

BROADCASTING TELECASTING

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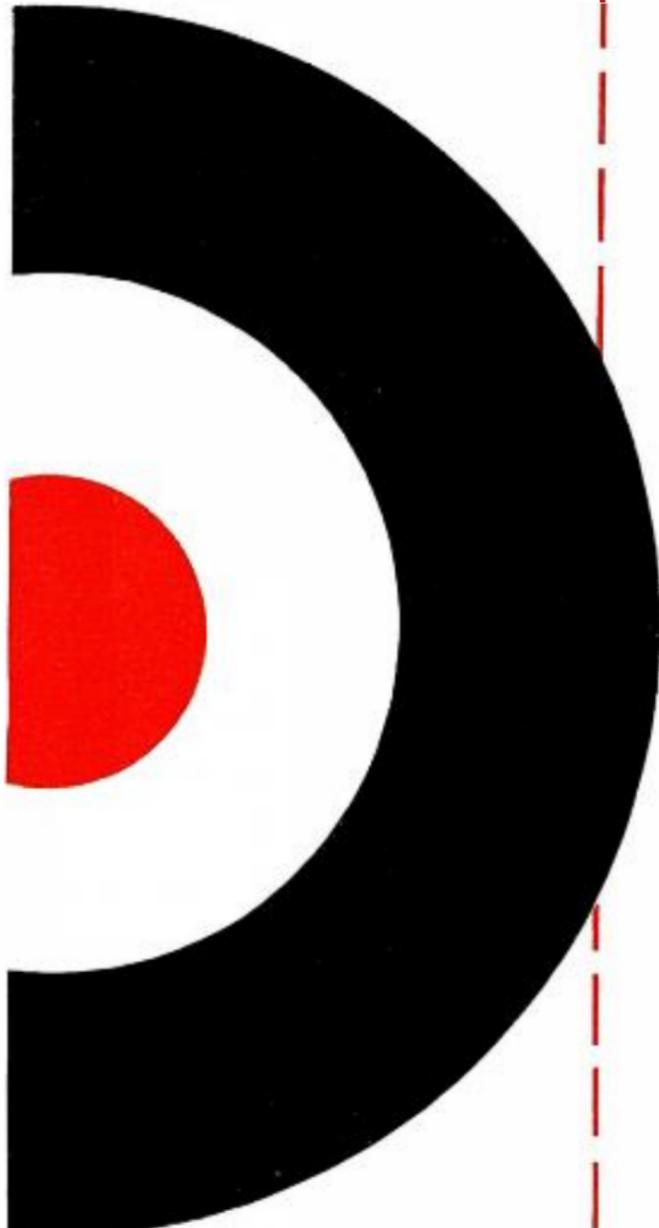
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WIRE

IN RICHMOND NOW

5000

WATTS



HOW TO HIT THE BULLSEYE IN VIRGINIA

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

The bullseye in Virginia is the area some 75 miles around fast-growing Richmond.

And this is the area where Havens & Martin stations, radio and television both, are fully appreciated and faithfully tuned. These First Stations of Virginia, pioneer outlets for NBC, are tailor-made for top advertising results throughout Virginia's first market.

Your nearest Blair representative will tell you about WMBG, WTVR, and WCOD, how they tie in with your picture.

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

READY TO USE COMPANY

Advertisement

THE COMPANY



TIME



BROADCASTING TELECASTING



...at deadline

Closed Circuit

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

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

HER DEMANDS apparently not much changed from those advanced at 1947 Havana engineering conference, Mexico understood angling for continued use of 540 kc and rights to three additional channels below 1000 kc when NARBA negotiations resume Sept. 6. She would be disposed to swap rights on higher channels for rights on lower ones, or to "share" lower ones.

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

FRESH ACTIVITY by FCC staff on question of broadcasting horse-race information was

Upcoming

Aug. 28-30: Canadian Assn. of Broadcasters Board of Directors, Jasper Park Lodge, Jasper, Alta.

Sept. 2-3: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 6: NARBA Conference, State Dept., Washington.

Sept. 7-8: NAB District 13, Plaza Hotel, San Antonio.

(Other Upcomings on page 71)

Bulletins

ROBERT H. HINCKLEY, ABC vice president, leaves for Europe Sept. 2 in capacity as member of Economic Cooperation Administration's public advisory board. He will study Western Europe's broadcasting efforts to counteract Communist propaganda.

