkins-Large Inc., L.A., in Chicago to set up agency office to facilitate expanding client growth, particularly in TV. Firm also planning to appoint N. Y. representative.

M. S. BROOKMEYER to vice president S. R. Leon Co., N. Y. With company for 14 years.

WALLACE RIGBY to Ruthrauff & Ryan, N. Y., as account executive. Was with Young & Rubicam and Kroger Co.

KEVIN FARRELL, N. Y. staff J. Walter Thompson Co. international department, to Paris staff.

JACK LANDT to N. Y. staff George R. Nelson Inc., as associated TV producer for Mohawk Showroom, NBC-TV.

JULIAN GERARD to account executive Buchanan & Co., N. Y. Was in publicity in fashion and cosmetic fields as head of own firm.


HERMINIO TRAVIESAS, CBS-TV sales service manager, to BBDO, N. Y., in administrative capacity in agency's TV department.

WILLIAM BONYUN, president Daggett & Ramsdell, Newark, N. J. (toilet articles), to O'Brien & Dorrance Inc., N. Y., as marketing and sales consultant on cosmetic and drug accounts.


FRANCES YOUNG, head of radio-TV department J. Walter Thompson, S. F., married Frank G. Austin Jr., Dept. of Justice, S. F., July 16.

HAL WALKER, Rhoades & Davis, S. F., to Garfield & Guild, same city, as creative director.

ASSOCIATED ADVERTISING AGENCY Inc., Wichita, Kan., elected to American Assn. of Advertising Agencies.


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No other News Tops WBEN News

This is a conservative statement.

WBEN news has consistently and conclusively topped all other news programs and news commentators heard in the BUFFALO market. That includes networks as well as local.

Reason why is simple: WBEN news is complete. It is backed by three leading wire services plus the complete facilities of one of America's great newspapers: The Buffalo Evening News.

WBEN news is consistent. It runs a full quarter-hour and occupies the same periods year in and year out. WBEN news is edited by a staff of radio-trained writers who work in Buffalo's news-gathering center—the editorial rooms of The Buffalo Evening News.

WBEN news is sold out, but the WBEN news-story is one that every timebuyer should know as it is representative of the overall WBEN operation.

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

WBEN
Basic NBC • 5000 Watts
REPRESENTED NATIONALLY BY PETRY

---

RCA TAPE RECORDER Type RT-11A

50 to 15,000 c.p.s. (=2 db) at 15 in/sec
50 to 7,500 c.p.s. (=2 db) at 7 1/2 in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—
  with synchronous capstan
- Smooth tape runs—via
  sapphire guides
- Automatic tape lift for fast
  "forwards" and rewinds
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all
  operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital
  controls
- 3 heads—Erase—Record—
  Playback
NEW-

High-Fidelity Tape Recorder
-the finest money can buy!

This is the world's foremost professional tape recorder, the one recorder that has everything—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to =2½ seconds in a 30-minute run.

And with synchronizing equipment . . . for which provision is made . . . timing can be held to 0.3 second on any length program!

Many more important features, too.

Self-centering “snap-on” hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. “Microswitch” control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts free and clear of heads during fast forward runs or re-winds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.

RCA Engineering Products.
Department 1593
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11A.

NAME ____________________________

ADDRESS ____________________________

STATION OR FIRM ____________________________

CITY __________ STATE __________
Leif Eid’s astute observations in the national and international news scene have long been recognized as must listening in the Capital area.

Eid's timely ten minutes each Monday thru Saturday from 6:05-6:15 provides peak listening for your product message.

This program is available on Tuesday, Thursday and Saturday nights, only.

The natural appeal of this time segment alone is enough to merit your careful thought. The program immediately follows five minutes of late news bulletins, while Eid enjoys an unparalleled reputation for what newsmen call a ‘tight story.'

WRC or National Spot Sales can provide further details... all of them solid facts for your consideration.

Leif Eid's feature of the week

A THIRD generation of the Convey family is now participating in operation of KWK St. Louis. Employed by his father, Robert T. Convey, president of the MBS outlet, Robert Jr., 13, has been serving as assistant page boy during his summer vacation from Country Day School in St. Louis.

Robert is carrying on the tradition established by his grandfather, Thomas P. Convey, who founded KWK back in 1927. Before putting KWK on the air, the pioneer broadcaster of the Convey family had formed the "Voice of St. Louis Inc.," a corporation operating KMOX under a unit plan. Later, he took over KFVE, the present KWK, which took the air on St. Patrick's Day, a day always held in reverence by the Conveys.

About the time he took over KWK, Thomas Convey's 15-year-old son began his radio career as announcer in the budding enterprise. On the air he was known as "Bob Thomas."

Today, the same "Bob Thomas"

Two Conveys, Robert T. (1) and Bob Jr., discuss the day's business.

in KWK's president, and against this background of early entrance into broadcasting, Robert Jr. continues the Convey pattern.

The youngest Convey has managed to get his start at an even earlier age than did his father—beating his dad's entrance in radio by two years.

strictly business

MR. PERLSTEIN

"RADIO and television are effective media because they reach the largest number of people while they are at home relaxing."

This statement was made by Pabst Blue Ribbon's director of advertising, Nathan N. Perlstein, who added:

"We like to contribute to that relaxation by means of subtle commercials, rather than to repeatedly slap the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

These are the views of a man whose firm spends more than $6 million per year in advertising, with a major portion allocated for radio and television.

Nathan Perlstein started his advertising career with Meyer, Both Advertising Co., a syndicate house. After several years with them he joined the advertising agency of Mattoon, Fogarty & Jordan, Chicago. During the Chicago World's Fair in 1933 and 1934 he was in charge of publicity and promotion of the Pabst pavilion.

As producer of the Ben Bernie show, he became the world's youngest radio producer. At this time the agency name was changed to Morris, Windmiller & Enzinger and his title was radio and promotion director. Later the agency was again changed to Morris, Schenker & Roth.

In 1938 Mr. Perlstein joined Pabst as merchandising manager and later on became advertising manager. In 1948 his title again was changed to director of advertising, both for Pabst Sales Co. and (Continued on page 44)

Tampa Tribune Stations

TO MORE PEOPLE IN FLORIDA'S FASTEST GROWING METROPOLITAN MARKET... AND ITS RICHEST TRADE AREA... WHERE DIVERSIFIED INDUSTRY, AGRICULTURE AND BUSINESS PROVIDE STEADY BUYING POWER RIGHT AROUND THE CALENDAR.
BMB reports the Charleston, West Virginia Market . . . .

As the latest BMB figures below prove, WCHS audiences are larger and cost less to reach than those of all the other four Charleston stations combined.

**WCHS** has 28% MORE night-time listeners than the combined listener total of the other four stations.

**WCHS** has 15% MORE daytime listeners than the combined listener total of the other four stations.

**WCHS** rate is LESS than half of the combined rates of the other four stations . . . daytime or night.*

* 260 Time chainbreak rate as published SRDS

**WCHS** 6 or 7 days per week radio family total 83,500
Four station total 72,340

**WCHS** 6 or 7 nights per week radio family total 66,480
Four station total 51,780

**WCHS**
Charleston, West Virginia
580 KC 5000 W Full Time
CBS

Represented by The Branham Company
More North Carolinians Listen To WPTF Than To Any Other Station.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
FALL TIME SALES SOAR

TELEVISION time sales are soaring upward at a pace unprecedented in media history as the fall-winter season approaches, with interest in AM unabated, according to a nationwide survey by Broadcasting-Telescasting.

Like aural radio, TV will set new records during the coming season, in the opinion of practically all agency, advertiser, representative, station and network executives contacted in a coast-to-coast survey by Broadcasting-Telescasting news bureaus [aural survey in Aug. 21 Broadcasting].

The aural survey indicated that national spot alone would be at least 10% up from the $112 million 1949 fall season.

The relatively infant visual medium, however, will more than double sales of last autumn and winter whereas aural radio is expected to maintain the rise that has marked its 30-year history according to the thinking of industry leaders.

Of dramatic interest is the fact that the dominant share of television advertising money is new money, not drained off radio budgets.

SRO Signs Out

In many TV cities the “standing room only” sign is starting to appear as clients buy up all available video time. Good time is becoming hard to find and in some areas advertisers and agencies are briskly competing for whatever availabilities they can find as stations keep increasing their operating hours.

Even the surge of rate increases in TV stations has failed to halt the demand, though temporary easing off has appeared in some cases. These rate increases are based on the sharp growth of the TV audience. Overall, the number of video sets is nearly triple the figure just five years ago.

Naturally the men who spend advertising dollars, and those who sell time, are concerned about possible impact of the war emergency. At worst, however, they feel that TV’s circulation would level off in case of all-out war because set production might be halted entirely. There appeared no sign that an important segment of advertisers would abandon, in case of deepened world troubles, the medium they love so fervently at this time.

Everyone in and around television exudes joy at the medium’s prospects and at the cash register results that it is producing. Success stories abound, stories that match and sometimes surpass those of the older aural broadcast industry.

These stories of profitable telecasting demonstrate strikingly the impact of the combined aural-visual message on the fast-growing audience and they provide impressive answer to the charge that rates are high, according to advertisers and agency executives.

Network business is fine, those who sell television time declare. Late August evidence points to a doubling of last year’s business. With over a month of selling time left before the season is in full swing, networks have signed 120 advertisers who will sponsor 158 programs totaling 96 hours a week.

Last season there were 74 network TV advertisers sponsoring 93 programs totaling 69 hours a week.

Most of these advertisers are using more stations and paying more money to reach the vastly expanded audience.

Sporadic, in going higher and higher despite all down here and there as station rates were adjusted upward along with the rapid pace of receiving set installations.

National representatives with TV clients have been selling the new medium hard, aided by a somewhat confused network affiliation situation centering around the multiple network tieups in cities with fewer than four visual stations.

TV stations generally show a fondness for spot contracts because they derive more revenue from this business than they derive from network programs. However, spot users are concentrating in many cases on cities with 75,000 or more TV sets.

Local Business Up

Local TV business is excellent. Many local business firms that figured TV was too rich for their blood a year ago, are now giving a fling, that the new medium is a good buy on a cost-per-impression basis.

Nowhere is TV enthusiasm more intense than in New York, which thinks of itself as the heart of television. The enthusiasm of advertisers and agencies isn’t damped by the fact that the time is hard to find (see page 53).

In New England the SRO sign is appearing and rates are rising, though some spot and local clients have stepped aside momentarily to make up their minds about the higher rate charges (see page 54).

Chicago’s advertising fraternity is amazed at television. Stations are turning down accounts by the dozen and spreading schedules over morning and late-night hours. Conviction is growing that entertainment shows are good daytime audience getters, dispelling the oft-heard theory that only kitchen and home economics programming should be used before dinner (see page 54).

Television is becoming big business in the Southwest, with availabilities scarce. AM interest continues unleashed (see page 58).

Record activity is noted in Los Angeles, which expects to have a million TV sets by yearend. The market has seven stations but time is scarcer and hours are being increased. Advertisers like to use both television and radio campaigns (see page 56).

Prospects are fine, too, in San Francisco, which had a late television start. Completion this year of the San Francisco-Los Angeles radio relay link is expected to help the Golden Gate area (see page 56).

All around the nation television (Continued on page 74)

MEDIA DOMINANCE

Radio-TV Lead Seen in ’50

NATIONAL broadcast advertising (TV included) at least equaled the 1949 totals of newspapers and magazines and likely will lead other media in 1950, according to compilations by the National Assn. of Radio Station Representatives.

Though it is difficult to draw exact media comparisons because of lack of uniformity in basic formulas, NARSIR has adjusted these elements in an effort to produce fair totals for 1949. The NARSIR estimate of national advertising expenditures for 1949 follows:

Broadcast national advertising, time and talent, including national rated as local (TV included) $475,000,000

Newspaper national advertising, space and preparation, including national at local rates, excluding retail advertising of national brand products, net 460,000,000

In submitting these estimates to members, NARSIR Managing Director T. F. Flanagan said the day is not far distant when broadcast advertising will be far out in first place. He cited “the healthy growth of radio in 1950” and “the sensational growth in television” along with the “spectacular annual gains” of newspapers.

“Fortunately it doesn’t make much difference which is first, second or third among these three media,” Mr. Flanagan said. “All three are running into the hundreds of millions of dollars, all three have served and are serving advertisers and the national economy very well indeed. Regardless of the individual gains of the three media, the total amount of money spent for consumer advertising in the foreseeable future is bound to continue its spectacular growth.”

Since the Bureau of Advertising of the American Newspaper Publishers Assn. and the Magazine Advertising Bureau are promoting their “leadership” in national advertising, Mr. Flanagan said, “There is no reason why we shouldn’t step into this battle of the figures, since we can show that this is probably the last year in which either magazines or newspapers can even claim the leadership.”

Broadcast advertising has either taken the lead already or (Continued on page 74)

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Specifications To Be Released Soon

Estimated as being worth between $4 million and $10 million depending upon tax aspects. The properties are being offered for sale upon direction of R. D. Merrill, 83, uncle and sole heir of Thomas S. Lee. Possible litigation growing out of claims of relatives are being held in abeyance pending sale of the properties. Mr. Lee, who was killed in a fall from a building on Jan. 15, owned all of the stock of Thomas S. Lee Enterprises.

N.Y. AD COURSE

THEODORE C. STREIBERT, president, WOR New York and board chairman of MBS, and Edgar Kobak, business consultant and former MBS president, are among speakers scheduled for the 27th annual advertising and selling course offered by the Advertising Club of New York.

Scheduled to run from Oct. 9 to March 19, 1951, the course will include 27 lectures, six clinic sessions in six specialties: Radio and TV, copy writing, sales promotion, advertising production, better selling, sales and advertising research. Clinics are round table discussions with specialists in each field. Cost of the course is $25.

LeGear Plans Drive

DR. L. D. LeGEAR Medicine Co., St. Louis (stock, poultry and dog remedies), begins a national radio spot campaign in the fall through Simmons & Simmons, Chicago. Paul W. Tobin is advertising consultant and will supervise.

Specific plans are being developed now as to starting date, duration and markets.

FOGARTY NAMED

Is WOW General Manager

FRANK P. FOGARTY, young Omaha business executive, has been named general manager of WOW-Omaha by the board of directors of WOW Inc. He succeeds the late John J. Gillin, Jr. Announcement was made by Francis P. Matthews, Secretary of Navy, who succeeded Mr. Gillin as president of WOW. The corporation operates WOW-AM-TV and KODY North Platte, Neb.

Simultaneously, the resignations of Joe Herold, technical director of WOW Inc. and general manager of WOW-TV, and Russ Baker, production manager of WOW-TV, were announced.

Lyle DeMoss was elected assistant general manager by the board.

Mr. Fogarty resigned as vice president of Paxton & Gallagher Co., Omaha coffee concern, assuming his WOW post Monday. He is currently president of the Omaha Public Television Corporation, the Knights of AK-SAR-BEN, and a past president of the Omaha Mfrs. Assn.

Creighton Graduate

A native Omaha, Mr. Fogarty holds a B.A. degree from Creighton U. After his graduation he served three years in charge of Creighton public relations and then in connection with the administration of Creighton.

In 1929 he was appointed manager of the Omaha Chamber of Commerce Convention & Publicity Bureau. Seven years later he became general manager of the Chamber, resigning in 1944 to accept the Paxton & Gallagher post.

Mr. Fogarty is married and has three children. He lives at 4924 Webster St., Omaha.

Mr. Herold was with WOW for approximately five years. He has served as an engineer, station manager, public relations supervisor and technical director. He inaugurated the WOW-TV personnel training program in cooperation with Creighton U. in 1946 and was made manager of WOW-TV on May 1, 1949. He also designed and supervised the installation of the WOW-TV technical equipment and building and, under the direction of the late Mr. Gillin, set up organization of the WOW-TV staff.

Mr. Baker, production manager of WOW-TV since its beginning in August 1949, has been with the WOW organization since 1941 with the exception of two years spent in the theatre and radio in New York and four years in the Army.

Matthews Joins D-F-S

BASIL MATTHEWS, formerly with Sherman & Marquette, New York, has joined Dancer-Fitzgerald-Sample, same city, as vice president. He will be in charge of the Procter & Gamble account for the agency.

OVERALL NAMED

To MBS Sales Post

APPOINTMENT of John R. Overall to succeed Duncan R. Buckham, who resigned as sales manager of the eastern division of MBS, was announced last week by Adolf N. Huit, vice president in charge of sales.

Mr. Overall joined the MBS sales department in 1935-1940, after a five-year period with NBC sales. Mr. Buckham, who has not announced his future plans has been associated with radio since 1926, and with MBS since 1945.

"Now don't get angry dear, I just read in Broadcastign that your full business will be very good!"

Drawn for Broadcasting by Sid Hix

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BROADCASTING • Telecasting
SPECIAL test survey committee recruited by Stanley G. Breyer, commercial manager, KJBS San Francisco, to resolve the confusion arising over differing conclusions resulting from Hooper and Pulse surveys in that city [BROADCASTING, July 3-Aug. 21] held its first meeting last Monday in the BMB board room in New York.

First act of the new committee was to enlarge its membership from six to eight by the addition of Lawrence Deckinger, director of research, The Biow Co., New York, and Matthew W. Chappell, head of the psychology department, Hofstra College. Both newcomers were selected from the membership roster of the New York Radio and Television Research Council, of which Dr. Deckinger is president.

Committee members in addition to Dr. Chappell and Dr. Deckinger are: Kenneth H. Baker, director of research, NAB, elected chairman of the special test survey committee; Lewis G. A. Estabrook, president, Survey-Knodel Inc., and president of National Assn. of Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc.; Fred Man- chee, executive vice president, BBDO; Dr. Sydney Roslow, director, The Pulse Inc.; A. Wells Wil- bor, director of marketing research, General Mills Inc.

Chappell Background
Dr. Chappell formerly was associated with the Hooper organization and was co-author with Mr. Hooper of a volume on radio research. Since leaving Hooper, Dr. Chappell has been associated with the Psychological Corp. and remains as consultant with that organization in addition to his faculty duties at Hofstra College.

Appointment of the new committee members answered the objections voiced by Dr. Roslow in correspondence to Mr. Breyer. Last week he accepted the invitation to participate in a test to determine the accuracy of Pulse audience measurements in the San Francisco-Oakland area in direct comparison with those of C. E. Hooper Inc., Dr. Roslow had stipulated that the committee name to supervise the study be satisfactory to him.

When Mr. Breyer announced his committee appointments, Dr. Ros- low objected that he had not been given the opportunity to appoint other members of the committee in advance and furthermore observed that Mr. Breyer had not followed his original plan of including a Pulse station representative on the committee to be selected from among station subscriber in the committee's membership. Fact that BBDO and General Mills are both subscribers to Hooper services but not those of Pulse aggravated ratings rather than relieved the situation.

With committee agreement to expand its membership and the prompt acceptance of Dr. Chappell and Dr. Deckinger to join the group, the apparent impasse was removed and the members got down to their appointed task of drafting plans to accomplish accurate com- parison of the two rating services.

Data Asked
The committee requested Mr. Hooper and Mr. Roslow to submit data on their surveys in the San Francisco-Oakland area to permit more direct comparison than is currently possible. Full tabulations will be tabulated into telephone and non-phone families within the five- phone call zone and Hooper tabulations will be tabulated for the same area.

In this way, differences due to the inclusion of non-phone homes by Pulse and their exclusion by Hooper may be eliminated, and the differences due to variations in the area surveyed by each service. With these out of the way, the committee will then be in a better position to determine what vari- ations in Hooper and Pulse ratings are due to differences between the coincidental telephone technique used by Hooper and the personal interview recall method used by Pulse.

The two audience researchers have agreed to prepare the desired tabulations and have them ready for submission to the committee at its next meeting on Aug. 31. Group will discuss the tabulations then and will decide on the next step in the testing program.

Problem Foreseen
A problem foreseen but not yet met by the committee is that of broadening the experiment to include meter and diary audience measurements as well as the Hooper coincidental telephone system, the Pulse personal interview method and the coincidental personal interview survey which Mr. Hooper and Dr. Roslow have agreed to underwrite. If the committee should conclude that inclusion of other survey techniques is desir- able the question of fund-raising to finance these expanded tests will immediately arise.

PERON REGIME
Argentina's Largest Broadcaster

By HERBERT M. CLARK
BUENOS AIRES

THE PERON regime is revealed to be the largest single owner of broadcasting facilities in Argentina by Pulse researchers, who have released tabulations to the committee through informed sources.

The documents also suggest that President-General Juan Peron has moved across frontiers and become the owner of two shortwave transmitters in Uruguay and one in Paraguay. The government has always insisted that radio is a private industry and that it cannot control anything but its own state radio station—LRA—and its shortwave transmitter.

The most important and detailed statement of that official contention was made just 12 months ago in reply to a United States Embassy protest against restrictions imposed on freedom of information in the field of radio. The Argentine answer was that the government obviously could not impose restrictions since it had no connection at all with radio.

The documents obtained today demonstrate that when that reply was delivered, the government had already purchased 16 "independent" longwave and six shortwave transmitters. Cointellectual establish- ment of federal control over nine municipal stations had thus given Peron 26 of Argentina's 54 longwave transmitters and seven of the 10 existing shortwave transmitters.

The telling documents come from the 1947 files of the Instituto Ar- gentino de Fomento Economi- cancio—the Argentine Trade Promo- tion Institute known by its initials as IAPI.

Resolution C-220 of that state trading monopoly, dated Oct. 16, 1947, authorized "the purchase, through the Telecommunications Dept., of the physical properties of a shortwave transmitter in the Province of Buenos Aires, and the shortwave transmitter owned by the Argentine Broadcasting Network, and stations LS10 and LR2 in Buenos Aires and LV4 in Men- dona." The price of 2 million pesos was then worth roughly half a million dollars.

Composition of Network
The "Premier" network includes 12 longwave and three shortwave transmitters in Argentina plus two shortwave stations in Uruguay and one in Paraguay. There is nothing to indicate that these foreign stations have been sold since.

Resolutions C-221 and C-222 ex- panded the program to include payments for good-will and acquisition of title to station LV15 in Tucu- man.

Resolution C-223, noting that 3,186,666 pesos had already been laid out, authorized "the expendi- ture of an additional 8,533,534 pesos to complete purchasing..."

The funds were drawn from the Banco de la Nacion, the official in- stitution which has many of the funds of the Federal Reserve Bank, as shown on the detailed balance sheet for 1947 in a notation recording "an advance to IAPI of 12 million pesos for the purchase of various broadcasting stations."

Significantly, that entry figures only on the detailed balance sheet prepared for officials and does not show up on the published report.

That evidence, to most observers, lends added importance to a recent series of studio shifts beginning when Radio Belgrano moved into new headquarters in the Alvear Palace Hotel, now believed to be owned, through dummies, by Mad- dene Eva Duarte de Peron, Argen- tina's "first lady." Belgrano's old studios were ceded to Radio Splen- did, key to another 11-station net- work believed to belong to the government, and Splendid in turn handed its former building to the State Radio Dept.

Argentina's only other chain is the 16-station network based on Radio El Mardo, part of the Haynes Publishing Co. properties. Those were sold in 1948 to a group whose acting president, Major Carlos Aloe, is Peron's executive secretary at the Casa Rosada, Ar- gentina's pink "white house."

Don Lee Signs Kirkwood

JACK KIRKWOOD, comedian, last week was signed by Don Lee Broadcasting System to a five-year contract calling for a five weekly half-hour show. The show is set to start Oct. 16 and is a package of Century Artists Ltd., Holly- wood. Signing for the agency was Ben Benjamin. Donn B. Tatum, vice president and general counsel, Don Lee, signed for the network. Total value of the package plus network production costs is approximately $500,000.

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NAB Proposes Study

UNITED ACTION

United industry action to meet competition of other media was urged at the NAB District 16 meeting, which opened Thursday at the Hollywood Roosevelt Hotel in Hollywood. Such sales promotion was Robert D. Swezey, WDSU New Orleans, chairman of the NAB board's BAB Committee, who has appeared at the three NAB West Coast meetings (see District 15 story page 23).

Though the business session was not scheduled until Friday, the district endorsed the greater BAB project at the end of Mr. Swezey's talk. Motion to approve the plan

IN APPRECIATION for 11 years of service to the NAB District 17 presented a watch to Harry R. Spence (r), KXRO Aberdeen, retiring director. H. Quentin Cox, KGW Portland, successor on the board, makes the presentation (Broadcasting, Aug. 21).

This group at the National Assn. of Radio Station Representatives' Spot Clinic luncheon held at New York's Biltmore Hotel Aug. 1 includes (l to r): seated, T. F. Flanagan, managing director, NARSAR; Edmund Johnson, executive vice president of Dowd, Redfield-Johnson, guest; Fred Hogue, George F. Hollingsbery Co.; George E. Abrams, advertising manager of Block Drug Co., guest; Mort Bassett and Bob Eastman, both of John Blair & Co.; standing, Nick Madonna and Tom White, Avery-Knodel Inc.; Jim McManus and Tom Campbell, The Branham Co.; Robert D. Meeker, Robert Mecker Assoc. Inc.; Knox LoRusso, George P. Hollingsbery Co., San Francisco; Jim LeBaron, RA-Tel Representatives Inc.; Les Pierce, KWIT Wichita Falls, Tex.; Ron Litteral, KLYN Amarillo, Tex. The luncheon is a monthly event sponsored by NARSAR.

Rural Rate Facts

AURAL RADIO'S rate-circulation structure will be matched against those of competing media if a plan proposed by NAB is taken up by the industry.

Stung by suggestion of Assn. of National Advertisers that broadcasters should make drastic rate cuts, NAB General Manager William B. Ryan last week proposed that the true facts of media rate structures be pitted against each other.

Mr. Ryan made the suggestion last Tuesday. A few hours later NAB District 15, meeting in Monterey (see story page 28), adopted a resolution endorsing the idea.

Similar action was expected at the District 16 meeting in Los Angeles (see story this page).

Special survey designed to show the actual state of the broadcast audience would be taken, under the NAB plan, with the entire industry understanding the project.

In announcing the idea, NAB said it is designed "to provide the true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs."

"It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs."

All stations will be asked "not to yield to pressures from organized groups of buyers pending the completion of the survey." NAB hopes for quick action so the survey can get under way soon and be completed by next March 1.

NAB suggests that the board's Broadcast Advertising Bureau Committee, which recently drew up a plan to separate BAB from NAB and institute it into a million dollar corporation, would be well qualified to take over organization details of the survey.

Thus far the project is merely in the suggestion stage, aside from the two district meeting resolutions. The ANA rate-cutting proposal was discussed informally at the last NAB board meeting but no formal action was taken. Instead the board acted on the long-range plan to set up a BAB that will match the costly advertising bureaus maintained by newspapers and magazines.

Key Questions

Unanswered at the weekend were several key questions: Who would raise the money! How much would it be needed? How do NAB board members feel about the idea? How do station feel?

Offsetting the two-district approval of the idea was a suggestion that the ANA gesture was unethical and in bad taste, and should be allowed to die quietly. Another prominent broadcaster who didn't want to be quoted thought NAB merely would dignify the ANA figures, described as full of holes, by taking major steps to answer them. These were only random comments, however. Industry opinion has not had a chance to jell.

NAB already has a reservoir of data and sales material that can serve as a basis for development of up-to-date factual arguments in answer to ANA's proposal. Along with audience and sales devices developed by BAB, the association has access to BMB figures and rate card compilations, as well as such weapons as the "How Much for How Many" bulletin drawn up in 1949.

One suggestion would bring together a small group of station, network, representative and research officials familiar with the national industry picture. By pooling their material and adapting it to situations, it is contended, the committee could come up with suitable answers to ANA. These could be followed by new research material supplied by firms not connected with broadcasting and concededly neutral in their attitude.

No NAB board meeting is scheduled until November, but board votes are sometimes taken by phone, telegraph or mail.

The survey proposal may come before NAB's AM committee, which meets Oct. 23-24 in Washington with Hugh B. Terry, KLZ Denver, as chairman. The NAB TV committee, headed by Robert D. Swezey, WDSU-TV New Orleans, meets Aug. 31-Sept. 1 in Washington. Referring this move to expand industry battles between stations, Mr. Swezey said, "While we have been engaged in fighting and knitting each other, the newspapers, magazines and other media directly competitive to radio have been constantly and effectively plugging their wares against us."

In reviewing TV's rapid growth, which he described as having "a very unsettling effect upon the radio business," he said broadcasting still provides the most effective advertising channel for many sponsors and products. "Radio is here to stay," he assured the delegates, although it will naturally have to make adjustments as all media have undergone revisions periodically. Mr. Swezey referred to the recent ANA report calling for radio rate cuts in TV markets and said broadcasting is singled out as the "goat." Support of the BAB project "will be worth every dime and every hour and every ounce of energy put into it," he said.

Other speakers at the two-day meeting included NAB President Justin Miller, discussing defense developments; Carl Haverlin, BMI president; Lee Hart, BAB advertising director; and NAB staff members.
NAB DIST. 15

**Pledges BAB, Rate Study Support**

PROPOSED industrywide study of radio rates and media costs, designed to supply answers to the ANA contention that ad rates are too high, (see story page 22), was unanimously approved by NAB District 15 at its Aug. 21-22 meeting held at the San Carlos Hotel, Monterey, Calif.

The district "repudiated" the ANA demands as "unjust and unwarranted" in supporting a project launched by NAB General Manager William B. Ryan. It pledged full support to the NAB board's Broadcast Advertising Bureau in its separation of BAB from the universities and its expansion into a million-dollar media promotion agency.

Delegates agreed the new setup would allow "a more positive and aggressive sales promotion for the industry" and urged other districts to take similar action.

Presiding at the district meeting, second of the 1950 summer series, was Glenn Shaw, KLX Oakland, district director.

The BAB resolution was passed following discussion of board plans by Robert D. Swezey, WDSU New Orleans, NAB board member and chairman of the board's BAB committee.

Two questions were put to Mr. Swezey from the floor: "Why is it felt BAB cannot operate as effectively inside NAB as out of it?" and "Under the new reorganization with its increased cost to subscribers are we assured BAB will undertake a truly aggressive and positive campaign of sales promotion—as aggressive as the newspaper association does?"

Mr. Swezey answered "definitely yes" to the second question. To the first query he replied that a separate BAB would permit a bigger budget without increased cost to NAB; would be free to pursue sales promotion in every possible field, and would open the service to a larger number of subscribers.

Apparing for the first time at the current series of meetings, Judge Justin Miller, NAB president, outlined what will be expected of radio and what the industry can expect in the defense crisis.

**Defense Role**

He said he thinks of NAB's overall activities "in terms of our national constitution—terms in forming a perfect union, of providing for the common defense and maintaining our industry in the community." He called the district meetings "NAB's most important educational activity."

The industry faces two important problems that should not be compromised, Judge Miller said—status of NABRA and the newly created National Association of Broadcasters.
Local Radio Boosts

Bohoy's Appliance Sales

Radio trail blazing by Appliance Dealer Mike Bohoy has his colleague tradesmen in the Corning, N.Y. area thinking in terms of sponsorship and timebuying. But far from considering himself a pioneer in small town radio advertising, Mr. Bohoy feels he found his best advertising medium when it was needed most.

The Bohoy store's sales chart speaks for its owner's radio effort. Already this summer, Bohoy has gone over the 1950 selling quota despite heightened competition in the appliance business.

The remarkable chapter in the Bohoy radio success story is the fact that before 1949 the medium was a stranger in Mike Bohoy's advertising plans. For 16 years he hewed to the traditional line of advertising his appliances in newspapers only.

A year ago, the appliance dealer decided to dabble in radio. He purchased spots to push special sales and occasionally sponsored a ball game.

But this flirtation did not last long. In January this year, sales at Bohoy sagged and Mike Bohoy looked around for a selling punch. He asked radio if it had a quick answer. When WCBA Corning, a 1 kw station, entered the scene with cold logic, the Bohoy battle was half won.

WCBA came up with a survey which showed most of the large Polish population in a 50-mile radius of Corning would be receptive to a program which beamed selected polka music. For the Bohoy campaign, WCBA suggested a 12:05-12:20 p.m. Polka Party, sandwiched between the noon news and the station's Farm Journal.

That was the turning point for Bohoy. The program was put on the air three days a week, Monday, Wednesday and Friday. Reaction was swift on the all-telling sales chart. Customer activity climbed immediately. And Mr. Bohoy increased Polka Party to a seven-day week affair, with a half-hour devoted to the show on Sunday.

By the end of April, the Bohoy store sold its 1950 quota of appliances and had set a new sales record. Radio was not only selling Mr. Bohoy's wares but it was selling itself to Mr. Bohoy.

Since Polka Party has been on the air, WCBA has had to follow up a deluge of requests and comments from listeners by purchasing a complete record library of all types of polkas. The station now writes out the music format six months in advance to avoid duplication. This list is approved by Mike Bohoy himself.

In conjunction with the program, the Bohoy store has agreed to use "as advertised over WCBA" signs for its merchandise advertised over the air. Items throughout the store are tagged as "radio specials".

With radio pushing the sales curve ever upward, Mr. Bohoy's respect for radio has risen proportionately. In late spring, Mr. Bohoy decided to sponsor one Midget League baseball game a week in Corning. A special broadcasting booth built at Midget Field carries the legend "Bohoy suggests that you support the Midget Teams by attending. If you can't, listen over WCBA." WCBA sponsors a team in the league called "The WCBA-1000 watters." As added promotion, pictures of the team are distributed to each member with the compliments of Bohoy and WCBA.

Shortly after this participation, the Bohoy store received letters from parents thanking Mike Bohoy for making it possible for them to hear their children play in the league. This program, it was noted, touched a very special type of audience and contributed a good dose of goodwill as well as sales.

Still another program was sponsored over the station by Bohoy. Called The Bohoy Juke Box Review, the show used the request-type format coupled with the playing of a "mystery vocalist" recording each night. The hour show was placed Tuesday through Friday.

Since appliances are the products advertised by Bohoy, all the programs are on a co-op basis. At first, distributors in the area were worried about all the time and variety being sponsored by Bohoy.

But the results of Bohoy's campaign have changed all that. The answer is given by one of the distributors who said: "The more appliances Bohoy sells, the more appliances we sell. If Bohoy wants variety, let him have it."

Other Articles On Appliances Dealers' Successes in Broadcasting-Telecasting

Mixturey Appliance Co.'s First Radio Use Booms Sales — A feature, April 10, 1950.
Sunset Appliance Stores Credit 100% Sales Gains to WPIX Sports — A featurette, June 6, 1949.
**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%!

![RADIO-EQUIPPED IOWA HOMES](chart1)

*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!

