Big Fair Show Starts Today

(By Earle Reynolds)

The Jasper County Fair is on its way today. All the attractions have arrived. Acts, horses and peep shows of the carnival will be barking for business starting this afternoon and by night the whirl and glimmer will be casting its rays over the countryside for miles in competition with the airport beacon.

Yes, and this is going to be a week of great fun and education. The Clark Bears and Byrne the wire act arrived yesterday and this fills out the amusement show for the stage with the Flying Eldonies. The two Witches, Clark Bears, Wire Wizard and Jack Xylophone Band, and of course WLS will added to the program during the week end of the week.

I was talking to the High Mo- guls of the Fair and they are young dudes and are anxious to please, and I wouldn't be a bit surprised to see a changed fair grounds next season. First widen the fairgrounds. Have an 1/4 mile from entrance road and exit road from the grounds. This fair every year is strictly Jasper County and every one should pitch in and make it their fair.

It's become an expected "of course" that whenever there's a gathering of rural or small town folks in the Midwest, WLS will be there, too. During the summer and fall season, for example, WLS will be represented at some 350 festivals, local county or state fairs — events such as the Jasper County (Ind.) Fair described in the newspaper clipping reproduced here — appearing before some 460,000 friends. This includes "of course" again, the Illinois State Fair, where this year 12,000 paid to see the 5-hour WLS National Bar Dance presented as the opening feature. Wherever there's an opportunity to participate in Midwest activities, to get closer to its listeners in any way that will enlarge its service to them — and build a more responsive audience for its advertisers— "of course" WLS will be there!
It takes the proved selling power of WHAS...

...to reach the record buying power of Kentuckiana

KENTUCKIANA
1949 RETAIL SALES: $2,007,859,000
1949 FOOD SALES: 474,196,000

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS-TV
Louisville, Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WTRY
TROY, N. Y.
DELIVERS
More for Less
IN THE
ALBANY
TROY
SCHENECTADY
MARKET

MORE AUDIENCE

BMB Total Weekly Audience in the Tri City Counties of Albany, Schenectady, Rensselaer

WTRY (5 kw) .......... 110,690 radio families
Station A (10 kw) .... 79,510 radio families
Station B (5-1 kw) ... 79,430 radio families
Station C (50 kw) ... 116,390 radio families

WTRY delivers 39% more radio families than Station A or Station B; has approximately same audience as station C.

HIGHEST RATINGS

Hooper Ratings (Oct. 1949-Feb. 1950)

WTRY's ratings are higher than
Station A in 15 out of 20 half hours
Station B in 19 out of 20 half hours
Station C in 14 out of 20 half hours

LOWEST COST

Cost per M radio families per half hour based on

WTRY has a lower cost per M radio families than
Station A in 17 out of 20 half hours
Station B in 20 out of 20 half hours
Station C in 13 out of 20 half hours

WTRY
CBS in the Tri-Cities
5000 watts 980 kc

REPRESENTED BY HEADLEY-REED
AMERICAN Newspaper Publishers Assn., which went to Lorain (Ohio) Journal's defense against government's anti-trust suit, apparently undecided about its further participation since court has held newspaper guilty for refusing advertising offered by local merchants using WEOL Elyria-Lorain [BROADCASTING, Sept. 4]. Spokesmen say course they'll take won't be decided until they see terms of court's final judgment. Journal officials have said they'll appeal to Supreme Court.

TO COPE with heavy demand from candidates and party workers, Kenneth D. Fry, Democratic National Committee radio director, has proposed a new position in the form of "How to Use Radio and Television." Mr. Fry, ex-network executive, describes radio as "most powerful campaign weapon you've got which can reach, move and influence more people per dollar and per minute than any other single medium or method."

GENERAL MILLS, through Dancer-Fitzgerald-Sample, New York, planning one-minute spot announcement campaign in 10 markets starting Oct. 2. In addition firm will sponsor Hymns of America on 55 Keystone stations and Col Time on 40 ABC stations starting Sept. 18.

CONVINCED upward membership trend is solid, NAB about to release analysis of station lineup. New acquisitions, supplementing WFAN Dallas and KABC San Antonio, include TV outlets of WSM Nashville, WWAC Boston, KING Seattle, WOR New York.

AFTER 10 days of procedural ice-skating, NARBA negotiators (story page 41) may knock down these walls in order of business: Trying to work out agreement on North American AM allocations and standards. What starting point will be used apparently hasn't been decided. One obvious possibility is that it may be something akin to last offer which U.S. made to Cuba before Havana negotiations broke up last March.

RESIGNATION of Louis Johnson as Secretary of Defense and appointment of Gen. George C. Marshall as his successor will likely mean return to straight-line military information organization in military establishment in lieu of present civilian super-structure. It's presumed Maj. Gen. Floyd B. Parks, Army information director, will head up organization. There's speculation too about return to directorship of radio-television branch of Col. Edwin M. Kirby, who held that status during World War II and who recently has returned to active duty.

STREET & SMITH, publishers of Modernistic, Charm and Living magazines, through its agency, Peck Adv., New York, planning spot announcement campaign last 10 days of each month in early morning time in major markets.

FULTON LEWIS JR., veteran news commen-

(Continued on page 88)
$ wise...

dollar for dollar, KRLD, Dallas, today presents complete coverage of the largest territorial area, the richest dollar market, the greatest per-family penetration, with the highest rated (Hooper) listening audience, at the lowest cost per listener in southwest radio history...

...exclusive CBS station for the Dallas and Fort Worth area...

...saturates the great southwest market empire with 50,000 watts, day and night.

this is why

KRLD

is your best buy

The Times Herald Station
The Branham Co., Exclusive Representatives
To put your finger on the heart of this great northeastern market...

WGY's total weekly audience is over 2 1/2 times greater than that of the next best station in Daytime and at Night.

WGY's daily audience is 3 times greater than that of the next best station —191% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 428,160 Daytime; 451,230 Night.) (10-station weekly audience: 313,080 Daytime; 310,970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B's 5 counties, Sta. C's 3 counties, Sta. D's 3 counties.

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

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

Your best radio buy is WGY
HERE'S YOUR FARM-FRESH VEGETABLES, LADY!

Only hours from farm to you!

Only trucks—including trucks owned by farmers—work fast enough to get them through to you farm-fresh—at lower cost!

Yes, wherever you live, you live better, thanks to America’s hard-working trucks and trailers.

Because one-third of America’s 8,000,000 trucks are owned by farmers ... who could not get their goods to market and to you any other way.

That’s why you have fresh lettuce—fresh milk—fresh tomatoes—fresh everything from farms. In fact, everything you eat, buy, use or wear comes all or part of its way to you, cheaply and efficiently, in trucks ... all kinds of trucks.

Everytime a truck rolls the road, you, your family, your business, your community are directly benefited.

And as they roll, trucks pay their full share and more of all road building costs—including the parkways that America’s motorists use and enjoy.

It all adds up to this: Every time you see a truck, it’s on the way to fill the world’s most abundant “market basket” ... at lowest cost to you.

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

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.
Look for the sponsor—that's where
For a true, undistorted picture of Chicago radio, take a close look at the nation's biggest advertisers. They know which Chicago station has the biggest audiences. That's why 10 out of the "Top 10" leading national advertisers… 20 out of the "Top 25"… 38 out of the "Top 50"* used WBBM locally during the past year alone. And Chicago's local advertisers follow their lead. It's plain to see: where you find the advertisers—that's where the listeners are!

*Three of the "Top 25" are not accepted as radio advertisers.
LETTERS A MONTH ...on ONE program! *

And it's the FIRST month on the air for this program!

That's a lot of mail; a lot of bona-fide public acceptance, and a lot of cash register-ringing response for the smart people who buy spots on this program.

But this is only one small "for instance" in the long, 24-hour per day schedule of Station WDOM, the station that's operated by radio men with the "know-how" to give the listener what he wants.

Before you buy time on any station in Northern Ohio, look into Station WDOM, "The Station That's Tuned To You."

*This program is called "TUNE-O" and features valuable "give-away" prizes. It runs five days per week, Monday through Friday: 10:30 to 11:00 A.M. It is participating, with spots selling at $14.00 each.

LOW COST COVERAGE

serving Ohio's 1st market
24-hours a day
Cleveland
1260 kc. 5000 w.

Represented by Everett McKinney


C. M. MORLEY, EDWARD T. PARRACK and W. STANLEY REDPATH, senior account executives of Ketchum, MacLeod & Grove Inc., Pittsburgh, named vice presidents. They have been with agency since 1929, 1936 and 1944, respectively.

Mrs. E. J. KIDD, vice president Lewis & Gilman Inc., Phila., resigns.

WILLIAM A. BARTEL, account executive Ellington & Co., N. Y., named vice president of agency. Has been with firm since October 1940.

JOHN C. STROUSE, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhardt, N. Y., as account executive.


FRED GOLDEN and PHILLIP SOLOM, head of theatre department and account executive, respectively, named vice presidents Blaine-Thompson Agency, N. Y., in commemoration of its 50th year. Both

In July of 1946, Frederic B. MacLaughlin walked out on what he calls "the springboard of my desire" and established the MacLaughlin Advertising Agency. Today the Buffalo firm, a comparative newcomer to the field, services more than 300 accounts.

In that period, and during his earlier business life, Fred has rounded out a philosophy on radio which states, in part, that the medium has become "a matter of fact in our daily lives—just like the sun for that matter, but what would we do without either one."

Plans are now underway to enlarge the agency's radio department this fall and winter. Fred only recently completed contracts for programs on WUSJ Lockport, N. Y., WHLD Niagara Falls and WBTA Batavia—the latter outlet, his "alma mater." The Ferry Ice Cream Co. Inc. of Buffalo and Akron, N. Y., consistently uses radio through the agency and has started its second series of 100 five-minute programs on WBTA.

After spending his early years in and around Michigan, Fred put in three years—1915-17—in the U. S. Army and after that journeyed to Texas during the peak of the 

Burkburnett oil boom. He next went to Florida for a period and then to New York City, before locating in Batavia, his present home address.

In 1940-41 Fred was business and promotional manager of the Batavia Baseball Club, a member of the Pony League-Class D circuit. It was while serving in this capacity that he became interested in radio—particularly advertising—and joined the staff of WBTA.

With the advent of World War II, it became evident that with merchants' stocks being steadily depleted, the effort to obtain radio sales contracts was daily becoming greater. Fred had first hand knowledge of this and armed with the knowledge, used it to good stead in his next position, association with a group of sports-minded promoters.

Tiring of the considerable traveling involved in this work, Fred decided to go into the business he had desired—for a long time—advertising. He points to rugged days during the agency's early months. His daylight hours were used in calling on prospective clients and the "candlelight" hours at his home

(Continued on page 18)
have been with firm since 1929.

JAMES E. SCHWENCK and RICHARD PORTER named vice presidents Schwab & Beatty, N. Y. Both have been with agency since 1930.

WILLIAM C. MATTHEWS, Foote, Cone & Belding, N. Y., to Abbott Kimball Co., same city, as account executive.

PAUL K. BROWN, Young & Rubicam, N. Y., to Leonard E. Sturts Assoc. Inc., same city, as account executive.

STANLEY M. CARLSON, Foote, Cone & Belding, S. F., to California Dried Fruit Research Institute to direct field merchandising on forthcoming dried fruit sales promotion campaign.


JOSEPH G. STANDARD Jr., account executive with many Detroit agencies, to Kenyon & Eckhardt, Detroit, as general assistant to DON MILLER, vice president in charge of that office.

HARRY L. MERRICK, vice president Kai, Ehrlich & Merrick Adv., Washingon, presented scroll to Vice President Alben Barkley on behalf of Kiwanis Club, Owensboro, Ky.

DONALD MacRAE, manager Bombay office Grant Adv., to merchandising and promotion manager Doyne Adv., Nashville.

BROOKE CLYDE, editorial staff San Francisco News, to Paul & Paul, S. F., as partner.

JEROME F. SEEHOF, vice president and copy chief Dancer-Fitzgerald-Sample, N. Y., to Biow Co., N. Y., as copy supervisor.

RICHARD J. M. KING, sales staff CJOB Winnipeg, to radio department Stewart-Bowman-Macpherson, Winnipeg.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH Inc. announces plans to open S. F. office.

WASHINGDON SCREEN

Two GREAT afternoon shows on WMAL-TV beginning Oct. 16 ...

"Hollywood Matinee"

Monday thru Friday — 2 to 3 PM

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participation available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"

Ruth Crane

— a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry... demonstrations of latest techniques in homemaking, new devices, fashion, top personalities in current affairs. Advertisers' products to be completely demonstrated by one of TV's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday — 3 to 3:30 PM

Call ABC Spot Sales for availabilities

WMAL-WMAL-TV-WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

September 18, 1950 * Page 11
'Outstanding Job'
EDITOR, Broadcasting:
Congratulations to you and your fine organization for the outstanding job you are doing in keeping the advertisers, agencies and broadcasters informed as to the latest in broadcasting and television.
Rudi N. Neubauer
NBC Chicago

Corrects Date
EDITOR, Broadcasting:
In your excellent sketch of Sam Digges [On All Accounts, Broad-casting, Sept. 4, 1950] you state that "In April 1949... CBS Radio Sales set up a separate TV department in New York...
We've been in business longer than that. The department was established Aug. 2, 1948...
George R. Dunham Jr.
CBS Radio Sales
New York

Cites Public Benefit
EDITOR, Broadcasting:
. . . It has been stated that the FCC renders service for the benefit of special interests and not the general public.
Let us take a look at some of the other government agencies and see just how much the general public benefits and extent which special interests benefit. A large proportion of our tax dollar goes for river and harbor improvements, which in many cases benefit only a few commercial ship concerns or fisheries. Farm subsidies protect special interest groups and keeps prices high for taxpayers... Newspaper publishers can mail their newspapers post free in the county in which they are located.
. . . A good deal of taxpayer's money is being spent by the CAA for the service it renders to commercial airlines and private flyers... I wish some one would show me the government agency where the taxpayer is getting more for his money considering the very small part of the taxpayer's dollar going to the PCC and the hours of free radio entertainment he is receiving in return...
. . . It is my opinion that this pro-

Let WIBW MEND YOUR SALES FENCES

If your sales are slipping or competition's getting tough, you need the sales help that only WIBW can give you.

WIBW is the state's No. 1 farm salesman. It's the station most listened to by farm families—the folks who raised over a billion dollars worth of farm products last year** So if you want to strengthen your sales fences or build new ones—WIBW is the one medium with the "pull" to do the job best.

* Kansas Radio Audience '50

** Sales management '50

WIBW SERVING AND SELLING "THE MAGIC CIRCLE"

WIBW - TOPEKA, KANSAS - WIBW-FM

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

Homer M. Haines
Chief Engineer
WNAE Warren, Pa.

Hits 'Gypo Deals'
EDITOR, Broadcasting:
It is high time the broadcasting industry... put a stop to the ever-increasing GD's (gypo-deals) that are now trying to move into the legitimate advertising market.
I speak of a recent stinging I received from a manufacturer of a new "overnight" brand of home permanent...

This company signed for 104 announcements. The first 52 were on a commission basis of 15% of dealer orders in our primary area. The second block of 52, to begin Sept. 6, was on a published rate basis. However, on Sept. 5 we received a registered letter from this company expressing their "regrets" that it was necessary to cancel this order. We have not even received our payments of commission on the first 52.

Don't do as I did—learn the hard way... please... be warned...
I'll stick with my local business man and the agency whose cash is real—not imaginary.

Ted A. Smith
Station Manager
KWRC Pendleton, Ore.

It's No Joke
EDITOR, Broadcasting:
In your remarks about the shoeemaker sticking to his last [Afred Quiney, Sept. 11], you make what you probably consider a facetious suggestion about "announcers between standbys... wash windows, sweep floors, empty ashtrays, and incidentally, learn about nouns, verbs, tenses, syntax, etc."

You think maybe we don't sweep floors, etc.? You should see some of the stations where I've announced!

Robert M. Brown
601 Chapman St.
Madison, Wis.

Copywriters 'Important'
EDITOR, Broadcasting:
Congratulations upon the excellent articles you have published recently concerning the Schwerin report and similar studies. I have been waiting hopefully for some one to carry them to the obvious conclusion—emphasizing the impor-

(Continued on page 18)
brand-new survey, usual results—
Pittsburgh families
listen most to KDKA

1,600 families in Allegheny County (Pittsburgh and vicinity) were asked
by Guide-Post Research to name the radio stations they listened to most.
Nobody was surprised to find KDKA at the top of the list. morning,
noon, and night!

KDKA’s pre-eminence in Allegheny County is traditional, just as is Alle-
gheny County’s importance in your sales picture. Of 200 leading counties,
Allegheny rates 7th in total retail sales, 6th in food store sales, 8th in
drugstore sales.

Yet good old Allegheny County represents but a small fraction of the
KDKA market. which includes well over 90 BMB counties both night-
time and daytime. For details on availabilities and costs, check KDKA or
Free & Peters.

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<th>Station</th>
<th>Percent of Families Listening Regularly</th>
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<td>Some Time Each Day</td>
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<tr>
<td>KDKA</td>
<td>73.3% 45.7% 37.8%</td>
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<td>Station B</td>
<td>66.8</td>
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<td>Station C</td>
<td>65.1</td>
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<td>Station D</td>
<td>46.1</td>
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<td>Station E</td>
<td>36.1</td>
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October 29, 1950
Page 13
Setting New Records in New Orleans!

Spot and Segment Participation Available!

Top Twenty at 1280

with DON HOWELL

- It's the "hit parade" of New Orleans...two solid, afternoon hours of the most popular tunes in New Orleans (determined by actual local surveys). It's designed to knock housewives into the nearest easy-chair and hit husbands as they enter the front door...and it does both!

- Write, wire or phone your JOHN BLAIR Man!

MORTON SALT Co. (meat curing and trace mineralized salts), Chicago, to sponsor half-hour weekly variety show on 30 high-powered rural stations starting at end of October. Agency: Klaas-Van Pierssen-Dunlap Assoc., Milwaukee, developing show now.

ROBERT F. BEICH Co. (Whiz candy bar), Bloomington, Ill., to use AM and TV spots in 17 markets. Additional expansion planned if campaign successful. Agency: The Biddle Co., Bloomington.


ZENITH-GODLEY, N. Y. (distributor Cremolard 93 Score table butter, 3-minute eggs and other dairy products), named Needham & Grohmann Inc., N. Y. Use of spot radio-TV in Middle Atlantic markets probable.

PARK & TILFORD (Tintex), N. Y., to use spot announcement campaign starting Sept. 25 in few selected markets. Contracts for 7 to 10 weeks. Agency: Storm & Klein Inc., N. Y.

FELT & TARRANT Mfg. Co., Chicago (comptometer adding and calculating machines), names Fitzmorris & Miller, same city, to direct television advertising for Felt & Tarrant owned-and-operated comptometer schools. TV film spots will be used nationally in cities where schools are operated.

Network Accounts...

NORTHEASTERN BIBLE SCHOOLS, Minneapolis, will sponsor Dr. Billy Graham in half-hour religious program over ABC, Sun., 2:30 p.m., beginning Nov. 5. Agency: Walter F. Bennett & Co., Chicago.


KRAFT FOODS Co., Chicago (Parkway Margarine and other products), renews The Great Gildersleeve on NBC for 52 weeks through Aug. 29, 1961. Show, aired Wed., 9:30-10 p.m., CT, has been sponsored by Kraft since it took the air in 1941. Agency: Needham, Louis & Brobby, Chicago.

STANDARD OIL Co. of Calif., S. F., renews for 52 weeks Let George Do It, Mon., 8-8:30 p.m., PDST, on full Don Lee network of 48 stations and 10 MBS Intermountain Network stations. Agency: BBDO, S. F.


KROGER Co. (grocery and meat products), Cincinnati, sponsors Alan Young Show, CBS-TV, Thurs., 9-9:30 p.m. Agency: Ralph H. Jones Co., same city.

LUTHERAN LAYMEN'S LEAGUE renews for 52 weeks The Lutheran Hour, over ABC. Agency: Gotham Adv., N. Y.

Adpeople...

J. N. COOKE, divisional vice president Sterling Drug Inc., N. Y., to marketing coordinator and chairman of marketing committee.
In San Francisco

He always goes over

And when KCBS’ Carroll Hansen carries your product, you score too. Because the Pulse of San Francisco* shows that, month after month, Hansen is far and away the most listened-to sportscaster in the Bay Area. (And he’s equally popular with sponsors!)

No wonder he goes over big. He tops off 18 years’ experience as sportscaster-newsman with the cream of the Coast’s sports assignments: play-by-play of the leading football games...Rose Bowl color and commentary...the Citation vs. Noor Handicap and many others.

Huddle with Hansen and you’ll get the biggest rooting section in Northern California. Just call us or Radio Sales for information. (But hurry...he’s practically sold out!)

KCBS • now 5,000 watts—soon 50,000 watts
Columbia’s Key to the Golden Gate
Represented by Radio Sales

* January-June 1950: “Looking ‘Em Over,” Monday through Friday, 10:15 to 10:30 p.m.
feature of the week

Newly constructed WTAR radio-TV center.

A MODERN, million-dollar radio and television center now graces the city of Norfolk, Va. The building's formal dedication Sept. 20 will set a high mark in operations of WTAR-AM-FM-TV, licensed to WTAR Radio Corp., of which Campbell Arnoux is president and general manager.

Under construction for nearly two years, the structure, located at 720 Boush St., houses all radio and television facilities, including studios, transmitters and offices of the Virginian-Pilot Ledger-Diary Dispatch stations. A round-robin schedule of events will be held dedication week, which starts today (Monday).

First day of the week is set aside for dealers and distributors, employees of Norfolk Newspapers Inc. and chief engineers and radio program managers. Inspection of the building and cocktail parties will be held throughout the week. WTAR staff members will be special guests Tuesday.

Wednesday's gala ceremony to be attended by 170 notables will feature laying of the cornerstone.

strictly business

IT IS my opinion that successful campaigns rarely are the accomplishment of an individual. Such modesty is characteristic of R. Stewart Boyd, advertising manager, National Biscuit Co. Nevertheless, he is the man behind that very successful radio program Straight Arrow.

The program is aimed at the child audience, an audience capable of a terrific product loyalty if it is properly handled, according to Mr. Boyd. That Straight Arrow is hitting home is borne out by the fact that it is heard on some 300 stations over the MBS network. Sponsored nationally by the National Biscuit Co., the program began in February 1949.

Stew Boyd was born in New York City, May 17, 1908. He probably derives his canny business instincts from the strict upbringing of his Scotch family. He attended Morris-town School and later Wesleyan U. at Middletown, Conn. His first job was as a mill hand with the United Piece Dye Works, Lodi, N. J. He was promoted to a dye machine attendant, only after attentive listening to many solos, at the home of his boss.

In 1935 he joined the ranks of General Foods in Cleveland, Ohio, as a salesman, and later transferred to Mansfield, Ohio, as district representative. Mr. Boyd stayed with the company until 1942. At that time he was in Syracuse, N. Y. He left General Foods to go to WSYR Syracuse as promotion manager. 1944 saw him back in New York City as merchandising executive for Young & Rubicam. His stint with Y&R was followed by two years, '46 and '47, at Lennen & Mitchell, New York, as account executive.

Mr. Boyd considers his present position a piece of "good fortune." He joined National Biscuit Co. in June 1947 as assistant advertising manager.

The Boyds—he is married to the (Continued on page 88)
RESPONSE-ABLE! A WGAR-produced live polka program, “Polka Champs”, brought an avalanche of 27,548 pieces of mail in a two-week period! That’s proof of WGAR’s popularity and pulling power! And 70% of these were official ballots picked up at dealers’! That’s WGAR selling power!

EXCHANGING IDEAS with dealers. Through direct mail and personal calls on outlets, WGAR advises dealers of advertising campaigns on station, and recommends tie-ins, displays and selling methods to get greatest value from air schedule. And sales ring true with such follow through!

in Northern Ohio...

WGAR

the SPOT for SPOT RADIO

Write for our “Six Billion Dollar Picture”.

A WGAR SPONSOR. The famous brother team of the Clark Restaurant Company, Mr. A. Y. Clark (left) and Mr. R. D. Clark (right) with Glenn Gilbert (AE) of WGAR. Since 1896, their 15 restaurants in Cleveland, Akron and Erie, have grown so popular that they now serve ten million guests a year! Convinced that “today’s children are tomorrow’s customers”, they have sponsored WGAR-produced “Fairytale Theatre” for over two years.

NOW AVAILABLE...a dinner hour sports round-up in a sports-minded town. Paul Wilcox, WGAR sportscaster, brings to Cleveland and Northern Ohio listeners the scores and sports returns of the day at 6:15 PM. If you want to score saleswise, ask for more information about Paul Wilcox and WGAR.

RADIO...AMERICA’S GREATEST ADVERTISING MEDIUM

WGAR...Cleveland...50,000 watts...CBS

Represented Nationally by Edward Petry & Company
WOR News Survey

ACCORDING to a Pulse survey made for WOR New York, at least 95% of New York men and women tune their dials to one news broadcast a day, with 81% hearing two or more. Fifty-five per cent listen to three or more newscasts and 34% to four or more. Study also shows that New Yorkers are listening to more news programs now than two years ago, since percentage of those hearing four or more news programs jumped from 29.1% in 1948 (similar study) to 34.0% in 1950.

Open Mike

(Continued from page 18)

tance of the copywriter. But so far the wait has been in vain. The specific points I . . . put forth are:

(1) The necessity for a greater realization of the importance of the copywriter.

(2) The immediate and long-range corrective measures which can be taken to improve quality of writing and writers.

During the time I have spent in radio administration, I have processed hundreds of applicants, most of whom claimed to be copywriters. The general lack of qualifications in this field has been mirrored by the inadequate training offered by some of the leading radio schools which have advised me of their study courses.

William A. Vaughn
Program Director
WDYK Cumberland, Md.

* * *

Hits Phone Surveys

EDITOR, BROADCASTING: . . . Here at WHYY we have a large and loyal listening audience. . . . Only a small percentage of homes in this city have telephones. Only a small percentage of those who do have telephones are polled in telephone surveys.

Yet our competitors . . . utilize the results of such highly inaccurate surveys to misrepresent our product customers. . . . I believe we have legal recourse against such misrepresentation when it is so violently endangering our existence here at WHYY.

. . . I propose to proceed against the promulgators of such surveys and against those who utilize them to misinform the American businessman in the following ways:

By obtaining injunctions in the local courts against dissemination of such tactful or open misrepresentation;

To ask the Federal Trade Commission whether this is in violation;

To ask the FCC whether it is in accordance with the spirit of the regulations;

To determine whether the Dept. of Justice finds such practices

within their jurisdiction.

. . . I do . . . believe any such type survey made in accordance with usual past practices, to be mathematically invalid, basically inconclusive, and innately erroneous. I therefore wish the practice of using the results of such surveys to mislead the non-radio businessman and potential advertiser discontinued. . . .

I do not, repeat not, use the telephone survey results in selling radio time.

Frederic F. Clair
Station Manager
WHYY Newport News, Va.

* * *

Pamela’s Mike fright

EDITOR, BROADCASTING: . . . We think it’s a cute picture. Hope you agree.

The tearful young lady is four-year-old Pamela Rae Meyern of McKeesport, Pa. Pamela was born at 8:10 a.m. on Aug. 1, 1946—the same day WEDO began broadcasting on 810 kc. In observance of their common birthdays, Pamela visited the WEDO studios on Aug. 1 (this year) for an interview . . . but alas and alack, she suffered a common affliction, “mike fright,” and instead of words, nothing came out but tears. Pamela got her birthday gift from WEDO anyhow . . . then went home where a birthday party awaited her.

Robert E. Badger
Station Manager
WEDO McKeesport, Pa.

On All Accounts

(Continued from page 10)

preparing radio programs to be submitted to the prospective clientele gradually being developed. Even nowadays, due to a lack of trained personnel, Fred MacLaughlin finds it necessary to handle all contacts with advertisers.

Although business takes the lion’s share of his time, Fred does have occasional opportunities to see a baseball or hockey game. As a hobby, he studies bird life.

He belongs to Innailla Shrine, A. A. O. N. M. S. of Buffalo, and in Batavia, 40 miles away, where he and Mrs. MacLaughlin reside, he is a member of Rotary and the American Legion.
Keeping America Strong is Everybody’s Job

With men dying in battle, it’s time to get tough with ourselves!
We must pay for the defense of freedom... and we must stay strong at home as well.

This two-front job makes it more important now than ever to protect the dollar’s buying power... to fight the forces of inflation, the enemy’s Sixth Column... to make sure our soldiers get everything they need.

To do it calls for tough minds, tough decisions, and tight belts

1. We’re up against the fact that piling arms production on top of civilian production calls for billions of added dollars. For this we need a sound economy, and we can’t have a sound economy without a strong dollar.

2. We must decide to do away with things that are luxuries in the light of today’s needs—The luxury of taking it easy... of spending freely... of letting Government do for us what we can do for ourselves or do without... of living with the Government Budget far out of balance.

3. Beyond this, we must recognize that saving is more important than ever. Greater saving is vital in many ways: It makes funds available for new tools and factories... for the increased production America must have. It takes “extra money” out of circulation, keeps inflation from weakening the nation’s buying power, protects the value of your present personal savings.

Let’s always remember: There are two essentials to winning a war. One is 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
486 Madison Avenue, New York 22, N. Y.
Do you have tougher competition and harder going in some markets than in others? Of course you do—and of course Spot Radio can be your answer.

If you're eager to increase your volume in any of the markets at the right, let us see what sales tonic we can compound for you. You might just possibly be amazed!

**Free & Peters, Inc.**

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK       CHICAGO
ATLANTA        FT. WORTH
DETROIT        HOLLYWOOD
SAN FRANCISCO
### EAST; SOUTHEAST

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<th>Station</th>
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<td>WGR</td>
<td>Buffalo</td>
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<tr>
<td>KTXA</td>
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### MOUNTAIN AND WEST

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<td>ABC</td>
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<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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WITH AGAIN 1ST IN RADIO AUDIENCE*

RATES FOR 125 WORD SPOT ANNOUNCEMENT, CLASS A, ONE TIME:

WITH [23.8] $16

STATION A 23.6 (NETWORK) $55

STATION B 21.4 (NETWORK) $50

STATION C 15.5 (NETWORK) $70

STATION D 9.6 (NETWORK) $30

COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS
TOBACCO sponsors, historically among top buyers of radio time, are buying heavily as the autumn season gets under way and reaffirming their belief that the broadcast medium is unparalleled as a sales stimulant.

Roundup of leading tobacco companies last week by Broadcasting indicated that fall placements will again set a record high level.

Dramatic expression of broadcast enthusiasm came from William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Co., who said radio "was still the best buy in the advertising media field."

Mr. Cutchins said his company is spending "every dollar—with one or two minor exceptions—of our 1950 advertising budget for Raleigh cigarettes" in AM radio.

His thumping praise for radio was delivered to NBC affiliates in a closed circuit broadcast during which promotion and publicity plans for Raleigh's programs were discussed.

"You know there is a great deal of talk nowadays about TV pushing AM radio right off the front porch," Mr. Cutchins said, "Well, I want each and every one of you to know that we at Brown & Williamson do not subscribe to that theory.

"AM Still Best!"

"We have the greatest admiration for TV and consider it a strong and important new medium, but it doesn't take a Professor Einstein or a comptometer operator to figure out that AM radio is still the best buy in the advertising media field.

"In my part of the country, when a guy goes off the deep end with a statement such as that I have just made, somebody usually jumps up and says, 'put your money where your mouth is.' Friends, that is just what we at Brown & Williamson are doing. Every dollar—with one or two minor exceptions—of our 1950-51 advertising budget for Raleigh cigarettes is going to be spent with you, in AM radio."

The company, for its Raleigh cigarettes, will sponsor People Are Funny, Tuesday, 10:30-11 p.m., on NBC starting Sept. 19 and the same show in a second broadcast, Saturday, 7:30-8 p.m., starting Sept. 23 on 72 eastern NBC stations.

With the six other top selling cigarette brands in the country at least four are retaining their present network schedules and five of the six are spending more this year in spot radio.

