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$7.00 Annually
25 cents weekly

BROADCASTING TELECASTING

WOR sells everything to almost everybody from Maine to North Carolina...

small wonder that WOR's daytime audience during April 1950 was the greatest for that month in the station's history.*

small wonder that WOR sells everything from Broadway plays to toy planes.

small wonder that WOR sells more goods for more people to more people, more often, than any other station in the United States.

*based on Pulse New York Reports—6:00 AM-6:00 PM
Greatest Show
In Virginia

Throughout the length and breadth of Virginia there's nothing to equal Havens & Martin Stations.

Top attraction is WMBG, with its scintillating combination of NBC and local highlights, high on the applause list since 1926.

WTVR is Richmond's only television station. Where but WTVR can tele-viewers turn for visual wonders gathered the world over by NBC-TV.

Nor is FM forgotten. For WCOD serves its enthusiastic audience.

Small wonder that the Havens & Martin trio are the First Stations of Virginia. Small wonder that they're preferred by national advertisers who know Virginia markets.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company.
Like a local escort...

Yankee gets you into any market faster!

Yankee home-town stations take you directly into the principal markets of New England. They offer the greatest possible range and flexibility to carry out an aggressive and well integrated campaign aimed at local markets throughout the area.

You have New England's largest regional network — with a widely spread network audience for Yankee and Mutual features. You have direct local impact in each market through your dealer's own home-town station. No waste "circulation." Mass impression everywhere.

With Yankee's 28 home-town stations you can do an all-out job in New England, or you can cover any group of markets to fit your present distribution, expanding to fit your needs.

Open up a hard-hitting New England sales drive. Reach more people, more effectively with Yankee.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  Represented Nationally by EDWARD PETRY & CO., INC.

June 5 — Broadcasting
Closed Circuit

NEXT ORDER of major AM business at FCC can well be disposition of hoary clear-channel case. Present thinking, it's understood, contemplates sandwiching clear-channel consideration between consideration of color TV and overall TV allocations this summer and fall.

WHEN Comm. George E. Sterling appears before Senate Interstate & Foreign Commerce Committee, tentatively set for June 14, in connection with his reappointment for new seven-year term, it's likely committee members will query him on (1) status of TV allocations and color; (2) disposition of clear-channel case (see above); (3) his views on McFarland Bill to reorganize FCC.

DESPITE careful scanning of long candidate list, Radio Mfrs. Assn. presidential selection committee believed far from accord on eve of Chicago convention (see early story page 34). If no outstanding candidate appears during convention, selection of occupant for proposed $50,000 post may be deferred to September.

DANCER - FITZGERALD - SAMPLE, New York, preparing spot announcement campaign for Procter & Gamble's Shaesta shampoo to start July 3 in 14 markets.

IS COMBINATION of AM-TV-FM under same ownership in same market a single entity or three separate projects? That question is pending before Jacksonville, Fla., court by virtue of project of City of Jacksonville, licensee of WJAX, to float $400,000 bond issue for TV. Taxpayers' suit brought by WPDQ Jacksonville contends TV was separate project since separate licenses are required, entailing individual approval. Such testimony was given by George Davis, Washington consulting engineer.

ANOTHER Florida city-owned station—WSUN St. Petersburg—also is experiencing bond activity, having validated $250,000 bond issue. In this connection, reports again were current, though unsubstantiated, that station might be sold to private operators.

STANDARD form of contract approved by American Assn. of Advertising Agencies and NAB, it has been discovered, violates Virginia statutes, not because of terms but because 8 pt. type is illegal in contracts. Virginia broadcasters, on local business, therefore must print their forms and in 10 pt. type to conform.

CARTER PRODUCTS Inc. (Arrid) through SSC&B, New York, considering sponsorship of another radio show in addition to Stag It Again on CBS, or possibly sponsoring radio version on television. Simulcast was made last week of program.

COMPLAINT of CIO asking FCC to issue temporary licenses against transit radio sta.

(Continued on page 78)

Upcoming


June 6-7: Free & Peters National Spot Sales Clinic, Edgewater Beach Hotel, Chicago.


(Other Upcomings on page 38)

Business Briefly

SWANSDOWN SPOTS ● General Foods (Swansdown cake flour) preparing spot announcement campaign to start in early June for three weeks on 50 stations in 20 markets. Agency, Young & Rubicam, New York.

KELLOGG RENEWAL ● Kellogg Co., Battle Creek, to renew Mark Traut on full MBS network starting in autumn. Expiring has been carried on test basis on about 50 stations. Agency, Kenyon & Eckhardt, New York.

GRUEN SERIES ● Gruen Watch Co., Cincinnati, planning to sponsor Blind Date Thurs.-9:30 p.m. on ABC-TV. Agency, Stokton, West & Birkhart, Cincinnati.

SPOT TESTS ● Austin Portrait Studios, California and Utah, names Mayers Co., Los Angeles as agency, planning radio and TV test spots in Pacific Coast markets.

CANDY PROJECT ● Barricini Candy, New York, appoints Goold & Tierney, New York, to handle radio spot campaign.

FLORIDA GROUP ELECTS POWELL PRESIDENT

GARLAND POWELL, WRUF Gainesville, elected president of Florida Broadcasters Assn. Friday at opening of two-day meeting at Orlando. He succeeds W. Wright Esch, WMFJ Daytona Beach.

Tom Newton, Jr., WSWN Belle Glade, elected first vice president; S. O. Ward, WLAX Lakeville, second vice president; T. S. Gilchrist, WTMC Ocala, secretary-treasurer; Harold F. Danforth, WBDO Orlando, and Doug Silver, WIRL W. Palm Beach, directors.

Chairman of nominating committee was W. G. McBride, WDBO. Other members were Glenn Marshall, WMRR Jacksonville, and James M. LeGate, WIOD Miami. W. Walter Tyson, WALT Tampa, was chairman of Resolutions Committee.

Frank M. King, WMRR, explained plans for Broadcast Audience Measurement, BMB successor, and urged stations to support project.

Dawson Newton, advertising manager of Florida Citrus Commission, explained how commission selects media in allotting $1.3 million budget, of which radio gets small share.

He suggested stations do selling job on commission and Benton & Bowles, its agency.

Col. D. J. Wilkins, of U. S. Army, explained Army's advertising policy. Letter was read from Maurice B. Mitchell, director of Broadcast Advertising Bureau, explaining radio now gets 50-50 break in Army advertising.


DURKEE'S NEW AGENCY

DURKEE FAMOUS FOODS Division of Gild- den Co., Cleveland, names Meldrum & Frew- smith, also Cleveland, as agency.

BROADCASTING
NOW... IN DETROIT

HIGHER POWER for WKMH

5000 WATTS on 1310 KILOCYCLES

MICHIGAN'S MOST POWERFUL INDEPENDENT

WKMH is the PLUS station of Detroit... a great abundance of the music everyone wants to hear... PLUS competent news coverage, broadcast intelligently and often... PLUS complete coverage of all the important sports... gives you more listeners per dollar invested throughout Metropolitan Detroit and Southeastern Michigan... PLUS a

BONUS: Ann Arbor, Pontiac, Ypsilanti—Toledo and Sandusky, Ohio.

"The TIGER Station"

- Music
- News
- Sports

Fred A. Knorr
President & Gen. Mgr.

Weed and company
National Representatives
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING
Spot, Local Business Seen as Radio's Best Prospects
NAB federation Suggested by Dual Role Before FCC
Hyde Questions NAB Policy on International Meets
Transit Radio Wins Two Major Victories
ABC Leaves NAB, WOY WHOH Also Out
40% of Retail Sales Concentrated in 32 Areas
P&G Tops Network Users in March
F. E. Baker President of Adv. Research Bureau
Hyde Outlines NARBA Stand at Fla. Assn. Meet
NRDGA Hears Tips From BBC on Radio's Use
Recomputing of RMA on Convention Agenda
Compromise Gambling Bill Awaits Senate Action
NBC Gets More in Current Round of Talent Wars

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DEPARTMENTS
Agencies
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Commercial
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FCC Actions
FCC Roundup
Feature of Week
Management
Network Account
New Business

WASHINGTON HEADQUARTERS

SOL TALISHOFF, Editor and Publisher

EDITORIAL: ART KLIN, Managing Editor; J. Frank Beauty, Rufus Craiter, Associate Editors; Fred Fitzerald, News Editor; Tylor Nourse, Jo Haller, Assistants to the News Editor. STAFF: David Berton, Lawrence Christopher, Mary Ginn, Tom Hynes, John Geben, Aridelle Williams, and a large and loyal staff.

BUSINESS: MAURY LONG, Business Manager; Winfield L. Levi, Assistant Advertising Manager; George L. Dutten, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Scheid, Phyllis Steinberg, Judy Martin, B. T. Passion, Treasurer; Irving C. Miller, Auditor and Office Manager; Enric Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. CORSOVOY, Manager; Bill Gabriel Jr., Elaine Haskett, Grace Mota; Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 400 Madison Ave., Zone 22, P. Bldg.; 8-3355; EDITORIAL: Edwin H. James, New York Editor; Herman Brandenberg, Ass't to the New York Editor; Florence Small, Agency Editor; Gloria Berlin.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 6-8404; William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU Tel-A-Vogue, Hollywood Ave. and Vine, Zone 33, Bayside, Calif.; David Gluckman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Elgin 0775; James Montanes.

Broadcasting * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting * The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office
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Subscription Price: $7.00 Per Year, 25c Per Copy.

BROADCASTING TELECASTING

WHLI KEEPS GROWING

SETS IN USE
18.1%  18.9%  20.3%

WHLI'S SHARE OF AUDIENCE

14.9%  24.4%  26.2%

WHLI'S AVERAGE RATINGS

2.7%  4.7%  5.4%

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
Hempstead, Long Island, N.Y.
ELIAS I. GODOFSKY, President

Page 6 * June 5, 1950
1. John McNulty, Clevelander, having passed his medical exam and been hired, reports for instructions. He is given general working rules, together with his gate badge and Safety booklet.

2. On his way to the Safety equipment department, he pauses to look at the plant Safety scoreboard. It’s a constant reminder for steelworkers to be safe and stay safe.

3. Next, John is fitted with a pair of Safety shoes. Their steel toe caps protect his feet from possible injury.

4. John’s foreman shows him how to handle his new job safely and efficiently. Right here he is explaining the electric controls of a conveyor which transports 10-ton coils of steel.

5. Here a supervisor is making a periodic check with calipers on the chains and coil hooks of John’s conveyor. Evidence of defects or overstrain means prompt replacement to prevent accidents.


John McNulty’s Training Shows How Steel Plants Became One of the Safest Places to Work

Today the steel industry is one of the four safest major industries in the country. In 40 years the number of employee accidents in steel has been cut by 90 percent.

That seems like a miracle and it is. It has been achieved in two ways. First by installing accident-prevention devices. And second, by constantly reminding workers of safety through training and education.

The minute a man starts, his training in Safety begins. That’s the way the steel industry protects its more than 600,000 employees, helps them to be safe and stay safe. Here, John McNulty gets acquainted with ways of Safety in steel.

Steel works for EVERYONE

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVE., NEW YORK 1, N.Y.
In Boston...it takes time to make friends

Boston is Boston...and there's no place quite like it. Take friendship, for example. Boston forms its friendships slowly. But once formed, they last forever. It's true in radio, too.

Most of Boston's radio favorites today are the hometown "real folks" WEEI first introduced many years ago — 20-year veterans like E. B. Rideout, the weatherman; Caroline Cabot and her shopping service; Carl Moore of the rapier wit; or such comparative "newcomers" (all on WEEI at least 10 years) as Uncle Elmer, Ken Ovenden, Charlie Ashley, Mother Parker, Jesse Buffum, Priscilla Fortescue.

They're all on WEEI... because WEEI knows what Boston likes. No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.

And today WEEI's bigger audiences are giving sponsors more for their money than ever before.

the station is WEEI
Columbia's Friendly Voice in Boston
ANNABELLE ANDERSON, LaVAUGHN HANSON, Philadelphia.
JAMES & WILBY.
CHARLES SCHAFER, and ANTHONY.

WILBY M. DURHAM, formerly active in Utah radio circles, joins Ross Jurney & Assoc., Salt Lake City, as account executive.

ROBERT W. KELLOGG Jr., formerly with Brooks, Smith, French & Dorrance, joins copy staff of Denman & Betteridge Inc., Detroit.

JAMES M. NEVILLE joins public relations department of John LaCerda Agency, Philadelphia.

LaVAUGHN HANSON, formerly with Leo Burnett Co., Los Angeles, joins advertising service section of Young & Rubicam, Hollywood.

ANNABELLE ANDERSON, timebuyer with Maxon Inc., New York, will broadcast in French on subject of radio and television timebuying for Voice of America.

DON McGEE, formerly account executive with Campbell-Mithun, Chicago, joins Mayers Co., Los Angeles, in newly created post of director of marketing and merchandising of new products.

JOHN HALPERN, formerly with Erwin, Wasey & Co., joins Pediar & Ryan, New York, as assistant radio and television director.

WHITNEY HARTSHORNE, formerly radio and television timebuyer for Erwin, Wasey & Co., Los Angeles, named general media director of agency. He replaces BUELL M. BROOKS, who left to join Scripps-Howard Newspapers, San Francisco. JOHN R. SCHLUTER, formerly Erwin, Wasey traffic supervisor, will act as agency timebuyer under supervision of Mr. Hartshorne.

L. R. BLOOM, former media director of Geyer, Newell & Ganger, Detroit, joins Kenyon & Eckhardt, Detroit, in same capacity.

JOHN JESSUP, former account executive at KJR Seattle, joins staff of Rumig G. fuller & Co., same city. Firm deals with radio and TV exclusively.

HERBERT S. LENZ, formerly with Young & Rubicam and R. H. Macy, New York, joins Farson, Huf & Northlich, Cincinnati, as senior account executive and director of merchandising.

LOUISE PACKARD, formerly continuity editor and women's director for WLOW Norfolk, Va., joins staff of Henry J. Kaufman & Assoc., Washington, as TV producer.


BARRY WALL, manager of Viewer Depth Surveys, New York, June 1 joined research staff of Warwick & Legler, New York.


DAVID VAN de WALKER, office manager of Young & Rubicam Inc., Hollywood, is the father of a girl, born May 21.

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

National Representatives

JOHN BLAIR & CO.

June 5, 1950 • Page 9
WFEDERAL BLDG. & LOAN Assn., Salt Lake City, names Ross Jurney & Assoc., same city, to handle advertising. Extensive use of radio planned.

FOELL PACKING Co., Chicago (Rose Brand canned meat products), appoints Gordon Best Co., same city, to handle its advertising.

A. HOLLANDER Co., Newark, N. J., through Grey Adv., New York, currently sponsoring Wendy Barrie, Thursday, 10:30-10 p.m., on WMBT (TV) New York, expected to expand show on entire network beginning this summer.

HOWARD D. JOHNSON Co. (restaurants) schedules radio spots to be used locally in cooperation with advertising campaign. N. W. Ayer is agency.

PLAZA STUDIOS (blouses and scarves), New York, appoints Wertzheim & Babcock Inc., same city, to handle its advertising. Television spots will be used. Charles L. Babcock is account executive.

Network Accounts...

KRAFT FOODS, Chicago (Parkay Margarine and other products), replaces The Great Gildersleeve with The Falcon on NBC for 11 weeks starting June 21. Show is aired Wednesday, 7:30 to 8 p.m., CDT. Agency: Needham, Louis & Brodby, Chicago.


MARS Inc., Chicago (Milky Way candy bar), to sponsor five-a-week, five-minute show on 300 ABC stations 5:55-6 p.m. in all time zones starting in September for 62 weeks. Show to follow Jack Armstrong and Sky King, aired alternate days and to be cut from 30 to 25 minutes. Agency: Leo Burnett, Chicago.

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y. (A.S.R. lighters), contracts for 8-8:30 p.m. segment of The Show Goes On, over CBS-TV, effective September 28. Agency: McCann-Erickson Inc.

RONSON ART METAL WORKS Co. Inc. (Ronson Lighters) renews sponsorship of Twenty Questions for fifth year on MBS, Sat. 8-8:30 p.m. Grey Adv., New York, handles Ronson account.

BONAIDE MILLS Inc. returning Sept. 1 to NBC-TV with Bonny Maid Versatile Varieties, Friday 9-9:30 p.m., after eight-week summer hiatus.

SYLVANIA ELECTRIC PRODUCTS, Colonial Radio & Television Div., will air one top football game each Saturday over ABC starting Sept. 30. Kenyon & Eckhardt is the agency.

ELECTRIC AUTO-LITE Co., renews Suspense on CBS for next fall. Advertiser also has scheduled Suspense on CBS-TV to return Aug. 26. Cecil & Frenbrey, New York, is agency.

Adpeople...

WILLIAM BROOKS SMITH, advertising director of Thomas J. Lipton Inc., appointed chairman of Assn. of National Advertisers Radio and Television Steering Committee.

JAMES CALVIN AFFLECK, formerly with Radiomarine Corp. of America, appointed to newly created post of sales promotion manager of receiver sales division of Allen B. DuMont Labs.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn., buyer of broadcasting for many years, changes its name officially to Green Giant Co.
This “Pond” is Bigger Than San Francisco!

It’s the area covered by WOWO... not only Fort Wayne and its suburbs, but a huge Midwest market of 49 BMB counties. A market with almost 300,000 Radio Families... bigger than the city of San Francisco! A market in which WOWO programs show consistent leadership in listening surveys... morning, noon, and night! To reach this important segment of the nation’s purchasing power most economically and most forcefully, ask Free & Peters about WOWO.

WOWO FORT WAYNE ABC AFFILIATE

A BIG FROG IN A BIG POND!
**Feature of the Week**

AN HISTORICAL anecdote culled from New England's prodigious backlog walked into WEIR Boston's sales office early in May and signed a contract. Or so it seemed to the station.

For several months, old buildings in a mid-city block owned by The Jordan Marsh Co., department store, have been coming down to make way for new ones. During this bevy of construction, Walter Piper, editor of the "Walter Piper Page" of Jesse H. Buffum's *New England Almanac* (Mon.-Sat. 6:15-6:45 a.m.) joined sidewalk superintendents.

Mr. Piper's eye fixed itself on a large block of granite that had the initials SPG carved upon it. It aroused his curiously sufficient enough for him to make mention of it in his script. Mr. Buffum picked the item out for special attention on the broadcast and as Mr. Piper contributed further investigative reports, he relayed them to listeners.

The Piper diggings brought forth an historic tale reaching as far back as December 1800. In that year, Samuel Pickering Gardner—hence the SFG—purchased the land, house, coach-house, farm buildings and pear and apple orchards from Frederick W. Geyer, a Loyalist sympathizer during the

(Continued on page 69)

**On All Accounts**

"O**NE of the important contributions radio has made to Midwest living has been the instantaneous contact isolated farm families have with events throughout the world."

This view has been expressed by Mrs. Eileen Gould, who, as media director for the Ambro Advertising Agency of Cedar Rapids, Iowa, handles 26 accounts whose more than 100 broadcasts are aimed at this vast market.

With Ambro since 1946, the vivacious young media director's sole responsibility is to handle all of the firm's media assignments. However, she has had an opportunity to work in several phases of the agency operation. She also writes some radio copy and has the important job ofspeeding the work of her 16 associates by controlling the production department's production board.

In preparing for her position in this wealthy and important market, Eileen worked in radio and television at CBS and WBBM Chicago. A graduate of the Mount Mercy Junior College and Iowa State U, she majored in music and dramatic art. Her first job was with the Northwestern Bell Telephone Co., and she also earned promotions in the field of retail selling.

Since Eileen joined Ambro in 1948, one advantage of her position has been the opportunity given her for "doubling in brass." Her first job with the agency was that of production clerk. In an agency of Ambro's size at that time, she points out, the position was the same as assistant production manager.

After being with the agency approximately six months, she began handling media director's work, a title finally decided upon about a year ago after the firm's extensive growth.

Of the 26 Ambro accounts, all of which Eileen comes in contact with, some representative ones include American Trust & Savings Bank, C. R. & I. C. Railroad, The Hamilton Co., Interstate Finance Corp., Iowa Electric Co., Iowa Light & Power Co., Kilborn Photo Paper Co., The Pickwick Co., Potosi Brewing Co., WKBW Dubuque, Tallo-Hy Kitchens, Thermogay Co., Vigorton Products Inc. Busay as she is, Eileen still finds time to devote herself to other interests. First and foremost is daughter Patricia Kaye, a carbon

(Continued on page 78)
The New EKOTAPE Pla-mate is a recorder you'll be proud to take out for on-the-spot news recordings. It's a beauty... as smart as modern luggage, and acoustically designed too. Fine tone quality. One central control selects tape speed and direction—fast forward, standard forward for recording and playback and fast rewind. Two-hour playing time with 7-inch reel, and one hour with 5-inch reel. It has 3¼" per second tape speed and "twin track."

As a portable tape recorder for supplementary use around the station—see and hear the new Ekotape Pla-mate.

FOR THAT ON-THE-SPOT NEWS RECORDING

It's a Beauty!

the new Ekotape
Pla-mate
tape recorder

WEBSTER ELECTRIC

WEBSTER ELECTRIC
Webster Electric Company, Racine, Wis.  •  Estab. 1909
"WHERE QUALITY IS A RESPONSIBILITY
AND FAIR DEALING AN OBLIGATION"

$156.50
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.
RADIO'S BUSINESS PROSPECTS

[AFRA Convention Story, Page 17]

RADIO has become a powerful advertising medium but its biggest achievements lie in the future, especially in the field of direct selling, according to J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee.

Basing his predictions on a scientific poll of advertiser, agency and broadcasting executives, Mr. Stolzoff last Wednesday told the Advertising Federation of America convention in Detroit that "more and more large local advertisers, and regional and national advertisers, are going to use radio on a basis that radio has rarely been used in the past."

Mr. Stolzoff pointed to "a growing group of advertisers who are developing an exciting and successful approach to using radio on a highly profitable basis" and cited results of a survey conducted by Cramer-Krasselt Co. in cooperation with Broadcasting.

In this magazine's 23rd Trends survey, station managers and owners predicted increased billings for the radio medium, especially on the national spot and local level [Broadcasting, May 15].

Revealed for the first time by Mr. Stolzoff are the predictions of advertisers and agencies. They, too, foresee expanded use of the radio medium and Mr. Stolzoff presented their predictions separately and combined with views of broadcast executives.