![NUMBER OF SETS PER RADIO-EQUIPPED IOWA HOME](chart2)

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.

**The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.**

The 1950 Edition was again conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,215 Iowa families, scientifically selected from Iowa's cities, towns, villages and farms.

WHO will gladly send a copy of the 1950 Survey to anyone interested in the subjects covered.

**WHO**

*for Iowa PLUS*

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
TOP SPONSORS of football already are lining up for a 1950 season of complete radio and television coverage. Mentioned in reports this week were such traditional sports advertisers as Chevrolet, Standard Oil, Atlantic Refining, Gillette.

A rundown of advertisers and stations signing contracts for this year's pigskin parade found an Ivy League schedule in the East set for Atlantic sponsorship on WBZ-TV, Boston. Focus the next Monday, Harvard U. which opens its home season against Columbia U. on Oct. 7 and ends with the classic Yale game on Nov. 23. To round out this eight game coverage, Atlantic also will bring WBZ-TV viewers the U. of Pennsylvania's contest with the U. of Virginia on Sept. 30, and the station will carry Air Force games on a limited basis. Gillette Safety Razor Co. sponsors the West Point-Middle game.

Atlanta also is expected to at least duplicate its wide and thoroughly radio and television coverage of last year, although details have not yet been released.

WRNL Schedule

Virginia U. and professional games of the Philadelphia Eagles continue being handled by WRNL ABC Richmond. All 10 games of the collegiate schedule will be broadcast. They are to be sponsored by Virginia Chevrolet Dealers Assn. and fed to a 23 station network in the state.

Eagles games sponsored by Climax and Tru-Ad Beverages, beginning the end of this month will be broadcast weekly until the second week of December on WRNL. Also on station's agenda is the annual Thanksgiving Day meet between Virginia Military Institute and Virginia Polytechnic Institute at Roanoke. This state classic is to be sponsored by C. F. Sauer Co. of Richmond.

Fall program for WHAS Louisville in the making. The station will carry broadcasts of all 11 U. of Kentucky games with The Reynolds Metal Co. picking up the tab. The Sportscaster Phil Sutterfield will handle play-by-play. On WHAS-TV, an hour-long football program on Tuesday will discuss movies shown on Saturday and Related college contest with the university's coach, Paul Bryant, and Mr. Sutterfield, the experts.

In Chicago 12 Bears professional games and nine Northwestern tilt. As usual, programs shows and spots, have been "sold out" at WINN that city. Dodge Dealers of Greater Chicago, through Ruthrauff & Ryan, will sponsor the N. U. games. Standard Oil of Indiana, that stationed the exclusive coverage of Bears home and away games, starting Sept. 17.

WIND also reports Peter Hand Brewing Co. (BBDO) signed for Football Scoreboard to follow N. U. broadcasts, Ray Eddy Plymouth-Dodge Dealer (Arnold Jisca) for the nationally named contests to follow Bears contests; R-H Television (Walter Rubens agency) for Football Review prior to N. U. broadcasts, Peter Hand again for the nationally named game to come before Bears games.

Spots to be aired in advance of both games sold to Household Fixtures Co. The J. M. Gault Co., W. L. games to Citation Hat Co. (Jones-Frankel) and after Bears games to Raytheon TV (Henri, Hurst & McDonald).

In Ohio, WBNS-TV Columbus reports arrangements completed with Ohio State U.'s fall schedule. Official university films of play-by-play will be augmented by special pre-game "color" shots filmed by station's motion picture department. A running commentary will tie-in plays.

Sponsoring the film showings is C. B. Motor Chevrolet Dealers. Production will be handled by Edward Kennedy of Knight Advertising Agency. Because of the Big Ten football ruling, Ohio State U. films will be telecast on Sunday, one day after the game is played.

WERE Cleveland launched its fall football season by covering the Cleveland Browns vs. Green Bay Packers professional game in Toledo's Glass Bowl on Aug. 12. Bob Neal, who handled the game, will describe all of the Browns games, home and on the road. Assisting him is Don Cordray. Plans are set by the station to feature hour after hour of pre-game show including music and commentary. Other programs: Pigskin Parade with John Saunders and Bill Reid at 8:30, followed by Marianne Wulff with Fan Fair, 8:45 p.m., and On the Sidelines with Bob Neal at 9:15 p.m., all Saturday night.

Standard Oil on KOA

KOA Denver broadcasts all U. of Colorado football games this fall. Lloyd E. Yoder, KOA general manager, said broadcasts of the 10 games on the schedule will be sponsored by Standard Oil of Indiana, making this the fourth straight season that the advertiser and station have teamed up for U. C. games. Play-by-play will be handled by Starr Yelland. News and Special Events Manager Bill Day is in charge of production.

Reportedly the first venture of a railroad into sports sponsorship comes from ESEX Pittsburgh, Kan. Thad Sandstrom, station's general manager, reported the sale of all Pittsburgh State College football games, home and away, to the Pennsylvania Railroad. The road will use the broadcasts for public relations purposes as well as promoting its "thrift" fares from Pittsburgh to Kansas City. Sale arranged through Cecil Taylor, CBS advertising manager, and Ed Warner, account executive, pots, Calkins & Holden agency, Kalamazoo, Mich.

WTMJ, the Milwaukee Journal station, will air a total of 23 Green Bay Packers and U. of Wisconsin

(Continued on page 48)
How stations rank in Colorado-Wyoming

The Colorado-Wyoming Diary Study, the first complete survey of listening habits in these two wealthy states, has the answers:

- **KOA leads every station in both states** 53% of the time day and night
- **In the morning KOA reaches an average of 2.9% of the total population of both states with each quarter-hour program.** (Sta. "B" reaches 2.9%; Sta. "C" 1.1%; Sta. "D" 0.5%)
- **In the afternoon KOA reaches an average of 3.6% of the total population of both states with each quarter-hour program.** (Sta. "B" reaches 1.3%; Sta. "C" 0.8%; Sta. "D" 1.3%)
- **In the evening KOA reaches an average of 7.2% of the total population of both states with each program.** (Sta. "B" reaches 4.5%; Sta. "C" 2.1%; Sta. "D" 0.8%)

These and hundreds of other revealing facts are contained in the recently released Colorado-Wyoming Diary Study. To be absolutely certain that your dollars are buying the best audience for your client in this essential area, consult the Colorado-Wyoming Diary Study. Its wealth of heretofore unavailable information on the Colorado-Wyoming audience and its characteristics will be invaluable to you. A postcard will bring your free copy by return air mail.

Represented by NBC SPOT SALES

NEW YORK - CHICAGO - CLEVELAND - HOLLYWOOD - SAN FRANCISCO

August 28, 1950 • Page 27
COMMUNISTS RIGHTS

MOUNTING concern over the question of selling radio time to Communist or fellow-traveler organizations which may attain problem proportions in this fall's elections—was evidenced last week amid indications that FCC and one of its former chairman are at loggerheads on the issue.

On the basis of its Port Huron decision, the Commission is expected to hold to the position that stations are required to sell time to any legally qualified candidate—Communists included—or else refuse time to all other candidates for that office.

FCC Chairman Wayne Coy was understood to have reiterated this view in a sharp reply to a prominent eastern station which notified the Commission it was refusing a speech of a Progressive Party candidate for the U.S. Senate because it considered the speech " treasonable."

Former FCC Chairman Paul A. Porter meanwhile asserted his opinion that a station would be justified in denying time to Commu- nist candidates and that FCC would not prosecute those which do so.

Porter's Views

Mr. Porter, of the Washington law firm of Arnold, Fortas & Porter, outlined his views at the request of Sen. William Benton on the subject by Philip Merrymon, president and general manager of WLIZ Bridgeport, Conn. Mr. Merrymon expressed concern over WLIZ's responsibility under Communications Act (Sec. 315) and FCC rules (Sec. 310), and asked for an interpretation or re- mark about a possible FCC action on the matter.

"I think any commission which undertook to penalize a licensee because he denied his facilities to a qualified Communist candidate would be in plenty of hot water," Former Chairman Porter asserted.

"In this particular period," he continued, "I believe a radio station manager would be justified in denying his facilities to any candidate for office on the grounds that such a broadcast would incite the community and that even though the state laws permitted Communists access to the ballot, the licensee could not thereby conclude that a Communist was a 'bona fide candidate, but merely undertaking to exploit the Com- munications Act and the radio station involved for purposes of confusion unrelated to the merits of the election issues facing the voters."

Porter Assurance

Mr. Porter assured Sen. Benton that he would not hesitate to de- fend Mr. Merrymon if his refusal to sell time to Communist can- didates would be considered a contemptuous act, and that it would result in FCC action against the station.

The question of selling time to Communists is also raised by a complaint filed with FCC by a listener to a program which until mid-August was sponsored by the Communist Party on WSAR Fall River, Mass. WSAR has notified FCC it discontinued the program Aug. 13.

Spokesmen for WSAR said the weekly program had been carried for four years. The program started before the present owner, Fall River Herald-News, acquired the station. The newspaper owners considered dropping the program when they acquired WSAR, but decided not to do so, the spokesman said.

He attributed the decision partially to a desire to offer FCC "assured feeling that newspaper ownership of stations generally tends toward concentration of control over the dissemination of in- formation to the public. He pointed out that the newspaper had kept government agencies, including the FBI, informed of the Communist Party's sponsorship of the program.

The complaint to FCC was directed against a speech by Joseph Figuereto on one of the programs. Notification that the series had been discontinued was sent to FCC by WSAR last Monday.

Elections Increase Problems

MBS FACES SUIT

By 'Meet the Press' Owners

MBS FACES a $2,500,000 suit for canceling a contract in al- leged violation of contract and for replacing it with Reporters Round- up, according to an announcement last week by Martha Rountree and Lawrence E. Spivak, co-owners of the cancelled show.

Saying instructions to file the suit Aug. 27 in the New York County Supreme Court have been given their attorney, Maurice Smith of New York, Miss Rountree and Mr. Spivak also said they would "add our voice to the many others already urging the FCC to re-examine the whole, overripe question of program protection."

Specifically MBS was charged with canceling a contract that had two years to run and which "specifically acknowledged the original and unique nature of the program and the retention of all rights, title and interest in the same by Miss Rountree and Mr. Spivak and Miss Rountree"; with "appropriating not only the basic format of Meet the Press but also even using regular participants on the latter program (Reporters Round- up)"; and with "unfair competition and breach of faith by present- ing a substitute program'" before week following cancellation of Meet the Press."

Following the announcement, Frank White, MBS president, said: "MBS is happy to have the dis- connection with any legal action re- lating to its program, Reporters Roundup and therefore is in no position to make any comment. We know of no basis for any claim against this public service pro- gram."

Meet the Press was sold coopera- tively. It is believed that the dis- satisfaction of Mutual affiliates, which are understood to have felt that the television version of Meet the Press, a separate program over NBC-TV, has been taken away from the radio version, caused Mutual to drop the show.

CONN. SENATE RACE

Heavy Radio-TV Use Set

CONNECTICUT race for one of the two seats in the U. S. Senate was shaping up in a battle royal along radio-television row last week as the (Conn.)--W-HC--Shore William Benton, Democrat, and Prescott S. Bush, Republican--mapped plans for the forthcoming Congressional campaign.

The use of both radio and video was strongly indicated by spokesmen for the two candidates, each of whom has more than 25 per cent of his radio spots in sound broadcasting and the advertising fields.

Mr. Bush, a CBS director, increased his financial interest in the network in May 1949 when, ac- cording to the Securities Exchange Commission, he purchased an ad- ditional 200 shares of Class A and 300 shares of Class B stock to supplement his holdings of 210 and 300, respectively.

Mr. Bush will sipophon a sub- stantial chunk of his campaign funds—possibly as much as 75%—for television spots and pro- grams, with the remainder going into radio.

Details of his radio-TV cam- paign have not been fully evolved, but it was learned last week that his managers have contracted for between $8,000 and $10,000 in TV time alone thus far on WNHC-TV New Haven, Conn., where they have set numerous commitments. Other TV contracts may be set.

Sen. Benton, staunch advocate of international radio, co-founder of Benton & Bowles advertising agency, and former Assistant Secretary of State for Public Af- fairs in charge of Voice of America, is also known to be kindly disposed to both media, on which he has made highly impressionable appearances from time to time.

His program last week appeared to augment radio, however, with TV participation involving spot announcements of varying lengths. Connecticut stations which will carry them had not been set.

No Totals Revealed

Headquarters spokesmen for both parties were reluctant to reveal the size of radio-video budgets for the fall campaign on grounds that estimates would forecast strategy. But this hesitancy did not mini- mize the interest in the broadcast- ing campaign to be waged by both candidates, and Mr. Bush's con- formed decision to concentrate on television.

The CBS director, it was under- stood, is pursuing TV largely on the recommendations of associates at CBS and New York agencies, who point out that this will be the medium's first full-fledged operation in an off-year Congressional race, and that television has proved tremendously effective in political circles.

Mr. Bush's TV campaign will get underway on WNHC-TV, only video outlet in Connecticut, with spot an- nouncements preceding a football game Sept. 25. He also has res-ervations for spots preceding and following World Series telecasts if WHC TV carries them, as well as for spot announcements on pro- grams from Chicago, Wednesday and Saturday, beginning Sept. 20 if the station obtains clearance from the FCC.

Throughout the Sept. 23-Nov. 6 period are commitments for one, five and 15 minute spots and programs, with many announcements slated for both radio and television participation programs. Breakdown, according to James Milne, station manager, shows: 13 15- minute Class A programs, 21 five- minute Class A programs and 36 Class A one-minute spots. Also committed is a one-hour telecast on election eve, from 11-12 p.m.

Mr. Bush's commitments on WHC AM are expected to ap- proximate around $2,000, according to Mr. Milne. It also was reported, but not confirmed, that Mr. Bush has contracted for time on the regional Connecticut State Net- work.

Lester Fossett of Mr. Bush's head- quarters office told BROADCASTING that the TV campaign would utilize live, film and "split" announce- ments and programs. One-minute spots will be primarily film, he said, prepared by Paul Defar, an independent producer who has worked for the Maxwell Sackheim (Continued on page 74)
Key Question of Industrial Mobilization

Is the coal industry in good shape to meet the nation's needs for coal — vital component in war production and in national defense?

The short answer is an emphatic YES. The coal industry is better prepared right now in equipment, plants and experience than at any time in its long history.

Here are some of the reasons:

Since the end of World War II, America's progressive coal operators have invested tens of millions of dollars in research, new equipment, new mine properties and coal preparation plants.

Two hundred and twenty large coal mines have been opened or placed in development in the last five years, each with a daily capacity of 500 tons or more. About 800 smaller mines have been opened too. This is new growth; these are new risks, new ventures. All together these new facilities have a productive capacity of 280 million tons of coal a year. This new capacity more than offsets mines that have been worked out, retired for obsolescence, or closed for other reasons. These new facilities augment by more than one-half the expected production this year.

Today, the American coal industry is the most highly mechanized and efficient in the world.

From modern coal preparation plants comes an ever better product for more efficient and economical utilization.

The coal industry has the knowledge, the equipment and the facilities to produce coal at a faster rate than it has ever mined before.

America's reserves of coal are virtually limitless.

* With no cutoff in transportation facilities, and in the flow of essential mechanical equipment and operating supplies, and no withdrawal of its essential mine man power, the industry can produce all the coal the nation may need in peace or in war.
POLITICAL RULES

Definiton Controversy

FCC FOUND itself facing a controversy last week over a proposal to enlarge its definition of a political candidate to include not only the candidate himself but also any one else who is authorized to speak for him.

Westinghouse Radio Stations offered the proposal in connection with FCC's plan to make the present AM-FM-TV political broadcast rules applicable to non-commercial educational FM stations too. FCC invited comments [BROADCASTING, June 24].

When the comments were tallied last Monday—the deadline—the CIO, WIBG-AM-FM Philadelphia, and F. S. Siebert of the U. of Illinois won on Westinghouse's side, while NAB and the Chicago Federation of Labor (WCFL) were opposed.

The WRS petition cited a court decision involving Westinghouse in which a U. S. district court held that, in the equal-time provision of the Communications Act, the "use" of radio facilities by a candidate applies not only to the candidate himself but also to any authorized representative or sponsor of that candidate.

Re-definition Suggested

Accordingly, Westinghouse suggested that FCC re-define "legally qualified candidate" to include "any individuals specifically authorized by the candidate to speak for him or authorized by the appropriate campaign or finance committee acting under general authorization for the candidate."

The CIO, in a statement by General Counsel Arthur J. Goldberg and Assistant General Counsel Thomas S. Harris, "opposes the proposal and asked that it be put into effect immediately, "so that the public may have the benefit of it in the election campaigns this fall." CIO also said:

"While the best practice of radio chains and stations is at present to conduct the campaign by their own initiative, some stations do take advantage of the personal unavailability of the candidate to speak for him. In an equal time provision applicable not only to speeches by candidates and their authorized representatives, but also to broadcasts by individuals or groups supporting a candidate but not specifically authorized by the candidate."

Additionally he suggested that the rules be changed to show that broadcast stations which are primarily for other purposes, but which include incidental "plugs" for a candidate, are exempt from the definition. This would stop programs regarding political broadcasts.

NAB, on the other hand, argued that Westinghouse's proposal should be denied. The court case Westinghouse v. U. S. in Westinghouse — "is not authority for the Commission to issue rules and regulations concerning political broadcasts," according to the NAB brief, filed by Attorney Donald Petty and Vince Wasilewski. Indeed, NAB contended, another case putting "an entirely different connotation" on the decision involves Westinghouse's proposal that "is still the highest judicial authority on the subject."

Referring to the decision cited by Westinghouse, NAB said:

"The Commission of that date was to relieve the status of a duty—that of compensating an individual for the damages resulting from defamation. NAB seeks now to extend that duty to regulate a broadcasting station—that of making its facilities available to sponsors as well as to candidates."

Arkansas Meet

SOME two dozen members of the Arkansas Broadcasters Assn., not included in the Arkansas Broadcasters Assn., aren't instructed ABA President, William H. Anderson, of KFKA Helena, to tell the national association how they feel.

Meeting at Hot Springs, Ark., 22 stations told President Anderson "it's high time to let the NAB know how things stand in Arkansas."

In a discussion led by Fred Stevenson, KGRH Fayetteville, a number of stations reported they had resigned from NAB and others said their future membership was in doubt.

Principal source of complaint was NAB's position in the Arkansas case, where some Rock stations were denied U. S. Supreme Court hearing on a state ruling upholding radio privilege taxes. Several small stations complained present NAB membership fees are too high.

Rules governing broadcasting of high school playoff games in football and basketball were discussed by G. A. Stubblefield, El Dorado school superintendent and president of the Arkansas Athletic Association. All but three Rock stations were denied U. S. Supreme Court hearing on a state ruling upholding radio privilege taxes. Several small stations complained present NAB membership fees are too high.

Members Protest NAB Actions

In attendance were:

Sam W. Anderson, KFKA Helena; William Fugat, KKKX Forest City; Leon Sipe, Wilburdo McKeinley, KELD El Dorado; Ross B. Hryn, KKKX Russellville; Malwin P. Spagno, KTBS Texarkana; Ken Hurley, KBGR Hot Springs; David M. Segal, KTBX Texarkana; Ted Wood, Chet Blackwood, KGSEO Eufaula; Jay L. Vinsonhaler, KGHI Little Rock; Bob Tooley, Wes Sinesie, KXAR Hope; Adrian L. White, KPOC Pocahontas; Fred W. Lohnes, Hot Springs; Albertson.

Arkansas Broadcasters Assn. members, not included in the Arkansas Broadcasters Assn., aren't instructed ABA President, William H. Anderson, of KFKA Helena, to tell the national association how they feel.

Coy Quoted

NAB also noted that FCC Chairman Wayne Coy had been quoted by a House Select Committee as saying the FCC's decision on the Port Huron decision, that "for the time being, at least until the matter is settled, the honest and conscientious broadcasters will be exposed to ordinary common sense in trying to keep their programs obscure and slanderous statements from going out over the air needs not fear any capricious action."

Coy quoted Chicago Tribune, he said: "The Chicago Tribune, "as of the Labor, in the Chicago Press, that the NAB was opposed to the Westinghouse proposal, asserting that Westinghouse was trying to do by rule what Congress had refused to do when it failed to enact . . . the [White Bill]."

CEFL's brief, submitted by Washington Attorney Eugene L. Burke, contended that the changes in the political section of the Communications Act are not a final decision, made, if at all, by amendments of existing law and not by changes in FCC's rules. If the general problems raised in the political section are to be considered, the brief concluded, they should be approached in separate proceedings.

FCC may call for oral arguments on the question.
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A SELECTED AUDIENCE ... Breakdown of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE ... by half-hour periods. You know exactly how many people your sales message reaches. No "guessimates," no surveys necessary.

A LOW COST AUDIENCE ... With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE ... Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners ... with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!

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And in CINCINNATI, OHIO

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Affiliated with WKRC, WKRC-TV and the Cincinnati Times-Star

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Cincinnati, O., and Covington, Ky. WCRC-FM
Des Moines, Iowa KCBM-FM
Denton (North), Mass. WLYN-FM
Evanston, Ill. WHAV-FM
Flint, Mich. WJAI-FM
Houston, Texas WFL-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJAI-FM
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul, Minn. WMIN
Omaha, Neb. WJAI-FM
Pittsburgh, Pa., Suburbs WJAI-FM
St. Louis, Mo. WJAI-FM
Tacoma, Wash. WJAI-FM
Trenton, N. J. WJAI-FM
Washington, D. C. WWDC-FM
Wilton-Barre, Pa. WJAI-FM
Worcester, Mass. WJAI-FM

BROADASTING • Telecasting

August 28, 1950 • Page 31
FCC EXAMINER James D. Cunningham ruled last week that he would not allow three stations to require G. A. (Dick) Richards to testify in the hearing on his news policies, but made clear that he thought the station owner's testimony was "necessary to complete this record."

The examiner noted that (1) testimony of Mr. Richards is necessary to complete this record; (2) he is convinced that the appearance of Mr. Richards would not jeopardize his health. Whatever doubts I may have held were completely dispelled by listening to these doctors. It is clear that Mr. Richards is a very sick man, and I am therefore going to relieve him from appearance under the subpoena.

The examiner said, however, that he thought the submission of written questions to Mr. Richards, which he could answer at his leisure, would not jeopardize his health and that the owner's testimony needed, he would "entertain a request for an interrogatory to be submitted to him."

FCC General Counsel Benedict P. Cottone, who has sought consistently to get Mr. Richards into the witness chair for questioning about a personal economic position and telephone "instructions" regarding the handling of KMPC news, indicated he doubted the value of an interrogatory. Hugh Fulton, chief of the commission's hearing bureau, said he would consider such a course but that in view of Mr. Cottone's opposition it would be "purely academic."

Not Criminal Case
Examiner Cunningham said he had considered Mr. Cottone's suggestion that an impartial medical board be appointed to examine Mr. Richards, but that he didn't want to be a party to the proceedings and telephone "instructions" regarding the handling of KMPC news, indicated he doubted the value of an interrogatory. Hugh Fulton, chief of the commission's hearing bureau, said he would consider such a course but that in view of Mr. Cottone's opposition it would be "purely academic."

Mr. Wallace
NBC LAST WEEK launched its fall promotion campaign, which will include heavy cooperative expenditure in newspaper advertising with NBC's network and its affiliates splitting the cost 50-50.

The campaign begins Aug. 21 with five-second network cue announcements and 20-second announcements inserted in all sustaining network shows. In the first week, described as the teaser phase of the campaign, 175 network cues and 60 sustaining announcements were to be broadcast.

The fall promotion campaign is under the direction of George Wallace, NBC manager of radio advertising and promotion.

Overall, the campaign involves on-the-air promotion, cooperative newspaper advertising, additional promotion in newspapers individually by the stations and 10 pages in Look magazine.

The basic theme of the campaign seeks to capitalize on what NBC describes as "the nation's only audible trademark," its well-known chimes. The slogan adopted for the campaign is "Three Chimes Make the Story." NBC stars will appear in recorded announcements plugging the return to the air of not only their own shows but also others. These announcements will be broadcast on the network and also on affiliates throughout their own schedules.

Promotion Announcements
About 250 promotion announcements will be aired by the network each week and an equal number, it is hoped, on every affiliated station.

The cooperative newspaper campaign starts Oct. 15, after the fall program schedule is in full swing. It will use two-column, 125-line insertions, each of which will promote the network's "good news" for the upcoming Wednesday evening, with one devoted to Sunday afternoon programs.

The size of the cooperative newspaper schedule could not be estimated last week. The network was still getting replies from some stations as to whether they would participate.

In an official announcement last week the network said the total value of the newspaper and Look insertions would be about $1 million. This figure included an estimate of what stations would spend on individual newspaper advertising.

The campaign in Look, it was learned, was arranged on a space-time reciprocal trade deal, like that which CBS entered into with Look for its magazine campaign for fall [Broadcasting, Aug. 7].

Although the cooperation campaign is not completely planned, NBC will use a total of 10 pages in Look, part of the space appearing in the Sept. 26 issue. CBS, which announced its fall promotion plans four weeks ago, will use eight half-pages in five consecutive issues of Look beginning the same date, Sept. 26.

Promotion material sent to stations by NBC includes portfolios for every fall program. Each portfolio contains glossy and mat pictures of the stars of the show, biographical material, suggested copy for radio and television, show, and advertising mats of various sizes for the stations' use in buying newspaper space.

FCC Actions
ONE NEW AM station and two noncommercial outlets were granted by the FCC last week. Initial decision to grant application of KEYV Foothall, Idaho, renewal of WJCI Covington, Tennessee, and granting WRIB Providence, R. I., change in facilities issued. These and other FCC actions may be found in Actions of the FCC beginning on page 81 and FCC Round-up on page 84.

KGMP program director, and was told that "if the boss wants it, it was to be done."

He said newscasters were briefed on Mr. Richards' likes and dislikes among people, labor organizations, political parties and minority groups and on how they should be treated in the news. He testified that in addition to clipping and using newspaper items in newscasts, he broadcast editorials without labeling them as such."

"Sure," though he thought it would be harmful.

Following the testimony of the three stations, Mr. Cottone told Examiner Cunningham that their evidence "has not altered the position I took following testimony of Mr. Richards in this proceeding earlier in behalf of Mr. Richards but failed to convince the general counsel [Broadcasting, July 31]."

"The evidence is that the examination Monday were cursory kind," he asserted. "Apparently from the testimony, we are now dealing with a condition which he is in constant danger for the past 22 years."

Examiner Cunningham meanwhile reported that presentation of Mr. Richards' case would definitely start Sept. 5 [Broadcasting, Aug. 21]. If FCC's presentation is not completed by the Aug. 31 target date, sessions may be held over during the Labor Day weekend.

In sessions preceding the medical testimony, Robert Horn, a WFIL Philadelphia disc jockey who formerly was a KMPC newsman, supported the testimony of earlier FCC witnesses that Mr. Richards frequently telephoned instructions and suggestions for news handling.

When the station owner was in town, he said, "he called me on an average of four times every morning." Mr. Horn said he appealed to Chester (Tiny) G. Renier, then

Dr. A. Steinbach, Detroit specialist; Dr. Behneman, and Dr. Percy Albert Staley, internist of Palm Springs, agreed that going further into the medical reason, Mr. Richards to appear might be fatal.

Mr. Cottone questioned Dr. Stein- bach at some length as to Mr. Richards' hours and social life, such as card playing, attending sports events, and other activities. The physician said Mr. Richards led a very inactive life for three or four years and "then I told him he could do a little more." These activities were included in "doing a little more." Dr. Steinbach replied that in "tireless, in trying to keep them living, you have to let them take their pain or fatigue. Unless he does things, he might as well be dead."

He pointed to a physical examination of Mr. Richards on Monday as an example of bringing on fatigue or pain (angina attacks).

Cites Activities
Mr. Cottone wanted to know whether Mr. Richards' continued survival of the range of his activities wasn't good indication that he has "a good cardiac reserve."

"No," the physician replied. "There is no disease more treacherous than the cardiac disease. He may appear perfectly fine and drop dead."

Dr. Steinbach said he was first called to attend Mr. Richards in 1938, and that the station owner "was having an acute coronary occlusion at that time."

Asked by Examiner Cunningham whether it would be dangerous to give Mr. Richards a list of questions to be answered at his leisure, the witness said he couldn't be

NBC Promotions Fall Campaign Underway

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Asked by Examiner Cunningham whether it would be dangerous to give Mr. Richards a list of questions to be answered at his leisure, the witness said he couldn't be
HERE'S WHAT THE
DOCTORS' RADIO CAMPAIGN
Means to You!

THE force of radio advertising will be brought to bear in October by the American Medical Association in a peak effort of its National Education Campaign to defend the American voluntary system against the threat of creeping Socialism.

An intensive two-week spot announcement campaign will open October 8 over more than 1,000 stations covering every State, Hawaii and Alaska. The campaign will affirm the doctors' support of Voluntary Health Insurance and opposition to Socialized Medicine.

CHAIN REACTION—FREEDOM STYLE

The basic issue is Freedom versus Compulsion in America. More than 10,000 publicly responsible organizations, representing many millions of Americans emphatically have endorsed the side of Freedom. Here are just ten of the 10,000 now on record against Compulsory Health Insurance:

- General Federation of Women's Clubs
- National Association of Insurance Agents
- Catholic Hospital Association
- American Protestant Hospital Association
- National Association of Retail Grocers
- American Legion and Legion Auxiliary
- National Association of Retail Druggists
- National Retail Dry Goods Association
- Veterans of Foreign Wars
- American Farm Bureau Federation

In every community, individual citizens, business enterprises and other organizations will want to augment the doctors' radio schedule with tie-in advertising announcements of their own—based on the theme: "The Voluntary Way is the American Way!"

Every radio station may expect tie-in advertising in substantial volume during the period of the doctors' campaign. To assist stations in serving effectively the tie-in market, special kits of tie-in copy and sales materials are being prepared and will be mailed early in September to stations carrying the A.M.A. announcements.

A MANIFESTO OF FREEDOM

Be on the lookout for your tie-in advertising kit. Use it. It will aid your station in serving all those of your community who will wish to participate in this crusade to reaffirm the basic principles of American freedom—principles deeply cherished by millions of Americans.

The Voluntary Way is the American Way!

AT A TIME WHEN AMERICANS ARE DEFENDING FREEDOM from aggressive outside attack, the doctors of America believe it is the occasion, too, for an outspoken defense of freedom on the home front.

AMERICAN DOCTORS BELIEVE the Voluntary Way is the American Way to solve problems of medical care, cost and service—and America's progress and world leadership in medical affairs prove that conviction.

MILLIONS AGREE — but Compulsory Health Insurance—Socialized Medicine—the proven forerunner of a completely Socialized State — remains an active enemy of American voluntary action!

Address correspondence on tie-in advertising to
Russel M. Seeds Company
919 North Michigan Ave., Chicago 11, Illinois
Over Korean War Plan

**DISSENSION** in the Eastern Regional Council of the Radio Writers Guild, Inc., over the proposal to organize writers for the present Korean emergency appeared but slightly abated last week despite the eastern council's having finally endorsed the proposal.

James A. Stabile, national and eastern regional executive secretary and eastern council, said he regarded the council's latest action leaves him "in accord on all matters." He agreed to advance the effective date of his resignation from Sept. 15 to sometime in October, when NLRB election incident to RWG's certification as bargaining agent for the freelance writers with agencies, independent packagers, and networks are expected to be completed.

The eastern council's action came last week at a meeting in New York of the national council which adopted a resolution urging the Authors League to act in a manner similar to the War Writers Board of World War II "to channel effectively the voluntary efforts of writers to bolster the U. S. and U. N."
The eastern council endorsed the action.

**Addresses Critics**

At the same meeting the eastern council adopted a resolution presumably addressed to its critics. Citing the Guild constitution as limiting its powers, the resolution reaffirms the protection and the general professional interests of authors," the resolution took cognizance of public attacks "in calculated misrepresentation of its (the council's) motives on July 25, 1950 in tabulating a resolution, petitioning (the Authors League) on any conduct, subversive and non-political basis, to offer to the appropriate officials of the U. S. Government the cooperation of (Authors League) in support of the military activities and the United Nations on behalf of the United Nations, a matter adjudged by the (Council) to be outside the purview of the Guild's constitution."

Continuing, it characterized as "totally false," allegations of lack of patriotism, prejudice, or bias; and it affirmed the Council's "long established and observed policy of adherence to constitutional limitations of its powers."

The resolution tabbed July 25, to which the Council referred, was introduced by Welbourn Kelly, a Council member, and read: "Recognizing that writers in all media are of the utmost importance in the dissemination of vital information during a national emergency, the Council now therefore be it resolved that the eastern region (or RWG) urges the Authors League to offer to the proper United States officials the League's fullest cooperation in any nonpolitical or educational capacity in which the League or its Guild shall be of service."

Although Mr. Kelly reportedly said that he had given 10 days notice of his intention to introduce the resolution only six out of 20 of the Council members were present. When the motion was tabled, Mr. Kelly submitted his resignation: "Failing myself associated with a national body of the eastern region (of RWG) which has refused (to vote) for or against cooperation with the government of the United States in the government's fight against communism; and finding such an association distasteful, I do hereewith resign as an alternate Council member..."

Following the meeting, Mr. Kelly wrote Sheldon Stark, eastern region vice president, refusing to reconsider his resignation as Mr. Stark had requested. The letter, which reportedly "leaked" to the press, is in part that his (Mr. Kelly's) actions had resulted from attacks at the meeting "on the American Legion (of which I am a member), the Catholic Church (of which I am not a member) simply because they were attacking communism." It is believed that some RWG members criticized the national organization for the publication of an Anti-Communist newsletter "Countertack.

Three days later, Daisy Amoury, another Council member, resigned, saying only that she disagreed with Council policies. Subsequent meeting were held at which the Council expressed thanks to the writer.

On August 10, a substituted resolution was approved by the Council which was unsatisfactory to Mr. Stabile, who submitted his resignation on Aug. 17. His statement read in part: "I, among others, pleaded with the Council to take a forthright stand on the resolution, which called for the formation of a writers' group through which writers in all media could volunteer their services to our country during this crisis. Instead, the Council adopted a resolution which the liberal judgment qualifies the positive and forthright action that the situation called for."

As yet the Authors League of America has made public no reaction to the dispute.

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**'VOICE' PLEA**

House Appropriations Committee...the report of the manager to the U. S. foreign radio propaganda campaign by approving the full budget supplement for Voice of America operations and sending it to the House.

