

AUTO ACCOUNTS

2 Cancel as Price Cuts Set

AT LEAST two automotive advertisers have cancelled 1951 radio and television advertising plans as the result of the government's price roll back order, and the possibility of cut-backs in car production.

Other advertisers such as Plymouth and Chrysler are undecided about the continuation of their "bullet selling" plan on CBS, whereby they were to sponsor eight half-hour sustaining shows for a two-week period. N. W. Ayer & Son handles Plymouth and Chrysler is serviced by McCann-Erickson.

Two advertisers, Ford Motor Co., and Buick Motor Division of General Motors Corp., are understood to be going ahead with their radio and television plans. Ford has a schedule on more than 800 stations, while Buick will spend approximately \$150,000 in a short-term schedule Jan. 14 to 20 using ABC, NBC and a spot announcement campaign in radio daytime.

Dodge Division of Chrysler Corp. has cancelled effective immediately its projected giant spot announcement campaign starting Jan. 14, in about 600 markets, through Ruthrauff & Ryan, New York.

Chevrolet Dealers, through its agency, Campbell-Ewald Co., New York, will eliminate effective Jan. 16 its sponsorship of the latter half of the Madison Square Garden events on WPIX (TV) New York, and *Famous Jury Trials* on DuMont TV Network.

On All Accounts

(Continued from page 12)

Jan Munks, have been married for the past 16½ years. They have one son Billy, 9 years old. The family lives in Manhattan, New York.

Mr. Johnson's favorite hobby, aside from golf, is sailing model boats with his son in Central Park and at Candlewood Lake where the family spends its summers.

air-casters



FAY EMERSON, TV star, and **SKITCH HENDERSON**, orchestra leader and star WNBC New York early morning show, announce marriage.

KEITH SAMPLES, graduate Northwest Broadcasting School, Portland, Ore., to **KASH** Eugene, Ore., as announcer-operator. **CARL KARPSTEIN**, also graduate, to **KFRG** Forest Grove, Ore., as announcer-operator.

GENE DAVIS and **BEN SWORTS** now conducting **WGAY-1050 Sports Circus**, Mon.-Sat., 1 p.m. on **WGAY** Silver Spring, Md. Mr. Davis was with **WCUE** Akron as sports director.

JERRY LEIGHTON, announcer **WSAZ-AM-TV** Huntington, W. Va., father of girl, Leslie.

JOHN CORRIGAN, disc jockey **KXOK** St. Louis, father of boy, Michael Anthony.

VAL LINDER, announcer-producer **KEX** Portland, Ore., appointed continuity acceptance director. Replaces **HAL BRATSBURG**, resigns to take position with **KING-TV** Seattle.

PEGGY MURDOCH replaces **PATTI MALLOY** on *A Guy, A Gal & A Song*, Mon.-Fri., 11:15-11:30 a.m. on **WIND** Chicago. **RAY WHEAT**, announcer **WJIM** Lansing, Mich., to **WIND** in same capacity, replacing **JACK CAREY**, who joins **PBS** Staff in Chicago.

HOWIE LEONARD, staff announcer-disc jockey **WALE** Fall River, Mass., appointed chief announcer.

ARNOLD WILKES, TV director **WSYR-TV** Syracuse, N. Y., to **WBAL-TV** Baltimore as program director.

JAMES E. HOPKINS, new to radio, to **WTIC** Hartford, Conn., in continuity department.

CLIFF ST. JAMES to **WTMA** Charleston, S. C., as announcer and disc jockey.

OSCAR TREADWELL, disc jockey **WDAS** Philadelphia, elected president of Sunday concert featuring popular name bands appearing at local night spot.

LINUS J. ALLAIN, French commenta-

tor **WHOB** Gardner, Mass., selected to receive *L'ordre Academique Honneur et Merite* by *La Societe du Bon Parler de Francais*, Montreal, Quebec, Canada. Award will be made next month.

HARVEY KIRK, announcer **CKBB** Barrie, Ont., to announcing staff **CKXL** Calgary. **BUD COLLINS**, announcer **CHAT** Medicine Hat, to **CKXL** announcing staff.

ROY NEAL, TV personality **WPTZ** (TV) Philadelphia, presented *Red Feather* award in appreciation of generous publicity given on station in recent funds drive.

IVOR McLAREN, producer *Don McNeill's TV Club*, to production staff **ABC-TV** Chicago.

NANCY McIVER, **WHFC-WEHS** (FM) Chicago commentator, in California to record "color" at *Rose Bowl* game and parade and opening of *Santa Anita* race track. Will be in Washington, D. C., later in January for series of interviews with Congressional leaders and government officials, and also invited to record several embassy parties and other Capital social events.