Radio "Mature"

"Radio has reached its maturity," Mr. Stolzoff concluded. "It is today, more than at any previous time in its history, a powerful, flexible giant medium with a sales power limited only by the ingenuity of the people who use it."

"The biggest radio success stories are still to be written. And they will be written by people who are willing to roll up their sleeves and milk every last drop of power from their radio advertising dollars."

Woven into the analysis of advertiser-agency-broadcaster predictions by this key agency executive are case-history stories based on actual direct-selling achievements.

Recalling radio success stories of the institutional type, particularly large local advertisers and the small and medium-sized national advertiser, Mr. Stolzoff said that large national advertisers have been heavy users of radio as an important part of their promotional plans. He added that there are many dramatic success stories in which small local advertisers have built their advertising programs around radio. "During 1949 the two largest local daytime radio users in the nation were two midwestern department stores," Mr. Stolzoff told the AFA. "One of these stores, a large department store, which used up to 22 hours per week of radio during the peak of their 1949 radio promotional plans.

"How successful were these programs?"

"The answer is that both of these stores are continuing their schedules with undiminished force through 1950. Another measure could be in terms of product sales."

Mr. Stolzoff explained how the store decided to sell television sets by using a home demonstration offer in which the prestige and confidence enjoyed by the store would be applied to a nationally advertised receiver.

Low Cost Radio

TV sets were sold in large quantities at a total advertising-to-sales cost of less than 5%. He said, "certainly a dramatic figure measured in terms of normal sales cost on a direct selling program."

He said other stores are now investigating plans to set up outside organizations with leads developed by using radio as the "promotional backbone."

"By the end of 1950," he continued, "you will see an increasing number of department store advertisers using radio time in large quantities to secure leads for outside selling crews."

He added that stores know there are 50

(Continued on page 19)

NAB FEDERATION? Dual Role at FCC Hearing

NAB appeared before the FCC Friday in a new dual capacity—in favor of and at the same time opposed to a proposed new regulation.

On behalf of aural (AM and FM) station membership the association took a flat stand in favor of a proposed FCC policy that would sharply restrict TV programs in which sight and sound are not integrated. And on behalf of its TV membership NAB opposed any such restriction.

This dual stand raised suggestion that the association was conceding the need for complete reorganization into an independent foundation but William B. Ryan, NAB's general manager, said no such inference was justified.

Mr. Ryan told Broadcasting the dual role was entirely consistent with the association's obligation to render full service to all its members. There is no thought of reorganization, he said. "We merely are using the NAB organization with maximum flexibility, serving interests within the membership structure."

"I see no need whatever for any federating within the NAB."

Asked if he is studying a reorganization, he said, "I'm not studying reorganization. I'm studying organization."

Decision of NAB to appear for TV stations against the FCC's proposed restriction of TV aural operation followed a board poll in which the action was favored on a 4-1 ratio. This poll, it was understood, was not based on the problem of NAB appearances for and against the FCC proposal but merely on the TV stand.

While NAB's Structure Committee was discharged by the board last February after a series of revamping operations, the idea of a federated association was raised at the Chicago convention in an address to independent stations by Edgar Kobak, consultant. The board has taken no action.

Vincent Wasielwski, NAB attorney, appeared at FCC's Friday hearing on behalf of the association. He was accompanied by G. Emerson Markham, director of the NAB Television Dept. and Edward L. Sellers, director of the FM Dept.

Chairman Wayne Coy ruled that Messrs. Markham and Sellers could not argue for the record.

(Continued on page 19)

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WIREService • Telecasting
Radio's Prospects
(Continued from page 15)

prospects on the outside for every one that comes into the store.

"Every test that we know of, that has been conducted by stores attempting to find what will do the best job of securing valid leads at low cost, have shown radio to be the advertising medium best designed to do this job," Mr. Stolzoff said. He cited an example of advertising that is being isolated for the next five-year period—move ahead in volume, in sales results and in the number of advertisers.

"To help get the national radio feeling," a survey based on over 286 reports submitted by advertisers, agencies and broadcasters has recently been completed. In fact, the final tabulations have been made within the past few days. The broadcaster were surveyed by BROADCASTING, in cooperation with the Cramer-Krassett Co.

"The advertiser and agency groups received the same questionnaire from the Research Department of the agency. The stations, the advertisers and the agencies surveyed represent a fairly accurate cross-section. They include the very largest and the very smallest stations. They include radio users, radio non-users, large advertisers, small advertisers, big agencies and little agencies, scattered geographically across the country in television markets and in non-television markets.

"That group, and I must con-

fess that I am among them, feel that radio, generally, but most certainly daytime radio specifically, can and will move ahead during the next five-year period. There may be, comes within 20 minutes of any given radio broadcast.

"There is no room for these advertisers to wonder whether radio is a good selling medium or not. Each of these advertisers knows immediately how useful his program has been. Nor can we think of these campaigns as being isolated or being exceptions to the rule. There is every indication that more and more local advertisers and regional and national advertisers are going to use radio on a basis that radio has rarely been used in the past.

"Radio station operators, advertisers and agencies who have gotten into the field of using radio as a direct selling force, producing immediate leads or immediate sales, have a most optimistic attitude about the direction in which radio is headed.

"Well, you can always listen to the radio."

Where do agencies believe radio's biggest gains will be made?

Network Programs (3.4%)
Selective Market Announcements (46.5%)
Selective Market Programs (36.1%)
Local Spot Announcements (13.9%)

"The reaction of the agencies seems to bear out the contention that radio is getting more and more to be an aggressive, hard-hitting selling force operating right in the market and tied in closely with the actual sale of the merchandise through such devices as producing active sales leads.

Where do advertisers believe radio's biggest gains will be made?

Network Programs (0.0%)
Selective Market Announcements (42.1%)
Selective Market Programs (36.5%)
Local Spot Announcements (21.1%)

"The advertisers surveyed indicate the same belief that radio will move ahead in selling market by market. Over 36% predicted the biggest gains in selective market programs. Another 42% said in selective market announcements and 21% in local spot announcements.

"While stations feel that the bulk of the increased advertisers will go on in a selective market basis, over 43% see greatest gains in local spot announcements. Identical numbers said selective market programs and selective market announcements, 28.3% [BROADCASTING, May 15].

Average of agency-advertiser-station views of where radio will make its biggest gains:

Network programs (1.1%)
Selective Market Announcements (39.0%)
Selective Market Programs (33.8%)
Local Spot Announcements (26.1%)

"Averaged together to get the general thinking of the entire radio industry, we see that 58.9% of the persons participating in the survey said that radio will make its biggest gains at the local level. Only 1.1% said at the network level.

More Advertisers Seen

"Another set of questions were asked to find out what advertisers, agencies and stations believe actually is going to happen as far as changes in the number of advertisers who will be using radio.

Agencies say: "More advertisers will be using radio on a local basis." (See illustration, this page.)

Increase more than 10% (24.9%)
Increase, but less than 10% (27.3%)
Remain about the same (25.1%)
Decrease, but less than 10% (12.3%)
Decrease more than 10% (10.4%)

"The agencies generally agreed that more advertisers will be using radio on a local basis. Advertisers say: "More advertisers will be using radio on a local basis." (See illustration, page 15.)

Increase more than 10% (23.5%)
Increase, but less than 10% (29.4%)
Remain about the same (23.5%)

(Continued on page 77)
IN A SHARP REBUKE for charges raised by NAB President Austin Miller, the chairman of the U. S. NARBA delegation last week challenged NAB's usefulness in international negotiations under its existing policies.

FCC Comr. Rosel H. Hyde, head of the NARBA delegation, wrote Judge Miller that the contributions of NAB representatives in conferences on policy and technical matters submitted to "be nullified by the restrictions imposed upon them by your Association."

Accordingly, he wrote, "I personally can see little fruitful purpose to be served in their participation in a delegation to an international conference."

By implication he suggested that his views be considered by the NAB board at its June meeting, since Judge Miller had indicated that its policies on participation in international conferences would be reviewed at that time.

Comr. Hyde's letter was in answer to one sent by Judge Miller to the State Dept.—with a copy to Comr. Hyde—suggesting that there should be an attempt to persuade NAB's representative at the NARBA conferences held in Havana earlier this year. The reply was released in response to queries by Broadcasting and other sources confirmed reports that coercion charges had been made.

Quotes Judge Miller

In his letter Comr. Hyde quoted Judge Miller as saying that policy established by the NAB board for-bade NAB representatives to "participate in conference in any of the proposals" made by the U. S. delegation to the Cuban government during the Havana meetings.

"I am forced to speculate as to the usefulness to the U. S. delegation of any representative so limited in power and discretion," Comr. Hyde declared.

He told Judge Miller that he was "shocked by, and take issue with, your unsupported and unsubstantiated statement that 'an effort was made to coerce' your representatives into acquiescence in proposals submitted to the Cuban Government. . . ."

"As Chairman of the U. S. delegation I was intimately acquainted with every step of the proceedings and I do not recall the use of coercion of any kind whatever on any member of the delegation, or on any advisor, or on any observer."

He thought it possible that Judge Miller was referring to a "meeting at which each member of the delegation . . . was polled for his opinion and advice on a proposal then being drafted."

The delegation, he noted, included "executives, attorneys and engineers connected with the various networks, with individual stations, with industry groups, and with the government."

"Please be advised," the letter continued, "that such polling was done on the assumption that each member of the delegation was a person able to consider matters freely and objectively and able to assist the delegation in the performance of its functions by making available his views on the problems under discussion."

He said he was officially notified that NAB's representative was "precluded from giving such assistance" only after the representative, NAB Engineering Director Neal McNaughten, was called home from the conference.

I might mention that the NAB without Mr. McNaughten from the conference a good deal of time did not materially aid the delegation in drafting difficult and technical engineering positions under consideration," he added.

The letter continued:

You will recall, Judge Miller, that your presence had been specifically requested as a member of the delegation in order that the delegation might have available the views of a responsible representative of the NAB in its consideration of the various problems that were sure to arise.

When the specific invitation to you was acknowledged only by the nomination of Mr. McNaughten, it was assumed that he would be able to fulfill this function. I am aware now that we were mistaken in such an assumption. However, I cannot concede that the mere polling of a member of the delegation for an opinion on a matter under discussion, along with all other members of the delegation, can be construed in any light as 'coercion.'

In the event that the mentioned incident is the alleged effort at 'coercion' to which you refer, and as I know of no other circumstance which could by any interpretation whatsoever be considered as 'coercive,' it is manifest that you are either grossly mistaken or have been grievously deceived in your Association..

Comr. Hyde quoted Judge Miller as saying that "there comes a point to which our Association is not empowered to proceed as an Association," and that "at that point it is necessary for our representative to refrain from participating in final decisions and from joining in recommendations and proposals."

Hits NAB Stand

The NARBA chairman conceded that "your desire to avoid taking a position on the multitude of new situations is understandable," but felt that "the NAB has gone far from adopting a neutral stand with respect to the whole situation." He said, however, that the NAB has put itself on record as being against any adjustment of the "status quo."

"Mr. McNaughten," he continued, "was apparently instructed not to agree to any proposal involving such an adjustment, and this instruction, in effect, resulted in his having to disagree with every proposal."

"This, in my opinion, is not only an unrealistic position in the light of the complex problems presented, but something which I cannot, and one which, if adopted by a majority of the delegation, would have the effect of foreclosing any adjustments despite possible advantages which might result to the U. S. or the radio industry as a whole. Moreover, the adoption of such a position would appear to render the (Continued on page 19)"

Our New New York Quarters

BROADCASTING-TELECASTING has moved its New York Bureau to 488 Madison Avenue, on "Radio Row," opposite CBS and a stone's throw from Radio City.

Phone remains unchanged—PLaza 5-8355.


Situated in the new headquarters will be Sol J. Paul, advertising director, who continues to headquarter in New York; Edwin H. James, New York editor, and Bruce Roberts, senior assistant editor; Herman Brandschein, assistant to the New York editor, Florence Small, agency editor, and Eleanor Manning, assistant to the advertising director. The new offices are located on the sixth floor. Readers are invited to utilize the facilities of our new quarters.

(AFA NAMES PATTERSON

At Detroit Meet

NEW officers were elected Thursday by Advertising Federation of America, winding up its 46th annual convention at the Statler Hotel, Detroit, with Graham Pat-

trick, publisher of Farm Journal and Pathfinder, becoming chairman of the board.

Ben R. Donaldson, advertising director of Ford Motor Co., was elected treasurer, and Grace John-

sen, ABC continuity acceptance director, becomes secretary.

Re-elected to the board of directors were Fairfax M. Cone, chairman of the executive commit-

tee, Foote, Cone & Belding; Leonard Hornbein, director of public rela-

tions and advertising, Famous

Barr Co., St. Louis; George S. Mc-

Millan, vice president, Bristol-

Myers; Robert S. Peare, vice presi-

dent, General Electric Co.; Ralph

Smith, executive vice president, Duane Jones Co.

New board members elected by AFA were Vernon Brooks, advertising director of Scrippa-Howard; Robert Gray, director of advertising and sales promotion, Esso Standard Oil Co.; Henry G. Little, executive vice president, Campbell-Ewald Co., and Wesley F. Nunn, advertising manager, Standard Oil Co. (Indiana).

St. Louis Next

The 1961 AFA convention will be held May 6-9 at the Jefferson Hotel, St. Louis.

Clarence Hatch Jr., executive vice president of D. P. Brother Co., Detroit, elected delegating delegates to TV possibilities. "Color television is nothing short of magnificent," he said, explaining he had been observing RCA color experiments in Washington. "With the advent of color, which is not far off, the impact of television will increase beyond measure."

Mr. Hatch urged AFA members to make the most of the new techniques in TV commercials and praised the visual medium's ability to do a selling job. He sharply criticized stations not doing a proper job of projecting and transmitting filmed spots and programs.

"There is just no uniform standard of quality in the projection of film in television," he said. "I only wish that we could do something about it," he said. At the same time he complimented network program negotiators all stations, and advertiser offices for their "watchfuly on your toes." Mr. Hatch suggested timebuyers buy time only on stations doing a good job.

(Continued on page 19)"

June 5, 1950 • Page 17
TRANSIT RIDES HIGH

TRANSIT RADIO won two victories last week and then ran into a setback the following Tuesday.

Victory No. 1—A federal court dismissed three suits against transit service.

Victory No. 2—The St. Louis Post-Dispatch, after a three-week cloudy public sentiment for transit in a survey, dropped its battle against the service in St. Louis (see editorial page 2).

The setback took the form of a CBD petition to the FCC to revoke licenses of transit stations and hold a transit hearing.

In U. S. District Court, District of Columbia, Judge Edward A. Tamm ruled the suit was "inconsistent with the public convenience, comfort and safety."

Judge Tamm acted on three suits filed by Transit Riders Assn.; two were filed by American Business & Polak and Guy Martin, and a separate appeal by Paul N. Temple.

In addition the American Civic League had filed a brief, supporting suits, and it also took the issue to the FCC last week.

The St. Louis incident was greeted by many transit advocates as a major development in the medium's history. The Post-Dispatch (KSD) carried a news story on page 3 of its June 1 issue giving results of a survey conducted on its editorial page by the University of Business & Economic Research, School of Commerce & Finance, St. Louis U.

Editorial Gives Position

In addition, the newspaper carried an editorial explaining that public taste no longer is "nonsensical" in the case of transit radio and that "a great majority of passengers enjoy transit radio . . . the ayes seem to have it." (See text of editorial below.)

The St. Louis study, conducted May 1-14, was based on 23,587 interviews, the most elaborate transit survey yet made. The university had been commissioned by the Post-Dispatch to conduct a poll of street car and bus riders to determine their opinions on transit radio.

Interviews disclosed that 74.9% of riders favor radio in buses and trolley cars; 15% oppose the service; 10.1% have no opinion.

Broken down racially it was found that 73.6% of white persons favor transit radio, 16% are opposed, 10.4% have no opinion. Other races: 81.7% in favor, 9.6% opposed, 7.8% no opinion. Interviews covered 19.1% white persons and 3,829 persons of other races.

By age groups, results were as follows:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>For Against Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 59</td>
<td>54.4% 31%</td>
</tr>
<tr>
<td>35-49</td>
<td>65.5 17.6</td>
</tr>
<tr>
<td>25-34</td>
<td>83 5.5</td>
</tr>
<tr>
<td>19-24</td>
<td>98.4 2.6</td>
</tr>
<tr>
<td>Under 15</td>
<td>92.7 3.5</td>
</tr>
</tbody>
</table>

Interviews were conducted by agents stationed at bus and street car loading points where riders could be identified as such. Hours were 7 a.m.-8 p.m. except that downtown shoppers were included the evening of May 1; riders to a night baseball game May 2; downtown passengers May 6, 10 a.m.-5 p.m.

Battle Against Service

The Post-Dispatch and Star-Times (KXOK) had conducted a newspaper battle since transit service was started on Aug. 4, 1950. The KXOK serves vehicles through its FM outlet. At present 700 buses and 600 trolleys in the city carry transit receivers, largest installation in the nation. An early survey had shown that over 90% of persons would not object to transit radio if the majority wanted it.

Text of the Post-Dispatch editorial follows:

Public taste is often nebulous. This can no longer be said, however, as to publicly taste is in accord with the poll conducted for the Post-Dispatch among 23,000 bus and street car riders by the University of Business & Economic Research, School of Commerce and Finance of St. Louis U. Passengers beyond a great majority of passengers enjoy Transit Radio. The vote is 74.9% in favor of Transit Radio, 15% against and 10.1% who have no opinion.

The poll reveals some interesting results among people who are listening to music on the streetcars. Nearly 93% of them favor it. Older people, those 60 years of age and more, are less enthusiastic. 31% of them are opposed. That the objectors really expect there to be no doubt.

The steady flow of letters to this newspaper which began some nine months ago and which continues, is ample evidence that opposition cannot be ignored nor can support by 74.9% be ignored.

The opponents can well appeal their case to the Missouri Public Service Commission charging invasion of privacy.

This point the ayes seem to have it.

After the District of Columbia court ruling Thursday, Ben Strouse, See president and general manager of WWDC-FM Washington and Washington Transit Radio, Inc., declared:

"It is our considered opinion that the overwhelming majority of transit riders have been and are in favor of transit radio. Washington Transit Radio Inc. is now completing plans to bring this service to the larger sections of the City through increased installations in streetcars and busess of the Capital Transit System."

Basis for Dismissal

Attorneys for both Washington TR and the Public Utilities Commission told the court that the case should be dismissed, the "preponderance of the public" enjoys the service, and pointed out that PUC did not originally order anyone to do anything" but merely by an order determined by the court.

"After the suit was dismissed the suit on these grounds.

Robert M. Opponents, in demanding that the PUC order be rescinded, contended that the broadcasts violate the "free speech" and "due process of law" clauses of the First and Fifth Amendments to the Constitution.

American Civil Liberties Union brief filed Thursday, was signed by General Counsel Arthur Garfield Hays, Attorney James Lawrence Fly, former FCC chairman, and others.

Meanwhile, ACLU was joined in its fight against transit FM by the CIO in separate petitions filed with FCC last week.

ACLU called on the Commission to terminate transit radio in Washington and to hold "immediate hearings." The CIO, making the same request, asked FCC to take action along lines previously proposed by J. Pollak [Broadcasting, Feb. 13].

Union Stand

The union told the Commission it should (1) rule that the service is contrary to the "public interest" and violates FCC Rules and Regulations; (2) adopt a policy of revocation of licenses to end it; (3) take no interdict action on applications for licenses, renewals and CDPs; and (4) designate for public hearing application of Capital Broadcasting Co. for renewal of WWDC-FM's license.

Ogden Joins LeVally

WILLIAM B. COGDN last week joined LeVally and Chicago agency, as manager of the radio and television department, assisting James G. Cominos, vice president and radio-TV director. Mr. Ogden is formerly manager and vice president of WFYP, Alma, Mich., and Detroit manager for CBS Radio Sales. Before that, he worked in the recording division at NBC New York.

ABC LEAVES NAB

WOV, WHOM Also Quit

ABC last week resigned from the NAB, the second network to do so in the past fortnight.

The withdrawal of ABC and its five owned- and operated stations means the loss of around $25,000 a year in NAB dues, it was said. CBS had tendered its resignation from the association two weeks ago.

The resignation of ABC and its owned-and-operated stations left the NAB with only two station members in New York, WNBC, owned-and-operated by NBC which has already announced its resignation; and WOR, stockholder station in MBS, the question of continued membership in the NAB in Jan., that taken up by MBS board members at their next meeting in mid-June.

It was learned that two other New York stations, WOV and WHOM, had notified NAB of their resignations an month ago. Officials of both stations emphasized that their actions were only coincidental and were not taken with the other's knowledge.

WHOM, which withdrew effective May 31, had been paying dues of about $2,300 a year. WOV, which quit a few weeks earlier, paid dues of about $6,000.

Kintner Outlines Stand

In a letter to Justin Miller, NAB president, Robert E. Kintner, ABC president, said the network had decided to quit despite professional reluctance "to take any step which might deal a serious blow to the makeup of the NAB."

"As you know," Mr. Kintner wrote, "ABC has for the past year been reviewing its relationship to the NAB both from the standpoint of values which we might be able to contribute to your organization and with respect to the benefits which a network at the present time can receive from the NAB.

"ABC's board of directors in the course of a number of meetings has been most reluctant to take any step which might deal a serious blow to the makeup of the NAB. Still the advisability of network membership in the NAB has been subject to increasing question by ABC.

"In accordance with my previous discussions with you and some months I must therefore submit to you the resignation of ABC and its owned-and-operated stations.

"NAB stations are WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco.

"As you know," Judge Miller that in advising the resignation of ABC "I wish to stress that ABC does not urge other member stations throughout the country to follow our action. I wish you success in the future of the NAB."

Page 18 • June 5, 1950
TWO-FIFTHS of the nation's retail business was done in the 32 largest metropolitan areas, according to information released last Wednesday by Roy V. Peel, director of the Bureau of the Census.

The combined retail sales of the 32 areas exceeded $56 billion, an increase of 19.2% over 1938.

The material was compiled from the individual metropolitan area reports of the Census of Business. Population figures used in the table below are for 1940.

The rate of business growth in the central cities has been exceeded by the rate of growth for the remainder of the metropolitan areas, the report points out. In 27 of the big cities, a combined loss in the number of retail stores between 1939 and 1948 of about 10% was revealed in the findings, while the other five showed small gains.

In contrast, combined rates of increase in the number of stores for the first three quarters of 1948 are shown at 6%. Those central cities which showed gains were Birmingham, Dallas, Houston, Memphis, and Washington.