The committee voted the sum of $7,602,000 for radio broadcasting and the additional allocation for construction of six high power radio stations.

"The committee is firmly convinced of the absolute and immediate necessity of these appropriations which are so closely connected with our national defense and security," the committee stated in its report. "The only floor by Rep. John H. Kerr (D.-N. C.), ranking Appropriations committee.

But, the group cautioned on the other hand, "the times must be better and closer coordination and a closer check between the activities in New York and the Washington office directing the program." It urged the department "to spare no effort in obtaining the best and highest possible type of security-approved personnel.

**Citie Responsibility**

The committee felt that "clear-cut and functional responsibility at both the operating and policy levels is sorely needed."

This mild slap revived speculation in some quarters that the Voice of America eventually may be transferred to another agency and operated independently of the government (CLOSED CIRCUIT, Aug. 14). It would thus be able, some government officials feel, to operate without the normal restraints of State Dept. policy.

The committee also took a dim view of a $7 million item for acquisition by the General Services Administration of a building in New York to house broadcasting and other information personnel. It pared the sum to $3 million containing a "suitable building" can be obtained for half the original initial funds requested. The overall information program, for which the committee approved a sum of $62,656,850, makes possible a "greatly strengthened and intensified campaign of truth to offset the Communists' malicious efforts abroad to discredit the U. S.," the committee pointed out.

"The rejection, recommendation, and approval of the one powerful method of overcoming the hate, slander, and aggression of the Communists."

Sarnoff Plan

The committee also approved in full an expenditure of $2,860,257 for purchase and distribution of radio and television "anti-communist" broadcasts and critical areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and other prominent officials [BROADCASTING, Aug. 7].

Once approved by both houses of Congress, the funds would be used for radio facilities - the $41 million-plus sum - will provide for the construction and improvement of facilities required to assure delivery of programs to present and proposed future stations and (I) medium wave coverage of first and secondary priority areas; (2) greatly improved shortwave coverage of other areas; (3) simultaneous and supporting facilities for originating expanded language programs and (4) necessary communications for control of transmitters, under conditions of jamming, including eventual delivery of "news and other program materials to relay bays for broadcast origination.

In approving Voice funds, committee members obviously were very much impressed with Secretary of State Dean Acheson's support for Voice facilities.

Soviet Russia's propaganda campaign, "now bordering upon open psychological warfare," is a "major threat" to U. S. foreign policy objectives and should be combated with the construction of new American high power stations. Secretary Acheson has informed a Congressional subcommittee.

**Group Okays Full Budget Request**

**Questions Barrett**

Question of whether the Voice of America should be retained in the State Dept. has been under consideration by committee sessions last month. Rep. Daniel Flood (D-Pa.) wanted re-into action of Edward Barrett, Assistant Secretary of State for Public Affairs, to a hypothetical proposal which would set up a cabinet position of Secretary of Information to deal with "all propaganda and all public information problems." Secretary Barrett thought the work "important enough" to justify creation of such a post, but also felt it should remain within the State Dept. because the information program "is an integral part of our foreign policy."

Foy D. Kohler, chief, International Broadcasting Division, told the subcommittee that the State Dept. had given a great deal of thought to furnishing low cost receivers to foreign listeners — a project they felt would pay rich dividends.

"Most of our American companies have put in a considerable amount of money to the suggestion to develop the prototype of the easy-to-use, practically indestructible radio receiver," he stated.
YOU MIGHT LAND A 12' 8'' BLACK MARLIN*—

BUT...

YOU NEED WKZO-TV TO CATCH VIEWERS IN WESTERN MICHIGAN!

If you want to get your story into the 60,000 Western Michigan and Northern Indiana homes now equipped with TV, WKZO-TV can do it for you, effectively and inexpensively!

WKZO-TV is CBS Basic Network (via intercity relay). Channel 3. We propose to make it one of the most productive and effective television stations in the world, just as WKZO and WJEF have achieved that reputation in radio.

WKZO-TV is starting its fourth month on the air. Good availabilities are getting scarcer. Get all the facts from Avery-Knodel, Inc., today!

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.
NLRB FINDING
On AFRA Vs. WGBS Case

INTERMEDIATE findings involving a complaint filed last year against WGBS Miami and The Fort Industry Co. by the Miami local of American Federation of Radio Artists were issued last Tuesday by an NLRB trial examiner.

WGBS was charged with engaging in certain unfair labor practices by "discouraging membership" in the labor union and with "discriminating" against two workers because the station dismissed in January, 1948. The order, issued by Trial Examiner A. Bruce Hunt, recommended that WGBS cease and desist forthwith from "interrogating" its employees on union affiliation and activities.

Intermediate Report

Officials of The Fort Industry Co. pointed out that this is merely the intermediate report and recommendations of a trial examiner. Such recommendations, to the contrary, the company argued, are subject to variance with the facts regarding the discharge of Paul Kingsley and William Murphy and inconsistent with the spirit of the whole affair itself. The company plans an immediate appeal to the National Labor Relations Board in Washington and, if necessary, will carry the matter to the courts.

Station officials told Examiner Hunt, during hearings held last January and February, that WGBS had dismissed the announcers but offered them other jobs at the same salary. They charged that Mr. Murphy had used "derisive words, tone and attitude" in handling a public service announcement, and that Mr. Kingsley was "incompetent" to handle newscasts because of certain speech impediments.

Hunt Conclusion

Examiner Hunt concluded the employees were dismissed "because of their union activities" and recommended that WGBS "cease and desist from inquiring into the employees' union affiliations and activities.

 CROSS NAMED
To U. S. NARBA Post

CAPT. JOHN CROSS, assistant chief of the State Dept.'s Telecommunications Policy Staff, has been named vice chairman of the U. S. delegation to the overall NARBA treaty conference which resumes in Washington Sept. 6. FCC Comr. Rosel H. Hyde is chairman.

Announcement of Capt. Cross' appointment was made last Tuesday at a mid-week meeting to continue planning for the conference. Approximately 30 industry representatives and 10 FCC and "state Dept. authorities participated.

FIELD ENGINEERING

Salary increases are the result of negotiations with the National Association of Radio Engineers. New Philips are among the items included in the package.

FIELD MGMT

A new executive position has been created in the Telecast Dept. at the New York office. The position is that of executive assistant and the new employee will report directly to the president of the company.

FIELD OPERATIONS

The addition of three newPersonnel to the New York office will bring the total number of personnel there to 10. The new employees are all in the sales department.

FIELD PRODUCTION

The appointment of a new executive assistant has been announced. The new executive assistant is responsible for the supervision of all production activities at the New York office.

FIELD SERVICE

A new service representative has been appointed to serve the New York office.

FIELD TECHNICAL

The addition of two new engineers to the New York office will bring the total number of engineers there to 10. The new engineers are all in the engineering department.

FIELD TRAINEE

A new trainee program has been announced. The program will be open to all employees who have been employed for at least one year.

FIELD TRAVEL

The addition of a new travel agent to the New York office will bring the total number of travel agents there to 10. The new travel agent is responsible for all travel arrangements for the company.

FIELD WORKERS

The appointment of a new worker has been announced. The new worker is responsible for all clerical activities at the New York office.

FIELD WRITERS

A new writer has been appointed to the New York office. The writer is responsible for all copywriting activities at the New York office.

FIELD TECHNICAL

The addition of two new engineers to the New York office will bring the total number of engineers there to 10. The new engineers are all in the engineering department.

FIELD TRAINEE

A new trainee program has been announced. The program will be open to all employees who have been employed for at least one year.

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FIELD WRITERS

A new writer has been appointed to the New York office. The writer is responsible for all copywriting activities at the New York office.

Funds Bill

FCC Found some degree of solace last week in the reporting of the House Appropriations committee on FCC's $500,000 bill. But the Senate -- which has approved the $500,000 bill for 1951 some 10-12% [Broadcasting, Aug. 7]. The amendment would have required the cuts to be applied to such items as personnel, travel and services.

Since FCC operations are nearly totally made up of these items, the 10-12% cut would have placed a harsh burden on the agency. An estimated $256 out of the present 1,756 persons employed probably would have been affected, it was reported.

However, the picture changed substantially on Thursday when the House Subcommittee made a report of the ironing out of differences between the Senate and House versions of the omnibus bill. Congress approved the $500,000 million cut to be spread among all agencies, defense or non-defense, by the Bureau of the Budget so long as the defense effort is not impaired.

Only Light Hit Seen

Thus, it was FCC's assumption that the $500,000 budget for 1951 would not be hit hard. It is believed that most savings by the Budget Bureau will be made in such items as construction, and thus lighten cuts on personnel, travel and services.

One change in the conference report would be to reduce the Federal Trade Commission's proposed operating budget to $3,891,696, a cut of $25,000. The committee also recommended that the State Dept.'s international information program, encompassing the Voice of America, come to $527 million. The conference also would authorize $100,000 to be made available for radio broadcasts behind iron curtain countries. (See Voice story, page 34.)

Kratochkvi Named

FRANK KRATOCHVI, chief of the monitoring branch of FCC's Field Engineering & Monitoring Division, was promoted to assistant chief of the division last week, succeeding the late L. C. Herndon. In government radio service since 1928, he was supervisor of the Atlanta Region of FCC's Radio Intelligence Division during World War II, and previously served at Detroit, Buffalo, Dallas and other field offices of the Commission.

ARMS AD BUDGET

Expected To Be Set This Week

INDICATIONS that the joint Army-Air Force advertising budget for July 1 may crystallize sometime this week loomed in Washington last week as Congressional conferences on the omnibus 1950-51 appropriations bill completed study of differences between Senate and House. The Senate Appropriations Committee approved $600,000 was approved for the past fiscal year for advertising needs.

The second drive, which got underway July 15, was directed at enlistment of former servicemen possessing specialties in such fields as radar, communications, electronics, etc. Because it was ordained to be cut, the drive is 30%20 above that in the past, for the full fiscal year.

Once Congress has finally approved Defense appropriations, the Army and Air Force are expected to better advise Grant Advertising Inc., which handles both accounts, on ad needs for the current year, running June 30, 1951. Grant places all national business for the two services.

Expenditure Procedure

It was understood that expenditures for Army-Air Force advertising would be channeled largely to radio and television stations for the purpose of producing programs for public service use.

The revised policy to channel ad funds as payments for use of radio time is largely due to the result of protests by industry, led by NAB and BAB, over donations of free time, and a series of conferences between radio industry officials and the two services. Army-Air Force spokesmen previously had defended the practice of a "compromise" to obtain the "most coverage" out of limited budget. [Broadcasting, March 6, Feb. 27, 13, 6].

NEWS RECORDINGS

Senate Eases Clearance

SENATE passed and sent to the White House Wednesday, a bill which would ease clearance of overseas news recordings for both radio and television use.

The legislation, approved by the House, would correct a situation that has been holding up news recordings for customs clearance. At present, each recording must be evaluated and an import duty assessed. Two bills (HR 7747 and HR 8728), as cleared by the Senate, would simplify customs clearance on recordings for radio, television and news broadcasts, while exempting the latter from the customs duty.

Chief effect of the corrective legislation, which amends the Tariff Act of 1930, would be to speed up incoming news tape and disc recordings from radio correspondents abroad. HR 8726 was introduced in the House by Rep. Aime J. Forand (D-R. I.) at the urging of A. A. Schechter, MBS vice president in charge of news, special events and publicity [Broadcasting, June 19].
The Enemy's SIXTH Column is INFLATION

Nobody knows how many billions must be spent to keep freedom alive at home and abroad.

But one thing is certain: the expenditures for defense will be even greater if the enemy's Sixth Column—inflation—is not checked.

Naturally we must have the money to provide our armed forces with all they need. And we must also have money for vital civilian needs.

So now, more than ever before in the history of our country, protecting the buying power of the dollar is essential.

To protect the value of the dollar, we must make sure that our Government isn't called upon to tax, borrow or spend a single cent for things that are unnecessary at this time. And certainly unnecessary spending by anybody, including government, has absolutely no excuse in times like these.

Let's be clear about one thing: There are two essentials to winning a war these days. One is winning the victory in the field. The other is making sure our economy is not being bled to death.

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
REINSTATEMENT of nine of the 10 technicians discharged in September 1949 by WBT Charlotte, N. C., in the heat of its lengthy dispute with IBEW, was recommended in an intermediate report issued last Wednesday by NLRB examiner Alba E. Martin.

The dispute grew out of a complaint filed last September by the International Brotherhood of Electrical Workers (AFL) Local 1229, charging that the station engaged in unfair labor practices and summarily dismissed 10 technicians in early Sept. or about Sept. 3, 1949 without cause. The complaint was substantially upheld by the NLRB examiner.

Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBT-TV (TV), issued this statement: "The report seems to be a thoroughly one-sided proposition. The company, of course, intends to appeal his ruling in an effort to obtain an unbiased decision at higher levels."

Statement was issued through the company's attorney, Whiteford Blakeney, in Charlotte.

Mr. Crutchfield told Broadcasting that initially only hearing before the full board was sought. He indicated appeal to the U. S. Circuit Court of Appeals if the board sustains the decision.

Mr. Crutchfield singled out what he termed "inconsistencies" in Examiner Martin's findings involving collective bargaining rights. The trial examiner, he noted, found that WBT had not refused to bargain in good faith with respect to the discharge, and that there was no evidence that it "sought to undermine the authority of the union."

On the other hand, the WBT official pointed out, Examiner Martin charged that the station had engaged in "unfair labor practices" by discharging the men after they had passed out handbills while picketing the station. Such action, he ruled, was "retaliatory" and without good cause.

Some of WBT's technicians began picketing last July but were permitted to remain on their jobs, averaging $98.50 per week, calling for three weeks' vacation with pay, unlimited sick leave with pay, and other benefits [Broadcasting, Oct. 17, 1949].

One technician, Sterling L. Hicks, business manager of Local 1229, IBEW, asked FCC to revoke WBT's TV license, on grounds it was "not utilizing . . . full facilities."

In his intermediate findings, Examiner Martin suggested that Mr. Hicks "ordinarily would be entitled" to reinstatement rights too, save for the fact of his conviction on March 24, 1950, of the misdemeanor of conspiracy to damage WBT's property. He urged, however, that Mr. Hicks be given "back pay from the date of the discharge against him until Jan. 12, 1950, to the date of the misdemeanor."

The "misdemeanor" involved charges of conspiracy against Mr. Hicks that he attempted to dynamite WBT's 429-ft. radio tower for which the IBEW union official was indicted by a grand jury in Mecklenburg County, N. C. [Broadcasting, March 13, 1950].

WBT should be required to reinstate Mr. Hicks in the event the labor board is presented with evidence that a court of last resort has reversed the conviction," Examiner Martin recommended. The station also was asked to review Mr. Hicks' technical qualifications "satisfactory or unsatisfactory" — for the period September 1944 until August 1949 and so inform the FCC as to its endorsements.

Crutchfield's Letter

Mr. Crutchfield in his letter accompanying notice of discharge last September noted:

"While we are struggling to expand and improve our station, we incidentally losing large sums of money in the process, you are busy trying to turn customers and the public against us in every way, even handing out leaflets on the public streets advertising that the operation is the "second-class, and endeavoring in various ways to hamper and totally destroy our business.

Certainly we are not required by law or common sense to keep you in our employment and pay you a substantial salary while you fully board to tear down and bankrupt our business.

Examiner Martin also scored "several partially or wholly inaccurate statements and inferences" contained in the union handbills.

The union had charged that dealers had stocked their showrooms with TV receivers, but were "unable to move them due to the fact that the general public is complaining about the program material now being presented." WBT-TV began operation July 14, 1949.

Examiner Martin added, however:

". . . there was no evidence that the union in writing it and distributing it had any intent to falsify or maliciously injure WBT. . . ." Stroupe (president of the local) and Hicks appeared to me to be honest witnesses . . . . There was a complete absence of any evidence that (they) . . . or any members of the executive committee . . . or anyone who distributed it . . . did not believe it to be completely truthful."

WBT LABOR CASE

HAITI NETWORK

'Ivoice' May Buy Time

WORLD RADIO Corp. authorities reported last week that they were negotiating with the State Dept.'s Voice for the Americas for purchase of 60% of their interest in one of the religious-commercial network they propose to establish in Haiti [Closed Circuit, Aug. 21].

The report notes that the least temporary abandonment of earlier plans to include a 500 kw longwave station in their proposed network [Broadcasting, July 10], saying there were indications of interest in operating on shortwave operations. Plans now include operation of two shortwave outlets—one 100 kw and one 10 kw—and one 10 kw longwave station.

Religious Director Jimmie Bell disclosed the change in plans, which he said was based on advice from experienced broadcasters, and also reported formation of a completely new board of directors of World Radio.

He said conferences had been held with Charles M. Hulten, general manager of WBT, who was in charge of the technical aspect to the Voice's possible purchase of 50% of the network's time; that technical briefs had been submitted to the State Dept. and that further conferences were scheduled with Voice engineering authorities. He said he also had scheduled a meeting with Salvation Army officials to discuss the possibility of their participating in the network's activities.

Board of Directors

The new board of directors is composed of three men but may be expanded. Mr. Bell identified the members as follows: Board Chairman S. E. Ramseyer, a Baptist minister for 28 years, a songwriter and evangelist; Treasurer Jesse Outlaw, president of the Houston Gilfer, and Mr. Bell, president of the Houston Ministerial Assn.

He said Robe White, a former assistant secretary of labor, had been named executive secretary, and that Dr. Clyde W. Taylor, executive secretary of the National Assn. of Evangelicals, Washington, D. C., had been appointed to the firm's advisory board.

Through World Radio Corp., Dr. Taylor has notified the State Dept. that the National Assn. of Evangelicals has a service constituency of some 3,500 missions and 26,000 native workers in 103 countries whose services will be available to distribute shortwave waves if they have the broadcast time of the network's time, Mr. Bell said.

In connection with a fund-raising campaign several weeks ago World Radio said it had received Haitian government approval of its broadcast time project. Its principal objectives, officials reported, are to spread religious doctrine and to combat communism. It maintains offices at 875 Park Ave., New York, and at 1200 St. Louis, Post Office Box 1662.
Graybar recommends the NEW AMPLEX 400

MAGNETIC TAPE RECORDING AND PLAYBACK MACHINES

High fidelity is combined with portability and maximum tape usability in this newest addition to the famed Ampex line of recording and sound equipment.

This versatile instrument, the Ampex Series 400, brings you—in one popular priced, compact unit—many of the operating features previously obtainable only in more expensive models, PLUS these additional outstanding features:

- Two full hours of program material on a single ten-inch reel.
- Half-track recording at 7 1/2 inches per second with performance that equals many 15-inch recorders.
- 4 to 1 saving in tape cost over any 15-inch recorder with comparable program quality.
- Furnished in a sturdy, portable case with removable front panel and cover for easy access to controls. Weighs only 62 pounds, complete.

Get all the facts. Send for the new 4-page Bulletin AX-19 which completely describes the new Ampex 400. Or, better, ask your near-by Graybar Broadcast Equipment Representative for up-to-the-minute information.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Technical Highlights of the Ampex 400

Tape Speed—15 inches per second and 7.5 inches per second, with motor-speed change and equalization switches conveniently located.

Frequency Response—At 15 ± 2 db, 0.2-15,000 cycles. At 7 1/2 ± 4 db, 30-30,000 cycles.

Signal-to-Noise Ratio—Over 55 db at both 7 1/2 inches per second and 15 inches per second, as defined by the proposed N. A. B. standards.

Starting Time—Instantaneous.

Playback Timing Accuracy—0.2 %.

Graybar Brings You Broadcasting's Best...

Amplifiers (1, 21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1, 12, 13, 16, 21, 23)
Microphones, Stands and Accessories (1, 2, 3)
Monitors (11)
Recorders and Accessories (8, 18, 20)
Speech Input Equipment (10)
Test Equipment (1, 2, 3, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23)
Towers (Vertical Radiators) (2)
Towers Lighting Equipment (6, 10)
Transmission Line and Accessories (2, 3)
Transmitters, Broadcast (21)
Tubes (10, 15, 21)
Turntables, Reproducers, and Accessories (8, 18, 21)
Wiring Supplies and Devices (4, 9, 10, 12, 17, 19, 23)

Manufactured By...

(1) Altec Lansing
(2) Ampex
(3) Blau-Knox
(4) Bryant
(5) Communication Products
(6) Crane-Windsor
(7) Davon
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Huber Lyons
(14) Karp Metal
(15) Markert
(16) National Electric Products
(17) National Photo
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

Graybar Distributors

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via Graybar

Distributor of Western Electric products

Graybar offices in over 100 principal cities. These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.

ATLANTA  BOSTON  DETROIT  HOUSTON  MINNEAPOLIS
Birmingham,  Alabama  Chicago  Cincinnati  Cleveland  Dallas  Detroit  Houston  Minneapolis  BOSTON  DETROIT  HOUSTON  MINNEAPOLIS  NEW YORK  PHILADELPHIA  PITTSBURGH  RICHMOND  SAN FRANCISCO  SEATTLE  ST. LOUIS

NEW YORK  P. C. Swamery, Watkins 4-3000
PHILADELPHIA  G. I. Jones, Walnut 2-5405
PITTSBURGH  R. F. Gossen, Allegheny 1-4100
RICHMOND  E. C. Toms, Richmond 7.3491
SAN FRANCISCO  K. G. Morrison, Market 1-5131
SEATTLE  D. I. Craig, Municipal 0128
ST. LOUIS  J. P. Lenard, Newstead 4700

BROADCASTING  Telecasting August 28, 1950  Page 39
pointing out pictures of sets developed by RCA. The sets, in mass quantities, can be bought for "roughly $15 or $16" and possibly be scaled down eventually in price, he thought. RCA indicated a willingness to engage in the project, it was testified.

During hearings, Rep. Clarence Cannon (D-Mo.) expressed interest in three specific areas relating to the Voice. Inquiring for Rep. Cannon, who was absent, Rep. John J. Ronney (D-N.Y.) wanted to know about an "allegation" that the Voice devotes "considerable moneys to FM and FM is unknown in Russia or the satellite countries."

No FM Activity

Charles Hulten, general manager for information and exchange activities, replied: "FM has a limited horizon and we cannot work with a limited horizon in anything we do, I know of no FM activity whatsoever."

Secretary Barrett reported that the Voice had partly overcome Soviet jamming, particularly the past month, by "massing our transmitters with the British to broadcast at the same time." He said the Italian, French and Greek governments also have joined in the mass broadcasts entailing Russian-language programs. But even then, he added, only between 15% and 26% of Voice transmissions are getting through.

Secretary Barrett placed the number of radio receiving sets in Russia at about 4 million, with about 3½ million equipped with shortwave facilities. He estimated that about 4 million sets are capable of hearing the Voice of America throughout the world. Topping the list of countries with shortwave receiving sets are Germany, France, Russia, Italy and Poland in that order, according to State Dept. estimates.

Mr. Kohler told the group that while "we do not have in most countries effective Gallup polls and Hoover-Nielsen ratings for radio programs," there are many other indications as to the Voice's effectiveness. Specifically he singled out attacks on the Voice by Soviet and satellite broadcasts as reflected in a continuous study by the Russian research center at Harvard U. He cited other surveys by the U. S. military government in Germany, and by the Gallup poll in Sweden and Finland the past few years.

Figures on comparative program hours, according to Mr. Kohler, revealed that as of June 1949 the USSR programmed 605 hours per week (832 hours with its European satellites) compared to 209 for the Voice, 465 by BBC, 212 by France, and 53 by UN.

Cites TV Section

EDITOR, BROADCASTING:
...I am reading it [Broadcasting] with increasing interest, especially your section on television which I would like very much to see you elaborate.

Arthur C. Beck Jr.
Director of Research & Media
Lindsey & Co. Inc.
Richmond, Va.

We Wrote in Circles

EDITOR, BROADCASTING:
To be 100% wrong, Kaltenborn would have to be 180° out of phase.

Laud 'Marketbook'

EDITOR, BROADCASTING:
I want to compliment you upon the current issue of the Marketbook of which I have just now, for the first time, seen a copy.

I want to particularly compliment you upon the map enclosed with this issue—I'm having it framed and it shall hang in an important spot in these offices.

E. C. Mills
KFAM-FM-TV Los Angeles

EDITOR BROADCASTING:
Thank you for permission to see your outstanding Marketbook for

North Jersey Reporting!

EDITOR, BROADCASTING:
Please accept my sincere congratulations on the forceful editorial in the Aug. 7 issue in which we said Mr. Kaltenborn was "360° wrong on the presidential elections".

Urges 'Big Stick'

EDITOR, BROADCASTING:
"Rates Can Wait: War Can't."

BROADCASTING • Telecasting

G. A. Richards
(Continued from page 22)

impeachment purposes was doubtful.

Cross-examination attempting to show that an affidavit which Mr. Horn made to FCC was the source of a March 1949 news story in the Los Angeles People's World, and that parts of the information in the affidavit were used a week later in a broadcast by Mrs. Eleanor Roosevelt, also was stricken.

Mr. Ford contended the information was carried in The Nation magazine in February and could have been the source from which the People's World and Mrs. Roosevelt obtained it. Mr. Horn said a Philadelphia newspaper was present when he made the affidavit and that the newsman obtained a copy of it.

broadcasting and telecasting. It is with real delight and satisfaction that I observe the remarkable progress made by your magazine. It is a significant contribution to American industry and to our country.

As a member of the KSL board of directors I am in close touch with all phases of broadcasting and television.

Conratulations!

Earl J. Glade
Mayor
Salt Lake City, Utah

KCIM TAKES AIR

New Fulltime Iowa Outlet

KCIM Carroll, Iowa, owned and operated by the Carroll Broadcasting Co. with 1 kw fulltime on 1380 kc went on the air July 27. During the third day of operation, station officials reported, a doctor credited the station with saving a woman's life when 14 volunteers answered a blood transfusion emergency call.

With a staff of 17, KCIM's officials include: C. Everett Blais, general manager; Bill Parker, formerly of KSO Des Moines, program director; Bernard Neher, formerly of KSO, chief engineer; Clarence Fritts, commercial manager.
Solved!
A TOUGH RADIO STATION SELLING PROBLEM

THE WISL Service-Ad* illustrated at the right, appears in the SRDS monthly Radio Section. It offers the services of a successful independent radio station as an advertising medium. It uses simple, straight-forward, down-to-earth selling copy that worked so well in the early days of AM Radio ... and works equally well today. It offers a program ... an audience with proved willingness to buy ... tells what it costs to use the program ... and where to buy it.

Radio Station Operators:—You too can harness the influence of SRDS and make it work for you to increase national spot time sales, by telling Your Station's sales story in the SRDS Radio Section.

* Service-Ads are ads that supplement listings in SRDS with information that sells by helping buyers buy.
Football Lineup
(Continued from page 26)
games both home and on the road. First broadcast was Aug. 16 when Green Bay played the Chicago Cardinals in an exhibition. Station reports this year to be the 22d for coverage of Packer and Wisconsin games. New sponsor this year is the Miller Brewing Co. (Mathisson & Assc.), sponsoring 14 Green Bay games and Standard Oil of Indiana (McCann-Erickson) signing for the nine Wisconsin games. WTMJ-TV, barred by Big Ten and professional rules from telecasting home games this season of both Green Bay and Wisconsin, will carry network Saturday telecasts of college games.

It also was announced last week that all U. of Maryland football games this fall will be aired on a 10-station network regional. Announcement was made by Ben Strouse, vice president and general manager of WWDC Washington, which will serve as originating outlet.

Chevrolet Dealers throughout Maryland, Delaware, West Virginia, and the District of Columbia will pick up the tab for broadcast rights on the regional hookup to the complete schedule of Terrapin home-and-away games beginning Sept. 28.

Bob Wolff, WWDC and DuMont TV Network (WTTG Washington) sportscaster who has covered Maryland pigskin contests the past two years, has been signed to handle play-by-play of the games, which will be broadcast throughout traditional stations as Navy, Michigan State, Duke, North Carolina and North Carolina State.

Other stations comprising the regional network will be WJZB Baltimore, WANN Annapolis, WFMZ Frederick, WARK Hagerstown, WBOS Salisbury, WCEN Cambridge, WABA Havre de Grace (all Maryland); WDNA Dover, Del., and WEMP Martinsburg, W. Va.

 WKY-TV Oklahoma City has received telecast rights to the home football games of the U. of Oklahoma Sooners and Kansas Jayhawks. As soon as details of the arrangement can be worked out, the Sooners and Jayhawks will begin play at the stadium, and the Jayhawks, who usually play their home games at Pittsburg State, will play all their home games at Oklahoma City.

Increased stations' radio coverage of U. of Tennessee games is reported as a result of the success of the last year when a cooperative format was introduced by the Vol Network, operated by the Athletic Assn. of the university. WROL Knoxville Sportscaster Lindsey Smith is in charge of network arrangements. He also will handle the play-by-play. The Vol Network's programming allows the station to sell local commercials during each game.

Stations in Tennessee already affiliating with the network are: WKY Knoxville; WAPA Chattanooga; WMAR Nashville; WMPS Memphis; WCJB Jackson; WORY Johnson City; WSTM Martin; WJSE Jackson; WGAP Maryville; WATO Oak Ridge; WNCN Morristown; WDyerburg; WTPR Paris; WDBJ Humboldt. Out of state stations signing with the sports network include WNVA Norton, Va.; WNKI Middleburg, Ky.; WQXI Atlanta; WODR Spartanburg, S. C.; WHPE High Point, N. C., and WKLX Lexington, Ky.

FREE EUROPE
'Crusade' Radio Drive Set

ROGER BROWN will head Crusade for Freedom's radio and television world-wide drive in a national campaign beginning Labor Day, Sept. 4, for supporters and funds, it has been announced by Gen. Lucius Clay, chairman of the Crusade.

Mr. Brown, president of Roger Brown Inc., New York and Chicago public relations firm, will be assisted by Alton Kastner, account executive of the same firm. Offices will be at 40 East 49th St., New York.

The campaign will begin with an address over all networks by Gen. Dwight D. Eisenhower. A nation-wide appeal for signatures of a declaration affirming belief in freedom, and contributions for a giant "Freedom Bell" and expansion of Radio Free Europe, will follow. The "Freedom Bell" will be installed behind the Iron Curtain, probably in Berlin, in ceremonies planned to set bells ringing over all the free world.

Funds also are needed to acquire four additional transmitters for Radio Free Europe, now broadcasting six hours a day and seven days a week to five "targeted" nations, in as many languages. The radio's one transmitter, however, permits only one hour of broadcasting for each country per day, since programming is fit for the language and cultural pattern of each "target." Additional transmitters would mean provision for a full broad-casting hour for each nation.

The Advertising Council has pledged cooperation and soon will begin a campaign on behalf of the Crusade for Freedom.

Ted Bates, Again
For the second consecutive year the baseball team of Ted Bates & Co., New York, has won the championship of the Publishers-Advertisers Softball League. Other League members include Times-Farmers, Globe, Newell & Ganger, and Warwick & Legler.

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McFarland Bill
Marks Time in Committee

NEW DELAY was seen last week in possible House consideration of the Senate-passed McFarland Bill (S 798) on which the House Commerce Committee's radio subcommittee has completed hearings [Broadcasting, Aug. 14, 21].

Chairman Dwight L. Rogers (D-Fla.), who had predicted preliminary discussion of the bill last week, said contemplated meetings on the communications measure have been advanced to this week. He said a log-jam of legislation which the Commerce unit is trying to clear up was responsible.

WWJ Dispute
(Continued from page 26)
prior to the ball game.

WQXR-AM's South Bend driver at first refused to continue. The driver later went across, with deliveries delayed somewhat. Printers and pressmen hesitated and then went to work, voting to strike managers and stagehands. Some AFTRA members crossed, with others waiting until the pickets left for the night and stopping at the station so they could work Sunday.

Monday morning printers and pressmen refused to cross NABET's News building picket line, forcing it to suspend publication. All 14 newspaper unions were represented at a morning meeting, after which the picket line immediately appeared. The newspaper unions returned to work but named a joint representative to sit in on the NABET negotiations.

George Maher, national executive secretary of NABET, issued a statement at time of the strike: The Detroit chapter of NABET struck Thursday and announced a return Sunday Aug. 19 after the break-down of negotiations over wages, working hours and benefits. The union has been trying to negotiate a contract with management since Feb. 15.

During that time only a token offer of $1.50 per week for radio and television engineers and $1.65 per week for TV technicians had been received, with firm and repeated "noa" on all other issues.

The union has requested an $8.50 weekly increase and believes this is a very modest request in view of the rising cost of living and the enormous profits of the Evening News Asso.

WWJ engineers, under the contract, receive a $1.30 raise per $40 weekly and progress to $11.65 at the end of six years. TV technicians start at $41 and go to $65 after five years. Only 11 men, exclusive of group leaders, receive $116.50 out of a total of 56 engineers.

WJBK-AM-FM-TV and WJLB-AM-FM also have contracts with the Detroit chapter of NABET, and have the same wage structure. A strike by WJBK against Pusey's plant in spite of the fact that these two stations are only 250w AM, as compared to WWJ's 5000w, basic NBC outlet station in this area.

NABET is available for meetings with the management of WWJ at any time, and if necessary, is prepared for a long strike.

WQXR-AM

The FM network fed by WQXR-FM New York will be extended Sept. 1 to WFLN (FM) Philadelphia and WTOA (FM) Trenton, N. J., bringing the total stations to 16 covering an area from Niagara Falls to Philadelphia and for the first time including a New Jersey station.

The station was recently moved to the new WQXR studios on W. Forty-third St. and the main studio has been completed.

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John H. Murphy, station manager of WQXR, said the West Coast studio, which cost $150,000, will allow WQXR to expand its FM network.

"Why buy 2 or more...Why buy 2 or more..."
FORMER New Mexico Gov. John Dempsey's long-pending complaint against KOB Albuquerque has been dismissed by FCC, but with the Commission's New Mayflower Decision on editorializing time available for "the other side" does not fully probe the recesses of licensee responsibility.

FCC Dismisses Dempsey Case Against KOB

On All Accounts

(Continued from page 18)

agency. A half year later he moved to Aylin agency as radio director and has been at that job since.

In addition to his agency duties, Dick is a nighttime instructor at U. of Houston. He also finds time to be active in the Junior Chamber of Commerce, Houston Advertising Club, Society of Associated Industrial Editors, Houston Golf Assn. and Touchdown Club.

As for sports, he describes himself now mainly as an onlooker, but lists as hobbies fishing in the Gulf, golf, raising tropical fish and playing bridge.

WABB STRIKE ENDS

Technicians Set Contract

CONTRACT ending a strike of union technicians at WABB Mobile, Ala., was signed Aug. 12 after an agreement was reached by direction of NRLB officials.