BOSH PRITCHARD, star halfback for *Philadelphia Eagles*, now has own

show on **WPEN** Philadelphia for *Crosley Products*, nightly, 6:30 p.m. Account handled by *Weightman Agency*, Phila.

News . . .

KEN MOORE, news department **KXOK** St. Louis, father of girl, *Dianne Noel*.

CHESAPEAKE AP RADIO Assn. publishing and distributing *Radio Newswriting Guide*, written and compiled by **DENNIS SARTAIN**, news editor **WWDC** Washington. Mr. Sartain is also president of association.

CHUCK DULANE, announcer-disc jockey **WGAY** Silver Spring, Md., appointed news and special events director.

JAMES S. ALDERMAN, news editor **WRR** Dallas, resigns to join management of local restaurant firm.

CARROLL HANSEN, sports director **KCBS** San Francisco, selected to handle color commentary during *CBS Rose Bowl* coverage *New Years Day*.

TOM EATON, news director **WTIC** Hartford, Conn., appointed chairman of public information committee of *Hartford Civilian Defense Organization*.

ONE HUNDRED and six employes of **RCA**, who in 1950 completed quarter century of service with company, have been inducted into *RCA Victor 25 Year Club*, making a total of 1,062 employes who have become members since club was organized in 1948.

CENSUS

Cities Over 100,000 Listed For South and West

OF THE 106 cities with population of over 100,000 in the 1950 census, 31 are located in the South, the Census Bureau announced last week. In 1900 only five southern cities were in this population classification. Eight cities in that region entered the list for the first time and one, **El Paso**, returned in 1950 after having dropped out in the 1940 census.

In the West there are 15 cities with over 100,000 population, a gain of three from the 1940 total. Of western cities with over 50,000 population, eight were added in the 1950 census to bring the total to 29 for the area.

The number of places of 25,000 or more population has risen to 477, an increase of 65 from 1940. Most of the places which have entered this population classification are in the South and West, the Census Bureau reports.

The 29 cities of the West with 1950 population of over 50,000 were reported as follows:

City	1950 Population	1940 Population
Los Angeles	1,957,692	1,504,277
San Francisco	760,753	634,536
Seattle	462,440	368,302
Denver	412,856	322,412
Oakland	380,576	302,163
Portland, Ore.	371,011	305,394
San Diego	321,485	203,341
Long Beach	244,072	164,271
Salt Lake City	181,718	149,934
Spokane	160,484	122,001
Tacoma	142,975	109,408
Sacramento	135,761	105,958
Berkeley	113,217	85,547
Phoenix	105,442	65,414
Pasadena	104,087	81,864
Richmond, Calif.	99,218	23,642
Albuquerque	97,012	35,449
Glendale	95,398	82,582
San Jose	95,044	68,457

City	1950 Population	1940 Population
Fresno	90,618	60,685
Eurbank	78,318	34,337
Stockton	71,660	54,714
Santa Monica	71,259	53,300
Pueblo	63,561	52,162
Alameda	63,425	36,256
San Bernardino	62,792	43,646
Ogden	56,910	43,688
Alhambra	51,284	38,935
South Gate	50,684	26,945

The 31 southern cities with 1950 population of over 100,000 were shown as follows:

City	1950 Population	Increase Over 1900
Baltimore	940,205	431,248
Washington	802,178	523,460
Houston	594,321	549,688
New Orleans	567,257	280,153
Dallas	432,927	390,289
San Antonio	406,811	353,490
Memphis	394,012	291,692
Louisville	367,359	162,623
Atlanta	327,090	237,218
Birmingham	298,720	260,305
Fort Worth	277,047	250,359
Miami	246,983	245,302
Oklahoma City	242,450	232,413
Los Angeles	229,906	144,856
Richmond	203,404	174,975
Jacksonville	188,601	141,977
Norfolk	180,586	179,196
Tulsa	173,359	92,494
Nashville	133,219	115,128
Charlotte	131,964	109,706
Austin	130,363	100,179
Chattanooga	130,003	114,097
El Paso	127,151	88,682
Mobile	125,506	109,493
Shreveport	124,183	91,546
Knoxville	124,073	108,234
Tampa	123,957	112,688
Baton Rouge	109,997	33,399
Wilmington	119,689	65,445
Savannah	108,053	103,350
Corpus Christi	105,098	74,752
Montgomery	101,387	63,080
Little Rock		

WILS of LANSING
 Mich. will stand on its head if necessary to give you clever program promotion and merchantizing service tailored to drive!