As another aid to business, the Commerce Dept., on May 31 issued a new publication—Economic Development Atlas—Recent Changes in Regions and States.

Prepared by the Office of Domestic Commerce, the book is designed to show in graphic and tabular form the pronounced and slowening effect of economic changes that have taken place in the geography of the national economy over recent years. It covers such factors as population, manufacturing, agricultural operations, and total per capita income.


**SALES**

| 32 Areas Command 40% of Total |

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>1939</th>
<th>1948</th>
<th>Percent change 1939 to 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Areas with Central Cities of 2,500,000 inhabitants or more, total</td>
<td>656,499</td>
<td>632,116</td>
<td>+3.7</td>
</tr>
<tr>
<td>Central Cities</td>
<td>432,707</td>
<td>395,504</td>
<td>+8.6</td>
</tr>
<tr>
<td>Metropolitan Areas with less than 2,500,000 inhabitants, total</td>
<td>223,792</td>
<td>236,690</td>
<td>+12.9</td>
</tr>
<tr>
<td>Central Cities</td>
<td>123,354</td>
<td>138,248</td>
<td>+24.3</td>
</tr>
<tr>
<td>New York-Northern New Jersey Metropolitan Area</td>
<td>83,002</td>
<td>78,754</td>
<td>+4.7</td>
</tr>
<tr>
<td>Chicago Metropolitan Area</td>
<td>65,586</td>
<td>68,017</td>
<td>+3.8</td>
</tr>
<tr>
<td>Los Angeles Metropolitan Area</td>
<td>46,476</td>
<td>47,815</td>
<td>+2.3</td>
</tr>
<tr>
<td>Philadelphia Metropolitan Area</td>
<td>47,356</td>
<td>45,543</td>
<td>-4.0</td>
</tr>
<tr>
<td>Boston Metropolitan Area</td>
<td>30,999</td>
<td>32,160</td>
<td>+4.4</td>
</tr>
<tr>
<td>Detroit Metropolitan Area</td>
<td>29,163</td>
<td>27,904</td>
<td>-6.2</td>
</tr>
<tr>
<td>Minneapolis-St. Paul Metropolitan Area</td>
<td>124,256</td>
<td>129,971</td>
<td>+4.6</td>
</tr>
</tbody>
</table>

(Continued on page 10)

PROCTOR & GAMBLE CO. was the leading user of radio network time during March, according to data released last week to Broadcasting by Publishers Information Bureau. Figures show this soap manufacturer as using $1,524,568 worth of network time, at gross rates, in that month. P&G was the only network advertiser to use more than a million dollars' worth of time during March; Miles 143,508, was in second place, accounting for only $764,801 spent for its network radio shows. (See Table I for list of top 10 network clients during March).

Total national network time sales during the month amounted to $16,846,810, a drop of 4.8% from the March 1949 total of $17,705,245. For the first quarter, the 1950 gross of $49,322,899 fell 4.3% below the 1949 gross of $51,540,736. CBS was the only network to show a gain in gross time sales for March 1950 as compared with the same month of last year, rising from $5,837,743 in March 1949 to $6,111,302 in March 1950. For the first quarter, CBS also showed an increase, grossing $17,861,483 in the first three months of 1950 as compared with $17,037,483 for the like period of 1949. (Due to a subsequent correction, the CBS figure for the month and that for the quarter are both slightly higher than PIB originally reported [BROADCASTING, April 24].)

**TABLE I**

**GROSS TIME SALES FOR MARCH AND FIRST QUARTER 1950, COMPARED TO 1949, BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>March 1950</th>
<th>March 1949</th>
<th>Percentage change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Farming</td>
<td>$430,156</td>
<td>$410,645</td>
<td>+4.6</td>
</tr>
<tr>
<td>Automotive &amp; Equ. &amp; Supplies</td>
<td>$1,050,000</td>
<td>$1,000,000</td>
<td>+5.0</td>
</tr>
<tr>
<td>Consumer &amp; Household</td>
<td>$625,000</td>
<td>$600,000</td>
<td>+4.2</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$1,045,000</td>
<td>$1,000,000</td>
<td>+4.5</td>
</tr>
<tr>
<td>Industrial &amp; Machinery</td>
<td>$1,450,000</td>
<td>$1,400,000</td>
<td>+3.6</td>
</tr>
<tr>
<td>Other</td>
<td>$225,000</td>
<td>$200,000</td>
<td>+12.5</td>
</tr>
</tbody>
</table>

**TABLE II**

**SPECIALIZED NETWORK USERS—IN MARCH—PIB**

**TOTAL**
ADV. RESEARCH BUREAU NAMES

FREDERICK E. BAKER, senior partner of Frederick E. Baker & Assoc., Seattle advertising and public relations agency, has been named president of Advertising Research Bureau Inc., the recently formed organization to measure accurately on a dollar-for-dollar basis radio's effectiveness as an advertising medium in comparison with newspapers. [Broadcasting, May 1, and At Deadline, May 22.]

Other officers are Edward Craney, vice president; Mr. Craney, president of KVOS Bellingham and KPFK in Wenatchee, secretary; and Ragan Jones, president of KVOO Bellingham and KQKQ in Wenatchee, treasurer.

With present ARBI operations located in the Central Bldg. Seattle, Mr. Baker announced last week that the organization soon will establish regional offices in the key markets of the U.S., thereby extending the media-comparison research technique nationwide.

"I am convinced that we have found a new and sound method of effectively measuring the value of radio as an advertising medium," Mr. Baker said, in announcing his appointment. Mr. Baker's plan included (1) radio development, adding: "ARBI can be of invaluable service also to television in setting up rate structures. We sincerely hope our method will supersede any previous method of testing. It will give, in an intelligent manner, data on which stations, both radio and TV—may be fairly evaluated."

Findings Outlined

Tabulation of the first 16 pilot tests in nine cities in Washington, Oregon and Montana, according to Mr. Baker, disclosed that:

- Radio development nearly twice the amount of store traffic than did newspapers, as measured on a dollar-for-dollar basis of advertising funds invested.
- Radio accounted for 54.6% of the dollar volume of sales, as compared to 20.3% attributed to newspapers.

Mr. Baker also cited concrete results of the first test findings:

1. One station has increased its monthly billings by 20%; another is increasing its rate structure;
2. One important advertiser who had used newspapers exclusively now splits his annual budget 50-50 between newspapers and radio; and
3. One observer who previously had allocated only one-sixth of his budget to radio, now invests one-half in radio advertising.

In the 16 Pacific Northwest pilot tests, radio advertising accounted in 40.4% of the store traffic, as compared with 21.2% attributed to newspaper advertising, Mr. Baker said. In combination, radio and newspapers were responsible for 14.3% of the traffic, while the remaining 24.1% gave various other reasons for visiting the stores.

"Our first test was in Bellingham, Wash., followed by subsequent tests in Wenatchee and Spokane, Wash.; Portland, Ore.; Missoula, Helena Hoseman, Great Falls and Butte, Mont.," said Mr. Baker. "Even before we had completed all of these pilot surveys, we knew we had found what radio for years has sought—an accurate and a single method of measuring effectively radio's value as an advertising medium."

Tests Conducted

"Now we are convinced, after testing various sized markets, that we have found the basic method and format that radio has been seeking for so many years—the true test of its effectiveness in changing buying habits," Mr. Baker added. He stated that tests have been made in single-station, two, three, four, six and 10-station markets.

"All of these surveys pitted radio's selling power against newspaper advertising on the basis of a dollar-for-dollar advertising investment," he explained. "In every case except one, we found that for the same advertising dollar, radio produced more traffic and more dollar-volume sales than did the newspapers. Of even greater importance is the fact that careful use of radio and newspaper in combination produces more traffic and sales for the advertising dollar than that of either radio or newspaper alone."

Although ARBI was not incorporated until recently, the idea was born a year ago when a group of broadcasters, principally from Washington, but including representatives from Oregon and Montana, held a series of meetings in Seattle to discuss audience surveys. Meeting on Sundays, they began to call themselves "The Sunday Broadcasters."

What they sought was an accurate method of measuring radio's pulling power as compared with the other major medium—newspapers. Competition in the Pacific Northwest was stiff; and advertisers seemed unimpressed by estimated audience figures, program popularity polls and radio-homes data. To an early meeting, the "Sunday " Broadcasters"" invited Fred Baker, who has long been active in advertising, public relations and allied fields in the Pacific Northwest. [ON ALL ACCOUNTS, August 30, 1948.]

Now, after a two-month period of contacts, the group got in touch with Joseph B. Ward, formerly of New York but now operating his own market research and engineering firm in Seattle.

Mr. Ward's clients on the Pacific Coast have included the Hearst newspapers, the Carnation Co., and a leading Seattle department store. Before the war, he was employed in the East where he prepared surveys for du Pont, Mohawk Carpet Mills, General Electric Co., Schick dry razors and other leading manufacturers.

Research Format Set

When he heard the problem of the "Sunday Broadcasters," Mr. Ward came up with a research format that looked good to the group, and the first test was okayed for Bellingham. Mr. Baker was thoroughly pleased with the method presented by Mr. Ward, then formed Advertising Research Bureau Inc., incorporating in the state of Washington. Mr. Ward was retained as chief of research.

As explained by Mr. Ward, the ARBI method does not rely on estimated audiences and projected sales data based on limited sampling, but embraces point-of-sale interviews with actual customers.

Under his personal supervision, interviewers are being trained in preparation for ARBI's national expansion. Because of the emotional stability and objectivity required for the highly specialized work of point-of-sale interviewing, Mr. Ward discovered that only one out of 10 applicants thus far has been selected for training.

Each applicant must take a six-week training course, including actual field work under a district supervisor, before he or she may qualify as a skilled interviewer, Mr. Ward explained.

Next step in the expansion of ARBI's operations, as announced by Mr. Baker last week, will be the inauguration of tests in California, Colorado and Utah, to be followed by further coverage eastward.

Menser Joins Stetson U.

CLARENCE L. MENSEN, former NBC vice president in charge of programs and more recently owner of WEAT Lake Worth, Fla., has joined the faculty of John B. Stetson U., Deland, Fla., as professor of speech and director of radio. He will supervise the university's newly-acquired WJBS, in addition to teaching. Station is an MBS affiliate. Mr. Menser will also continue to operate his orange groves at Jupiter, Fla.
"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

No other station in Baltimore provides so many listeners at such low cost. That means that a little bit of money spent on W-I-T-H brings big results.

If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.
**G. A. RICHARDS**

G. A. (Dick) RICHARDS, if doctors sanction, may take the witness stand in FCC's new hearing on his news policies, which gets under way today (Monday) in the U. S. Postoffice & Court House Bldg., Los Angeles, with Examiner James D. Cunningham, presiding [BROADCASTING, May 18, 22, 29].

Because of ill health, Mr. Richards was not called to the stand during the earlier three weeks of hearing held before the death of Examiner J. Fred Johnson Jr., who presided. Licenses of Mr. Richards' three stations—KMPB Los Angeles, WJR Detroit and WQAR Cleveland—are at stake in the hearing, which involves charges that Mr. Richards ordered news slanted.

FCC General Counsel Benedict P. Cottone feels Mr. Richards' health has sufficiently improved and last Wednesday issued subpoenas for the station owner's appearance and that of Robert O. Reynolds, vice-president and general manager of KMPB.

Whether Mr. Richards would be on the stand today was a question. It was expected his doctors as well as Chief Counsel Hugh Fulton will vigorously oppose the move, fearing the excitement and strain might be fatal to Mr. Richards.

**Explains Action**

Mr. Cottone, who has taken over personal supervision of FCC's presentation of its case, explained that action in bringing the case against Mr. Richards at this time has been taken after full consideration of assertions made to the Commission during the past several months concerning health of the station owner and his physical ability to appear at a hearing to testify.

"It is neither my wish nor, I am sure, that of the Commission to require Mr. Richards' appearance as a witness if the condition of his health is such that such appearance, as has been asserted by his attorneys and doctors, would endanger him," Mr. Cottone said.

"It appears, however," Mr. Cottone added, "from reports to me in the press concerning business activities of Mr. Richards, that the state of his health may now be such that his appearance to give testimony at the hearing may be safely undertaken without danger of adverse consequences to him."

Mr. Richards' appearance will not be insisted upon at this time, however, if it is established upon the record by Mr. Richards' attorneys, at the opening of hearing on Monday, through competent medical testimony, that his health would be endangered, Mr. Cottone said.

Mr. Cottone reminded that it is entirely appropriate and necessary to require appearance of a principal officer and controlling stockholder of a licensee in Commission proceedings involving the qualifications of the licensee. License renewal applications and a trusteeship plan for the three stations are at stake.

Prehearing conference was held by Examiner Cunningham with Messrs. Cottone and Fulton Sunday (June 4) on "a number of procedural matters relating to the new hearing."

The Saturday Evening Post meanwhile saw in FCC's action against Mr. Richards proceeding dangerously akin to government censorship.

In an editorial in the May 27 issue entitled "Who Is Competent to Decide Which News Is Slanted?", the Post observed: "If a Government commission is to inquire into the opinions, prejudices or social connections of radio proprietors, we are nearing the point of no return as far as arbitrary censorship is concerned."

**Character Inquiry**

The editorial noted that the Commission's inquiry is designed to determine Mr. Richards' "character" and that the basis of complaints filed by three former KMPB employees, following which "James Roosevelt wrote to the Commission suggesting an investigation of all those named Mr. Richards' stations."

The editorial said:

...The notion that failure to appreciate James Roosevelt implies deficient in character would probably not have occurred to the framers of the communications law. Nor would it have occurred to those that discussions or orders behind the scenes in a broadcasting studio or the proprietor's private views about certain politicians would be seriously considered as grounds on which to challenge a man's fitness to operate a radio station—particularly when there seems to have been no complaint of the fairness or impartiality of the actual "program material."

...The Richards case sounds suspiciously like one of those "alarm bells in the night" which free men fail to heed at their peril.

**WNOE POWER UP**

**Marks Selling Drive**

MOVING to its newly-authorized 1060 kc frequency, WNOE New Orleans June 1 stepped up its power to 60 kw daytime and 5 kw at night, which had been on 1450 kc with 250 w.

In announcing the improved facilities and the installation of latest RCA equipment, the station called attention to its listener loyalty record of the past 22 years; cited WNOE's individual programming, tailored to the area, plus leading Mutual network shows; and stressed the fact that the station was engaged in its greatest promotion drive ever.

WNOE, owned by James A. Noe, is under the direction of James E. Gordon, general manager. National representative is R-R Tel.
INTERNATIONAL FOOD SHOW IN DES MOINES,
A CITY OF 180,000, ATTRACTS 102,511 PEOPLE

The International Food Show was held in Des Moines, May 21 through 27.
It drew an attendance of 102,511 in a city of 180,000 population.
The Show was held in a new warehouse in an out of the way location.
This fact alone makes the attendance figure even more remarkable.

KSO handled the entire radio promotion exclusively.
KSO staff members and personalities provided most of the entertainment.
Jack Sterling of CBS acted as Master of Ceremonies.
This is a remarkable demonstration of the tremendous pulling power of KSO.
Is it any wonder the trend in Des Moines is to KSO?

KSO gained 32.1\% in Hooper ratings in March and April 1950 over same two months in 1949.

KSO
5000 watts 1460 kilocycles

CBS for Central Iowa
KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
The laws of nature and logic demand local radio coverage on the Pacific Coast. Mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity place many vital areas on the West Coast outside the limits of long range broadcasting.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (nearly as many as the three other networks combined). Only Don Lee has the flexibility to offer a local network station in the Pacific Coast markets where you have distribution.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families.
from a local network station located where they live—where they spend their money. It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you get what you buy every time.

That's why Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

CORRECTION: Our copy which appeared in this space on February 6, 1950, included this statement, "It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points." This was an error made by our copywriter. In twenty-four Pacific Coast markets Don Lee has the only network station, but Bellingham is also served by Station KVOS, an ABC affiliate.

The Nation's Greatest Regional Network
FREE & PETERS

To Hold Spot Sales Clinic

A NATIONAL spot sales clinic for trade management and sales executives of the stations represented by Free & Peters will be held at the Edgewater Beach Hotel, Chicago, Ill., on Tuesday and Wednesday (June 6-7).

Some 80 station men have accepted invitations to attend the one-day meeting. H. Preston Peters, F & P president, said last week.

"The clinic will not be the occasion for any announcement of any new plan of operation by Free & Peters," Mr. Peters explained, "but it will be a real shirseysite meeting at which the station executives conduct panel discussions on sales, programming and promotion."

New Ideas

"Practically every station on our list has developed at least one new and different spot promotion which the others can adopt with profit and we expect the clinic to be a valuable educational experience for us all, including the F&P staff men as well as those from our stations."

Meetings will be closed and, except for one agency panel, will be conducted by the station men themselves. The two-work-day clinic sessions will be topped off with a no-speech dinner on Tuesday.

SUMMER DRIVES

Lotion, Deodorant Spots Set

SEASONAL summer accounts such as suntan lotions and deodorants are starting annual spot announcement campaigns in radio and TV.

Tartan suntan lotion, through J. D. Tarcher & Co., New York, starts its spot campaign in radio on 75 to 100 stations during the month of June for a six to seven week campaign. In addition, the company will run 20-second station breaks in television on about 100 video stations.

Among the deodorants, Colgate-Palmolive-Peet's Veto, through Sherman & Marquette, New York, has placed 150 heavy spot campaigns on about 100 stations throughout the country.

The contract, with varied starting dates in May and June, extends through the end of the year.

Another deodorant, Carter Products' Arrid, which uses a station list of about 100 will add more announcements to each station, thus increasing its heavy spot frequency of spots. Frequency adds vary in each market. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

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WE'VE TURNED ON THE POWER JUNE 1ST!

NOW 50,000 WATTS

Available availabilities going fast! Check us today!
NEWS PROGRAMS... SPORTS...
HILLBILLIES... DIXIELAND JAZZ...
MUTUAL CO-OPS... PLUS SPOTS ON
LONG-ESTABLISHED LOCAL SHOWS!

NEW TOP SPOT ON YOUR 1060 KC DIAL

★ ★ ★ ★ ★ NEWEST, Most Modern All RCA Equipment!
★ ★ ★ ★ ★ Building listener loyalty 25 years!
★ ★ ★ ★ ★ Individual Programming tailored to the area—plus leading Mutual Shows!
★ ★ ★ ★ ★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

Natl'l. Reps.
RA—TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!
FCC COMR. Rosal H. Hyde, chairman of the U.S. NARBA delegation, reiterated last week that the U.S. is prepared to make reasonable "adjustments" in its NARBA channel rights—but will not accept less than its "fair and equitable share." He made it clear in a largely off-the-record speech scheduled for delivery Saturday at a meeting of the Florida Assn. of Broadcasters in Orlando.

Capt. John Cross, assistant chief of the State Dept.'s telecommunications Staff, buttressed the pledge by telling the Florida group at the same meeting that the State Dept. was ready to "reject any unreasonable inroads" into the frequencies presently held and needed by the U.S.

Addressing broadcasters in the state most affected by Cuba's currently unresolved channel demands and her present use of channels to which she had no right under the existing agreements, both Comr. Hyde and Capt. Cross emphasized the importance of reaching a satisfactory agreement on international channel rights.

"But," Comr. Hyde said, "our belief in international agreement and our desire to cooperate toward that end should not be misunderstood. It is a willingness to accept any kind of agreement merely for the sake of agreement."

"We will not accept any agreement which does not provide a fair and equitable share of the standard broadcast band for the U.S. In other words, unless we can say that an agreement is equitable to all nations concerned and will not impinge on the national broadcast interests of the U.S., we will not accept it."

Position Outlined

Comr. Hyde continued: "It is difficult to be more specific concerning the content of an acceptable agreement. And it does not follow that we are unprepared to make some adjustment in the interests of inter-country cooperation and understanding.

"However, there are millions of people in this country who depend on radio as a vital and necessary source of news, education and entertainment. And the record is clear and unrefuted that the policy of Cuba receives a far more adequate share of radio service than is received by the people in most parts of the U.S.

"In our view, it is therefore clear that proposals for extensive adjustment and displacement of U.S. stations cannot be justified on the basis of a fair and equitable distribution of frequencies...that the fairness doctrine doesn't support any such contention."

Most of the off-the-record portions of Comr. Hyde's address dealt with the background of U.S.-Cuban efforts to resolve their differences earlier this year and with problems to be faced in the forthcoming resumption of the overall NARBA conference, now scheduled for Sept. 6.

Capt. Cross, also reviewing the history of NARBA negotiations, assured the NARBA delegation that the State Dept. will continue to be guided by the policy of guaranteeing "protection" of this country's overall broadcasting interests.

He said the State Dept. is "well aware of the tremendous stake" the U.S. has in standard band broadcasting and the "serious repercussions" which would result if the American listening public is beset by material interference.

"Noting strong advocacy for negotiations based on U.S. area and population and for resort to political and economic sanctions to insure agreements with other NARBA countries, Captain Cross reminded that every signatory nation has complete sovereignty which leaves it free to administer its broadcasting affairs as it sees fit."

"The fact that such administration sometimes affects U.S. broadcasting makes dealing with 'serious protest,' he conceded, noting that the State Dept. has, "with considerable success," registered protests in individual cases as they have arisen.

Captain Cross emphasized that "sovereignty" does not permit the U.S. to impose its will upon the other countries and that such an effort would result in "far-reaching and serious political implications" and "endanger good international relations."

Captain Cross observed that Cuban station agreements, made since expiration of NARBA in March 1949, have received a number of protests from U.S. stations complaining of interference. The interference factor, he added, makes an agreement on standard band broadcasting in the North American region desirable.

U.S. broadcasters as well as the State Dept. and FCC will be seriously confronted with the question of effect on U.S. interests if international regulations are promulgated and if all countries involved are permitted, "without restraint," to operate their stations on any frequency "with any amount of power they may desire" at any location, he said.

He told FAB members that broadcasters will have to consider whether the "best interests" of the U.S. would be served by "refusal to accept any international agreement or whether...it will be better to accept an agreement which does not satisfy everyone but is in the best overall interests of the U.S."

NARBA STAND

Fla. Group Told U.S. Position

PITCH TO RETAILERS

NRDGA Hears BAB Tips

BAB last week plumped hard for retailer use of radio, particularly news, transcribed and women's programs, in speeches before the mid-year conference of the National Retail Dry Goods Assn. in Los Angeles.