The strike started last October [BROADCASTING, Oct. 31, 1949] and was in its 11th month when the contract was completed by D. H. Long, WABB manager, and the International Brotherhood of Electrical Workers, AFL, WABB, owned and operated by The Mobile Press Register Co., operated throughout the strike.

ALASKA NETWORK Sets 3 Spot Contracts

THE Alaska Broadcasting System has announced national spot contracts with Pillsbury, Budweiser and Best Foods through its New York representative, the Pan American Broadcasting Co.

The Pillsbury contract is for a 15-minute Sunday newscast (started Aug. 27) over the ABS northern group—KQFD Anchorage, KGWO Fairbanks and KDWH Seward. Agency is Irwin Vladimir, New York.

Budweiser has contracted for one-minute spots on all ABS stations beginning Oct. 2. Agency is D'Arcy Advertising Agency, St. Louis.

Best Foods' Nucoa renewed its contract until June 30, 1951, on all six stations of ABS.

For your information...

F.V....

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 unconnected by the City of Terre Haute, so it's a city of over 100,000 people, with 398,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

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NEW LAW FIRM
Fletcher & Midlen Formed

RADIO attorneys Frank U. Fletcher and John H. Midlen, both Washington, D. C., last week announced the formation of a new law firm, Fletcher & Midlen, with offices in the Munsey Bldg., Washington. Both men have been active before the FCC and the courts for a number of years.

Mr. Fletcher, part-owner of WAM-AM-FM Arlington, Va., was admitted to the North Carolina bar in April 1932 and joined the law staff of the FCC in 1934. From 1939 to 1942, Mr. Fletcher practiced in radio communications with Stephens, Spearman, Sykes & Roberson, Washington. He held subsequent positions of law staff member of the Alien Property Custodian and the Army Ordnance Department. From 1946 to the present date, Mr. Fletcher has been engaged in private radio law practice with matters before the FCC. He is an FM member of the NAB board.

Mr. Midlen, a Washington lawyer since 1935, has been specializing in radio and communications for the past five years. In 1941, Mr. Midlen was assigned to the Judge Advocate General's office in the Army Dept. and later served with the office of the Secretary of War.

Mr. Midlen Mr. Fletcher

JACK R. EDMUNDS
KPRC Executive Dies

FUNERAL was held last week for Jack R. Edmunds, 41, program director at KPRC-AM-TV Houston, Tex., who died Aug. 19 of a heart attack. Mr. Edmunds, who joined the station this past January, was on his way to the studios when he succumbed. He had been in radio 20 years.

The radio official went to Houston in 1946 and served with KXYZ and KFEL, both Houston. He formerly was program director for ABC Washington during World War II. Mr. Edmunds is survived by his wife and one daughter, Gail.

AUDIENCES UP
Hooper Surveys Radio-TV

SIGNIFICANT increases in total audiences of radio and TV in the past year have been reported by C. E. Hooper, Inc.

In seven cities where television's share of the broadcast audience exceeds 50% in evening hours, Hooper found the percentage of homes using either radio or TV averaged 25% higher than the percentage a year ago. The figures appear in the current Hooper ratings chartbook now being distributed to subscribers.

The increases in percentage of homes using either radio or TV in evening hours this year as compared with last ranged up to 44%, with the average increase at 25%. The cities included New York, Philadelphia, Baltimore, Boston, Providence, Chicago and Dayton.

Strictly Business
(Continued from page 10)

Hoffman Beverage Co., a subsidiary of Pabst and maker of soft drinks. Mr. Hoffman is one of the few advertising men in the country who "trouble shoots" his markets. That is, he calls on salesmen and distributors all over the country straightening out local problems with an eye to the national picture.

Recently he flew to Puerto Rico to discuss advertising plans with the distributor there. He is constantly on the move and knows his markets well because he makes it his business to check them on the spot.

KNIU Houston presented plaque of merit for "outstanding work in interest of safety" by fire prevention and safety committee, Houston Chamber of Commerce.

‘TRUTH’ DRIVE
Urged by Sarnoff, Benton

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, and U.S. Sen. William Benton (D-Conn.) last week urged an immediate U.S. counter-attack and world-wide psychological offensive against Communist propaganda.

Explanation of America's peaceful intentions is not enough, Gen. Sarnoff said. The U.S. should now begin "to take the whistles off Uncle Joe" by broadcasting to Russian and satellite peoples what Stalin is really like.

Gen. Sarnoff and Sen. Benton, with Professor Harold D. Laswell of Yale U. Law School, appeared on University of Chicago Round Table over NBC to discuss "Can We Defeat the Propaganda of International Communism?"

Sen. Benton proposed that special commissions from every country in the world be invited to this country to study the truth of the Communist claim that the U.S. is a "war monger, imperialist and exploiter."

Prof. Laswell urged an American foreign policy statement comparable to Woodrow Wilson's 14 points, as the basis for the U.S. message.

LEGAL ADVERTISING
Coe Suggests Using Radio

USE of broadcast stations for legal advertising by state governments was advocated by Earl Coe, Washington Secretary of State, in a letter submitting to stations a series of announcements designed to stimulate voting.

"Radio is one of our greatest mediums whereby our registration and voting information can reach the public," he said. "In fact, I am looking forward to the time when our state laws will recognize radio as a factor for legal advertising of initiatives and referendums.” Secretary Coe recalled "the great publicity job" the Assm. of Washington Broadcasters did for the registration and vote campaign held in conjunction with the 1948 presidential and state elections.

Peter Borras
PETER BORRAS, 60, Washington restaurateur, died of a heart attack last Monday (Aug. 21) at his home in Arlington, Va. His wife, Mrs. Gladys M. Borras, is an administrative assistant to Frank M. (Scoop) Russell, NBC Washington vice president. Mr. Borras was president, manager and founder of the Madrillon Restaurant. Surviving besides Mrs. Borras are three brothers.

THE OLD SEA-HORSE SAYS:
"YOU AIN'T SEEN NOthin' UNTIL YOU'VE LOOKED UP THE STORY..."
J. FLANAGAN to president and general manager KITO Sen Ber- 
nardino. Replaces GEORGE LINDMAN, resigned to become man-
ager KPOA Honolulu.

WALTER A. CALLAHAN to WKAH Miami, Fla., as vice president in 
charge of sales. Was with WSAI Cincinnati as general 
manager, and was former manager Chicago office WLV 
Cincinnati.

INDEPENDENT METROPOLITAN SALES appointed 
MARTIN J. MCGEEHAN named Chicago representa-
tive.

BENJAMIN MARGOLIS, assistant to CBS controller, 
appointed sales service manager for CBS-TV, succeed-
ing Herminio Traviesas, resigned (see AGENCY BEAT).

BOB MAYNARD, assistant manager and news com-
mentator WSVS Crewe, Va., resigns to join 
Title Insurance Corp., Richmond. He will do public relations work from 
his home office. Was member NAB Unaffiliated Stations Committee.

GLENN J. MANLEY, radio-TV freelance writer, to sales manager WEW 
St. Louis U. outlet, St. Louis.

LARRY ROBERTSON, program director KOME Tulsa, Okla., named 
account executive.

ROMER GRIFFITH, coordinator of national sales California Group 
(KYNO Fresno, KAFY Bakersfield, KCKO Tulare), on leave of absence.

CFPA Port Arthur, Ont., appoints James L. Alexander, Toronto, as na-
tional representative, effective Sept. 1.

JEROME M. ALPER, Securities & Exchange Commission, and ROGER 
H. MUZZALL to Washington law firm, Roberts & McInnis, whose 
practice includes broadcasting and communications fields.

EDWIN H. ESTES, general manager WGWD Gadsden, Ala., to general 
manager WETO same city. WETO will take the air 
Sept. 15. Mr. Estes' application for half interest in 
station accepted for filing by FCC.

LOU HUMMEL, drug division WLW Cincinnati mer-
chandising department, to WLWT (TV) sales staff.

KFAM-AM-FM St. Cloud, Minn., appoints John E. 
Pearson Co. as national representative. Orville Lawson 
& Assoc. named representatives in Minnesota.

DONALD A. NORWOOD, staffman WLAW Lawrence, 
Mass., to account executive for Boston sales offices of 
station.

BILL TODD, salesman JOY Guelph, Ont., to national sales staff CKEY 
Toronto.

KIFN Phoenix, Ariz., and XEAC Tia Juana, Mex., appoint Harlan G. 

GEORGE (Bill) ROHN, promotion manager KSOU Sioux Falls, S. D., 
to station manager. Has been with outlet since 1937.

ROBERT D. MARTIN to manager personnel depart-
ment Edward C. Lobdell Assoc., N. Y. (management 
consultants). Was with WHAY New Britain, Conn., 
WPTR Front Royal, Va.

CLIFF W. BOWERS, sales manager WESC Greenville, 
S. C., to WAYS Charlotte, N. C., as sales executive. 
Was sales promotion director WDOD Chattanooga, 
Tenn.

LIBERTY BROADCASTING SYSTEM establishes na-
tional and N. Y. office at 299 Madison Ave., headed by MORGAN RYAN, 
national sales manager.

WILLIAM PHREANIER to KSMA Santa Maria, Calif., as manager, 
replacing WALLY SEIDLER, resigned to become Omnard manager 
KVEN Ventura, Calif.

PAUL MULVYHILL, sales manager Northern Broadcast Sales, Toronto, 
to James Alexander, Toronto station representative, Sept. 1.

GARDNER COWLES (owner KRNT Des Moines, WNAX Sioux City, 
Iowa, and principal stockholder WCOP Boston) and his fellow 
Cowles, to be awarded "Oscars of the fashion industry" for contribu-
tions through "magazines, newspapers and radio," to fashion. Award 
will be given Sept. 4 at Neiman-Marcus Mid-Century of Fashion Exposition, 
Dallas... DICK JOY, vice president KCJM Palm Springs, Calif., will 
encore California State Fair Fashion Show, Sacramento, Sept. 7-8... 
VICTOR A. SHOLIS, vice president and director WHAS-AM-FM-TV 
Louisville, father of boy, Aug. 19.

EDWARD G. THOMAS, vice president and general manager WJKG Pt. 
Wayne, Ind., back at his desk following serious operation... PAUL F. 
HARRON, president WIBG Philadelphia, in England to inspect radio 
warning systems and wired line installations in bomb shelters. Will 
return in early Sept.... HAAN J. TYLER, manager KFI-TV Los An-
geles, elected to board of directors Southern Calif. Broadcasters Assn., 
succeeds JENNINGS PIERCE, resigned. ALAN COURTNEY, acting 
manager public service, station and guest relations for NBC Western Div., 
succeeds Mr. Pierce as chairman SCBA education committee.

Front Office

KIFN Phoenix, Ariz., and XEAC Tia Juana, Mex., appoint Harlan G. 

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PAUL MULVYHILL, sales manager Northern Broadcast Sales, Toronto, 
to James Alexander, Toronto station representative, Sept. 1.
And the average for all seven nights puts WAGA-TV in 1st place -- not to mention Sunday afternoons -- then WAGA-TV captures 90.1 percent of all TV viewers -- with the 'B' station limited to 9.9 percent

Source T.V. Viewers Survey—Hooper Television Audience Index—June - July 1950
of 7 MOST ATLANTANS VIEW a·tv

ATLANTA, GA

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.
WLOK, Lima, O.  •  WAGA, Atlanta, Ga.
WSPD-TV, Toledo, O.  •  WGBS, Miami, Fla.
WMMN, Fairmont, W. Va.
WJBK, Detroit, Mich.
WJBK-TV, Detroit, Mich.
WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
Facts Vs. ANA Fiction

THERE ARE encouraging indications that radio is losing its inferiority complex, appallingly exposed when the Assn. of National Advertisers put on its bite for rate reductions. The emergence of Mijquetastism is reflected in the general demeanor of the advertisers. They take heart in the trend among magazines and newspapers to increase rates, based on increased operating overhead rather than expanded circulation. They find strength in the realization that many advertisers feel that they are getting a better return from radio than from competitive media.

This metamorphosis in the making is reflected in the wholehearted support for the super-BAB at the NAB district meetings held during the last fortnight. Bob Sweezy, of WDSU New Orleans, who is doing a voluntary Minute Man job, is goading broadcasters into fighting the war. His apt description of radio as the "soft underbelly of media" has aroused station owners.

NAB now comes forward with a survey project, to be undertaken by radio, to build radio's rate case. It has as rather late target of March 1, 1951, and asks that stations hold the rate line until this job is done. By that time there will have no doubt there will be ample evidence to justify substantial increases. Indeed some stations already have done so.

If such basic research had been done months ago, radio would not have been singled out for attack. The record already is replete with evidence of the argument that radio alone suffers from the incursions of TV.

This fiction can be answered with solid fact.

"Officer of the Air"

IT BEHOOVES all of us to keep abreast of signs of these semi-war tinged radio times. The other day an important eastern station refused to permit the Progressive Party candidate to use its microphone because the manager considered the song "treasonable." The management notified the FCC of its action.

The council of the Radio Writers Guild recently refused to vote for or against a resolution supporting the plan to keep in mind that the RWG can control the wording of the scripts that go on the air via the networks. The Radio-Television Directors Guild can control interpretation of those works. We have no doubt that the vast majority of the members of these guilds are loyal Americans. We cannot fathom how that majority possibly could be swayed. Even Henry Wallace bites at his stomach the Progressive Party's stand on Korea.

The eastern station which rejected the Progressive candidate's script may possibly be in technical violation of the law. We have read the script. We believe the station acted wisely and patriotically.

The FCC may be expected to hold that Sec. 315 of the Communications Act requires stations to give equal time to qualified candidates for local office, irrespective of party label. This despite the fact that the New York Circuit Court recently held Communism constitutes a "clear and present danger" within the meaning of the Constitution.

If the FCC ruled that a station cannot be required to carry Communist propaganda, we doubt whether a single court in the nation would allow the judgment to stand.

We believe that, in these times, the wise maxim to follow in both law and in doubt is: Lest we forget:

The announcer said: "The Men from Mars are invading New Jersey." It was only make-believe, but thousands were thrown into panic. Ten years later the same thing was done in France and Peru. Lives were lost.

In 1947, G-Man Hoover said the Communist Party "has departed from depending upon the printed media . . . and has taken to the air. Its members and sympathizers have not only infiltrated the airwaves but are now persistently seeking radio channels." Within the past few weeks, Mr. Hoover said they have as their objective the "control of communications facilities in the event of an emergency."

There must be no malicious make-believe about "The Men from Moscow."

Every individual working in radio and TV has a responsibility above and beyond that of the ordinary citizen. Just as every lawyer is an officer of the court, every broadcaster is an officer of the air. It is his responsibility to make certain that the most vulnerable spot in American communications—a place before the microphone—is never available to a traitor, actual or potential.

To Win Minds of Men

WE ARE running a bad second in the propaganda war.

In the current news there are demands for a "step-up of America," in the thinking of a peace offensive to reach the average Soviet Ivan Ivanoff, and floating stations to pierce the Iron Curtain. The National Psychological Strategy Board just formed by the State Dept. is the recognition of the need to coordinate the fight for the minds of men.

Because of its very nature, democracy is cumbersome in psychological warfare. In a totalitarian nation like the Soviet, there's no direct action, and extraordinary flexibility.

Our offensive, such as it has been, has emanated from the State Dept., which at all times watches its diplomatic Ps' and Q's, with one ear cocked toward Congress and the other toward the White House.

As we see the new Strategy Board, it would coordinate only those agencies of government identified with the war effort—real and psychological. It would not be the same people talking to themselves.

There's a big job to be done. The question is how best to do it.

The American public is a separate agency, reporting to the President. The Strategy Board might be only part of it. There should be an advisory board, made up of the leading publicists of the nation—men who have made their mark in public relations, in advertising and merchandising. Men, perhaps, like Edward Bernays, Steve Hannegan, Ben Sonnenberg.

Men like David Sarnoff, Bill Paley, Frank Stanton, Jack Straus and Ed Noble. Top industrialists versed in public relations, labor leaders, creative agency executives whose stock-in-trade is selling to the people.

The American story is easy to dramatize. It is an adventure story. It should be told by radio, by pamphlet, by pictures, and by word-of-mouth. It should be told, bereft of stiff-collars and boiled shirts. The Polish coal miner, earning more in America than the feudal lords of his country, should return to his homeland to tell that story. The Negro to Africa, the Chinaman to his rice paddy.

Psychological warfare is brain rather than browm warfare. It needs the genius of men in this field who are not hemmed in by convention, regulation or precedent. There is no precedent that fits our kind of democracy.

* * *

YOUNG MEN of modest means dream of achieving success in long strides as did George Hollenberg.

An aggressive salesman even while working his way through Kansas U., the president of George P. Hollenberg Co., station representative, sailed into his first salaried job with such vigor that his employer never let him get away until he formed his own firm 13 years later.

The one employer in Mr. Hollenberg's career was William Randolph Hearst.

The tale of why Mr. Hollenberg finally left the top advertising position at Hearst's Chicago Herald-Examiner to become a representative of radio stations should interest all broadcasters. During a brief period in the life of the Herald-Examiner, spot announcements on KYW Chicago, which was leased to the paper by Westinghouse, went gratis to display advertisers. Mr. Hollenberg noted that the

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

NOTE to radio corpus delicti: Move over and
make room for rate-increasing national maga-
azines. ANA anathema due anadyne.

* * *

Like wildcats, some engineers are wild, others are wilder. In St. Louis, a public utility engineer became so enraged by Transit Radio commercials during his daily bus ride that he retaliated by ripping the seat covers. Miraculously, without even getting mad at us, our engineers daily rip our commercials to pieces with push-buttons and plugs. Come to think of it, we're always having to replace the seat-covers in Main Control. Must be lead poisoning.

* * *

The latest entry in the program "rating" business is planning to get coincidental data by Western Union. Although Western Union is a most efficient organization, it still has to rely on the well-known human element, and we can visualize Humphrey Humphreys getting one of those telephoned singing birthday greetings by WU at just about the time that the WU coincidentaller happens on Humph's name. Nothing but telephones and results:

Happy birthday to you
Is your radio in view
Happy birthday, dear Humphrey
Tell me who you're tuned to.

BROADCASTING • Telecasting
FLASH: MIDWEST DEALER SPENDS $600 FOR RADIO CAMPAIGN, GETS TWICE THE RESULTS BROUGHT BY $2,000 CAMPAIGN IN ANOTHER MEDIUM.

FLASH: PACIFIC NORTHWEST STORE FINDS RADIO DEVELOPS TWICE THE STORE TRAFFIC DELIVERED BY COMPETING MEDIUM, MEASURED ON DOLLAR-FOR-DOLLAR BASIS.

FLASH: 40% OF STORE CUSTOMERS NAME RADIO ADVERTISING AS REASON FOR COMING TO STORE. NEXT BEST MEDIUM, 21%.

FLASH: RADIO ADVERTISING ACCOUNTS FOR 54% OF DOLLAR VOLUME OF SALES IN STORES CHECKED. NEXT BEST MEDIUM, 20%.

...and our files are full of FURTHER PROOF!

Have you noticed the many exciting case histories currently published on the effectiveness of spot radio?

All this evidence of success makes wonderful reading—but it’s an old story to advertisers on Westinghouse stations!

Just to check the record, we reviewed our files and found a gold mine of confirming evidence. Recent examples, already published elsewhere:

On Pittsburgh's KDKA, one Farm Hour advertiser spent $500 on time, got $20,000 worth of orders. (Reported August 17, 1940.)

Using KYW as the only advertising medium in Philadelphia, a diaper manufacturer saw sales jump 52% in nine weeks. (Reported June 1, 1940.)

On Portland's KEX, one announcement for dressed poultry sold two trays of assorted birds. (Reported February 1, 1950.)

Thanks to Boston's WBZ, writes a berry grower, "radio increased my revenue over 50%." (Reported July 27, 1949.)

With four short messages on Fort Wayne's WOWO, a hardware company tripled sales of power mowers, selling hundreds. (Reported May 29, 1950.)

What's more, we're helping other advertisers write comparable case histories right now! To boost your sales in six of the nation's leading markets, look into the program-building and audience-building capacities of Westinghouse stations. Ask the man from Free & Peters!

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Respects

(Continued from page 48)

outspoke the printed notices, and decided radio was here to stay.

But he wasn’t sold overnight on joining forces with the aural medium. It took several visits from one Vernon H. (Bing) Smith of WREX, then located in his home town of Lawrence, Kan., to convince Mr. Hollingbery that he should desert black-and-white and start soliciting national business for broadcasting stations—starting with WREX.

With the Herald-Examiner on wobbly legs anyway, Mr. Hollingbery acquiesced in 1936. He opened shop at 307 N. Michigan Ave., Chicago, where he headquarters today. WREX was his first station, closely followed by WWJ Detroit. During his first year he signed 16 others, and of his original 18 stations, he still has 17.

Only son of a Lawrence real estate man, George Hollingbery was born June 25, 1902 and developed his rugged good looks in the Kansas wheat fields and on section gangs of railroads. At Lawrence high school he participated in sports, but at Kansas U. found that several campus enterprises kept him too busy for the usual extra-curricular activities.

In partnership with Classmate James E. O’Bryon (now director of publicity for Mutual) he prospered in a “sign, sticker, and button” business. Mr. O’Bryon was the artist-designer and Mr. Hollingbery the salesman. For several years they handled all the poster work for college parties and athletic contests on the Kansas U. campus. More than two million of their “Jayhawk” stickers have been used on windows and automobile windshield shields. During a Missouri-Kansas football weekend in the early ’20s they disposed of some 40,000 cellular “Jayhawk” buttons.

Joins Newspaper

After graduating from Kansas School of Journalism in 1924, Mr. Hollingbery applied for work in the Herald-Examiner’s classified advertising department. He was hired at $22.50 weekly, but increased his earnings to $100 within six weeks. He soon moved into local display, then national, and in his rise to advertising manager held the positions of both local and national advertising managers.

Mr. Hollingbery has a rich store of humorous anecdotes about his experiences on the now defunct Herald-Examiner, but none is funnier than the story of his first meeting with Mr. Hearst and his famous columnist, Arthur Brisbane. He was introduced to these journalistic greats by Merrill C. Meigs, head man for Hearst in Chicago, who described Mr. Hollingbery as the Herald-Examiner’s “best salesman.” He felt he had heard it all before, but his glory was cut short when Mr. Brisbane, well aware of the newspaper’s mounting indebtedness, remarked:

“This is interesting. I didn’t know that the Her-Ez had any salesmen at all.”

Mr. Hollingbery’s company was known during its first few months as Craig & Hollingbery. Norman Craig, who represented a few stations in the East, helped the firm’s New York business. When Mr. Craig died before the partnership was a year old, Edward Spender, then working with Westinghouse and NBC, became manager of Mr. Hollingbery’s New York operations. The George P. Hollingbery Co., a position he holds today. Mr. Spender had been sales manager of KDKA Pittsburgh, and when NBC took over management of Westinghouse stations, he went to the network as New York salesman of its Oregon stations.

Another Hollingbery staff man who joined the firm its first year is Fred Hague, New York sales manager. He had been with a station in Salem, Oregon. A third charter employee is Frank McCarthy, Chicago manager, who had handled food advertising at the Her-Ez under Mr. Hollingbery.

Steady Expansion

From four salesmen and an office staff, the company’s roster has grown to 32. There are 36 AM and 3 TV stations on its list.

Mr. Hollingbery recently tripled his office space at 500 Fifth Ave., New York, to accommodate increased AM and TV businesses. While he has added one TV man in recent weeks, he in no wise subscribes to the opinion that AM is being hurt by the newer medium.

“In the national field, not one nickel has been lost to TV by our AM stations,” he says. “For example, last year WWJ Detroit grossed $30,000 in AM while building up its TV business. With the increased number of AM receivers, sound radio is a better buy today than a year ago, even in major TV markets. Television is a new business. Eighty per cent of its advertisers never used spot radio.”

Mr. Hollingbery anticipates that 1950 will be “the biggest year in our history.” During the first few months, national spot was 18% ahead of the same period in 1949. He notes that although April and May ’49 were New York record months, May stood out this year with a 43.2% increase over May of last year.

Strong on personal contacts with advertisers, as well as agencies, the company’s salesmen are building more than 50% of their time these days with manufacturers.

“Our formula is quite simple,” says Mr. Hollingbery. “We just point of view now watch dollar a dollar in radio and television moves goods than the same amount spent in printed media.”

Mr. Hollingbery’s wife is the former Elizabeth Sifers of Iola, Kan., whom he met at Kansas U. There are three daughters and one son.

M. E. O’Bryon (now a two-year-old junior at College at Wellesley, Mass., and now is studying art at her parents’ alma mater; Anne, 18, attends Skidmore College in New York; and Deborah, 14, will enter New Trier high school in Winnetka, Ill., next fall; and George, Jr., 12, attends grade school in Glencoo, Ill., where the family resides.

Their home overlooks the 9th hole of Skokie Country Club, one of the sportiest courses on Chicago’s North Shore. Mr. Hollingbery has a 14 handicap.

In addition to Skokie, Mr. Hollingbery is a member of Chicago’s University Club. He also belongs to the Chicago Radio Management Club and the Radio Executives Club of New York. His college fraternity is Phi Kappa Psi.

CITIES SERVICE

NBC Show Has Active Summer

ACTIVE summer of broadcasting and special appearances has featured the Cities Service Band of America, heard year-round on NBC and seen on NBC-TV as a simulcast last season.

Series of five center-spread advertisements, promoting the band’s summer appearances and its stimulation of interest in band music, appeared in the August 21 issue of Modern Band magazine. Creator of the show, M. H. Aylesworth, first NBC president, contends the brass band is a typical American institution that stirs the heart of every citizen.

The Band of America broadcast July 17 from the “Frontiers of Freedom” pageant at the Chicago World’s Fair. It has presented a series of guest artists this summer, including George M. Cohan Jr., W. C. Handy of “St. Louis Blues” fame, and others. Summer appearances include an audience of 35,000 at Bridgeport and large audiences at Cleveland and Buffalo.

Kenneth M. Burton

KENNETH M. BURTON, 51, director of NBC’s The Railroad Hour and Father Knows Best for Benton & Bowles, died in his home in Hollywood following a heart attack. Mr. Burton was head of West Coast radio production for B&B. He was a Navy veteran of both World Wars. Surviving is his widow, Betty.

129 Local Accounts
21 Regional and National Accts.
2786 Pieces of Mail for May ’50
Music — Sports — Special Events

WTEN

BROADCASTING • Telecasting
NEW YORK
DAYTIME TELEVISION
VIEWERS UP 350%!* 

...and 83.5% of all TV viewers questioned said they turned to WABD (Du Mont) for one or more programs between 12:00 and 1:30 P.M.

Yes, the Daytime Television Audience is going up like a rocket. Take it on the rising curve.

Take it on Du Mont, which has the lion's share of the audience. On Du Mont — where Daytime began — covering 99% of America's telesets — where programs pay their way in quick sales — where a slim budget gets a fat result.

Network or local, Du Mont was first.

"The Television Audience of Today," June, 1950, Advertest Research

The Nation's Window on the World

TELEVISION DU MONT NETWORK

60 Stations

A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
Phone: Murray Hill 8-2600
Copyright 1950.
Very Important People—they make today's news—start today's fads—control today's audiences.

At KTTV we collect 'em like stamps. Our VIP lineup of stars and shows...whether the best from CBS-TV or our own impressive roster...sponsored by the largest national advertisers as well as local sellers...gives us a VIP audience, the Very Important Public of Southern California, second greatest in the nation. Happily, you don't have to spend a million to make an impression with KTTV's VIP lineup. But you're in good company...you get seen and heard a lot...you can sell a lot. You can reach that Very Important Public on KTTV. Ask us or Radio Sales.

KTTV

Los Angeles Times • CBS Television
THE PRESIDENT of a frozen foods company, which this fall will spend $40,000 a week in television, last week came up with a complaint about the medium.

He told TELECASTING: "The only difficulty of turning up good time to buy." The food merchant's statement just about summed up the situation in the U. S. television faced in the fall of 1950. Barring unforeseen disaster, a whopping share of total telecasting time will be sold out.

Authoritative sources estimated that by October there would be at least 750 accounts using national spot television. In October of 1949, according to N. C. Rorabough Co., records, there were 390.

Network television business already sold for October is far ahead of last year. In mid-August, with some six weeks of selling still to go before October, the four TV networks reported October business-already on the books was 60% bigger than the volume of last October.

More network advertisers—120 this October to 74 a year ago—are sponsoring more programs—156 to 95—for more commercial network hours—96 to 89—this fall than last, and on more stations.

Rush Buying

The rush by clients to buy television time before the choice periods were disposed of was feverish. As one executive of an advertising agency, which this year has five clients using TV, as compared with two last year, put it: "We think television will continue to progress until there is no time available, and that could easily occur before 1951."

Another agency executive said: "Just before on competition among television advertisers will be a battle of wits more sharp than has ever existed in advertising."

An inevitable result of the scramble for television time was the universal planning by networks and stations to expand their broadcasting day. All networks, except ABC, were known to be intending to start afternoon schedules by fall and some had notions of beginning morning programs before the year is over.

Experiments by stations with daytime programming in the last year had supplied the answer to the question frequently raised in

**TV Network Clients for October 1950**

**With Comparison Against Placements in October 1949**

<table>
<thead>
<tr>
<th>Sponsor &amp; Corpo.</th>
<th>Program</th>
<th>Gross Time Charges</th>
<th>October 1949</th>
<th>Net-Work '49</th>
<th>'50</th>
<th>'49</th>
<th>'50</th>
<th>Hours per week '49</th>
<th>'50</th>
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<tr>
<td>Admiral Corp.</td>
<td>Stop the Music</td>
<td>$15,673</td>
<td>ABC 27</td>
<td>29</td>
<td>1/2</td>
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<td>Ace Inc.</td>
<td>Lights Out</td>
<td>Through Wendy's Window</td>
<td>NBC 33</td>
<td>NBC 33</td>
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<td>Aluminum Cooking</td>
<td>Homemakers Exchange</td>
<td>CBS 18</td>
<td>1 min.</td>
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<td>American Bakersia Co.</td>
<td>Lone Ranger</td>
<td>2,250</td>
<td>ABC 4</td>
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<tr>
<td>American Dairy Assn.</td>
<td>TV Teen Club</td>
<td>ABC 17</td>
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<tr>
<td>American Home Prod.</td>
<td>Homemakers Exchange</td>
<td>CBS 18</td>
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<td>American Jewish Congress</td>
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<td>American Tobacco Co.</td>
<td>Democracy of Germany 1</td>
<td>1,485</td>
<td>ABC 3</td>
<td>4</td>
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<td>American Tobacco Co.</td>
<td>Football Games 23</td>
<td>52,806</td>
<td>NBC 11</td>
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<td>American Tobacco Co.</td>
<td>Big Story</td>
<td>15,513</td>
<td>NBC 33</td>
<td>49</td>
<td>1/2</td>
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<tr>
<td>American Safety Razor Corp.</td>
<td>This Is Show</td>
<td>CBS 53</td>
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<tr>
<td>Anchor Hocking Glass Corp.</td>
<td>Business</td>
<td>NBC 29</td>
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<tr>
<td>Animal Hour Raymond Orp.</td>
<td>Your Lucky Strike</td>
<td>NBC 29</td>
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<tr>
<td>Anchor Hocking Glass Corp.</td>
<td>Your High Pardee</td>
<td>NBC 29</td>
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<td>Ambler-inis &amp; Busch Inc.</td>
<td>Your Housewife</td>
<td>CBC 49</td>
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*11/2 hour every other week * 1 hour every other week

(Continued on page 70)

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**Billings Mount**

(See story page 19; Regional forecasts on subsequent pages)

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**Top Last Fall's Business By 60%**

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**TELECASTING**
BUSINESS is booming on the television front in Boston.

While the war in Korea and sharp rate increases by the two Hub TV stations are causing concern for the future, the story at the moment is one of sponsors waiting in line for availability.

Informed sources among the buyers and sellers of time told TELECASTING that successful use of the medium in special campaigns has built enthusiastic acceptance by sponsors, many of whom are substantially increasing their activity in TV while still others are entering the field for the first time. In general, clients are not cutting their radio budgets but are rebuilding their entire media set-up to make room for television.

Agency executives were practically unanimous in the belief that steep rate hikes within the past couple of months would also cause some local and small business clients to back out. An increase of 67% for a one-minute spot in Class A time on one station and a 110% boost for a corresponding spot on the other station in a late-afternoon adjustment of rates reflected an increase of more than 134% in TV receivers in the area since the end of last year. The present set count is approximately 447,000.

Successes Tell Story

Typical of the sentiments expressed were the views of Barbara Keane, radio and TV director for Alley & Richards, who said: "Television is big here. We're recommending it more and more as we see the vastly successful results for clients who have used it upon our recommendation. So far, every time we've used it our clients have had wonderful results."

Miss Keane felt, however, that the rate increases "might wipe out some small business accounts," although she added that it might also bring about a further realization of the value of television and that such clients might try to make the money come from some source in order to stay in the medium.

Stressing the value Alley & Richards places in video, she pointed out that the agency has started publishing a monthly bulletin, TV Takes, which is sent to sponsors and TV prospects. Among agency accounts new to television this fall is Kennedy's, Boston, which has retail stores throughout New England. Kennedy's is using five-weekly live spots in a participation program and will continue indefinitely. Although in the past the firm was a heavy radio buyer, it has been using it only sparsely and the last couple of years. Haffenreffer, Boston, for Pickwick Beer and Ale, has expanded from three to seven TV spots weekly. Glenwood Range Co. has bought one-minute film spots in Boston which will be extended to Providence, New Haven, and Utica after Labor Day.

Newcomb Cites Enthusiasm

Harvey P. Newcomb, radio and TV director at Harry M. Frost Co., said: "Everyone's enthusiastic over TV, particularly since the way results have been coming in. Several of our clients are interested in women's participation programs that will give them a chance for live demonstrations. With the way rates have been going up, though, it's beginning to get expensive for the small advertiser although increased circulation should make it worthwhile." Accounts, he said, did not appear to be dropping radio but were rebuilding their whole media schedules in order to fit in TV.

Increased video activity at the Frost agency includes a saturation campaign by General Electric Supply Corp. for GE TV sets, which consists of a six-week TV and radio spot drive; spots for Barbo Furniture Co., Stoneham; for Durkee-Mower, Lynn, which consistently uses radio as well; Boston Nash Dealers film sportscast; Gentle's Baking Co., Mattapan, going into its $2d week and contracted through the end of the year. While Gentle's isn't using radio now, it has in the past and is contemplating it again this fall.