DAVIDSON TAYLOR, former CBS vice president, to join State Dept. as special consultant in developing department's truth campaign. Mr. Taylor has just returned from four months in Italy where he was consultant to UNESCO delegation.

CONTINUING RATE STUDY SUGGESTED BY RYAN

DEVELOPMENT of proposed industry rate-circulation study covering aural radio into continuing project proposed Friday by William B. Ryan, NAB general manager. Project would supply answer to attacks against aural radio rates and circulation (see early story page 22).

Format of project can best be determined by NAB board and its Broadcast Advertising Bureau Committee, working with NAB management, Mr. Ryan suggested. Immediate object of proposed study is to provide answer to rate-cutting demand of Assn. of National Advertisers.

Business Briefly

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

FLORSHEIM FOOTBALL ● Florsheim Shoe Co., Chicago, begins sponsorship of show tentatively titled *Red Grange Predicts* on nine ABC-TV network stations Sept. 21 Thurs., 10-10:15 p.m. (CDT) after Roller Derby for minimum of 13 weeks. Agency, Gordon Best Agency, Chicago.

ANA RATE DEMANDS HIT BY NAB DISTRICT 16

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

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

DAVID LEVY Y&R V-P

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

KCMO

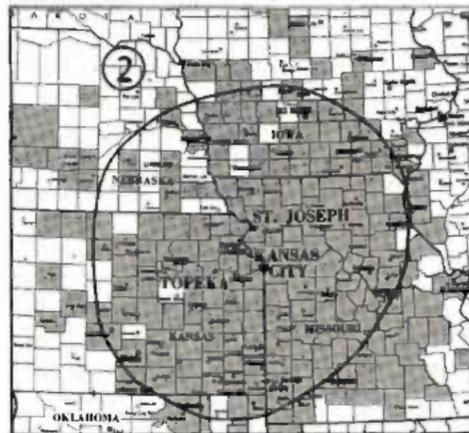


*One Does It-
in Mid-America!*

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

18 to 1 Sales Ratio

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



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

National Representative:
John E. Pearson Company

Miracle for a Miracle Drug

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

Write KCMO for specific program information for your products.

magazines

KCMO

Here's the Sensational
LOW-PRICED WESTERN
 That Should Be On Your Station!

MODEL DAIRY REPORTS ...

300%
SALES INCREASE
 WITH

"CISCO"

"KID"



Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza 5-8355; **EDITORIAL:** Edwin H. James, *New York Editor*; Florence Small, *Agency Editor*; Pete

This is CBS in 1950....

And for 1951, CBS again promises the strongest schedule
in all radio, backed by powerhouse promotion, thousands of
newspaper ads, more than one hundred thousand on-the-air
announcements, both local and network.