The speeches were prepared by Maurice B. Mitchell, BAB director, and Meg Zahrt, BAB assistant director, but all were read to the conference by Mr. Mitchell. Mrs. Mitchell was obliged to cancel her appearance.

Mr. Mitchell's speech, presented Thursday at the conference in the Los Angeles Biltmore Hotel, discussed news and transcribed shows.

"Radio," said Mr. Mitchell, "in the short 30 years...has replaced everything else as the source of news."

"News," he said, is "not only radio's most important single service. It is also its most commonly-found program type. It is almost always available for local sponsorship."

Advantages to a sponsor of a news program include:

1) The sponsor gets the credit for bringing the news into the listener's home.

2) "You can forget about one big radio program problem when you sponsor news—the problem of keeping your program always interesting, new and different. It's just news—but just because it's news—always changing, never stale, repetitive, boresome."

3) "People believe news, a fact that underlines its integrity and believability to your advertising message."

Mr. Mitchell pointed out that the size of the radio news audience has grown since the war; it was 35% bigger in January 1948 than

SPONSOR pride is built by WIP Philadelphia in instituting awards to 10 year and older sponsors. At inaugural award ceremony (1 to r) Gordon Gray, WIP vice president; Arthur Lefko, president, Adams Clothes, receiving meriet certificate for 15 year sponsorship of C'man 'n Dance; Benedict Gimbel Jr., WIP president and general manager, and Herman Lefko, vice president, Adams Clothes.

JIMMY DURANTE chose cancellation of his NBC program following the June 90 broadcast rather than make a firm TV commitment to R. J. Reynolds Tobacco Co. (Camel cigarettes). Having an MGM contract forbidding TV effective one more year, the actor felt he did not desire to tie himself to a deal. William Esty Co., Camel agency, insisted on commitment as an alternative of taking a cut in the package show price in the event Mr. Durante refused TV offer.

Page 28 • June 5, 1950
NAB Rebuffed
(Continued from page 17) holding of international conferences completely nugatory."

While taking exception to NAB's stand on policy and non-policy matters, Comr. Hyde paid tribute to "the services of representatives of the NAB, such as Mr. McNaughten, . . . in connection with strictly technical considerations."

Comr. Hyde noted that Judge Miller's letter "makes reference to possible further definition of policy by the NAB Board as to the participation that representatives of the NAB should play in international conferences."

"In the light of the desirability of having all points of view afforded genuine representation in a delegation," he continued, "I have no objection to your making known to the Board of Directors my views regarding the highly limited usefulness of your representatives under the existing NAB policies."

Sees 'Misconceptions'

Comr. Hyde also found in Judge Miller's letter indications of "the existence of certain misconceptions on your part with respect to the duties and functions of members of the U.S. delegation to international conferences."

Of a mention made by Judge Miller that Comr. Hyde might "be designated, again, to represent the FCC" at an international conference, the letter said:

For your information. I was appointed chairman of the U.S. delegation to the conference concerning NARBA matters at Montreal and I continued in that capacity in our meetings with the Cubans at Havana. As such, I did not "represent the FCC" as you state, but rather I represented the U.S. and, therefore, not only the FCC and other government departments, but all U.S. interests, including those of the broadcasting industry and the listening public.

For a chairman, or for a delegate, to take any other view or to have a more limited perspective, would not be in accord with the purposes of his office or be consistent with his duties . . . .

Basis for Letter

Judge Miller's letter which inspired Comr. Hyde's reply was one written in response to a State Dept. invitation to send a representative to the Extraordinary Administrative Radio Conference which is scheduled to open at the Hague, Netherlands, Sept. 1.

Although copies of it were not immediately released, it was presumed to refer to NAB's present policies on extent of NAB participation in international conferences, past experiences in this connection, and the prospect of a re-examination of policies at the next NAB board meeting, scheduled June 20-22.

The Hague Conference, envisioned under the 1947 Atlantic City Convention, is being held to approve the new international fre-
NEWSPAPERS have, for years, sold space with circulation figures. (Most Advertisers never ask for readership data.)

RADIO has sold time on field intensity measurements . . . program popularity polls . . . incidence of tune-in . . . radio homes, etc.

NOW—the EFFECTIVENESS of these Media Is Being Evaluated - Dollar for Dollar - SO—

Out the Window Go . . . .

FREE: A Comparison Summary Based on th
The XL Stations

in cooperation with a group of advertisers, employed ARBI (Advertising Research Bureau Inc.) to test the relative effectiveness of newspapers and the XL Stations as advertising media in the Pacific Northwest.

Assume the Advertiser Gets His Money's Worth With Newspaper Advertising . . .

WHAT DOES HE GET WITH RADIO?

THESE ARBI SURVEYS show conclusively that for the same number of advertising dollars the XL Stations deliver to the points of sale more traffic and more customers who purchase more merchandise at a higher dollar-volume than do the collective newspapers.

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These ARBI Surveys. Write - - -

The XL Stations - Box 1956 - Butte, Montana


Editorial

Censorship Gamble

THAT BILL to restrict the interstate transmission of “gambling” information gets better as it goes along.

The first version, written by the Justice Dept., would have prohibited the transmission of virtually any sort of information that could be construed as “assisting” gambling activities, and added a special penalty for radio in the form of a tax. Before the results of horse races could be carried.

FCC couldn’t go along with so far-reaching a ban, the policing of which, incidentally, would have been an FCC responsibility. So the Commission came up with its own version, a more direct and fairer approach which would simply have banned the transmission of data on bets, odds, and prices paid in gambling on sports events.

Now the Senate Interstate and Foreign Commerce Committee has approved a compromise [BROADCASTING, May 29]; also see story this issue] which seems to cut even the FCC’s proposed restrictions in half.

The substitute’s definition of “gambling information” is more inclusive. It has the substantial merit of applying only up to the moment when the event starts. After that, the information is barred. Further, the prohibitions relate only to horse and dog races, not to other sports events.

Let us not be too much carried away by the improvements, however. The odor of censorship still clings. We find it especially hard to understand how information which is legitimate “news” at one moment can be forbidden at another. Censorship exists or it doesn’t; it is not a matter of degree.

We do not mean to discredit the work of Sen. E. W. McFarland (D-Ariz.) and his commerce subcommittee which drafted the framework of the substitute bill. We can appreciate their interest in curbing gambling syndicates. But we still think a full-scale investigation is needed first—of the sort which Sen. Estes Kefauver (D-Tenn.) is investigating—and that, in the hearing is more in the line of application of local laws.

Radio should be grateful to Sen. McFarland and his group for their efforts to eliminate the earlier bill’s discrimination against broadcast- ing and its inroads on free speech. It seems to us that they have been as successful on this score as they could be without abandoning this legislative approach altogether.

Which brings us to our point.

EMBATTLED FCC Comr. Robert P. Jones, in his address before the Ohio Assn. of Broadcasters, appears to have opened a new front in the regulatory war. He attacks “multiple interest” operators—those who are in fields other than sound radio per se. If the original radio regulatory body had held this view, there would be no broadcasting art today, because all of the first generation stations were operated by “multiple interest” operators who risked their capital. If carried to the extreme, Mr. Jones’ precept would lead to a ban on joint ownership of sound and TV facilities and thus torpedo development of the radio arts. Comr. Jones should make it crystal clear that he harbors no such confiscatory notions.

BAB’s Birthright

ASK ANY peddler for newspapers, magazines, outdoor or sky-writing about Broadcast Advertising Bureau, and it’s 15 to 2 he’ll tell you that Mitch’s outfit has been a thorn in his side for years.

BAB was just a year old last week. It is generally conceded that its sales history that started full blown. It moved so fast it got buffeted about in its own slipstream.

Maurice B. Mitchell has been the perfect man for the job—one that was thought in- superable. Young, fast and facile, his stamina has amazed those who have observed his super- sonic sales operation. The activity of BAB after the year was recounted in these pages last week.

With a modest budget of about $200,000, BAB has exerted such influence and stimulated such sales force that the newspaper industry’s rival organization, the Bureau of Advertising, already has begun to wince. The Bureau of Advertising, it is well to point out, is blessed with a budget more than five times that of BAB.

It is a dismal but inescapable fact that broadcasters too often have undersold their wares. What BAB has done to correct that condition, from where we sit, is worth every penny that has been paid. The question soon will arise whether BAB should cut loose from the NAB’s apron strings and shift for itself. Such a separation would appear to be in order if the NAB board decrees a “feder- ation” formation, whereby broadcasters would pay a blanket membership to NAB, but would pay-as-they-use for other services. Such a federation approach seems to be indicated.

Whether it’s BAB or NAB or all of them, we wish it many happy returns, which indubitably would be translated into happy returns for broadcasters and telecasters.

Happy Ending

OUT IN ST. LOUIS, where they take their freedoms seriously, a battle has been raging for months over transit radio. The principals have been the Post-Dispatch (KSD and KSD-TV), which has been vehemently opposed to radio by street cars and buses, and the Star-Times (KKK and KKKX-FM) which has the Transit Radio franchise.

The going has been hot and heavy as any in modern journalism. Editorial writers brandished phrases and tailored rapier thrusts in the fashion of Mark Hanna and ‘Marse’ Watterston. Top cartoonists had a field day.

Last Thursday the Post-Dispatch announced the results of an extensive and expensive sur- vey by St. Louis U. It showed that 75% of 23,500 passengers polled, favored Transit Radio; 15% were against and 10% had no opinion. Almost all the young people liked it.

Forgetting the invasion of the campaign, the P-D did that which is in the best journalist tradition. It pointed out that the 15% opposition can appeal its case to the Missouri Public Service Commission. The argument was that with only a 15% opposition, “the ranging of the people, as expressed in the survey it under- wrote.

“At this point,” concluded the P-D editorial, “the survey means only a victory.

The cue is there for all others. They should remember that all advertising is designed to be ‘captive,’ else it fails its mission.

And they should recognize that every new medium has been accommodated.

Our Respects To—

ABEL ALAN SCHECHTER

A SCHECHTER, whose notable achievements in radio newscasts range from an exclusive description of the scuttling of the Graf Spee to an international contest for singing mice, last week was busy reinforcing Mutual’s claims that it broadcasts “more news, more often, in more sponsored time than any other network.”

Despite the rigors of overseeing the fullest network news schedule in the business and riding herd on such special events as the Indianapolis auto race, Mr. Schechter found the week languid, not to say dull. Without a disaster, war, famine or other cataclysm, a week for Mr. Schechter passed in ennui.

The MBS vice president in charge of news, special events and publicity is most at peace when working at a speed just short of disinte- gration. At moments when the news is only routine, he is morose and restless. At such moments he occasionally is driven to invent occurrences spectacular or bizarre to pique his interest.

Perhaps the most celebrated stunt that Mr. Schechter has conceived in such a moment of tedium was the singing mouse contest he staged while at NBC. It is widely re- membered among almost everyone but music lovers.

Mr. Schechter, having noticed a newspaper item reporting that a man had trained a pet mouse to sing, set the horse and rider to action in a matter of days, NBC station network newsmen had ferreted out droves of singing mice. Regional contests of mice talents were held and seven winners com- peted in the national finals, broadcast, of course, by NBC.

The American winner then was entered in an international competition, a competition involving Canadian and British mice as well as NBC and the British Broadcasting Corp. Among the distinguished judges were the late Walter Damrosch and Deems Taylor.

If it failed to advance musical progress perceptibly, the singing mouse contest did arouse vast public interest. Mr. Schechter today cher- ishes a page torn from the Toledo Blade of the time. A streamer headline across the top announced the singing mouse contest. Down in the middle of the page was a two-column head- line reporting that Lily Pons was making her American debut.

Mr. Schechter’s record of more sober newscasts is even more impressive than his inventions. One of the most significant exclusives in radio news history was NBC’s eyewitness broadcast of the scuttling of the German (Continued on page 55)
Sponsors are spending more dollars on WTOP than ever before...

... because more people are listening to WTOP than to any other radio or television station in Washington*

*Pulse Surveys-January through April, 1950

WTOP CBS
THE WASHINGTON POST-CBS STATION
Represented by Radio Sales
RMA CONVENTION

Revamping Plan on Agenda

RADIO MFRS. ASSN., whose members are shooting toward their first billion-dollar radio-TV production, opens 27th annual convention today (Monday) at the Stevens Hotel, Chicago, with an agenda featuring plans to reorganize the association.

Three- ply reorganization program will be laid before the association by the Ralph P. Kahn, Standards Transformer Corp., chairman of the Organization & Services Committee.

RMA members have been scanning the reorganization suggestions as drawn up by Chairman Kahn's committee. This committee will meet Tuesday afternoon to saw up the four major plans.

In essence the committee's suggestions include proposed amendment of the by-laws to provide for a new committee to be known as the Sound Division of the name to Radio & Television Mfrs. Assn. and re-vamping of the dues structures to remove inequalities and unfair assessments.

Present dues range from $100 to $500 a year. Under the proposed revision the maximum would be raised to $10,000 and adjustments made in some of the categories.

Constitutional changes will be submitted to membership vote. If the plan for a paid president is approved, selection of the person to fill the job will be up to the new board along with election of other association officers. The Kahn committee is expected to draw up recommendations for the board at its Tuesday meeting.

Report Set

This committee will make its first report Wednesday, submitting it to the retiring board. Association members will meet by divisions Thursday morning to vote on the plans. It is anticipated that each division casting board votes after the Thursday luncheon on the basis of division balloting.

Most of the four-day agenda consists of committees and division sessions covering specialized problems. Membership luncheon and the industry banquet are scheduled Thursday. FCC Chairman Wayne Coy will be the speaker at the dinner. Presiding will be Leslie F. Muter, Muter Co., chairman of the Banquet & Convention Committee.

Since many of RMA's members are keying their production programs around television, interest in Chairman Coy's speech will be high though he has stated his views on color TV and allocations many times during discussions of the Commission's freeze. When the freeze is lifted, the industry expects to see a pronounced rise, far beyond the 1949 factory sales of $875 million and the 1948 figure of $750 million.

The convention will be the last in which Bond Geddes, RMA executive vice president, general manager and secretary, will participate as an active officer. Mr. Geddes retires Aug. 1 and will serve the association on a consulting basis under a retirement plan based on his 33 years of service.

Should a paid president be named, RMA may elect a chairman of the board as honorary head of the association. It will consider, also, the problems of staffing the Washington headquarters and appointment of a general manager or similar executive will be considered.

The reorganization project developed at RMA's April board meeting in St. Adele, Quebec (Broadcasting, April 24, May 1). At that time word leaked out that the Kahn committee had interviewed Lt. Gen. Lucius B. Clay in connection with the paid presidency, which carries a proposed $50,000 annual salary.

Among official reports to be submitted during the four-day meeting will be that of President Cosgrove on the color television discusions. Max F. Balcom, Sylvania Electric Products, will report as chairman of the RMA Television Committee. Dr. W. R. G. Baker, General Electric Co., will report as chairman of the National Television Systems Committee which has made detailed studies on color, allocations and other phases of TV development.

Request for Funds

Two industry groups will submit requests for promotional funds. The Phonograph Industry Committee plans a drive to exploit products in that field. The Sales Promotion Committee of the Amplifier & Sound Equipment Division is anxious to develop sales in that field, including school and industry equipment as well as home intercommunication equipment.

RMA's program opens today at 9 a.m. with a series of section and committee meetings. Similar schedule is planned Tuesday and as many as nine committees will be meeting simultaneously. Thirteen different groups will meet Wednesday morning and the retiring RMA board will meet Wednesday at 2 p.m. with President Cosgrove presiding.

Annual membership meetings of the five RMA divisions will be held Thursday morning followed by the membership luncheon. Presiding at the convention will be President Cosgrove and Executive Vice President Geddes. Mr. Cosgrove will give his annual report. Mr. Muter, treasurer, will give the annual financial report followed by the report of Chairman Kahn's reorganization committee.

The new RMA board meets at 8 a.m. Thursday. Fourteen new members, who will be elected during the convention, will take office at that time. The board also will take up the whole reorganization problem, including personnel.


GAMBLING BILL

Compromise Awaits Senate Action

COMPROMISE version of legislation to prohibit broadcasts and telecasts of gambling information prior to horse races but permitting coverage of the actual event was marking time on the Senate calendar last week following approval of the less stringent measure by the Senate Interstate & Foreign Commerce Committee [Broadcasting, May 29].

Meanwhile, there was speculation that the bill (S 3388), reported to the Senate May 29, may be a result of a jurisdictional dispute involving the Senate Judiciary Committee, which originally proposed a sweeping crime probe under Sen. Estes Kefauver (Tenn.). His five-man group is preparing to launch a broader full-dress inquiry.

It was reported that Sen. Pat McCarran (D-Nev.), chairman of the Senate group, may attempt to have the measure referred to his committee for close scrutiny. Sen. McCarran could not be reached for comment Thursday, but had not officially pressed for action on the Senate floor.

He was understood to have objected to the Commerce-reported bill on grounds that it involves criminal statutes and hence penalties would be enforced by the Justice Dept. rather than FCC. Another factor reportedly was that Sen. McCarran felt "states' rights" are involved.

In any event, authorities felt there is little likelihood the bill would be taken up this week in view of other pressing Senate business. When the calendar might be called was a matter of speculation.

The bill reported by the Senate Interstate & Foreign Commerce Committee following three weeks' hearings [Broadcasting, May 8, 1] and study by its communications subcommittee, as reported by Sen. Ernest W. McFarland (D-Ariz.) was adopted as a compromise between the Justice Dept bill and the FCC plan, which would have banned transmission of data on odds, etc., during, after and before a horse race.

Given Specific Definition

It defines gambling information more specifically and would permit transmission of such data during and after horse and dog races on the same basis as other information would then constitute "news." Measure specifically encompasses wire services and stations, covering the latter's studio facilities, and the broadcast of such information. Maximum penalties would be a year's imprisonment and a $1,000 fine.

Sen. McFarland, in a statement accompanying the bill, said the committee recommended the bill to the full committee, noted that the Justice Dept. measure (S 3388), would have permitted widespread dissemination of (Continued on page 77)
Here's What They Say About SRDS Consumer Markets

From the President of a Minneapolis Agency:

“We are putting it to work in preparing at least two recommended schedules.”

From a Middle Western National Advertiser (Heating Equipment):

“Very helpful in administration of our current newspaper program.”

From the Vice-President of a Radio Network:

“I am enclosing a tabulation from your book which is highly illuminating.”

From the Media Director of a Northwestern Agency:

“We found Consumer Markets just the thing in helping plan campaigns.”

From the President of a Southern Advertising Agency:

“Have used it to actually close opinions on new sales ventures.”

1950-1951 Edition Closes:
Jul 1st for set copy.
Jul 15th for complete plates.
Published September 1st.

SRDS Consumer Markets . . .
The Market Data Book of a Thousand Uses . . . Presents more than 350,000 Market Facts . . . A Practical Marketing Department in One Volume

BROADCASTING • Telecasting

June 5, 1950 • Page 35
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listens most to Columbia Pacific . . .

Coast listeners like us best because Columbia Pacific delivers the best programs, regional and coast-to-coast, as Nielsen ratings prove.* This is why Columbia Pacific delivers higher average ratings for regional programs than other Coast networks.

And . . .

Columbia Pacific broadcasts 8 of the top ten coast-to-coast programs.

The Coast will listen most to you, too . . . on Columbia Pacific.


Columbia Pacific
... the IDEA Network

Represented by RADIO SALES
Respects
(Continued from page 38)

nave's pride, the Graf Spee, in Montevideo harbor, in 1940. Mr. Schechter arranged an exclusive on the event by the simple device of tying up the only radio circuit from Montevideo and hiring every English-speaking person in the city. The principal correspondent on the scene, also hired for the occasion, bought a small lighthouse with a commanding view and from it was able to describe the demise of the German raider when her crew scuttled her in the harbor.

Born in 1907
Abel Alan Schechter was born in Central Falls, R.I., Aug. 10, 1907, attended public schools there and then entered Boston U. He decided to become a newspaperman. Displaying even then an amazing aptitude for keeping busy, he enrolled as a full-time student in the university's school of journalism, and to avoid the awful prospect of an idle moment, took a full-time job as a reporter on the Providence Journal.

He commuted from Providence to Boston, arriving at school for early morning classes and returning to Providence in time to start his daily trick at 6 P.M.

In four years he was graduated not only from Boston U. but also from the Providence Journal. He moved to Newark, N. J. and joined the Newark Star-Eagle as a reporter.

Within a few months he had what he wanted all along—a job on a New York paper, specifically The World. Three years later, when The World was sold, he joined the Associated Press as night city editor in New York, and a few months later went to International News Service as city editor.

In 1932 he joined NBC as copy editor in the press department. Three years later the press-radio war flared up; press associations denied their services to radio, and Mr. Schechter was assigned to the NBC news department with the somewhat taxing mission of single-handedly covering the news of the entire world.

The task of competing with the giant news gathering resources of press associations and metropolitan newspapers drove the energetic Mr. Schechter to a state of sheer happiness. By keeping up a steady torrent of telephone communications with news sources over the four instruments at his desk and stowing to occasional larceny while riffling through late editions of the press, Mr. Schechter collected such volumes of news that at times he was even a head of the press.

Press-Radio War Recalled

In 1938 he became NBC director of news and special events. In the next few years, before he went into first the Office of War Information and later the Army, Mr. Schechter kept occupied with the increasing tempo of international news and the approach of war. NBC in that period scored a number of outstanding news beats under his direction.

In 1941, after Pearl Harbor, Mr. Schechter drew up the first draft of a radio censorship code for the Office of Censorship. A few months later he acted as civilian consultant to the War Dept. Bureau of Public Relations. In the spring of 1942 he took a leave from NBC and joined the OWI as special assistant to Gardner Cowles, then chief of domestic operations.

After serving in that capacity for several months he became a captain in the U. S. Army Air Force as chief of radio public relations. In March 1944 he was assigned to Gen. Douglas MacArthur's command as chief of radio in the GHQ public relations section.

Equips Radio Ship
Upon arriving at Brisbane, Australia, the headquarters of Gen. MacArthur's command, the then Major Schechter was assigned to equip Gen. MacArthur with voice and radio equipment adequate to transmit directly to San Francisco from future beach-heads. What emerged from his labors was the Apache, an antique craft that more than made up in electronic knick-knacks what it lacked in nautical architecture. The Apache survived two contested landings at Leyte and Luzon as well as numerous bombing raids with never a serious disruption in her radio service.