Voice concern about the effect of the Korean conflict and rate boosts in the area, Jan Gilbert, radio and TV director at Harold Cabot & Co., declared: "Much will depend on the trend the war takes. Sellers in the future can anticipate shortages and will back away from TV and radio. They're waiting for developments."

Cabot Clients

Thus far, Harold Cabot clients have increased their use of TV without cutting down on radio, one of the largest regional television buyers being the five 15-minute weekly shows purchased by H. P. Hood & Sons, Boston (milk and ice cream) in three New England markets—Boston, Providence and New Haven. A children's puppet show on film, Time for Beauty, the series started in June and will continue through next summer. The company is still continuing its five-minute daily radio weather shows in addition to announcements throughout the station's day; Wams & Swett, Boston rug cleaner, has increased its TV schedule and a long-time TV user, Boston & Maine Railroad, which is off television at the moment, has expected back in the fall with a 15-minute film program. The railroad also uses announcements and programs on radio.

Time Scare

"Business is so good it's impossible to get TV time," according to T. B. Pitman Jr., radio and TV director of John C. Dowd Inc. "A great deal more advertising space is being used for Christmas this fall than last year, and radio has not fallen off any either."

Mr. Pitman did not concur with other advertisers who might adversely affect time purchases. "I don't think the war has affected TV in this area so far and I don't think it will for some time to come. As to the rate increases, I believe small advertisers will feel they're getting their money's worth because of the great amount of sets in their market area."

Dowd's New Business

New TV business out of the Dowd agency will include a half-hour weekly show in the fall for the First National Stores, Somerville (grocery chain), in cooperation with George S. Cendrowski, Homemakers' Service, New York. First National Stores also has bought nine one-minute film spots weekly on four stations in New England for 52 weeks. The grocery chain is continuing its 30-minute weekly Guy Lombardo Show on radio in addition to radio spots.

Among numerous Dowd accounts which will be using TV are Grove- ton Paper Co., for Vanity Fair tissues and Blue-Ribbon Napkins; Raythea, Inc., Boston; Crank on four New England stations; Ring- Clear Hosiery, Boston.

Mr. McGuiness  Mr. Norton

Midwest Video Zooming

CHICAGOANS are goggled-eyed about television, and not a little the e i t e r. Astounded by the consumer impression the medium continues to make, Midwest agency men, broadcasters, sponsors and packagers predict "an unpredictable growth" for the video giant.

Increased Time

This fall, sponsors ranging from owners of $50,000 to those along State St. to corporations with million-dollar-plus advertising budgets are clamoring for video time. The demand exceeds supply, and station and network executives are regretfully turning down accounts by "the dozens."

Because much business cannot be accommodated, and there is the other troublesome threat that advertising dollars will flow back into other media, TV stations are making rapid moves to extend their time schedules. One station plans a telecast week of 114 hours, starting at 6 a.m. and programming continuously until 1 a.m. On weekends, it will telecast 24 hours daily.

All four Chicago video outlets are upping their schedules, working backward to as early as 9 a.m. and adding hours at night. One station, for instance, is adding an extra 15-minute news show across the board at midnight to a jeweler. The news format, unusual enough for a spot market window, is advertising commercial for diamonds only. "And we'll sell millions of diamonds at a time which, until this summer, the industry considered long past bedtime," the station manager said.

War Concern

Chicagoans nevertheless are concerned about the international situation and how it may effect the medium. Some of the questions they pose—Will the already extended FCC freeze on TV licenses and construction be continued until the international crisis lets up? When will the "crisis" be solved or levelled-off? What about the shortages of basic materials? Will firms continue to advertise, as they did during World War II, if excess profits taxes are levied on corporation earnings? Will shortages of spending tighten-up? Will wages and prices be controlled? If no more video

(Continued on page 68)
TELEVISION, a late starter in San Francisco and a dark horse during 1949, has been running like a winner in 1950 and the experts haven't the slightest fear it will be stopped even by an all-out war. But they do feel it could be slowed down by a number of possible developments in the global situation.

Curtailment of TV set production may be a feature in the now rapidly growing audience in the Bay Area. Curtailment of production in certain hard goods lines could put a freeze on advertising budgets in those lines. A mobilization of electronics experts could bring a damaging shortage of key personnel.

But none of this happens, television will be off at a pace seldom equaled in business history, the experts say. And, with the usual optimism, some even point to there being inclined to plan for a brisk 1951 even as they talk of the war threats and refuse to be quoted on flat predictions.

Philip Young, vice president and general manager of KSFO and KPIX (TV) who pioneered the field by starting San Francisco's first television station in December 1948, seems less cautious than most.

"San Francisco television is moving into the boom stage. In the fall of 1950 we will be able to handle 100 TV homes," he said. "Despite curtailment of TV set manufacture, we are informed that an ample supply will be available for this market. KPIX already is oversold for evening hours for the 1950-51 season with networks competing for time. To accommodate local advertisers the station is expanding its hours in the late night, early afternoons and to a seven-day-week." He does not foresee in the immediate future any leveling off of business.

Effect of Controls

Charles Thieriot, assistant general manager of the San Francisco Chronicle as well as general manager of KRON-TV and a business man of wide experience, suggested the threat of restrictive government controls may bring an immediate increase in advertising budgets. "Because of this possibility," he reasoned, "it is also possible that advertisers will begin to increase their present budgets now before any such freeze goes into effect.

Locally, when the Korean war started, there was a two or three-week lull as advertisers hesitated to move one way or another. Those on the verge of entering TV hesitated to commence and those who were already in the game stopped. Now the lull seems to be over and business is increasing."

KRON-TV will go on a seven-day-week schedule next month, the first San Francisco station to do so, and Mr. Thieriot said fall business prospects are such the station should have no trouble selling its additional time.

Gayle Grubb, general manager of KGO-AM-TV, said his station has signed TV business in excess of $50,000 during the past three weeks alone and approaches 1951 with extensive plans for operation expansion despite war threats.

"A look at recent billings indicates that television has indeed become a fixture in the San Francisco-Oakland Bay Area," Mr. Grubb said. He believes 1951 will be a "bazaar year" for both radio and TV. KGO-TV, which recently extended programming into the early afternoon hours, is planning further expansions into morning hours, he said.

Optimist Prevailes

Reports from advertising agencies and Bay Area advertisers, supported the general optimism.

Alden Nye, who handles TV accounts for McCann-Erickson, said the trend among advertisers is definitely to television. While the big advertisers who simply forget radio, he said, there is present much more of a "jam up" on TV availabilities than radio.

Frances Young Austin, radio-TV timebuyer for J. Walter Thompson Co., said business in all lines is on a "steady upsurge" and shouldn't be hurt by the Korean war. She said indications are both radio and TV advertising for the 1950-51 season will be "substantially increased" over current expenditures, with advertisers frequently establishing new budgets to cover TV advertising rather than taking money from radio. She believes radio is in a more favorable position than TV in case of war because sponsors become more interested in news shows and TV cannot give on the spot coverage of a war as radio can.

A similar analysis was presented by Llew Jones, media director for Poole, Cone & Belding. He cited specifically S&W Coffee, which has been a non-user for more than two years and is not likely to have any trouble selling all available supplies of its product if the Korean action expands into war on a larger scale. S&W has contracts for both radio and TV.

Don Stahley, Bay Area representative for Katz Agency Inc., whose 15 TV stations give it claim as the largest TV representatives in the country outside of networks, described as "good, normal and healthy" the outlook for the coming fall and winter.

So far, he said, there is no indication in San Francisco of war cutbacks in any line and interest in TV is increasing steadily. He said many accounts that have used radio in the past are moving into TV and showing a greater interest in the newer medium. But they are not cutting their radio budgets to do it, he said, finding the money elsewhere and setting up separate TV budgets.

Richard St. John, advertising manager of Langendorf United Bakers, said: "We are paying more attention to TV in the future. It is difficult to say how much any radio will suffer because of this. We will definitely keep buying radio time although we believe TV will become increasingly important."

He indicated the radio budget might be sufficiently increased so the shift of emphasis to TV would not actually mean a cut in radio buying.

Another large advertiser, Standard Oil of California, has indicated an intention of entering TV without cutting back its heavy radio service.

Gallo Wineries, a large account currently searching for an agency, announced it would be in both TV and radio in 1951.

Blow Plans

Bowie Co., 716 Francisco announces that one of its large bread accounts, a major radio user, will be in TV this fall. And indications are the account will increase its advertising in the medium.

Gore, Diamond & Ewing, one of the smaller agencies in the Bay Area that has been building a heavy stable of radio-TV using accounts on the local level, reports TV schedules on the increase for the fall and 1951.

"Advertisers are increasing budgets for entry into TV," Ted Ewing, account executive reported, "and we expect still further increases in the immediate future. Gross billings have never been so high, we have had no reductions in schedules for either radio or TV and we expect none."
Mr. Thrower

Allen, Frank Sinatra, Perry Como, Garry Moore, Alan Young, Robert Q. Lewis, and Fay Emerson, seen during the spring or summer, will also become fixed stars in the CBS network this fall as will Gene Autry, and he made his television bow in July.

"New dramatic programs such as Big Town and Sure as Fate will make their appearance, and Sing Out, Sing Out will remain on the air, will become a simulcast. Last season's array of headliners will resume their places in the schedule with the effectiveness of the country's TV viewers, including Fred Waring, Toast of the Town, The Ken Murray Show, Arthur Godfrey's Talent Scouts, Studio One, Ford Theatre, Murphys, The Bakers, Man Against Crime, Lucky Pup and Mr. I. Magination.

Cites Rates

"A clear index to the fall outlook lies in the new CBS-TV rate card (effective as of Oct. 1, 1950). This will offer 61 stations at an hourly rate of $327,000, with a outlay of eight million families affording circulation at a cost of $3.13 per thousand. Last year's rate card offered 54 stations for $17,260, which something like eight million families at a cost of $5.71 per thousand.

"Corollary to this vastly increased potential is the fact that October 1949 to June 1950 CBS-TV programs have held 55% of the top 10 places in the multi-market television survey, with the second-ranking network holding 33% of the places.

"The fall sales picture is highly luminous if not downright brilliant. In the evening bracket, from 7:30 to 11 P.M., there is hardly any competition, and that's in negotiation. In the 1 P.M. to 6 P.M. daytime bracket, through-out the week, a substantial number of sales have already been made, and many others are in the making. At CBS, this fall, there'll be no wishful humming of 'Time on My Hands.'

"Operationally, CBS-TV is expanding in tempo with the growing program schedule and its production requirements. New personnel will be added, primarily in the creative and technical categories. CBS-TV now has 13 studios in operation as against last season's nine. The new five-story building has been acquired at 761 W. 57th St., to provide greatly increased storage space for scenery and props.

"CBS-TV's belt-line methods of scenery production and storage, which have resulted in substantial savings for sponsors since last year, will be advanced a step farther in the next month or two. Instead of assembling a set from component units in storage, the design and storage system will be broadened to make entire sets available on demand, with a minimum expenditure of time and money for repainting, repairing and interchange of components.

"If CBS's fall television outlook were to be summarized in a single sentence, it would probably have to be—Television is here to grow.'
KMTV
OMAHA, NEBRASKA

announces the appointment of

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES

as its national advertising representative,

EFFECTIVE SEPTEMBER 1, 1950
Sales Increase
As Audience Grows

Southwest & Northwest

TV WILL come to life in the Southwest. Six stations are on the air in four Texas cities, while Tulsa and Oklahoma City each have an outlet.

Biggest market is the Dallas-Fort Worth area, with a concentration of WFAA-TV, WBAP-TV (formerly KBTV) and KMKL-TV in the nearly 1 million-population two-city area. Fast-moving set sales are building the kind of viewing audiences that interest sponsors.

Agencies report that more and more of their local, regional and national clients have plans for heavy—and in many cases, initial—use of TV this fall and winter.

"TV is big business in this region right now," said Buell Herman, manager of the Dallas office of Edward Petry & Co., "and will be bigger business from now on. The interest is greater than I've ever seen it. He described the availability situation as "getting very bad."

KPRC-TV Houston, in a one-station TV market, has been forced to turn down a large number of network offerings because of unavailable time, according to Mr. Herman.

At WBPAT-V Fort Worth, whose second anniversary Sept. 28 also will make television two years old in the Southwest, George Cranston, manager, commented: "TV looks excellent, looks like our situation this year since we've been in operation."

The Fort Worth station recently began a 2:30 p.m.-to-midnight telecast schedule Monday-Friday, adding considerably to the time on air. "Now it looks like we'll have to make it 1:30 to get more time," Mr. Cranston said.

Local Advertisers

Local advertisers appear to be seizing on TV as a medium for moving goods, supplementing AM. Two large contracts signed at WFAA-TV Dallas bring Sanger Bros., Department Store and Earl Hayes Chevrolet into the picture as daily sponsors on a 52-week basis.

Martin Campbell, manager of WFAA, said: "We've concentrated on selling TV in the last several months, putting more active effort behind it. We've had tremendously encouraging results."

KRLD-TV Dallas, which will mark its first anniversary Dec. 3, also joins in the chorus of optimism.

Clete Rembert, managing director of KRLD, said, "TV is extremely promising. Growth should continue. This market is a rapidly growing TV market. We're getting additional business and probably business out of the national field. Local advertisers are becoming very interested in TV."

These TV stations all are changing station prices in addition to unusually fine AM billings, with interest in AM unskilleden.

San Antonio's two stations, WOAI-TV and KEYL (TV), both on the air less than a year, are developing business as set distribution begins to attain numbers.

Joe's, the store "on the Alamo," having employed department-store use of radio effectively, is now determined to exploit TV.

Southwest sponsors with TV plans for regional and "outside" TV markets include such companies as Dr. Pepper, Continental Bus System, Fritos, Air Maid Hosiers, Haggard (slacks) and others.

Through September and October, Dr. Pepper will be making its most concerted use of TV to date in all Texas markets and others throughout the country in conjunction with local bottlers.

Dr. Pepper Films

Film spots featuring football star Don Walker will promote a Dr. Pepper safety honor roll for boys and girls, with many catchy angles around a school safety campaign.

A. H. Caperton, Dr. Pepper advertising manager, described his company as enthusiastic about its plans for the TV campaign.

Bob Stuart, radio-TV director of Lannan & Sanders, Dallas and Los Angeles, reports that Continental Trailways, a heavy user of AM, has TV under study.

"We believe we'll have some experimental schedules in five or six markets," he said. "We're trying to iron out production problems. It's likely we'll experiment in Fort Worth, Dallas, Houston, San Antonio, possibly on the West Coast, maybe in St. Louis and Kansas City."

Air Maid Hosiers Milis, which recently had an organizational change, will accompany a heavily stepped-up use of AM with a debut in TV in a half-dozen or more markets. Hfto Co., Dallas selling corn chips nationally, is another big AM user going into TV in widely scattered markets.

Philip L. McHugh, radio and television director of Tracey-Locke, Dallas, reports clients including Neuhoff Bros. (meat packer), King Candy and Tex Tan (belts, billfolds, etc.) with TV schedules for this fall.

Commenting on rates in the region, Mr. McHugh noted: "At a cost per 1,000 impressions basis, in the Southwest TV is one of the most economical buys you can make. On a 312-time basis you can reach 10,000 people in Dallas-Fort Worth area for 5 cents."

Grand Prize Beer, Houston, a Howard Hughes company, recentlly began a 2:30 p.m.-to-midnight telecast. TV will be used for the first time this fall by growers in the Tyler, Tex., "rose capital of the world," to sell rose bushes direct by mail in many cities.

Ty-Tex roses will break a campaign the middle of October to run through December in markets including Lubbock, Midland, Brownsville, Texas, Oklahoma City, Jacksonville, Tulsa, New Orleans, Atlanta, Dallas-Fort Worth, Houston and possibly others.

Glen Advertising is the agency.

Haggard Co., Dallas, said to be the largest manufacturer of slacks for men and girls in the country, is working on plans for starting a large TV campaign in the spring, possibly in 20 markets.

J. B. Taylor, president of J. B. Taylor Inc., Dallas, reports several large TV accounts "in the works" for his clients. His agency has set up a production unit called Taylor Video, now producing television shows to break in Texas TV markets in 30 to 60 days.

Joe Evans, Fort Worth manager of Free & Peters, observes that while Southwestern budgets are still concentrated in AM, some advertisers "are exploring very rapidly the TV potential nationally."

Frank Brimm, of the Kan. Ageny, Dallas, said: "We've got a lot of new advertisers that are getting into TV in a small way. Down here, mostly spot film business. Quite a few are also getting to be a little professional in handling TV."

WOAI-TV Film

WOAI-TV San Antonio has announced completion of a 16mm film, "The San Antonio Story," prints of which will soon be distributed to key points throughout the U. S. for showing to national advertisers. Narrated by News-caster Henry Guerra, the film presents capsule versions of live TV shows originating in the WOAI-TV studios.

Business Booms in One-Outlet Market

ADVERTISERS and agencies are bullish about long-range values of TV in Pacific Northwest though there is only one video outlet in the area—KING-TV Seattle.

Al P. Hunter, KING-TV sales manager, predicts "the biggest year we've ever had," at least 50% higher than last year. More than twice as many new advertisers, both national and local, are coming into TV, he reported. As of Aug. 1, there were 33,700 sets in the coverage areas, and Mr. Hunter forecast 50,000 by the first of the year, if sets continue to be available. The war threat has stimulated the purchase of sets, but has no discernible effect on television advertising thus far, he said.

The one station will carry all home football games of the U. of Washington, under sponsorship of Hoffman Television Inc., through Walter McCreery, Los Angeles. Also in line to be televised high school games will be the telecasts, the rights having been purchased from the Seattle School Board by Federated-1 Line Insurance Co., Seattle.

Political business has appeared at KING-TV, with some candidates scheduling talks on the theory that this is the closest approach to visiting every voter's home personally.

Romig C. Fuller & Assoc., Seattle agency long active in radio, is going heavily into TV. The agency is placing five programs a week and the trend is upward.

Bank Spots

Starting Aug. 22 on a 26-week schedule, Peoples National Bank of San Antonio is running TV spots twice a week, with a "friendly service" theme, prepared by the bank's agency, Frederick E. Baker & Adel. The agency feels it has "an interesting thing about this innovation," according to Peter Lyman, agency radio-TV director, "is that it represents almost entirely new advertising budget. Television is now included in addition to the bank's regular budget for newspaper, radio and direct mail."

Skyway Luggage Co., Seattle, a national account of the Spencer W. Curtiss Agency, same city, has supplied one-minute silent TV spots to 20 dealers throughout the country. The new spot, by the agency of Adel, Dave Pollock, account executive, indicated, the plan will be extended.

H. O. Stone, secretary of Pacific National Ad. Agency, foresees increasing use of television with no limit to the number of spots on radio schedules. Linden Canning Kitchens, a PNAA account, currently is using two TV shows in Los Angeles, and other accounts are considering the California market. New to Seattle television.

(Continued on page 69)
A TELEVISION AUTHORITY petition to NLRB, splitting jurisdiction claimed into one unit of networks and advertising agencies and another unit of motion picture producers, was filed last week in New York [Television, Aug. 14].

While the amending petition presumably "cures" certain legal defects of the original petition, NLRB Trial Examiner Sydney Levy has dispatched procedural letters to the networks, agencies and film concerns involved, requesting their individual statements as to the "appropriateness" of the petitioned-for units. Further NLRB action must await replies to these letters.

The amending petition specifically excluded musicians from each bargaining unit claimed. Employe jurisdiction petitioned for in both units read:

All persons engaged as talent by any of the above employers on television programs (whether live, filmed, kinescoped, taped, transcribed, or utilizing any other device) and whose performances are under either oral, visual, or both.

The network-agency employers unit was described:

Television networks, television stations affiliated with networks, advertising agencies (as agents for and in behalf of sponsors) and/or sponsors producing programs or portions thereof (including commercial messages) for television, broadcasting on a network or a syndicated or multiple station basis, where such programs are broadcast by television in New York, Chicago, or Los Angeles; or by any other devices who are now in or may hereafter enter the television field and who may consent to the unit herein requested. ("Network" as used herein refers to two or more television stations.)

Employers within the film unit were described:

Producers of programs or portions thereof (including commercial messages) for television broadcasting, or any other employers who are now in or may hereafter enter the television field and who may consent to the unit herein requested.

SAG in its intelligence report issued to members Sunday (Aug. 27) again reiterated its desire for an NLRB election at the earliest possible time.

Stating that the guild had notified NLRB of its wish to have representation elections for all actors in motion pictures, it asserted that this would speed settlement of the current television dispute with live talent unions. It is the motion picture actors themselves, the guild stated, who must decide whether they wish SAG or a new union, TVA, to represent them in their work in television motion pictures.

NLRB elections could be held very shortly, the guild said, unless TV Authority used delaying tactics; in event that the new union does intervene, formal hearings would be held.

CBS-TV STAFF

Expand Program, Technical

WILLIAM N. ROBSON, Alexis Thurn-Taxis and Jay Gorney have joined the CBS-TV program staff, Program Director Charles Underhill announced last week, along with a list of other staff appointments and promotions.

Mr. Robson has been assigned as producer-writer for Sure As Fate, a dramatic series. Mr. Thurn-Taxis and Mr. Gorney will be producers.

Promoted to full directorial status were Lela Swift, Lloyd Gross, Herbert Hirschman, Benedict Maguire, Ted Marvel, Robert Bleyer and George Gould, a CBS-TV technical supervisor.

Newly-appointed as associate directors were Ira Melchior, Sidney Lument, Richard Saunders, Robert Mulligan, Steve Schuer, Saunders Thomas, Jay Martin, Jack Lubell, Frank Musielo, Andrew McCullough, and Frank Harms.

Preparation for Fall

The staff was enlarged in anticipation of expanded network programming this fall, it was announced.

CBS-TV technical operations has added 105 new employees to handle the heavy fall program schedule, Henry Grossman, director of plant operation and construction for CBS, announced. Among those persons added are camera-men, video men, audio men, maintenance men, film men, boom men, dolly pushers, supervisors, lighting and special effects men as well as office workers.

The additional men will provide the network with six new TV operating crews, which brings the total of such crews up to 16. A basic crew consists of a minimum of 10 men—3 cameramen, 2 video men, 1 audio man, 2 boom men, 1 dolly pusher and a crew supervisor who also serves as the switcher.

TALENT TALKS

SAG Approves Reopening

SCREEN Actors Guild last week reportedly indicated it would not object to a reopening of negotiations between Television Authority and the network over talent on live shows, nor on simultaneous kinescoping of such shows.

Although none of the parties concerned in the negotiations have made a public statement, it is believed that SAG's approval has removed the initial reluctance of the networks to negotiate before the jurisdictional dispute is settled, and that TVA-network meetings will begin some time in September.
TELEVISION'S largest audience will see the 1950 World Series baseball games, as a result of Gillette Safety Razor Co.'s $800,000 purchase of exclusive rights to carry the telecasts on MBS along with aerial coverage.

Although the television station lineup for the games had not been set, it was learned that Gillette probably will boost the telecasts on NBC-TV, plus the three Mutual stockholder stations.

It was considered doubtful that there would be a repetition of last year's television arrangements. Last year Gillette offered the games to all interconnected TV stations on a pool basis, and most of them accepted the offer despite its unique provision that Gillette paid not a dime for time or facilities.

Resentment against the pool operation on a no-pay no-charge basis was acute, however, and many stations said they would never again agree to participate in giving an advertiser such a free ride again. Gillette commercials were broadcast on all the stations, despite the fact that the stations received no remuneration. On the other hand telecasters in "hot" baseball cities hoped to be given the opportunity to carry the series because of the tremendous viewers interest. Stations not affiliated with NBC in Philadelphia, Detroit, Cleveland and other cities are attempting to make arrangements to telescape the games.

Quadriples '49 Figure

The whopping price paid by Gillette was four times the cost of television rights to last year's series and more than four times the $175,000 amount that has bought radio rights to the 1960 games. Gillette matched an $800,000 TV bid by the DuMont Television Network, backed by Chevrolet.

The combination of radio and television rights—$975,000—to the 1950 World Series exceeds the total gate receipts collected at six of the World Series played in the last two decades and is only about $150,000 shy of the total gate for the five-game series in 1949.

For the past two weeks the bidding by Gillette and DuMont steadily boosted the television price until it reached the $800,000 figure. When Gillette, negotiating in conjunction with MBS, matched that bid, DuMont, reported by Chevrolet in a "white" as sponsor, bowed out of the bidding.

Under a contract which Gillette and Mutual have with organized baseball, the Gillette-Mutual combination has first refusal rights to radio and NBC-TV stations in the World Series and is therefore assured of getting the nod as long as it matches any rival bid.

Last year every interconnected television station in the country carried the games, although some of them did so without receiving compensation from the sponsor.

The number of interconnected stations having increased considerably over the 1949 time, it was impossible to tell all that will carry this year's series. Although Mutual is not a television network, three of its stockholders with TV outlets will be on the Gillette schedule. They are WOR-TV New York, WNAC-TV Boston and WGN-TV Chicago.

Video's Impact on Gate

Telecasting of the 1950 World Series will come at the end of a season in which the TV audience has expanded rapidly. Figures are not available, of course, on TV's impact on attendance at 1950 major league games but the extensive studies by Jerry N. Johnson (BROADCASTING-TELECASTING, May 22, 29; Aug. 21) shows that game telecasts have not hurt crowds.

The Johnson study shows that in 1949, the second highest year ever recorded, Paid admissions were more than doubled and gate receipts tripled those of 1939, when baseball celebrated its centennial and enjoyed what was then the biggest year in its history.

Writing on TV's impact on admissions, Mr. Jordan said: "Obviously, the current growth of television has not injured this (major league) attendance total. Fifteen out of the 16 major league clubs were telecast in 1949—some of them for the third straight year. Another 19 minor league clubs could have been seen on video. Twenty-one out of the 34 television areas operating in April (1949) opened with telecasting of baseball, and before the season ended 34 of the 45 areas operating in October carried some baseball television, including the World Series.

"The only non-telecast major league club (Pittsburgh) had a drop in attendance. Fifteen out of 16, including Pittsburgh, gained or lost in relationship to performance. Nowhere is there evidence that television was an important factor. The theory that TV's effect is always negligible seems substantiated on total attendance figures."

Discussing troubles of minor league clubs, Mr. Jordan wrote: "Television did hurt—but not those fortunate enough to own minor attendance came when the majors started playing a lot of night games. Before that time, the major league clubs did not compete with the minors for the sports audience at night. The big crowds drawn to major league night games (much larger than day games) are composed partially of fans who formerly spent the evenings watching nearby minor league games. That is a much more powerful factor than even television."

Summarizing, Mr. Jordan found: "There is a slight drop in attendance among new owners of TV sets that is rapidly offset by longer ownership."

"Minor league teams close to major league telescapes are hurt. This is less than 3% of organized baseball."

"In a year of stable economic conditions, performance is the main determining factor, regardless of TV."

Hits Propaganda Films

SENATE last week passed a resolution sponsored by Sen. Ed C. Johnson (D-Col.), calling upon U. S. film exhibitors to bar importation of fascist or communist propaganda movies. Resolution, placing the Senate on record as disapproving such exhibition, would apply indirectly to films used for television (TELECASTING, Aug. 21).

CBS' 'TV CITY

$35 Millions Project in L.A.

PLANS for a CBS proposed television of Gilmore Stadium and Hollywood Ball Park at Fairfax Ave. and Beverly Blvd., Los Angeles at estimated cost of $26 million were announced last Wednesday by Howard Meighan, CBS vice president and general executive, West Coast.

Plans to be presented to city zoning committee, Mr. Meighan said, call for a "sandwich loaf" structure consisting of three long studio buildings, each 600 ft. long and 150 ft. wide, joined in middle by multi-story covered building, and administration building. Facing Beverly Blvd., 650 ft. long and 65 ft. deep containing 660,000 sq. ft.; and four smaller office buildings, three facing Fairfax Ave., and one facing Beverly Blvd. to accommodate agents and others allied with the TV center. It is estimated that the center will eventually employ 3,000 people.

Block Purchase Plan

The figure of $35 million for cost of its TV city does not include cost of 25 acres Gilmore area containing 3 acres for further purchase to purchase the area in three blocks: first, 15 acres including Gilmore Stadium; second, four acres; third, six acres including Hollywood Stadium.

Development of center will require at least seven years, Mr. Meighan revealed, since the Hollywood Ball club has a seven years lease on area. It was believed that construction on the general area would get underway soon, however, inasmuch as the law requires sub-

Station Lineup Not Yet Set

CBS 'TV CITY

HITs Propaganda Films

FURTHER evidence tending to disprove the old canard that television passes facto has an adverse effect on baseball box office receipts has been reflected in comparative studies made of attendance figures for the Texas League. In fact, TV probably has helped at least one club which gave the medium its blessing.

Houston was one of two clubs showing increases at the season's three-quarter mark—despite the fact it is the only city in the league where all team games were telecast and that the club is reeling in last place. Games were telecast last year when the area boomed only 5,000 sets compared to about 35,000 now, according to KFRC-TV, owned and operated by the Houston Post Co.

The station also pointed out that largest attendance drops were recorded for Saturday afternoon and Sunday afternoon games, where no baseball telecasts are permitted. Tulsa, which also allows no TV, showed nearly a 30% drop. Fort Worth and Dallas, where telecasting of interleague, had losses of 19,000 and 60,000 respectively at the three-quarter mark.

CONGRESSIONAL praise is praise indeed, especially when a television program is lauded by a legislator as "captivating" and a means of demonstrating "truly representative government in action."

Those were the sentiments of Rep. Frank W. Boykin (D-Ala.) who counted himself among those "voters fortunate enough to own television sets" in a statement inserted in the Congressional Record Aug. 15.

The congressman praised NBC's Battle Report, Washington, a series of telecasts presenting top-flight government officials speaking on subjects of vital interest.
Our daytime pulse* is rising rapidly, but our show doctors say it's going even higher—and they're delighted about it.

WPTZ's "Hollywood Playhouse" program now has a Pulse rating over three times higher than that of any regularly scheduled daytime program on any other Philadelphia station. In fact, we believe it's the highest rated daytime show in television.

Frankly, we expect it to go even higher, for "Hollywood Playhouse" has increased its Pulse rating every month it has been on the air, come rain, heat or holidays.

Here at WPTZ, however, we didn't put all our eggs in one basket. Although the SRO sign is out for "Hollywood Playhouse," there are other fine daytime shows still available for sponsorship.

For instance, an expertly produced script show is all filmed and waiting to go on the air for a smart sponsor who wants to capture a large segment of the women buyers in Philadelphia. It's a true television version of the serial shows which did so much to establish daytime radio. The cost is low, but the ratings will be high.

We also are readying other programs for sponsorship. Don't wait until the "sold out" sign goes up. Give us a call here at WPTZ, or see your NBC Spot Sales representative for complete details about the programs available on WPTZ, Philadelphia's first television station.

*Check any other service as well. The figures probably are much higher.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building Philadelphia 3, Penna.
WORLDWIDE TV PACT

WORLDWIDE agreement on standardization of television line and frame rates, a common "line scan frequency," and one final step toward international exchange of TV recorded and some "live" programs, would eliminate fees on which some present standards may become "obsolete" in a few years, an official State Dept. report emphasized last week.

Issuance of the report came shortly after the news that London television programs are to begin Sunday, a variety show originating in the French city was to be picked up by a receiver on a mast at the British port of Dover and relayed to London via two mobile transmitter stations. Total distance: 96 miles.

The State Dept.'s views on international exchange of TV programs were expressed by the department's Office of Public Affairs in the August review of Economic and Social Problems in the United Nations, which said:

"The tremendous strides in television have been accompanied by an increased awareness of the efficiency of this medium for the exchange of information on a worldwide basis. The first step in accomplishing this must be the establishment of international television standards."

The State Dept. report traced the history of the International Radio Consultative Committee (CCIR), a permanent study group (No. 11) under the International Telecommunications Union. Committee currently is studying the characteristics of the various proposals—for 525, 625 and 819 line systems—and is slated to present its recommendations to the CCIR plenary session early next year.

U. S. Support

U. S. support for adoption of a common "line scan frequency" which would achieve comparability between the 525-line, 30-frame system of the U. S., and the 625-line, 25-frame standard advocated by most European countries, had been pledged in a CCIR committee session in London [TELECASTING, July 10].

It also was pointed out that seven European nations have agreed among themselves to adopt a 7-mc bandwidth with 625 lines and 25 frames standard advocated by most European countries. They were Belgium, Italy, Denmark, the Netherlands, Austria, Sweden and Switzerland.

Meanwhile, the State Dept. Telecommunications Bureau maintains contact with U. S. embassies in various countries to keep abreast of any changes which foreign governments may dictate in matters relating to television standards.

Countries which now are either using, contemplating or conducting research on 525 lines include, in addition to the United States, Canada, Mexico, Cuba and the USSR.

The Soviet Union, according to commercial and other sources, has a television system (probably based on 525 lines) in operation in Moscow, but the Russians reportedly are experimenting with 819 lines.

The Canadian Broadcasting Corp. has ordered television equipment from the United Kingdom for Montreal and Toronto to be built to standards of 525 lines and 30 frames.

Mexico City, which has a new TV broadcasting outlet (XHTV), plans to begin program telecasts Sept. 1 based on standards of 525 lines, 30 frames, Cuba, which adopted TV regulations last January, also has a station in operation.

In Europe the United Kingdom, sole advocate of the 405-line, 25 frame system, has declared it will not alter its standards, and added that it has a special arrangement with CBC to exchange program material on that system.

France's system of 819 lines, 25 frames, was standardized by President de Gaulle.

In Belgium, there were reports of controversy over the 625 and 819 line standards.

Italy, which backed the 625-line system, recently had proposed two TV stations from General Electric (for Turin and Milan), both set for 525 lines and now operating experimentally. Country is expected to select a system momentarily. Its officials have been broached by the United Kingdom and France to adopt their standards.

While there is no TV station operating in Canada, advertisers are showing increasing interest in the new medium, some to the extent of taking time on U. S. TV stations. Meanwhile, plans for commercial TV in Canada are not yet formulated.

Commercial TV plans depend on two factors: First, Canadian radio industry is awaiting the report of the Royal Commission on Arts, Letters and the Media, headed by Hon. Vincent Massey, former Canadian minister to Washington. The commission has been hearing, among other subjects, the pros and cons of standardizing AM and FM radio and TV from all kinds of people throughout Canada. The commission has the government-appointed task of recommending a broadcasting and telecasting policy for the next few decades. Its report is due in October or November.