address
of radio's
greatest



	SUNDAY				MONDAY				TUESDAY				ABC	Metro
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
6:00 PM	Adam Hats Drew Pearson (236) R	Main St. Music Hall	Roy Rogers	Catholic Hour S	(Not in Service)	Metro. Life Ins Allan Jackson (33)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro Allan
6:15	Seaman Bros. Men. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You
6:30	Speaking of Song	C-P-P. Our Miss Brooks (152) R	Outdub Packing Nick Carter (317)	Tex Williams S	"	No Network	"	Sketches in Melody 6:28-6:45 S	"	No Network	"	Sketches in Melody 6:28-6:45 S	"	No J
6:45	"	"	"	"	"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (24)	"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (24)	"	P & Lowell
7:00	Voices That Live S	Amer. Tob. Co. Jack Benny (144) R	Affairs of Peter Salem	\$1000 Reward S	Co-op Headline Edition (53)	P & G Drell Beulah (82) R	Co-op Fulton Lewis jr. (302)	Miles Labs. Doc Man's Fam. (147) M R	Co-op Headline Edition (53)	P & G Drell Beulah (82) R	Fulton Lewis jr. (302)	Miles Labs. Doc Man's Fam. (147) M R	Co-op Headline Edition (53)	P & B
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G Daydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Daydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Oxydol
7:30	Amazing Mr. Malone S	Hit The Jackpot	Under Arrest S	The Saint S	General Mills Lone Ranger (176) R	Campbell Soup Club 15 (155) R	Nozema Gabriel Heatter (84)	Echoes From Tropics S	Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes From Tropics S	General Mills Lone Ranger (176)	Camp Cl.
7:45	"	"	"	"	"	American Oil Ed. Murrow (73)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	American Oil Ed. Murrow (73)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	Ameri Ed. B
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (184)	Singing Marshall	Wildroot Co. Adv. of Sam Spade (166) H	Inner Sanctum	Bromo Seltzer Hollywood Star Phonograph (158) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (185)	Paul Whiteman Presents	Sterling Drug Mystery Theater (158) R	Count of Monte Cristo S	duPont Cavalcade of Am (182)	Dr. I. Q. (55)	Ste Mr. Ch
8:15	Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Clippercraft Stop the Music (174)	P & G Tide Red Skelton (158)	Enchanted Hour	U. S. Steel Theatre Guild (186)	General Motors Henry Taylor (164)	Lever-Lipton Godfrey Talent Soups (156) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (146)	Gentlemen of the Press S	C-P-PT' th Pwdr. Mr. & Mrs. North (187) R	Official Detective S	Lewis-Howe Starlight Concert (185)	Cliche Club Walter Kierman S	Cheer Dr. C
8:45	Old Gold Stop the Music (173)	"	"	"	Joe Hazel S	"	"	"	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (172)	Electric Cos. Corliss Archer (164)	Opera Concert	"	Tex Beneke	Lever-Lux Lux Radio Theatre (178)	"	Bell Telephone Telephone Hour (153) R	Co-op Town Meeting (58)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Gen. Mills Penny Singleton Shaw (188)	Delour	Debate II Ps Bo I
9:15	Andrew Jorgens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Cress Roads	Philo Morris Horace Heidt (172)	Gabriel Heatter S	Bayer Aspirin Am. Album Fam. Music (154)	Solo Soliloquy S	"	Murder at Midnight	Cities Service Band of America (80) R	Chr. St. Monitor Views the New R	Philip Morris Truth or Conse- quences (149)	Mysterious Traveler	Pel Milk Fibber McGee & Molly (148)	Chanda	Liggett ABC's
9:45	"	"	War Review	"	"	"	"	"	Fine Arts Quartet S	"	"	"	"	"
10:00	Ginny Simms Show	Carnation Co Contented Hour (181)	This Is Europe	RCA Take It or Leave It (166) Start 9:10	United— or Not!	Lvr.-Peppercorn My Friend Irma (175)	A. F. of L. Commentators (146)	Night Beat	Time For Defense S	Straw Hat Concert	A. F. of L. Commentators (145)	Lever Bros. B & Town (184)	Lawrence Welk (26)	Dr Oral
10:15	Jimmy Blaine	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"	"
10:30	Co-op Jackie Robinson	Dance Orchestra S	Flavoured with Flute	TBA	This Is My Song	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	First Piano Quartet	Chamber of Commerce, This Is Our Town	Dance Orchestra	Dance Orchestra	Brown & Wm People Are Fun Start 9:19 (186)	Oz Trial S	Dixi J Co
10:45	Sokolosky S	"	"	"	"	"	"	"	AFOL As We See It	"	"	"	"	"

DAY TIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY				ABC	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S	No School Today S	Co-op News	(Network Opens 10 A M)	Down Homers S	1:30	National Vegeter S
9:15	"	E. Power Biggs	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	"	1:45	"
9:30	Voice of Prophe- cy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	TBA	2:00	Around the World (150) S
9:45	"	Paul Robert Chorus	Healing Minis- try of Chris- tians	Hudson Coal Co. D. & H. Miners (13)	Philo Corp. Breakfast Club (24)	"	"	"	"	Garden Gale	"	TBA	2:15	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (204) R	Lever-Rinse A. Godfrey (173) R	Co-op Cecil Brown (38)	P & G. Welcome Travelers (142)	"	Carnation Family Party (125) R	Miscellaneous Program S	TBA	2:30	Co-op Mr. President
10:15	"	"	"	"	"	Pillsbury & Wildroot. Arthur Godfrey (172) R	Faith Our Time S	"	"	"	"	TBA	2:45	"
10:30	Negro College Choirs	"	Voice of Prosperity (281)	Art of Living S	General Mills Bolly Cracker (191) R	Gold Seal Arthur Godfrey (175) R	Say It with Music	Campbell Soup Double or Nothing (32)	"	Look Your Best	News	Pel Milk Mary Lee Taylor (150)	3:00	Hermel Girl's Corps
10:45	"	Church of Air	"	Morning Seasons	Serufan John R.	National Biscuit Arthur Godfrey	"	"	"	"	Melen	"	3:15	"

BROADCASTING