In June 1945 Mr. Schechter was decorated with the Legion of Merit by Gen. MacArthur for contributing to the complicated radio communications during the Philippine campaign. He was relieved from the Army as a lieutenant colonel that month and returned to the U. S.

In July 1946 he joined Mutual as vice president in charge of news and special events.

At Mutual he has kept up his usual pace. One of the first newswire-exclusive arrangements was a direct report from the Manila courtroom of the Judge reading the verdict in the trial of the Japanese General Yamashita.

He set a precedent, quickly followed by the other leading networks, in telling Mutual's coverage of the 1948 presidential election returns to a sponsor, Curtis Publishing Co.

Mr. Schechter is married to the former Fritzi Breger, whom he wed in 1940. He belongs to the National Press Club, the Dutch Treat Club, The Players and to Sigma Delta Chi.

Schechter Heads Ab Club
BOB HARTER, WHO Des Moines, was elected president of the Advertising Club of Des Moines at the organization's annual election meeting May 23 at the Fort Des Moines Hotel. Also elected to the board were John Schweiker, sales and promotion member of WHO, as vice president in charge of publicity.

STERLING TERM
Set for Airin June 14

FCC COMR. George Sterling's re-nomination to the Commission for a full seven-year term, effective July 1, has been slated for consideration by the Senate Interstate & Foreign Commerce Committee at its next regular meeting June 14, Chairman Ed C. Johnson (D-Col.) announced last Monday.

Comr. Sterling will be invited to explain his views to the committee, which also plans to act on the nomination of Martin Hutchinson to Federal Trade Commission. Whether or not that will act quickly on Comr. Sterling's renomination, sent to Congress May 26 by Mr. Truman [BROADCASTING, May 29], will depend on the task taken up by committee members.

In any event, Senate approval is confidently expected, though Sen. Johnson already has indicated a hearing will be held. It was believed he would be able to give his opinion on the man at one test. On the other hand, the committee may report favorably on Comr. Sterling after exercising his confirmation hearing last year, said last week he had not given the Sterling renomination much thought. It was believed, however, he would pursue color TV chase. Sen. Johnson already had indicated he may have "some questions to ask" but preferred to await the Commission's appearance.

Comr. Sterling is known to have FCC Chairman Wayne Coy's endorsement for reappointment to the post which he assumed Jan. 1, 1946. His present term expires June 30. Additionally, the committee, chief watchdog of FCC, may be expected to weigh Comr. Sterling's engineering background in view of the Commission's study of the highly technical color TV question. He is one of FCC's two engineer-members.

Mr. Schechter would succeed the late Earle Davis for a full seven-year term as member of FTC.

Sterling Term

NEED MORE COVERAGE?

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. and that isn't all KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.
NAB Federation
(Continued from page 16)

because they are not attorneys and
overruled Mr. Wastlewski's request for
extra time to present two op-
posing viewpoints. Mr. Wastlewski
summarized the Markham and
Sellers prepared statements for the
record. The statements them-

IBEW-CBS TALKS

INTERNATIONAL office of the International Brotherhood of Electrical
Workers (IBEW) in Washington was still undecided late Thursday as
whether it would recommend acceptance of a new contract offer made
by CBS the previous week for broadcast engineers or issue a strike call.

From May 22 through 28, CBS management met with IBEW of-

nicians at closed day and night sessions
in St. Louis to negotiate terms of a new IBEW-Network contract to
replace the one which expired May 26. Final outcome was an offer from
CBS for wage increases at all seven stations af-

Boston, St. Louis, Chi-
cago, Minneapolis, San Francisco, Los Angeles and New York. A
blanket raise was offered two groups—New York and Los An-
geles in one, and Chicago, Boston, St. Louis and Minneapolis in the
other.

KBCS San Francisco received separate consideration because it
has only 5 kw instead of 50 kw as
do other CBS key stations, and also is the newest station under
CBS ownership [BROADCASTING, Feb. 21, 1949].

Working Conditions
Although the amount of salary increase was received favorably by
union representatives, they rejected terms of working conditions.
Main dispute throughout the week was reported to be the union's
stand to a single standard of employment throughout the
network, with a few allowances for
local variances, and network's in-

INCREASES

NOTE: Number of homes is obtained by applying the *NIELSEN-
RATING 700,000—1950 estimate of Total United States
Radio Homes.
*) Homas reached during all or any part of the program, except
for homes listing only 1 to 5 minutes.

Copyright 1950 by A. G. NIELSEN CO.

WKRT SALE
Price Totals $100,000

WKRT Cordtland, N. Y., a 1 kw
independent, was sold last week by
Cordtland Broadcasting Co. Inc. to
Radio Cordtland Inc., whose princ-
ips are Leighton and Robert M.
Hope, at a price of $100,000. The
sale is subject to FCC approval.

Gerald Mayer, president and
general manager of Cordtland
Broadcasting Co., reportedly will
the station to devote full time to
his law firm, Mayer, Bigby &
Ryan, which has offices in Cordtland
and in Washington, D. C. Mr.
Mayer is president and principal stockholder in the
station.

Leighton Hope is a former officer of
the National City Bank of San
Juan. His brother, Robert, is a
former general manager of WWWE
Jasper, Ala., and has served with
WCOS Columbus, S. C., WSFA
Montgomery, Ala., and WOR New
York. The sale of the station, 1
kw day 800 w night on 920 kc,
was handled by Blackburn Hamilton.
**Retail Sales**  
(Continued from page 1)

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**Public Issues**

**Yale Journal Urges New Plan**

A REQUIREMENT that broadcasters report—and prove—that they have allotted a “reasonable” amount of time to controversial issues and have handled such presentations fairly is suggested in a recent issue of the *Yale Law Journal*.

Writing on "The Mayflower Decision Scuttled," John G. Burnett of New Haven suggests that "a more effective plan" of enforcing the Mayflower Decision’s "fairness" rule might be evolved along these lines.

First, the FCC could require all applicants for license renewal to make and substantiate an affirmative claim that they have allotted a reasonable amount of time to discussion of controversial issues, and that such discussion, based on these claims, has been presented in a fair and representative manner.

Second, in line with this suggestion, the Commission could specifically require all applicants to enumerate and summarize all partisan expressions emanating from the broadcasts, whether formally tagged "opinion" or not.

Finally, if more direct measures prove necessary the Commission might establish a permanent impartial body to analyze the contents of broadcast programs on a random-sampling basis. The purpose would not be to evaluate the ideas expressed but to determine whether partisan expressions and make an initial determination as to whether the requirements of representation are being satisfied.

Mr. .

**KTOP Auction**

For Underprivileged Children

UNDERPRIVILEGED children in Topkea, Kan., received a big helping hand from Mutual affiliation KTOP when the outlet’s Auction on the Air enabled the Topkea Kiwanis Club to raise $1,800 for the charitable cause.

Donating their time, two veteran auctioneers, Charles and Ken

During Auction on the Air, Auctioneer (1) describes the new piece of merchandise, held by Mr. .

Crews, auctioned off on the air hundreds of new merchandise items to high bidders who called in their bids via telephone. Six phones, installed in the office, were manned by members of the Kiwanis auxiliary, "The Kiwanitas."

KTOP reported that many of the merchant-donated items were sold at prices well above the retail price during the eight-hour series. When KTOP offered five 15-minute segments of time on the last broadcast, a local cleaner was top bidder with $80. In excess of 1,000 telephone calls poured in during the broadcasts, Bailey Axton, KTOP general manager, reported.
Open Mike

(Letters are welcome. The editors reserve the right to use only the most pertinent portions.)

Back in Contact

EDITOR, BROADCASTING:

Since the article [On All Accounts, May 1] appeared in your magazine, I've heard from old friends in radio business with whom I have been out of contact for many years...

Bromley House

President

Gregory & House Inc.

Cleveland, Ohio

Cites IER Awards

EDITOR, BROADCASTING:

Thanks very much for including us in your list of Institute for Education by Radio awards for Take It From Here: The New England Story, broadcast over station WQHD. I wonder if you knew that we also produced We Here Are Being, a first award winner for programs dealing with personal and social problems, broadcast over station WCOP...

Parker Wheatley, Director

Lowell Institute Cooperative

Boston

Bartlett and BBC

EDITOR, BROADCASTING:

I should like to call your attention to some misstatements in your editorial titled "John's Other Bull" [BROADCASTING, May 8].

The "Study of International Broadcasting" offered by Syracuse U. as a part of its travel study session in University College is not under BBC auspices. I developed the idea and invited Mr. Slate to help with the tour. I asked the BBC for permission to visit their studios and talk with their personnel. In my judgment, it is unfortunate for your editorial to assume that BBC was doing anything more...

As one who has spent about 20 years objectively observing American radio and who believes that in the American system, I am somewhat surprised that one of the leading trade journals would, without inquiry or investigation, make charges that are utterly unfounded. This is not a time to add even one small log to the international fire.

Kenneth G. Bartlett

Director, Radio-TV Center

Syracuse U.

[EDITORS NOTE: Pleased to know BBC didn't inspire proposed junket which we understand now has been postponed because of inadequate response. We have always admired Dr. Bartlett and his early recognition of the radio media. We feel, however, that this fell for one on this occasion and that his over-representation indicates that BBC, even if it hadn't inspired project, certainly wasn't averse to it. If this is no time to add "even one small log to the international fire" but we feel as strongly as ever that Britain should keep it's government radio philosophy within its own domains.]

You can call your shots on the Arrowhead Network

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota... use the Arrowhead Network. You're interested in sales—and that's what we deliver!

Open Mike

TRAFFICKING

Argument Set June 19

ORAL ARGUMENT on FCC's proposed new rules against "trafficking in frequencies" was scheduled by the Commission for June 19.

The proposed regulations, announced early this year, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

Only exceptions to the forfeiture requirement would be (1) so-called "pro forma" transfers and assignments which do not affect control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner.

WTUX Petition

WTUX Wilmington, Del., petitioned FCC last week to reopen the record in the investigation of its horse race programming to show that the station has discontinued broadcasting of all racing information. Case is pending final decision after an FCC examiner recommended renewal of license despite finding that while programs questioned were not designed to aid illegal gambling they were "subverted to that end" [BROADCASTING, Dec. 26, 1949; Jan. 2].
WALT GAINES, formerly of WCMP Middlesboro, Ky., named station manager of WVM1 Bigl, Mias.

AMON CARTER, president of WRAP Fort Worth, Tex., and HAROLD ROUGH, station's director, served as honorary chairman and publicity committee chairman, respectively, of Colonial National Invitation Golf Tournament in Ft. Worth May 24-25.

JACK PARKER, formerly of KCRG Cedar Rapids, Iowa, appointed director of station operations of Saginaw Broadcasting Corp., operator of WSAM-AM-FM Saginaw, Mich., and WLEW Bad Axe, Mich. Mr. Parker was incorrectly identified as director of station operations for KCRG Cedar Rapids, Iowa, in Management, May 29.

WILLIAM R. MCANDREW, general manager of WRC-AM-FM and WNBW (TV) Washington, has received award for stations "outstanding service in the entertainment of hospitalized veterans," from Veterans of Foreign Wars.

HARRY K. RENFRO, executive assistant to general manager of EXOK St. Louis, named member of Missouri Peace Officers Assn.

WDRC Hartford, Conn., has received letter from Paul G. Carney, supervisor of New England census, congratulating station for its "excellent cooperation" during census.

COOK'S TOUR of the Essex (meat products) plant in Baltimore gives Kitty Dierken (2d I) of WAAM (TV) that city, and Susan Kent (3d 1), WFBR same city, TV and radio "cooks" respectively, an inside view of William Schulerberg-T. J. Kardle Co.'s operations. Miss Dierken conducts WAAM's Kitty Dierken Shop for You for which firm has contracted four participations weekly. Miss Kent succeeds Martha Ross Temple as chief cook on Essex's WFBR program, it's Fun to Cook. With them at the plant are Bob Welsh (11), radio and television director, and Henry Erck, vice president, Van Sant, Dugdale & Co., Baltimore (Essex's agency).

MRS. AMERICA

Most Contracts Complete

Radio and TV stations will conduct most of the elimination events in the 1950 Mrs. America contest slated for Sept. 10 at Ashbury Park, N. J., according to Mrs. America Inc., sponsor of the event.

Radio franchises purchased direct from Mrs. America Inc. include: KSJO San Jose, Calif.; KVOC Camper, Wyo.; KTRM Beaumont, Tex.; KCLO Leavenworth, Kan.; KLVC Little Rock; KXAR Hope, Ark.; WLAQ Rome, Ga.; WEAR Pensacola, Fla.; and WLIZ Bridgeport, Conn. Judging is based one half on contestant's beauty and the other half on home-making talent.

Elimination TV franchises are being handled by World Video Inc., which reports the signing of WCAU-TV Philadelphia, WEWS (TV) Cleveland and KSL-TV Salt Lake City. TV stations in New York City reportedly are bidding for Greater New York and New Jersey State eliminations franchises, and other video outlets also are being lined up by World. Last year, WJZ-TV New York sponsored the Greater New York contests and ABC-TV telecast the grand finals from Asbury Park.

Re-elect Alice Mooney

ALICE L. MOONEY of Lawrence Everling Inc. was re-elected president of the Philadelphia Club of Advertising Women at its annual business meeting on May 25 at the Poor Richard Club. Other officers elected were: Jerrie C. Rosenberg, Lavensor Bureau, first vice president; Anne LaMott, Ford Bros., second vice president; Gladys Mornan, S. E. Roberts Inc., treasurer; Marie Kerrigan, A. Pomerantz & Co., recording secretary, and Mary Beitter Whitmore, Accurate Addressing Co., corresponding secretary.

FARM radio scholarship of $1,000 offered by WMT Cedar Rapids to outstanding student at Iowa State College, Ames, awarded to M. Leon Kline.
FORT INDUSTRY
Executives Hold Meeting

STATION operations, in both AM and TV, were discussed at the regular semi-annual meeting of executives of The Fort Industry Co., held at Key Largo Anglers' Club, Key Largo, Fla., a fortnight ago. Group convened May 14 at the Indian Creek, Fla., home of George B. Storer, company president, and proceeded to Key Largo.

Business sessions were held each morning of the three day meeting. In addition to operational factors, stations' heads reviewed advertising, sales, promotion and programming problems. Meetings were presided over by Lee B. Wailes, vice president in charge of operations. An annual stockholders meeting re-elected Messrs. Storer, Wailes, J. Harold Ryan, senior vice president and treasurer, and John B. Poole, company counsel, as directors. James E. Bailey, vice president, WAGA-AM-TV Atlanta; Richard E. Jones, vice president, WJBE-AM-TV Detroit, and Allen H. Haid, vice president, WMNN Cleveland, were added to the board of directors for the coming year.

They replaced E. Y. Flanigan, vice president, WSPD-AM-TV Toledo, Ohio; William E. Bums, assistant treasurer and controller, Toledo; J. Robert Kerns, vice president, WLOK Lima, Ohio; George B. Storer Jr., managing director, WAGA-TV Atlanta; L. C. MacAskill, general manager, Miami Beach Florida Sun, and C. M. Dailey, general manager, Coral Gables Riviera Times.

Mr. MacHarrie

INDEPENDENT MetropolITAN SALES appointed exclusive national representative of Metropolitan Network consisting of: WARI Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WPAX Falls Church, Va.; WGGY Silver Spring, Md. and WPTK Alexandria, Va.


RUSS McEWEN, formerly on staff of WGRS Greenwood, joins sales staff of WIS Columbus, S. C. BILL BOCH- MAN, formerly manager of WCOS and WKIX Columbus, also joins WIS sales staff.

H. L. MCQUEEN appointed commercial manager of WOBS Jacksonville, Fla. WXG Richmond, Va., appoints Independent Metropolitan Sales as its national representative.

HAL WALLACE, formerly with KSPA Nacogdoches, Tex., and KEKE Jack- sonville, Tex., joins sales staff of ENU Houston, Tex.

Herbert B. Hauser

HERBERT B. HAUSER, 58, re- search statistician for Lennen & Mitchell, New York, for the past 13 years, died May 28 of a heart ailment at his home in Jamaica, N. Y. Surviving are his widow, Mary Flynn Hauser, director of co-op sales for MBS; three daughters and two sons.

School Programs

NBC Offers Recorded Series

NBC, in conjunction with the State of Minnesota's Dept. of Education, will make available to schools throughout the country tape-recordings of public service programs at no charge.

The network's public service program, which will be recorded by the Minnesota Department are: University of Chicago Round Table, American Forum of the Air, Living 1950, and the UN documentary, America United. In order to receive these programs, school officials will have to mail a blank reel of magnetic sound tape to the Minnesota Dept. of Education. Catalogues of all available programs will be sent to audio-visual supervisors and school administrators.

FIRST of 10 $100 scholarships to Carnegie Institute of Technology established by Pittsburgh Ad Club presented to Charles N. Gutendorf. Scholarship are part of club's education program.

Because
WE SELL —
We're
65% SOLD!
WG RD
GRAND RAPIDS, MICH.

PICTURE ALBUMS-PROGRAMES
PRINTED PROMOTION
SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write
Edgar L. Bill — Morie V. Watson
Julian Montell, Sales Manager

National Radio Personalities

100 WALNUT STREET
PEORIA, ILLINOIS

Telephone 6-4407

June 5, 1950 • Page 43

Workers' Earnings Up

AVERAGE weekly earnings of America's 11.6 million production workers reached a record high of $92.58 in mid-April, according to preliminary estimates released May 25, by the Dept. of Labor's Bureau of Labor Statistics. Average weekly hours in durable goods industries rose to 40.8 and weekly earnings increased to a record high of $110.4. The length of the workweek rose generally in the machinery manufacturing industries during April although some reductions were reported in the radio and television industries. Weekly earnings in nondurable goods industries dropped to $52.24 while weekly hours declined to 38.5 in April, according to the report.

FISHER RESIGNS
To Leave NBC in Post in July

STERLING W. FISHER, manager of public affairs and education for NBC, will resign from the network sometime in July to become editor of the Japanese edition of the Reader's Digest. Mr. Fisher, long active in education and journalism, was Far Eastern editor of the New York Times and taught English at Kwansei Gakuin University in Japan for eight years. He joined CBS as director of education and radio talks in 1937 and in 1942 went with NBC as assistant to the network's public service counsel. Mrs. Fisher and their son will accompany Mr. Fisher to Japan.

Canadian Probe

A COMMISSION has been appointed by the Canadian Dept. of Labor, Ottawa, to investigate and report on a number of offenses alleged to have been committed by Press News Ltd., Toronto, and its general manager, Charles B. Edwards. Appointment of the commission was made following application of the American Newspaper Guild, recently appointed bargaining agent for the editorial employees of PN, which supplies news to Canadian radio stations.
Taped Evidence

TAPE recording of an actual arrest was played back in a Yreka, Calif., court recently as a defense witness heard himself condemned by his own behavior. Violator was cited by highway patrol for failing to stop and record the incident. Judge W. B. Seymour ordered the transcription played to acquaint the court with events of the case and show the defendant the error of his ways. The recording offered its own confirmation when compared with previous testimony, the judge noted.

NARND SESSION

'Self' Newsroom—Sheffield

RADIO NEWSMAEN should tell "much more often and effectively" what product a professional newsroom offers to the community's listeners, win good will, and increase prestige for stations," Jack Shelley, president of the National Association of Radio News (NARD), told the Nebraska Assn. of Radio News Directors May 27.

He summed up his theme: "It is imperative that radio newsmen "sell" as well as tell 'em" to meet the challenge of a critical period for the broadcast news profession. Mr. Shelley noted increased media competition heightened by television's growth and felt newsmen can make a "mighty realistic argument that radio news presented and prepared in professional fashion... pays off!"—a theme he said will be explored at NARND's annual convention in Chicago Nov. 2-4.

Mr. Shelley also urged establishment of an NARND research bureau to document effectiveness of radio news compared to other media.

CBS-MGM Settlement

DIFFERENCES over motion picture credit on network programs settled by CBS and MGM, allowing studio's talent to resume on network shows. Discord arose nine weeks ago when CBS offered such credit at conclusion of Superman program. As a result, Actors Gary Grant and Betsy Drake subsequently were yanked from CBS Lux Theatre. The ban was lifted after conferences among Harry Ackerman, CBS vice president; Louis K. Sidney, MGM vice president; and Les Peterson, film studio director of radio.

We have a 17.1 Rating and the Sponsor is very Happy says SI Goldman station WJTN Jamestown, N. Y.

"We can do as well with the fight of the week every Monday night at 10 P.M. available on local sponsorship plan at a very low cost to station phone-wire-or write Jack Rensel. General Manager sports broadcast network 2212 Walnut Street, Phila. 3, Pa. Locust 4-4383

CONSTRUCTION will start soon on a radio news studio to house present AM and FM facilities of WNBH and WFM (FM) New Bedford, Mass., which will allow for future expansion, according to Basil Brown, New Bedford's mayor, and treasurer, E. Anthony & Sons Inc., station owners.

The one-story building, which is located in the rear of the city's business section, will be modified and a second story added. Offices and studios will occupy the entire second floor in an area more than double the present space. Facilities will be available for three studios, recording studio, newsroom, music library, lobby and viewing space for visitors. Space adjacent to the building has been purchased for eventual TV facilities.

RIVER BOAT TRIP KWEI Covers Adventure

"Coverage of what it claims to be the first boat trip down the wild and tortuous Snake River's Hell's Canyon bordering Idaho and Oregon has been arranged by KWEI, Weiser, Idaho, according to Don Jones, program director.

Using a specially designed 31-foot boat, Blaine Stubbfield, former Washington correspondent, along with several Weiser businessmen, reporters and newsreel men, will make the trip. Since radio "coverage is impossible in the remote wilderness of the more-than-mile-deep gorge, KWEI is sending a tape recorder to capture the adventure in sound, Mr. Jones said.

As a greeting to the people of Lewiston, terminus of the better than 200-mile trip, Mr. Jones prepared a tape recording to be sent by way of Hell's Canyon.

ROY THOMPSON

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially rich Altoona. WRTA, the Altoona The Station, will assure you a loyal, buying audience throughout the listening hours.

SAN FRANCISCO Music Assn. presented certificate of merit to NBC and KNBC that city "for their contribution to culture in bringing Arturo Toscanini and NBC Symphony to American listeners since 1937."
APPEALS COURT

Hears Allentown Case Involving FCC

The U. S. Court of Appeals for the District of Columbia last week heard attorneys for two rival applicants—charge—and FCC counsel deny—that the Commission failed to comply with the court’s decision in the case.