Broadcasting estimates of gross expenditures for network advertising for smoking materials in 1949 totalled $23,667,403 (Broadcasting, April 17) as compared with $20,203,300 in 1948 and $11,668,090 in 1939. Net expenditures for spot advertising in 1949 were estimated on the same date at $35,000,000 as compared with $3,392,000 in 1948.

Of the two firms which have dropped one or two of their network shows, one has diverted the money into spot radio and the other into television.

R. J. Reynolds (Camel cigarettes and Prince Albert tobacco) is continuing to sponsor the Vaughn Meader Show, Saturday, 7:30-8 p.m. on CBS, and Bob Hawk, Monday, 10:30-11 p.m. on CBS. Effective Oct. 6 the company will add The Fat Man to its list of network shows, Friday, 9-10 p.m. on ABC.

In addition, Camels will sponsor the CBS Football Round Up, Saturday, 2:30-5:30 p.m. The company will also continue sponsorship of Grand Ole Opry on NBC, Saturday nights, for its Prince Albert tobacco cage game.

Although the firm did drop two network shows, The Jimmy Durante Show and Screen Guild Players, it compensated for the loss of one of those programs with the purchase of The Fat Man, while the money for the other, it is understood, was put into TV.

Big Ten Games

Camel's local program schedule includes the Big Ten football games on WEWB Chicago Saturday afternoons, the U. of Wisconsin games on the Wisconsin Network Saturday afternoons and Strictly Sports With Bob Steele on WITI Milwaukee.

For the last three years Camel's coast-to-coast spot announcement campaign in radio has remained approximately the same, but this fall's schedule has been increased. Currently the list is said to include 300 stations with frequency of announcements increased.

In 1949 R. J. Reynolds spent a gross of $3,777,544 for network

(Continued on page 40)

July 23

Mr. Cutchins

ANTI-RED PROTESTS

POSSIBLE formation of a radio-television committee representing principal elements of the industry to discuss ways of equitably handling anti-communist protests against performers on the air was seen last week.

The organization of such a group appeared to be the probable outcome of a resolution adopted by the American Federation of Radio Artists' national board in the East, and referred to its board in Chicago and Los Angeles for their approval.

The resolution, after acknowledging that the "summary dismissal of Miss Jean Muir from The Aldrich Family television show may not be within AFRA's province ... because it happened in television, stated that "it has been shown or threatened that such dismissals without trial or redress are imminent in the radio field." And it was "therefore necessary that AFRA make its official position known, and take such steps as are necessary to implement its official position with regard to the entire broadcasting industry."

Citing "AFRA's avowed opposition to communism" as "repeatedly stated," and to "Communist methods and tactics no matter who uses them," the resolution said that if American citizens are permitted "to be condemned without being given the opportunity to defend themselves, we are throwing due process of law to the winds and following the Stalinist pattern."

Industry Meet Urged

"Whereas we deplore the action of irresponsible groups and individuals who utilize the threat of boycott to deprive our members of their right to earn a living, and believe that the radio industry, including AFRA as an integral part of the industry, must not abdicate its own responsibilities to outside groups, therefore be it resolved that AFRA invites representatives of the four major networks, sponsors and advertising agencies to meet with the AFRA national board to explore methods of working out within the industry an intelligent solution to the problem proposed by the Muir case and similar incidents, which will be consistent with traditional American practices," the resolution said.

A second resolution also was adopted: "Whereas many members feel there has been widespread laxity in the past, therefore be it resolved that a committee be appointed that shall endeavor to establish the establishment of directors, that we may be thoroughly informed on the problem of blacklisting to be brought before this industry meeting."

Reaction to AFRA's proposal was not immediately evident in the industry, although a General Foods spokesman indicated his company's willingness to cooperate. NBC's Ernest de la Ossa said the network would "consider it seriously," if and when such an invitation were received. The other major networks refused comment at least.

(Continued on page 58)
PALL BYS RADIO

HAYMES SHOW

World Reports New Sales

ADVERTISING LEADERS discussed media role in the defense program at Tuesday meeting of Secretary of Commerce's Advertising Advisory Committee (story on opposite page). Front row (l to r): Paul B. West, Assn. of National Advertisers; Philip J. Everest, National Assn. of Transportation Ad.; Howard Morgens, Procter & Gamble Co.; Secretary of Commerce Charles Sawyer; Stuart Peabody, Border Co., committee chairman; Frank Stanton, CBS; Philip L. Graham, Washington Post (WTOP); Fair-fox M. Cone, Foote, Cone & Belding. Back row: Charles Jackson, White House; Kerwin H. Fulton, Outdoor Adv.; Frederic R. Gamble, AAMA; George Van der Hoef, office of Secretary of Commerce; Robert S. Pears, General Electric Co.; Nelson Bond, McGraw-Hill; A. E. Winger, Cromwell-Collier Pub. Co.; Clarence B. Goshorn, Benton & Bowles; W. Howard Chase, special advisor to Secretary of Commerce. Ralph W. Hardy, NAB, broadcasting representative, was absent, attending NAB Dist. 14 meeting.

CUSHING NAMED

Heads WJR Public Affairs

ASSIGNMENT of Vice President George Cushing to greater responsibilities at WJR Detroit—namely, extension of the outlet's public affairs activities—has been announced by John F. Pott, president of the three Goodwill Stations, WJR, WGA & Cleveland, KMPC Los Angeles.

Mr. Cushing, who has been a news editor, will continue to supervise the news department and, in addition, will be in charge of public affairs and advertising. He will continue as moderator of the Sunday In Our Opinion half-hour when the program returns to the air in October.

Associated with WJR for nine years, Mr. Cushing is a former Detroit newspaperman. He later served as an editor of The Detroit Hearld of the Detroit Chamber of Commerce. He was advertising manager of the Hudson Motor Car Co. and later was with Graham-Paige in a similar capacity. Mr. Cushing was a partner in the advertising agency that handled Ford's Model-T campaign. Before joining WJR he was for two years chief of information of the National Highway Users Conference in Washington.

FAX BLADE Co., New York, has canceled "almost 50% of its newspaper schedule in approximately 70% of cities which carried the campaign" in order to sponsor a network radio show, Murray G. Kushel, advertising and sales promotion manager of the company, told BROADCASTING.

The firm launched sponsorship of its first network radio show Red and Gun Club of the Air, Sept. 7 on MBS Thursday 8:30-8:55 p.m.

"We canceled the balance of the year's contract in the newspaper schedule and replaced coverage in those cities with our radio program. Instead of getting six newspaper ads we are getting 13 half-hour programs—else other words we are getting 13 times instead of six times more appeal to the consumer public on a much more intensified basis," Mr. Kushel said.

"By using radio we have a test in our mail pull. So far the volume of the mail has been steadily increasing and building an audience. We answer all our mail personally and as a matter of fact are in the process of offering premiums to those who write in via the radio program. We are offering such premiums as hunting knives, jack-knives and steak sets made by our own cutlery plant to our listeners," he explained.

"We are sponsoring the program on 134 stations and in markets where there is no television competition," he said.

Pal Blade did sponsor a five minute show for 26 weeks on ABC-TV last year.

The Mutual program has been requested by the Armed Forces for rebroadcast.

"On the whole," Mr. Kushel revealed, "we are very pleased with our radio campaign."

Al Paul Lefton, New York, is the agency handling the account.

ANA AGENDA

Chicago Schedule Set

FINAL PLANS for the Assn. of National Advertisers 41st meeting on Sept. 25-27 at the Drake Hotel, Chicago, were formulated last week, with four radio and TV discussions on the format.

The Radio and TV Steering Committee of the association will kick off Monday morning with Wayne Coy, FPC chairman, as featured speaker at a meeting open to all ANA members. He is followed by John T. Cunningham, executive vice president, Cunningham & Walsh, New York, reporting on the overall effects of TV on media and the growth of television internally.

Monday afternoon the highly controversial report of the Radio and TV Steering Committee regarding radio rate reduction in TV areas will be spotlighted in an informal, round-table discussion headed by William B. Smith, advertising director of Thomas J. Lipton Inc., and chairman of the committee [Broadcasting, Sept. 11].

F. B. Manchee, executive vice president of marketing and merchandising, BBDO, following this, will present a speech concerning radio research and its findings.

over KEYS Corpus Christi, Tex.; participating sponsors over WQAM Miami, Fla.; Central Dry Cleaners over W5FC Sonesta, Ky.; Campbell Motor Co. over WFM Maysville, Ky.; Montecito Merchants over KDB Santa Barbara, Calif.; Florida Flexicore Corp. over WTSF St. Petersburg, Fla.; Robinson & Smith Laundry over WCSS Amsterdam, N. Y.; Pearson & Crofts, building supplies, over KEVP Richfield, Utah; Antweil's Men's Shop over KTFS Texarkana, Tex.

"Do you think we could interest Procter & Gamble in him if we called him 'The Crisco Kid'?"

BROADCASTING • Telecasting
MAP ALL-OUT DEFENSE

KEY ROLE for advertising in rallying the nation behind the government's all-out defense drive was charted in a preliminary form last week as Washington started to assume a wartime aspect.

Important part in the campaign to arouse support for the emergency effort will be taken by broadcasting, aural and visual, judging by plans in the drafting stage.

Formation of the new National Production Authority and imminent creation of an Economic Stabilization Agency spurred efforts to acquaint the public with the government's effort to use scarce materials efficiently and to prevent inflation.

Advertisers will hear the emergency story straight from the Administration's key production officials during the 25-27 convention of the Assn. of National Advertisers when Secretary of Commerce Charles Sawyer addressed the meeting.

Secretary Sawyer met with ANA and the American Assn. of Advertising Agencies at their joint session last spring. At Chicago he will tell ANA what he expects from those who use advertising media to contact the public. As Secretary of Commerce he heads the whole priorities setup. Operating head of NPA under Sawyer is William H. Harrison, NPA administrator on leave as president of International Telephone & Telegraph Co. Mr. Harrison assumed office last week.

Howard Chase, on leave as public relations director of General Foods, is Mr. Harrison's chief aide. He bears the title of special counsel to Secretary Sawyer.

Key Officials

Messrs. Harrison and Chase are slated to be key officials in the allocation and priorities agency. They will direct the flow of materials to industry, committees of basic supplies and perform a function similar to that of War Production Board during World War II.

As conceived, the emergency setup in Washington will also have a price-rationing operation in the Economic Stabilization Agency. This is still in the early planning stage, but current plans indicate it may not be operating before the end of the year.

Last Tuesday Messrs. Harrison and Chase met with the Advertising Advisory Committee headed by Stuart Peabody, Borden Co. (see photo on opposite page). The committee sits in an advisory capacity with Secretary Sawyer.

The advertising and other media will take in the emergency effort was discussed Thursday at a meeting of the Advertising Council in New York. The council sponsors governmental causes to media in an orderly manner, with emphasis on more pressing projects.

Paralleling the Advertising Council campaigns, in which broadcasters have participated for nearly a decade, will be a new defense program soon to be completed by NAB in consultation with the association's board. NAB is expected to issue the first of a series of defense bulletins Sept. 25. These bulletins will be predicated on how to bring the government's message to 150 million Americans.

May Be Sponsored

As was the case during World War II and since the war, the defense messages will be suitable for insertion in sponsored programs. In addition, NAB's bulletin will contain suggested station breaks and longer announcements. These, too, will be suitable for sponsorship.

These broadcasters will be able to do a double defense job as they cooperate in the Advertising Council's program and utilize the material to be supplied by NAB.

Jack Hardesty, NAB's constant duty bulletin writer, conferred last week in New York with Advertising Council officials. It is understood NAB's bulletin will be confined to defense messages whereas the council covers a wide range of topics, including non-defense causes in which the government is interested.

The impact of NPA on the broadcasting and electronic industries was uncertain at the weekend, NPA being in an early formative stage. Mr. Chase told broadcasting it is too early to speculate on NPA's specific involvement in TV advertising. "To the degree broadcasting is of a military nature, its basic materials will receive NPA priority," he said.

He indicated the Civilian Requirements Section will be set up within NPA. Its functions will include broadcast and electronic matters.

NPA will have an Advisory Committee on Priorities Administration. This will include representatives of government agencies. Although the official order setting up the committee doesn't mention FCC, its terms are broad enough to include FCC participation in policy deliberations when broadcasting or communications industries are involved. In addition, the committee is expected to call in industry groups to advise on material requirements.

Control Supplies

In the allocation of supplies to various industries NPA will have an End Products Division which will control supplies of finished goods on the basis of critical needs. NPA named a general counsel Thursday, Manly Fleischmann, Buffalo attorney. Mr. Fleischmann was assistant general counsel of WBP in World War II.

Secretary Sawyer and Director

Harrison conferred Thursday with President Truman. They promised the President NPA would be run "a workmanlike manner."

When NPA gets rolling in a few more weeks it is expected to have more than 1,000 employees.

BROWN ADDS POST

Heads B-M Products Div.

ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, has been named president of the Bristol-Myers Products Division as well.

Mr. Brown, who joined Bristol-Myers in 1936 as advertising manager and was subsequently advertising director, was a past chairman of the board of the Assn. of National Advertisers.

AGENCY MERGER

Hickerson Heads New Firm

J. M. HICKEBESON Inc., New York advertising agency, has merged with Albert Frank-Guenther Law Inc., effective Oct. 1. Name of the corporation will be that of the latter agency, with Mr. Hickerson elected president and director of the consolidated firm.

Emmett Corrigan, chairman of the board, also announced the election of Frank J. Reynolds, president of the firm since 1938, as vice chairman of the board of directors.

Robert E. Potter Sr. has been named vice president in charge of consumer advertising in the Chicago office.

NAB NAMES DRAKE

Heads Stations Relations

NAB's drive to bring a substantial majority of broadcast stations into its ranks will be handled by an experienced broadcaster, Melvin E. Drake, former vice president and station manager of WDGY Minneapolis.

Mr. Drake joins the association in a few days as director of the new Station Relations Division which was appointed last week by William B. Ryan, NAB general manager, after Mr. Ryan had screened a long list of candidates from all parts of the country.

The station relations post became vacant in mid-summer upon the death of B. Walter Huffington, stricken by a heart attack on the fourth day of a southeastern membership tour. Mr. Huffington died July 13 shortly after driving out of Winston-Salem, N. C.

Membership Drive

Mr. Drake will devote full attention to membership solicitation and field contact with NAB members, supplementing similar activity by Mr. Ryan. He reports directly to Mr. Ryan, who said under direction of the new director to take the road after spending a month in NAB's Washington office.

Since resigning from WDGY recently, Mr. Drake had been in Albuquerque, N. M. He plans to move his family to Washington shortly. He was current to date April 1946, the station having expanded from 5 kw daytime

Mr. DRAKE * * * to 50 kw fulltime during his serv-

ice.

Entering radio at KGGF Coffey-
ville, Kan., in 1933, Mr. Drake

joined KTUL Tulsa as an account executive in 1938. He resigned in 1940 to become manager of KGFF and in 1944 joined KFOR Lincoln, Neb., as station manager.

He is familiar with NAB headquarters operation having served as a member of the Unaffiliated Stations Committee. He is a past president of the Minnesota Broadcasters Assn., member of Minneapolis Rotary Club and serves as vice chairman of the board of directors.

A graduate of Northwestern and Stanford universities, he married the former Geraldine Costello of Manhattan, Kan. They have two children—David, 10, and Douglas, 7.

A 'Definite Challenge'

"This is more than an opportunity—It is a definite challenge to contribute to better broadcasting through development of an even stronger association," Mr. Drake told the newsmen announcing. "My professional years in radio have been spent with stations that have been association members. I know what the association means to members. I look forward to the assignment with genuine enthusiasm."

September 18, 1950 • Page 25
Dept. Store Radio

Zooms Up

A copyrighted survey by Cramer-Krasselt Co., Minneapolis, based on 38 reports covering 27.7% of all department stores using TV during July 1959.

TREND toward increased use of radio advertising by department stores has developed since last spring, reversing a downward movement, J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee, told the District 7 convention, Advertising Federation of America, meeting in Mobile, Ala., Friday.

Based on a study of radio and television advertising by large department stores, Mr. Stolzoff found that retailer interest in both aural and visual radio is on the way upward; that a heavy share of TV money is "fresh money," and radio is less affected by TV than newspapers.

Mr. Stolzoff had told the national AFA convention in Detroit last May that while radio has become a powerful advertising medium, its biggest achievements lie in the future [BROADCASTING, June 5]. At that time he had based his predictions of radio growth, especially in the local field, on an extensive survey of advertisers, agency and broadcast executives.

Seventy Many Stores

Cramer-Krasselt serves as advertising counsel for a large number of department stores. Mr. Stolzoff’s new figures are based on replies from 38 department stores all over the U. S., he told the Mobile convention, adding they represent over 50% of the department stores that had regular TV schedules during July and have TV budgets of almost $3 million per year.

Radio’s continued growth as a medium alongside TV’s upward surge was illustrated by Mr. Stolzoff through an observation by the sales promotion director of a $60 million-a-year department store.

He quoted this executive as saying: “You know television is the most exciting new thing in retailing. The more I listen to what results other stores are getting, the more I check on the pull we’re getting from our television programs—well, the more obvious it is that this beast television has some powerhouse possibilities.

“But there’s one thing I can’t figure out. Over 50% of the families in our city have TV sets. Listenership is continually increasing. In spite of that our two daytime radio shows are doing a better selling job than ever. If television is supposed to be replacing radio, you’d think it would be showing up in my results.”

Misconceptions Explained

Mr. Stolzoff said the “many obvious minor similarities” between radio and television breed such misconceptions as, “if a family watches television for three hours, then radio listenership is decreased by three hours”; “the money going into television is coming from radio.”

He declared department stores are fast becoming the largest classification of television advertisers, either local or national. He recalled that he had told the National Newspaper Promotion Assn. last May that station managers and owners had predicted increased billings for the radio medium, and department store executives had shown deep interest in television [BROADCASTING, May 15].

Trend Has Reversed

This second department store survey, he said, showed (Chart at left, below) that last May “there was a definite trend towards reduced radio activities on the part of department stores. That trend has been checked and is reversing itself. Only 13 out of 38 stores planned on increasing or maintaining their radio budget during 1951. Today 37 out of 57 will maintain or increase their schedules. Eight are planning on definite increases.”

To show that television’s money, generally speaking, is not coming from present media, Mr. Stolzoff submitted an analysis of the sources of department store TV budgets (Chart, middle, below). The video budgets are essentially “fresh money,” Mr. Stolzoff said. “Department store management is
appropriating new funds for television. It brings to mind a fact about advertising budgets that we sometimes forget. The money for any campaign should come from past profits or from anticipated profits.

"A worthwhile campaign should pay for itself. Good advertising makes profits. It doesn't spend them. If television is a good advertising buy for a department store, the profits it creates from the merchandise it sells will provide the money for continuing on TV. Television advertising doesn't have to cause a reduction in any other type of advertising expenditure. There is some duplication in this chart because some stores listed more than one major source of TV funds.

"Bearing in mind that the September sample is 80% larger than the one last May: Of the 67 mentions, 42 said 'separate appropriations.' Vendors jumped from 2 to 11, pointing up the increasing number of manufacturers who will cooperate on television. One of our clients has as many as 90 companies cooperating simultaneously. Withdrawal of funds from newspapers went from 5 to 7; radio increased only from 6 to 7."

Future Funds Checked

Looking into the future, Mr. Stolzoff's questionnaire asked: "Where will the bulk of (1951) funds come from as television use increases (See Chart, opposite page)?"

Of 58 stores responding, 49 said the money will come from increased budgets. "The number who will decrease newspaper rose in proportion to the sample," Mr. Stolzoff said. "Radio went only from 11 to 12 and direct mail is not enough of a budgetary factor for most stores to be really affected. At the risk of being repetitious, television funds are 'fresh money.' They are not being siphoned off from other media."

Looking forward to the day when TV circulation reaches 80%, he found that 13% of total publicity money will be devoted to TV advertising by department store (Chart at lower right above). This 80% figure was used because department stores generally agree that in over 95% of the major markets a maximum of two newspapers will give a store 80% circulation in the market. Citing this 13% of total for TV, Mr. Stolzoff explained, "If you take away the personnel and administrative and other non-space charges that enter, into the average department store budget, that means 20 cents out of every $1 of store space-advertising costs will go into TV. One large store estimated that 40% of its budget might go into television, and the sales promotion manager added the comment: It's the damned sales puller I ever saw... wait till we get circulation." As to the 1951 TV budget, 51 out of 58 stores are increasing their video funds in 1951, ranging from a 3% increase to a store that will go from $8,000 to $65,000 (Chart at last left, above).

Newspapers, which Mr. Stolzoff said "are the clearly dominant advertising medium for department stores," also will experience higher budgets (Chart at lower right above).

In five months the percentage of total publicity budget of the stores surveyed has jumped from 7.3% to 8.8%, or from an average of $43,900 to $48,500 a year (Chart below). Four stores are spending over $100,000 a year in TV, Mr. Stolzoff said, and one large store has earmarked 22% of its budget for TV. Collectively the stores surveyed are using television at the rate of almost $3 million per year.

Results Discussed

How about results? Here Mr. Stolzoff asked what he called a "completely unscientific" question in an attempt to measure results (Chart at upper right, above). A tremendous increase was noted in stores answering "successful." Only three said "mediocre" and none answered "unsuccessful" or "failure."

Programming Conclusions

Mr. Stolzoff drew these general conclusions about programming:

- The schedules of department stores run the gamut. They vary from football games in Seattle to eight-second station identification cards in Philadelphia; from a 6:45 p.m. shopper-type show in St. Paul-Minneapolis to film commercials in Atlanta, and seven full hour programs a week in Washington, D.C.

We believe that generally speaking, a department store should run programs rather than announcements. Prestige, developing a television personality, and actual sales results are our reason.

We believe that generally speaking, the best type of program is a shopper show where the main portion of the program uses a theme, interesting personalities and other devices to literally bring the products of a store right into the home.

We believe that generally speaking, the best time for a department store program is the afternoon.

And lastly, we believe that the most fatal mistake any local advertiser, department store or not, can make is to attempt to produce a network type of program on a local type of budget. So I guess I've spelled out what we believe is the most effective type of department store television—simply a daytime shopper show.

Does it work? Here are a few results we've seen on one show, Schuster's Peninte Viewpoint which is a half-hour shopper program, four times a week on WTMJ-TV Milwaukee, sponsored by Wisconsin's largest department store. They have successfully sold from a simple demonstration such items as:

Over 600 home permanent kits at $2.50.
Several hundred $3.98 doll houses. Their complete inventory of a $5 cook book.
On a one-demonstration-per-month basis they tripled the volume on one of their best selling slippers.
USE EDITORIALS

RADIO stations are "only secondary" in the view of many persons in their communities, including advertisers, because of failure to take positions on questions of the day. Rex Howell, KFXJ Grand Junction, Colo., told NAB District 14 members at their Monday-Tuesday meeting.

William C. Grove, KFBC Cheyenne, Wyo., presided as district director. The meeting was held at Hotel Colorado, Glenwood Springs, Colo. A hundred delegates attended from Colorado, Wyoming, Utah, Montana, New Mexico, Idaho and South Dakota. As co-owner of the new KGLN Glenwood Springs, Mr. Howell was convention host.

"I doubt if 1% of stations are broadcasting editorials," said Mr. Howell, for years a leader in advertising editorializing on the air. "There probably are a number of reasons, principally the inherent fear generated by the FCC.

"Others feel they do not have adequate personnel. Some do not consider it important to present any views of their own—some may even insist, with some degree of stark relevance, that they have no opinions of their own. Sheer inertia can easily account for the reticence of others."

Urged Leadership

Mr. Howell argued radio stations and their owners usually are less influential in their communities than leading newspapers and their publishers because "newspapers have built up a tradition of importance based upon their sphere of influence."

On a show of hands, three broadcasters indicated they had been broadcasting editorials since the Mayflower ban was eased in 1949. They were William T. Kemp, KYER Albuquerque, N. M.; Jim Carroll, KWYO Sheridan, Wyo., and Vir N. James, KVRV Salida, Colo. All three said later they felt editorializing had strengthened them in their communities. Like Mr. Howell they confined their editorializing to local topics.

Mr. Howell played back excerpts from his own "Radiotorials," which he voices himself from time to time but not on a regular basis. He conceded it takes considerable time to develop editorials. He tries "to stimulate opinion rather than crystalize it," and invites opposing views.

At its closing session Tuesday District 14 adopted a resolution recognizing Mr. Howell's "pioneering and courageous and vigorous efforts in achieving government recognition of the right of radio stations to editorialize over their air." The district unanimously ratified the NAB board plan to expand Broadcast Advertising Bureau.

Mr. Howell, NAB president, reminded delegates the NAB plan had grown out of a suggestion made at the 1948 District 14 meeting. At that time a resolution proposed by Walter Wagstaff, KIDO Boise, had urged that a study be made looking toward formation of a radio sales promotion agency.

Resolutions Passed

In other resolutions District 14 endorsed the NAB board's defense program; approved appointment of William B. Ryan as NAB general manager; advised expansion of the Employee-Employer Relations Dept. under Richard P. Doehlert; voiced appreciation of the service of Hugh B. Terry, KLZ Denver, who retired last spring as district director.

Mr. Grove announced NAB membership applications had been received from KDZA Pueblo, Col.; KIUP Durango, Col., and KMUR Murray, Utah. He demonstrated the low-cost remote pickup equipment he had developed, using warm surplus materials. The equipment is used by nearly 200 stations.

Members of the Resolutions Committee were John Bailey, KVOD Casper, Wyo., chairman; Robert D. Ellis, KGHF Pueblo, Col.; Franz Robischon, KBMY Billings, Mont.; Milo Petersen, KEGM Boise, Idaho.

Judge Miller explained the defense role of the industry and urged stations to cooperate with public officials in warring sabotage. He advocated fingerprinting of station employees as a logical precaution.

District 14 members showed interest in TV cost data presented by Charles A. Batson, NAB TV director. Carl Haverlin, BMT president, reviewed expansion of the industry-owned copyright agency. Ralph W. Hardy, NAB director of government relations, discussed the association's Washington services and contacts. Lee Hart, NAB assistant director, spoke on retail advertising. William B. Quarton, WMT Cedar Rapids, Iowa, District 10 director, explained in detail the plans for expansion of BAB into Colorado.

DON'T WEAKEN NAB

WARNING that development of a super-Broadcast Advertising Bureau must not lead to any weakening of NAB itself was voiced Thursday at the opening session of the District 8 meeting, held at Lincoln Hotel, Indianapolis.

Presiding at the two-day NAB district meeting was George J. Higgins, WISH Indianapolis, district director. Some 70 delegates attended.

Milton L. Greenbaum, WSAM-Saginaw, Mich., and Lester W. Lindow, WFDF Flint, Mich., said NAB's diverse operations were vital to functioning of the broadcasting industry and they cautioned that enthusiasm for BAB should not interfere with NAB itself when the sales agency is completely separated from the parent association.

Charles C. Caley, WMBD Peoria, Ill., District 9 director and member of the NAB board's five-man BAB Committee, described steps leading to the greater BAB project.

"We have proved in the establishment of BAB that all-industry sales promotion pays off," Mr. Caley said. "What we propose to do is expand that effort to such a dimension that every advertiser in America will be exposed to the superior selling capacities of broadcasting."

Advises BAB Divorce

Urging that the new organization be completely divorced from NAB, he said: "One of the most important reasons is the fact that frequent efforts have been made to develop a broader horizon for NAB sales activity, but each time our attention was diverted to other policy problems and this vital objective suffered."

"We want a separate organization because we need a separate board and a separate staff that will devote their entire attention to sales promotion."

Mr. Higgins commended work of the five-man committee that proposed the BAB expansion project. "BAB's performance under very difficult circumstances has established in the last year that we are on the right track," Mr. Higgins said. "Now let's go after the big job. This plan is something concrete, something big, something eminently important to all of us in this competitive era."

Resolution proposing endorsement of BAB was presented by Joseph Higgins, WTHI Terre Haute. Its adoption was moved by Harry Bitner, WPBM Indianap.

District 8 is Warned

(Continued on page 14)

BETWEEN-MEETING group at NAB District 14 meeting (1 to r): Paul Dixon, KSL Salt Lake City; R. E. O'Brien, KIUP Durango, Col.; Frank Bishop, KFEL Denver; Tom Ekrem, KVOD Denver; Franz Robischon, KBMY Billings, Mont.

FATHER-SON quartet at NAB District 14 session (1 to r): Elwood N. Meyer, KYOU Greeley, Colo.; Al Meyer, KMYR Denver; Thomas Howell, KFXJ Grand Junction, Col.; Rex Howell, KFXJ and KGLN Glenwood Springs, Col.
**AWB MEET SET**

**Dist. 10 Convenes Sept. 23**

CONVENTION of District 10, Assn. of Women Broadcasters, will be held Sept. 23 at the Savoy Hotel, Des Moines, according to Doris Murphy, KMA Shenandoah, Iowa, district chairman.

Starting with an 8 a.m. breakfast at the Des Moines Country Club, the meeting will conclude with an evening banquet. Host at the breakfast will be the Des Moines Radio Council. After breakfast delegates will take a conducted tour through the plant of Meredith Pub. Co., publishing Better Homes & Gardens.

At 11:30 a.m. the delegates will attend a broadcast by Betty Wells at the studios of KRNT Des Moines.

Speakers at the luncheon, at which KRNT is to be host, will be William B. Quarton, WMT Cedar Rapids, NAB District 10 director. Mr. Quarton will discuss "The New NAB and How It Affects the AWB." Anne Hayes, KCMB Kansas City, will discuss "Your Career and You."

An afternoon panel discussion will be titled, "Women Broadcasters and Why They Grew," with Mary Elizabeth Marshall, WOC Davenport, Iowa, as moderator.


Business meeting is scheduled at 4 p.m. WHO Des Moines and WOC will be hosts at the evening dinner. Speaker will be Richard B. Hull, radio-TV director of WOI Ames, Iowa. His subject is, "Some Facts and Fancies About Television."

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**EYES OF TEXAS**

Broadcasters were on Lee Hart, BAB assistant director, during NAB District 13 convention.

Front row (1 to r.): Frank Myers, KCNC Texarkana; Kenyon Brown, KWFT Wichita Falls; Miss Hart; O. L. (Ted) Taylor, Taylor Co.; Joe Evans, Free & Peters. Standing: James Speck, KCNC Fort Worth; Sherrill Edwards, KEYL (TV) San Antonio; Fred Hohas, KXYZ Houston; Ken Kellum, KCNC Fort Worth; Ray Hendon, KTRN Houston; Jack Keasler, WOAI San Antonio. Meeting was held in San Antonio Sept. 8.

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**BACK BAB 100%**

Woodall Urges Dist. 13

A WELL-FINANCED Broadcast Advertising Bureau with 100% industry support can crack large advertising accounts not now using radio, Allen M. Woodall, WDAK Columbus, Ga. and NAB board member, told the NAB District 15 meeting in San Antonio Sept. 8 [Broadcasting, Sept. 11]. Mr. Woodall, a member of the NAB board’s BAB committee, appeared at the meeting to describe plans for a greatly enlarged BAB.

"Our present BAB has $160,000 compared to the newspaper’s Bureau of Advertising with a budget over a million dollars," Mr. Woodall said. The newspaper bureau employs no less than 100 people. It has the support of more than twice the number of newspapers that belong to American Newspaper Publishers’ Assn.—the equivalent of our NAB. "I can’t tell you what all these people do, but I can tell you that the ink had scarcely dried on a success story about the sale of diamonds in a Macy store in Columbus by radio before a man from the Bureau of Advertising had the manager of the store in the corner, trying to brainwash him into denying the story. He didn’t succeed—but he tried.

"Radio is the No. 1 medium—the medium that can reach more people and sell more merchandising per dollar. Why doesn’t Sears Roebuck use radio, other than occasional spots? What comes from Chicago every month—a big box of layouts, mats and copy for newspaper ads for the advertising manager to cut paper dolls from. Not a transcription in a carload—not even suggested continuity.

Sell Best Stores First

"How about Montgomery Ward, J. C. Penny. Why does Mr. Penny, whom I understand owns foremost Dairies, use radio to sell his milk but decides it’s no go in merchandise from his stores? What about Chevrolet, A&P, Packard, railroads, power companies, AT&T? If Sears could be cracked, Montgomery Ward would follow. Get the big boys—the little fellows will jump on the bandwagon. All of us know the best way to sell the second best department store in any town is to sell the first."