The second factor will be the interpretation and legislative action taken in the House of Commons, Canadian Parliament and the subsequent regulations by the Canadian Broadcasting Corp., which under present legislation rules all Canadian broadcasting and telecasting.

Whether independent stations will be given the green light on TV installations will depend on the Royal Commission's recommendations. Currently Parliament has authorized the CBC to license independent TV stations, but has so hedged its authorization with patents that AM and independent stations are willing to overlook the plan.

The government's current plan is to authorize one independent station in a city, suggesting that all the rest interested in TV put their resources for the immediate future in one station, and later split up to form separate stations. This plan has been turned down by Toronto station and moving picture interests. It has been given lukewarm reception by Montreal stations, but nowhere else. Result is that no independent TV stations have been licensed.

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Time Wanted

Numerous Canadian advertisers want time on Canadian TV. This includes some who have never been on radio, including some of Canada's big banks. Canadian advertising agencies are being swamped with inquiries for TV time, and some have gone so far as to set up TV departments. A couple of TV advertisers have decided to take advantage of the many TV receivers in the border area and have bought time on near-by U.S. stations to appeal to Canadian buyers as well as American buyers who come to Canada as tourists.

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But to date there is no Canadian TV, though advertisers and viewers are ready and capital is just waiting for the go ahead on station licenses.

WORLDWIDE TV PACT

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1961.
INTERNATIONAL TV

‘Voice and Vision’ No Idle Dream—Sarnoff

INTERNATIONAL television, which would expand State Dept.’s overseas radio information program into a Voice and Vision of America, is “no idle dream” and is, in fact, much nearer fruition than many people realize, according to Brig. Gen. David Sarnoff, chairman of the board of RCA.

Pointing out that the U. S. already knows the “scientific principles for linking the hemispheres by television,” Gen. Sarnoff said “this development will prove to be one of the most revolutionary advances that science has ever offered mankind.”

The RCA board chairman’s views are expressed in a by-lined article slated to appear in the Sept. 12 issue of Look magazine under the title, “Our Next Frontier...Transoceanic TV.”

Citing a proposal by Sen. Karl Mundt (R-S. D.) that the U. S. establish a TV network in Europe and Asia comprising community TV receivers, Gen. Sarnoff stated:

“The range of television signals is at present limited... Several methods for meeting this problem already are known. One is to equip transoceanic planes with microwave radio-relay apparatus which could operate automatically... This system might be called a “radio air lift.”

Another method would be to provide a coaxial cable across the ocean. Such radio-air lifts or coaxial cables could carry not only television programs but many ordinary telephone conversations, “ultrafax” or high-speed telegraph communications. All these could be transmitted simultaneously. While such services are not yet in existence, I have no doubt about their ultimate practicability.”

Gen. Sarnoff, appearing before a Senate Foreign Relations subcommittee on a resolution to expand the Voice of America, testified that he had submitted a plan looking toward “development and establishment of a radio bridge” to span the oceans [Broadcasting, July 10].

Red Feather Drive

CHICAGO’s 1950 Community Fund campaign has named a special television committee to organize time and talent in behalf of the Red Feather Fund drive. Hal Rorke, radio and television director at J. Walter Thompson Co., is chairman of the group, which includes Jules Herbuveaux, TV manager at NBC Chicago; Fred Killian, program director, ABC-TV; Ted Weber, WGN-TV sales; Irvin J. Wagner, TV producer, and John Mitchell, manager, WBKB (TV).

SALES JUMP

300% Laid to DuMont Show

AN INCREASE of 300% in sales and 15% in retail outlets last week was credited exclusively to a DuMont network show, Magic Cottage, Mon., Tues., Thurs., Fri., 6:30-7 p.m., by the maker of Cocoa Marsh, a chocolate syrup.

Last April, after the show had been on the air only a month, according to Malcolm T. Taylor, board chairman of Taylor-Reed, Glencross, Conn., which makes the syrup, sales jumped 300% as compared to the monthly average for the three preceding years. In the five months since then, he said, sales have risen to 300% and retail outlets 15%.

Mr. Taylor explained the success of the show, which is aimed at the juvenile market, by the ability of the cast’s Pat Meekle to persuade her young viewers to drink the product along with her, when she drinks it as part of the show. Parents are pleased to find a method for getting children to drink milk, and they boost it, he said.

SYMONDS, MacKenzie & Co., Chicago, has designed Smith “Tele-Lite,” lamp for reflection-free illumination while watching TV.
MORE THAN 30% of TV families are thinking of buying a second set for their homes, according to a survey conducted for John Meck Industries and Scott Radio Labs in Chicago. Seven per cent of TV owners have a 10-inch tube, 46.1% said they would buy a 16-inch set the next time. Comparisons of tube sizes now owned and the size wanted in the next set follow.

Among families reporting they do not want to buy another set, five gave as the reason the waiting period for color. Families queried own sets an average of 15.1 months, according to the Philip Leisy Co., Chicago public relations firm which conducted the study.

**WCBS-TV Increases Basic Rates 25%**

WCBS-TV New York last week raised its basic rates 25%, effective next Sept. 1. Basic rate under the new card will be $2,500 per nighttime hour, compared with $2,000 at present.

Mr. Swift, WNBC-TV general manager, said that television families in the station's area had increased 40% since the present rates were set six months ago.

"Consequently," Mr. Swift said, "rate card No. 7 (the new one), will increase station time rates generally, actually offers advertisers a larger circulation than did rate card No. 7 at time of issuance."

**UN Council Attrads Large TV Audiences**


Starting in October, ARB will provide monthly TV audience reports covering the entire United States, including both urban and rural viewing. These will be in addition to regular city reports.

August TV survey shows Stage Show, UN Council Good Show and Children’s Hour ranging from second to fifth in New York.

**ABC Contracts For Telefax Service**

ARRANGEMENTS by ABC for the use of the Telefax year screen projection service, which provides still or moving backgrounds for live TV shows, at WJZ-TV New York and WENR-TV Chicago in the fall, were announced last week by James McNaughton, ABC-TV art director.

The equipment contracted for includes Telefax still projectors, Bell & Howell 16mm moving picture projectors, visual-cast special effect projectors 9x1 and 12x18 foot translucent screens and a large library of slides, process backgrounds and moving backgrounds. Telefax, of Culver City, Calif., has provided backgrounds for 266 different telecasts.

**Sunbeam Campaign**

SUNBEAM CORP., Chicago, for its appliance, will begin a video spot campaign in about 35 markets next month through Perrin-Paus Agency, same city. Availability are being sought now.
"What do you mean 'Musical Chairs'?"

* You know . . . the game of musical chairs? Well, finding time for sponsors on WHIO-TV this fall has been something like that. Seems we have more advertisers who want to use WHIO-TV than we have time available.

So, Mr. TV Time Buyer, if you plan to include WHIO-TV, Dayton's FIRST Television Station, on your TV program station list this fall, may we suggest that you make a dash right now for the nearest office of our national representative . . . The George P. Hollingbery Company?
Chicago

Continued from page 54

stations are authorized, what can be done to alleviate the monopolistic position stations now on the air will find themselves enjoying?

These are just a few of the hard-

to-answer questions manufacturers are asking.

Agencies, buying almost any kind of availabilities for eager clients, show little reluctance to pay the high cost of television as contrasted with radio. They are willing to pay more, partly because radio, at the same time they see circulation climbing at a fantastic rate and cost-per-thousand going down. Some clients, however, are sched-

uling their advertising campaigns with less abandon than last year and few campaigns extend past early 1951.

Advertisers are turning increas-

ingly to the concept of all-round entertainment shows for daytime viewing, negating the theory that only how-to-do-it shows for women are commercially exploitable during the day. Radio, which has had a pretty clear field during the day-

time in the past year, thus has a

another challenge do.

Clients are asking for ideas that are less than humdrum variety pro-

grams, with formats built to specif-

ications of television and not com-

piled from radio or television tech-

iques used in other forms of show

business.

Stations and networks, con-

fronted with complete unifica-

tion of television, find the complexities which will accompany the advent of Television Authority, but hope the group will help bring order out of chaos. Faced with the loss of its competent key personnel because of the war crisis, managers are begin-

ning to think of women for these jobs, of replacing single men of craft with married men and women, and of doubling up on ex-

ecutive positions.

'Greatest Medium'

Despite drawbacks to the im-

mediate fulfillment of television as an advertising medium, "nothing can stop it from becoming the greatest of all media in the history of the world," in the opinion of John H. Norton Jr., Central Divi-

sion vice president of ABC, which operates WENR-AM-TV.

"Television is hot, it's terrific, and there won't be enough time come Oct. 1. to begin to satisfy the demand from advertisers and agen-

cies. Television has everything which sales and all other media have," he asserts, but predicts a trend back to "normal and intel-

ligent thinking" regarding the medium. Anticipating heavy bill-

ings in the coming year for na-

tional and local spot, Mr. Norton said WENR-AM-TV in the local TV field "is getting new billing records every month.

Although "radio is holding up admirably," television is "way up," says I. E. Showerman, vice presi-

dent in charge of NBC Chicago and

manager of WMAQ (AM) and WNBQ (TV). "Nobody dreamed of the tremendous growth of television in his wildest imagination," he said.

Mr. Showerman, reporting time is sold solid on WNBQ from 4 p. m.

until midnight, will launch a day-

time schedule for the station "with-

in 90 days." WNBQ will carry net-

work shows from 2 to 4 p.m. and

block in local programming back to 9 a.m. before next spring. WNBQ may also "go part midnight," Mr. Showerman said, "as we

strong possibilities for selling shows between midnight and 1 a.m."

He will continue to concentrate on

news shows, in both radio and tele-

vision, "as we figure news interest is up 75% at least of the Korean war."

Radio Still Needed

Radio, "a habit which is part of

living and of life," may fill a

different need now because of the

inroads of television, but it will still

fill a need, in the opinion of

Roy McLaughlin, commercial man-

ager of WENR-AM-TV. "Tele-

vision will have to operate essen-

tially as an entertainment medium, with radio giving entertainment plus enlightenment and education."

He believes panel discussion and radio department of Mutual Enter-

tainment Agency. His department, which was founded by Vice Presi-

dent Jack Russell, packages video and radio shows and also handles talent for both media.

Another packager producing both radio and video shows is Walter Schwimmer, president of Radio Features. He sees "a real demand for TV package shows, but only in

major markets with three or more stations. Other areas are not equiped to handle such programs, because they carry the full net-

work schedule and have little local time available." Mr. Schwimmer plans basically to go into pack-

aging of television shows on film, "but this is still a couple of years away."

One of the musts in video pack-

aging is to fit a show to the client's needs, rather than to sell any packages to any buyer, in the opinion of Shep Chartoc, partner in Wheels-Of-Production Co. Its solution for the client who cannot afford an entire show locally is development of participation pro-

grams, or quarter-hour segments in which the client can buy a bright future for daytime video shows, based along entertainment rather than "domestic" lines.

See Spot Increase

A sampling of station repre-

sentatives polled expressed the con-

viction that local and national spot for television would be increased billing this year. Many representatives see television money being diverted to radio when avail-

abilities are sold.

Chicago sales man-

ager for CBS Radio Sales' TV division, reports that "television is a better buy day by day, despite in-

creased time, talent and produc-

tion costs, because cost-per-thou-

sand is going down." Mr. Diggles

foresees the trend of stations to open up more daytime and late evening time. He reported hearing "a lot of talk" about a new network on television shows aired after midnight.

Mr. Diggins believes daytime video programming will center on stations' all-family entertainment rather than on formats designed primarily for the housewife. All television time, he predicts, "will be extremely productive for the advertiser, and the advertiser will still be the main profitable medium. They have discovered there is a lot of lost motion and added work to preparing black-and-white advertising, and find that spot advertising is the most profitable from the agency standpoint."

Agency men continue in their efforts to remain unbiased when it comes time to decide on what action to take to a client's sales and distribution problems. Finding it difficult, however, to refute the facts of television's impact on consumers, many agency men have gone all out in favor of the new medium.

Fairfax Cone, board chairman of Foote, Cone & Belding, terms TV "a force for good" and "a valu-

able tool." He qualifies this, however, saying, "You can't substitute it 100% for radio because of its regional nature." He expressed hope the Korean war "would not hinder television's expansion at a reason-

able rate. Each one of our adver-

tisers has planned on the continu-

ing growth of television shows, looking toward an approach to na-

Hollingsberry Views

George P. Hollingsberry, president of the company of the same name, comments that "the television business has been awfully good since the war, but the big ones and small ones alike are now tightening their belts. Everyone has the feeling that advertising is a very profitable medium. They have discovered there is a lot of lost motion and added work to preparing black-and-white advertising, and find that spot advertising is the most profitable from the agency standpoint."

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tisers has planned on the continu-

ing growth of television shows, looking toward an approach to na-
tion of advertising by the middle of 1952."

Mr. Cone reported that "almost all of the money being spent for television advertising in Chicago is going to national advertising, and is not being taken away from other media." He said FCB will see "a tremendous expansion in radio and TV this fall, and billing for the Chicago office will hit an all-time high." He disagreed with many who believe the trend is toward national spot from network, saying "there is more work out of our Chicago office than ever before."

"TV is definitely it, and radio will take a secondary part," says Irwin Ollan, president of Ollan Advertising. He sees radio billings going down "in all cases," and reports more than a dozen video accounts in his agency today, contrasted with "two or three" last year.

Mr. Ollan finds a trend in markets like Chicago and St. Louis (where the agency used to maintain an office) for clients to divert part of the money used in other media--including radio--to television. Because of incomplete TV coverage patterns, however, "a regional day-time advertiser has to use AM, but such clients are all anxious to get into TV," he said.

Both radio and television will experience a slight overall increase in billing this fall at Leo Burnett Agency, said Chief Timebuyer Al Eisenmenger. "Our lines are pretty well set for fall, and nothing serious has developed in the movement of consumer goods. It is a time for more economical buying, which to us means strong evaluation in selection of markets."

Because Roche, Williams & Cleary, Chicago, "has approached TV cautiously, without plunging before knowing the depth and ramifications of the medium, we can report very gratifying results," said Radio and Television Director Phil Stewart. The automobile, for example, is a wonderful product for TV advertising. Roche, Williams & Cleary has the Studebaker account, which "gives us a good chance to see if there is any downward curve of the war. There isn't, and cars are still coming through on schedule!"

Nesco Success
Mr. Stewart has determined "excellent response" to a series of one-minute spots for Nesco roasters. Diamond T Trucks, now using spot on ABC Chicago only, has plans' expansion to selected markets. Studebaker, which has AM spots in 97 markets, is looking for a national video show. In the meantime, local dealers are using spots. At least 17 video accounts are being billed out of the Chicago office of Ruthrauff & Ryan. A. E. Shelley Co. (Chicago) began a test of 22 eight-second spots weekly on five Los Angeles stations Aug. 17. Acrobat Shoe Co., a division of Gipson-Bauer & Company, launched a spot on ABC-TV Saturday mornings 10:30-11 (CDT) in Chicago Aug. 19, and Ken-L-Ration (division of Quaker Oats) has bought 13-week spot schedules in Washington, Chicago, Boston and Los Angeles, which is to be extended. Ken-L-Ration is also thinking of buying a network show.

Series of local shows is being considered by Dr. Pepper, which uses regional spots in its South and Southwest distribution area. Red Top Beer orders participations, commercials and wrestling on the Crosley Network. WLWC (TV) Dayton, WLWC (TV) Columbus and WLWT (TV) Cincinnati. Sputter Sun Lamps is expected to begin a series of spots in October, and Colgate-Palmolive Co. is studying winter-spring schedules plus minute-movies in national markets. Baldwin Piano Co. will soon move into a test of video spot, and Krank's shaving cream continues its eight-second and minute commercials in Chicago only. Morris B. Sachs, Chicago clothier, has a 52-week contract for simulcasting of the Sachs Amusement Hour on WENR-AM-TV Chicago, Sunday, 12:30 to 1:30 p.m.

Sees Billings Up
Jim Shelby, radio and television director of McCann-Erickson, believes Los Angeles agencies who went into television with their feet on the ground have increased their TV billing tremendously. They are more apt to listen and plan carefully before buying," he said. Mr. Shelby, who has seven key men on his staff, notes that public interest in television has not diminished and "all our clients are still talking TV."

Standard Oil of Indiana, the agency's largest user of broadcasting media in Chicago, brings the Wayne King Show back Aug. 28 to 31 to 14 NBC-TV split network. The firm will sponsor the Chicago Bears Quarterback Club on WBBK (TV) Chicago from Sept. 19 for a half-hour weekly, and is looking for other football schedules. In radio, Standard Oil has bought 180 newscasts weekly in its 14-state Midwest distribution area, 70 university football games and games of the Chicago Bears.

Swift & Co. continues its program of the Breakfast Club on both ABC and CBS. Hyde Park Beer may use radio as well as video spot in the fall. TV plans for Ray-O-Vac batteries have been halted because the battery makers are going to the government for war production. Allied Vans, which has used radio in the past, is thinking of going into TV spot.

Because TV spot announcements "at night are hard to get, we grab up availables as soon as we can, and are, in effect, buying all the time," said Marion Reuter, timebuyer at Young & Rubicam. She expects to buy more afternoon television, as was done with O' Cedar (mops) when night-time was unavailable. "We see a lot more activity this year in television, but radio has been busy too."

Purity Bakeries, for Taystee bread and Grennan cakes, is the agency's largest spot account out of Chicago. New video markets will be added this fall. O'Cedar will also buy TV. Rath Packing Co. will continue spot radio in the Midwest. Schlitz Brewing Co. returns Sept. 13 with Hall of Ivy on NBC, and will begin its telecast of Pultizer Prize plays on ABC-TV this fall.

Television business is "up substantially, and will continue to go up," in the opinion of Arthur Hollander, owner of Malcolm-Howard Agency. He reports all of the agency's clients are taking a short-range view when it comes to length of contracts. "We are planning for the balance of 1950 and early '51, but certainly not beyond that."

All Schmimmer & Scott schedules are "up materially, and our billing is running about 30% ahead of last year although we have about the same number of clients' account," according to Jack Scott, president and treasurer. S&S, which reportedly handles more radio and television than any other agency in the country, has 40 radio and television accounts, divided equally among radio, television and a combination of both.

JWT Business
Most of the fall radio and TV business for clients of J. Walter Thompson Co. is still in the latter stages of mulling, as Hal Rorke, radio and television direc-
tor. Actual business contracted for, however, includes Kraft Television Theatre on NBC-TV for Kraft Foods spots for the Winter and Summer Swift products, and Gene Autry films in 14 markets for Brach Candy Co.

Scott Reek, radio-TV director of Henri, Hurst & McDonald, finds "a tremendous interest in television by all advertisers." He adds, "We have had consistently outstanding results." Weatherbird Shoes, which sponsors a half-hour of Super Circus on ABC-TV every other week, expands the number of outlets from 33 to 42. Poll Party Shoes adds 18 kinescope markets to the lineup of 32 live stations for its quarter-hour segment of Howdy Doody on NBC-TV, while Red Goose Shoes adds eight more long Saturday morning movies for children. Chuckles (randy), with Bar 5 Ranch on WENR-TV Chi-
cago, will plan TV participations in New York, Chicago, Cleveland and Detroit. Ballard & Ballard (milling) has increased its roster of spot radio stations from 100 to 150, and will place commercials for its Oven-Ready Biscuits in several areas after the initial test last year in Louisville.

Miles Labs, through its agency Ward Advertising, has added Quiz Kids on NBC-TV Friday evenings, in addition to its AM orders.
Boston
(Continued from page 54)
Victor Coffee, Boston; Albany Carpet Cleaning Co. and Harvard Brewing Co.

Helen Horrigan, media director, Chambers & Wiswell Inc., said: "Business looks very good and the Korean war hasn't had any effect so far. The only trouble is in getting decent spots, as the stations seem to be about all sold out." New to TV among the agency's accounts is Caim's Mayonnaise, Cambridge, which started this summer and will run to next summer with chain breaks and film spots on stations in Boston and in New York state. Chevrolet Dealers Assn. has extended its fall TV coverage to six 15-minute sports and musical variety programs a week. Elm Farm Food Stores will continue indefinitely with Elm Farm Show.

Speaking for the First National Bank of Boston, Raymond W. Stanley, advertising manager, said the bank had no plans for increased use of TV at this time. The bank sponsors Living Wonders, a 20-minute show weekly featuring live animals, and a five-minute sports film on Sunday before the baseball games. The First National is continuing its half-hour sponsorship of Andy Kostelanetz recordings on radio.

Craig Smith, vice president in charge of advertising, Gillette Safety Razor Co., Boston, reported that Gillette "will go along as it has in the past." The company will sponsor the fights, World Series, Army-Navy and Orange, Sugar, and Rose Bowl games.

Among station representatives, Elmer Kettell, of Kettell-Carter, forecast: "TV in New England has a bright future with four TV stations ready to hang out the BBO sign. But with only four stations to serve the region, such areas as Western Massachusetts, Vermont, Maine, and New Hampshire remain pretty much out of the realm of television, making radio a better buy than ever because of increased population, increased sets, increased listening, and better programming."

Also giving the representative's point of view, Bertha Bannan declared: "Television is tremendous in New England. Clients have gone for it in a big way and it has produced results for them everywhere. Once they get on, they don't want to get off and they want even more time."

Andrew Gets Contract
ANDREW Corp. of Chicago announced last week it has been awarded a contract for development and construction of a special television transmitting antenna for WJZ-TV New York, to be located atop the Empire State Bldg.

Outlook at Networks
(Continued from page 56)
either of these performers. Some segments of the Kate Smith show have already been taken for sponsorship.

"Two-quarter-hour juvenile serial shows, handled Pete and NBC Comics, the latter comprising three five-minute strips, will go into the weekday 5-8:30 p.m. period preceding Howdy Doody."

"Our expansion into morning time, is not scheduled to occur until the first of the year. When that happens, we shall probably begin networking video programs in the hours between 10 a.m. and 1 p.m."

"We are not unmindful of the compliment paid to television and its effects on the behavior of the home audience by the Assn. of National Advertisers, but we believe their report unnecessarily gilded the lily when it reduced radio listening in TV homes to zero. We at NBC firmly believe that going into television should not be done at the expense of radio but that the advertiser should look at all four media to evaluate his needs properly."

"When he does that, he will find television a better buy on the hard economic basis of homes delivered per dollar than either newspapers or magazines, in fact, in any other medium than radio. And if he wants complete saturation of his markets the electronic union of radio and television is the only way to secure it without excessively expensive duplication."

"By the first of the year there will be about 9 million TV homes in the country giving television a potential audience in excess of 30 million viewers. NBC looks forward to serving this vast audience with the very best in entertainment and public service programming, while giving the advertiser his most effective selling force."

FOOD STORE GROUP
To Sponsor DuMont Show

FOOD STORE PROGRAMS Corp., association of 13 grocery groups, will sponsor a 60-minute musical review, Star Time, featuring Hollywood talent, Tuesday, 10-11 p.m. (EDT), over the DuMont TV Network beginning Sept. 5. Frances Langford, Lew Parker and Benny Goodman already are signed. Agency is Franklin Bruck Adv. Agency, New York.

Included in Food Store Programs Corp. are:

Grand Union, New York City, Schenectady and Binghamton; Stop & Shop, Boston; Wynn's, St. Louis; Albers, Cincinnati; Food Fair, Philadelphia, Baltimore, Lancaster, Wilmington and Miami; Thoroafare, Pittsburgh; Loblaw's, Buffalo, Rochester, Erie, Syracuse and Utica; Food Center, St. Louis; National Tea, Chicago, Milwaukee and Minneapolis; Standard, Indianapolis; Pick-N-Pay, Cleveland; Giant, Washington; Colonial, Richmond, Norfolk, Atlanta, Charlotte and Greensboro.

Floating Action!
for all TV Cameras

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension handle.

Write for further particulars.

CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Page 68 • August 28, 1950
Los Angeles
(Continued from page 55)
added that advertisers in the automobile and appliance fields, which expect to be the first to feel production curtailments, have in some cases reduced or cancelled their fall schedules. But prospects are better, however, that the station has announced the addition of more than 40 hours of programming to its weekly schedule this fall.

Sales manager B. Sweeney, of KFTV, said business held up well during the summer, "exceeding our expectations," and prospects point to a healthy fall. "In general, sales managers who added that fall business will triple that of a year ago in dollar volume.

The Los Angeles Times-CBS station will add Saturday programming during football season beginning in September and expects to start Sunday daytime programming shortly thereafter.

Mr. King stressed that "client interest is higher than ever, despite the fact that TV has the country's highest rates, aside from New York City."

"To me," he added, "this indicates that advertisers see this as a prime time to include in their television planning."

Robert B. Hoag, sales manager of KTSF (TV), said prospects for fall are "real good." "We are so sold out that we're opening up Saturday afternoon, starting next month," he said. Two new automotive sponsors have signed for the fall and a current automotive account has renewed its schedule on the Don Lee station which is also affiliated with DuMont, he said.

"Dollar-wise, we have made great strides over last year," said Thomas B. McKenna, general manager of KNBH (TV), owned-and-operated NBC station, and he predicted it would continue at an accelerated tempo. "In terms of sales, business is 150% better than last year this time and we have a wonderful line-up of advertisers on our schedule for fall. Television competition here is the most severe in the country. KNBH has had a greater success in better programming and better service to the viewers." KNBH will expand operation schedule starting in late September.

Robert Laws, ABC Western Division sales manager, declared: "With network programs occupying the bulk of Class A time both

Mr. McFadden
Mr. Davis

on KECA-TV Los Angeles and KGO-TV San Francisco, the two stations are planning an increase in operational hours with particularly strong commercial prospects."

He foresees all-out competition for ad dollars in the Los Angeles area and says there will be "dramatic" changes in the ratings picture as a result.

Frank Rhyliek, radio-television director of Ross, Gardner & White Ad., said it is difficult to get good TV spot availabilities in the Southern California area. He believes the majority of advertisers will continue and/or increase video applications, depending upon government restrictions and shortages. Expanding TV accounts include General Motors, Vincar Sales Co. (hardware), GE Supply Corp. and King's French Dressing.

Several clients of Hixson & Jorgensen Inc. are increasing fall budgets to include TV, while others are standing pat, according to H. D. Walsh, vice president and radio-television director. He forecast no cuts in radio budgets. Accounts include Scudder Food Products, Pacific Coast division of Wilson & Co., White Rock Bottlers Co., Popcorn Processors Inc. and Bluebird Potato Chips Inc.

Mr. Walsh estimates $50,000 per week for spot TV and radio for four accounts nationally, Cowan-Whitmore Ad. will increase the appropriation to $100,000 weekly starting in October and continuing through Christmas, according to Harold Cowan, president. Some 90% of the budget is earmarked for video, with the balance spot radio, he said. Accounts include Instant Photo Co., Morris Metric Slicer Co., Magic Plastic Towel Co., Endure Co. (nylon hosiery preserver).

Wynn Film Spots

Wynn Oil Co., Arusa Calif. (frechet, proofing oil), through BBDO, Los Angeles, has TV film spots on 25 stations that will continue into winter. This is in addition to spots on 40 radio stations. 

Louise Milanis Foods Inc. (salad dressing) anticipates no changes in budget plans currently, according to Mr. Laws, servicing account, and will continue TV spots on 11 stations, with radio in four markets.

Dohrmann Products (Dohrman- Seal weatherseal) is the first advertiser to utilize TV and radio under consideration through Vick Knight Inc. Newport Soap Co., Oakland, Calif., through Erwin, Wasey & Co., Los Angeles, may also include TV to advertise a new product.

Several clients of Walter McCreery Inc. utilize TV station time and "plans of others call for use of the medium this fall," according to Mr. McCreery. He believes unsettled world conditions will lead to a seller's market once again, and as result "desirable TV spots will be invaluable" to clients.

Hoffman Television Corp. (receiver sets), with TV program schedules on stations in 10 major markets, on start of Pacific Coast Conference football season, in addition will sponsor telecasting of some 30 games in Los Angeles, San Francisco and Seattle. Hoffman also buys local spot radio on a dealer co-op basis.

Although Ice Follies continues a heavy buyer of local radio time in 20 cities during its national tour starting Sept. 7, Walter McCreery Inc. estimates 80% of its advertising budget will be spent on TV. National Fidelity Insurance Co. is increasing TV film spot schedules but will maintain local radio.

Mogge's Views

Greatest need in television is a single, plausible audience measurement service using a sample large enough for accurate projection, according to Norton W. Mogge, president of Mogge-Privett Inc., which has done 17 television-radio using national, regional and local accounts. Trend is upward in TV and daytime radio for clients of his agency, he stated.

Advertising budgets of many Davis & Co. clients have been increased substantially over those of last year and AM spot radio users are adding TV to their schedules, according to Robert H. Davis Jr., television director. He believes radio and television can complement each other.

Accounts include Scudder Food Products, Pacific Coast division of Wilson & Co., White Rock Bottlers Co., Popcorn Processors Inc. and Bluebird Potato Chips Inc.

Dollar for dollar, we are firm believers in TV as a more productive medium," said Hilly Sanders, vice president in charge of radio and television for Dan B. Miner Co. "Results for our clients have been fabulous." Sanders has been in radio appropriations. Miss Sanders believes TV and radio "wisely combined and used together" can produce greater results than either medium alone.

Cable Television comes to the Carolinas

September 1969

New selling power for you in the Carolinas is assured with the activation of the coaxial cable. August set sales, greatest in the stations' 13-month history, increase your audience potential. Direct, simultaneous programs from the four networks multiply viewer interest.

NOW SERVING OVER 22,000 TV FAMILIES

WBTV
Charlotte, N. C.

Jefferson Standard Broadcasting Company
Represented Nationally by Radio Sales

August 28, 1969 • Page 69

BLOCK SPONSORS

CBS-TV Mystery

BLOCK Drug Co. New York (Amn-i-dent toothpaste and powder), will sponsor Amn-i-dent Mystery Playhouse on CBS-TV, Tues., 10-10:30 p.m. starting Sept. 19 [Broadcasting, Aug. 14]. Martin Ritt and Yul Brynner have been signed as producer and director, respectively.

The company will continue to sponsor its daytime radio show Quick As a Flash on ABC. The combination of the company's sponsorship last year of Burns & Allen show, Cecil & Freshley, New York, is agency.
INTERCITY RELAY
AT&T-Network Meet Recesses

MEETINGS on TV intercity program transmission facilities, in progress on a day-after-day basis since the first of the month, were recessed Wednesday when AT&T officials informed the committee of network TV work that they would like time to study their detailed proposals for the allocation of the telephone company's limited TV channels during the last three months of this year.

The recess is "definitely temporary," an AT&T spokesman assured Telecasting. Agreements on allocation of facilities in a number of areas already have been worked out and, pending the recess of the network, he said. As soon as the various plans have been analyzed and studied, the group will be reconvened in the hope that the remaining allocation problems may also be resolved by mutual agreement.

Technically, it is up to AT&T to allocate its facilities among applicants as it sees fit, but to do so is impossible for four TV networks has been a difficult problem. Only one or two channels are available for video program transmission to certain cities to which all networks would like to provide program service and the network advisory committee was set up to aid in its equitable solution.

Demands Increase

Television's growth in the past year has increased the demands of all networks for transmission facilities throughout the entire interconnected network area, aggravating an already difficult allocation problem and producing some conference sessions that were described by participants as more stormy than calm. A disagreement as to the basic philosophy of the allocation plan—the networks with the most time sold wanting proportional priorities and the others wanting an opportunity to go on selling—has further agitated the situation.

And there have been numerous affidavits of interference, the two radio relay circuits available for program transmission from New York to Boston have in the past been contracted for by NBC-TV which has provided a more or less exclusive service to WBS-TV Boston, and by WNAC-TV Boston, which has received programs from the ABC, CBS and DuMont TV networks. The question has been raised as to whether WNAC-TV as a recipient rather than an originator of network TV programs, should be allowed to purchase one of the two available channels. There also has been discussion as to the propriety of the NBC-WBZ video relationship and whether as a practical if not contractual exclusive affiliation arrangement it is not in violation of the FCC rules against such exclusivity.

The majority feeling has reportedly been that such matters, important though they may be, are of a secondary order in the immediate discussion which apply to tariff considerations rather than network-station relationship.

It is understood, however, that the possibility of an appeal to the FCC has been considered and final allocations are unsatisfactory to all networks. When the meetings broke up last Wednesday, a rumor quickly sprang up that this already had been done. But network conferences, in denying the rumor, pointed out that no appeal to the Commission can properly be done until AT&T has promulgated final allocations to which one or more of the networks might want to object and to try to have overruled.

A report that DuMont had sent a seven-page letter to the FCC was similarly denied by that network, which explained that the rumor apparently stemmed from a three-page "Official Attention" memo to members of the conference group. An FCC observer at the sessions received a copy of this memo, the DuMont spokesman said, but only for his information and not in any sense as an appeal for any official action.

Goodbye Tire & Rubber Co.

Goodyear Tire & Rubber Co. has announced that Whitman Goodyear will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Green Giant Co.

Green Giant Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Gulf Oil Corp.

Gulf Oil Corp. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Homecraft Publishing Co.

Homecraft Publishing Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Household Finance Corp.

Household Finance Corp. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Hudson Motor Car Co.

Hudson Motor Car Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

International Cigarette Products Co.

International Cigarette Products Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

International LateX

International LateX will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

International Shoe Co.

International Shoe Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Ironrite Irons Corp.

Ironrite Irons Corp. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

S. C. Johnson & Sons

S. C. Johnson & Sons will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Walter H. Johnson Candy Co.

Walter H. Johnson Candy Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Kellogg Co.

Kellogg Co. will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

Trolley Buses

Trolley Buses will be the new president of the Broadcasting Assn. The resignation of the Executive Vice President, Old-Fashioned Revival Hour was accepted by him.

NBC News Reports

NBC News reports on the following:

UNA—available at this time

1/2 hour every other day
1 hour every other week

BROADCASTING  Telecasting

Table: TV Network Clients for October

<table>
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<tr>
<th>Network</th>
<th>Gross Time</th>
<th>Charges</th>
<th>Net</th>
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**AT&T TARIFF**

*Files Charges With FCC*

**TARIFF CHANGES to provide for interconnection of its network television audio channels with those of private television broadcasters, and to broaden its interconnection policy with respect to intercity video channels, were filed with FCC last week by AT&T.**

Where the former tariffs provided for interconnection of broadcasters' intercity radio relay video channels only at a studio or television broadcasting transmitter, the new ruling permits interconnection at practicable service points on existing telephone company channels, where FCC has authorized operation of a relay channel by the broadcaster. The tariff stipulates, however, that the broadcaster shall have available equipment and personnel necessary to assure testing and monitoring at the point of interconnection.