Attorneys for both Allentown Broadcasting Co. and Easton Publishing Co., competing for 1230 kc with 250 watts for five years, contended a court decision issued a year ago meant for FCC to decide their case without holding the further hearing which FCC has since scheduled.

But Max Goldman, FCC assistant general counsel, contended the Commission cannot comply with the court’s decision—which sent the case back for further findings on relative needs of Allentown and Easton—without further hearing.

FCC’s original decision granted the application of Allentown Broadcasting, which is now operating WHOL under that decision pending an appeal to the court. (An appeal by Easton, the court held that it could not tell, from FCC’s findings, why the Commission had concluded that Allentown’s need for an additional radio station was greater than Easton’s.

Ownership Changes

Attorney Elliot C. Lovett, representing Easton, said FCC had ordered a further hearing “on the excuse” that there had been no changes in the ownerships of the corporate applicants. He said the applicants had attempted to bring the record up to date by submitting a stipulation as to changes which occurred after the original 1946 hearing and were willing to stand on the present record, but that FCC insisted upon an entirely new hearing.

Such a procedure, Mr. Lovett claimed, would make it impossible for FCC to achieve a final decision in any proceeding, because of changes which inevitably occur.

Chief Judge Harold M. Stephens wondered whether this wasn’t a “question of administrative convenience” for FCC and Congress to decide.

Mr. Lovett argued that if FCC can use its procedures to get a re-

affirmation of its original decisions, there would be little point in going to court except to have Commission findings settled. When Stephens interrogated that the court is not a “rubber stamp” and that such an insinuation is not warranted.

Donald C. Beeler, counsel for Allentown Broadcasting, urged the court to direct FCC to make supplemental findings on the relative importance of the two applicants on the basis of the record as it stands, and to submit a full statement to the court.

He pointed out that in its order for a further hearing the Commission listed all six issues of the 1946 hearing plus two others designed to cover the questions raised on the opening record.

Mr. Goldman claimed the present hearing record would be relied upon by the Commission insofar as it is unchanged and in circumstances since the first hearing was held.

When he stressed the importance of a further hearing in light of ownership changes, Judge James M. Proctor observed that he didn’t see how a change in corporate structure would necessarily mean a change in program policies. He also said that at the time of the original hearing FCC had argued it had sufficient evidence, but now takes the opposite position.

Mr. Goldman replied that the court has held that the findings themselves are “inadequate.”

The case was heard by Judges Stephens, Proctor, and Wilbur K. Miller.

Meanwhile FCC, acting in the same case, ruled that “generally” it will not permit “substantial changes” in the corporate ownerships of applicants involved in pending cases where a court has overturned FCC’s decision and remanded it for further proceedings.

The ruling was handed down May 24 in an opinion which permitted Allentown Broadcasting Co. to amend its application to show minority stock changes which allegedly have already taken place but denied a proposed transfer of control.

To grant a transfer of control, FCC said, would be equivalent to permitting substitution of an entirely new applicant.

FCC’s opinion drew a dissent from Comr. Robert F. Jones, who felt the action should not be taken because FCC’s decision, to which he dissented, is currently before the court.

OPERATION FLOOD

KSJB Documents Disaster

A COMPLETE documentary program on the Jamestown, N. Dak., flood has been presented by KSJB that city. Called Operation Flood of 1950 and produced and narrated by Hal Kennedy, the program contains highlights of reports made by the news staff at the height of the flood.

During the overflow, the staff reported by hour progress of the water and aired special announcements, requests for help, warnings to residents and Red Cross messages. When the waters receded, the news and special events department edited and spliced reels of recording tape in a week’s time. Actual voices of Red Cross officials, disaster workers and interviews taped earlier as well as descriptions of the water’s rise were integrated. Only a week after the program was produced, KSJB reports, a second flood hit the city sending the news staff into emergency operation again.

To bring the picture of Jamestown’s flood to the fore, KSJB presented a documentary film of the rampaging waters to President Truman during the Chief Executive’s North Dakota visit on his cross-country tour. Film was made by Chief Engineer Robert Ridgeway and processed in Hollywood.

additional information for buyers of time

Says one agency Vice-President: “When I’m considering any (spot) advertising, I always read the listings and advertising in Standard Rate & Data for the markets I’m interested in.”

“When I go to client conferences, I take Standard Rate with me. It’s not unusual for a client to bring up a question about this or that station. I can always turn to Standard Rate and, if there’s a good ad that gives me a clear picture of the facility, I can give the client good answers.”

Many other buyers of spot time tell us they find the station Service-Ads in SRDS making their job of deciding which stations easier—Service-Ads like KXZ’s illustrated here.

Every month an average of 150 Service-Ads run in SRDS Radio Section

Note to Station Managers: Are you giving buyers of spot time the sort of facts that help them buy? The “Spot Radio Promotion Handbook” covers this subject in detail. Copies available from us at $1.

ADDITIONAL INFORMATION FOR BUYERS OF TIME.

See what’s new in Market Survey... for Hooper notings, coverage, market figures. WDRC is your best buy. WDRC, Chief Engineer, 750 Main St., Hartford, Conn.

BROADCASTING • Telecasting

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ADDITIONAL INFORMATION FOR BUYERS OF TIME.
ASCAP HIT

David Plans Court Action

PETITION to intervene in the ASCAP consent decree will be filed soon by Kenneth Davis, attorney who has filed monopoly charges against BMI, Mr. Davis told Broadcasting Thursday.

He said he will file on behalf of an ASCAP independent publisher as well as writers, bring the suit in the U. S. District Court, Southern District of New York. He said he will ask the court to take "movie-owned publishers out of ASCAP" on the ground that 60 to 70% of the take goes to 14 of 300 publishers.

Mr. Davis has asked the Federal Trade Commission to investigate BMI on monopoly charges [Broadcasting, May 29].

BMM SILENT

Weighs Davis’ Charges

EXECUTIVES of Broadcast Music Inc. last week reserved comment on the filing of FCC petition and FTC petitions and threatened suits seeking extinction of BMI [Broadcasting, May 29].

Although BMI officials were known to be studying the charges of Kenneth Davis, attorney, and considering defensive action, none was committed on developments.

Mr. Davis a fortnight ago petitioned the FCC to issue temporary licenses to stations holding BMI stock and urged the FCC to investigate BMI as a monopoly.

HIFM RENEWAL

Denied By FCC

EXPERIMENTAL high frequency AM station ("HIFM") KSSEXAP Bloomington, Ind., operated by Sarkes Tarsian, was denied renewal of license by FCC last week.

Given a conditional renewal in mid-April, the outlet was operating on 87.75 mc [Telecasting, April 24]. FCC then ruled the license would expire June 1 and that the station could not operate when WBPM-TV Indianapolis was telecasting on Channel 6 (82-88 mc).

Mr. Tarsian also operates WTTW and WTVT (TV) Bloomington.

1930—1950

20th Anniversary Year

46.0

"HOOPER"

* (average 5 periods winter, 1950)

proves the best buy

DANVILLE, VA.

WBTM

5kw (d) A B C 1kw (n)

Page 46 • June 5, 1950

1.01

TALENT WAR

First Round Places Marx on NBC

HAVING outbid CBS for Groucho Marx, NBC is continuing its counter raid for talent. Pressure is being placed on Red Skelton, Edgar Bergen and Dinah Shore for radio and television, plus RCA Victor [Broadcasting, May 29].

Jimmy Durante, several lesser known names and packages also are on the raiding list.

With $3 million involved, and under an eight-year exclusive capital gains radio-TV contract, the Groucho Marx-John Gueldel package You Bet Your Life shifts from CBS to NBC in the fall, starting date and time slot to be arranged with the DeSoto Div. of Chrysler Corp., program’s sponsor.

Under a contract negotiated by Joseph H. McConnell, NBC president, packages are to receive $2 million for the first five years. Next three years are on an option basis, bringing the total contract cost to $3 million. Some of the payments are to be spread over a 10-year period as a tax convenience, it was said.

In addition to Mr. Marx as comedian-actor, the contract also calls for services of Mr. Gueldel as producer-consultant at stipulated salaries. Between them, they will derive around $7,000 weekly under the arrangement. No definite date has been set for Mr. Marx’s television start.

Mr. McConnell’s formal announcement of the deal termed it “one of a series of planned acquisitions of top talent and programs to augment NBC’s outstanding line-up on radio and television.”

The contract was consummated after months of negotiations when bids were opened at a meeting in Beverly Hills Hotel on May 27. Top executives from both NBC and CBS personally entered the negotiations.

Aside from William S. Paley, CBS board chairman, representing that network were Frank Stanton, president; James Steward, vice president in charge of program packages, and Harry Ackerman, vice president in charge of Hollywood originating network and TV programs.

With Mr. McConnell were Sidney N. Strotz, Western Division vice president, and Manie Sacks, RCA Victor-NBC talent executive. Gummo Marx, business manager, and George Gruskin, radio and television executives of William Morris Agency and law firm of Bellow, Joel, handled negotiations for Mears, Marx and Gueldel.

Currently sponsored on CBS by DeSoto-Plymouth Div. of Chrysler Motors Corp., You Bet Your Life was recently renewed for 39 weeks on that network starting in the fall. With the shift in networks following summer hiatus, the sponsor will continue when the show resumes on NBC.

Status of Bob Hope remains unchanged. Although he is reported as “in the bag” by NBC no contract actually has been signed, it is understood. He must first get a release from his current radio commitment, when which he is scheduled to be in charge of NBC network and TV programs.

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In the Dark About Low Budget Television?

See Daylight with Du Mont Daytime Television

Daytime TV is a bright idea. Naturally Du Mont thought of it first. That's why—

network or local—Du Mont Daytime Television costs less for time and talent—does more

for you. Let us show you actual cases of programs that far, far

more than pay their way in direct sales.

America's Window on the World

515 Madison Avenue, New York 22, N. Y. - Phone: MURray Hill 8-2600

Copyright 1950, Allen B. Du Mont Laboratories, Inc.
Des Moines' only television station
ANNOUNCES THE APPOINTMENT OF

Weed and company

as NATIONAL ADVERTISING REPRESENTATIVES

WOI-TV Ames, Iowa Channel 4

a service of Iowa State College of Agriculture and Mechanic Arts
RADIO INTERFERENCE

By LARRY CHRISTOPHER

EXCESSIVE oscillator radiation in FM and TV sets is snowballing into an orgy of nightmares for both the radio industry and government because of serious interference problems—particularly conflict with vital non-broadcast services such as air navigation aids.

After considerable study, TELECASTING last week learned:

- That Civil Aeronautics Administrator D. W. Rentzel has asked FCC Chairman Wayne Coy for a summary action to curb FM receiver radiation affecting CAA's new multi-million dollar VHF omni-directional radio range system (VOR), being installed to blanket the U.S.

- FCC and CAA engineers, now in daily contact on the problem, agree that while no case of interference by TV receiver radiation to air navigation aids is known to have occurred to date, conflict does exist potentially for several TV channels under certain conditions.

- "Scare talk" rumors currently circulating that TV sets now are hurting airport operations in several major cities were dismissed by CAA experts on basis of above facts.

A voluntary action by manufacturers to solve the overall set radiation problem is expected to be solicited by FCC Chairman Coy when he speaks this Tuesday night to the Radio Mfrs. Assn. (see story page 34), according to informed sources last weekend.

Mounting radiation interference between TV sets, termed "indiscriminate" a fortnight ago by FCC Chief Engineer Curtis B. Plummer before Canadian Mfrs. Assn. (TELECASTING, May 29), is expected to be stressed also.

A ruling that offending FM and TV sets violate FCC rules prohibiting excessive unlicensed radiation of radio energy might be invoked as an absolute last measure, one Commission source indicated, but FCC is counting on voluntary action at the manufacturing or local level (TELECASTING, May 22). Such a ruling would put every TV receiver in the country "out of the air," CAA Administrator Rentzel's letter to Chairman Coy was based in part on what FCC calls the "guinea pig" interference case, that of interference to CAA's Lafayette, Ind., VOR station on 113.5 mc caused by radiation from FM sets tuned to WFMU (FM) Crawfordville, Ind. WFMU operates on Class B Channel 275 (102.9 mc) with effective radiated power of 15 kw.

FCC's engineering department has notified all FM set makers that may have receivers distributed in the area to study the problem, report their findings and indicate what actions will be taken to remedy cases of interference found. FCC last week said RCA, Zenith and Motorola already have completed checks in Indiana but details were not available on the results.

Flight Check Report

CAA's report said a flight check of the Lafayette VOR station had disclosed "very heavy interference" over an area centering on Crawfordville and having a radius of about six miles. Checks showed, according to CAA, their interference was being caused by "the local oscillators of FM entertainment broadcast receivers whose intermediate frequency is 10.7 mc and whose local oscillator frequency is therefore on or near 113.5 mc."

"Over Crawfordsville," the CAA report said, "the desired signal from the Lafayette VOR was measured at approximately 50 uv. With the VOR shut down, interference signal levels up to 80 uv were measured in the band of 113.2 to 113.9 mc."

The report named three types of household FM sets which CAA investigators had checked and claimed were "capable of causing harmful interference to the radio-navigation safety service."

These were Montgomery Ward Model 94-1A-1629, RCA Model SR71 and Bendix Model 5EMGU. CAA said this was not a complete list, but merely a list of those examined. The report said more than 500 of the Montgomery Ward sets have been sold in that area.

The investigators' field report, on which CAA's report to FCC was based, stated the WFMU transmitter was checked and no signals in the 112.6 to 114.5 mc band were received in the output. It said 50 uv/m signals were found on 113.5 mc, however, just outside the transmitter building of the FM station and the source was traced to be one of the above-named Montgomery Ward receivers about a mile away. The field report gave further details of set measurements made in the area.

Possible Interference Areas

CAA's report to the Commission said that from lists of all FM broadcast and VOR stations in the U.S. it had prepared a list of possible localities where interference may be expected to exist. The list identified 42 VOR stations, representing about 10% of the total number of omni-range stations throughout the country. Although spot checks must be made, the report indicated possible interference areas within 50 miles of the VOR station were found in one-quarter of the cases and possible interference.

(Continued on Telecasting p. 18)

SMOKING MATERIALS—cigarettes, tobaccos and lighters—were the most heavily advertised TV network class of product in March, according to figures released last week to TELECASTING by Publishers Information Bureau. Figures cover time purchases of advertisers using the TV networks of ABC, CBS and NBC. DuMont TV Network figures are no longer released to PIH.

Automotive products—Cars, tires and accessories—made up the second largest class of TV users of time on the three video networks reporting in March. Food and Frozen Product advertising ranked third; advertising of Radio, TV sets and Musical Instruments was fourth and Toilet Goods advertising fifth among the video network client classes.

The same five product groups, in the same order, led the list for the first quarter of 1950 as well as for the month of March (see Table I for complete list).

Analysis of the March time purchases of individual advertisers on the three TV networks reporting shows Ford Motor Co. as the leading video network client for the month. R. J. Reynolds Tobacco Co. ranked second, National Dairy Products Co. third, Liggett & Myers Tobacco Co. fourth and RCA fifth. (Top 10 advertisers are listed in Table II.)

Of the three networks, NBC-TV had the largest gross time sales both for the month of March—$1,177,166—and for the quarter—$3,197,662. CBS-TV ranked second with gross time sales of $981,886 in March and $1,827,941 for the first three months of 1950. ABC-TV was third with $347,361 in March and $794,811 for the quarter (BROADCASTING, April 24).

PIB Reports for March

(Continued on Telecasting p. 18)

<table>
<thead>
<tr>
<th>TABLE I</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR MARCH AND FIRST QUARTER 1950</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Group</th>
<th>March 1950</th>
<th>March 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>156,804</td>
<td>88,972</td>
</tr>
<tr>
<td>Auto, Automotive Supplies &amp; Equip.</td>
<td>550,427</td>
<td>21,164</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>359,973</td>
<td>40,349</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>44,673</td>
<td>770,105</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>9,990</td>
<td>2,391</td>
</tr>
<tr>
<td>Drugs, Medicines &amp; Related Goods</td>
<td>209,013</td>
<td>1,757</td>
</tr>
<tr>
<td>Food Products</td>
<td>28,600</td>
<td>239,095</td>
</tr>
<tr>
<td>Geosil, Oil &amp; Other Fuels</td>
<td>99,000</td>
<td>99,000</td>
</tr>
<tr>
<td>House &amp; Garden Goods</td>
<td>167,483</td>
<td>190,272</td>
</tr>
<tr>
<td>House, Furniture &amp; Appliances</td>
<td>206,027</td>
<td>206,027</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>25,780</td>
<td>60,305</td>
</tr>
<tr>
<td>Furniture, Fixtures &amp; Floor Coverings</td>
<td>230,724</td>
<td>341,598</td>
</tr>
<tr>
<td>Jewelry</td>
<td>1,421</td>
<td>1,421</td>
</tr>
<tr>
<td>Luggage &amp; Accessories</td>
<td>2,451</td>
<td>2,451</td>
</tr>
<tr>
<td>Music, Radio &amp; Musical Instruments</td>
<td>271,105</td>
<td>510,416</td>
</tr>
<tr>
<td>Newspapers &amp; Periodicals</td>
<td>14,124</td>
<td>45,721</td>
</tr>
<tr>
<td>Paints &amp; Varnishes</td>
<td>11,536</td>
<td>11,536</td>
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<tr>
<td>Personal Care &amp; Beauty Goods</td>
<td>1,040</td>
<td>1,040</td>
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<tr>
<td>Printing &amp; Binding</td>
<td>126,759</td>
<td>126,759</td>
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<tr>
<td>Stationery &amp; Office Supplies</td>
<td>630,651</td>
<td>630,651</td>
</tr>
<tr>
<td>Tobacco Products</td>
<td>3,582,150</td>
<td>3,582,150</td>
</tr>
<tr>
<td>Total</td>
<td>6,361,513</td>
<td>6,361,513</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE II</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADING TV NETWORK ADVERTISERS IN MARCH</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>Advertiser</th>
<th>Gross Time Sales March 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ford Motor Co.</td>
<td>$1,177,166</td>
</tr>
<tr>
<td></td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>$981,886</td>
</tr>
<tr>
<td></td>
<td>National Dairy Products Co.</td>
<td>$827,941</td>
</tr>
<tr>
<td></td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$794,811</td>
</tr>
<tr>
<td></td>
<td>RCA</td>
<td>$794,811</td>
</tr>
</tbody>
</table>
Teléfile:

WFHM-TV

Indianapolis' Only TV Outlet

Marks a Year of Progress

Starting Gun for the greatest sporting event in the automobile world, the Indianapolis Motor Speedway 500 Mile Race, was the signal for the initial telecast of WFBM-TV Indianapolis. At 11 a.m. May 30, 1949, 33 cars were lined up at the speedway, where WFBM-TV had placed three of its new TV cameras in readiness for the first telecast in the history of the classic.

WFHM-TV, which telecast the Memorial Day race again this year, is the only television station in Indianapolis, heart of that thriving Midwest market. It is under the able direction of a group of veterans in the broadcasting business, Harry Bitner Jr., general manager; William Kiley, commercial manager; Frank Sharp, program director, and Harold Holland, chief engineer. An active promotion department gives TV sponsors an assist in newspaper advertising, publicity releases and on-the-air promotion.

A great deal of planning and preparation preceded the station's first show. With foresight WFBM Inc., in 1944, instigated a training and construction program to make sure that station personnel would have the know-how to handle TV when it came to Indianapolis. After TV equipment was installed, demonstrations were presented at the Indiana State Fair, the Indianapolis Home Show and for many television distributor and dealer organizations. When the time arrived for commercial telecasting, this pre-training paid dividends.

WFHM-TV's present studio is 22 feet by 30 feet and during the first year of operation many studio shows have been produced. Three image orthicon cameras are used by the station, each constructed so it can be utilized as a portable unit for remote pickups. Projection rooms equipment includes a shadow box and image orthicon pickup, a Projecta and two 16mm projection units with iconoscope film camera.

Assigned channel 6 (82.88 mc), the station operates with 28.2 kw visual power and 18.1 kw aural. The antenna, 468 feet above street level, is actually the highest point in Indiana. A wide "horizon limit" of TV service is thus provided this rich area.

In one year of operation the station has jumped from 18 to over 30 hours of telecasting per week, although it is usually dark on Mondays, except when there is a home game of the "Indians" baseball team. The station is a basic affiliate of CBS-TV, with a secondary affiliation with NBC-TV, ABC-TV and the DuMont network. There were nearly 50,000 television sets in the WFBM-TV coverage area on Memorial Day 1950, a notable increase from the estimated 2,500 sets a year ago.

Basic rates for film programs in Class A time (6-11 p.m., Monday through Saturday, 12 noon-11 p.m., Sunday) start at $220 an hour on a one-time basis. Class A film announcements for one minute or less are $40 for one time. Studio rates, which apply to all live-talent studio productions, start at $320 for a one-time, Class A, hour. For one minute or less the Class A, studio rate is $56.

First studio show presentation was Test the Press, a weekly quiz program featuring a panel of three members of the press, selected by the viewers. Gilbert Forbes, studio manager, single unit show was devised by use of a backdrop which weathere a predominant background in the film. A switch to the studio is made for the commercial and the models appear to be a part of the film show.

Try It, a program packed with ideas on how to make things, play projects, and hiking and camping suggestions, offers the small fry audience entertainment as well as instruction. It is presented by Herb Sweet, whose syndicated column of the same name appears in 50 newspapers throughout the country.

Outstanding sports event for the Hoosier is the Indiana High School Basketball Tournament. This year 766 teams competed for the title of state champion. Early games and finals are held in the Butler U. fieldhouse, which seats 14,700. Requests for tickets always exceed 250,000. Thanks to WFBM-TV, this year for the first time thousands of Hoosiers were able to see the event. Indicative of the great interest in the games was the sale of 15,000 TV sets in the two months prior to the tournament telecasts. Games were sponsored by RCA Victor distributors and dealers.

Following the 1949 Speedway race, WFBM-TV began telecasting the Indianapolis Indians games sponsored by RCA Victor and Stark & Wetzel Meat Packers. Indianapolis, sponsor of the program, goes to those who mail the first 50 correct answers to the station. One show in November pulled 1,194 cards and letters, the largest mail count to date for a single program on the station.

The Indians Fur Co., sponsor of the film presentation Paradise Island, uses live models to show furs, coats, suits, etc. An effective means of giving the impression of a actual product.