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**ESSAY CONTEST**

**AFA Names Judges**

COMMITTEE of judges who will appraise the entries in the fifth annual National High School Essay Contest sponsored by the Advertising Federation of America, was announced last week by Elon G. Barton, AFA president. J. F. Oberwinder, president of D’Arcy Advertising Co., St. Louis, is chairman. Other committee members are: Ken R. Dyke, vice president, Young & Rubicam; Dr. Charles M. Edwards Jr., dean of the school of retailing, New York U.; Ken Stanton, president, CBS, and Mrs. Helen Valentine, editor-in-chief, Charm. Grand prize in this year’s contest, the subject of which is "What Advertising Means to Me," is $500 plus an all-expense trip to the federation’s annual convention in St. Louis, June 10-13, 1961.
WESTINGHOUSE Electric Supply Corp.'s sponsorship of broadcasts of the 11-game U. of Tennessee grid schedule on WMPS Memphis is celebrated by (1 to r) Charles DeVoy, WMPS sales; Craig Hull, Westinghouse sales; Gen. Robert R. Neyland, athletic dir.; Luther Poling, WSAZ; and Mitchell Speech Scheduled

ANNUAL four-day meeting of Columbia-owned stations, and stations represented by CBS Radio Sales will take place in the Carlton Suite, Ritz-Carlton Hotel, New York, Sept. 18-21.

Purpose of meetings is to discuss problems and future plans for all sales, WCUA-AM-TV Philadelphia; Barron Howard, business manager, and James Clark, sales manager, WRWA, Richmond, Va.; John Hayes, general manager, and George Hartford, sales manager, WTOP-AM-TV Washington.

CBS top executives attending the meetings will be:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian March, vice president and general executive; Peter C. Goldmark, president in charge of engineering research and development; Hubbell Robinson Jr., vice president in charge of network programs; J. Kelly Smith, vice president in charge of network sales; Louis Shaw, vice president in charge of sales promotion and advertising; Carl Burkland, general sales manager; Radio Sales; Edward Degney, executive assistant to J. Kelly Smith; Oscar Katz, director of research; Edward Shuritz, AM market research counsel; Arthur Duram, TV market research counsel; Edward Wood, general manager of the Housewives' Protective League Program Services Inc.

Station Personnel

Columbia-owned stations personnel attending the sessions includes:

John Ackerman, assistant general manager, WBMB Chicago; E. H. Shemo, general manager, KMOX St. Louis; Merle Jones, general manager, KNX Los Angeles; and Columbia Pacific Network; Harold E. Fellows, manager of New England operations; Wilbur Edwards, assistant general manager, WEIE Boston; G. Richard Swift, general manager, WCB-AM-TV New York; Arthur Bull Hayes, vice president in charge of San Francisco office and KBSS; Eugene Willey, general manager and, Carl S. Ward, assistant general manager, WCO Minneapolis-St. Paul; Edwin Buckley, general sales manager, KDKA Pittsburgh-Paisley Network; Don Miller, sales manager, WCB New York.

CBS Radio Sales personnel attending will be:

Fred Mahlstedt, general service manager; Gordon Hayes, Western Radio Sales manager; Sam Dinges, Chicago TV sales manager; H. H. Holtschouser, Southern Radio Sales manager; William Shaw, Eastern sales manager-AI; George Dunham, Eastern sales manager-TV; Ralph Part, sales manager, Detroit office; Herbert Carlborg, manager of Radio Sales development, AX and TV.

Radio Sales affiliates personnel attending will be:

Richard Evans, general manager and Frank McLaugh, sales manager, KSL-AM-TV Salt Lake City; Thad Holt, president, C. P. Persons, sales manager; William Earnest Baker, sales manager, WAPI and WAFM-TV Birmingham; Joseph Bryan, president, Charles M. Druchtfield, vice president and general manager, and Keith Byerly, general sales manager, WBT and WBTV (TV) Charlotte, N. C.; Donald W. Thornton, president, John de Russy, director of sales, and Robert McGreedy, assistant director
"Martha's Cupboard"

(Featuring Martha Bohlsen)

with the Hard-selling 4-way
WOW FEATURE FOODS

Merchandising Plan

Now is available to advertisers of acceptable non-competing Products sold in Foods stores

- Minimum Contract two participations per week for 13 weeks.

  Rate per participation — $46.75
  (with 5% off for 4 or 5, and 10% off for 6 participations, per week).

DON'T DELAY...Get Full Information NOW

Radio WOW Sales

Insurance Bldg., Omaha, Telephone WEBster 3400

FRANK P. FOGARTY, General Manager
LYLE DeMOSS, Ass't. General Manager.
Any John Blair Office
NIELSEN BLAST

BLASTING basic techniques used by two other radio survey organizations—Hooper and Pulse—A. C. Nielsen, president of the Chicago market research firm of the same name, last week asserted an inherent incompatibility between the two systems. He also deplored the fact that many radio executives fail to see "the vast difference between these two yardsticks."

Prompted to comment on the services after the trade controversy on radio ratings which was initiated by KJBS San Francisco, Mr. Nielsen released a lengthy letter to radio and television publishers in which he outlined fallacies in the proposal for a comparison of the two ratings in the area covered by KJBS.

In addition to pointing out what he believes to be marked differences in the systems which make them "impossible" to compare, Mr. Nielsen added that neither of the techniques "gives an idea of the audience reached by a station." Conceding that many industry persons recognize the difference "arising from the reliance which Pulse places on the memory of one person in each family who is interviewed," Mr. Nielsen believes many "underestimate or neglect entirely certain vital factors."

Cites Phone Limitations

Primary among these are the "limitation of Hooper to homes having telephones" and the fact that the Wilson and Nielsen studies are not masked, thus making any comparison impossible. He noted that Pulse figures "as long as Hooper measures the 'average' or 'coincident' audience while Pulse measures the 'total' audience." Mr. Nielsen explained the "average" measurement of Hooper "is the only type possible with the coincidental system, employed by Pulse is the only type possible with the roster recall system."

Nielsen's research with the Audiometer over the past 10 years "has demonstrated conclusively that telephone and non-television homes are "radically different" in working, living and listening habits and in program preferences," he said. "Differences are so great that even in cities where telephone ownership is rather high, errors for many programs are quite substantial."

Explaining that Hooper measures the audience at the average minute during a show while Pulse measures number of homes that heard any portion or all of a program, Mr. Nielsen said "total audience will generally be 25 to 75% higher than average audience, with the difference often exceeding 100%.

Therefore, Pulse starts with a theoretical level 25 to 75% higher than Hooper," Mr. Nielsen said. The "pluses" are somewhat offset by the loss-of-memory factor and the fact that Pulse interviewees may not know of all the listening done by other members of the family, he said. Because these two offsetting elements create errors that often vary widely from show to show, "it is a mere coincidence when one of these errors balances the other and results in substantially equal ratings for the two systems."

Scope of Coverage

Mr. Nielsen claims neither system can measure station audiences to begin with "because they can't reach the entire area served by the typical station." To point out the fact that much listening takes place outside the metropolitan and suburban area, he noted the case of one station in San Francisco where only 26% of the daytime and 37% of the nighttime audience live within a 50-mile radius. Therefore, "it is utterly impossible to get a sound comparison between stations from any measurement which is limited to the principal city and its suburbs."

The president of the market research firm added that the situation is complicated further because "as you move further away from the central city, stations in that city encounter more and more competition from stations in other cities, thereby getting lower percentages of total listening."

Mr. Nielsen expressed surprise at the "very few stations which appreciate the extent to which they are short-changing themselves by confining measurements to the home city and suburbs."

"How they can afford to do this is a mystery to me, because one of the great advantages of radio over television lies in the former's ability to reach out over a greater area. Instead of taking advantage of this quality of radio, most stations allow their audiences to be measured in the central city and telephone home areas where TV has made the greatest inroads on radio."

"The sooner they wake up, the better it will be for them, the radio industry and the advertisers and agencies who want the truth about audiences," Mr. Nielsen charged.

For these reasons, he concluded that any test of audience measurement service which "is confined to the central city and suburbs is licked before it starts."

John Ravenel

FUNERAL services were to have been conducted Saturday for John Ravenel, 57, writer and producer at McCann-Erickson, Chicago. Mr. Ravenel died Thursday morning after a one-week illness with intestinal flu. In 1947 he came to McCann-Erickson as a writer for Standard Oil of Indiana, Bell & Howell and International Harvester. Early this year he took over some production duties on the Wayne King TV show before taking a three-month leave because of illness. His wife and two children survive.

OVERSEAS NEWS

Recording Blocks Erased

PRESIDENT Truman's signature on two bills recently passed by Congress this session wiped away blockages which have existed at customs for incoming overseas news recordings for both radio and television use [BROADCASTING, Aug. 26].

The amendments to the 1930 Tariff Act simplify customs collections on sound recordings tagged for radio, television and/or news broadcasts, while exempting the latter from the customs duty. Effect of the new laws will be to speed up incoming news tape and disc recordings from radio correspondents abroad, particularly applicable now because of the increasing importance of foreign news.

WOSC Fulton, N. Y., Sept. 8 covered N. Y. State baseball finals at Ebbets Field, Brooklyn, between Fulton Kwanian team and Metropolitan New York winners.

BROADCASTING • Telecasting
There is a world of significance in this letter, recently received from Mr. Jack Keating, Business Manager of KFJI, Klamath Falls, Oregon:

"Both Mr. W. D. Miller, owner of KFJI, and myself have been pleased with the operation of the new 21B/L/10 kw transmitter which has been in operation in our new Skyline Studios since April 29 of this year. Our engineer, Wm. P. Grimes is most enthusiastic with the ease of operation and the really surprising coverage we now have.

"All thruout Central, Southern and Eastern Oregon and in Northern California our signal is excellent. Much of this area never had satisfactory radio reception at any time. We are receiving 'fan' letters that have all the spontaneity of the early days of radio.

"KFJI is one of the oldest stations in the country, having been granted its license in 1922. It was located in Astoria, Oregon, at that time and was not moved to Klamath Falls until 1931.

"Mr. Miller and I gave careful consideration to the leading transmitters on the market and, along with Mr. Grimes, were unanimous in choosing the Collins equipment. Its excellent engineering, the ease of access for servicing and its fine appearance combined to make the transmitter we felt was best for us."

Get in touch with your nearest Collins office regarding your equipment needs.
VOICE FUNDS
Quick Approval of Budget Is Indicated

THE CONGRESSIONAL indicator last week pointed to speedy approval of funds to pay for an expanded Voice of America.

The Senate Appropriations Committee voted the full amount for the State Dept.'s radio arm as spelled out in the supplementary appropriations bill for fiscal 1950-51. The Senate passed the measure late Thursday and sent it to joint conference.

Enaction of the funds bill would allow $48,990,000 for the U.S.'s stepped up international radio offensive. Combined with regular expenditures of Voice, the total appropriation would amount to about $50 million, a record appropriation [Broadcasting, Sept. 4].

At the same time, the Senate restored a previous cut made by the House of those portions of the State Dept.'s international information program involving libraries, motion picture film and the interchange of students.

The additional funds for Voice earmark $7,602,000 for radio broadcasting and $41,288,000 for construction of six high power radio stations. Overall figure, close to that recommended by President Truman, is an estimated $97,212,000 for the State Dept.'s propaganda effort.

Action by the upper chamber was received in official Washington as evidence that the Voice now is considered an essential weapon in the war of ideas. Neither the House nor the Senate unit altered any item specifically designated for the Voice of America program.

Awareness of Voice

As seen in the testimony delivered before the Senate group in hearings held late this summer and ending the first week of September, lawmakers are becoming increasingly aware of the Voice program.

The testimony released last week revealed that Secretary of State Dean Acheson had underscored the lag in our Voice program as compared with radio broadcasting efforts of the Russians.

Secretary Acheson said: "Many commercial products in this country have had more funds available for advertising than we have applied to this vital function of getting an accurate picture of America to the people of the world."

Highlights of Secretary Acheson's testimony included these revelations:

- Voice has been a "vital part" in America's expanded efforts to assure psychological victory in the Korean issue.
- Words spoken at the UN Security Council meeting in New York by the American representative, Warren Austin, are carried by 38 shortwave transmitters to a potential audience of 300 million listeners all over the world.
- Broadcasts are in 24 languages including Russian and Korean.
- Seventy Voice transmitters are pitched against more than 250 transmitters being used by Russia to jam the broadcasts. Another 50 Russian transmitters are employed to carry Soviet propaganda. Compared to 200 program hours a week carried by the U.S., the Russians are beaming more than 500.
- New funds for Voice will permit it to "blaze the truth through the barriers which have been thrown up by the U.S. with additional monies for broadcasting. Voice will be able to balance the programming schedules now tipped heavily in favor of the Soviets.

Questioned by Senators on a reported lack of adequate radio receivers in Russia and other iron curtain countries, Assistant State Secretary for Public Affairs Edward Barrett declared that there are some 4-5 million sets in Russia today capable of receiving Voice broadcasts. These sets, he said, are estimates from British experts, BBC and others.

Russian Reception

Secretary Barrett added that U.S. estimates, based on intelligence, embassy reports, and the Russians' own commercial figures, show 3.5 million sets out of 4 million can receive Voice messages.

He pointed out that radio is the only effective means of reaching the U.S.S.R. to carry forward its information program in "critical areas" and in iron curtain countries.

Senator quả (R-Ne.) brought up the question as to what material actually does get behind the iron curtain, asking for samples of radio scripts used at the outbreak of hostilities in Korea. Secretary Barrett promised to supply samples and under further questioning assured the committee that the State Dept. has a monitoring system and other "safeguards" for all material broadcast.

Also revealed by Secretary Barrett at the committee's hearings was the availability of a building in New York which would house all Voice offices in that city at a cost of $3 million instead of the $7 million total previously estimated.

On the Senate floor Wednesday, Sen. William Benton (D-Conn.) submitted three reports to show that many Voice broadcasts in the Russian language are aimed at the sophisticated, intellectual and ruling groups in the Soviet Union.
WKMH 'Quad-header'

BY broadcasting four baseball games in one day a fortnight ago, WKMH Dearborn, Mich., claims a record. In the afternoon, Frank Sims reconstructed the Cleveland and New York doubleheader. This was followed by the doubleheader at night between Detroit and Washington. Because of hot contention for the American League pennant, WKMH reported the broadcasts have attracted wide attention in the Detroit area.

WJMR CHANGE

FCC Gives Initial Approval

WJMR New Orleans, 260 w. daytime outlet on 990 kc, would be granted change in facilities to 250 w. fulltime on 1450 kc according to recommendation of an initial decision by FCC last Monday. Competitive new-station bids of Royal Broadcasting Corp., New Orleans, and Gretna and Lower Coast Radio and Broadcasting Co., Gretna, La., would be denied.

Hearing Examiner Jack P. Blume preferred granting WJMR's application since it was an existing station seeking to improve its facilities and service to the community. Slight daytime interference would be caused to WSBR Pensacola, Fla., the record found.

The examiner found Gretna and Lower Coast Radio and Broadcasting Co. not qualified to be a broadcast licensee because of the "generally careless, inept and unbusinesslike fashion in which the affairs of this corporation have been conducted since its inception." Violation of certain state corporation laws was cited as the decision as well as the manner in which Gretna presented its case to the Commission.

Royal Broadcasting is owned equally by Hugh M. Wilkinson, Sr., local attorney and counsel for WNOE there, chairman of the board; his sons, Hugh M., Jr. and James III; attorneys, president and secretary respectively; Rep. F. Edward Hébert (D-La.), vice president; Brig. Gen. Raymond F. Hufft, Adjutant General of State of Louisiana and former vice president and general manager of WNOE, treasurer.

Gretna and Lower Coast Radio is composed of Armand F. Truxillo, hotel and apartment operator, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40% owner; and Charles A. Schmid, Gulf Radio School instructor and owner of a local wired music service, secretary, general manager and 20% owner.

WLOU Louisville cited for "splendid cooperation" in broadcasting public service shows on recruiting for Army and Army Air Force.

GOLDFRANK NAMED

Appointed CBS Vice President

DR. PETER C. GOLDFRANK, under whose direction the CBS color television system and Columbia Records Inc. long-playing records were developed, last week was elected vice president in charge of engineering research and development. Dr. Goldmark has been director of CBS laboratories. In announcing his election as vice president, Frank Stanton, CBS president, said it was "not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field."

Dr. Stanton said the Sept. 1 FCC report "was a long step toward the final adoption of CBS color television for broadcasting," and that "the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

Dr. Goldmark joined CBS in 1938 [see Our Respects To, Broadcasting, Sept. 11] and since then has been in charge of the CBS laboratory staff.

KCMO STUDIOS

Acquires Crown Drug Bldg.

PLANS to move KCMO Kansas City to new, larger quarters consolidating AM and FM operations were announced last week by Tom L. Evans, president of KCMO Broadcasting Co.

KCMO has purchased the Crown Drug Co. warehouse and office building at 131 and Grand Ave. in which the station's KCMO-FM transmitter presently is located, Mr. Evans said. Regular AM studios will be moved to the new site after the building is completely modernized and equipped. Cost of the improvement was given at $200,000.

Remodeling contract has been let with work expected to start about Nov. 1. Occupancy is expected by April 1 of next year. The building has about 14,000 sq. ft. of floor space.

Holmes To W&L

ERNST A. HOLMES, formerly research director of Young & Rubicam, New York, joins Warwick & Legler, New York, as research director. Harry Way, previously in charge of research, is now director of media. Lester M. Malta continues as vice president in charge of media.

$1,500 inventory abolished— at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 a.m. from supplier 900 miles away. Delivered to customer by 6 p.m. same day. 16 lbs.: cost, $4.46.

Recall, $4.46 included speedy pick-up and delivery service, too. More protection, because you get a bill for every shipment. Air Express is the world's fastest shipping service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9 lb. carton of new styles goes 1400 miles for $3.99.
(See your local Air Express office, or call FREE AIR EXPRESS for your nearest office.)

Remember, $4.46 included speedy pick-up and delivery service, too. More protection, because you get a bill for every shipment. Air Express is the world's fastest shipping service.

Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-mail for 22,000 off-airline offices. Shipments keep moving with round-the-clock service.

SPECIFY AIR EXPRESS

RICHARDS CASE

WITNESSES APPEAR FOR KMPC

More than a dozen witnesses testified on behalf of G. A. (Dick) Richards last week in FCC's protracted hearing on charges that the station owner ordered newsmen to slant news according to his personal beliefs.

The group included California's lieutenant-governor, former newsmen and commentators on Mr. Richards' KMPC Los Angeles, advertising agency executives, a World War II admiral and Los Angeles civic leaders. The hearing, being held in Los Angeles before FCC Examiner Cunningham, involves the license renewals of the Richards stations—KMPC, WJZ Detroit, and WAGAR Cleveland.

Lt. Gov. Goodwin J. Knight, who for several years was moderator of the weekly Open Forum on KFAC Los Angeles and subsequently KMPC, testified Wednesday that Mr. Richards was patriotic and civic minded and that his station treated all religious and racial groups fairly and impartially.

Under questioning by FCC General Counsel Benedict P. Cottone he said his testimony was based on "what I saw, what happened on Open Forum, and my personal contacts," and that he had no direct knowledge of Mr. Richards' or KMPC's news handling.

Mr. Cottone showed him a memo from KMPC General Manager Robert O. Reynolds to Mr. Richards which said the station's policy was to secure a new administration.

Mr. Cottone wanted to know whether this affected Mr. Knight's testimony on fairness and impartiality. Mr. Knight said it would not—that he thought a station had the right to support one set of political candidates so long as the other side was not denied the use of station facilities.

Earlier Testimony Cited

The general counsel cited earlier testimony of Vincent Graham, former KMPC news editor, that he had kept the Roosevelt name out of KMPC news for a month and was complimented for it. If there were "enough such incidents," Mr. Knight said, "my testimony would be changed."

"I would know that they made a mistake if it was shown to me that this was the practice, or the Roosevelt family was damaged—then only would I change my opinion," he asserted.

As the number of KMPC witnesses mounted, Mr. Cottone offered numerous objections to the "reputation testimony being given, but was overruled by Examiner Cunningham. Although Mr. Richards is the licensee, he said, "the station belongs to the people of the community" and "it is important that the Commission be shown what they think about it."

This ruling came Thursday after George Irwin and Phil McHugh, former owners of Irwin-McHugh-KWIE in Los Angeles, testified that the station's newscasts were slanted for records showing all compensation derived by each of them from KMPC business.

When they declined, Examiner Cunningham ruled that they testified as witnesses and, therefore, did not want to know more about the KMPC news handling.

Barton A. Stebbins, head of his own agency, testified that KMPC compared favorably with other stations and newspapers in the handling of news.

World War II Admiral Jesse B. Oldendorf, who said he had known Mr. Richards for 28 years, told Examiner Cunningham that the station owner "is not prejudiced with regard to any group, race, or party, but he is very prejudiced against Communists. At times I thought he overrewed the Communist picture, but subsequent events proved him to be right."

Conflict between portions of the president's testimony and a 1948 affidavit which he gave to FCC investigators developed when Frank E. Hemingway, who broadcast over KMPC in 1946-47, testified that so far as he knew KMPC newscasts were not slanted when he worked there.

1948 Affidavit

General Counsel Cottone produced his 1948 affidavit and read from it. In my opinion in regard to the overall picture of the news that went out over KMPC, such news was 100% slanted and of a bluish cast. It was the feeling of this station owner that every station owner should have slanted news and the nation would receive a one-sided picture of the news."

Mr. Hemingway said that this represented his impression "at the time" and was substantially correct, but did not apply to his own newscasts. He said it had been so long since he made the affidavit that he was not able to remember fully what it contained, and that if there were inconsistencies he wanted his testimony under examination by Joseph Burns, associate examiner for Mr. Richards, to "prevail."

When Mr. Cottone wanted to know whether his memory was better now than in 1948, he replied negatively, but said he had realized "that this affidavit would be so important."

Mr. Hemingway said he didn't think Mr. Richards was anti-Semitic, and he seemed to quote his affidavit saying that "it seemed clear to me that Mr. Richards was violently anti-Semitic and wanted to get that across to the public if it was possible."

He said he was not employed by KMPC but by his sponsor during the period of his broadcasts on KMPC, and that therefore he took orders from the sponsor and the agency handling the account. He said his newscasts were completely unbiased and that Mr. Richards never told him what to slant or what "treatment of the news." He said KMPC had a good reputation for fairness and impartiality, and that he had no knowledge of Mr. Richards carrying on regular conversations with newscasters.

Five other witnesses appeared at last Tuesday's session in support of KMPC, testifying to KMPC's cooperation with civic projects as well as its handling of news and commentaries. These were: Joanne Gray, who conducted Woman's Voice on KMPC daily for about two years ending in November 1949, and who now broadcasts on KTTV (TV) Hollywood; Richard E. Messer, head of Rem Productions, Hollywood program packagers and advertising agency; Doyle J. Osman, former KMPC account executive and now sales engineer with Musicat Corp.; Brig. Gen Junius Pierce (Ret.), world affairs commentator who was in Hollywood in 1946, and Fred L. Slack, director of the Hollywood Boys Club.

Mr. Cottone showed the Heming- way affidavit against KMPC news handling to Mr. Osman and Gen. Pierce, and asked whether it affected their testimony that KMPC was considered fair and impartial. They said it did not.

In an argument which ensued when Mr. Cottone showed the affidavit to Mr. Osman, Attorney Burns requested that the hearing be recorded, on grounds that the transcript should reflect the atmosphere of the sessions and the attitude of FCC

Mr. Cottone responded that the FCC did not consider the affair an open hearing, and therefore did not require the transcript.
counsel. Mr. Cottone retorted that Mr. Burns' claim was completely false.

Examiner Cunningham interjected that he had observed attorneys for both sides and was "satisfied that neither has any improper motives or has taken an improper action. All are zealous in behalf of their interest—the Commission counsel on behalf of the public and applicant's counsel on behalf of the applicant."

Other Witnesses
Others testifying in support of the KMPC operations included Fleetwood Lawton, news analyst who was heard over KMPC from December 1946 to February 1949; Don C. Martin, former KMPC newscaster, now head of Don Martin School of Radio Arts, Hollywood; Dr. Carl Wecker, general manager of the Hollywood Bowl Assn.; George Harshberger, 1943-46 promotion manager for the Southern California Area of the Treasury Dept.'s War Finance Division; Dean Simmons, head of his own Hollywood advertising agency; Howard Tullis, head of Howard Tullis Co., Hollywood agency.

Hal Lamb
FUNERAL services for Hal Lamb, 48, WCAU-AM-FM-TV Philadelphia commercial representative, who died Sept. 7 in Graduate Hospital, Philadelphia, were held Sept. 9 at Chelten Hills Cemetery. Other positions Mr. Lamb held in the past 30 years in the advertising, radio and television sales fields included posts with KYW Philadelphia, Dorsey & Lamb Agency, and radio and TV director for Geare-Marston, Philadelphia advertising agency. He was a director of the Television Assn. of Philadelphia which he helped found.

WAVE Louisville recordings of Radio Moscow, illustrating Russian propaganda methods, being used by Thomas W. Bullitt, Louisville chairman, "Cruise for Freedom."

1879 G. A. C. Halff 1950

Mr. HALFF

G. A. C. HALFF, 70, San Antonio radio and television pioneer, died last Monday at a local hospital in the Texas city following a short illness. Mr. Halff was chairman of the board of Southland Industries Inc., which owns and operates WOAI-AM-TV San Antonio.

Founder of WOAI in 1922, Mr. Halff guided its development from a 500 w outlet to a 50 kw clear channel station. An NBC affiliate, WOAI was the first network station introduced to the city.

Last year, Mr. Halff was instrumental in establishing the first TV station for San Antonio—WOAI-TV. A pioneer in many business fields, he worked in the late '20s to link the AM station with NBC by telephone lines. Cables were installed at his own expense. The station claims to be the first to have paid talent for appearances on its programs.

Mr. Halff, who was born in San Antonio Sept. 20, 1879, was a member of a family which settled in the Lone Star State in 1842. He was known for widespread charitable and civic endeavor. His death preceded by two weeks the 28th anniversary of WOAI.

Among his business interests were the Blanco Oil Co., the W. K. Ewing Co., the South Texas Properties Co., ranching and real estate properties. He is survived by a nephew, Hugh A. L. Halff, president and general manager WOAI-AM-TV; a sister, Mrs. Cecile Sonnenthal, New York, and five nieces.

DISPERAL PLAN
Senate Kills Truman Proposal

PRESIDENT TRUMAN'S proposal to shift into high gear the dispersal of key government agencies to Washington's suburbs met defeat in Congress last week as the Appropriations Committee refused to allot $139,800,000 for the project (Broadcasting, Sept. 11).

The money was to have been used to construct eight buildings in outlying areas at unspectified sites. Senators who voted against the proposal, said the negative attitude was taken because no assurance came up when Congress was looking toward adjournment.

Legislators felt that the dispersal idea, resulting from a joint study by the National Security Resources Board, General Services Administration, and other departments and agencies, needed additional deliberation. Behind the proposed plan to disperse vital agencies is fear by defense officials that congested Washington would be a prime target area should an enemy attack by air.

General Mills Show

GENERAL MILLS, Minneapolis, for Red Band flour, will sponsor The Cal Tynes Show, transcribed program originating at NBC Washington, on an NBC split network of 11 southeastern stations. Show, aired five days a week, 11:30 to 11:45 a.m., Sundays (Monday) for 26 weeks through Knox-Reeves Agency, Minneapolis.

JIMMY MCHAIHL, winner of "Amateur of 1950" competition conducted by Jackson Lowe, WWDC Washington disc jockey, booked into Washington's Howard Theatre Sept. 22 to sing with Duke Ellington's band.

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY
ADAM J. YOUNG
INC.

September 18, 1950 • Page 37
Anti-Red Protests

(Continued from page 28)

until the invitations were out. One official in the industry, who chose not to be identified, took the view that companies not facing the problem in their "own yard" would hesitate before taking on the "troubles of others." AFRA's proposal was one of several developments in a week of heated discussion of the question of communism in radio and television.

1. ABC received a protest from an American Legion official in Chicago for hiring Gypsy Rose Lee to star on its forthcoming radio productions, What Makes You Tick. Protest was on the grounds that her name was listed in Red Channels, the controversial publication that has been the basis for most protests against performers.

2. Actors Equity Assn. Council, meeting in New York, adopted a resolution condemning the summary dismissal of performers on the basis of uninvestigated protests and specifically deploring the action of General Foods in dismissing Jean Muir.

3. Irene Wicker, "The Singing Lady" of radio and television whose contract with the Kellinger Co. for an appearance over WJZ-TV New York was cancelled last Aug. 6, announced that her listing in Red Channels was based on false information, and that she had been un

able to obtain a correction from the editors of the book.

Edward J. Clamage, Chicago florist and chairman of the anti-subversive sub-committee of the Illinois American Legion's Americanism Committee, launched an inquiry about Miss Lee's "Communist connection" during the group's annual convention in Chicago Monday. He said he had wired Robert E. Kintner, president of ABC, asking if Miss Lee was going to be permitted to appear on the show. He told Broadcasting he reminded Mr. Kintner that Miss Lee's "affiliations" were listed in Red Channels.

In reply, President Kintner sent the following telegram:

"Replying...following is a statement we have received from Miss Gypsy Rose Lee. If you have any evidence to the contrary, please advise me.

Lee Statement

"Gypsy Rose Lee, being duly sworn, deposes and says: I am not now and never have been a member of the Communist party, fellow traveler, sympathizer, or any of one of the branded brands. My sympathies are completely and entirely opposed to everything that the Communist party and their ilk stand for. & trade union (AGVA) I made a loyalty affidavit which is a matter of public record. There are no qualifications to the statements I made under oath. I have played hundreds of benefits under the auspices of the Army, Navy, Marines, Red Cross, war bond drives, salve drive, Community Chest, YMCA, etc., for Bundles for Britain during the Hitler-Stalin pact. I abhor totalitarianism--whether red, brown, black--and their treacherous methods of guilt by smear and without trial. This way may be all right for Russia, but I hope not for us."

ABC, through a spokesman, announced that Miss Lee would go on as scheduled Sept. 9. The program will be heard Saturday, 9:30 p.m.

Gypsy Rose Lee netted four mentions in Red Channels. They, with the name of the allegedly Communist or Communist-front organizations, activity and source material, follow:


Although Mr. Clamage said Thursday he had spoken before the convention as an individual, he presented his statements at the convention as chairman of the anti-subversive sub-committee and is reported to have found no opposi

WGN Chicago's form directory is discussed by Norman Kraft (1), who assumed the post Sept. 11, and Program Director Bruce Dennis. Mr. Kraft, a member of WGN's announcing staff for more than two years, succeeds Hal Totten who has been named manager of KOKK Keokuk, Iowa.

IF YOUR AM-TV-FM STATION NEEDS
promotional ideas sold to produce cash
revenue of from $200 to $1,000 per week,
Wire, Call or Write

EUGENE R. BILL
- MARLE V. WATSON

NATIONAL RADIO PERSONALITIES

Pearl, Illinois

Phone 6-4607

We originated sponsored Radio Personalities Picture Albums in 1930, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Televised Stations from Coast to Coast than any similar organization in America.
allowing themselves to be intimidated by a few private individuals, organizations and publications, who in the irresponsible manner of vilification have improperly assumed the functions of government and are thereby depriving members of their good names and stigmatizing them as disloyal without opportunity for refutation of such damaging insinuations and unsubstantiated allegations made against them, and are thereby preventing members from the pursuit of their chosen profession and their ability to gain a livelihood thereby.

We specifically condemn and deplore the action taken by General Foods in the dismissal of our member, Jean Muir, and agree upon the report that the protests of a few individuals make her a controversial person, and therefore unfit to appear on a television program.

Following publication of the Equity resolution, Managing Editor Theodore C. Kirkpatrick of Countertack, published Red Channels, issued a reply. He said the resolution was obviously aimed at the anti-communist newsletter and he denied all its allegations.

**Actors Equity Hit**

Actors Equity Assn., he said, had "long had a problem" of Communist infiltration which it had been unable to solve. Its council had issued "an hysterical smear" of anti-communist organizations "such as ours" instead of factual information of the kind supplied by Countertack.