The provision for interconnection of audio channels is in line with FCC's requirement that AT&T link its intercity video facilities with those of private broadcasters to cover areas where the telephone company does not yet have facilities to provide full service.

---

**NEW ANNEX, adjacent to main building, housing workshop and storage space for sets and art material, added at WAAM (TV) Baltimore.**

---

**DAILY TV SERVICE FROM 7:30 AM TIL**

**AFTER MIDNIGHT— IN THE MIDWEST'S 2ND LARGEST TV MARKET.**

Choice participation available in live programs with professional talent.

---

**WLCU-TV Serial**

ONE of television’s first dramatized serials daytime series will be launched next month on WCUA-TV Philadelphia, according to Charles Vanda, vice president in charge of television for the WCUA stations. Mr. Vanda said top-grade motion picture films will be used and serialized by cutting them into 15-minute daily segments. The films will be scheduled Mon.-Fri., beginning Sept. 11.

---

**WLB-TV TELEVISION**

**WLB-T**

**WLB-D**

**WLB-C**

**CINCINNATI**

**DAYTON**

**COLUMBUS**

Carley Broadcasting Corporation

*Aug 28, 1950 • Page 71*
able to offer it to all networks on a pooled basis without making any payment at all for time.

Comparison, advertiser by advertiser, program by program, of the video commercials, broadcast in October a year ago and signed to date for airing in October of this year, is shown in the table on page 53. It should be noted that the number of stations reported for each commercial program for October 1949 is based on orders from clients, not all of which have been accepted by all of the desired stations. Until the completion of allocation of TV network facilities among the four networks and until all station acceptances are in, a final station count is impossible.

By TELECASTING estimates, there were 2,574,486 telecast sets in use in October 1949. There probably will be about 7,500,000 of these by October of this year.

The most common fear held for television's future is that an invigoration of the nation's rearmament program might arrest its circulation growth. The qualification—"... unless there's a worsening of the international situation"—was inserted in forecasts by many industry leaders with whom TELECASTING talked last week.

Among the latter are such frequent spot advertisers as Beechnut Gum and Huddleston.

"Powerful Tool"

Herbert W. West, head of television, BBDO: "During the coming year nearly 50 of BBDO's clients will be using television. To us television is another powerful tool in the agency's kit of methods to create a favorable public impression of a client's goods or services. Television has passed beyond the stage where merely to use it was to gain attention and create sales. Now it must be used in full awareness that misdirected efforts can prove as disappointing in advertising as in television and a number of other potential advertisers interested."

AT Luxembourg ceremonies in which U. S. Ambassador Perle Mesta and M. Rene Pouvey, dir. general, Radio Luxembourg, are presented American Legion gold medal for distinguished service to veterans, are (l to r): M. Pouvey; Lt. Cmdr. C. Denby Wilkes, A. L.; Madam Mesta; Maj. Benjamin Namm, dir., Avco Corp., who presented medal, and J. Emelius, mayor of Luxembourg.

WINNER of the "Best in Design Girl" for television contest held in New York, Elaine Stuart of Upper Montclair, N. J. is congratulated by Paul V. Galvin, president of Motorola Inc., sponsor of contest in connection with showing of new 1951 TV Line. Winner received TV console and network contracts.

DISCUSSING production of TV film commercials by Five Star Productions, Hollywood, for S. O. S. Co., (scouring pads), are (l to r): Alden S. (Bill) Nyko, TV production dir., McCann-Erickson; Yvette Reynard, featured player; Robbins Milbank, v. p., M-E. S. O. S. will sponsor segment of NBC's Saturday Night Revue.

UN Standby

TO insure viewers of up-to-the-minute reports on crucial meetings of the United Nations WAAM (TV) Baltimore has arranged to have its network service on standby while running its regular afternoon programs. When deemed necessary, Program Manager Herbert B. Cahen monitors the network pool and orders cutins on local studio shows.

Eastman Kodak Co. has new filter technique to improve television images transmitted from motion picture film. Process uses filter of infra-red absorbing glass and interference filter placed between projection light which takes out infra-red and red wavelengths of visible spectrum. Results: Better TV picture tone production and greater ease of operation of camera equipment, company said.

NBC contracts with Ted Esbaugh Studios Inc., New York, for 13 15-minute TV films featuring Jack Barry and Joe DiMaggio, sponsorship Lionel Trains. First two series filmed immediately with Phil Rizzuto and Ham Fisher as guests of Mr. DiMaggio... Franklin Television Productions, Hollywood, has completed first of series of hour-long western films for TV, *Adventures of the Texas Kid*.

Consolidated Television Productions Inc., Los Angeles, granted rights by KTTH (TV) Los Angeles to filming of Buster Keaton Show. Shooting to start within few weeks. Half-hour program to be done in 35mm sound and picture. Station will have first refusal rights. Mal St. Clair will direct show; Clyde Bruckman is writer-producer. J. Bert Easley is president of Consolidated... KTTH (TV) also has purchased 50 feature length films from Film Equities Corp., New York, for showing on *Movie Gems* program. Included: "Little Men," "Moonlight Sonata," "Ellis Island," and "Shanghai Gesture."

Atlas Film Corp., Oak Park, Ill., has opened Chicago branch sales and screening office under supervision of television director, Norman C. Lindquist. Office located at 229 N. LaSalle St., suite 1204. Atlas has made TV commercials for Sunbeam Corp., Thor, Greyhound, Armour, Swift, Borden and Sears, Roebuck & Co. ...New production equipment has been installed in Alexander Film Co's television division to meet expanded business, according to John Alexander, president of firm. New Mauuer 16mm Sound Recorder makes it possible for company to film TV commercials in 35mm for reduction to 16mm with sound recorded direct on 16mm Mauer equipment. In addition to TV production facilities, Alexander maintains syndicated library of 5,000 current TV spot commercials. Because of complete library Alexander can offer low-cost film rentals. Company presently doing films for some 50 national manufacturers in U. S.

KFMV-TV Ups Air Time

KFMV-TV San Diego Aug. 21 started a schedule of afternoon programming, extending it weekly programming to over 60 hours. Taking up the three-hour afternoon time slot, 2-5 p.m., is *Ranch House Varieties* featuring Smokey Rogers, singer of NBC Western *Caravan*. Sponsorship is on a participating basis. Jack Gross, owner-manager of KFMV-TV, announced that the station programming probably would be increased to 70 hours weekly with the advent of winter shows.

CABLE LEAKS

ABC To Use Radioactive Gas

ATOMIC development will benefit television for the first time, according to ABC, when radioactive gas is used to detect leaks in coaxial cables serving ABC transmitters in New York, Chicago, Detroit, Los Angeles and San Francisco.

Announced last week by Frank Marx, ABC vice president in charge of engineering who developed idea in cooperation with atomic researchers, the new process solves a difficulty presented by TV transmitter installations atop the Empire State Bldg.

With almost two miles of cables rising vertically, the old process involving nitrogen gas to fill the cables and soap suds to detect the leaks would not work. The invariable leaks in the couplings of the 20-foot cable segments cause loss of power and quality in the telecast signal. The new method of filling the cables with radioactive gas and then lowering a Geiger counter along the cable permits immediate and accurate leak detection.

The gas is a waste product of A-bomb production from which the destructive properties of radioactivity have been removed. It is obtained from the Atomic Energy Commission. The new process will be used as soon as ABC begins transmitting from the Empire State Bldg.

ALEXANDER FILM CO.
(producers of short-length films since 1929)

5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS

WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION

ESTABLISHED 1913
CREATORS AND PRODUCERS OF
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXCLUSIVE LIBRARY OF FILMS
INCLUDING CARTOONS
AVAILABLE FOR TELEVISION
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, N. Y.

FILM COMMERCIALS
"Finest in Film Since 1927"
LABORATORY
FAST 72 HR. SERVICE
WALNUT 2364
FILM ASSOCIATES, INC.
460 E. Schenectady Ave., Dayton 9, Ohio

GRAY-O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
460 LEXINGTON AVE.
NEW YORK
PLAZA 8-1581

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 8-2200

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR TV SPOTS-PROGRAMS
All Production Stages
In One Organization
6393 HOLLYWOOD BLVD.
HOLLYWOOD 26, CALIF.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.

WRITE STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
FROM SCRIPT TO
FINISHED PRINT
WINES AND OPERATIONS OF
WEST COAST SODA STUDIOS
510 W. 89TH STREET, N.Y. C.
WITH EXPERIENCED MANPOWER AND
COMPLETE FACILITIES

41 E. 59TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000
Media Dominance
(Continued from page 19)
will take it in 1950. Magazines and newspapers can fight it out for second place.”

He cited 1949 national advertising expenditures in Printers' Ink, which credits radio with $439,200,000 ($50,000,000 of this is TV), newspapers $485,000,000 and magazines (including national farm papers) $492,500,000.

The NARS study predicts that when FCC's 1949 figures are published they probably will show something like the following: National network time sales, $129,300,000; regional and miscellaneous networks, $7,529,000; national spot time sales, $118,425,000; talent costs, network and stations (Printers' Ink formula) $146,771,050; television time and talent cost, $50,000,000; total, $492,025,050.

(The Broadcasting 1950 Yearbook estimated net 1949 national time network sales at $127,500,000 and national and regional non-network at $112,000,000, and regional and miscellaneous networks, $7,500,000. Adding $181,900,000 local time sales, the total was $428,090,000. TV time sales in 1949 were estimated at $24,750,000, consisting of network, $9,900,000; spot, $8,600,000 and local, $6,250,000.)

In explaining its estimated FCC 1949 figures, NARS explains they will not be one-time theoretical card rates but will be actual revenue to the networks and stations. This estimate of $492,025,050 is based on NARS's estimates of the time costs in 1949, plus a fair estimate for the talent costs and television time and talent. Talent costs are figured on advertising agency experience and trade-paper estimates of talent costs.

"So we have actual corrected costs to the advertiser in broadcast advertising, which are the actual one-time rates figured for newspapers and magazines. How much the newspaper and magazine figures should be discounted from one-time rate in order to arrive at what expenditure for advertising is anybody's guess. The tendency is toward flat rates, but Life and Look are offering discounts down to 20 percent. How much for TV, that will be a problem."

There is one more adjustment that should be made as between newspaper and broadcast advertising. In measuring broadcast advertising there is no guesswork in the FCC figures as to what is national and what is local. The broadcast stations file with the FCC an exact statement of their network income, national spot income and income from local.

Local Income
"But the income from local comprises a great deal of automotive-dealer and county-dealer organization advertising, a great deal of national advertising still fairly locally to get the local rate, and much advertising of national advertisers placed at the local rate by local advertising agencies."

Broadcast advertising is too young to have completely straightened out its relations in regard to what is national, local, and national rates and credits. "So when you get down to discounting the newspaper and magazine figures, and adding to broadcasting the real national advertising, you know as far as local is concerned, broadcasting business has a very good case for its claim to leadership."

The broadcast advertising figures do not include transit or store broadcasting in the radio and television total. In combining radio and TV, NARS says they are "at least partially," but not entirely, in accord with the FCC's figures. "The broadcast stations are not included in the FCC reports, but are in the network's totals." They says the FCC figures are "are at least partially," but not entirely, in accord with the FCC's figures. "The broadcast stations are not included in the FCC reports, but are in the network's totals."

Broadcasting on War Aims
BROADCAST by Col. S. W. A. Marshall, military commentator of the Detroit News, on the issues involved in the Korean war and delivered over WWJ Detroit on Aug. 7 was reprinted in the Congressional Record last week by Rep. Gerald R. Ford Jr. (R-Mich.)

Connecticut Race
(Continued from page 28)
agency in New York. He felt the 3-1 ratio for television in point of time expenditures was a reasonable calculation.

Some of the programs will feature well-known political personalities including Harold Stassen, who is backing Mr. Bush's candidacy. Radio ads for four stations had been set last week: WTIC WONS Hartford; WICC Bridgeport, and WHNC New Haven. It was indicated that many other Connecticut AM stations also would get portions of the funds to be parcelled out by the Republican State Central Committee. New York stations were not included in their radio TV plans at present, authorities said, though they may be added sometime in the future.

Sen. Benton, who must compete for the remainder of an unexpired term that runs out in 1953 under rules governing his appointment by Gov. Chester Bowles in 1949, will use one, five and 15-minute spot programs on radio-TV. List of stations currently is being worked out, but it is known that a heavy proportion will go into radio.

As a former business associate and radio friend of Sen. Benton, Gov. Bowles may elect to utilize a formula for radio introduced by the Connecticut governor in 1948. Gov. Bowles used 15-minute program slots for interviews instead of speeches by politicians. He also is credited with being the first to use the one-minute endorsement."

CENSUS REVISIONS
Made for Seven Cities
PRELIMINARY 1950 population totals for certain metropolitan areas have been revised by the Bureau of the Census in Washington. Revisions and one new figure announced change seven of the preliminary totals published in the Aug. 14 MARKETBOOK. Following are the changes (Marketbook figure; Rev.—Revised figure since then):"
RAY NEILAN, WKNB Hartford, Conn., to program director, succeeding BERNIE MOORE, resigned. DAVE MOHR, WTWN St. Johnsbury, Vt., to WKN as announcer.

ROBERT FRYER, assistant to Worth- man M. Worthman in production of several CBS-TV shows, appointed casting di- rector CBS-TV, succeeding ELEANOR KILGALLEN, resigned to operate her own casting service.

GEORGE CARROLL, assistant program director WEEU Reading, Pa., to program director. NAM BECK- MAN to director of station relations and women's programs. PETE SCHOFFSTALL to continuity staff WEEU.

HAYWOOD MECKS, WRPF Worthington, Ohio, promotion director, to WLW Cincinnati promotion department. Was with WASH (FM) Washington.


CLAUDE EVANS, chief announcer KOME Tulsa, Okla., to program di- rector for outlet succeeding LARRY ROBERTSON (see FROM OFFICE). CHARLIE HEMAN to KOME announc- ing staff.

MARCIA TILEN, Pioneer Press Dis- paster, St. Paul, to promotion depart- ment WCCO Minneapolis.

CURTIS L. WELBORN to program director WGBG-AM-FM Greensboro, N. C. H. MARIE CRAVEN to traffic and promotion manager.

NASEEB S. TWEEL, film director WSAV-TV Huntington, W. Va., to produc- tion manager for station. Was with WLS Chicago.

SHELTON KELLUM Jr., graduate Raleigh Broadcasting School, to staff announcer-disc jockey WJNC Jack- sonville, N. C.

PAUL PIERCE, CBS Hollywood staff writer, named director of program writing, Columbia Pacific Network, re- placing CRAN CHAMBERLAIN, re- signed. Mr. Pierce with CBS from 1940 to 1942 as program executive, rejoins network this year.

JIM McLEOD, sportscaster CKY Win- nipeg, to CKCQ Regina announcing staff.

MARY IRISH, WSAY Rochester, N.Y., to publicity and public relations di- rector WTTM Trenton, N. J.

KEN NILES, of KECA-TV Los Angeles, Hunting and Fishing With Ken Niles, signed for role in Universal Interna- tional Studios "Fat Man" film.

JOSEPH RIVIERE, known as Paul Riviere, announcer WMAL-AM-TV Wash- ington, ordered to active duty as Air Force Training Center, Miami International Air- port.

TOM MEEHAN, PETER RUSSO and DONALD DONALD, graduates from Fredrickson Studio, Hollywood, to XKOR Worland, Wyo., as announcer-operators.

GENE STULTZ, guitarist formerly of the Swing Shakers, WPEC Miami, Fla., as disc jockey.

BETT BUZZINI, resigns as farm editor CKBS San Francisco, to be- come radio director for California Farm Bureau Federation.

ELDON C. (Pete) BARR, program director KWSC State College of Washington, Pullman, resigns to es- tablish program consulting services firm under his name in Yakima. No successor at Pullman will be named.

JOHN VIDEOS, graduate Broadcasters Network Studios, Hollywood, to KROF Abbeville, La., as announcer.

ALAN THOMPSON, senior producer Western Division CBC, to assistant program director WEW St. Louis U., St. Louis.

FAYE STEWART, star of women's afternoon programs on KSFO San Francisco, starts half-hour afternoon kitchen program on KPIX (TV) same city.

MEL MARTIN, Philadelphia fre- lance; ERIC BOSE, WPTZ Frank- fort, Ky., announcer, and HELEN HOUCHEN to WCP0-TV Cincinnati staff. Mr. Martin and Miss Houchen do 9:30 a.m. Coffee Club.

CRAN CHAMBERLAIN resigns as di- rector program writing, Columbia Pacific Network, to return to show packaging.

SY LEVY, disc jockey WTXL W. Springfield, Mass., to WREB Holyoke, Mass.

IRVING PHILLIPS, playwright, joins writing staff KECA-Los Angeles The Ruggles.

DON KERR, announcer-producer WFLA Paterson, N. J., to program di- rector of station. Was with WHK Cleveland, WOR New York and others.

MRS. JEAN WINTERS and MRS. BETTY KOSTHER to music library WCKY Cincinnati, Ohio.

TAL HOOD, m.c. Alarm Clock Club and Rhythm Ranch WFGM Fitchburg, Mass., called to active service in Mar- ines Reserve.

NEIL BAIRD to KGWA Enid, Okla., announcing staff. TOM GILMORE, KCHE El Reno, Okla., to KGWA an- nouncing staff.

MRS. CAROLYN READ, UCLA gradu- ate, to KHJ Los Angeles home eco- nomics department as assistant to Norma YODER.

RICK CAMPBELL, announcer CKY Toronto, father of girl, Aug. 13.

MYRTLE LABBITT, commentator CKLW Windsor, Detroit in Europe to attend Asan Country Women of the World Conference at Copenhagen, Denmark, as representative of Wind- sor-Detroit area. Her program will

 continuouss via letters and recordings.

KAREL PEARSON, ABC Hollywood program operations supervisor, father of boy, James Michael, Aug. 19.

MARGARET BRADFORD, staff artist CKWL Windsor, on leave of absence to part in "Miss America" finals at Atlantic City, having won "Miss Canada" title.

JOHN ZEIGLER, creator Te-Ve, Tele- casting cartoons, is director-arranger for Variesite Quartet, WLWT (TV) Cincinnati stars, who will appear at Moonlight Gardens, Coney Island, over Labor Day.

ART MERCIER, WBGM Chicago an- nouncer, and Mrs. Mildred Seese announce their marriage, Aug. 12.

News • • • •

DR. BERTRAM L. HUGHES to news director KKLW St. Louis. Was with WCUL Ichaca, N. Y., and KXK St. Louis.

BOB BROOKS, Houston freelance an- nouncer and newscaster, to KNUZ Houston as news director.

GEORGE ROWE, Lt. Commander Naval Reserve, to WPFC Panama City, Fla., as newscaster.

BOB FRAHERTY, KWK St. Louis, to WCKY Cincinnati, as newscaster-

announcer.

CHARLES M. ROGERS, instructor in Speech & Drama at U. of Maryland, to news director WEW St. Louis U., St. Louis.

HUGH FINNERTY, KTW Oklahoma City, to sports director KGWA Enid, Okla.

JIM McGOVERN, U. of Minnesota journalism graduate, to news staff WDGY Minneapolis.

PEG ECK, news editor WMAL Wash- ington, on seven-week trip to Europe. She will cover International Monetary Conference in Paris, and broadcast from various European capitals for ABC.

JOHN JEFFERSON, CBS New York news reporter, working at KCBS San Francisco while awaiting transportation to Korea for CBS.

Sarnoff Speaks

BRIG. GRN. David Sarnoff, chairman of the board of RCA, will dis- cuss world conditions in an address titled "America is Challenged" be- fore the banquet guests of the vet- erans of Foreign Wars at the Sherman Hotel in Chicago today (Aug. 28). The talk will be broad- cast on NBC, 10:10 p.m.

PROFESSORSHIP honoring Charles E. Wilson, president General Electric Co., established at graduate school of business administration, Harvard U., in recognition of Mr. Wilson's 50 years of service to company.

the truth about our favorite subject

... have the largest paid circulation of any radio trade journal: over 15,000. And more advertisers (national and regional): over 3000. More agencies (national and regional): over 2400. More station and network people: over 6400. More representatives and services: over 850. Plus a great new feature called "others": 2900. Add 'em up: paid circulation more than . . .

*total 15,500*

*BROADCASTING . . . the largest paid circulation in the radio trade paper field
RADIATIONS

Dr. Edwin H. Armstrong, inventor of FM, asserted last week that "FCC engineering incompetence" and "unsound commercialism in the manufacturing industry share the blame for today's FM and TV engineering problem."

He warned that Radio-Television Mfrs. Assn. "will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence," unless RTMA takes steps "to see either that [its] engineering is done properly, or that the facts about sound engineering be so plainly presented that responsibility for their violation can be squarely placed."

Dr. Armstrong presented his views in a letter to the FM Receivers Committee of RTMA, copies of which are sent to FCC Commissioners.

He submitted a report, prepared a year ago, comparing the radiations of two different makes of FM sets. The measurements were made 50 miles from New York. The set of one manufacturer, he said, destroyed reception of WCBS-FM New York "over a radius of one-half mile. Another, whose oscillator was tuned to radiate on CBS' frequency," whereas the set of another manufacturer had an interference radius of less than 500 feet under similar conditions.

He said Dr. W. R. G. Baker of General Electric, RTMA director of engineering, read his letter at a FM Receivers Committee meeting and that none of its statements were challenged, "although representatives of the organizations involved were present."

Dr. Armstrong said that in AM the radiating receiver problem "was solved and has been forgotten for years and years," but that appearance in FM and television "is a disgrace to the engineering profession."

"It is the result of the disregard of rules of engineering that were known 20 years ago," he said. "In both FM and TV these rules have been and are now being flagrantly violated by a large part of the industry, perhaps to their immediate profit but certainly to the ultimate detriment of the public."

Cites Interference

He reiterated that FCC's transfer of FM from the low to the high band "brought about the interference which, without the move, could not have existed," but that this was "not the major error in judgment."

He continued:

The major error is the allocation of frequencies of an air navigation service to a place within the interference range of FM and television sets, where, with a large number of sets scattered about the country, the chance of something going wrong, even with properly designed sets, must be considered. Why some of the non-vital types of air-communication services were not assigned there to serve as a buffer region so that all services adjacent to safety of life channels could be under CAA supervision, is something in need of much explanation.

There is likewise a second question which requires answering: Why is the guidance of a ship and its passengers entrusted to a transmitter having the power, the range power, or anything about a quarter-horsepower, when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from ground transmitters to over-ride even chance radiations from damaged FM or TV sets or other sets out of control.

Equal lack of foresight came to light a few years ago when planes were provided with superhet-engine for instrument landing operation with insufficient image rejection against FM transmitters in the center of the band.

Dr. Armstrong felt FCC Chairman Wayne Coy should be "commended for bringing into the open a problem which both the Commission and the industry have been aware of for at least two years." But, he said, "this Commission... would inspire more confidence were it to admit the mistakes of the former Commission, in whose actions the basic responsibility lies..."
WQAM Miami and WLPL Orlando, Fla., gave worried citizens reassuring reports on progress of storm headed towards Florida for-night night. WQAM sent Chief En-gineer Gene Rider through eye of hurricane in plane, while storm was 200 miles east of Bahamas. Wire recordings of reactions of men aboard plane to hazardous flight were given, plus Mr. N. V. of pilot, co-pilot, navigator, and aerologist. Records edited into three airings by Warren Johnson, chief of WQAM Miami, and aired during crisis.

COLORFUL MAILING

WCUE Akron, Ohio, sends agen-cies sets of vari-colored folders promoting station's news, music, personali-ties and merchandising fea-tures. Mailings went out at 10-day intervals to arrive in timebuyers' hands before audience's due dates, and folders resemble track selection sheet. Cover was green with words "They're Off at Saratoga." Verse inside tells of few days left in which to attend.

SARATOGA RACES

GEORGE R. NELSON Inc., Schenectady, N. Y., sent invitation to trade for Saratoga Race Meet July 31-Aug. 26. Folder resembled track selection sheet. Cover was green with words "They're Off at Saratoga." Verse inside tells of few days left in which to attend.

CROSS-BORDER SHOW

CFRA Ottawa, Can. Greetings from Potsdam, nightly 7:30-10 p.m., July 24-29. Show featured participation by Potsdam (N.Y.) Chamber of Commerce, Merchants Bureau and Clarkson College of Technology. Theme was arousing of interest in Potsdam for Ca-na-dians planning trips to U.S. and three Community Sales Days, held in Potsdam during latter part of week. Sale promotion was directed at persons in and around Potsdam, 70 miles from Ottawa. Station reports promotion of both angles was highly successful.

COW CONTEST

WEAU Eau Claire, Wis., gave new twist to coverage of district fair. At North-ern Wisconsin District Fair station sponsored "cow personality" contest, open to entries in dairy livestock division. June Preisser, motion picture starlet, and state's "Alien in Dairyland" judged five grand champion dairy cows on basis of appearance, behavior, bovine charm and, of course, personality. Winner given title, "Clairie the Personality Cow," and will be used as farm trademark of WEAU in its agricultural promotion. Contest held in front of grand-stand, with winner displayed in special WEAU tent for remainder of afternoon.

‘SAUCER' REPORTS

KLR Little Rock aired telephone interviews with eye witnesses of first flying saucer reported in Ark-ansas. Mark Weaver, news di-rector, obtained interview series from witnesses at different points, charting route of reported object for 20 miles.

WFIL-TV CLAIMS

WFIL-TV Philadelphia releases to trade brochure stressing pull of ABC's Stop The Music during 11-month period. Sales go to over two million pieces of mail. WFIL-TV claims it pulled 294,910 pieces, or 15.1% of 26-market total.

WDSU DAY

WDSU New Orleans sponsored "WDSU Day" at Pontchartrain Beach Aug. 26. WDSU radio and television celebrities contributing to program, including Cisco Kid and Dick Bruce, WDSU disc jockey. "Miss New Orleans Television Queen" named in WDSU-TV finals of city-wide contest. Souvenir gifts and "surprises" given to children and other participants in celebra-ration.

SHOWTIME

ABC-TV, Showtime, USA, Dodge Div., Chrysler Corp., through Ruthrauff & Ryan, N. Y. Show is conducted by American National Theatre and Academy, with organiza-tion's president, Vinton Freed-ley, as producer and host. Howard Telchmann, writer and director of ANTA radio sales, is associate producer. Winston O'Keefe is executive producer for agency. ANTA receives royalties from productions which will be used to further its theatre promotion work.

MAP STUDY

COLUMBIA Pacific Network BMB maps, prepared from BMB Study No. 2 and showing day and night audience for Pacific Coast areas served by 14 CPN stations, distributed by Radio Sales, Radio and Television Stations Representa-tives, CBS. Maps show entire outer 57th of city, and larger areas on less-detailed maps, with notations summarizing BMB find-ings.

TV CARNIVAL

WSM-TV Nashville, Tenn., Aug. 13-17, Television Carnival. Twenty continuous hours of telecasting featuring many entertainers and per-formers sponsored by station. Event was advance promotion for station starting formal television operations Oct. 1.

MIDWAY D.J.

KFEL Denver's disc jockey, Ronnie McCoy, brings new twist to his Kilicycle Club, 10 p.m.-midnight show. Program aired from Eilitch's Garden, amusement park, with music from name bands playing in balcony, until 10:30. Interviews with stars between records take up remainder of time.

CARDS MAILED

WPEN Philadelphia sending trade series of 6×9 inch cards. Utilizing results of May-June 1950 Pulse ratings, illustrated cards play up various angles of station's audience and programming. Card is mailed weekly for five weeks.

RAILROADING STORIES

WSAT Salisbury, N. C. Tales of Southern Railroad, Sun., 1:30-2 p.m.; started Aug. 26th and ran through Oct. 1. Public service series developed in cooperation with Southern Railroad. First 15 min-utes devoted to dramatizations of human interest stories of railroad—special delivery dog which meets train to collect mail; dis-tribution of old railroad bells to churches, etc. Last half of show uses transcribed on-the-spot inter-vews from railroad shops, com-munication office and switching yard. Series developed by W. F. Fleming, program director; George Allen, announcer, and Southern Railroad officials. If successful in Salisbury, distribution to other sta-tions for public service airing planned.

WFEC SIGN

WFEC Miami, Fla., newly remod-elled studio displays sign covering one entire outer wall. Map of Florida peninsula painted in orange, station call letters on banner painted in royal blue and frequency are shown.

AMATEUR SHOW

WBZ-TV Boston Aug. 27 inaugu-rates programming in new audi-torium studio with Community Au-ditions, amateur show for local tal-ent debuting with B. A. Rolfe as m. c. Heard Sun., 2:30 p.m., winner is guaranteed special aud-ition for following Tuesday's NBC-TV Original Amateur Hour. Elim-inations lead to scholarship or $250 prize.
Help Wanted

Managerial

Experienced manager for kilowatt-daytime sports station in mid-Atlantic region. Good salary. Reply Box 1102, BROADCASTING with references.

Salesmen

Wanted, experienced, capable salesman for New York area radio stations. Excellent record of success. Reply Box 1245, BROADCASTING.

Experienced, aggressive salesman for midwest network affiliate. Full details with first letter. Box 1122, BROADCASTING.

Wanted, young, experienced salesman for radio station in California. Must have car. Give education, age, experience, photo and military status. Box 1246, BROADCASTING.

Salesman wanted for 1500 w daytime station. Experience in sales, radio, or related work necessary. Must have car. Salary and commission. Write to J. Holm Robinson, WLIZ, Bridgeport, Conn.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-cypherwriter. Send transcripts and full details with first letter. Box 909F, BROADCASTING.

Experienced announcer wanted for special events and play-by-play sports work. Must be able to ad lib and do MC. Network affiliate in Northeast. Box 1115, BROADCASTING.

Central Pennsylvania station has openings for special events announcer. Must have 2 years combination experience. Good voice, full time. Reply Box 1239, BROADCASTING.

Bob Hope, producer of "Bob Hope Show," is looking for a strong young announcer who can do excellent daily filler material. Give complete details first letter. Write Box 1236, BROADCASTING.

Announcer immediately. Experienced for special events, play-by-play and daily show. Lives in the area. Good relations with recording studios. Send complete information or phone Box 1237, BROADCASTING.

All-round topflight announcer wanted, also experienced farm director for Springfield, Illinois' last station. Send all particulars and disc. WMAY, 4100 W. Washington, Springfield, Ill.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Must have good voice, good looks. $350 per month start. Send disc and letter to Box 1238, BROADCASTING.


Technical

Combination engineer - announcer - writer wanted immediately. Excellent work and living conditions on the east coast and community of South Atlantic states. Give complete details, first letter. Box 2000, BROADCASTING.

Wanted: Experienced engineer-announcer 250 watts daytime station. Send disc. photo WEAB, Greer, S. C.

Production-Programming, others

Promotion man, good opportunity. Knowledge of area necessary. Eventually assume full time promotion duties. Must have own car. $12,000 wire or $12,000 radio. Ely Road, Columbus, Georgia.

Situations Wanted

Managerial


418 staff man who knows board. Young announcer immediately. Experienced combination man and sales manager. Give complete details. Box 1252, BROADCASTING.

England 5 salary. Production manager needed for ABC tape program. Full details with first letter. Box 1220, BROADCASTING.

Salesmen

My daytime station only earned over half-million net in the 1st 6 months. Give you thru sales, programming, public relations promotion. Box 601F, BROADCASTING.

Salesman would like to employ six year background of sales programming, copy, announcing to do good selling, service, public relations, management. Box 1182, BROADCASTING.

Salesman, program director, newscaster, announcer. Looking for a permanent home in the Midwest. Reply Box 1243, BROADCASTING.

Part time salesman with good voice, plus continuity, news and programming experience. Box 1240, BROADCASTING.

Fulltime sales position in Texas. Box 1244, BROADCASTING.

Better than average salary required. Box 1248, BROADCASTING.

Immediate position. Box 1249, BROADCASTING.

Top market for good baseball announcer. Expert sportsman, experienced baseball, foot- ball, basketball, boxing. Box 1247, BROADCASTING.

Mail Pull. Better than average salary. Box 1241, BROADCASTING.

Soldier not just another would be sportscaster. Now employed by major league team. Excellent voice, brilliant play-by-play ability. Two years experience. Box 1242, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff College graduate. Married. Box 910F, BROADCASTING.

Topflight college football, basketball, AA coach for special events. Please give two references. Box 1200, BROADCASTING.

Announcer wanted to fill slot. Box 613, BROADCASTING.

Air salesman, proven results, mature, versatile voice. Experienced, write or phone Box 614G, BROADCASTING.

Sports announcer, college grad, single, draft deferred, strong sports voice. Box 615, BROADCASTING.

Announcer-writer, news editor, three years experience top pull market, west or midwest. Box 1500, BROADCASTING.

Announcer, steady, reliable. Good sportsman, excellent voice, sells. Commercial work, good news, related DJ. Reply Box 1255, BROADCASTING. Attention: Box 1257, BROADCASTING.

Announcer, DJ, presently large indie, desire tough competitive market. 90% promotion. Box 1501, BROADCASTING.

Announcer, writer, three years experience, seeks permanent situation. Too disc show, veteran show draft. Box 1256, BROADCASTING.

Sportsman: Well-versed background, experienced, football, basketball. Box 1254, BROADCASTING.
Help Wanted

$10,000 job open

One of the country's best radio stations is looking for a man to understand its Vice President in charge of sales and to direct its promotion. Must be under 35, must have outstanding record of selling radio locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to BOX 10G, BROADCASTING.

Situations Wanted

Announcers

Morning Man
Sports Man
Air Salesman

Presently employed Washington, D. C. Can build and write top flight, saleable show. Desire locale midwest or south. Dependable, married vet.

Female station managers need not apply.

Disc, photo, details.

SALES EXECUTIVE-SALESMAN

BROAD BROADCASTING-CREATIVE PLANNING, MANAGEMENT AND SALES IN RADIO BROADCASTING, GENERAL ADVERTISING AND MERCHANDISING.

Having recently completed the establishment of a network of selected franchise holders in forty major markets involving an approximate capital investment of two million dollars, this executive immediately considers the following of a proposition offering participation in profits of results achieved. He has a highly creditable record in sales and management capacities requiring enthusiastic, progressive action and mature judgment in the handling of sizable operations. Modest compensation will be acceptable to close connection with an enterprise of promise.

ADDRESS BOX 216G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-writer, strong on news, music, sports, play-by-play, imagination. Thorough knowledge radio, TV, TV production. Box 211G, BROADCASTING.