WFHM-TV, with its sister AM station's news editor, is moderator of the show. A chance for the home audience to win a prize is provided by correctly identifying a person shown on a film clip. The prize, a pound of bacon given by Stark & Wetzel Meat Packers, Indianapolis, sponsor of the program, goes to those who mail the first 50 correct answers to the station. One show in November pulled 1,194 cards and letters, the largest mail count to date for a single program on the station.

The Indians Fur Co., sponsor of the film presentation Paradise Island, uses live models to show furs, coats, suits, etc. An effective means of giving the impression of a actual product.

WFHM-TV, with its sister AM station, will occupy this new building upon its completion by the end of this year.

Mr. Bitner
HITS TV SPORTS BAN

"Star-Telegram" Says SAC Flouts Public

STATUS of gate receipts is not a factor in the question of whether television should be barred from sporting events, according to an April 22 letter by the Ford Worth, Tex., Star-Telegram. In reality, the paper claimed, anti-TV action by tax-supported and tax-exempt schools defies the public interest.

The two column barrage by the paper, owner of WBAP-AM-FM-TV Fort Worth, was directed against the Southwest Athletic Conference, which announced a telecast policy on May 13. The schools agreed to bar telecasts of Conference football games, unless they were sold-out or apparent sell-outs, until about 24 hours later. Under the plan, films of games would not be shown until late Sunday night.

Sees No Injury

"We do not believe television would injure gate receipts, but whether it would or not is beside the point," the editorial emphasized. "The point is that the public is entitled to television of football games and what the public is entitled to, wants, and usually gets, in time."

Labeling the Conference action as "short-sighted," the Star-Telegram said "actually the real effect of television upon game attendance — not football alone but all principal sports events—already has been investigated rather thoroughly. The results of the Jordan survey, the paper said, "indicate forcefully that television does not threaten the future of any spectator sport."

Rather than "stand in the way of progress," and putting "amateur athletics on a strictly cold-blooded, commercial basis...in utter disregard of the public, whose support has built the colleges and funded their football to its present level," the newspaper called upon the schools to cooperate with TV and "find methods of getting the greatest possible benefit from it."

BIG TEN

To Set Policy June 20

BIG TEN conference television committee will set TV policies and rules for collegiate basketball, track and football events at a meeting tentatively scheduled for June 20 in Madison, Wis. The committee is scheduled to meet on June 17 at that time will also accept or reject an offer of the Ford Dealer Assn., Detroit, for network telecasting of post-game highlights of Big Ten football (BROADCASTING, May 23). J. Walter Thompson, Chicago, in behalf of the dealers, has sent the offer to Big Ten headquarters in Chicago.

The TV Committee includes Douglas R. Mills, athletic director of the U. of Illinois, Ted B. Pauyser of Northwestern U. and H. O. Phelps, secretary of the TV station's board. Rights and costs for conference games were taken up May 25 and 26 in Evanston, Ill., at a Big Ten meeting.

Sees Need for Action

In its resolution, the TVA board pointed out that the association "concentrating as it does on the increase of television broadcasters is cognizant of the pressing need for constructive action to aid the growth and development of television broadcasting." It in favor of "its responsibilities to the industry" TVA has accordingly pledged itself to the accomplishment of the following objectives:

1. An end to the "freezing" on the licensing of new television stations as soon as possible to insure the resumption of the licensing program before the end of 1950.

2. The speedy resumption of the FCC hearings with respect to the tariffs covering the interconnection of television stations and the various coaxial cables and radio relays, looking toward a reduction of rates and increased flexibility of interconnection.

3. The effective aid and assistance by the association to the industry in the negotiation of fair rates for the use of ASCAP music on television programs and in the establishment of scales and working conditions for musicians employed in making film for use in television.

4. Close attention to the responsibilities of the television broadcaster with respect to programming.

5. Strong, intelligent opposition to unwarranted, restrictive regulations, discriminating taxes and ill-considered controls.

6. Completion of the work already started on a recommended form of agreements for television broadcasters in cooperation with the

(Continued on Telecasting p. 18)
NEW tabulation of television shipments by counties, covering the entire manufacturing industry as started in the first week by Radio Mfrs. Assn. The first report provides estimates of TV receiver set sales to dealers for the first quarter of 1950.

The tabulation was worked out by the Industry Statistics Committee of Radio Mfrs. Assn. under Chairman Frank W. Mansfield, Sylvania Electric Products Corp. Figures are estimates of actual shipments by all manufacturers to dealers in all present TV areas. RMA's own figures are projected on the basis of its members' proportion of entire industry production.

First quarter shipments of 1,565,000, as estimated by RMA, run about 100,000 below the estimated production of more than 1,600,000 TV sets. This is the normal amount by which shipments trail actual factory production.

State and County

Sets

Shipped

State and County

Sets

Shipped

IOWA

3,287

Jasper

6,117

ILLINOIS

7,545

White

2,887

CALIFORNIA

10,652

Sylmar

2,278

GRAND TOTAL

155,600

Webster

185

UTAH

1,700

WASHINGTON

2,348

ARIZONA

3,399

Huntington

671

WASHINGTON

4,256

NEW MEXICO

461

WEST VIRGINIA

928

OREGON

114

KENTUCKY

233

NEBRASKA

20,578

WEST VIRGINIA

19,900

CONNECTICUT

8,809

GRAND TOTAL

1,556,000

DELAWARE

5,047

TV SALES POWER

McFadden Reviews NBC Study

SALES effectiveness of television, as shown by a study conducted by Hofstra College and NBC, was reviewed at a Washington luncheon last Wednesday by Robert McFadden, NBC president. TV industry sources at the luncheon, attended by FCC Chairman Wayne Coy and other Commissioners as well as advertising and agency officials, were Frank M. Russell, NBC Washington vice president; Edward Madden, assistant to NBC President; and William R. McAndrew, manager of WRC-AM-FM and WNEW (TV) Washington.

Mr. McFadden used a series of slides to depict results of the Hofstra study, which showed that TV homes buy more TV-advertised brands than non-TV-brand [TELECASTING, May 8].

UHF COMMON CARRIERS

Hearings Open

ITS COLOR television hearings finally completed after eight months of sessions, FCC today (Monday) enters a less spectacular phase of its overall TV program—hearings on a proposal to allocate the 470-500 mc section of the UHF television band to common carriers.

The hearings appeared late last week to be destined to proceed on schedule despite television broadcasters' tentative suggestions that they should be postponed. FCC expected to consume at least the better part of two weeks, as evidenced by its scheduling no further "regular" meetings for other business until June 21-22.

The Commission meanwhile:

- Denied the Chicago City Council's petition for a lifting of the TV freeze [TELECASTING, May 22], declaring that until the issues in the case are resolved the freeze is continued its "best guarantee against any deterioration in the existing and future television service."
- Refused to extend its color hearing to permit Paramount Television Televisions and Chromatic Television Labs to appear in behalf of the new direct-view tricolor tube which they are jointly developing [TELECASTING, May 29], but left the way open for them to demonstrate it when and if the FCC finds proposals in the color case.
- The hearing which commences today deals with a proposal of Bell Telephone Labs that the 470-500 mc band—the lower end of the UHF television spectrum—be allocated to multi-channel broadcast common carrier radio operation instead of television.

Bell Telephone Labs. spokesmen are slated as the first witnesses. Representatives of other firms will be heard in the following order, according to FCC: U.S. Independent Telephone Assn.; National Mobile Radio System; Mutual Telephone Co.; ITT Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

TBA had entertained ideas of asking others to present ideas, and from the Chicago applicants were involved in hearings which could not be completed before the freeze order.
WKZO-TV, OWNED and operated by Fetzer Broadcasting Company, Kalamazoo, has just made its initial bow to Western Michigan and Northern Indiana . . . playing to some 55,000 existing TV sets, to most of which WKZO-TV presents the clearest picture on the screen.

(A careful check of dealers and distributors showed 61,851 TV sets within 50 miles, 50,909 within 40 miles, as of May 1.)

WKZO-TV is on Channel 3. We pledge ourselves to the same high standards of programming and service that have always been maintained on our two outstanding AM stations, WKZO, Kalamazoo, and WJEF, Grand Rapids. We would welcome an opportunity to send you complete facts.
On the dotted line

PHONENVISION

ON GROUNDS that Zenith Radio Corp. may have over-promoted its phonenvision development, FCC last week held up any action on Zenith's request for an extension of the date on which it was to have started Chicago tests of Phonenvision.

The Commission instructed Zenith to file a verified statement on its Phonenvision promotion, which FCC feared might "easily" mislead the public into thinking "that Phonenvision has been or soon will be adopted by the Commission on a regular basis . . ."

FCC's letter to Zenith asserted that Commdr. Eugene F. McDonald Jr., Zenith president, has solicited manufacturers in Washington to start building Phonenvision decoder outlets into their TV receivers and that advertisements have been run asserting that "Phonenvision will soon be here."

This was done, FCC said, despite the Commission's express provision that in connection with the Phonenvision tests Zenith "shall avoid any action that might create the impression in the mind of any person or persons that Phonenvision has been or will be authorized on a regular basis or that the said authorization [for tests] constitutes approval by the Commission of the principle of Phonenvision or subscription television."

Claims Letter Not Received

Commdr. McDonald meanwhile said that he had not received FCC's letter—which was released by government officials in Washington on Wednesday—and that he knew nothing about it "except what I have read in the papers."

FCC letter was in response to Zenith's request that the beginning of the FCC-approved 90-day period for Phonenvision tests—which already has expired—be extended from Feb. 8 to Oct. 1. The request was filed April 13.

Meanwhile, Zenith said more than 50,000 requests have been received from Chicago residents seeking to have Phonenvision installed in their homes for the test period. A charge of $1 per program is contemplated during the tests [TELECASTING, Feb. 13].

FCC's letter said it felt that "a serious question is raised as to whether your actions have been consistent with the conditions imposed on your special temporary authority."

It asserted: . . . By a letter dated Feb. 19, 1959, Commdr. E. F. McDonald, president of your organization, wrote all RMA manufacturers and to Admiral Corp. and Telefone, the major manufacturers who are not RMA members, encouraging these manufacturers to install Phonenvision decoder outlets in receivers manufactured by them by offering them "a contingent credit against future royalties."

The letter stated that when Zenith issues licenses in the future for Phonenvision decoder units, it plans to charge royalties of 5% for each decoder unit. However, for every set built and sold in 1958, 1959, and 1960 containing decoder outlets, a contingent credit of 25% would be set up to be applied against such future royalty charges . . .

In order for the manufacturers to take advantage of this offer, however, the "design and connections" of the outlets incorporated into their sets must conform to necessary standards imposed by Zenith.

But, FCC said, the order granting permission for the tests made clear that "no system of Phonenvision or subscription television could be authorized on a regular basis, various issues of a serious nature must be determined in a public hearing."

"At such a hearing," FCC said, "the Commission should have the widest possible flexibility in determining the issues in such a proceeding and in setting standards for such a system. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing Phonenvision decoder outlets built in accordance with your present standards."

The letter continued: Thus, if in the future such a hearing were held on this matter, a great number of sets might already be in the hands of the public and on the market, all containing decoder outlets built to your standards. Furthermore, in connection with your organization was granted special temporary authorization to conduct the Phonenvision tests, various advertisements concerning Zenith television receivers have appeared containing such statements as 'Phonenvision will soon be here'. . . . Phonenvision exclusive with Zenith."

The Commission is of the opinion that the public might be confused as to the true significance of the Phonenvision decoder outlets and might easily be misled into believing that Phonenvision has been or will soon be adopted by the Commission on a regular basis . . .

THAT $ LOOK
WHAM-TV Eyes Anniversary

WHAM-TV Rochester, N. Y. is eyeing its first anniversary next Sunday (June 11) with the pleasant "headache" of being unable to open up program and spot schedules for clients still waiting to buy WHAM-TV time—and the prospect of a general rate increase slated to take effect July 1.

Rochester's first and only TV outlet, which began operation June 11, 1949, with 11 clients and about 1,200 sets in the area, will boost its Class A hourly rates from $200 to $300, at present the station reports it is 90% "sold out" and serves 73 clients in an area boasting over 44,000 set installations. WHAM-TV is a sister outlet of WHAM-AM and WHEM (FM), owned and operated by Stromberg-Carlson Co., with William Fay as manager.
SUSPENSE
sponsored by
Electric Auto-Lite, a
CBS Package Program
consistently ranked
among television's
top-rated programs.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Show Name</th>
<th>Network</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00</td>
<td>ABC</td>
<td>America's Forum of the Air</td>
<td>CBS</td>
<td>Life Begins At 80</td>
</tr>
<tr>
<td>6:00</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>CBS</td>
<td>Mr. Magic (L)</td>
</tr>
<tr>
<td>7:00</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>CBS</td>
<td>Mr. Magic (E-M)</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>CBS</td>
<td>Mr. Magic (L)</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>CBS</td>
<td>Mr. Magic (E-M)</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>Lucky Pup</td>
<td>CBS</td>
<td>Mr. Magic (L)</td>
</tr>
</tbody>
</table>

*Programs in italics are sustaining*
## Audience Composition

**THE** Pulse, Inc. announces the extension of its Radio and Tele-Pulse services to include audience composition data (age and sex of listeners).

**DATA** on socio-economic status, type of dwelling unit and telephone ownership of audiences have always been available on special request.

**For Radio and Telefacts**

**ASK THE PULSE**

15 West 46th Street
New York 19, N.Y.
THE TRAP
is a full hour, 
breathtakingly-paced 
CBS Package Program 
that can rivet 
attention on a 
sponsor's product.

Character melodrama, 
in which the 
central figure is 
trapped by 
circumstance, with 
the outcome a 
decision of fate.
Set Radiation
(Continued from Telecasting p. 8)
Once areas within 100 miles of the VOR station in one-half of the cases.

Speakers for CAA last week said that some 300 of the new VOR stations are in operation in the 108-117.9 mc band. More than 600 are eventually to form a grid of VORs in the U.S. and by 1954 are to have completely replaced the ILS force. CAA has been operating in the 108-117.9 mc band and has been subject to static and other limitations. Various solutions to the problem can be found by "ear" in only four directions, the new VOR range gives dial readings so pilots can "feel" in any direction they choose.

The range will contain a distance measuring unit (DMU), operating on the 108-117.9 mc band, and the signals will be of the kind that would have frequent weather reports and other information.

The CAA related a few scheduled airlines are using VOR stations officially on portions of several routes. Many private flyers and some non-scheduled lines are using the new range extensively and CAA has had numerous queries on the effect of the present VOR stations in this group. CAA said many believe the VOR stations or their own equipment causes the trouble.

Interference Now Localized

Mr. Rentzel, in his initial correspondence with Chairman Coy in early March, he labeled the "serious radio interference problem" which the CAA and FCC staffs have been discussing involves "a large percentage of the AM and entertainment broadcast receivers already in the hands of the general public." He said that although the problem presently exists only in the areas adjacent to the stations and the ranges now in operation, new installations which are scheduled, and other factors bearing upon the known details of the problem may be available for use in order to determine what immediate action may be necessary" prior to the opening of the extensive overall FCC-industry proceeding on the problems of interference arising from operation of incidental interference.

The long term solution to the VOR interference problem hinges upon outcome of the overall proceeding, Chairman Coy indicated. He noted that the early FCC proceeding that had been completed by two industry groups, Committee C-65.1 of the American Standards Association and Committee R-76 of the Consumer Electronics Association, was headed by E. W. Allen, chief of FCC's Technical Information Division. Further meeting of this group is set June 6. "Nearly all manufacturers of radio receivers have expressed a willingness to cooperate with these committees and the Commission in solving these troublesome interference problems," Chairman Coy wrote.

In a subsequent letter, however, Mr. Rentzel indicated that he felt "positive action can be taken" in the VOR interference problem "in the immediate future. The urgency ... is so great that I do not believe it should await the long range overall study of incidental radiation devices in which CAA has been actively participating for over a year."

Television receiver radiation "theoretically" could cause interference to one portion of the CAA's instrument landing system (ILS) used by all scheduled airlines and some non-scheduled lines at 90 of the country's major airports, CAA experts explained. ILS equipment consists of two transmitters. One is the glide-path transmitter which sends a horizontal signal in the 330-mc band running out from the end of the runway at about a three-degree angle for some 10 miles. The other, called the "localizer," emits a vertical signal in the 108-117.9 mc band which intersects the glide-beam path to give the pilot the exact course for hitting the runway.

ILS Problems Cited

The ILS localizer could be interfered with by radiation from a TV set tuned to Channel 6 (82-88 mc), it was explained, if the set's intermediate frequency were in the generally used 31-37 mc area and it was close enough to the airport. CAA experts believe there is not too great an opportunity for such interference to occur since the ILS operation is close range and high intensity. Normal pickup point is about six miles from the runway.

It was pointed out, however, that the ILS localizer is a very primary part of the landing operation and the vertical signal is highly critical. In view of this some observers have indicated that even one isolated case of interference might lead to disastrous consequences should a plane happen to be riding the ILS at the time.

FCC engineers further explained last week that should TV set makers begin using the newly proposed 6-channel areas in the 41 to 45 mc area, additional possibility of ILS localizer interference would occur from sets tuned to Channels 2 (54-56 mc) and 3 (60-66 mc).

Some cases of interference to ILS operation in the past have been reported involving accidental harmonic radiation by TV broadcast transmitters, but in each case this problem was adjusted promptly by the broadcaster as soon as it was discovered. Both CAA and FCC officials stated last week.

CAA admitted part of the trouble also was caused by the use of portable war surplus equipment on some planes, which also has been replaced generally.

CAA officials said no interference from broadcast transmitters has even been known to occur to the 75-mc fan marker navigational aids, sandwiched between TV Channels 4 (58-72 mc) and 5 (78-92 mc).

FILM SYNDICATE

Newspaper TV Outlets Plan

MANAGERS and other top executives from 38 newspaper owned and operated television stations are in Chicago this week to meet June 12-13 to lay final working plans for a proposed television film program syndication setup.

Called by Norman Chandler, president of KTTV, Inc. the meeting will be held at KTTV (TV) Los Angeles headquarters.

Invited are the Hollywood meeting are: Ernest Theilien, KNX-TV, San Francisco; D. H. Herkert, WCAU, Philadelphia; Walter Walsh, WDAY-TV, Winston-Salem, Del.; George B. Storer, WCAO-TV, Washington; E. Ford Schreiber, WGN-TV Chicago; Victor J. Landy, WHAS, Louisville; Robert S. Sweeney, WBBM-TV New York; J. Kett, WMAR-TV Baltimore; Richard E. Jones, WBBK and Harry Bannister, WWJ-TV, both Detroit; E. M. Korn, WINS-TV New York; D. L. Thieriot, WBIS-TV Buffalo; J. Bennett Lawson, WFXN-TV New York; Harry C. Wilder, WAAS-TV, and Paul Adanti, WHTV, both Syracuse.

Gaines Kelley, WFMY-TV Greensboro, N. C.; M. C. Watters, WPFO-TV, New Orleans; and John Roosier, WTTN-TV, both Columbus, Ohio; Radio KPIX (TV) Cleveland; Robert H. Moody, WHTO-TV Dayton; J. Leonard Rentzel, WDSU-TV New Orleans; Robert C. Minnepolis: Dean Fitter, WTPF-TV Kansas City, Mo.; George M. Burbach, WSTD-TV St. Louis; George S. Johnson, KOMA-TV Albuquerque, N. Mex.; C. M. Thompson, WEN-TV Buffalo; J. Bennett Lawson, WFXN-TV New York; Harry C. Wilder, WAAS-TV, and Paul Adanti, WHTV, both Syracuse.

PRACTICAL TELEVISION ENGINEERING

By Scott Helt
Research Division Allen B. DuPont Laboratories—Instructor,
700 pages, 6/9, 285 Ikes, $7.50

Here, just off the press, is the first book on television engineering. Written by one of the industry's pioneers, it provides a sound knowledge of both the theoretical and practical aspects of TV engineering, particularly as related to television manufacturing and broadcasting.

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June 5, 1950

PRACTICAL TELEVISION ENGINEERING
ALTHOUGH television is credited with being superior to either radio or newspapers for presenting news, a majority of TV stations do not have a single staff member devoted exclusively to video news production and the majority of news programs are unsponsored.

These facts are brought out in a recent survey covering "News on Television" by Ralph A. Renick, news editor of WTVJ (TV) Miami. The report was supervised by Sydney W. Head, chairman, Radio and Television Dept. It was carried out under terms of a fellowship of the Kaltenborn Foundation.

The formation is based on replies from 71 of the 98 television stations operating on Jan. 9, 1950. At 78% of the stations replying to the survey, not one staff member was devoted exclusively to television news production. In most cases this job was done by AM news personnel or TV announcers.

The high cost of production was reported by Mr. Renick as "the one problem the newsmen believe must be lowered before TV news can seriously compete with radio or newspapers."

The slowness with which motion pictures of news events are delivered to non-interconnected stations and to stations doing their own newsmale makeup was cited as one of the most important, and the stations believe must be corrected before TV news can come into its own.

Other aspects that need immediate improvement, according to station operators, are more complete coverage of events by film, more visual material, and heavier use in studio shows and capable newscasters who can effectively present new and sustain viewer interest.

"There is no solution to these problems which has the newsman's unanimous approval," Mr. Renick's report points out, since problems differ at each station. "Network TV and television stations have tried, to an extent upon the network news shows to present national and international news and can concentrate their efforts in airing local news. Non-interconnected stations have the double duty of providing not only local material but national and international news as well. The local coverage problem is emphasized by this survey. Seventy-four percent of the stations reported that local coverage was the type most lacking in their news programs. Only the largest interconnected stations reported national or international news as being the type most lacking."

Program Types Analyzed

No single format for news presentation received unanimous approval of the stations covered. Following brief outlines of several types of stations now being presented on various stations, Mr. Renick reported: "The experiences cited by the majority of the stations indicate that if an outlet has a top-notch personality adjusted to the visual medium who can give news in a pleasant ad lib style, the program will be acceptable to viewers. The news report can be supplemented with maps, still photos and other visual devices. It is frequently emphasized that one personality must be associated with a news show rather than a series of staff announcers who read the news before the camera as one of their many jobs.

Motion Pictures Used

Motion pictures were reported as the chief source of pictorialization used by stations. In the main these were supplied by syndicated picture services although some stations reported using their own cameramen and the work of freelance operators. The chief source of still photos was reported to be affiliated newspapers and station cameramen.

The high cost of motion picture developing equipment has kept 96% of the stations covered from doing their own work. Facilities for processing still pictures were reported by 20% of the stations. Since wire services can not provide adequate local news coverage, 47% of the stations covered have their own local reporters and 40% used reporters from affiliated newspapers to gather local news.