The council, he said, had never done anything to his knowledge to combat the anti-Communist blacklist which its publication knew to exist. As a consequence, he said, several Equity members had approached his office and requested that it publish a Red Channels for the theatre.

Equity President Clarence Derwent said no reply, if any were made, could be expected from the council until its meeting this week. "I know of no member of our council who could say with any degree of certainty that he is a Communist," he said. "All members of the council, as well as every employee of Equity, have taken a non-Communist oath."

Labor unions in the entertainment industry must insist on clear-
**Tobacco Radio Up**  
(Continued from page 8)

advertising, $4,076,436 in 1948, and $4,115,333 in 1939.

William Esty & Co., New York, is the agency.

American Tobacco Co. (Lucky Strike cigarettes) is currently sponsoring both The Hit Parade on NBC, 9:30-30 p.m. Saturday, and The Jack Benny Show, Sunday, 7-30 p.m. on CBS. Although the tobacco firm dropped Light Up Time, five quarter hours weekly on NBC last year, it has instituted a good sized spot announcement campaign this fall. Last year radio spots were not used. BBDO, New York, is the agency.

In 1949 American spent a gross total of $4,218,658 for network advertising as compared with $2,606,573 in 1948, $2,506,141 in 1939. American Cigar & Cigarette Co. (Pall Mall cigarettes) continues for the fifth year to sponsor The Big Story on NBC.

Its spot campaign in radio is approximately the same as last year’s. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Liggett & Myers (Chesterfield cigarettes) is sponsoring The Bing Crosby Show, Wednesday, 9:30-10 p.m. on CBS; The Bob Hope Show, Tuesday, 9:30-30 p.m. on NBC, and Arthur Godfrey Time, 11-11:30 a.m., five times weekly on CBS. Although the client dropped Perry Como on NBC last year and a half hour Godfrey Digest on CBS, the money was diverted into sponsorship of The Bob Hope Show. Cunningham & Walsh, New York, is the agency.

Liggett & Myers spent a gross of $5,226,772 for network radio in 1949 to lead the major cigarette companies. In 1948 its total was $5,045,752 and in 1939 $992,032.

**Philip Morris Cigarettes,** through The Biow Co., New York, will sponsor Crime Photographer, Thursday, 9:30-10 p.m. on CBS, for the second year and Horace Heidt, Sunday, 9:30-10 p.m. on CBS, for the fourth year. Another network show, Truth or Consequences on CBS, 9-30-10 p.m., has been added this year.

Philip Morris had a gross network expenditure of $4,255,934 in 1949 and $5,844,044 in 1948. In 1939 it spent $2,216,166.

P. Lorillard & Co. (Old Gold cigarettes) continues sponsorship of a 15-minute segment of Stop the Music on ABC and the Original Amateur Hour on ABC. Firm also sponsors Dr. J. Q. on ABC for its Embassy cigarettes. Although Old Gold did drop Party Time on ABC, it was understood that the program went into television.

In 1949 P. Lorillard spent a gross of $2,122,971 as compared with $1,184,420 in 1948. In 1939 its total gross for network radio was $794,014. Lennen & Mitchell, New York, is the agency.

**The WGBA PETITION**

**PLEA of WGBA Columbus, Ga., that the application of WGBA Columbus for increased power be set for hearing, was opposed Friday in a petition filed with the FCC on behalf of WGBA by William C. Koplovitz, of Densmore & Koplovitz, Washington law firm.**

The WGBA petition takes up in detail a series of WRLB charges that WGBA-AM-AM and the Columbus Ledger-Enquirer interests are misrepresenting their own advertising, and discriminating against other Columbus stations [BROADCASTING, Aug. 7].

WGBA, now on 1460 kc 1 kw unlimited, the next day and an hour, seeks to increase day power to 5 kw non directional. WRLB operates on 1420 kc with 5 kw unlimited.

In answering claims of cross talk interference if WGBA’s power were increased, the station says WGBA’s claims are vague and unconfirmed.

Going into common ownership of WGBA and the Ledger-Enquirer, WGBA explains Maynard R. Ashworth and A. H. Chapman, owning control in both, are top officials of both companies.

As to WRBL’s charges of discrimination in refusing to publish its radio logs free, WGBA says the decision “was not made for the purpose of striking an unfair blow at the radio stations but was rather to bring the treatment of radio stations in line with the treatment afforded other persons who use the newspaper for the purpose of promoting and furthering their business interests.”

**Space Question**

The Ledger-Enquirer offers Columbus stations space on favorable terms, WGA contends, and WGBA pays for its space at rates available to competitors. It contends the newspapers actually give more free publicity to competing stations than to WGBA. The newspapers and WGBA do not have package rates, it is added, but compete in soliciting advertising.

In reply to WRBL’s complaint that the Ledger-Enquirer logs list networks rather than stations, WGBA says many of the newspaper’s readers live in areas where WRBL and WDAK Columbus cannot be heard. AP logs are used, it is explained.

WGBA contends WRBL misrepresents facts about Cycle, a weekly magazine published by WGBA. WRBL, WGBA says it doesn’t care to pay $1.50 per inch to a “throw-away weekly tabloid, with a maximum initial circulation of 5,000, when it could purchase the daily Ledger and Enquirer newspapers, with a combined circulation of approximately 40,000, at a cheaper rate.” WRBL attaches exhibits purporting to show that recent issues of Cycle contains only WRBL program schedules and not any WDAK logs.

Other WGBA arguments deal with a Ledger-Enquirer camp publication titled B Rayset; writing off by the newspapers of WGBA space charges prior to October 1948; details of station identification in relation to common newspaper ownership; purported hostility of WRLB toward WGBA, with instances cited.

**PARTY SLATES**

**Set for Nov. Elections**

MAJOR party slates were just about complete in the country last week following primary elections which found two members of the Senate Commerce Committee re-nominated in their home states.

Thomas Francis Tobey, a New Hampshire Republican, and Walter Magnuson, a Washington Democrat.

As critical for pre-election campaignng grew shorter, the 31st Congress zealously stepped up its actions on “essential” legislation and looked for at least a respite this month with a probable return after the November elections.

Delaying tactics on two measures, the “interim” tax bill and the security controversy, slowed up interest in this issue, however, momentarily hampered the “go home” movement.

In a sudden action, the House, taking the lead of an insurgent group, called upon Congress to start immediate study looking toward an excess profits tax. The move came after Speaker Sam Rayburn (D-Tex.) ruled out any attempt to write in the proposed levy while the measure was in joint conference. The “interim” bill would raise some $8 billion in revenue.

Sen Tobey, ranking minority member of the Commerce committee and active in radio affairs, squeezed through a close election with a formidable opponent, Wesley Powell, former aide to New Hampshire’s other GOP senator, Styles Bridges. Sen. Tobey won by a slim margin of 1,100 votes.

Following the count of ballots, Mr. Powell demanded a recount. He had assailed Sen. Tobey during the campaign for the latter’s “too liberal” policies and “Truman Republicanism.”

In the state of Washington, Sen. Warren Magnuson, third ranking Democrat member of the Senate committee, was unopposed for the Democratic nomination.

**WBFB-FM Closes**

WBFB-FM Baltimore, which began operations Nov. 28, 1948, suspended operations Sept. 9. The announcement was made by John P. St. Patrick, vice president and general manager, who said the move was dictated by lack of interest in FM on the part of the public.
NEGOTIATIONS for a new NARBA treaty were still in the perimeter stages late last week after a series of informal conferences and committee meetings which left U. S. delegates "unoptimistic" about the prospects of final agreement.

The week—second since the conference resumed in Washington Sept. 6 [BROADCASTING, Sept. 11]—was devoted to informal meetings among delegations of the six participating nations, plus a heavy round of committee sessions.

The respective positions of the participating countries were explored in the informal sessions, but the heavy task of working out acceptable engineering standards and negotiating satisfactory allocations of channels among the various nations had not been started on a conference level.

The differences between the U. S. and Cuba, which blocked achievement of a new NARBA at the Montreal sessions last fall and winter and could not be resolved in subsequent bilateral discussions in Havana early this year, appeared to many delegates to be little nearer solution now than they were at Montreal.

The initial discussions with Mexican delegates indicated, it was understood, that Mexico's requests are substantially unchanged from those she advanced during, and in protest of, the 1947 pre-NARBA engineering conference. These reportedly involve insistence upon rights to four additional channels below 1000 kc—540 kc, which she already is using, and three others for which it is believed she might exchange existing higher-frequency rights for which she might accept on a "sharing" basis with stations in the U. S.

Mexican Cooperation Seen

In what observers took to be an indication of Mexico's desire to work out mutually satisfactory arrangements, Mexican authorities reported, meanwhile, that XENT Nuevo Laredo—whose operation on 1550 kc had been the subject of official State Dept. protests—has been taken off the air. The border station's interference with KENT Shreveport, La., has been singled out for attacks by Rep. Overton Brooks (D.-La.) in Congressional speeches [BROADCASTING, Aug. 7].

The Conference's Juridical Committee, under the chairmanship of Jose Ramon Gutierrez, head of the Cuban delegation, undertook at Mexico's request to make a paragraph-by-paragraph review of documents previously adopted to govern procedure, and was reported to be progressing more swiftly than many authorities had expected. Mexico's desire to re-examine the procedural plans apparently stemmed from her nonparticipation in the Montreal conference where they were adopted.

No further plenary sessions have been scheduled. The only one thus far was that which opened the Washington phase of the conference. Commander C. P. Edwards, Canadian deputy minister of transport, is conference chairman, FCC Comr. Rosel H. Hyde is chairman of the U. S. delegation, and spokesmen in the Juridical Committee were Joseph M. Kittner, assistant to the FCC general counsel, and Benito Gaguine, legal assistant to Comr. Hyde.

The conference's Technical Committee, under Comr. Hyde, convened to organize and make work assignments.

WICA SUIT

Alleges Contract Breach

WICA Ashtabula, Ohio, filed suit against WWSW Pittsburgh and WEBR Buffalo last week, seeking $18,425.33 for alleged breach of contract.

WICA claimed this amount remains due under a contract in which WWSW and WEBR agreed to reimburse WICA for the additional cost of installing a four-tower directional array which would permit all three stations to operate on 970 kc.

The contract, WICA said, was the outgrowth of a 1946-47 FCC proceeding when WICA was seeking to go from daytime to fulltime operation on 970 kc and operate with 5 kc and 1 kw day and 1 kw night, and the other stations were seeking to move to 970 kc from other frequencies and operate with 5 kw fulltime, directionalized. Installation of a four-tower array rather than two-tower array by WICA was necessary to accommodate WWSW and WEBR, the Ashtabula station noted.

WWSW and WEBR agreed to pay WICA $25,000 when all three applications were granted and in addition to reimburse WICA for the cost of its four-tower array in excess of the $20,000 estimated cost of the two-tower array it had planned, according to the complaint.

WICA said the $25,000 was paid after the grants were made but that the stations had since paid only $4,884.92 against a total additional expense of $25,310.25, so that $15,425.33 remains due. WWSW and WEBR have refused to arbitrate, the complaint charged.

The suit was filed by Eliot Lovett, counsel for WICA, in the U.S. District Court for the District of Columbia last week. WWSW and WEBR have 20 days in which to reply.
apologies, and seconded by Mr. Linden and Mr. Bittner retired last spring as District 8 director.

At the conclusion of the Thursday session Director Higgins observed that "anything done to kill the injection of the new spirit administered by BAB last year would be disastrous to the industry."

Earlier in the day NAB President John Miller discussed NAB’s defense role and asked broadcasters to duplicate their "magnificent voluntary efforts of World War II."

Cites Progress
Judge Miller said he was impressed by two things during the current session of district meetings. First, he said, broadcasters are concerning themselves with one basic problem essential to their economic well-being, the creation of a new and independent sales organization.

Second, he continued, for the first time in his tenure as president an illustrated summary of NAB’s contributions to members was being presented at each session. He referred to a slide film presentation drawn up by Robert R. Richards, NAB public affairs director, and his assistant, Jack Hardistry. The film dramatically shows detailed operations of each department and it has been described as a powerful stimulus in bringing new members into the association.

Asked if NAB would take any action against pro-Communists in the industry, Judge Miller said it was in anticipation of disclosures like those in “Red Channels” that persuaded NAB to contact the Federal Bureau of Investigation. Asked if broadcast personnel can be deferred from the draft because a station is essential, he said: “For the very reason a man is essential to you as a broadcaster, he will be essential to the government in the war effort.”

EARLY LUNCHEON

But NAB Group Heats Organ

NAB District 14 delegates had an early luncheon last Monday at their Glenwood Springs, Col., meeting.

One available electric organ was borrowed from a local mortuary but it had to be returned for an early afternoon funeral. Lloyd E. Yoder, KOA Denver, needed the organ for a Schuyl Payer’s funeral which provided luncheon entertainment.

After the Eddy Rogers orchestra had performed, the organ was trucked back to the mortuary. Then it was trucked back to the Colorado Hotel for KOA’s fee to NBC, arriving just a few minutes before air time. The Rogers group also played for dancing in the evening. Rex Howell received permission from Mr. Yoder to put a remote on his new KGLN Glenwood Springs, with William C. Grove, KPBC Cheyenne, Wyo., district director, setting up the remote equipment.

Use Editorials

(Continued from page 28)

a separate service.

Instead of the usual two-day district meeting agenda, the mountain station group devoted a third day to workshop sessions with A. G. Meyer, KMYR Denver, as chairman. Mr. Robischon offered a series of programming success stories and Frank Bishop, KFEL Denver, told of proposals for daylight saving time in the district. Like other speakers, they led debate discussions regarding local problems.

James Russell, KVOR Colorado Springs, discussed legislative problems. George Cory, KUBC Mon- trioe, Col., spoke on “University and School of Law” and the growing severity of this problem. Douglas D. Kahle, KCOL Fort Worth, discussed department store ties and their reactions. Mr. Kemp’s topic was military service in relation to station employees. Mrs. Mildred E. Ernst, KWWL Worland, Wyo., discussed lotteries and giveaways.
AUDIENCE MEASUREMENT

Harvard Advertising Study Issued

A "SIGNIFICANT" method of evaluating an advertising medium is the most significant in audience measurement. A study of overlapping audience measurement is most applicable to most media, the authors explain. Reason is that "integrated commercials cannot readily be separated from the structure of sponsored programs." Furthermore, sponsored radio and television programs also reflect valuable goodwill to sponsors — a value which cannot be ignored in appraising advertising effectiveness of the media.

Suggestion by the authors is that advertisers demand more work on the "fundamental problem of size of advertising audience."
"MEET THE ME
HIGHER RATIO
DOUBLED SA

WRITE TODAY FOR "ZIV-PLANNED" SELLING AIDS, AUDIT

★ THE CISCO KID
★ CALLING ALL GIRLS
★ PHILO VANCE
★ PLEASURE PARADE
★ OLD CORRAL
★ MANHUNT
★ WAYNE KING SHOW
★ KORN KOBBLERS
★ LIGHTNING JIM
★ BARRY WOOD SHOW
★ DEAREST MOTHER
★ FORBIDDEN DIARY
★ FAVORITE STORY
★ GUY LOMBARDO SHG
★ BOSTON BLACKIE
AMERICA'S MOST POPULAR MR. & MRS. SHOW!

WSB . . . 5.3* Participating  9:45 - 10:00 A.M.
WKRC . . 7.6*  Proctor & Gamble  1:15 - 1:30 P.M.
KOMA . . 5.5**  Griffin Grocery Co.  8:15 - 8:30 A.M.

Highest rated program in its time period
* C. E. HOOPER
** CONLON

Reports Ad-Director Ruth Corbett of
YOUnKER’S DEPARTMENT STORE
Sioux City, Iowa

"I thought ‘Meet the Menjous’ was good when we decided to use it for the appliance department, but I didn’t know quite how good. In the past year we have more than doubled our volume for this department."

FREDERIC W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio

★ EASY ACES
★ CAREER OF ALICE BLAIR
★ SONGS OF GOOD CHEER
★ SINCERELY, KENNY BAKER
★ SHOWTIME FROM HOLLYWOOD
editorial

Smoke Gets In Your Ears

RADIO this fall may be going up in smoke, but not in the way some of radio's decreasers have suggested.

As is related elsewhere in this issue cigarette makers will be spending whopping sums in what one of them—Brown & Williamson—has described as “the best buy in the media field,” AM radio.

Indications are that other categories of advertisers will be placing record volume of business on radio too. Spot volume this year has been estimated to surpass that of last year by at least 10%. Network volume certainly will hold its own.

These are not the records of a disintegrating medium. The look through radio is destined to live to a ripe and solvent old age.

This War Business

AMERICA has entered a new economic era. It isn't as stringent as the post-Lehr forties of World War II, when price controls covered virtually all consumer essentials and when errors was the order.

Consumer credit controls are here. If the war effort continues, stricter measures will be ordained. President Truman, so far, has prescribed rather moderate restrictions under his new emergency powers. There will be increased taxes. A new Economic Stabilization Agency is formed. Price and wage controls could come anytime—but probably won't until after the November elections, and then only if the war menace increases and if voluntary measures fail.

These events affect radio both as a business and as a medium. During World War II it was conclusively established that radio held first place in the news disseminating medium. President Truman used radio and TV in a simulcast on Sept. 9 to announce the first moves toward wartime controls. This again underscores the reliance placed upon radio media as the means of reaching the collective American dream.

Business men are concerned over the tighter economy ahead. They see ominous visions of the OPA, of material shortages, and perhaps of declining business because of consumer credit controls. They inevitably think of cutting sales staffs and of reducing advertising, since that which they may have to sell will be in demand anyway.

Actually, most businesses prospered during World War II. Their fears were ill-founded. They learned that they had to sell and sell and advertise and advertise to keep brand names alive.

The wise businessman will profit from those World War II lessons. He will accelerate rather than decrease his advertising. He will extoll the value of his available products. He won't be able to feature the long-term credit inducement. He will seek to maintain his prestige.

And the wise broadcaster and telecaster will gear himself for the kind of selling approach dictated by the new economy. Brand names must be protected. The forces that always work toward grade-labeling whenever products are in short supply must be thwarted again.

There may be a windfall as a result of increased taxes and obviously upcoming excess profits taxes. This business is welcome, but not basic. Old-line firms—local as well as national—must maintain their reputations. The broadcaster-telecaster must take care of his long-time customers first, and fit in the tax-sender where he can accommodate him without pushing around the regular customer.

There are no signs yet of over-the-transom business. But even if it does come, the prudent seller, like the prudent buyer, will hit as hard as ever to keep his old-line business.

Look Sharp, Be Sharp

THE World Series television arrangements negotiated by Gillette Safety Razor Co. were just about as sharp as Gillette's blue blades which, as everyone knows, have the sharpest edges ever honed.

As a result of the deal, the established rate structures and standards of practice in the television field are now cut and bleeding.

The record shows that Gillette was willing to pay $300,000 cash to buy the rights to the Series from organized baseball but not to pay a thin dime for time and facilities to telecast the games. Indeed Gillette even managed to get three networks to pay $50,000 each to Gillette for the privilege of carrying the Series and to underwrite all transmission costs as well.

The further agreement by the three participating networks to reimburse affiliated stations for a total of four hours of time is of transparent motivation. The networks were aware that a repetition of last year's World Series pool, for which stations were paid nothing, would cause an uncomfortable tumult among affiliates.

It is difficult to avoid the speculation that the networks believed the minimum gesture they could 'make to assure an adequate number of affiliates for the 1946 games was to reimburse them for four hours of time, which, of course, is better than no reimbursement at all.

The question arising from the precedents set by the Gillette World Series deal is: What is to stop other sponsors from making similar demands?

Granted the World Series is an event of wide audience appeal, it still is not so unique as to be in a class by itself as an advertising feature. Would it be practical for the sponsor of some other highly-rated television show—say, Milton Berle's Texaco Star Theatre—to follow the Gillette example and request a network not only to carry the program free of charge but also to contribute to its cost of production?

At times the ratings of the Berle show have been as high as the ratings Gillette can expect to get from the Series telecasts; so it could be argued with some consistency that Mr. Berle was an event of unique public interest too and therefore entitled to the same consideration as the World Series.

Baseball may be the national pastime, but it is also a commercial enterprise. When television rights to the World Series are bought by Gillette Safety Razor Co. for the sole purpose of advertising its products, such telecasts are certainly commercial.

The accepted commercial practices of the television medium should be applied as strictly to the Gillette World Series business as to the advertising purchases of an oil company that sponsors a comedian or a soap maker that sponsors a news show.

Television is a big boy now. It ought to be able to shave without cutting itself.

H QUENTON COX

THE 'MALE' delivered to postmaster and postmistress Roy and Grace Cox, March 29, 1906, at Murdock, Neb., received a hearty welcome and was promptly tagged H Quentin Cox. Nothing about the little package indicated that he was slated to become general manager of KGW Portland, Ore., the 5 kw, NBC outlet on 620 k.c.

Now that he is in a position to speak for himself, Mr. Cox says, he prefers to be called just plain "Q." and explains the H in his name (without the period) does not stand for Horatio or any other moniker, but in postal jargon is just a "dead letter.'

Mr. Cox attended Willamette U. at Salem, Ore., taking a pre-medicine course but forsook materia medica for the fourth estate. He joined the staff of the Oregonian as a classified salesman. This position ended abruptly when young Cox refused to accept a $2.50 raise in lieu of...

Static and Snow

By AWFREY QUINCY

Some enchanted Ixanay

Some enchanted Sunday, Saturday, or Monday, May be in December, or may be not till June. The dear FCC will split four to three and settle the problem of color TV.

Some enchanted Wednesday, a get-off-the-fence day. Frames will come in color across the crowded air.

In color, but whose? The choices are three. Which system will triumph? Which ones will it be?

Will it be compatible designed to make ends meet?

Or will it be compatible and make things oh-so-lete?

Some enchanted Friday may be CTI day, or a flying-high-day for all at RCA: Or final success will crown CBS.

But what will happen is anyone's guess. "Noise" will be purple, "ghosts" will be pink, "Snow" will be yellow, BOOKS IN SCARLET INK.

BROADCASTING • Telecasting

Page 46 • September 18, 1950
Another Major Dallas Department Store Buys WFAA-TV

A. Harris & Co., outstanding Dallas advertiser, recognizes the programming dominance of WFAA-TV and has bought five quarter hours weekly for 52 weeks on Dallas’ channel eight station.

H. E. RIDALLS, business manager KRSC Seattle, to station manager. WILLIAM L. SIMPSON, Frederic W. Ziv Co., to commercial manager KRSC.

BILL FAIRLEY, commercial manager KFDA Amarillo, Tex., to general manager.

GRANT POLLOCK, manager KXOB Napa, Calif., to general manager KXOB Stockton, succeeding KEITH PINION, who moves to KXOA Sacramento as coordinator in general sales. KXOB and KXOA are Dollar stations.

JOHN P. NEIL, WOR New York, sales manager, taking six-month leave of absence, due to asthmatic condition. WILLIAM CRAWFORD, account executive WOR sales department, will replace him, effective Oct. 1.

BUZZ HASSETT, program director KROS Clinton, Iowa, to sales department.

DONALD A. GETZ, sales promotion manager WGN-AM-TV Chicago, to sales service representative for stations, a new post. CHARLES A. WILSON, member sales promotion staff since 1948, succeeds Mr. Getz.

FELICE FRAIOLI, John E. Pearson Co., N. Y., to assistant account executive to JOHN STUART, account executive for firm.

BERT LEBHAR III, son of Bertram Lebhar, general manager WIMG New York, to KYER Albuquerque, N. M., as assistant to Keith Tye, station manager.

JAMES F. COX, sales manager WAVE Louisville, to sales manager KPRO KPOR (FM) Riverside, Calif. He will also head national sales department KREO Indio, KROP Brawley and KYOR Blythe (Broadcasting Corp. of America stations). Also national sales manager California Rural Network. TOM LEHMAN to commercial department KPRO KPOR (FM). BILL SINOR, regional sales manager KREO Indio and KYOR Blythe, Calif., to station manager KROP Brawley, replacing GLEN DUNHAM, resigned. DUANE WANAMAKER to office manager L. A. branch Broadcasting Corp. of America. Newly-opened offices are at 610 S. Broadway. Phone: Vandyke 9363.

JOHN HJORST to sales department KGLN Glenwood Springs, Colo.

W. STANLEY SMITH, commercial manager CKOX Woodstock, N.B., and part-owner of station, resigns to join Publicity Assoc., Toronto. He retains his financial interest in station.

MIKE LAYMAN to WSFC Somerset, Ky., as general manager. Was with WHTN Huntington, W. Va.

E. ANSON THOMAS, KGFW Kearney, Neb., to station manager KFXJ Grand Junction, Col. JACK GOETZ, KRPL Moscow, Idaho, to sales manager KFXJ. ROSA LEE SAMUELS, traffic manager KFXJ, to assistant station manager.

WILLIAM B. MEYERS, executive in aeronautics department North American Aviation Inc., to assistant general manager KIKI Honolulu, T. H. Was manager of Armed Forces Radio Service in Aleutians.

THOMAS FREDERICK KINCAID to general manager KPLT Paris, Tex.

GEORGE L. SUTHERLAND, executive vice president, general and sales manager WAMS Wilmington, Del., to sales manager WPTR Albany, N. Y.

JIM SIGMAN, sales manager WTNS Coshocton, Ohio, to WJMO Cleveland sales staff.

J. E. (Jack) BROWN, principal Lancaster (Ohio) High School, to general manager WHOK Lancaster. Was communications officer in Navy during war. Succeeds MORTON K. (Rusty) PARKER, resigned.

E. T. (Larry) SHIELDS, sales manager KWRN Reno, Nev., to station manager. Succeeds MERRILL INCH, who becomes general manager Reno Newspapers Inc., KWRN licensee.

FRANCES BRENNAN, secretary sales department KCBS San Francisco, to secretary Pacific Coast Manager of Paul H. Raymer Co., station representative.

KENNETH L. WOOD, commercial manager WGWD Gadsden, Ala., to general manager.

WILLIAM S. PIRIE Jr., director of national sales WFBF Baltimore, to director of sales.

PERSONALS

ERNEST B. LOVEMAN, vice president and general manager WPTZ (TV) Philadelphia, named member of Mayor's Committee for Observance of 175th Anniversary of Signing of Declaration of Independence. . . . NORMAN BLACKBURN, NBC West Coast director of TV, in N. Y. for two weeks conference with Sylvester L. Weaver, vice president in charge of TV, and to survey new video shows for fall. . . . JACK COOKE, owner CKREY Toronto, in London conferring with British manufacturers who are expanding their Canadian markets.

GEORGE BLUMENSTOCK, general manager WSKB McComb, Miss., appointed radio consultant and director of publicity for Mississippi Republican Committee. . . . SI GOLDMAN, vice president and manager WJTN-AM-FM Jamestown, N. Y., father of boy, Richard Michael, Sept. 6. . . . HORACE N. STOVIN, owner H. N. Stovin & Co., Toronto station representative, touring Canada's Atlantic coast provinces after recovering from serious illness. . . . HERBERT KENDRICK, president WHGB Harrisburg, Pa., and Phyllis Poffenbarger have announced their marriage. . . . GORDON B. MCLENDON, president Liberty Broadcasting System, Dallas, addresses Hollywood (Calif.) Ad Club luncheon-meeting today (Sept. 18).

...and of course WLS was there

(see front cover)
TEST YOUR TV WITH SIMUTEL*  
(and save headaches and money)

*Petry Simulated Television  
and Your Personal TV Workshop

Got a film editing problem? Trouble integrating commercial with program? Or perhaps: how will that label show up on a television screen?

Perfect your TV productions before air time and before the budget hits bottom by testing them in the Simulated Television Studios of the Petry Company in New York and Chicago. Do it as our guest and with the assistance of our trained technicians.

In these new studios, any combination of film, slides, balop, live mike and music can be projected upon the screen of a television set to duplicate "over the air" sound and picture reproduction. Simutel is the nearest thing there is to a live studio set up.

Programs on film can be studied, edited, analyzed. Commercials can be tested, TV techniques studied at leisure, ideas thrashed out and refined. Then the complete product can be shown in its proper setting — on the TV screen.

Take full advantage of these facilities. They were set up solely as a service to you. Please call twenty-four hours or so in advance so that we can be sure the facilities are reserved for you and the services of the technician available.
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in 50-70 minutes (once-a-week) of bone-crushing action and Gargantuan hilarity. Film-recorded as telecast over KTLA. Top West Coast TV sports event for 1949-50! Los Angeles Hooper for April-May — 38.8 Telerating, semi-final period. Now shown in more than 20 markets.

Most popular children's TV show on West Coast! Whimsical puppet adventure series (5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; bluff Uncle-Captain Horatio Huff'n'puff; the triple-dyed meanie, Dishonest John, and a host of other delightful puppet characters. Highest rated multi-weekly TV show in Los Angeles for past 8 months. Now building audiences in 22 TV markets.

“A glorious American era recaptured!” New hep-step revival of Mississippi sidewheeler entertainment (30 minutes once-a-week) featuring Nappy LaMare's Strawhat Strutters Orchestra; outstanding guest stars and acts; the dancing Dixiettes and oldtime minstrel routines by Popcorn & Peanuts. M.C.'d by Captain Dick Lane, movie veteran just voted “King of Hollywood TV” by West Coast televiewers. Los Angeles Hooper for May-June — 11.8 Telerating.

Paramount's TRANSCRIBED SHOWS offer a wide range of tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Write, wire or phone for audition prints.

Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLlywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
ACTING ON advice of counsel, the Television Committee of the Radio-Television Mfrs. Assn., at its meeting last Thursday in New York, decided to do nothing at this time on meeting the issue presented by the FCC's Sept. 1 ruling tentatively approving the CBS color system.

Discussion, it was authoritatively learned, was confined to the purely legal issue of whether RTMA members were acting in a fiduciary capacity in putting up a running counter to the anti-trust laws [CLOSED CIRCUIT, Sept. 11]. RTMA counsel, it is understood, advised against such action, and will make that recommendation to the RTMA board meeting Wednesday in New York.

Judge John W. Van Allen, RTMA general counsel, and former Sen. Burton K. Wheeler and his son Edward Wheeler, special counsel, were reported as of the identical view that action in concert would place the organization in a vulnerable position. The meeting was adjourned, with individual manufacturers left to ponder the question.

The committee will report to the RTMA board Wednesday.

Individual company attorneys among the 30 present at the session are reported to have agreed with the RTMA counsel on their legal premise. Thus, the merits of the far-reaching FCC ruling were not discussed.

Ultimatum Poses Problem

It was generally agreed that the FCC's ultimatum seeking commitments from all manufacturers by Sept. 29 was the most serious problem to confront the manufacturing industry in its history.

In some quarters it was thought that individual manufacturers, in a quandary over the FCC's report, might seek additional time—perhaps 90 days to enable them to fully explore the problem. This would precipitate a fight at the FCC, since it is known that certain members oppose further delay.

In the time that has elapsed since the FCC issued its report Sept. 1, the view has become rather general among radio attorneys and engineers, if not among manufacturers, that the net effect of the FCC's ruling is something more than tentative approval of CBS, with the door left ajar for consideration of other color systems. The preponderant view is that the door was not only closed but locked through skillful wording of the "first report" and that nothing short of a "miracle" could bring approval of any other system.

Manufacturers figure that by next April or May, the Government will be tapping at least 50% of the capacity of manufacturing plants. They lament the shortages already developing for certain components. They feel they can't maintain orders by taking a large inventory of black-and-white commitments, let alone tooling up for color.

Some manufacturers in the New York area are making a serious effort to develop circuit capable of handling CBS color in black-and-white, along with conventional TV. At their request WCB-S-TV New York will start transmitting CBS color test patterns Monday, continuing throughout the end of September, the network said.

CBS refused to reveal the identity or number of manufacturers who have requested the color patterns.

A NEW, highly technical report on evaluation of radio propagation factors affecting TV and FM services in the VHF band is vitally important to FCC's forthcoming VHF color TV allocation proceedings and an area of scientific inquiry which appears to continue in considerable conflict—was released last week by the Commission.

The report was Volume II of the Ad Hoc Committee of the government-industry VHF-FM engineering conference held in late 1948, shortly after institution of the TV freeze to secure agreement and definition of basic propagation factors and concepts [BROADCASTING, Dec. 6, 1948]. These are the tools of measurement and calculation by means of which FCC must determine its TV channel allocation policy.