Announcer-writer, strong on news, music, sports, play-by-play, imagination. Thorough knowledge radio, TV, TV production. Box 211G, BROADCASTING.

Announcer-writer, Two years college. Thorough knowledge radio, TV, TV production. Box 214G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. Available immediately. Eight years experience maintenance, operating, installing AM transmitter to comply with FCC regulations. Has room, recording, remote, etc. IEEE TV production. Box 541, Metro Station, Los Angeles 56, California.

Situations Wanted (Cont'd)

Program director available immediately. Eight years experience, promotion, sponsorship, special events, news and music. 38 years experience in all phases radio. Box 205G, BROADCASTING.

Yeung lady, Master's Degree, announcing, writing, acting. Excellent Hillbilly and pop DJ. Who can settle southwest, permanent position. Box 150G, BROADCASTING.

For Sale

Stations

Southwest daytime, excellent market. Good sports setup. Growing $500,000 year. 1960 will be much better than $18,000. Box 204G, BROADCASTING.

Equipment, etc.

5 kw W. E. Co. AM transmitter, recently purchased. 3 kw broadcast and 5 kw news, good condition. Box 190G, BROADCASTING.

Make offer FM WE WE 50B2-2 complete, includes tower, 10 kw transmitter. New, never uncraded. H. Edwin Kennedy, WILM, Wilmington, Delaware.

2500 Katwhits, antenna less than a year old. FM 100W-2500, 3 kw. Complete. Box 206G, BROADCASTING.

2500 Katwhits, antenna less than a year old. FM 100W-2500, 3 kw. Complete. Box 206G, BROADCASTING.

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2500 Katwhits, antenna less than a year old. FM 100W-2500, 3 kw. Complete. Box 206G, BROADCASTING.

2500 Katwhits, antenna less than a year old. FM 100W-2500, 3 kw. Complete. Box 206G, BROADCASTING.
**‘SILENCE’ RULE**

**FCC Stiffening Attitude**

FCC SIGNIFIED fortnight ago that it may be stiffening its attitude toward the requests of licensees who wish to take their stations off the air temporarily—usually for financial reasons.

In a public notice the Commission Aug. 17 announced the text of a letter to KCHE El Reno, Okla., granting its request to remain silent for 60 days but making clear that the station must then resume operation or forfeit its license.

If the proposed "reorganization" results in a transfer of control, FCC asserted, the appropriate transfer application should be filed within the 60 days' authorized silence.

In other actions last week, however, the Commission granted several other silence requests. These included KPHC Walsenburg, Colo., "to remain silent for an additional period of 60 days from July 28"; WMPM North Adams, Mass., "further extension to remain silent to Oct. 11"; and WIZZ Decatur, Ill., "extension until Sept. 5, to remain silent in order to effect a reorganization"; WIZZ Wilkes-Barre, "to remain silent for a period of 90 days, to correct the station's antenna system and effect a financial reorganization of the permittee corporation."

The letter to KCHE asserted:

The Commission has the responsibility of administering the Communications Act of 1934, as amended, so that the available channels of radio transmission will be used to serve the public interest, convenience and necessity. The Commission shall require that make assignments of licenses, frequencies, hours of operations and power so as to provide a fair, efficient, and equitable distribution of radio service throughout the United States. The grant of authorizations to remain silent for prolonged periods of time is inconsistent with the efficient utilization of the radio broadcast facilities.

In view of the foregoing, the Commission is granting your authorization to keep Station KCHE silent for 60 days from the date of this letter. If your station is not ready to resume operations by the expiration of this authorization, you will be deemed to have abandoned your license and the license will then be cancelled.

In the event that the contemplated financial reorganization should result in a transfer of control, prior Commission approval must be secured before Station KCHE can resume operations. You are further advised that if a transfer application is found to be necessary, it should be filed within the 60-day period of authorized silence.

**ECHE, established in 1948, is licensed to KCHE Inc. by Ross K. Prescott and C. C. Woodson. It requested the 60-day silence period “in order to procure new studios, and for the purpose of refilancing and reorganization,” FCC said. It is a daytimer on 1580 kc with 600 w.**

The Commission also made plain that its authority to remain silent "is subject to the continued lighting of the antenna structure . . . in accordance with . . . the Commission’s rules."

**WWBW To Fulltime**

WWBW Vineland, N. J., owned and operated by Community Broadcasting Service Inc., will begin fulltime operation soon, according to Fred M. Wood, general manager. Appointment of John Serra as commercial manager also was announced. WWBW is licensed for 1 kw on 1380 kc.

**HAGUE MEETING Delay Sustained by ITU**

U. S. proposal to postpone next month's Radio Conference on frequency allocations and other points has been sustained by the Secretary-General of the International Telecommunication Union in line with the American belief that "it would be impossible for both of you to reach a substantial agreement on any of the agenda items."

Agenda for the conference, slated to be held in The Hague, called for approval of an international frequency list, allocations for specialized services (high frequency broadcasting and others), and the effective date and procedure for the overall allocation list. Fifty-six countries, including the USSR, approved the U. S. proposal.

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**G. I. Network**

THREE-STATION network, answering the Communists' "Seoul City Sue," has been set up in Korea by the U. S. Army's First Cavalry Division. Maj. Hal Stewart of El Paso, Tex., said world and local news, plus hits and swing music will be broadcast nightly between 7:30-8 to troops in and around Taegu, Pusan and Masan.

**Southwest Network Property $125,000.00**

This is one of the well known network facilities that has been established for more than 20 years. It is located in one of the southwest's important and fastest growing markets, is quite profitable and billing is increasing. Included in the purchase price is real estate having an appraised value in excess of $60,000. Price can be reduced by that amount if real estate is leased.

**SITUATIONS WANTED (Cont'd)**

**Hague Meeting**

**Delay Sustained by ITU**

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**CLAIM SETTLED**

**WU Refunds $14,464 to LBS**

FCC has announced that Liberty Broadcasting System’s claim against Western Union for $17,972 (plus interest) in refunds for “unlawful baseball service charges” (Broadcasting, May 29) has been settled for $14,464.

Liberty’s claim was the result of the FCC decision outlawing the special $2-per-game fee which Western Union had been levying upon all networks affiliated to it to which they had been furnishing the WU play-by-play sports reports [Broadcasting, May 22]. Most of Liberty’s claim related to baseball service, but some portions involved football and basketball reports. It covered the period from the opening of the baseball season in April 1949 to the end of April 1950.

**WRVA-WRCM CASE**

FCC NOTIFIED Larus & Bro. Co., operator of WRVA-AM-FM Richmond and WRCM (FM) Norfolk, Va., Aug. 17 that it will be expected to comply with promises not to make WRVC an “automatic outlet” for WRVA programs.

The notification was given in a letter, by way of apology, to the Commission as sent to the WRVC permittee as result of a 1948 complaint by WTRH-AM-FM-TV Norfolk.

We have given careful consideration to the complaint and the statements made by you to the Commission with regard to this matter. Upon the basis of statements made by the complainant, it appeared that at the time the complaint was filed on Dec. 1, 1948, WRCM (FM) was making practically all of its station announcements from Richmond and broadcasting comparatively few Norfolk programs.

You are requested to show a major market announcements are made from your main studios in Norfolk and that you are now carrying a considerably larger number of local live talent programs than you did.

FCC pointed out, however, that in connection with its original application for WRVC the company failed to contest the granted origination of local programs in the Norfolk area plus “outstanding network programs” which either are not available there through any other medium or are of sufficient interest to warrant duplication on WRVA or WRVA-FM.

Additionally, FCC said, the company indicated as an applicant that the Norfolk station would not be an “automatic outlet for WRVA programs,” but, rather, would be “an independent entity available for your reasonable efforts.”

While it is true your original plans contemplated the three stations operating together, we should like to point out that in response to Commission inquiry you stated that it was your plan to operate the Norfolk station as an independent entity; that every effort would be made to broadcast programs using local talent in Norfolk and that there are no local programs available or acceptable; that other programs coming from WRVA in Richmond would be used to “round out a satisfactory schedule.”

You are advised that in connection with the application filed, which you may file in connection with the station you will be expected to show that your plans are effectual and are being made to comply with these promises.

PHILCO Corp. board of directors has increased regular quarterly dividend on firm’s common stock to 75c a share, payable Sept. 12 to holders of record Aug. 21. The cash dividend of 93c per share on company’s preferred 3% Series A, payable Oct. 1 to holders of record Sept. 16.
August 16 Applications

ACCEPTED FOR FILING
KCHM New York, N.Y.-Grant to change station from 1540 kHz to 1560 kHz, and for new commercial educational FM station.

FM-101.1 N

KB-WS-FM Columbus, Ga.—Mod. CP FM station to change ERP to 7.5 kW, and to change station from 1650 kHz to 1680 kHz.

KB-WS-FM New York, N.Y.—Grant to change station from 1650 kHz to 1680 kHz.

License for CP

KWQV-FM El Paso, Tex.—License for CP new AM station.

TENDERED FOR FILING
WJMO Cleveland, Ohio—CP AM station to change from 1540 kHz to 1540 kHz.

AM-1460 kHz

WQAN Scanton, Pa.—CP AM station to change from 1560 kHz to 1560 kHz.

AM-1460 kHz

KIBK Bellingham, Wash.—CP AM station to change from 1460 kHz to 1460 kHz.

APPLICATION RETURNED

KRCO Pocatello, Idaho—Returned application to change from 1450 kHz to 1450 kHz.

August 17 Applications

ACCEPTED FOR FILING

Modification of License

WKRM Cincinnati, Ohio—Modification of license to change new studio location.

AM-1540 kHz

WJMO Cleveland, Ohio—CP AM station to change from 1540 kHz to 1540 kHz.

AM-1540 kHz

License for CP

WGWG Saginaw, Mich.—License for CP new AM station.

AM-1540 kHz

Modification of CP

KFLP-FM Denver, Colo.—Mod. CP FM station to change ERP to 23 kW, ant. to 58 feet.

FM-092.3

WNAE-FM Philadelphia, Pa.—CP FM station to change from Class A (16:1) to Class B (23.3:1) and change ERP to 202 kW.

Modification of CP

WNYC-TV New York, N.Y.—Mod. CP new commercial television station for extension of completion date to 9-12-51.

August 18 Applications

ACCEPTED FOR FILING

License for CP

KCLS Flagstaff, Ariz.—License for CP new AM station.

AM-1220 kHz

Better Broadcasting, Inc. St. Paul, Minn.—CP new AM station to be licensed.

AM-1220 kHz

WHRB-Poland, Ohio.—License for CP new AM station to be licensed.

AM-1220 kHz

WHV Pekin, Ill.—Mod. CP AM station to change from 1340 kHz to 1350 kHz.

AM-1220 kHz

ANT-antenna cond.-conditional

DB-day D-Local sunset

N-night

S-sunrise T-tim.

VIA-visual UN-unlimited hours

STA-special temporary authorization

August 16 to August 24

CP-construction permit

ERF-effective radiated power

SST-standing scan time

ASW-audio-synthesized amplifier

STA-special temporary authorization

CG-conditional grant

Authorization granting new stations, changes in facilities, and transfers appears at the end of this department, accompanied by a roundup of new station and transfer applications.

AM-1450 kHz

KBVR Havre, Mont.—CP AM station to change frequency from 1540 kHz to 1560 kHz.

AM-1450 kHz

KBRO Scanton, Pa.—CP AM station to change frequency from 1650 kHz to 1680 kHz.

AM-1450 kHz

KBRA Bellingham, Wash.—CP AM station to change frequency from 1460 kHz to 1480 kHz.

Modification of CP

WMMT Springfield, Ill.—CP AM station to change frequency from 1460 kHz to 1490 kHz.

AM-1460 kHz

APPLICATION RETURNED

KRCO Pocatello, Idaho—Returned application to change from 1450 kHz to 1450 kHz.

August 21 Decisions

By Commissioner Hyde


AM-1319 kHz

Atlas Broadcasting Co., Fairbanks, Alaska—Granted a permit to carry on a limited service temporarily.

AM-1319 kHz

KFH-AM Fairbanks, Alaska—Permission to go on the air for ten hours a day.

FM-094.3

WBBF-AM Batavia, Ill.—Grant to change frequency from 1570 kHz to 1540 kHz.

AM-1570 kHz

KFYR-AM Minot, N.D.—Grant to change frequency from 1450 kHz to 1480 kHz.

AM-1450 kHz

WBBF-AM Batavia, Ill.—Grant to go on the air.

FM-094.3

WATL-AM Atlanta, Ga.—Grant to change frequency from 1450 kHz to 1470 kHz.

AM-1450 kHz

KWZ-AM Wichita, Kan.—Grant to change frequency from 1540 kHz to 1560 kHz.

AM-1540 kHz

KARA-AM Prescott, Ariz.—Grant to change frequency from 1550 kHz to 1580 kHz.

AM-1550 kHz

KARL-AM Kansas City, Mo.—Grant to change frequency from 1550 kHz to 1580 kHz.

AM-1550 kHz

KARL-AM Kansas City, Mo.—Modification of CP

AM-1550 kHz

KARL-AM Kansas City, Mo.—Modification of CP

AM-1550 kHz

KARA-AM Prescott, Ariz.—Grant to change frequency from 1550 kHz to 1580 kHz.

AM-1550 kHz

August 22 Decisions

BY THE SECRETARY

WLYC Williamsport, Pa.—Grant for new license for new station: Chan. 286 (106.5 mc) 2.2 kW, 1300 ft. ant.

FM-106.1

WEXT-AM Teaggs, Ga.—CP FM station to change frequency from 1450 kHz to 1490 kHz.

AM-1450 kHz

Modification of CP

WINS-AM Columbus, Ohio.—License for CP new commercial television station to change frequency from 24.25 to 24.25 kHz.

TENDERED FOR FILING

AM-1220 kHz

Flagstaff Broadcasting Co. Flagstaff, Ariz.—Grant to new AM station to change frequency from 1450 kHz to 1550 kHz.

AM-1220 kHz

August 22 Applications

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.

1712 Vermont Ave., Wash. 5, D. C.

Stereo-3636

COMMERCIAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer On Duty All Night Every Night

PHONE JACKSON 5302

P. O. Box 7037

Kansas City, Mo.
ANNA Directory

The ASSN. of National Advertisers' research steering committee announced last week it was preparing a directory of marketing and advertising research services. Included in the directory will be companies which (1) use standardized procedure devised by the seller, (2) include "standardized questions used in repeated surveys usually with a pre-determined frequency," and (3) offer a service which has been bought by two or more clients.

Ray Rice

RAY RICE, 49, director of public relations since 1945 of the Raytheon Mfr. Co., died in New York Aug. 18, of a heart ailment. He is survived by a brother, Kenneth W. Rice of La Grange, Ill.

PROGRAMS

Experts Lay Groundwork
For Action in '51

Experts most directly concerned with plans to assess fees on radio and TV commercial station licensees and government services look to possible new laws.

That was the consensus last week among government who are attempting to develop an overall policy on license fees. This feeling is shared by well-known views of Sen. Ed C. Johnson (D. Cal.) on the subject. He has indicated in a letter to FCC Chairman Wayne Coy that a "concrete legislative proposal" could be made early in the next Congress because he did not believe "there is a chance to do anything in this session" [Broadcasting, Aug. 21].

Sen. Johnson also has asserted that license fees for use of radio and TV frequencies, patterned after the Canadian system, were under study by the Senate Communications Committee, which he chairs. The Senate is currently in recess.

While stressing the importance of assuring methods which are not overly taxing to licensees, particularly smaller operators, Sen.

Gates has it

FIT'S FOR A
BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

WASHINGTON, D. C.

TELEPHONE: 522

TEL. METROPOLITAN 0522

Page 82 • August 28, 1950

PROGRESS report on strides made by Transit Radio Inc. in its two-year existence was delivered before 100 Washington retail and advertising agency executives who attended a sales meeting there Aug. 16. Principal speakers at the session were (left to right): Edgar Kobak, consultant; who addressed problems of new service; Ben Strouse, vice president and general manager; WWDC Washington and Washington Transit Radio Inc., who presided as chairman; and Hubert Taft Jr., chairman of the TR board.

FLORIDA GAMES

Rule Out Exclusive Rights

EXCLUSIVE contract for football broadcasts may be a thing of the past in Florida as a result of action taken by the State of Florida Board of Control at its August meeting. The board, striking a new precedent in the state, ruled out exclusive contracts affecting the broadcast of U. of Florida football games.

Under this new action, one or more networks throughout the state may broadcast any or all games. Previously, the games were broadcast exclusively by university-owned WRUF Gainesville and fed to a 20 station network via the Florida Broadcasting Co. A bulletin to Florida Assn. of Broadcasters members outlined the conditions as: (1) One or more networks may broadcast the games on a non-exclusive basis; (2) a network must pay $3,000 to the U. of Florida Athletic Assn.; (3) not more than 15 stations can be included in this price. $100 must be paid to WRUF for the Athletic Assn. for every station over 15; (4) WRUF will act as agent; (5) each network will be limited to one station in a community and may originate its own networks if desired.

Fights to open broadcast privileges was led by Robert Venn, WMIE Miami; Delph Chamberlin, WGGG Gainesville; Robert Feagin, WPDO Jacksonville; Reginald Martin, WHJP Jacksonville and Clarence Brown, WTOO Orlando.

These broadcasters already have expressed their intention to form a network, Mr. Venn adding that two or possibly three networks would be formed. It was explained that the controls board action opens the way to local sponsorship as previously the games had been sponsored by Coca-Cola Bottling Co. over the Florida Broadcasting Co.

NEW YORK Academy of Medicine presenting Post Graduate Radio Programs on series of lectures concerning latest medical developments, for benefit of N. Y. medical profession, over W26-AM New York, Thurs., 9:00 p.m.

WKBW

Oyster Bay, N. Y.

Uses

Magnetic recorder

Used by More Radio Stations Than All Other Professional Tape Recorders

NEW PF63-A

Unit Construction permits portable or rack mount operation. 3 isolation heads to maintain the highest recording. Shopping new 3 head unit also available for portable use. Write Magnetord, INC.

360 N. Michigan Ave.
Chicago 1, III.

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BROADCASTING • Telecasting
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 8414
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS,
906 Natl. Press Bldg., 1407 Pacific Ave.
Washington 4, D.C.
Santa Cruz, Cal.
Member AFCCE*

A 45-year background
—Established 1906—
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DL 1319
Washington, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE*

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1322
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3470
WASHINGTON 5, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE*

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Repubic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2264
Member AFCCE*

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7922
WASHINGTON, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Pease, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN C. HUTCHESON
1100 W. ABBRRI ST. AR 4-8731
ARLINGTON, TEXAS

A. R. Biltz
CONSULTING RADIO ENGINEER
4125 Monroe Street
TOLEDO 13, OHIO
Telephone—Kingswood 7621

SILLIMAN & BARCLAY
1011 New Hampshire Ave., RE. 6446
Washington, D. C.
2915 Red River 5-5055
Austin, Texas

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Blvd. - Riverside 7-3153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE*

BROADCASTING • Telecasting
August 28, 1950 • Page 83
August 23 Decisions

By COMMISSIONER BRICK

Hearing Ordered

WXXI Elm, Minn.; and WKAQ Davenport, Ia.—Ordered that consolidated hearing on matter of revaluation relating to permittee's ownership record, its financial status, etc.

August 23 Applications

Accepted for Filing

AM—1260 kc
Flagstaff Bstg. Co., Flagstaff, Ariz.—Accepted for filing of new AM station to change from 1450 to 1260 kc.

License Renewal

Request for renewal of license WXXI—City of New Carlisle, Ohio; to extend term of current license.

Tendered for Filing

AM—1260 kc
WTJH East Point, Ga.—Accepted for filing of new AM station to change from 1380 kc to 1260 kc.

August 24 Decisions

By a BOARD

Hearing Designated

KSPA Seattle, Wash.—Designated for hearing for application for renewal of license for 1600 kc 250 w unsl; hearing to be held at Santa Paula. Vermillion Bstg. Corp., Danville,

Ill.—Designated for hearing at Washington on Feb. 3, 1961, application for new station on 500 kc 1 kw unsl, DA, and made KMBC Kansas City, Mo., WSEX Nashville; WONE Dayton and WJWT Chicago, parties to proceeding.

Petition Denied

WERD Atlanta, Ga.—Denied petition requesting waiver of Sec. 1.363 (4) of Rules and accepted application for CP for a new station to operate on 910 kc, 300 watts, daytime only.

Waiver Granted

Door County Bstg. Co. Inc., Stur- geon Bay, Wisc.—Accepted waiver of Sec. 1.363 (4) of Rules and accepted application for CP for a new station to operate on 1400 kc, 500 watts, daytime only.

Hearing Designated

KCHN Amarillo, Tex.—To change studio location Highway 87 N. of Orange. CP to replace CKFR Miami Beach, Fla.—To replace expired CP new FM station.

WAND-FM Canton, Ohio.—Same.

Applications Cont.

1450

Tex.

Amarillo, Tex.;

Hearing Designated—CP

KCHN

23

License Renewal

Request for renewal of license WWRR—New York City.

TENDERED for FILING

SSA—680 kc

WESC

Greenville, S. C.—To change from 900 kc to 1220 kc 1 kw uni. DA-2.

TENDERED for FILING

WAAA Winston-Salem, N. C.—Mod. of license. Extension of CP

Justice Clark Named

TOM C. CLARK, associate justice of the U. S. Supreme Court, has accepted honorary chairmanship of the committee for an annual radio contest, according to Robert K. Richards, NAB public affairs director and VOD committee chairman. Johnson was an active part in the contest since its inception in 1947. Sponsoring the contest are NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

NEWSPAPER OWNERS

Another BMM “Pin Up” Hit—Published by Venite

NEWSPAPER OWNERS

PINK CHAMPAGNE


On Transmission: Alan Holmes—Associated.
NAB District 15
(Continued from page 28)

discussed after Mr. Hardy's talk. Charles Mallory, KSQ San Jose, criticized what he called NAB's apparent approval of SESAC rates. Mr. Hardy said NAB has not and does not approve of SESAC rate structure. He said NAB had merely asked SESAC to submit some sort of a rate structure and the society presented a card bearing minimum and maximum rates charged stations. By publishing these rates NAB in no manner approved them, he said.

Delegates asked NAB to act on the rate structure but Judge Miller said NAB under its charter is powerless and cannot bargain without violating anti-trust laws. Philip Lasky, KSPF-KPIX(TV) San Francisco, reminded that NAB has been helpful through BMI and other services in keeping rates down.

Ewing C. Kelly, KCRA Sacramento, suggested NAB obtain reports from all delegates on rates paid to SESAC, with broadcasters uniting demanding the minimum rate. "If NAB has to act like a legal group instead of a business group," he said, "let's take the action here ourselves, now." Director Shaw suggested NAB might look into the copyright situation and seek revision in copyright laws.

NAB staff officials were unanimous in predicting good business

ALLOCATIONS

REPORTS that Maj. Gen. William H. Harrison, president of the International Telephone & Telegraph Co., may be chosen to head up a proposed allocations and priorities unit in the Dept. of Commerce were made during last week on the heels of Congressional

ing an amendment vesting allocations power in the Commerce Dept. rather than permitting the Chief Executive to delegate it.

The production bill, which would set up a system of priorities and allocations on critical and scarce materials, many of them used in manufacture of electronics equipment, passed by the Senate last Monday. It was being studied late last week by conferees, who were attempting to resolve differences in the Senate and House versions.

General Harrison probably would be given the rank of Under Secretary of Commerce and head a so-called National Production Authority or Defense Production Administration within the Commerce Department, according to reports. He would have to submit his rate plan to the President and the Senate Committee on Commerce, which would then have to approve the plan. The Senate Committee would then send the plan to the House of Representatives, which would also have to approve the plan. The plan would then be sent to the President, who would have to sign it.

KCBS Joins CBS

KCBS Minot, N. D., a 1 kw, 910 ke, joins CBS as a supplementary station of the Northwest Group effective Sept. 1. Station is owned and operated by North Dakota Broadcasting Co., John Boles is president and general manager.

Ohio AD Meet

LEADING Ohio business executives will deliver talks at the Ohio State U. Advertising and Sales Promotion Conference Oct. 6-7, according to Dr. Kenneth Dameron, general conference chairman.

Speakers and their subjects include:

Benjamin S. Katz, president, Guten- wald & Sons, Cincinnati, "How Management Can Use Advertising to Sell Higher Priced Goods"; Fred P. Stas- hower of Lang, Fisher & Stas- hower Co., New York, "The Retail Advertising Copy; Richard M. Raligh, McCann- Erickson, Inc., Cleveland, on the problem of keeping advertising production costs down. Other Ohio advertising and sales promotion executives also are scheduled to take part, Mr. Dam- eron said.

Among those are Franklin B. Haw- kins, advertising director of Libbey- Owens-Ford Glass Co., Toledo, pres- iding over the session dealing with national advertising; Harry M. Nichols of Munm, Mullen & Nichols, Colum- bus, as the same session's chairman; and Carl E. George, vice president and assistant general manager of WGAR Cleveland. This year's conference was organized in cooperation with AFA's Fifth District.

WJPB (FM) Opens

OPENING of WJPB (FM) Fair- mont, W. Va., was announced last week by J. Patrick Beachom, president of Fairmont Broadcasting Co. A sister station of WVYV, the new outlet operates on Channel 222 (92.3 mc) with a radiated power of 5 kw. Norma Faber is station manager. WJPB will tie into the FM network originating through WQXR New York, it was announced.

KTN
DENVER, COLORADO
announces
the appointment of
Radio Representatives
INCORPORATED
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

BROADCASTING • Telecasting

for
TOPI'S IN SLOTS
Contact our nearest office
Chicago 185 N. Wabash Avenue
Home Office-675 North Michigan Ave.
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office
RADIO STATION REPRESENTATIVES • AM • FM • TV

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Closed Circuit
(Continued from page 4)

space in favor of TV. Results expected this fall.

ONE OF nation’s cream retail drug accounts—Peoples Drug Stores, operating outlets in D.C., Maryland, Virginia and Ohio—goes to newly formed William D. Murdock Adv. Agency to be established in Washington by Sept. 15 by former manager of WOIC (TV) Washington. It’s expected company, which here-to-fore has placed direct, will buy saturation five-minute newscasts on radio starting promptly in Washington market. TV later. Agency shortly will announce four other accounts.

PRACTICALLY all large radio-TV manufacturers have from government agencies so-called “phantom” orders for electronic gear and equipment. These are simply standby, awaiting clearance of appropriations and authorizations. Then contracts can be released by tele-gram rather than through tedious negotiation. Meanwhile manufacturers are continuing “business as usual” processing, except in cases where certain items, such as resistors and TV picture tubes, are in short supply.


BEST BET for 1959 NAB convention at this point in New York, which lost to Chicago for 1951 meeting to be held in April (see page 23).

SIGNS of concern noted among set makers over threat of FM operators and start campaign branding non-FM receivers obsolete. Board of Radio-Television Mfrs. Assn. to discuss subject at mid-September meeting.

LENNEN & MITCHELL, New York, planning heavy spot campaign for Leh & Fink’s Lysoyl disinfectant to start Sept. 18 using five to 10 spots weekly on each station.

WORST prophets of year are radio manufacturers, whose 6 million TV set forecast for 1950 is taking beating as production hits fantastic peaks. Last fortnight output is at rate of 9 million per year.

IN WORKS at NBC is ambitious hour-long five-a-week radio series tentatively set for 10-11 p.m. Thursdays through Mondays, to be sold to six sponsors, each getting one commercial per night. Different programs for each of five nights per week scheduled, with Arturo Toscanini and NBC Symphony probably occupying one night and musical, variety and dramatic shows others. Importance NBC attaches to project seen in fact Niles Trammell NBC board chairman, personally in charge of sales campaign.

CBS LEASES THEATRE

CBS has leased Manhattan Theatre, New York for five years as television studio. When altered for TV, theatre will seat 850, will be used principally for variety and musical shows.

NAMED BY TWO STATIONS

H-R REPRESENTATIVES INC. appointed national representative for WONS Hartford Conn., effective Sept. 1, and for WFBG Altoona, Pa., effective Sept. 9.

GREY ADV., New York, preparing fall radio campaign using women’s participation show for Admission shampoo.

BROADCASTING • Telecasting

Page 86 • August 28, 1950

JULY NETWORK SALES EXCEED 1949 LEVEL

GROSS time sales of four nationwide networks in July totaled $128,685,240, according to figures furnished BROADCASTING last week by Publishers Information Bureau. Sum is 1.8% ahead of gross combined network time sales of $128,870,545 for July, 1949, first time this month that any month has exceeded same month last year.

For seven-month period network gross this year totaled $109,293,958, down 3.2% from gross of $112,870,545 for same period last year.

Network-by-network radio tabulation shows:

<table>
<thead>
<tr>
<th>Network</th>
<th>July 1950</th>
<th>July 1949</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,075,155</td>
<td>$2,138,151</td>
<td>-2.9%</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,594,445</td>
<td>$2,679,960</td>
<td>-3.1%</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,099,545</td>
<td>$2,195,036</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Mutual</td>
<td>$1,051,250</td>
<td>$1,055,934</td>
<td>-0.4%</td>
</tr>
<tr>
<td>WNBC</td>
<td>$4,450,412</td>
<td>$4,376,474</td>
<td>1.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$12,207,440</td>
<td>$12,582,905</td>
<td>-2.9%</td>
</tr>
</tbody>
</table>

GROSS time sales of three television networks —ABC, CBS, NBC with DuMont figure not available—amounted to $4,450,412, according to PIB. Figure is well over twice sum billed by all four TV networks in July of last year.

Three-network total for first seven months of 1950 is $15,428,049, more than three times four-network total of $4,876,566 for July 1949.

Individual TV network figures:

<table>
<thead>
<tr>
<th>Network</th>
<th>July 1950</th>
<th>July 1949</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,075,155</td>
<td>$2,138,151</td>
<td>-2.9%</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,594,445</td>
<td>$2,679,960</td>
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</tbody>
</table>

WNBT SALES LINEUP

SEPARATION of radio and television staffs in NBC’s New York stations completed Friday with appointment of John H. Reiner, former program manager of WNBT (TV), as sales manager of WNBT and Ivan Reiner, former production supervisor, as program manager. Two salesmen, Francis F. Sanford and James C. Harris, were named to department.

PETIT HEADS COMMITTEE

L. E. PETIT, manager of advertising division of electronics department, General Electric Co., appointed chairman of Advertising Committee of Radio-Television Mfrs. Assn. He succeeds Stanley H. Hanson, Stromberg-Carlson Co., Rochester, who resigned. Mr. Petit has been vice chairman. During his chairmanship Mr. Hanson directed RTMA participation in Voice of Democracy contest in cooperation with NAB and U. S. Jr. Chamber of Commerce and before that headed RTMA “Radio-In Every-Room” campaign.

NBC PROGRAM PROMOTIONS

PROMOTIONS in NBC Program Dept. of Leslie Harris, Robert Wamboldt and Grant Timmer were announced by Charles C. Barry, vice president in charge of programming. Mr. Harris becomes eastern program manager; Mr. Wamboldt becomes eastern production manager and Mr. Timmer senior programmer of programming operations.

...at deadline

RADIO TUBE SALES SOAR; PARTS SHORTAGE DENIED

SALES of radio receiving tubes for new sets to manufacturers in first seven months of 1950 totaled 149,276,662 units, passing total of 147,298,456 for entire year 1949, according to Radio-Television Mfrs. Assn. Overall radio tube shipments in July totaled 19,108,781 units compared to 19,759,205 for 12 months of 1949. Tube shipments in July totaled 21,128,017 units of which 14,600,533 were sold to manufacturers for new sets.

RTMA President Robert C. Sprague said Friday there is no immediate threat of a serious shortage of replacement parts to service radio and TV receivers. He made statement after getting letter from tube manufacturer where shortage had been reported. He said some distributors are allocating tubes, resistors, antennas, TV tubes and condensers to prevent hoarding by small percentage of dealers and servicemen.

RTMA figures show that RTMA found 922,046-000 TV sets were shipped to dealers in first six months of 1950, including 38 states. RTMA production in same period totaled 3,114,000 sets, difference of 605,000 sets representing inventories and sets in transit.

WKUL TEST DROPPED

WKUL Cullman, Ala.’s test court of FCC hands-off policy toward possible competitive effects of granting “too many” stations in a community [BROADCASTING, April 10] was reported Friday to be in process of withdrawal at WKUL’s request. Station was seeking dismisal of its appeal which asked U.S. Court of Appeals for D.C. to set aside FCC grant for new Cullman AM outlet on grounds that Cullman can’t support both and that lowered program standards would result.

HOUSE ADOPTS FUND BILL

CONFEREES’ compromise on omnibus appropriation bill provided for FCC, State Dept., Voice of America and other government branches (see story page 36), adopted Friday by House of Representatives in Washington.

WPIX (TV) RAISES RATES

OVERALL increase in rates of 25% above present levels announced by WPIX (TV) New York Friday in new rate card No. 3 effective Sept. 1. In new card station’s Class A time, formerly 7-10 p.m. Sunday through Saturday, extended to include 10-10:30 p.m. period. Present sponsors as well as those renewing contracts before Sept. 1 will be given rate protection of 26 weeks.

KATZ AGENCY SELECTED

KATZ AGENCY Inc. appointed national representative by KMTV (TV) Omaha effective Sept. 1. KMTV is owned by May Broadcasting Co., owned by Fred and general manager and Howard O. Peterson commercial manager.
The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 146,000 telephone interviews in one week by Conlan—just off the press—shows The KMBC-KFRM Team even further ahead of its nearest competitor than a year ago!

It's one of the most comprehensive listener studies ever made, and one of the most revealing. It provides irrefutable proof of The Team's outstanding leadership... current proof... not moth ball evidence. Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
GOING 'ROUND IN CIRCLES?

If you're running your feet off trying to keep up with sales conditions in your major markets, cheer up. For Radio Sales has already done most of your legwork for you. Your Radio Sales Account Executive can tell you (and he'll be talking about things he's seen and learned from on-the-spot study) all you want to know about 13 of your most important markets. He can provide you, too, with a wealth of research on how to sell your customers effectively in each of these sales areas. What it amounts to is that you can be in 13 different places at the same time (profitably!) without ever leaving your office. Thanks to...

**Radio Sales** Radio and Television Stations Representative...CBS

Representing radio stations WCBS, WBBM, KNX, WCAM, WCCO, WEEI, KNX, ICBS, WBT, WHV, WTOP, KSL, WAPI and the Columbia Pacific Network; TV stations WCBS-TV, WCCO-TV, KTTV, WHV, KSL-TV, WPXM-TV, WTOP-TV