Volume II, along with its several appendices and "references," augments technical findings published earlier by the committee as Volume I which prepared the way for FCC's revised reallocation proposal of about a year ago [BROADCASTING, June 15, July 18, 1949]. The earlier data resulted in the Commission's proposing that VHF co-channel separation be increased from 150 miles to about 220 miles and adjacent channel separation be upped from 75 to 110 miles.

In large, Volume II offers four suggested methods for evaluating TV service in the presence of multiple sources of interference, but recommends none of them. The Commission, in issuing Volume II, directed that the problem be included for consideration at the further reallocation hearing commencing Oct. 2 and directed all interested parties who wish to submit pertinent evidence to so notify FCC by Sept. 26 [TELECASTING, Sept. 4, 11].

FCC indicated it will accept evidence "concerning the effects of multiple interference [as, for example, interference resulting from ignition, diathermy, oscillators of other television receivers, receiver noise, and one or more co-channel or adjacent channel television stations] on television broadcasting service."

General Endorsement

While the majority of the Ad Hoc Committee endorsed Volume II in general, the report was deplored as "a mass of confused gobbledegook . . . purportedly relating to radio propagation" by Thomas J. Carroll, National Bureau of Standards physicist who criticized the earlier findings [BROADCASTING, June 13, 1949] and who recently attached Reference E of Volume I as technically vulnerable [TELECASTING, April 3].

His position was shared by Chester H. Page, an NBS associate credited with discovering a "basic error" in the method of combining space and time fluctuations employed in Reference E, prepared (Continued on page 60)
The Waltz King and TV Are a Sure-Fire Sales Team

TRIED AND TRUE formulas have paid off handsomely for Standard Oil Co. of Indiana for many years in many ways. But perhaps the most tried—and therefore the truest—has been a paycheck which even startled its surprise-resistant executives.

The Chicago firm, which distributes gasoline and petroleum products and accessories from Michigan to the Rockies and from Missouri to Canada, has used radio many years to build customer relations, dealer satisfaction, good will, to establish its name and, of course, to increase sales.

Long a user of mass media—radio, newspapers and posters, in that order—Standard has gained its goals also with sporadic use of television—occasional Big Ten football games and special shows around the Midwest. It wasn’t until just about a year ago, however, that Standard’s agency, McCann-Erickson, Chicago, rang in a “sleeper” which opened SO’s eyes. Company men had been murmuring quietly about sponsoring a network TV show on a split hookup, beamed to viewers in the SO distribution area. The murmurs grew into lusty sanctions when Jim Shelby, radio and television director for McCann, made a video presentation (which took him three months) to the board of directors.

That presentation was for the Wayne King television show. Even the agency was skeptical at first: Mr. King had never done any television. Costs on a show with a standing cast of 16 orchestra men, two major vocalists and a 12-voice chorus would be astronomical, especially on just a split network. Mr. King, an oldtime favorite of those who were 20 in the ’20s, might not have enough mass appeal.

Jim Shelby, digging into copious files and reports, found that the King following was steady and growing—and had been for more than 20 years. For example, two songs recorded by “The Waltz King” in 1929–31 years ago—still sell a quarter million records a year each. They are “Josephine” and “The Waltz You Saved for Me.” As further proof of loyal fans, Mr. King gets an estimated $84,000 yearly in record royalties, representing sale of 2,700,000 records per year.

King’s Popularity

Mr. Shelby also found that Wayne King gave 96 concerts all over the country in 1948 and 1949, playing most of the time to full houses; his series of 52 half-hour shows for Frederick W. Ziv transcriptions sells in all markets because of his “universal appeal”; this radio experience included shows on NBC and CBS, sponsored by such national accounts as Lady Esther, Elgin American, Rexall Drugs and American Tobacco; RCA, with which Mr. King has had an exclusive recording contract for 22 years, reports steady sales, with the greatest success in the Midwest—the area in which radical experimentation and our formula, right now, is good. If we wear out the formula, we’ll get a new one. The change, however, will always be evolutionary instead of revolutionary.”

That formula is simple. It capitalizes on the elements which have made Wayne King popular for three decades—simplicity, harmony of mood as well as music, and sincerity.

Although the main pitch of the show is to the male motorist, entertainment is designed for the entire family. To achieve an effortlessness and informality, McCann-Erickson studied the home habits of Wayne King. They found he has 25,000 selections in his private music library; he owns 700 head of cattle on a feeder farm in Ottawa, Ill.; he himself, is a strong family man, and he isn’t a prima donna and doesn’t have to bathe in limelight.

Mr. King has surrounded himself with a youthful, zestful cast. His stars are Singers Gloria Van, Jackie James and Harry Hall, who take leads in production numbers. Doubling as singers and dancers in the 12-voice Don Large Chorus, six young men and women, many of them still in school. The chorus,

(Continued on page 82)

Standard Oil distributes its products and services.

Standard Oil was sold—and bought the Wayne King Show for 40 weeks as a half-hour Thursday night feature on an NBC-split network from Chicago last fall. Fan reaction and comments of dealers who favor the support the show gives them are responsible for the firm 44-week renewal of the show, which went back on the air Aug. 31. Standard has added three more stations this fall, bringing the total to 11, five live and six kinescope. The complete network includes WNBQ (TV) Chicago, WWJ-TV Detroit, WLAV-TV Grand Rapids, WTMJ-TV Milwaukee and RSD-TV St. Louis; WFPM-Kansas City, KSTP-TV Minneapolis, WOW-TV Omaha, WO1-TV Ames-Des Moines and VOC-TV Davenport, kinescope.

Urge Renewal

Renewal was recommended by the agency, Standard Oil Advertising Manager Wesley I. Nunn and the company’s advertising committee to the board of directors. Approval was given despite an estimated 60% increase in the budget for the show. This is caused by four more shows this fall (40 last year), addition of new stations (and more to come), higher talent fees because of a sliding scale in original contracts, and upped production costs. Mr. Nunn, in his report to the advertising committee (which passes on all advertising plans to the board), pointed out that Standard Oil marketing areas have all had a “tremendous upsurge” in TV penetration.

Mr. Nunn, “at this point,” believes “We have a winning combination. We are not making any

SPUN GLASS CLOUDS, candlestick light posts, costumed dancers and a toy rocking horse were blended into a Christmas fantasy on Standard Oil’s Wayne King Show. The 12-voice Don Large Chorus doubles as a dancing ensemble on the show.
That the People May Hear and See . . . .

This week, WTAR, Virginia’s pioneer broadcasting station, and WTAR-TV, which began operations last Spring, formally opens its new million dollar radio-television center in Norfolk. Dedicated to service in Virginia’s first market, WTAR marks another milestone in its record of progress with the completion of this new building.

The measure of a radio station’s success is its popularity with listeners and advertisers. For 27 years WTAR has built its audience with consistently good programs. As a result, the WTAR habit is such a strong one that today this station has three times as many morning listeners, more than twice as many afternoon listeners and nearly one and a half times as many evening listeners as its nearest competitor.

Consequently, WTAR has attracted more advertisers, year after year, than any other Tidewater Virginia radio station.

And WTAR-TV is off to a good start. Despite the fact that WTAR initiated television operations only six months ago, set circulation has soared from a few hundred at the time telecasting began to 29,365 as of September first, and this television “beanstalk” continues to climb. Operating from noon till midnight seven days a week WTAR-TV is now “sold out” from 5 p.m. till sign off.

The Norfolk market, 32nd in the U.S. in effective buying income*, offers advertisers unusual sales opportunities. Ask any Petry representative, or write for new market folder and booklet, “That the people may hear and see.”

NORFOLK, VIRGINIA
Campbell Arnoux, President

WTAR RADIO CORPORATION
John W. New, General Sales Manager

*Sales Management

September 18, 1950 • Page 53
JOSEK'S adds TV

JOSEK'S of Texas, now using a big newscast schedule on radio, is adding a major TV sponsorship, covering Friday night telecasts of San Antonio high school football games over KEYL (TV) San Antonio.

As of noon Saturday, Sept. 9, shopping crowds in the department store on Alamo Square saw hundreds of display posters in all departments and all floors announcing Josek's football TV plans.

Football commercials on TV will combine institutional advertising for Josek's with promotion of Frigidaire and Hoffman products. Games begin at 5 p.m.

The new TV campaign comes on the heels of a pace-setting Korean news push by Josek's, which has been promoted in the store, in newspaper ads, and in use of one of the large store windows as a KTSA San Antonio newsmen.

Josek's sponsored newscasts total 92 a week on four local AM stations and WOAI-TV San Antonio. For several weeks, hundreds of shoppers viewed the window-studio, where a KTSA staff commentator broadcast 15-minute news rounds-up at noon and at 5 p.m., centering on the Korean fighting.

With a teletype in the window for bulletins and a wall map of Korea, the arrangement kept the KTSA announcer on top of the news and gave the sidewalk listeners a visual aid to following front-line situations.

No longer in the window, the KTSA schedule continues, along with a Sunday 10 a.m. newscast.

KITE carries a one-minute summary of news on the hour, 9 a.m. to 7 p.m. for Josek's. The store sponsors ABC's Martin Agronsky over KABC at 7 a.m. Monday, Wednesday and Friday. Also, WOAI's 11 p.m. news, Monday through Friday, and 10 p.m., Sunday, is Josek-sponsored.

Add WOAI-TV's Telenews at 6:46 p.m., Monday, Wednesday

WSAZ-TV covers fire

WHEN WSAZ-TV Huntington, W. Va., was attempting to initiate regular network service on Labor Day with a doubleheader between Cincinnati and St. Louis, something more urgent and closer at hand happened. One block away, the building housing the West Virginia Electric & Supply Co. caught fire and burned to the ground.

Through the quick thinking of Production Manager Naseeh Twei, cameras were mounted on the 14th floor of a building across the street. With Program Director Jim Ferguson at the microphone, WSAZ-TV gave its audience a bird's-eye view of the entire catastrophe, lasting an hour and a half.

Setting Josek's sponsorship of newscasts on KTSA are (l to r): Charles D. Lutz, KTSA general manager; E. E. Bullen, vice president and general manager, Josek's, and Mrs. Caroline Shelton, Josek's advertising manager.

and Friday, and the Josek coverage is complete.

Explaining that the news campaign is strictly institutional, Mrs. Caroline Shelton, advertising director for Josek's, said the store's thinking is that "at this time news is what the people want to hear."

Apart from mention of Josek's in a general way, no specific merchandising is done on the newscasts. At the start, an anti-hoarding slogan was carried, but has dropped.

"Most interesting in our newest campaign," said Mrs. Shelton, "was the complete coordination of all media. We tied in our radio with promotion of the news programs in our newspaper advertising."

To Name Martin

W. G. (Gerry) MARTIN, director of promotion and publicity and producer in the television department of William Esty & Co., New York, is scheduled to be named head of the television department for Dunne Jones & Co., New York, effective the end of September.

ZIV FILM SERIES

9 Buy 'Story Theatre'

ZIV TELEVISION Programs Inc. has sold Story Theatre, syndicated half-hour film series recently acquired through Grant-Realm Inc., to the following sponsors:

- Harvard Book, Boston, over WNPB-TV through John C. Dowd Ad.; Ohio Fuel Gas Co., Toledo, over WPSP-TV through Dyer & Bowman; Brown Shoe Co., Rochester, over WGA TV, through Hyv Nash & Assoc.; Red Top Brewery, Columbus (station to be announced); Detroit Edison Co., through Campbell-Kraft (station to be announced); Philadelphia Savings Fund Society, Philadelphia, over WCAU-TV through Gray & Rogers; Karm's Department Store, Washington, over WMAL-TV through Kaufman Ad.; General Electric Supply Corp., and Rosenbaum's Dept. Store, Pittsburgh, over WDVT (TV) through WNAV, Kay & Phillips.

CBS-TV City

Tentative Zoning Okay Set

TENTATIVE approval for construction of an estimated $35 million CBS television city at Beverly Blvd. and Fairfax Ave. in Los Angeles was given last Monday by Huber E. Smutz, city zoning administrator, following a public hearing. (TELECASTING, Sept. 11.) Mr. Smutz said formal approval will be given after "certain details" have been worked out, which was expected to be in the next few weeks.

In asking the city to change zoning variances to permit construction of a 13-story administration building, Howard S. Meighan, CBS vice president, also requested property be re-zoned to permit filming of television pictures. Gilmore Stupple, now covering part of the property, will be torn down early next year to make way for the project, he said.

Plan More Units

Covering a seven-year period, CBS plans to erect a set of several buildings on the network tract. Preliminary sketches for the project, submitted by Architects William Pereira and Charles Luckman; (TELECASTING, "Josk's" structure consisting of three long studio buildings, each 600 feet long and 180 feet wide, joined in the middle by a multi-story service building. In addition, a 13-story administrative building is planned. There also will be five smaller office buildings to accommodate affiliated stations allied with TV industry and radio.

When completed the CBS television city proper will accommodate some 300 employees. In requesting zone changes, Mr. Meighan indicated CBS might film pictures for theatre release on the property. Contract for purchase of acreage from the present owners contains a provision for cancellation if the permit by the city isn't granted, he said.

"It is thought by many that some pictures or shows might eventually be made for a dual purpose, that of distributing through television channels and through the traditional theatre channels," he told the zoning administrator. "It is necessary that we have a specific understanding with the city that we may make motion pictures."

"Thus there is an economic reason as well as a show product reason for our requiring full permission of the city to make moving pictures on CBS property."

Quaker Oats Buys

QUAKER OATS, Chicago, through Ruthrauff & Ryan, same city, has bought Zoo Parade on a 34-station NBC-TV network from Oct. 1 for 26 weeks. Show, with Chicago origination, will be telecast Sunday, 3:30 to 4 p.m. CDT. It is a remote from the city's Lincoln Park Zoo, and features Jim Hurlbut as commentator.
Now you can buy — on an interconnected network — 5 major southern markets embracing 4,100,000 people.

Here in one of the nation's fastest growing regional markets, well established television stations have already elected for you an eager audience of proved buying power. This audience, and the thousands who will buy TV receivers in the next few weeks, is looking forward to your program and ripe for your sales message.

Check the South in — for sales through television.

THE CABLE TV STATIONS

WFMY-TV — Greensboro, N. C.
WBTB — Charlotte, N. C.
WAGA-TV — Atlanta, Ga.
WMBR-TV — Jacksonville, Fla.
WAFM-TV — Remington, Va.

Basic CBS Stations

CABLE DATE
SEPTEMBER 30TH

5 MAJOR SOUTHERN MARKETS • 4,100,000 PEOPLE
General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% saves you as much

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>G. E. TT-10-A</th>
<th>Manufacturer A</th>
<th>Manufacturer B</th>
<th>Manufacturer C</th>
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</thead>
<tbody>
<tr>
<td>Tube Cost (1 set)</td>
<td>$1200</td>
<td>$3300</td>
<td>$1500</td>
<td>$1400</td>
</tr>
<tr>
<td>Power Required (average picture)</td>
<td>14 kw</td>
<td>25 kw</td>
<td>23 kw (approx.)</td>
<td>25 kw</td>
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<tr>
<td>Size</td>
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<td>17'4&quot; L</td>
<td>17'11&quot; L</td>
<td>16'7&quot; L</td>
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<td></td>
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<tr>
<td>Self Contained</td>
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<td>Direct Crystal Control of Aural Transmitter Frequency</td>
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<td>No</td>
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<td>Low Level Modulation</td>
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<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Vestigial Side Band Filter</td>
<td>Not Required</td>
<td>Required</td>
<td>Not Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

Point-By-Point Comparison Shows Overwhelming G-E Advantages!
A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

**Low Power Modulator** using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

**Built-In Clamp Circuits** eliminate the usual type of low frequency video distortion found in many input signals.

**Completely Self Contained and Air Cooled.** This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

**Saves Time—Quick Tube Change.** Every stage, including finals, equipped with plug-in sockets.

**Adjustable White Clipper** keeps predetermined modulation depth from being exceeded.

**Increased Safety.** High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: General Electric Company, Electronics Park, Syracuse, New York.
With 65 television network advertisers active in July [Broadcasting, Sept. 13], largest number of stations for any one show was bought by Philco Corp. for its Philco TV Playhouse. The firm used 69 NBC-TV outlets for an hour. The Ad Agency's initial attempt to start a hiatus in mid-July, according to the Rorabaugh report on Television Advertising, published by the N. C. Rorabaugh Co.

The hiatus schedule carried in the July Rorabaugh report shows that a large number of network programs which did not appear in that issue were slated to return to the air in August and September. Although most of the new spot accounts added in the July report were shown on only one and two stations, Thomas J. Lipton Co. did buy time on 14 outlets. Lucky Tiger Mfg. Co. started a schedule of spots on seven stations. Its hair tonic is the second largest new account shown by Rorabaugh. There were 85 new accounts reported by Rorabaugh for July, the drop from June in total spot advertisers being caused, of course, by a greater number of cancellations.

In point of number of stations purchased, Bulova was the largest spot advertiser shown in the July Rorabaugh report. The firm placed business in 91 reporting stations. Brown & Williamson Tobacco Co., for Kool cigarettes, ran a schedule of spots on 68 stations. There were seven accounts shown as each spot on more than 45 reporting stations.

The largest product classification was Food and Food Product advertisers, recording 656 active accounts during the month (see Table). Advertisers of Household Furnishings, Equipment, and Supplies were a close second with 656 accounts. The food advertisers lead in total accounts in the network and spot fields, while the household group was tops locally.

**KEYL, WHAS-TV**

**Issue New Rates**

NEW RATE structures have been announced by two stations. On (Continued on page 64)

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**Weekly Television Summary**

**September 18, 1950, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>WRGB</td>
<td>4,000</td>
</tr>
<tr>
<td>Amos</td>
<td>WTVV</td>
<td>14,300</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WJAC</td>
<td>11,175</td>
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<tr>
<td>Baltimore</td>
<td>WJZ</td>
<td>5,355</td>
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<tr>
<td>Bloomington</td>
<td>WBI</td>
<td>8,263</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WBTV</td>
<td>8,263</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ</td>
<td>287,492</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW</td>
<td>306,400</td>
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<td>Buffalo</td>
<td>WGR</td>
<td>36,700</td>
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<td>Dallas</td>
<td>KXAS</td>
<td>70,958</td>
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<td>Detroit</td>
<td>WJBK</td>
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<td>Detroit</td>
<td>WDIV</td>
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<td>Durham</td>
<td>WKY-TV</td>
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<td>Houston</td>
<td>KPRC</td>
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<td>Jacksonville</td>
<td>WJXT</td>
<td>132,400</td>
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<td>Kansas City</td>
<td>WDAF</td>
<td>11,150</td>
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<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>37,343</td>
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**City**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVE, WHAS-TV</td>
<td>186,000</td>
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<td>Memphis</td>
<td>WMC</td>
<td>145,393</td>
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<td>Milwaukee</td>
<td>WTMJ</td>
<td>131,200</td>
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<td>Nashville</td>
<td>WSM</td>
<td>13,900</td>
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<td>New Haven</td>
<td>WTN</td>
<td>10,600</td>
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<tr>
<td>New Orleans</td>
<td>WDSU</td>
<td>15,550</td>
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<tr>
<td>New York</td>
<td>WCBS</td>
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<tr>
<td>Portland, Ore.</td>
<td>KPTV</td>
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<td>Providence</td>
<td>WNAC</td>
<td>71,800</td>
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<td>San Antonio</td>
<td>KJSA</td>
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<td>San Diego</td>
<td>KUSB</td>
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<td>San Francisco</td>
<td>KRON</td>
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<td>Seattle</td>
<td>KOMO</td>
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<td>Toledo</td>
<td>WTVN</td>
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<td>WOAC</td>
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<tr>
<td>Toledo</td>
<td>WOW</td>
<td>14,500</td>
</tr>
<tr>
<td>Toledo</td>
<td>WTVF</td>
<td>63,500</td>
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**Quad Cities**

<table>
<thead>
<tr>
<th>Quad Cities</th>
<th>Includes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Quad Cities</td>
<td>Includes</td>
<td>Total</td>
</tr>
</tbody>
</table>

**Total** | 65 | 697,391 | 3,730

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**Rorabaugh's July Report**

(Report 129)

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**Teletext**

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Page 58 • September 18, 1950
week in and week out
more Atlanta people see
more programs* on

*Ask your Petry man about any current survey

WSB-TV

ATLANTA'S
FIRST
TELEVISION
STATION
PERSONAL appearance of the Kubko, Fran & Ollie cast Sept. 9 on Rich's In Your Home program over WSB-TV Atlanta brought together this luncheon group (1 to 1): Foreground, John M. Outler Jr., general manager, WSB-AM-FM-TV, and Joseph Guilliotz, Rich's Department Store, program sponsor; background, Burr Tillstrom, creator of the puppets; Frank L. Pallotta, Rich's; Jim Allison (front); J. Leonard Reinsch, managing director, WSB-AM-FM-TV, and Earl Yancey Sr., RCA. Kubko Fran and Ollie's appearance, coinciding with "Television Week" in Atlanta, previewed the return of the puppet show to WSB-TV Sept. 18.

WPTZ Kansas Viewer

AN EXAMPLE of how this small television world was provided in a recent WPTZ (TV) Philadelphia incident. Roy Neal, who conducts Public Invited, offered a puppy to the letter writer who had the best reason to give the pet a good home. An offer was received two days later from Mrs. Arthur Pearce of Gardner, Kan., 35 miles away from Kansas City. Mrs. Pearce wrote that WPTZ's audio was excellent although the picture was wavered occasionally. P. S. She won a puppy.

for the addition of interfering signals," but discussed probable combinations.

Volume II also disclosed two unpublicized reports which are not available for distribution at this time. One is Reference K, "The Effect on Television Service of Transmitting Antenna Height, Radiated Power, the Use of Offset or Synchronized Co-Channel Carriers, and of Correlation Among the Radio Fields Received From Several Transmitters," by Harold Staras et al. NBS. The other is Reference M, "A Statistical Analysis of Multiple Radio Interference to Television Service," by Mr. Staras and Marvin Blum, also of NBS.

WBAP-TV Fort Worth on air 2:30 p.m. to midnight Mon.-Fri., adding eight to 10 extra viewing hours. Total time is 65-70 hours weekly, with Sat.-Sun. schedules running evenings until 10 p.m.

Telecasting • BROADCASTING

Propagation

(Continued from page 51)

by Kenneth A. Norton of NBS and a group of other Ad Hoc Committee engineers.

Although the original Reference E was never approved by the committee, pertinent material from it is analyzed and incorporated in Appendix B to Volume II. As such it constitutes the first suggested method of evaluating a given service when subject to interference from multiple sources. The report states a revised Reference E, in unpublished form, has been prepared by Mr. Norton and Harry Pine, FCC engineer, with the original title, "A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 mc."

The second suggested method, outlined in Appendix C of Volume II, is contained in Reference L, "An Abbreviated Method of Calculating Multiple Interferences," by Mr. Pine. The author explains that while it "may not be quite as accurate an approximation" as that by use of revised Reference E, it is "much more practical from the standpoint of ease in application."

Third Technique

The third technique suggested, "The Log Normal Method," is contained in Appendix D. The fourth, "The Method of Numerical Integration," is presented in Appendix E of Volume II.

The "significant conclusions" of Volume II were endorsed without reservation by Edward W. Allen Jr., chairman of the Ad Hoc Committee and chief of FCC's Technical Information Division; Mr. Fine and William C. Boeze, FCC; Ralph N. Harmon, Westinghouse; E. F. Vandervire Jr., FCC; Robert P. Wakeman, DuMont; George V. Waldo, FCC.

Endorsement with reservation was made by Mr. Norton as well as by Stuart L. Bailey, consulting engineer; C. B. Jolliffe, executive vice president of RCA Labs. Division in behalf of Dr. George H. Brown; Albert F. Murray, consulting TV engineer; Raymond M. Wilmette, consulting engineer; Frank G. Keen, consulting engineer, and Jay W. Wright, CBS. Endorsement was declined by Messrs. Carroll and Page and Paul A. de Mars, consulting engineer.

Mr. Carroll explained that as a physicist "who has been specializing in the subject since the middle of 1941, it is especially painful to me to see such material put forth in the name of the Ad Hoc Committee as radio propagation data on the basis of which TV and FM stations may be allocated."

Carroll Comments

"I believe that I have spent as much time as any member of the committee," Mr. Carroll continued, "in trying to unravel this confused tangle of bald assumptions which have been mixed with a pitifully few facts and blown up into a statistical crazy-quilt hither-to quite unprecedented in radio engineering." He indicated he was "convinced that an intelligible document can be produced relatively quickly which will be a useful guide to a flexible allocation policy until more is known."

The television industry deserves a better fate ... than to have its allocations mired in such a maze of confusion" as is Volume II, Mr. Carroll concluded.

Page Explains

Mr. Page explained that a report such as Volume II should be understandable to FCC engineers, professional radio engineers and other interested parties. But he found Volume II in its present form "filled with confused and confusing analyses, most of which leads to no results readily applied in practice."

Mr. de Mars chiefly expressed concern as to validity of the assumption of revised Reference E and Reference C, the latter an unpublished report titled "Ground Wave Propagation Over Irregular Terrain at Frequencies above 50 mc.,” by Mr. Norton, Morris Schuklin and Robert S. Kirby of NBS.

Several other references aside from those previously mentioned were reported by Volume II. Mr. Wilmette, in Reference I, "Report on Interference Caused by More Than One Signal," presented a "theoretical survey of the problems of establishing the effect of the interference from several signals, its effect on estimating service areas of stations and some suggestions on the solution of these problems."

Mr. Fine, in Reference J, "Combination of Several Interfering Signals in the VHF Range," noted that "insufficient data is available to determine the exact mechanism..."
EVERY DAY THAT PASSES MEANS MORE HAPPY WGN-TV ADVERTISERS

An agency writes—

“Although we have mentioned it many times before, we want you to know that everyone connected with the program here at the agency and with the client in Chicago is quite happy with the outstanding work you are doing... By now we have had experience with a great number of home economist shows and yours ranks among the very best in the country....”

An advertiser said recently—

“We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year....”

Add these to the many other WGN-TV result stories and you'll see why WGN-TV is the nation's top Television station for spot advertisers—Your advertising schedule isn't complete if you're not on WGN-TV in Chicago.
Waltz King

(Continued from page 58)

organized in 1937 by Don Large, then music director of WJR Detroit, has been sponsored in radio by the Ford Motor Co., Marvel Cigarettes and Household Finance. Members are divided also into three other groups, The Grenadiers, a male sextet; Meadowliarks, three girls, and The Double-Daters, two couples.

Mr. Hall began singing in Milwaukee, where he appeared in night clubs. He had been a guest on many radio shows, including that of Arthur Godfrey, and was discovered by Mr. King after an appearance on the Breakfast Club. Miss Van has starred in numerous Chicago network and local TV shows, and Miss James just left the road company tour of "Lend An Ear," in which she had a leading role.

Much of the music played on the show is the same kind which made "The Waltz King" famous—low, easy-going melodic selections. The style, however, instead of just bright or nostalgic looks to parents' faces, seems to appeal equally to their offspring. The latter are the fans who request studio passes for 50 and 75 persons at a trip. Although the show has no studio audience, visitors can watch from an observation booth one floor above the studio.

Rehearsal Schedule

The rehearsal routine is rugged, and takes place after the chorus has memorized as many as 10 songs and two dance routines per week. Rehearsals, supervised by NBC Director Bill Hobin and McCann-Erickson Producer Andy Christian, are called for Tuesday before the Thursday show. After a 9:30 a.m. to 5 p.m. stint, cast members return Wednesday from 9:30 until 12:30. On Thursday, the group rehearses on camera from 2:30 until 5 p.m. and from 6:30 until show time (9:30 p.m.).

Because the show has several songs and two or three production numbers (with full cast) constructed around a single theme (vacations, a day on the farm, mystery stories), initial planning before rehearsals has to be intensive and sharp. Dialogue is minimized, and production crews attempt to get a tone as mellow as the season's saxophone. It's estimated that about 31 people work on the show, but no one is quite sure. Three cameras are used, and as many as 10 sets. Two dancers, apart from the chorus, are usually featured.

A favorite production last season was a pre-Christmas feature on Toyland, which came to life before the cameras with a rocking-chair, mountain, peppermint candy tree, spun-glass clouds, a five-foot rocking horse and a three-tiered wedding cake seven feet in diameter. Elaborate gold cranes and dolls came to life also, playing games with a seven-foot panda, toy cars and fire engines. A snow-capped castle wall towered over a Nazi-solder guard-house, and huge toy blocks—three and two feet square—filled in the background. Painters turned the floor into a giant checkboard.

Mr. King insists, "We all take bows for everything, and no one takes bows for anything." He is sure television "is the most wonderful thing in the world!" Musically, he prefers his concerts tours, but as a showman he likes TV because "it puts everything together that I've learned from childhood—and adds a lot. It's the most dominating medium I've found!"

A devotee of a rule which allows only music and entertainment, "and no tricks," Mr. King describes himself and the show as simple. "The pressure is to always be exotic, but we like it simple, melodic and wholesome. This is the hardest combination to achieve, because we must be interesting at the same time."

Commercial Policy

Although the agency describes him as a "soft but solid salesman," Mr. King rarely takes part in commercials. Policy is to keep commercial messages interesting, informative and minus heavy sales pressure, although the client insists on good identification. Commercials tie-in directly with other advertising used, but are often omitted in favor of public service plugs or mentions of accomplishments of the Junior Achievement Club, Future Farmers of America or 4-H members.

The company sells its name and service, first of all, and then its products—gas, oil, lubrication and heating oil, tires, batteries and other accessories. The commercial schedule, reviewed constantly, is made up a month in advance in an effort to get some of the flexibility found in radio.

The show with the big-glimmering Standard crown as a trade-mark earned two first place awards as a musical TV program last spring—one in the Chicago Federation of Advertising Club's annual advertising competition and the other from a local video fan magazine. Wes Nunn, who calls TV "captivating and dynamic," and who finds "once you get in it there's no capacity at all," knows the medium's potentials as a social, economic and educational force. "We all need to watch out for abuse of it as an entertainment medium, though, and one of the greatest abuses is to fill with too many or too long commercials. That's why ours are brief and integrated."

NBC-TV NETWORK

Interconnected To Add 14

FOURTEEN non-interconnected TV stations will become interconnected with the NBC-TV network by Oct. 1. NBC will then have 47 stations on its interconnected network and 16 on its non-interconnected network, totaling 63 stations.

Those joining the interconnected network, including WSAZ-TV Huntington, W. Va., which affiliated Sept. 1, are: WPMY-TV Greensboro, N. C.; WBTW (TV) Charlotte, N. C.; WMBR-TV Jacksonville, Fla.; WSB-TV Atlanta, Ga.; WBRC-TV Birmingham, Ala.; WAVE-TV Louisville; WJW-TV Cleveland; WCNC-TV Charlotte, N. C.; WOC-TV Davenport, Iowa; KSTP-TV Minneapolis-St. Paul; WOW-TV Omaha; WDAF-TV Kansas City, Mo.; WSM-TV Nashville, and WTTV (TV) Bloomington, Ind.

Coy To Review Color

CHICAGO industry people will hear FCC Chairman Wayne Coy outline the present status of color television at a luncheon Sept. 26. Sponsored by the Chicago Television Council, which closes its fall season that day, Mr. Coy's speech will be heard also by members of the Chicago Radio Management Club as well as Midwest agency executives and set manufacturers. The invitation was sent to Mr. Coy by I. E. Showerman, NBC Chicago vice president and president of the Television Council. The luncheon is tentatively planned for a private dining room in the Palmer House.
WWJ-TV and the University of Michigan have announced completion of plans for a series of televised home-study courses this fall . . . the first venture into the field of university education by any TV station.

The entire academic resources of the university and the production and transmission facilities of the station were pledged to its success. Initial plans call for lectures on history, fine arts, music and the fundamentals of the natural sciences to be illustrated with all the visual aids employed in undergraduate instruction. The television "classes" will even be taken into research laboratories, workshops and rare book vaults usually barred to all but a few accredited students.

Those who enroll by the payment of a nominal fee to the university will be eligible for examinations and "certificates of recognition."

Mark this up as another in the long list of "firsts" credited to WWJ during its 30 years' existence. It adds immeasurably to the prestige and community confidence which WWJ has always enjoyed, and which has always proved so beneficial to its advertisers.
Aces Still High

THE playing card business has not been affected by television and spokesmen for the trade expect card sales this year to hit a new high. This statement was made by representatives of playing card manufacturers exhibiting at the Boston gift show after midnight. It was pointed out that in New York City, metropolitan area where television coverage is heaviest in the country, sales of cards are running about 20% ahead of last year.

new Class C bracket applies to all times not covered by Class A and B.

Durable Goods Studied In Video Homes

ADVERTISE RESEARCH last week released results of a preliminary investigation of "Durable Goods in TV Homes." Although there was some evidence of television advertising having influenced the purchase of durable goods, the firm points out that the frequency of buying in this field makes investigation difficult. The sample included 784 interviews in TV homes within 50 miles of New York and, according to Advertise, "provides a valid measure against which future studies of this type can be placed and inspective analyses made."

'Colgate Comedy Hour' Rated by Hooper

THE NEW Colgate Comedy Hour, NBC-TV's answer to CBS-TV Toast of the Town, Sunday, 8-9 p.m., had a Hooperating of 31.2 on its premiere telecast Sept. 10, according to a Newspaper of TV Survey conducted by C. E. Hooper Inc.

Toast of the Town, sponsored by Lincoln-Mercury, was rated at 20.2 the same night. The rating for that program, the previous week was 36.

The special ratings were among the first issued in Hooper's new 12-city metropolitan rating service announced a fortnight ago (TELECASTING, Sept. 10).

Videodex Announces August Ratings

TOP 10 network shows in two groupings, percentage of TV homes tuned in, were released Friday by Videodex for Aug. 1-7 period covering a 62-market area. The Videodex ratings were shown as follows:

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S. F. - L. A. RELAY

Four Carry Dedication Show

DEDICATION of the San Francisco -Los Angeles microwave relay last Friday night featured an hour-long, live variety show telecast by four stations simultaneously. Stations were KKNH (TV), KTIV (TV) Los Angeles; KRON-TV, KTVU (TV) San Francisco, doubling up on telecasting from each city. Art Linkletter emceed the show in Los Angeles and Ben Alexander in San Francisco.

FOC Comm. George Sterling was featured in a short talk by remote from the Institute of Radio Engineers annual West Coast regional convention in Los Angeles.

ABC TV was first to utilize microwave relay on a pay basis with a special hour show last night (Sept. 17), celebrating the first anniversary of its KBCA-TV Los Angeles. Show was broadcast from KECA-TV to KGO-TV San Francisco and inaugurated a seven-day pay week schedule for the latter ABC station in addition to introducing the TV fall program lineup.
Television camera with the eyes of a cat!

Why an image orthicon camera can see with only the light of a match

No. 9 in a series outlining high points in television history

Photos from historical collection of RCA

Show any camera fan the things a television camera is asked to do, and you'll leave him gasping!

The usual photographer, tied to the limitations of lens rating and film speed, must depend on flash bulbs, floodlights, or time exposures in dim light. But a television cameraman operating the RCA image orthicon camera gets sharp, clear pictures—in motion—in places where lack of light would paralyze the most costly "still" camera.

The secret, of course, is that the picture signals created within the RCA image orthicon camera can be intensified millions of times for transmission.

Youthful ancestor of this supersensitive instrument is the iconoscope tube invented by Dr. V. K. Zworykin, of RCA Laboratories. It was television's first all-electronic "eye"—without any moving parts, presenting no mechanical problems.

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists were able to develop the image orthicon pick-up tube. Although simple to operate, and virtually foolproof, it is one of the most complex and compact electronic devices ever developed.

Within its slim length—not much bigger than a flashlight—are the essentials of three tubes, a phototube, a cathode ray tube, an electron multiplier. The phototube converts a light image into an electron image, which is electrically transferred to a target and scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal and greatly amplifies its strength so that it may travel over circuits leading to the broadcast transmitter.

Inside the tube, more than 200 parts are meticulously assembled. There's a glass plate thinner than a soap bubble... a copper mesh pierced with 250,000 tiny holes to the square inch. A piece of polished nickel pierced with a hole so small you couldn't thread it with a human hair!

The image orthicon television camera, as developed by scientists at RCA Laboratories, is now 100 to 1000 times as sensitive as its parent—the iconoscope... and in the dark, sees almost as clearly as the keenest-eyed cat!
ZIV EXPANDS
Leases California Studios
IN A MOVE designed to enhance its production of TV films, Frederic W. Ziv Co. and its affiliate, Ziv Television Programs Inc., have acquired the lease to a large segment of the California Studios, in Hollywood.

Complete use of studio facilities and the administration building becomes Ziv's, effective Oct. 15, at a cost of $100,000 in cash, plus "additional sums" to be paid over the five-year period. The administration building will house the West Coast offices of the Ziv Co., and its three affiliates, Ziv Television Programs, World Broadcasting System, and Cisco Kid Products.

John L. Sinn, Ziv executive vice president, pointed out that Ziv's experience in TV film producing, both in Hollywood and New York, resulted in the conclusion that motion picture "know-how" necessarily produces the better TV movie. Proximity to talent, climatic conditions, and space availabilities, are added factors in the change.

Mr. Sinn noted that the five-year lease also signifies that Ziv is definitely committing itself to full-scale TV production in films.

TVA-NETWORKS
First Negotiations Reported
FIRST of the Television Authority-networks negotiation meetings on talent in live shows and simultaneously-kinescoped shows was held in New York last week, TELECASTING learned unofficially.

Screen Actors Guild is understood to have conceded TVA jurisdiction in the limited sphere covered by the negotiations, although the larger jurisdictional dispute remains unsettled.

Some hopes are held that successful conclusion of these negotiations may lead to a larger overall settlement with the networks and agencies, if not film producers.

AMERICAN U., Washington, will offer for academic credit TV workshop in studio of WMAL-TV Washington. Workshop is directed by Van Beuren W. De Vries, producer for station.

The Gray TELOP makes PROFITS GROW for TV Stations
DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

Wander on ABC-TV
WANDER Co., Chicago, for Oraltine, begins sponsorship of Sandy Strong, marionette feature, on 15 ABC-TV stations Sept. 25. Show will originate live at WENR-TV Chicago and will be carried by kinescope on 14 other stations. It will be telecast as a five-a-week strip, 8:15-5:30 p.m. CDT. Grant Advertising is the agency.

WCAU-TV Philadelphia has launched 17-hour telecast day.

McNeill's TV Debut
ABC DEBUTED its Don McNeill TV Club on the network from Chicago Wednesday night with a gala cocktail party-buffet supper-preview in the Civic Opera Bldg. headquarters. Among some 300 guests present were top executives of Philco Corp., which sponsors the hour show once weekly (Wednesday, 8-9 p.m. CDT) and ABC Vice Chairman Mark Woods, President Robert Kintner and Central Division Vice President John H. Norton Jr.

Opinion was divided as to the high spot in the premiere—the fast patter of Screen Star Gloria Swanson with m.c. Don McNeill, who abandoned with which James H. Carmine, executive vice president of Philco, tore up the commercial.

WENR-TV MOVE
Occupies New Quarters
NEW dressing rooms and offices in the Chicago Daily News Bldg. are being occupied this week by WENR-TV (ABC) Chicago after opening of its fourth studio last week. Studio N, one of two TV studios planned for new quarters in the Daily News Bldg., comprises almost 12,000 square feet of space, and is 34 feet wide and 46 feet long. The second spot for show originations, expected to be called Studio N-1, will be completed and in operation by the end of the year.

Other studios—A, Penthouse and Civic—are located in present ABC headquarters in the Civic Opera Bldg., across the Chicago River from the Daily News Bldg. Shows which will originate in Studio N, designed for simple programs without complicated production techniques, are Housewife's Holiday, Mary Hartline's Party, Adventure Time and the Beulah Karney Show.

Petition Accepted
PETITION of Michigan State College, Lansing, requesting permission to file late comment in FCC's TV reallocation proceeding so as to request Channel 10 (192-196 Mc) there, has been granted by the Commission. FCC noted sufficient excuse for the delay had been given and no date has been announced yet for consideration of proposed allocations.

TV section of Society of Motion Picture Art Directors, Hollywood, has started series of semi-monthly meetings for exchange of new ideas and development in TV set designs.

Page 66  September 18, 1950

Telescating * Broadcasting
FALL promotion series of the Celanese Corp. of America was launched on Sept. 10 with one-minute television spots running on 25 stations in 14 markets. Spots will run for 15 weeks, five times weekly in each market except New York, which will have seven weekly showings. Essentially a merchandising effort, the spots allow time and space for insertion by a retail outlet in each city. Films also are available to stores free of charge for additional showing in their own towns. The producers of the films have developed a method which combines fashion and art work and cut-outs with live action to illustrate the use of Celanese fabrics in important new styles for women.

The series was produced under the direction of Albert S. Dempe-wolf, advertising manager of Celanese, with Hal Jaffe, radio and television director of Ellington & Co., the company’s advertising agency, through the facilities of Wilbur Street Productions.


Crawford-Parmenter Productions, Hollywood, specializing in TV commercials and training films, has been organized by Ned Crawford and Frank Parmenter at 9172 Sunset Blvd. Firm has completed 30 minute TV pilot film, “Prowli Car,” semi-documentary, made in cooperation with Los Angeles Police Department. Packaged by William Bright for Manning O’Connor Agency, film was produced by Bill Bacher and narration by Bob Purcell.

Filmed stories from KTTV Hollywood TV newscast correspondent Charles de Soria in Korea being telecast on seven stations, KNX-TV San Francisco, WGN-TV Chicago, WFLI-TV Philadelphia, WMAR-TV Baltimore, WBAP-TV Fort Worth, WKY-TV Oklahoma City and KRLD-TV Dallas.

Allen-Moore Productions, Hollywood, appoints Paul Kohner Agency, same city, as agent for “To Do,” 10-minute TV film hobby series, seven of which are now completed. Same agency under direction of Walter Kringer, packaging “The Dream Workshop,” TV puppet show.


G. R. GARRISON

Directs Michigan U. TV

APPOINTMENT of Garnet R. Garrison as director of U. of Michigan’s television activities has been announced. Mrs. Garrison also continues as professor of speech in charge of radio broadcasting and TV instruction. As director of television, he will coordinate joint Michigan-WWJ-TV Detroit adult education televisits [TELECASTING, Aug. 7].

Prof. Garrison is co-author of Radio and Television: An Introduction, which is being published this month by Appleton-Century Crofts Inc. His writing partner on the book, designed for college use, is Prof. Giraud Chester of Queens.

WMAR-TV to Fair

WMAR-TV Baltimore, the Sunpapers TV outlet, trans- ferred all of its studio activities to the Maryland State Fair at Timonium, Md., Aug. 30. The project required erection of a special tent on the Midway to house television studio and benches for a continuous audience drawn from thousands who throng the fairgrounds. In addition to its three-hour Sports Par- ticipation, W MAR-TV will continue to present agricultural exhibits, livestock judging, horse races and 4-H Club programs.

SALES! For BIG Results

In This Big Market

Use The Big Station!

RKO THEATRES

TV Installation Planned

FIRST of a series of theatre television installations at key RKO theatres is planned for RKO Fordham in the Bronx, N. Y., it was announced by Sol A. Schwartz, executive vice president and general manager of RKO Theatres Inc., and W. W. Watts, vice president in charge of the RCA Engineering Products Dept.

Installation of a complete RCA instantaneous direct projection theatre TV system at Fordham will begin within a few weeks under direction of Charles S. Horstman, RKO supervisor of sound and projection. Mounted in the front of the balcony, the projector will provide a throw of 67 feet and a theatre-screen-size image.

Quoting that this is the first of a series of such installations in key RKO theatres, Mr. Schwartz said he believed that “the day is not too far off when the theatre and television will join forces for their mutual benefit. RKO theatres will keep right in step with the trend.”

Barton Kreuzer, RCA manager of theatre, visual and sound products, negotiated the contract for the Fordham installation with Mr. Schwartz.

“SHEILD OF Merit” plaque presented Children Should Be Heard, KFI-TV Los Angeles, by southern section. California Teachers’ Assn.

NORTH CAROLINA

OFFERS MORE

POPULATION 4,051,740

10th in the Nation

(1950 U. S. Census)

THAN ANY OF THE 12 STATES

IN THE RICH GROWING

SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.
W. VA. MEET

THE BATTLE in Korea is giving news an interest that it hasn't experienced since World War II, Oliver Gramling, assistant general manager of the Associated Press, told a meeting of West Virginia Broadcasters Assn., members, who met at White Sulphur Springs, W. Va., earlier this month. This "compelling interest," as described by Mr. Gramling, was pointed up as instrumental in radio's resurgence in the media scene.

Some 30 broadcasters attended the business session at which Marshall Rosene, WSAZ-TV Huntington manager, discussed the method of bookkeeping and type of organization that went into the setting up of the Mountain State's only television outlet.

EL PASO, THE SOUTHWEST'S BEST MARKET

Now that Census Bureau has counted the states and RMB the areas, the answer is clear. El Paso is the Southwest's largest, second largest city, with its immediate trading area, it's the best market despite other radio stations in this region reach as many radio homes so inexpensively as KROD.

WATS

KROD

Key Station

SOUTHWEST NETWORK

600 - Top o' the Dial

RODERICK BROADCASTING CO.

Dorance D. Roderick, President

Val Lawrence, Vice-Pres. and Gen. Mgr.

Represented Nationally by

THE TAYLOR COMPANY

REACH THIS MARKET THROUGH YOUR SOUTHWESTERN SALES MAN

WAVE SURVEY

Radio Strength Revealed

RECENT attempts to reduce AM time rates, on the grounds that radio's pull is weakening, have been counterattacked in a survey by WAVE Louisville, which shows that the medium is still on the upgrade. The survey is representative of 85% of the city's population.

WAVE has learned that multiple radio homes in Louisville far exceed the highest previous estimates, showing that 69%, or almost 3% of all families surveyed, have two or more AM sets in the home.

The survey also disclosed that 99.5% of all families covered have AM radio in the home.

WAVE stresses the importance of automobile radios in such a survey by pointing out that almost two-thirds of the families have radios in their cars.

U.S. RELIGION

Spot an Voice Seen

PROPOSAL to give Voice of America listeners a picture of religious worship in the United States is being considered by the State Department, which plans to set up a religious advisory committee to pass on suggestions for religious broadcasts.

Charles M. Hulten, general manager of the Voice, has informed Dr. Alton Reed, public relations and radio director for the Baptist General Convention of Texas, that he favors the idea of setting up such programs, which Dr. Reed reportedly brought to the attention of the State Department.

Both Mr. Hulten and Dr. Reed, who conferred in Washington recently, have agreed that such programs "would not be just preaching, but would show the unity and freedom of all religious groups in the U. S. to listeners behind the Iron Curtain. The broadcasts would be divided equally among Protestant, Catholic and Jewish groups, it was understood.

MEMBERS of the board of directors of the West Virginia Broadcasters Assn., attending the organization's fall meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 3, are (1 to r): Joe L. Smith Jr., WJLS Beckley; Melvin Barnette, WLOH Princeton; Marshall Rosene, WSAZ Huntington; Alice China, association secretary; George H. Clinton, WPAR Parkersburg, association president; William Rine, WVBW Wheeling, and George Gray, WKNO Charleston.

SIREN BAN

N. Y. Law Affects Radio-TV

PROHIBITION of the use of sirens in New York under a state civil defense law effective last week will extend to network as well as local programming. Broadcasting has learned. Henceforth if a siren is heard in New York it will mean an air raid is expected.

Siren noise will be eliminated from all network shows, irrespective of the fact that most other areas have no such ban. It was announced that Milton Berle's Texaco Star Theatre over NBC-TV will substitute a fire bell for the siren used in the past to open and close the program.

DECCA RECORDS Inc. declares regular quarterly dividend of 12% cents per share on capital stock, payable Sept. 29 to stockholders of record Sept. 18.

News, Station Operation Among Topics Studied

THE broadcasted named a committee to report on sports broadcasting in the state. Appointed co-chairmen were William Rine, WWVA Wheeling manager, and George Gray, WKNA, Charleston manager.

Members designated to serve on the committee were Paul White, WEIR Weirton, and Mel Barnett, WLOH Princeton. Other members will be added.

At the Sept. 3 meeting, it was agreed that Huntington would be the site for the association's session next spring.

GELDER NAMED

Heads W. Va. AP Radio Unit

JOHN T. GELDER Jr., manager, WCHS Charleston, W. Va., has been elected president of the West Virginia Associated Press Radio Assn. He succeeded George H. Clinton, WPAR Parkersburg manager who was elected to one of three vice presidencies.

Mr. Gelder, elected as vice president at the group's summer meeting at the Greenbrier Hotel, held Sept. 2 preceding the opening of the annual meeting of the West Virginia Broadcasters Assn. (see story this page), were Pat Flanagan, WHIS Bluefield, and J. Patrick Beacom WVVW Fairmont. Joe L. Smith Jr., WKNA, was elected treasurer and Richard K. Boyd, AP correspondent at Huntington, was named secretary.

A discussion of news coverage in West Virginia and its adjoining areas was led by Fred Zimmerman, WBLK Clarksburg, and Phil Vogel, WGVK Charleston. Association members were entertained at a cocktail party.

for

SALES GETTING REPRESENTATION

Contact our nearest office

Chicago 185 N. Weboz Avenue
Atlanta Rhodes-Hayworth Building
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
‘GOOD NEWS’

WDVA Danville, Va., inaugurates five-weekly five-minute newscast devoted to Good News. Contrast-
ing with war news, show features human interest and other stories on brighter side of news picked
from UP dispatches.

POTATO TEST

WHBC Canton, Ohio, sponsored first annual Potato Contest, open to all farmers and city gardeners
within listening area. Station asked listeners to submit potatoes for judging by water displacement
method in front of WHBC midway studio on Grange Day, Sept. 7. Contestant entering largest potato
received $25 savings bond at grand-
stand presentation.

HOARDER HARRY

KITE San Antonio is cooperating with anti-hoarding campaign by sponsoring Harry the Hoarder pro-
gram starring Harry, mythical character who is professional hoarder. Harry gives valuable
merchandise to listeners in effort to discourage hoarding by public.

Condition of award is winner’s
pledge not to hoard and to en-
courage friends and neighbors not to
hoard.

WGAR SPECIAL

WGAR Cleveland sponsored special train to carry Clevelanders to Cleveland Day at Ohio State Fair.
Arrangements had been made to accommodate 400 people, but when
more than twice that number
responded, train made two trips. Sta-
tion entertainers furnished music
during ride.

SELF-SELLING

its high-fidelity custom radio and
tune installations, using Pickering
diamond pickup, sponsor reprodu-
ces long playing symphonic rec-
erds on such a system. Superior
onal values when heard by listen-
ers will sell service, sponsor feels.

WEATHER VAIN

WOAI San Antonio, Tex., sent special gift to listeners who had
phoned in weather reports to
Henry Howell, news editor. Gift
was aluminum weather-proof plate,
bearing words, “I'm a special
Henry Howell weather observer for
WOAI . . . 1200 on every dial.”

Accompanying letter thanked listen-
ter for his help, and urged him to
display 10x8 inch plate in promin-
ent place on his barn or chicken
house.

EDITORS TALK

WBZ-TV Boston, Starring the Editors, Sun., 4:30-5 p.m., Star Mar-
kets through Badger and Browning & Parcher, same city. Editors,
John H. Crider, Boston Herald;
John Griffin, Boston Post; George
Brady, Hearst papers of New Eng-
land, and Erwin D. Canham, Chris-
tian Science Monitor, discuss news
of world-wide importance, relating
major happenings to events that will influence lives of those listen-
ning. Mr. Canham is moderator.

PURPOSEFUL SLOGANS

WHED Portsmouth, N. H., spot announcements concerning hoard-
ing and careful driving. Sample
slogans are: “If you hoard—you
strike the wrong chord.” “With
boys and girls back to school . . .
Careful driving is the golden rule.”

HOSPITAL PREVIEW

WLAW Lawrence, Mass., This Is
Greater Lawrence, Pacific Mills.
Now in third year, program on
Sept. 7 previewed opening of $2
million Bos Secours Hospital on
Mount St. Joseph, Methuen, Mass.
Transmission of program was
voices of Producer Frederick P.
Laflay; Mother Donat, hospital
administrator, and three of her
associates, was encased in build-
ning’s corner stone.

BACK TO SCHOOL

KOIL Omaha climax its “Silver
Summer” campaign pointing up
station’s 25th anniversary by con-
centrating on three-week “Back to
School” promotion (Aug. 14-Sept. 2). Shows highlighted interviews with youngsters preparing for
school’s opening, gave daily tips on
school clothing, reported on high
school and college sports plans for
fall. Contests were held and win-
ners announced Sept. 2.

MARIAN NADEL, KNEW Spokane
traffic director, holds part of the
3,545 requests received in five days for a map of Korea. In the first
mail count test since the station
shifted to 790 kc, letters and cards
came from counties in three states,
besides Washington, and Canada.

HARE-RAISING

SESAC Inc., N. Y., distributes
pink and blue folders to trade ex-
pounding sales merits of Mr. Mug-
na Rabbit, children’s show. Comment-
ary illustrated with pictures of
characters in series. Sample
adventures are given. Last pages
mention other SESAC features.

LIVESTOCK MARKET

KMBC KFRR Kansas City, Mo,
The Man From the Stockyards,
Mon.-Fri., 6:35 a.m. Feature will
include general market information and at least two interviews with
stockmen and livestock experts daily. Questions from listeners are
invited.

OUTSIDE HELP

WSRS Cleveland conducted experi-
mental program, inviting 35
members of Junior Chamber of
Commerce to take over station
operations for entire day. Group
of young businessmen took part
before microphone, announcing,
programming shows, reading news
and planning six special programs.

WHERE TO GO

WCUE Akron, Ohio, affording en-
tertainment index to Saturday
evening “flings” on new program,
Touring the Town, suggesting en-
tertainment spots to be visited.
Program co-sponsored by Yellow
Cab Co., which provides mythical
cab for Disc Jockey Jerry Crocker
to tour town, and local record shop,
which features recorded music
between stops. Program promoted
by extensive courtesy announce-
campaign and newspaper ads.

HILLBILLY’S PUBLIC

KMOX St. Louis sends trade
folder of red, black and white
stressing morning, afternoon, and
evening listening. Message states
“New York listens most to WCBS,”
giving appropriate Pulse data.

PROFIT PROPHE

KCBS San Francisco sends trade
folder with picture of tur-
banned Jim Grady, m.e. This is San
Francisco, hypnotizing mountain.
In background, members of boys
club are awaiting mountain’s ar-
ival with jubilation. Text explains
that club needed mountain for
summer camping trip, and received
many offers of one after mention on
Jim Grady’s show.
ROSS ALAGOOD, public service director WKY Oklahoma City, to KLRA Little Rock, Ark., as promotion manager. JIM KEY, staff announcer WKY Oklahoma City, to announcing staff KLRA.

RODREICK MITCHELL, assistant program director WCBS-TV New York, to program director WNIT Cincinnati. He replaces RICHARD VON ALBRECHT, resigned to Join WGN-TV Chicago as program co-manager.

DANK HILDMANN, chief announcer KROS Clinton, Iowa, to program director. JOHN ELLIOTT, KCRB Cedar Rapids, and ED RODGERS, WBO Rockford, Ill., to staff KROS.

THOMSEN, morning man, to music director.

MARILYN ANDERSON to women's director KGLN Glenwood Springs, Col. EARL DAVIES, KGLU Safford, Ariz., to chief announcer KGLN.

CHRISTINE DOLGIE to traffic supervisor.

HOMER VAN DERWERKER, director of operations KXOB Stockton, Calif., to similar capacity at KXOA Sacramento. EARLE RUSSELL succeeds him at KXOB. Both are Dellar stations.

GRETA MORGAN to WINDO Chicago as publicity and promotion director from Walker Co., Inc. She replaces Mrs. CONSTANCE KIMBLE, resigned.

DON RUSSELL, chief announcer Du Mont TV network, signed to exclusive three-year contract by network.

JUNE LEE to director of women's programs KFJJ Grand Junction, Col. PEG THOMAS, program director KGFW Kearney, Neb., to continuity department KFJJ. ED LEWIS, chief announcer, to program director. JACK CONN, special director. BILL LANEY, stereoengine department KFJJ, to traffic and continuity department. EMMA HENDERSON, bookkeeping department, to assistant to CHARLES HOWELL, auditor.

ROBERT S. KELLER Inc., N. Y., named sales promotion representative for KHAT Watauga, S. D., and KATL Houston, Tex.

ROLF ERICKSON, WBC Duluth, Minn., to announce staff WOKY Milwaukee. EMIL JONES, WOKY Coshocton, Ohio, to WOKY announcing staff.

WILLIAM BROWNING to announcing staff KCRQ San Diego, after summer relief assignments on other local stations.

BOB FAULDS, announcer CFPA Port Arthur, to CKCK staff.

JOE HOLBROOK, sports director WPAY Portsmouth, Ohio, to WBNSTV Columbus, Ohio, as announcer.

HELEN GOWD, freelance motion picture feature writer who starts weekly Hollywood Looks on You on KFI-TV Los Angeles. Packaged by SIGNATURE PRODUCTIONS, program is built around fashion and beauty secrets of Hollywood personalities.

JACK ROBINSON and GENE STONE to writers on CBS Honest Harold starring HAROLD PEARLY. Starts Oct. 4.

JIM McLEOD, announcer KFY Winnipeg, to announcing staff CKCK Regina.

ERNST HALL, KXTC Austin, Tex., to KFYL (TV) San Antonio, as staff announcer and m.c. of NONSENSELYY Years.

PHIL WILSON, announcer-newswoman WGEM Quincy, Ill., to WIRL Peoria, Ill., in same capacity.

DICK BENNETT, NBC Hollywood page staff, to continuity editor. Succeeds BILL GIBBS, resigned to become lighting director on "Red, White and Blue," stage production for American Legion.

LLOYD (But) ELLINGWOOD, director WGN-TV Chicago, to U.S. Signal Corps.


TONI SPAULDING, WPN Philadelphia, and BILL GORDON, WHIQ Memphis, to WHK Cleveland, as disc jockey and morning man, respectively.

ROBERT HAFTER, CBS Hollywood producer, named KNX Hollywood morning program director.

DICK ASHBY, announcing staff WIBB Macon, Ga., to chief announcer.

HELEN LAYMAN to WSFC Somerset, Ky., as conductor women's programs.

REINALD WERRENRATH Jr., pro, joins KITW Chicago, to active duty with USN.

WILLIAM BASKETT, program director KFKO Riverside, Calif., to active service in Army. RED BLANCHARD rejoins KFKO (FM) as program director. Named in similar capacity to California Rural Network.

GORDON TUELL, KIRO Seattle, takes leave of absence for production assignment WRGB (TV) Schenectady, N. Y.

JOE WALTERS to Hollywood announcer on CBS Truth or Consequences.

JEAN COLBERT, director of women's activities WTCI Hartford, Conn., on trip to Scandinavian countries, France and Holland, where she will interview top personalities. Return broadcast will be Oct. 2.

DENNIS DAY, star NBC A Day in the Life of Dennis Day, awarded Trumpet by Fatherly's annual All-American award for 1950 for contributing to "upbuilding of morale in our American home life."

PAUL B. MASON, staff announcer WHN Cleveland, to return to WSAH Dayton after leave of absence during which he studied English at Harvard University.

KEN FINLEY, production manager KEX Portland, Ore., father of girl, Nancy Lynne.

ART BROWN, WWDC Washington disc jockey, signed to m.c. International Assn. of Ice Cream Mfgs., variety show, Oct. 19 in Atlantic City.

VELMA GAVEL, women's commentator CKCK Regina, and Eric McIntosh married Sept. 9.

ED CONDIT, longtime WNSTV staff announcer and CONSELIO MUNOZ, NBC script department, announce their engagement.

KENNY MCMANUS, CBS Hollywood assistant director, father of boy, Sept. 7.

FREDERICK P. LAFFFEY, program manager WLAW Lawrence, Mass., presented Certificate of Appreciation for his part in station's airings of Voice of the Army.

HORWARD MASCHMEIER, program director WPTR Albany, N. Y., father of girl, Martha Louise, Aug. 25.

HARVEY DAWES, announcer CKCK Regina, and Barbara Byle married Sept. 6.

NEWS

GENE CURTIS, KOA Denver, to sports director KGLN Glenwood Springs, Col. JOY BIGGS to writing and local news reporter for station.

BOB PAGE to morning news editor KFHR Wichita, Kan. Was chief announcer and newscaster KWTX Springfield, Mo.

JIM LOOKBAUGH to conductor Lookbaugh's Lookout, football pre-game show WKY Oklahoma City Fri., 7-7:15 p.m. Was Oklahoma A & M football coach.

PETE HACKES, WAKR Akron, Ohio, and ED WHITE, KCRB Endik, Ohio, to WEAS Louisville, as reporter, newscaster and reporter, respectively.

BOB BRUNER, new director WXW Indianapolis, to WOU Kokomo.

TOM FOY rejoins WBBM Chicago as writer and producer of sports programs after two year absence.

LEW (Lefty) LOWRY, sports director and disc jockey KQOL Phoenix, Ariz., father of boy.

DON HILL, sportscaster WAVE and WXW (FM) Louisville, winner of American Assn. Announcer's Award for drawing largest crowd to Louisville Colonel games on Radio Appraise.

HUGH WEBSTER BABB, WLAW Lawrence, Mass., sportscaster, head of radio department Endicott Jr. College. Will continue his duties with station.

JIM MURPHY, newswriter at ABC Chicago, to public relations department of American Legion national headquarters in Indianapolis.

WOAI Transmitter

WOAI San Antonio Sept. 7 placed in operation a new 50 kw transmitter at nearby Selma. A unified front enclosure and finished in two-tone gray, the transmitter was installed under the supervision of Technical Director Charles L. Jeffers.
Hawaii and the Philippines. He is a past official and present member of the Oregon State Broadcasters’ Assn., and in August took office as Director of the 17th NAB District, succeeding retiring director Harry Spence, KXXO Aberdeen, Wash. He is also on the AM Committee of NAB.

Since 1940, when he arranged the first network broadcast for the original Defense Bond Drive, he has served on every Treasury Dept. bond program. In 1945 he was made the Treasury Dept.’s trouble shooter, and was later selected as special consultant to the radio section of the War Finance Division of the United States Treasury. “Remembering my 16-word title was my most difficult job in Washington,” he says.

National Acclaim

Mr. Cox served for three years on the board of directors of the Junior Chamber of Commerce, acted as chairman of the Jaycees’ Toy and Jaymakers Committee which won national acclaim for its yuletide activities. He has been a member of the Community Chest, Shriners Crippled Children Benefits, Portland Symphony, board of directors of the Infantile Paralysis Committee, Kiwanis, and many others.

For several years Mr. Cox worked as a member of Portland’s renowned Rose Festival parade committee, and served as chairman of the Americans Fun Parade in 1938. The call of the wild elicited his special interest in a state-wide “Keep Oregon Green” campaign. He is a member of the Oregon Advertising Club’s board of governors, third district vice president of the Advertising Assn. of the West, a member of the Cosmopolitan Club, and a member of the Multnomah Athletic Club.

As an athlete, Mr. Cox has played baseball on several championship teams, and college football and basketball. In 1944 he and his partner were runners-up in the Oregon State badminton doubles championship play-offs.

Mrs. Cox is the former Helen B. Arpke. The hobby which Mr. Cox indulges most is Jay, their seven-year-old son.

VISITING WGAY Silver Spring, Md., for the purpose of inspecting the facilities of a typical independent American commercial radio station, Selwyn Lloyd, M. P. (center), and Mrs. Mary Stocks, principal of one of the colleges of London U., are interviewed by Joseph L. Brechner, WGAY general manager. Members of a British commission subgroup considering renewal of the BBC charter, Mr. Lloyd and Mrs. Stocks also scheduled visits to the FCC and members of the radio industry.

Respects

(Continued from page 48)

the $5 he had asked for. Fortunately, Sherman Clay & Co. hired him as piano stock bookkeeper at a $5 boost in salary. That was in 1927.

The mundane existence of a bookkeeper, however, soon forced him to take his first step toward bigger and better things and he joined Meier & Frank Co., Portland’s largest department store, in the capacity of assistant advertising manager. Seven years later he decided that radio would be the answer to his desire to blend his many talents into a whole. Since 1936, when he became traffic, merchandising and promotion manager for KGW, radio has been his bailiwick.

In 1938 he was promoted to program director and in 1941 he became assistant manager and public relations director of KGW. He succeeded Arden X. Pangborn, present business manager of the Oregonian Publishing Co., as general manager of the station in 1946. Mr. Cox attributes much of his radio success to “trial and error method under top-flight executives who never tolerated the same mistake twice.”

Improvement of Properties

There have been important changes at KGW since Mr. Cox assumed that management in 1946. The station is now housed in the new Oregonian Bldg. and occupies 18,199 square feet of floor space. A great deal of improved technical program and engineering equipment has been added. In 1949 the entire engineering plant was modernized with a new transmitter, a new tower and rebuilt transmitter building.

Managerial duties never interfere with Mr. Cox’s willingness to chat or tell a good story. He combines this half-fellow-well-met personality with executive adroitness and rugged individualism. He has a keen and intimate interest in public affairs which never wanes.

In 1947-48 he was a member of NBC Stations Planning Advisory Committee, District 8. He served NBC affiliate stations in Oregon, Washington, Nevada, California, Washington, Nevada, California, Nevada, and Oregon.

RADIO SET TAX

Canada Boosts Rate to 15%

FIRST NEW national defense boost in Canadian revenue was announced at Ottawa on Sept. 7 and included an increase from 10 to 15% in the excise tax on radio receivers. During World War II the excise tax on receivers was 6%.

A long list of electrical appliances also was increased from 10 to 15% in excises, as well as many other commodities including automobiles, beverages, candy, luxuries. Corporation taxes were boosted 5%.

Meanwhile, Radio Mfrs. Assn. of Canada announced sales of radio receivers for the first seven months of 1960 to be 345,070 sets, as against 346,080 in the same period in 1949. Inventories of receivers increased during the period from 149,816 in 1949 to 216,232 in 1950. Many of these sets will carry the new 15% tax when they leave the factory. No breakdown on TV receivers sold is available.

STEVENS RETIRES

THOMAS M. STEVENS, radio engineer in the marine division of the FCC’s Safety and Special Radio Service, retires from government service Sept. 29. He and his family reside in Paradise, Calif. Mr. Stevens joined FCC in 1942 in the Radio Intelligence Division. Formerly he was marine superintendent for RCA in Baltimore, New York, Boston and San Francisco.

Mr. W. L. Mackay

Cenco-Resallo Co.

Milwaukee, Wisconsin

Dear Mack:

That there message you see on my puch ain’t jest whut’s going on. I ain’t no teletypewriter operator an’ I don’t sme that it’s going on so hot. That’s just me, Mack.

As for the WCHS thing, the boys at the FCC in Washington were very interested in your station and so was the management of WCHS.

If you give me a chance to write, I’ll try to give you a chance to be in the picture.

Yours truly,

W. H. Figgs

WCHS

Charleston, W. Va.

September 18, 1950

Page 71
**ABCD STATIONS**
**Advisory Meet Today**

FIRST 1960-61 meeting of the ABC Stations Advisory Commission takes place today (Monday) at the Thousand Islands Club, Alexandria Bay, N. Y.

The committee consists of annually elected representatives of ABC affiliates in each of the eight ABC districts. It meets periodically with top network officials for program planning and discussion of mutual problems.

Representing ABC will be Edward J. Noble, chairman of board; Mark Woods, vice chairman of board; Robert E. Kintner, president; Ernest Lee Jahnske Jr., vice president in charge of station engineering; James Connolly, director of AM station operations; Otto Brandt, director of TV station operations; John H. Norton, vice president in charge of Central Division; Earl E. Anderson, vice president; Joseph A. McDonald, vice president and general attorney; Leonard Boes, national director of programs, and Charles Ayres, national sales director.

Members of Station Advisory Committee and districts they represent are: Roger Climp, chairman, WFIL Philadelphia, District 8; J. F. William, WING Dayton, Ohio, District 2; F. K. Hartenbower, KCMM Kansas City, District 5; L. W. J. Dooley, WSGN Birmingham, Ala., District 4; Harold Howard, WPAB Fort Worth, District 3; Frank Carman, KUTA Salt Lake City, District 5; and the executive editor, District 7; Owen Bridge, WQAM Miami, Fla., District 6.

**NAOB Graduation**

COMMENCEMENT exercises for the fall graduating class of the National Academy of Broadcasting will be held this month at the Hotel Jefferson in Washington next Friday (Sept. 22). A class of 12 will be awarded diplomas, Alice Keith, academy president, announced.

**Quad-Cities**


Four Cities-One Market

17.5% Gain in Population over 1940

232,733 (1950 census, est. area)

80th U. S. market in population

Highest Cooperated Quad-Cities Station

AM • FM • TV

5000 WATTS

**WBHF**

Page 22 • September 18, 1950

**BROADCASTING** • Telecasting

**IRE AWARDS**

Dr. Zworykin is Cited

INSTITUTE of Radio Engineers 1951 Ford Medal, highest award bestowed by the organization, will be conferred on Dr. Vladimir Zworykin, director of electronic research and vice president of Westinghouse Labs. Division, Princeton, N. J., the IRE board of directors announced last week.

Dr. Zworykin will receive the medal at the Institute's annual banquet during the IRE national convention, March 19-22 at New York's Waldorf-Astoria Hotel. The medal is given annually in recognition of "distinguished service rendered through substantial and important advancement in the science and art of radio communication."

The directors also announced conferring of the grade of Fellow upon 41 engineers and scientists in radio and allied fields. The grade of Fellow, highest membership classification, will be presented at the annual banquet in March. Recipients of the 1951 Fellow Award are as follows:

Broadcast Technical Division:

J. G. Brainard, U. of Pennsylvania:

G. E. Wiegand, MIT:

J. C. Grantham, Massachusetts Institute of Technology:

W. G. Graham, Ohio State University:

W. O. Talbert, Advertising Research Foundation:

William J. Goodall, Bell Telephone Laboratories, Inc.:

George B. HΗolo, General Electric Research

H. E. H. Johnson, National Bureau of Standards:

J. W. Jones, E. I. DuPont de Nemours:

D. R. Luck, Standard Oil Co.: Dr. John H. LeWitt Jr., WSM Nashville: Harold E. Elliott, Palo Alto, Calif.: Clifford G. Pick, GE, L. L. Goodwin, Boston: Dr. Robert A. Moore, Radiation Laboratory:

J. A. D. Roll, RCA:

J. D. Sharp, AT&T:

J. N. Thomas, AT&T:

J. E. E. Tice, AT&T:

J. H. Bell, AT&T:


to be announced

**Technical**

JERRY PARKER, KCRG Cedar Rapids, Iowa, joins chief engineer KROS in Cedar Rapids, Iowa.

CARL Q. ANDERSON, KGAK Gallup, N. M., to chief engineer KGLN Gallup.

NEW INSTITUTE FOR FILM & TELEVISION, N. Y., sponsors "Six-Way" contest with prizes of scholarships totaling $2,070. Further information is obtained from school at 29 Flatbush Ave., Brooklyn 17.

PENN McLEOD & Assoc, statistical and research organization, opens office in Toronto, Canada, with J. D. F. McLeod as manager. Toronto office will be head office of firm, with W. B. WATTES, vice-president, remaining in charge at Vancouver. T. G. VATCHER, formerly of Spitzen & Mills, advertising agency, Vancouver and Toronto, to Vancouver office of Penn McLeod & Assoc.

BRAND NAMING FOUNDATION Inc., N. Y., moves to 37 West 97th St.

**Equipment**

Bear Admiral Roy W. M. GRAHAM, USN (Ret.) named special assistant to manager equipment sales division, Raytheon Mfg. Co., N. Y.

A. F. DOLLAR, controller RCA International Div., appointed director of personnel, accounts and finance, with L. R. SCHORN, chief accountant same division, will fill Mr. Dollar's position as director account.


CHARLES BEAUMONT, USN (Ret.), manages new TV sales branch of Scott Radio Labs. in Washington, D. C.

JOHN M. MILLER Jr., principal TV receiver engineer Bendix Radio Div., replaces W. M. T. LIPKAN.

To chief engineer TV and radio research and engineering department.

SAM SPACHER, veteran theatre manager, appointed house manager for Ambassador Playhouse, N. Y., recently acquired by DuMont TV for major network attractions.

CLAUDE BARRERE, radio-TV sales manager, resigns to fulltime activity in field with appointment to present daytime TV program.

AL WAREN, freelance specialist in West Coast public service programs, to L. A. County Chest X-Ray Survey Foundation as director of radio-TV.

DAVEN Co., Newark, N. J., announces availability of Type 35-A distortion and noise meter which provides rapid, accurate means of measuring distortion, noise and hum level in audio frequency equipment.

TED ESCHAUGH STUDIOS Inc., N. Y., introduces new TV film comedy series "One Man's Family" starring Billy Gibert. Initial film is in color.

**Doughton Not Quitting**

ONE of the oldest members of Congress, Rep. Robert L. Doughton (D-N.C.), spoke a story last week which claimed the chairman of the House Ways & Means Committee planned to retire and endorsed Mr. Doughton, N. C. man, as successor to his Congressional seat. The Congressman, seeking his 21st term, said he had no intentions of resigning and if for any reason I decided to quit, I would certainly not try to pick my successor."
PART played by WJS Beckley and the radio industry at large in the growth of southern West Virginia is pointed out in the August issue of The Studio. A monthly publication issued by WJS which devoted its 53 pages in a salute to Raleigh County, W. Va.'s centennial celebration.

Highlighting articles are a digest of county history; a look at radio's future in a area; a reflection that happened to FM; a study of home television vs. theatre TV; an outline of WJS history; background sketch of Joel L. Smith Jr., owner WJS, WKWK Wheeling, WKNA Charleston, W. Va., and a breakdown of WJS departments as well as services performed by CBS, its parent network.

History of WJS is told in connection with the growth of the county, its business and its population. Balance is attained with equal emphasis on radio, outlet, network and country. Publication is well interspersed with congratulatory messages to the county from firms and institutions.

Feature of Week (Continued from page 16)

serving of refreshments, buffet dinner and entertainment. Program will be simulcast over WTAR's AM and TV stations. Advertisers' night will be held Thursday to be followed by public inspection Friday, Saturday and Sunday.

Set with the cornerstone will be a time capsule containing microfilm of information and items intended to give people of the year 2050 "a clear impression of the life and times of the people of 1950." Material has been gathered from respondents throughout the area. Letters requesting information and items had been sent to radio-press news editors, the White House, Senators, Representatives, governors of Virginia and North Carolina, and other notables active in public affairs.

Advertising and promotion were extensive. Features pointing up radio's entrance in the Tidewater area some 27 years ago and other articles connected with WJAR-TV's debut last April were printed in the newspapers associated with the stations.

Among the many features of the modern structure are: Auditorium studio, with accommodations for an audience of 70 persons, a 32 x 48 stage big enough for a symphony orchestra, dressing rooms, lighting controls, television room on mezzanine; TV control room: film projection room: client's lounge with viewing window, built-in kitchenette; two large radio studios separated by control room containing announcers booth and full broadcasting equipment; record and transcription library; conference room; Antenna tower is located directly behind the building.

not much Waving in Banner (Ky.)!

Banner is one place we don't WAVE in Kentucky. Instead, our colors fly high over the rich Louisville Trading Area. Night and day we WAVE a galaxy of NBC and local stars—pull a tremendous audience in the Louisville area-county, which accounts for nearly as much business as all the rest of the State, put together!

So roll on, Banner, and WAVE Louisville! There's a lot stirring around here!

The new Thaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!
ELECTRONICS MEET

FCC CHAIRMAN Wayne Coy will keynote the opening of the National Electronics Conference in Chicago with a luncheon address at the Lake Forest Beach Hotel on Sept. 25. He will be introduced by Dr. W. L. Everitt, dean of engineering at the U. of Illinois.

The annual national forum on electronic research, development and application is sponsored jointly by the American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Illinois in cooperation with the U. of Wisconsin and the Society of Motion Picture and Television Engineers. The three-day conference, Sept. 25-27, will stress highly technical subjects connected with all fields of electronics, including radio and television.


The Tuesday luncheon speaker will be E. A. McFaul, formerly of Northwestern U., discussing "Is the Engineer Slipping?" He will be introduced by Titus LeClair, national president of the American Institute of Electrical Engineers, who is on the staff of Commonwealth Edison Co. The Wednesday luncheon group will be addressed by John V. L. Hogan, president of Interstate Broadcasting Co. and Radio Inventions, and past president of Institute of Radio Engineers. He will talk on "What's Behind IRE?" after being introduced by Raymond F. Guy of NBC, national president of IRE.

Displays of new electronic equipment, developments and components will be exhibited during the meeting. Exhibitors will include Boonton Radio Corp., Concord Radio Co., Allen B. DuMont Labs, Electronic Voice, General Electric Co., RCA (R-F Heating Division and Tube Division), Raytheon Manufacturing Co., and Sprague Electric Co.

STL Relay Ruling

RULES changes have been made final by FCC to allow AM stations to use studio-transmitter link radio relays. These STLs have been assigned the 925-940 mc portion of the industrial, scientific and medical band on a share basis. STLs for FM stations continue in the 940-952 mc band. Joint AM-FM outlets in the same city or metropolitan district may use a single STL facility, FCC ruled. Change is effective Oct. 16.

FINANCE MEET

INCO To Highlight Radio-TV

DISCUSSION of radio-television broadcasting finance will highlight the meeting of the Institute of Newspaper Controllers and Finance Officers in Cleveland, Oct. 17.

Cost to advertisers of the media's special services will be among the topics to be introduced. The forum will open with a talk on "Economic Aspects in Radio and Television" by D. W. Schouse, chairman of Crosley Broadcasting Corp. Formation of a special radio-TV committee also is planned, it was announced.

WAB Convention

WESTERN Assn. of Broadcasters will hold its annual convention at the Hotel Calgary, Sept. 28-30. The meeting, postponed because of the recent Canadian railway strike, was to have been held at Jasper Alta., Aug. 20-Sept. 2. Problems affecting all Canadian broadcasters will be discussed at the three-day meet under the chairmanship of William Guilt, CJOE Lethbridge, president of WAB and chairman of the board, CAB. Reports on the Royal Commission on Arts, Letters and Science, on West Coast research, and on rates and frequency discounts will be heard and considered. Participation of Canadian independent broadcasters in the current NARBA meet will be discussed.

VOD CONTEST

Promotion Disc Prepared

FIVE model transcribed talks by prominent national figures have been cut for NAB member stations to use in promoting the fourth annual Voice of Democracy contest. RCA pressing will be ready for station broadcast starting Oct. 1.

Guide manuals covering rules for the contest are being mailed all NAB stations, 25,000 high schools and to state NAB, U. of Chicago chapters. NAB, the Chamber and Radio-Television Mfrs. Assn. are cooperating again in running the contest.

Voice heard in the transcribed talks are those of Justice Tom C. Clark, U. S. Supreme Court; Sen. Edwin Johnson (D-Col.); NAB President Julian Miller; Earl J. McGrath, U. S. Commissioner of Education; Rep. Brooks Hays (D-Ark). Chairman of the Voice of Democracy Committee is Robert K. Richards, NAB public affairs director.

THE LONG ISLAND STORY

WHLI reaches more homes* in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station - B M B Study # 2

* B M B Study # 2

Nassau County is a $602,218,000.00 retail market!* Standard Rate & Data's 1950-51 Consumer Markets.

Represented by

RAMBEAU

AM WHLI FM

NEMES RADIO CHAIRMAN

President

Page 74 * September 18, 1950

WASHINGTON • DETROIT • CHICAGO • BOSTON • NEW YORK

BROADCASTING • TELECASTING

WHLI FM

WILLIAMSBURG, VA. 23185

860 W. 411 St. New York 14, N. Y.
IN ACCORD with the U. S. Court of Appeals decree reversing FCC’s action which denied WOW Omaha opportunity to seek relief from daytime interference by KCSJ Pueblo, Colo., the Commission has ordered investigation of the dispute [BROADCASTING, July 24]. FCC, however, also indicated WOW must answer to certain interference to KCSJ.

The Commission has set aside previous actions granting renewal of licenses to both WOW and KCSJ and has ordered a hearing for consolidated hearing Feb. 26, 1951. Both licenses have been extended on a temporary basis to March 1.

As indicated by the court in the WOW appeal, FCC set aside the KCSJ renewal and set it for hearing on the interference issue. WOW earlier had petitioned the Commission to direct KCSJ to use its night-time directional array during the daytime as well to protect WOW from interference it claims showed up after KCSJ began operations and which had not been predicted since the Commission sold conductivity map was in error. KCSJ is assigned 5 kw while WOW operates with 5 kw on that frequency.

Decrees Right to Hearing

The court ruled WOW was entitled to hearing on KCSJ’s renewal application because of the reasons already cited, and since the Communications Act specifies renewal bids are comparable to new applications in procedure involving interference conditions.

Using the court’s reasoning, FCC in turn noted WOW had admitted interference to KCSJ and hence set aside renewal order in that respect, designating the application for hearing with that of KCSJ. This action had been requested by WOW in a petition filed prior to WOW’s court appeal and which pointed out it was in equal position with WOW since the same question of interference was involved.

Since KCSJ did not propose a specific array by which WOW might reduce its interference to-ward KCSJ, the Commission allowed the Pueblo station 30 days in which to petition for enlargement of the hearing issues to include a definite proposal.

AAA SCHEDULE

Fall Sessions Set

AMERICAN Assn. of Advertising Agencies has announced the schedule for its fall regional conventions.

The AAAA Central Council meeting will be held Oct. 5-th at the Hotel Drake, Chicago, with Henry Haupt, BBDO, Chicago, council chairman head of program plans. The Pacific Council annual meeting takes place Oct. 8-11 at Hotel del Coronado, Coronado, Calif., headed by George Weber, Mac Wilkins, Cole & Weber, Seattle. The Eastern annual conference will be held at the Roosevelt Hotel, New York, Oct. 31-Nov. 1, with J. Davis Danforth, BBDO, New York, as council chairman. Meeting place for the Michigan Council annual meeting is the Hotel Statler, Detroit, Nov. 16, with J. L. McQuigg, Geyer, Newell & Ganger, Detroit, in charge of the program.

The national AAAA board of directors will meet in Chicago, Oct. 4, before the Central Council meeting.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

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

REGULAR WEEK AUG. 6-15, 1950 NIELSEN-RATING

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" to the 1950 estimate of U. S. Radio HOMES.

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

Copyright 1950 by A. C. NIELSEN CO.

AGENCY CHAIRMEN

Named for Eastern AAAA

CHAIRMEN for seven group meetings of the 1950 Eastern annual conference of American Assn. of Advertising Agencies, to be held Oct. 31-Nov. 1, have been named by J. Davis Danforth, BBDO, conference chairman.

The following will preside at the sessions to be held at the Roosevelt Hotel, New York:


The creative, mechanical production and research sessions will be held simultaneously Tuesday morning, Oct. 31, with afternoon meeting on radio and TV production. Management, marketing and merchandising and media sessions take place Wednesday morning. Nov. 1, followed by luncheon with agency management executives. Nov. 1 afternoon features a general "town meeting" for all AAAA people from New York, New England and Atlantic councils.

Revise Service

REACTIVATION of the state guard radio service sharing 2726 kc has been proposed by the FCC "because of current developments.

Used to provide 50 state organizations during World War II, the service handles emergency communications pertaining to protection of life and property. Deadline for filing comments on FCC proposal is Oct. 16.

WJIV Grant Stands

SAVANNAH Radio Council’s second effort to block movement of E. D. Rivers Jr.’s WJIV Savannah, Ga., has been denied by the FCC. The Commission has dismissed a petition seeking reconsideration of an earlier FCC action denying the council’s request that the WJIV grant be set aside.

The council had based its request on the grounds Mr. Rivers has not operated WEAS Decatur, Ga., in proper manner [BROADCASTING, Aug. 7]. The council is composed of Savannah stations other than WJIV.

Time Buyers, NOTE!

NO TV Stations within 60 miles of YOUNGSTOWN, OHIO’s 3rd Largest Trade Area

Buy WFMJ

The Only ABC Station Serving This Market

3000 WATTS

CALL Headley-Reed Co.,
National Representatives

BROADCASTING • Telecasting

September 18, 1950 • Page 75
September 8 Decisions...

BY COMMISSION EN BANC

WKAR East Lansing, Mich.—On petition granted permission to file late comment in television proceedings in Docket 746 et seq. proposing that TV Chap. 10 be allocated to Lansing, Mich.

KTRV Houston, Tex.—Granted CP new non-commercial education FM broadcast station, to replace expired CP; new CP to bear expiration date of 6 months from date of grant.

Twentieth Century-Fox Film Corp., New York.—Granted pending file application for CP for new portable experimental TV relay station in 6880-6875 kc in area of New York City, pending determination of issues in Docket 707 (Elimination of uniform silence for TV by broadcast stations on channel 14 in the New York City area). Application to be reconsidered if said issues are resolved. (Docket 703.)

WISE 1230 WSNJ 10.

KUKI Grants Pass, Ore.—On petition of owner, granted a new application for CP to install new transmitter for WSNJ.

KEPF El Paso, Tex.—Designated for hearing. Application for CP to install new tower and directional antenna.

KCTC Yakima, Wash.—Designated for hearing. Application for CP to operate new station.

KRON San Francisco, Calif.—Designated for hearing. Application for CP to install new tower.

KAPR Palm Beach, Fla.—Designated for hearing. Application for CP to install new transmitter.

KWHI San Antonio, Tex.—Designated for hearing. Application for CP to install new tower.

KRLD Dallas, Texas.—Designated for hearing. Application for CP to install new tower.

KTHC Providence, R.I.—Designated for hearing. Application for CP to install new tower.

KUOJ Lincoln, Neb.—Designated for hearing. Application for CP to install new tower.

KUZQ-MC Williamsport, Pa.—Designated for hearing. Application for CP to install new tower.

KERV Kennewick, Wash.—Designated for hearing. Application for CP to install new tower.

KOVU Twin Falls, Idaho.—Designated for hearing. Application for CP to install new tower.

KJMB El Paso, Tex.—Designated for hearing. Application for CP to install new tower and directional antenna in connection with complaint against nearby station.

KEJK Radio City, New York.—Designated for hearing. Application for CP to install new tower and directional antenna.

KQCH Louisville, Ky.—Designated for hearing. Application for CP to install new tower.

WJAS Philadelphia, Pa.—Designated for hearing. Application for CP to install new tower.

WJIP Milwaukee, Wis.—Designated for hearing. Application for CP to install new tower.

WJPN Milwaukee, Wis.—Designated for hearing. Application for CP to install new tower.

WJQF Detroit, Mich.—Designated for hearing. Application for CP to install new tower.

WJUH Union, N.J.—Designated for hearing. Application for CP to install new tower.


WJZ Baltimore, Md.—Designated for hearing. Application for CP to install new tower.

WJZC York, Pa.—Designated for hearing. Application for CP to install new tower.

WJJF Johnstown, Pa.—Designated for hearing. Application for CP to install new tower.

WJHJ Enid, Okla.—Designated for hearing. Application for CP to install new tower.

WJDAH Detroit, Mich.—Designated for hearing. Application for CP to install new tower.

WJDN Jackson, Miss.—Designated for hearing. Application for CP to install new tower.

WJDC New York.—Designated for hearing. Application for CP to install new tower.


WJDE Miami, Fla.—Designated for hearing. Application for CP to install new tower.

WJEF New York.—Designated for hearing. Application for CP to install new tower.

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WJFV Chattanooga, Tenn.—Designated for hearing. Application for CP to install new tower.

WJHD Knoxville, Tenn.—Designated for hearing. Application for CP to install new tower.

WJHR Columbus, Ohio.—Designated for hearing. Application for CP to install new tower.

WJHT Birmingham, Ala.—Designated for hearing. Application for CP to install new tower.

WJIT Cleveland, Ohio.—Designated for hearing. Application for CP to install new tower.

WJIT Columbus, Ohio.—Designated for hearing. Application for CP to install new tower.

WJME Philadelphia, Pa.—Designated for hearing. Application for CP to install new tower.

WJML Grand Rapids, Mich.—Designated for hearing. Application for CP to install new tower.

WJMP Madison, Wis.—Designated for hearing. Application for CP to install new tower.


WJMB Jacksonville, Fla.—Designated for hearing. Application for CP to install new tower.

WJMC Adairsville, Ga.—Designated for hearing. Application for CP to install new tower.

WJMC Middletown, N.Y.—Designated for hearing. Application for CP to install new tower.

WJMG Chattanooga, Tenn.—Designated for hearing. Application for CP to install new tower.

WJMG Athens, Ga.—Designated for hearing. Application for CP to install new tower.

WJMH El Paso, Tex.—Designated for hearing. Application for CP to install new tower.

WJMH Plainview, Tex.—Designated for hearing. Application for CP to install new tower.

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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building</td>
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<td>Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C.</td>
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<td>J. Peffer</td>
<td>906 N. C. Press Bldg. 1407 Pacific Ave. Washington 4, D. C. Santa Cruz, Cal.</td>
<td>Member AFCCE*</td>
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<td>WELDON &amp; CARR</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers Bong Bldg. Executive 5670</td>
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<td>William L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss Inc. 927 15th St., N. W. Republic 3883</td>
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<td>JOHN CREUTZ</td>
<td>319 Bond Bldg. Republic 2151 Washington, D. C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St. AR 4-4721 Arlington, Texas</td>
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<td>A. R. Bitter</td>
<td>Consulting Radio Engineer 4125 Monroe Street Toledo 13, Ohio Telephone—Kingswood 7431</td>
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<td>LYNNE C. SMEBY</td>
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<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant EXecutive 5851 1833 M Street, N. W.</td>
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<td>EXecutive 1230 Washington 4, D. C.</td>
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<td>WALTER F. KEAN</td>
<td>AM-TV Broadcast Allocation, FCC &amp; Field Engineering 1 Riverside Road — Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
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<td>ADLER ENGINEERING CO.</td>
<td>Television and Broadcast Facilities Design and Construction 18 Grand St., New Rochelle, N. Y. New Rochelle 6-1620</td>
<td>Member AFCCE*</td>
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Situations Wanted (Cont'd)

Managing director, long experience, available for revitalizing station opera-
tions. Excellent references. First phase of station management from A.
B. B. (Blind) League and other盲 organizations. Should be able to ac-
cept remuneration on percentage of gross value, including straight fee, or
a combination of both. Outstanding, full time. Box 138G, BROADCAST-
ing.

Manager, available after October first. Extensive background. Bottom to top
management experience. Excellent references. Box 395G, BROADCAST-
ing.

Former commercial manager of 50 kw station going back into radio. Out
of state for three years to be near family. Large manufacturing concern. Expe-
ciency with two-station display advertising with large daily and three
county weekly. Excellent opportunities in farm magazine as advertising man-
ging editor - sales manager with direct and top level references. Can change
employment 1. Box 349G, BROADCASTING.

Sales manager, ($55,000.00 investment) broad experience in all phases of
radio. Desirous of association with business executives who are planning or soon
contemplating applying for television station. Must have a marked
able presence, once the Federal Communications
Agency has been
released. Would consider management of either station, but to some ex-
tent, any radio station. Presently employed with a radio station as business
manager. Good record of achievement in all phases of radio management. Box
350G, BROADCASTING.

Assistant manager, program director. Excellent references. Experience in
network and network affiliate operations. Considering all phases of station
management. Good references. Presently employed. Box 241G, BROADCAST-
ing.

Sales manager, long experience. Wide and varied experience. Proved
ability. Box 386G, BROADCASTING.

Assistant manager and program director. Must be experienced in network
as well as staff management. Considerable experience in research, sales,
and production. Excellent references. Box 240G, BROADCASTING.

Assistant manager, highly successful. Excellent references. Box 100G,
BROADCASTING.

Announcer, disc jockey with experi-
cence of over 20 years. Good
listening housewife. Must have good
knowledge of all phases of this
"taped show" and be able to
work with other stations. Not less than three years experience
preferred. Send disc, photo and written resume to Box 393G, BROAD-
CASTING, West Virginia.

Immediate opening with 1900 watt
independent station. Must be able to
announce. Excellent references. Box 101G, BROADCASTING.

Home economics broadcaster needed
for a major Eastern college to sta-
tion. Full time, good salary, home
exchange. Strong college degree, home economics background, and
radio experience required. Box 375G, BROADCASTING.

Some air work. Rush photo, disc and copy references. Larry Filkins, KSBW,
Kitchener, Kan.

Wanted program director capable of
handling announce and "the" play-
by-play. Good standup material and
newspaper material. Good references. Box 415G, BROADCASTING.

Wanted permanent female copy writer
and general staff member. Good
ability. Contact Manager, WCRA,
Davenport, lowa. Personal interview
terquired.

Wanted at once: Replacement for re-
cently deceased announcer. Must
include: Farm editor, announcer, special
weather and sports man and sta-
tion manager. WTBG Broadcasting, 107-13
Green Bay St., Shawano, Wisconsin.

A combination announcer-engineer
station. Hay to produce, write, and sell woman's program. Give qualifications
and salary expected. Box 350G, BROADCASTING.

Home economics broadcaster needed
for a major Eastern college to staff
station. Full time, good salary, home
exchange. Strong college degree, home economics background, and
radio experience required. Box 382G, BROADCASTING.

Want a chance to produce, write, and
sell woman's program. Good references.
Write, WNTT, Newton, lowa. Box 1486,
Albuquerque, N. M.

Wanted: Permanent female copy writ-
er and general staff member. Good
ability. Contact Manager, WCRA,
Davenport, lowa. Personal interview
required.

Wanted at once: Replacement for re-
cently deceased announcer. Must
include: Farm editor, announcer, special
weather and sports man and sta-
tion manager. WTBG Broadcasting, 107-13
Green Bay St., Shawano, Wisconsin.

Television

TV traffic opening for woman twenty-
five to forty five interested in western New
York. Must have excellent typewriting
and writing ability. State education, experience, references and
salary required. Box 349G, BROADCASTING.

Manager (with investment); Thor-
ough knowledge of electronics and
sales minded, seeks permanency with
investment up to $20,000.00 in estab-
lished, reputable station. Not attempt-
ing to buy a job but interested in
nominal salary and profit-sharing where
there is opportunity. All work will pay off.
Ten years radio and newspaper solicit-
ations experience. Must have
(WHNT) experience. Box 243G,
BROADCASTING.

Manager with investment. Must have
thorough knowledge of electronics and
sales. Strong background in sales, pro-
duction and studio operation. Also
knowledge of all phases of staff
management. Strong on sales and program-
ning skills. Family has two children. Draft exempt. Box 497G,
BROADCASTING.

Situation Wanted

Announcer, disc jockey with experi-
cence of over 20 years. Good
listening housewife. Must have good
knowledge of all phases of this
"taped show" and be able to
work with other stations. Not less than three years experience
preferred. Send disc, photo and written resume to Box 393G, BROAD-
CASTING, West Virginia.

Annamer, disc jockey with experi-
cence of over 20 years. Good
listening housewife. Must have good
knowledge of all phases of this
"taped show" and be able to
work with other stations. Not less than three years experience
preferred. Send disc, photo and written resume to Box 393G, BROAD-
CASTING, West Virginia.

An announcer-exe
nounced by

Announce

Announcer, disc jockey with experi-
cence of over 20 years. Good
listening housewife. Must have good
knowledge of all phases of this
"taped show" and be able to
work with other stations. Not less than three years experience
preferred. Send disc, photo and written resume to Box 393G, BROAD-
CASTING, West Virginia.

Announcer, disc jockey with experi-
cence of over 20 years. Good
listening housewife. Must have good
knowledge of all phases of this
"taped show" and be able to
work with other stations. Not less than three years experience
preferred. Send disc, photo and written resume to Box 393G, BROAD-
CASTING, West Virginia.
Situation Wanted (Cont'd)

Assistant

Programmer, Working, KFNC, Davenport, Iowa. Must be able to work under stress, have positive attitude. Available immediately.

Available for temporary or permanent fill-in. Four years experience in AM/FM/TV. Excellent qualifications. References.

Available immediately. Prefer AM/ FM/TV. Excellent voice and knowledge of all phases. Twenty years experience. Excellent references.

Immediate openning. Equipment engineer needed for busy station in Iowa. Experience a must. Interested in career. Send resumes to: Box 396G, BROADCASTING.

Available immediately. Radio/TV service. Experience a must. Excellent voice. Great opportunity. Two years experience. Send resumes to: Box 436G, BROADCASTING.

Radio/TV manager needed. Prefer AM/FM, but TV a plus. Send resumes to: Box 306G, BROADCASTING.

Technical

Engineer, technical director. Six months experience. AM/FM, and associated equipment. Must have knowledge of southcoast. Box 36G, BROADCASTING.

Need a technical director with 6 months experience. AM/FM, and associated equipment. Box 56G, BROADCASTING.

Immediate available leading school grad, IATSE local. Well versed in turntables and audio consoles. Excellent references. Considered. Box 196G, BROADCASTING.

Situations Wanted (Cont'd)

Production, Programming, Others

Country writer, male. 28. Experienced in local, regional and clear channel copy plus TV and network scriptwriting. Excellent reference. Experienced in employment with local station. Excellent references. Prefer MMV. Also available for promotion. Box 356G, BROADCASTING.

Want to work closer to hometown. Send resumes to: Box 246G, BROADCASTING.

Wanted. Anywhere. Prefer AM or FM. Send resumes to: Box 366G, BROADCASTING.
WANTED: Small construction.

Have several used guyed Wincharger towers 1411 antennae.

- **PROFESSIONAL HELP WANTED**

**PROGRAM DIRECTOR WANTED**

**WEST COAST**

Regional station needs experienced, capable, top programmer. Job will involve supervising staff and directing programming. Must have proven ability to build top, dynamic ratings, research, and audience. Must have prior experience in top market. Possess strong technical and budgeting ability. Must have proven ability to build top market ratings, have a proven record of success.

**CHIEF ENGINEER**

For sale.

Tower, self-supporting 225 ft., 550 ft. FM, fabricated by Bethlehem.

- **WANTED TO BUY equipment, etc.**

**WANTED:** 250 w AM transmitter, cash or exchange 250 w FM RCA transmitter & monitor; above also for sale. Box 441G. BROADCASTING.

**WANTED TO BUY**

Equipment, etc.

- **WANTED:** Small console for transmitter studio. Prefer Gates studioette or similar type reasonably equipped. Give full details. WRHI, Rock Hill, S. C.

**INTERVIEW - TECHNICIAN**

Proven ability: 20 years experience in radio, television. FM, high frequency, high power. Strong on installation and maintenance of television equipment. Degree and advanced work. Former Western Electric engineer. Networks, color television? U. S. or South America.

**FOR SALE**

Equipment

Complete equipment for FM station, including 10 kw transmitter—antenna 1/44a. day for 94.1. Also, self-supporting tower 450 feet. Entire outfit was installed and is available for immediate sale. Box 390G. BROADCASTING.

**CIVIL RIGHTS**

**WAVZ Denies Time Purchase**

BECAUSE the Civil Rights Congress is one of those listed as a Communist front by the attorney general,** WAVZ New Haven, Conn., has refused a request from the local chairman of the Congress for purchase of time to discuss pending legislation.

In announcing the station's stand, Daniel W. Kops, vice president and general manager, said: "We consider it contrary to the public interest to sell or give time to any organization in this category."

He pointed out that this situation is "particularly true now" because our civil liberties and civil rights are threatened today from without and within."

Mr. Kops said Mrs. Thelma Mettey, New Haven chairman of the Congress, and WAVZ had started preliminary negotiations for 14-minute broadcasts on the pending Mundt-Nixon Bill, which calls for registration of all Communists in the United States. He stated that WAVZ had "no intention of having such discussion funneled through an organization labeled as a Communist front."

**KELO FARM TOUR**

Group to Visit Europe

To enable Midwest farmers to study at first-hand the agricultural conditions in Europe, Midcontinent Broadcasting Co., operator of KELO Sioux Falls, S. D., is sponsoring a five-week "Mid-Century Farm Tour."

The group will leave New York Oct. 12 by air and return to New York Nov. 10.

Directed by Les Harding, KELO farm director, the tour will take in France, Sweden, Denmark, Germany, Holland, England, Switzerland, Spain and Portugal.

The schedule will include glimpses of the Marshall Plan in action, a study of farm prices and production, and in addition to observing the progress of economic and social recovery. Mr. Harding is in charge of reservations for the trip.

**WORD GRIDCASTS**

**Set 48 Games for AM-FM**

**WORD** and WDXY (FM) Stanford, S. C., will carry 48 football games this fall, including professional, local and collegiate games and six high school contests.

All Washington Redskins games, sponsored by American Oil Co., and the top college game of the week will be handled by Harry Wiemer, ABC sportscaster. Top regional games played in the southeast and the important games played by Clemson and South Carolina also will be aired.

All Wofford College games will be carried and also six Spartanburg High School games. The Wofford and regional games will be sponsored by the Aug. W. Smith Co. and the local Cudd & Cop Insurance Co.; the high school games will be sponsored by Stratford Motor Co.

**WWCF (FM) Rates**

1 N BROADCASTING - TELECASTING's 1860 MARKETBOOK, page 230, it was erroneously stated that WWCF (FM) Poyntette, Wis., is available as a bonus to national advertisers buying time on its AM affiliate WIBU. WWCF is not available to WIBU advertisers without additional payment amounting to 50% increase in WIBU rates.
Clear Channel & Daytime Skywave skins

1KX North Little Rock, Ark., and 2KX Stuttgart, Ark.—Granted joint petition for rehearing in proceeding Dockets 9429 et al, pending in Commission’s consideration and grant without hearing. By Examiner Jack F. Blum. PKF Lamesa, Tex.—Granted petition for rehearing in proceeding Dockets 1236 et al, 250 D and to change program to one from Commission’s own motion, application was remodeled without hearing. By Examiner Jack F. Blum. KFP Tama, Iowa.—Granted petition to amend application so as to include a change in antenna structure from 290 ft to 81 ft. By Examiner Jack F. Blum. KTVI-TV, St. Louis, Mo.—Granted petition to amend application so as to reduce antenna height. By Examiner Jack F. Blum. Radio Station KWG Poplar Bluff, Mo.—Granted petition to change station location and application so as to change to name of applicants to Poplar Bluff Broadcasting Co., a corp., so as to reduce proposed nighttime power from 1 kw to 500 w so as to change new site for station; conditions. By Examiner Jack F. Blum. The Poplar Bluff Best Co., Poplar Bluff, Mo.—Granted application so as to include a change in antenna structure from 290 ft to 81 ft. By Examiner Jack F. Blum. WTVT-TX, Tampa, Fla.—Granted petition to change channel and application so as to change new antenna height. By Examiner Jack F. Blum. KXLR-AM, Redwood Falls, Minn.—Granted petition for rehearing in proceeding Dockets KXLR-AM and KXLR-FM, to add two separate petitions for leave to amend and for further hearing, ordered that proposed granting of above petitions will be placed on record by Commission’s order of June 22 filed on behalf of applicant Reorganized Church, and on behalf of the Commission; and the applicant Kansas City Best Co., is granted leave to file such proposed petition for rehearing on the matters as it may desire; period of 30 days in which to file such petition for rehearing shall commence on date of this order; further hearing considered to be reopened to permit filing of additional evidence and as directed and permitted in the order and upon expiration of 30 days, record shall be deemed to be closed. By Examiner Jack F. Blum. September 11 Applications Accepted for Filing

License Renewal

Request for rehearing in proceeding KQV-B-W, hearing to be held August 31. By Examiner James R. Brown. WDYF, Dayton, Ohio.—Granted leave to amend application so as to reduce nighttime power from 10 to 3 kw; application, as amended, was remodeled from hearing docket. By Examiner James R. Brown. WARC Inc., Pontiac, Mich.—Granted leave to amend application so as to reduce nighttime power from 10 to 3 kw; application, as amended, was remodeled from hearing docket. By Examiner James R. Brown. WRCB-TV, Knoxville, Tenn.—Granted application for new station to be operated unlimited hours per year, so as to include a change in antenna structure from 450 ft to 400 ft. By Examiner James R. Brown. (Continued from page 76)
**FREE TO NEW SUBSCRIBERS**

the 1950 BROADCASTING MARKETBOOK

featuring

SPOT RATE FINDER

"... the most valuable tool for evaluating markets, radio-television time buying in years."

SELLS SEPARATELY FOR $1.00

Just out, this 250-page MARKETBOOK will be sent to new subscribers upon receipt of order.

Here in one complete book are all the essential facts & spot rate figures for buying/selling AM FM TV time. Three color, 25" x 35" radio-television map included with each copy.

**SPECIAL OFFER TO NEW SUBSCRIBERS**

*Until September 30 a regular $7.00 BROADCASTING subscription includes:

52 weekly issues

$1.00 MARKETBOOK

$5.00 YEARBOOK, 1951

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**SILVER ANNIVERSARY**

WELL Staging Month-Long Observance

Cleaning up the WELL studios for the next 25 years are (l to r) Messrs. Jayne, Owen and Stone, all 20-year veterans in the radio business.

WITH a month-long series of special events planned, WELL Battle Creek, Mich., is observing its 25th anniversary during September.

Scene of the silver jubilee is the WELL studios in the Michigan National Bank Bldg. Among the anniversary highlights planned are special broadcasts by birthday guests, contests, prizes, refreshments and a program re-creating the days when WELL sent out its first broadcasts on a 5-w transmitter.

Appropriately, the halls of the studios’ entrance lobby have been painted in silver. Atop the 205-ft. transmitter tower on the bank’s roof, a pennant has been mounted bearing the emblem, “WELL 25.”

Also in keeping with the occasion, Dan E. Jayne, vice president and general manager, has invited all married couples in Battle Creek and the four surrounding townships, whose 25th anniversaries occur in September, to visit the studios and be interviewed by staff announcers, either “live” or by tape.

In keeping with WELL’s welcome policy towards visitors, listeners have been invited to “come up and broadcast” during September. Their voices will be taped, recorded and later aired.

For early risers, free coffee “and” is being served each morning between 6 and 7 o’clock. During the same hour, Danny Daniels, “The Old Brooklyn Cowboy,” interviews some of the visitors on his program.

On four Saturday evenings, 9 to 10 p.m., WELL is staging a Radio Talent of the Future show. Young people in the 15-30 class will appear in solo or group performances. Cash prizes will be awarded and each winner will be declared eligible to enter the city-wide amateur contest in October, sponsored by the Retail Merchants in connection with “Hospitality Farm Week.”

WELL also is sponsoring a jingle contest. Some of the most appealing offerings will be read over the air.

Inserting a touch of nostalgia, popular melodies of 25 years ago will be played on the Mon.-Fri. Accent on Melody show.

In addition to Manager Jayne, key figures in preparing and staging the WELL observance include: Forrest F. Owen, public relations and program director; E. P. Mills Jr., commercial manager; Frank Jayne, traffic manager; and Earl J. Stone, chief engineer.

An ABC affiliate, WELL is owned and operated by Federated Publications Inc. and is licensed for 250 w on 1400 kc. Its sister station WELL-FM, founded in 1947, operates on Channel 271 (B) with 45 kw on 106.1 mc.

**STANDARDIZATION**

Graham Addresses IRE Meet

**Virgil M. Graham**, director of technical relations for Sylvania Electric Products Inc. and associate director of the Radio-Television Mfrs. Assn.’s engineering department, has cited engineering standardization in the radio industry as today’s basis of outstanding advances in the electronic art.

Speaking before the West Coast convention of the Institute of Radio Engineers in Los Angeles last Wednesday [BROADCASTING, Sept. 11], Mr. Graham gave a report containing “definitions of terms, tests and symbols which are of interest to the radio industry and the institute today.” Among organizations he cited as being active in establishing and promoting manufacturing type of standards were the Associated Mfrs. of Electrical Supplies, later combined with the Electric Power Club to form the National Electrical Mfrs. Assn., and the Radio-Television Mfrs. Assn.

**KCJB ON AIR**

New Fulltime N.D. Outlet

NEW CBS affiliate, KCJB Minot, N. D., officially went on the air Sept. 1, operating fulltime on 910 kc with 1 kw. John W. Boler, president and general manager of station, is owner.

Mr. Boler also owns KSB Fargo-Jamestown, N. D. G. H. McKinnon is commercial manager of KCJB and Linn Wells is sports editor.
COMMUNIST CONTROL BILL

A BELLIGERENT Senate, weathering discord within its ranks, passed a stiff omnibus Communist control bill in its last week. The measure, a broadened version of the McCarran Bill (S 4037), was approved by 70-7 vote in an atmosphere politically charged.

With the Senate action taken, conferees late Thursday sat down to sort out differences between the upper chamber's package security bill and the House conformed bill, sponsored by Rep. John Wood (D-Ga.).

The final version to be sent to the White House and possibly facing a Presidential veto [BROADCASTING, Sept. 11] is expected to contain the provision which would require Communist and Communist-front groups to label in advance all meetings and television programs with the source of sponsorship.

The author of the Senate bill, Sen. Pat McCarran (D-Nev.), predicted that the measure "because American public opinion won't let him do otherwise." Sen. McCarran was appointed chairman of the joint Senate-House conference committee.

President Truman told newsmen Thursday afternoon he would have to study the new bill as it emerged in conference before committing himself. Earlier, Mr. Truman had warned he would veto the original McCarran Bill which subsequently was modified. The measure was essentially the old Mundt-Nixon bill.

Provisions of Bill

The approved legislation had two main provisions: (1) The registration of Communists by an independent Security Control Board, and (2) machinery for the Attorney General to intern Communists and other potential subversives in the event of a future invasion or insurrection. Stricken from the bill was a proposal to arrest subversives in case of an imminent invasion or when Congress and the President declared an internal security emergency.

Supporters of the measure already were mapping out plans to override a veto should the President decide to send it back to Congress. At his news conference Thursday, Mr. Truman ruled out any possibility that he would apply a "pocket veto," i.e., not sign the bill in a 10-day period during which Congress adjourned.

The President made it plain that he would have flatly rejected the measure had the Senate sent it to him in the form passed by the House.

In a topsy-turvy session in which Democrats and Republicans charged each other with infringing upon Constitutional rights, the Senate last Wednesday finally turned down provisions of the Administration-backed security control bill and accepted the modified McCarran Bill.

Controversy on alleged "thought control" provisions of the bill, which includes the labeling of Communist broadcast stations as domestic agents of a foreign power, lasted a day and a half. Sen. Herbert O'Conor (D-Md.), denying the bill had such an aim, said it was designed to halt "un-American" broadcasts.

In another move to tighten security, the Senate passed and sent to the House a bill aimed to strengthen the FBI's hand in combating espionage and sabotage. The measure would permit FBI agents to make arrests without recourse to warrant for federal offenses committed in their presence.

The House override a Presidential veto of a measure which would impose drastic anti-Communist requirements for obtaining and retaining citizenship in the U.S. If the Senate takes its cue from the House, it will return a measure to the White House, authorized by Rep. Francis E. Walter (D-Pa.), would prohibit citizenship to any alien who belonged to a subversive group within 10 years before applying for citizenship.

COMPLETING details for Ford sponsorship over KIOA Des Moines of U. of Iowa football games this season are (1 to r) Bob Elston, KIOA sports- caster; J. W. Brauer, account executive, J. Walter Thompson Co., representing Iowa Ford Dealers Commit- tee; James L. Kelchhan, KIOA sales manager; Don O'Brien, station sports- caster. Games, originated by KIOA, to be carried by KBIZ Otumwa, KIDC Spencer, KGLO Mason City, KSIB Creston, KWWL Waterloo, KVFD Fort Dodge, KBBU Burlington.

passes Senate

WNOE BID

WNOE New Orleans last week filed an application for a new station KTHS Hot Springs, Ark., now operating on 1090 kc with 10 kw day, 1 kw night. KTHS has pending an application for move to Little Rock and boost power to 50 kw full- time, directional night [BROADCASTING, Aug. 14].

Under the North American Regional Broadcasting Agreement, now being renegotiated (see story page 41), 1090 kc has been usable in the U.S. heretofore only in Class I (KTHS) and Maryland (WBAL Baltimore, 5 kw, directional night). It was because of NARBA that FCC had earlier de- nied KTHS' bid to move to West Memphis and, Ark., and boost power to 50 kw.

At the same time FCC also had denied the competitive application of C. E. Palmer's Hot Springs Broadcasting Co. for a new station at Hot Springs on 1090 kc with 50 kw fulltime as well as KTHS' second bid for a new outlet there on 650 kc with 5 kw day, 1 kw night, to replace the 1090 kc outlet were it removed to West Memphis.

But in ruling in this case, FCC said it would consider 1060 kc assignable in those areas where it might be assigned since NARBA had expired after the closing of the record in the proceeding. The Com- mission further gave the partici- pants a year in which they might file new applications, indicating they thereby might compete on equal terms. The other applicant who may wish to enter the lista for use of 1060 kc in accord with presently existing considerations.

In an engineering statement, prepared by the Washington consulting engineering firm of Mc- ing.

September 18, 1950 • Page 83
FCC Actions
(Continued from page 81)

Decisions Con't:

Min.-Granted continuance of hear-

ing and dismissal of application from

3-13-50.

By Examiner Jack P. Blume
El Via Bennett, Co., Long Beach, Calif.
-Granted leave to amend application so
that inclusion of facilities requested from
1700 kw to 1 L.W. at Long Beach, Calif.
and K 1250 -L.W. at Lakewood, Calif.
will be included.

WNNK Inc., Jackson, Mich.-Granted
leave to correct error in proceeding to pro-
ceed as applied and that of WNNK Saginaw,
Mich.: denied petition regarding correc-
tion since nature and purpose is not clear
(denial is without prejudice to applicant to
right to file application if so required,
containing full explanation of nature of
proposed correction and statement of what
reasons why record should be corrected in
that respect.

By Examiner Fanny N. Litsvix
KNEB Scottsbluff, Neb.-Granted
leave to amend application so as to shift
orientation of proposed DA array system
by 1.3 degrees, reduce nighttime RMS to
123.2 mv/m at one mile, propose moun-
taining spots and radiated fields shown on
Table 6 attached to and made part of proposed
amendment, and for removal of said application,
as amended, from hearing docket.

September 13 Applications

ACCEPTED FOR FILING

AM-1370 kc

KEEN San Jose, Calif.-Mod. license
to change studio location from De Anza
Birthday Co., 1000 E. Fourteenth Ave., and
Mulipatas Highway, San Jose.

WSSA-1390 kc

WAMS Wilmington, Del.-SSA on
1390 kc, 1 kw using 1950-1951 period of
six months.

Local Authority

Community Service Betsy. Corp.
Amst., New York, N. Y.-Authority to trans-
mit program to affiliated station.

License Renewal

Request for license renewal AM sta-
tion: EPH홈, Covington, Ky.; NCF, Port
Coll., Coll.; WDVY Dover, Del.; WAK-
Lakeland, Fla.; WAAB Dubuque, la.; WAAB
Worcester, Mass.; WMFJ} Yonkers, N. Y.;
WVHF Goldsboro, N. C.; WVII, Abilene,
Tex.; VKS, Abilene, Tex.; WWN w Gen-
ette, Tex.; WKLK, Orleans, La.; WV
BROADCASTING

Modification of CP

KAHU Waipahu, Hawaii.-Mod. CP
new AM station for extension of commu-
nication service.

WBQA-FM Rome, Ga.-Mod. CP
new FM station for extension of commu-
nication service.

WMFN-FM St. Paul, Minn.-Mod. CP
FM station to change ER to 47,006 kc.

License for CP

KRC-FM Lincoln, Neb.-Mod. CP
License to cover CP new FM station.

WEEK, N. Y., for change noncommercial educational FM station

TEDERED FOR FILING

AM-1300 kc

WNOE New Orleans.-CP AM station
to change station to change frequency,
DA-2 to 1090 kc 30 kw 25 kw N-DA-2.

September 14 Decisions

BY A BOARD

STA GRANTED

Zenith Radio Corp., Chicago.-Granted
commercial AM station in accordance
KSZKXBS, Chicago, with visual

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1131 Vernon Ave., Wash., D. C.
Sterling 3426

COMMERCIAL RADIO

Monitoring Company
PRECISION FREQUENCY MEASUREMENT
On Duty All Night Every Night

PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo.
KYW SALES CLINIC

F&P Staffers See Available Shows

Featured talent on KYW local programs line up for clinic's finale as Mr. Fyle (seated) handles the m. c. chores.

Anne Lee's Notebook broadcast and condensed local shows with a tour of the studios sandwiched in. Luncheon was served in the building, after which the clinic was devoted to station coverage, market, promotion, publicity and sales promotion, and, finally, a sales talk. Attending were: Free & Peters Inc.—H. Preston Peters, president; Russel Woodward, vice president; Joseph Amaturo and Dan Moseley.

Westinghouse Radio Stations Inc.—Walter E. Benoit, vice president; Edward Borroff, sales manager; Eldon Campbell, sales representative; W. B. McGill, advertising and promotion manager.

KYW—L. R. Rawlins, station manager; R. H. Teter, sales manager; Frank A. Tooke, program director, and Paul I. Woodland, promotion.

To lend added effectiveness to the clinic, a special studio was set up on the KYW audition stage. Occupying half the stage, it was framed by a large arch labeled "Sound Investments," complete with front curtain.

Heralding the clinic was a specially written "F & P Bedtime Story," plus other reminders, which were left the previous night in hotel rooms of those scheduled to attend.

The clinic started at 8:30 a.m. Presentations included the first half hour of KYW's Musical Clock, unofficial capacity. Sen. Johnson questioned the networks.

According to the Senator's office, the networks answered the queries emphatically that (1) they are not in favor of cutting AM rates and have no present plans to do so, and (2) in view of increased rates charged by other media, radio time charges probably are too low.

If there are to be any readjustments, it was indicated, the networks would consider an upward revision.

U. S. TAX LAWS

FCBA Proposes Change

PROPOSAL to amend Federal tax laws to remove hardship on broadcasters in accumulating funds for TV and other facilities will be submitted to the American Bar Assn. convention in Washington this week.

Move on behalf of stations developed with the Federal Communications Bar Assn., which is represented in ABA's House of Delegates by Guilford Jameson, FCBA past president. The problem was discussed by the ABA Tax Section, which opened a three-day meeting last Thursday.

A special committee on Section 102 of the code contends that the present procedure handicaps stations in withholding dividends for the purpose of constructing TV facilities or otherwise expanding operations. The committee feels Section 102 should be amended to allow withholding of funds where the station can show reasonable growth.

In recent broadcast cases (KTUL Tulsa and KOMA Oklahoma City) the Revenue Bureau assessed additional taxes on dividends withheld. The action was upheld on appeal.

Operative problems affecting radio and television were discussed by the ABA Copyright Section at a Saturday symposium held at the Shoreham Hotel. ABA national convention sessions conclude Sept. 20.

Kaiser-Frazer Spots

KAIser-FRAZER Corp., Willow Run, Mich., will promote its new car, "The Henry J," with an approximate $200,000 spot announcement radio campaign. Schedule is expected to start the last week in September and run for one month in markets throughout the country. William H. Weintraub Co., New York, is the agency.

NO AM RATE CUTS

Networks Tell Johnson

EVIDENCE has cropped up on Capitol Hill that two of the major radio networks, specifically CBS and NBC, have no intention at this time of cutting sales to timebuyers.

The revelation, disclosed by the office of Sen. Ed C. Johnson (D-Col.), showed little inclination by the networks to follow along the controversial path of AM rate cutting as advocated by the Assn. of National Advertisers. ANA's plans, spearheaded by its Radio and Television Stations Committee, were repulsed temporarily by the networks late in July [Broadcasting, July 31].

Rate cutting as an issue entered the office of radio-minded Sen. Johnson, chairman of the Senate Commerce Committee, in the form of queries from unidentified affiliates who are concerned with retransmitting of unwanted ANA and other sources. As a courtesy and in an

BROADCASTING • Telecasting

September 18, 1950 • Page 53

KNUX Houston began 24-hour sched- ule Sept. 4 with outlet to be off air from midnight Sun. to 6 a.m. Mon., weekly.

IT'S LOVE

On Records: Toni Arden—Col. 38903; Denise Darcel—Lon. 756; Phil Brito—MGM 10788.

On Transcription: David LeWinter—Standard.
RURAL NETWORK ASKS FCC TO REJECT MUZAK PLAN

REFUTING "vigorously" Muzak Corp.'s contention that FM has not yet developed into "new and distinctive public service," Rural Radio Network Friday petitioned FCC to reject Muzak proposal that "narrowcasting" of its pay-a-program list be allowed in certain FM bands [Broadcasting, Sept. 11]. RRN saw destruction of FM as national broadcast service under Muzak plan rather than enhancement visioned by subscription service reporter.

FILED by Washington counsel, Marcus Cohn, RRN petition cite extensive, unique service of RRN's FM network operation as best refutation of "unsupported contentions of Muzak." Although Muzak admits "fears of pain," RRN pointed out AM did too and hence there is "no justification for Muzak's proposal for a misguided FM euthanasia. The way to cure FM's ills is most assuredly not by killing the service.

RRN saw "obnoxious nature" of narrow-casting "pig squeal" emanating from sets to prevent non-subscribers from enjoying Muzak programs without payment as diminishing value of FM broadcasting to listener. Possible confusion of "pig squeal" with static would destroy work RRN and others have done to herald FM as static free, petition also noted, as well as adverse effect on potential FM set purchasers realizing cost of set "was only a license to pay for further service."

TV PICTURE TUBES

MOSTLY ABOVE 15 INCHES

RECTANGULAR TV picture tubes made up 47% of July cathode tube sales to set manufacturers, RTMA reported Friday in first breakdown of circular and rectangular tube sales.

Also reported by RTMA was 40% drop in July tube sales from previous month because of vacation shutdown by manufacturing plants. Picture tube sales to manufacturers totaled 341,940 units, valued at $9,133,746, in July compared with 566,942 tubes, valued at $15,044,510 in June, RTMA said. Data also showed 84% of July sales were tubes 18-in. and larger. Tubes 15-in. and less accounted for 15% of that month's sales; 10-in. and larger for slightly more than 11%.

TV GROUP'S FCC PROTEST

TV MANUFACTURERS ASSN., in letters from President Michael L. Kaplan to FCC Chairman Wayne C. Davis, protests color decision as "half-baked," giving TV "black eye," making manufacturers "whipping boy" and requests time limit be extended "until a practical, compatible color system satisfactory to your Commission is presented."

PALEY TO BE GUEST

TO COMMEMORATE his 20th anniversary program Lowell Thomas on Sept. 29 will have William S. Paley, chairman of board of CBS, as his guest.

NAVY PROMOTES GODFREY

ARTHUR GODFREY, CBS radio-TV, actor, promoted to commander in Navy Reserve Friday, will on two-week period of active duty at Navy Air Training Command, Pensacola, Fla.

NEW BLOOD IN STATIONS VUGGED BY COMR. HENNOCK

NEED for "new blood" in station ownership-saw by FCC Comr. Frieda B. Hennock, who said it would be "a great stimulus" for better programming and is essential in TV "If we are to prevent television from assuming the characteristics of our aural broadcasting system," which she felt has "much room for improvement." Addressing Washington meeting of National Assn. of Women Lawyers, she said she thought "there would be a great advantage in trying to assure some real diversification among broadcast licensees," and that FCC "should make every effort to introduce, insofar as possible, noncommercial elements into the broadcasting picture.

Broadcasters and public share "major burden" of improving programming, she said, upholstering FCC's right to review overall programming in passing on public interest questions. In passing reference to FCC color decision, she reiterated her view that "neither steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programming at all hours."

Meanwhile, in speech for delivery Friday night at Los Angeles session of West Coast Convention of Institute of Radio Engineers, Comr. George E. Sterling emphasized that seeming slowness of FCC processes is due to FCC's determination to explore all questions thoroughly and hear all sides on controversial questions in order to reach final decisions which will best serve public interest. He discussed "Due Process and the Public Interest."

NAB ENDORSES BMI

AT DISTRICT 8 meeting of NAB in Indianapolis Friday, resolution passed unanimously endorsing BMI. At same District 8 meeting of grata-tude extended to Roy Harlow, director of station relations BMI (early story page 28). SUPPERS HEART ATTACK

H. LESLIE ATLAS, CBS Central Division vice president, was recovering Friday from a "mild" heart attack in Louisville, where he and his family attended Kentucky State Fair. Mr. Atlas is expected to return to work this week.

DISASTER SERVICE

PRAISE from stations and public officials throughout Northeastern Pennsylvania directed to Dick Carlson, general manager of WCDL Carbondale, Pa., for thought-ful role in feeding-on-the-scene broadcasts from Ohio troop train wreck to other stations. Mr. Carlson carried troops from anthracite section.

First report of wreck received by WCDL from 2d Lt. Rod Lewis, former WCDL announcer who was on ill-fated train. Lt. Lewis phoned, Mr. Carlson early Monday morning and WCDL scoped entire nation with first report. For two-day period Mr. Carlson made available phone reports from wreck to all stations in Scranton and Wilkes-Barre areas. Bruce Wallace, general manager of WTNS Coshocton, Ohio, cooperated in feeding disaster news.

CLOSED CIRCUIT

(Continued from page 6)

tator whose Washington commentary is co-operatively sponsored on more than 300 sta-
tions, shortly will resume newspaper column. He has signed one-year contract with King Features Syndicate for column five days per week, likely to appear in large list of papers, probably including Hearst chain.

WHEN a man of notable actor—gets award for "distinguished service to medicine" that's news. Shortly to be announced will be award to Jean Hersholt for his Dr. Christian series (CBS, Wed. 8:30-9 p.m.) by District of Columbia Medical Society (an AFS chapter) to occur at annual banquet in Washington on Oct. 4.

ATLANTIC REFINING fall sports schedule delayed by increasing difficulty in clearing TV time. With AM schedule complete N. W. Ayer, Philadelphia, Atlantic agency, workingfuriously to complete TV contracts before season deadline.

ERWIN, WASEY & Co., New York, prepar- ing spot announcement campaign in Ohio to start in October for Republican party's can- didate for governor, Dan Eilrigh.

SCHWERIN RESEARCH CORP., New York, specialists in qualitative audience reaction measurements, will expand into regional radio and television service, probably on West Coast, in near future.

NEW JERSEY STATIONS OFFER DEFENSE HOOKUP

NEW JERSEY Network, composed of 32 AM and FM stations in state, offered to governor and state department of defense for emergency communications, according to statement filed with FCC Friday by New Jersey Broadcasters Assn. indicating approval of Commission's pro- posed disaster communications service [Broad- casting, Aug. 7]. Network, including non-NJBAs outlets, can be activated within hours in event of national or local disasters such as "floods, blizzards, earthquakes, hurricanes, explosions or the consequence of armed attack."

In addition to state network, stations propose tie-in with local civil defense plans. Net- work's three originating keys are WTOA Trenton, WAAT Newark and WSNJ Bridge- ton. Alternate network patterns planned should originating key become inoperative, FCC was told.

PAGLIAIROS JOINS WIL

NICK PAGLIAIROS, 25-year radio veteran who was general manager of WET St. Louis from 1940 until March, joins WIL St. Louis as national sales manager. Mr. Pagliarosa was program director of West Virginia Network from 1935 to 1940.

MACK LEAVES PEPsi-COLA

WALTER S. MACK Friday announced resigna- tion as chairman of board of Pepsi-Cola Co.
Today, farmers and farm families have more spendable dollars than any other group in the U.S.

There are many ways of covering this rich, ready-to-buy market. But any way you try in WLW-land will cost you more than WLW. It's as simple as this—

WLW reaches a greater rural audience in WLW-land—at less cost—than any single medium or any combination of media.

Here's why—

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station,* with 216 stations competing.

WLW reaches 81.7% of all rural radio homes in four weeks, 66.5% in an average week. And the average rural home reached LISTENS TO WLW EIGHT HOURS AND SIXTEEN MINUTES PER WEEK.**

For further information, contact any of the WLW Sales Offices in

CINCINNATI          NEW YORK
CHICAGO             HOLLYWOOD

* People's Advisory Council Survey
** Nielsen Radio Index, Feb.-March, 1950
WEED and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO
ATLANTA • HOLLYWOOD