For a television news show to be profitable to a station, Mr. Renick reports that the high cost of production must be absorbed by the sponsor along with the cost of the program itself. "Forty-eight percent of the stations reported that they were not showing a profit on their news productions. Sixteen percent were breaking even and only 36% were showing a profit."

Automobile dealers were found to be the leading sponsors of TV news programs throughout the country, based on an analysis of 81 shows. Next in order were appliance dealers, banks and beer companies.

The majority of news programs, however, were unsponsored," according to the report, "and the majority of stations felt news programs were not as salable as other types of locally produced programs."

Despite the feeling that a news narrator before the camera was too much like AM, the majority in character for use on TV, 89% of the stations reported they used that format. "Over half of the stations reported use of motion pictures in newscasts and 42% have a microscope or similar device to present the news. Fifty percent of the narrators read the news from copy, though in 19% the narrator was on the air. Sixty percent use a multicam or three cameras."

Since the stations are the only source of new material, the majority of them will have to rely on memory and occasionally, glancing at a copy (44%); and the mounting of copy near the camera (24%). Only 15% reported having newsmen who did the entire show...

Basic Formats Covered

Information on six basic types of television news programs was presented, including a brief format and information on its effectiveness, cost and commercial value.

In summarizing the report, Mr. Renick said: "Television is able to present news stories in a fashion superior to either radio or newspaper... Undoubtedly production costs will be brought down, film coverage of events will be transmitted almost instantly, and transmission to all sections of the country and successful new formats will be devised. Those developments are for the future. Today TV stations need to take stock of their own news operations. The viewer wants to know what is going on in the world, the nation and the community. The station must provide that information."
the Welcome Mat is out for you in the Miami Valley's No. 1 Market when you use WHIO-TV "Dayton's FIRST Television Station"

- Come in, Mr. National Advertiser, the selling's fine in Dayton and the Miami Valley when you use WHIO-TV. Here's all the proof you need!
- 69 Local advertisers use WHIO-TV each week. We're televising 166 spot announcements and 32 programs for them each week.
- WHIO-TV's local production staff is producing those 32 local programs...shows that are making sales and bringing in new customers for their sponsors.
- These local programs run the gamut from musical and variety shows to sports, quiz, news, women's programs and kiddies' shows.
- WHIO-TV delivers the biggest TV audience in this area to you. All ratings show this. And with over 65,000 sets in the area, it's a big market for you. Viewers prefer WHIO-TV's local shows and top CBS, ABC and DuMont programs. Consistent merchandising promotion on the local level is a plus factor in your favor.

News, Sports, CBS, ABC, DuMont
Best Shows

channel 13
whio-tv

Represented nationally by The Katz Agency, Inc.

AFFILIATED WITH THE DAYTON DAILY NEWS AND JOURNAL-HERALD
Telestatus
(Continued from Telecasting p. 14)

families who answered a query on the effect of television on children's eyes, 291 said they felt TV had no effect.

Mr. Barlow also reported that children in television homes are better behaved—because they might miss their favorite shows if bad—there is a sharp decline in movie going and also a reduction in the demand for baby sitters; house- work is finished earlier to free the evening for TV viewing, and the TV set saved money that would be spent for outside entertainment. The possibility of television being used as an appliance school work was foreseen by an "overwhelming majority" of the families which expressed an opinion on the subject, the report pointed out.

New Rate Card
For WBTB (TV) Charlotte

RATE CARD No. 3, effective July 1, was announced last week by WBTB (TV) Charlotte, N. C.

The new one-time rate for a Class A hour (Mon.-Fri., 6-11 p.m., Sat. and Sun., noon-11 p.m.) is $2.225. Five minutes of Class A time on a one-time basis will be $65.50. Announcements (slide or film only) of one minute or less in Class A time start at $45.

Class B time (all other periods) is set at $135 for an hour on a one-time basis. For five minutes the charge will be $45.50. One- time announcements in Class B time become $27.

The station is owned by Jefferson Standard Broadcasting Co, and is represented nationally by Radio Sales, Radio & TV Representative, CBS.

'Music Pacts'
Made Pending Agreement

PENDING completion of an industry-wide arrangement for the production of union musicians in the production of filmed programs for TV use, a few picture producers have made individual deals with the American Federation of Musicians. Gene Autry, cowboy star of radio and the movies, is reported to have made one of the musical picture deals, presumably for use on CBS, which carries all of Mr. Autry's radio shows. Another contract for TV films was made by Snader Telescriptions Corp., West Coast producer.

AFM spokesmen have declined to discuss these contracts but they are understood to call for scale of $39.90 for a three-hour session per musician, leader getting the customary double fee. This rate of pay is comparable to the scale paid to musicians for work on phonograph records.

The TV film arrangement also calls for the payment of royalties into the union's unemployment fund. For 15-minute and half-hour video films the royalty is set at 5% of the evening time charges of each station telecasting the films. For a series of 3½ minute musical shorts, the royalty rate is 5% of the gross income of the film.

The terms set by the union for allowing its members to make films for use of television also are said to include the stipulation that there shall be no duplication of music in other films, or records, all music used in these films being recorded by live musicians employed in the making of these pictures.

The general terms of these agreements are understood not to be acceptable to the industry committee headed by Ernest de la Ossa, NBC personnel director, which includes both TV broadcasters and film producers as members. This group has drafted its own set of conditions covering the employment of AFM members on films for TV use and will attempt to get together with an AFM committee as soon as possible.

Videodex TV Ratings
Released for May

VIDEODEX network television ratings released last week showed Texaco Star Theatre to be the leading program for May in the 17 cities covered.

Program
1. Texaco Star Theatre 66.3 2,769.9 17
2. Talent Scouts 53.3 1,872.9 11
3. Godfrey's Talent Scouts 47.8 1,609.3 14
4. Toast of the Town 54.6 1,846.6 16
5. Toast of the Town 45.5 1,585.3 13
6. Pioneers of Hollywood 39.9 1,404.1 8
7. Cabin In the Sky (Leavitt) 38.8 1,611.0 17
8. Studio One 37.6 1,605.8 17
9. Texaco Star Playhouse 37.5 1,364.1 11
10. Motion Picture 26.9 1,252.6 11
11. Lights Out 30.0 1,279.8 13

RATING INDEX: Top 10

S.R.T.: Set Rating Total

RATING INDEX: Top 10

S.R.T.: Set Rating Total

TBA to Expand
(Continued from Telecasting p. 5)

respectives of advertising agency and advertiser organizations.

Curbing the practice of commercializing television awards.

8. A pledge of assistance by the associations to various groups in their efforts to arrange advertiser practices with respect to the repair and maintenance of television receivers.

9. Assistance by the association to the Radio Mfrs. Assn., Institute of Radio Engineers, of Motion Picture & Television Engineers, American Standards Assn, and representatives of organizations toward standardization of equipment to provide maximum flexibility for the broadcasters in the choice of equipment, reduced operating costs and increased efficiency.

10. Continuance and progressive enlargement of the services rendered by TBA to its membership, advertising agencies, and advertiser organizations.

TBA directors who unanimously adopted the 10-point platform and pledged their efforts to its accomplishment include, in addition to Mr. Richard Bollard, former president, and Mr. Popple, Allen B. DuMont, head of the DuMont TV Network; Lawrence W. Lowman, CBS vice president; J. Nelson, head of WBNS-TV Columbus, Ohio; Joseph A. Macdonald, ABC vice president and general attorney; Ernest B. Glidden, vice president, Paramount Broadcasting Co.; and Paul Rambour, president, Paramount Television Productions.

TBA also announced that an eight-page brochure, pointing up the achievements of the organization during its six-year history, will be mailed this week to all TV stations. One section of the booklet will list chronologically a year-by-year, month-by-month account of TBA's efforts to promote the growth of television during this period, which encompasses the transition of television from a laboratory curiosity to a full- fledged national industry.

NAVY Certificate of Award for "outstanding service rendered to the Navy" has been given to WAAM (TV) Baltimore.

June 5, 1950

BROADCASTING

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RADIO and TV STATIONS

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The now famous Woodbury College impartial survey shows that when asked...
"Which station do you use most?"

KLAC-TV

Was more popular than five other stations in the Los Angeles area based on a survey of 3000 TV set owners in the 16 economic districts of Los Angeles.

*Ask your Katz agency representative for copies of this survey

THANK YOU MR. SPONSOR!!

In the month of April

KLAC-TV

Had in excess of 1850 advertising units... (A unit of advertising is a spot—
(a participation or a sponsored program)

Look for the sponsors...

That's where the listeners are

KLAC-TV

Hollywood, California

LUCKY CHANNEL 13

TELEVISION offers the “only hope” for finding jobs for union musicians to make up for the loss in their employment at radio stations since the passage of the Taft-Hartley and Lea acts, James C. Petrillo, president of the American Federation of Musicians, states in his annual report to the AFM membership. Report will be presented officially today Monday to the delegates attending the AFM’s 53rd annual convention, June 5-9, in Houston.

“However,” the AFM president continues, “there’s a big question as to what television is going to mean to the musicians. I again am speaking to you frankly and can give you only my opinion. It would only be guessing and this is too serious a matter in which to be guessing.

“I have dealt with many complex matters since I have been a labor leader but the television situation is the most complex that I have yet had to deal with. No one knows what it is going to do to the musicians, for or against.

“For a period of two years I have been talking to the different employers on the question of making film for television. I am satisfied that the studio will do television commercials will be made on film just as moving pictures are made today.

**Wide Disagreement Cited**

“The disagreement among the employers themselves as to what television is going to do is completely unanswerable. They have so many different ideas and predictions that most of them contradict each other, and after listening to them for a couple of years, I find myself a little confused as to who has the right ideas and predictions. I do not believe they were all telling me the same things. But when you really pin them all down, the answer is the same—they just don’t know.

“However, we do know one thing, and that is television is here to stay.”

Radio is not the “only field in which musicians have suffered employment losses,” Mr. Petrillo points out. Noting that the drop off in business at cafes, taverns, ballrooms, theatres and other places of amusement has forced many bands to disband and that “conditions in the motion picture industry in Hollywood are so bad that most of the independent producers have gone out of business,” he declares: “There is no question that the entertainment business has not been as bad in the United States and Canada since the depression of 1929.”

“I am satisfied that more people are staying home today because of television,” Mr. Petrillo states. He adds that the 20% amusement tax also has “damaged our business to a great extent.”

Mr. Petrillo’s report includes a summary of a survey of the employment of musicians by broadcasting stations in the U. S. and Canada during 1948 which showed: Grand total of all radio broadcasting employment in the U. S. and Canada.

Staff employment in the U. S.: $13,411,274.26

Staff employment in Canada: $805,661.78

Network commercial employment in the U. S.: $7,777,843.19

Local commercial employment in the U. S.: $3,079,740.72

Local commercial employment in Canada: $492,578.49

Local commercial employment in Hawaii: $1,280.00

Total earned in S.:

Total earned in C.

$2,199,949.47

Royalties paid to Federation:

$1,952,199.47

NOTE: These earnings are based on flat union scale and do not include royalty payments paid directly to leaders.

The report of the union’s auditors shows that for the fiscal year ended April 30, 1950, the recording and transcription fund received $4,120,490 from recording and transcription companies.

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**Film Report**

**WEEKLY sports newsrel, Top Vieux in Sports, produced by All-American News Inc. for United Artists TV at $2,199.949.47.**

**Supervised Carl Gruenberg, with Van Dyck Cigar Co. Company will sponsor program over WENR-TV Chicago.**


Reel is filmed each week in 18 key cities. Narrated by All-American Jimmy Evans, it is roundup of top sports and personalities in news of the world week over.

Benjamin R. Parker, motion picture and television producer, has joined staff of Television Features (TVF) New York. He is president-director.

He has produced television commercials for Dodge, Philip Morris and others. "Nu-Art Films Inc, New York, announces its new location at 112-14 W. 48 St. Telephone, JUdson 6-4810-1-2.


Agency: Mogge-Privett Inc., same city. Firm also doing three film spots for Luerkes, Los Angeles (restaurant), for their fresh dressing and seasoned salted. Included are two 20-second and one one-minute films.

Agency: California Adv., Los Angeles, has Telexip recently placed one one-minute and one 20-second film commercial for Major Punch (concentrated fruit drink) through Glaser-Galley Inc., Los Angeles.

Howard F. Olde, formerly in charge of motion picture production at BBDO, New York, has joined Luerkes & Norling Studios Inc, same city, as production supervisor of television commercials for film company.

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**MOVIE-TV FIRM**

**Trios Productions Formed**

Radio and motion picture experience is being combined by the newly formed Trio Motion Picture Productions Inc., with temporary offices at the Hal Roach Studios in Hollywood, it was announced last week. Firm plans to produce dramatic TV shows on motion picture film using movie technique.

The new company has been formed by Carl Wester, of Carl Wester & Co., radio advertising firm, Canoga Park, Calif., along with Jack Hivel, ex-motion director-producer, and Axel Gruben, radio and motion picture director writer. Mr. Wester has been in the advertising business for the past four years as head of Carl Wester & Co. and during the last four months was vice president and director of KFIC-TV (Filmm). He sold his interest in the latter project when a merger of AM and TV facilities took place.

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**Chamber TV Report**

**REPORT of the inter-relationship between sports and television, compiled by a sub-committee of the Los Angeles Chamber of Commerce Television Committee, will be presented at the TV Committee’s regular meeting today (June 5) in the Chamber of Commerce Bldg, Los Angeles.**
When it comes to commercial results, WXYZ-TV's “Pat 'n Johnny” show has proved little short of amazing, ringing up new records for dozens of alert television advertisers. For example, one sold $21,000 worth of merchandise after just eight announcements. Another increased his sales from 30,000 units weekly to 165,000 after two weeks on the show.

Yes, sir—“Pat 'n Johnny” have not only opened the eyes of the Detroit TV audience but their purses as well. In the nation's fourth market, they've proved that daytime TV can be profitable—and they can make it profitable for YOU.

Daytime television in Detroit can be profitable for you

Your best bet both ends of the alphabet

For participation rate and details, consult ABC SPOT SALES

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1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)
OWNER'S CASES
FCC Sets Hearings for 3 ISSUES in license renewal hearing of WJWA, South Bend, Ind., were reported by FCC last week as involving the question whether station ownership has been transferred with the necessary community approval. Hearing on renewal bid was designated forthwith ago.

Extending the WJWA license on a temporary basis until Sept. 1, the Commission stated it wished to determine who present stockholders are in St. Joseph Valley Broadcasting Co., station licensee, and when and from whom they obtained their holdings. FCC also indicated it wished to investigate whether all details have been properly reported to the Commission. WJWA is assigned 250 w daytime only on 1580 kc.

Meanwhile, FCC also reported it had designated for hearing the applications of two stations seeking changes in facilities in order to investigate their respective ownership situations. These are WMWB Melbourne, Fla., and WRIO Rio Piedras, P. R.

WMWB, licensed to Melbourne Broadcasting Corp., requests change from 250 w daytime on 1080 kc, to 100 w nighttime on 1270 kc. FCC set the application for hearing beginning Sept. 6 and indicated it wished to determine if certain alleged stock transfers were properly reported.

WRIO, licensed to The Master Broadcasting Corp., seeks switch from 1 kw daytime, 500 w nighttime on 1140 kc to 1 kw fulltime on 1320 kc. The bid is set for hearing Oct. 26, FCC said, to obtain full information "as to a certain contract or agreement" between WRIO and Rafael Quinones Vidal dated in February and any other agreements which might exist. FCC indicated it wished to determine if control has been transferred with approval.

COMMENTS

ANTENNA

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 29 Decisions . . .

ACTION ON MOTIONS

By Commissioner Walker

The Commission Post Co., Houston, Tex.,-Granted dismissal without prejudice of applications filed by D. C. and M. F. for extension of permission.

FCC General Counsel-Granted extension to June 22 to file exceptions to initial decision in proceeding upon application for assignment of WACA stock to pec. and for license.

WBAT Atlanta, Ga.,-Dismissed in moot petition filed by D. C. on reconsideration of Commission's previous granting application.

WACA Atlanta, S. C.,-Dismissed a petition filed by D. C. and M. F. for extension of permission.

WBZ Bestg. Co., Decatur, Ill.,-Dismissed a moot petition filed on Sept. 14, 1949, to dismiss a petition for reconsideration of Commission's previous granting application for unit 1050 kc.

NICO Co., Co., Guntersville, Ala., and Attalla Bestg. Co.,-Dismissed a petition filed by D. C. and M. F. for extension of permission.

Mr. R. T. Kinney for dismissal without prejudice of application.

FCC General Counsel-Granted a petition to dispose of right or ownership problems in tossing out applications of KMA Shenandoah, Ia., for reconsideration of license. FCC General Counsel-Granted a petition to dispose of the excess license.

WCTT Corbin, Ky.,-Granted leave to recover records of record. Petition filed by D. C. and M. F. for extension of permission for purpose of incorporating therein certain existing and proposed equipment.

By Examiner J. D. Cunningham

FCC General Counsel-Granted a request that period for filing proposed findings extended to July 1, in proceeding for the assignment of licenses to A. D. Ring & Co., Washington, D. C.,-applicants for renewal of station for the continuation of the station's purposes and operations.

By Examiner J. D. Cunningham

FCC General Counsel-Granted a request that period for filing proposed findings extended to July 1, in proceeding for the assignment of licenses to A. D. Ring & Co., Washington, D. C.,-applicants for renewal of station for the continuation of the station's purposes and operations.

May 29 Applications . . .

ACCEPTED FOR FILING

AM-1430

KCNI Broken Bow, Neb.,-CP AM station for use only from 1400 kc 1 kw until 1430 kc 1 kw D.

AM-1240

Allentown Bestg. Co., Allentown, Pa.,-CP new AM station 1250 kc 250 w until 1430 kc 1 kw D.

AM-1220

Allentown Bestg. Co., Allentown, Pa.,-CP new AM station 1250 kc 250 w until 1430 kc 1 kw D.

AM-1320

Allentown Bestg. Co., Allentown, Pa.,-CP new AM station 1250 kc 250 w until 1430 kc 1 kw D.

AM-1320

ALL THE RESTful

ON THE WAVE

Find out whether your favorite station is

using HI-FI, and you'll hear the difference.

Write

Maquere Inc.

360 N. Michigan Ave., Chicago

SERVICES DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1127 Avenue M.
New York City

COMMERCIAL RADIO
Monitoring Company
P.O. Box 7037
Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "directory" will be seen by 15,000 communications engineers and managers, chief engineers and technicians-applicants for AM, FM, Television and Telefacsimile facilities.

Phone JACKSON 5302

For a complete position listing. Write:

S. W. B. R. A.

Buffalo, N. Y.

NEW PT63-A

Unidirectional construction permits vertical or rock back contours. 3 separate antennas from atop the tower. Prevents record- ing errors. New 3 band amplifier cabia.. to connect present PT6 Maquere.

WRITE

Maquere Inc.

360 N. Michigan Ave., Chicago

IRONTON CASE
FCC Questions Trafficking

COMPARATIVE hearing designated on the new station applications of Coston-Tompkins Broadcasting Co., David W. Jeffries, and Glauces G. Merrill, all Ironton, Ohio, heretofore confined to engineering issues, was modified by FCC last week to include the determination of question of potential trafficking in frequencies.

The Commission, setting the proceeding for hearing beginning Oct. 11, stated it wished to "determine the purposes of the individual partners of Coston-Tompkins Broadcasting Co. in the prosecution of its . . . application and to obtain full information concerning the effectiveness of one or both of the said partners to dispose of his or their interest in the said application." Partners in the applicant are James Goodrich, Collection and Lamon Lanier Tompkins.

Earlier in the year it had been reported postcards were circulated, bearing Mr. Coston's name, which stated it was expected the permit for Ironton would soon be issued and it was offered on a first-time first-rate basis for $1,750. [BROADCASTING, March 20.] Coston-Tompkins has been on fulltime on 1250 kc. Mr. Jeffries seeks the same assignment while Mr. Merrill seeks 250 w fulltime on 1230 kc.
Favorable reactions reportedly received by KVHR Salida, CO, following broadcast from narrow gauge train excursion to Monarch and Villa Grove in Rocky Mountain area, when members of Rocky Mountain Railroad Club conducted tour. Frank Allen, KVHR program director, manned mobile unit to give on-the-spot coverage and interviews with participants, including travelers from throughout U.S. and England. According to Mr. Allen and railroad officials, it was first time radio broadcast had ever emanated from narrow gauge trains.

'Chimpanset's SHOW with no rehearsal or script problems given try on WENX-TV Chi
gowaiail Compton of Louis G. Covin Inc., Chicago. Program, seen June 3 at 4 p.m., was made up entirely of "monkey business," with two chimpanses set loose in room containing mirrors, bananas, jack-in-the-boxes and one lone cameraman. Show may become feature on WENX-TV, with differ
cent situations set up in room each week.

Parade Coverages Spokane's little festival parade, which drew over 150,000 people, was occasion for live mobile coverage of double-barreled nature by KHQ Spok
ekane, which set up a FM transmitter-and-wagon unit for under $100 by us
ny coverage and interviews with orig
iallly had planned to enter float in parade as promotion gimmick but decid
ed on mobile unit as double-barreled venture that paid off in both program and promotion value. Announcers Bob Swartz and Birney Blair gave human interest touches and variety to broadcast by using row microphone to pick up sounds of bands, comments of bandleaders, marchers, etc. For stunts announcers dropped mikes down tuba, intersected a hidden man who drove float and interviewed Indian chief. KHQ had arranged with police depart
ent for special permit. Marchers, while marchers were briefed to split and circle unit when approaching. Sixty-five
five different groups, including civic groups were in parade. Plans were arranged by KHQ President Dick Dunning.

WNLK Public Message EMPHASIZING plight of alcohols and effort to curb unfortunates, WNLK Nawlax, Conn., instituted on June 6 a series of informal open talks with which members of Alcoholics Anonym
ous will tell their stories to public. Broadcasts are under direction of Rev. Carrie F. Decker and are aired Thursday, 9:30-9 p.m.

Side Show Series WEEKLY variety show consisting of clowns, jugglers, belly dancing, bears and slapstick comedy, and built around a sideshow theme, is being offered by WOIC (TV) Washington as new series, Wednesday 7:30 p.m. Titled The Little Tarp, program stars Brooke Johns as MC and Irvin Ross as the piano. Mr. Johns is oldtime performer of vaudeville entertainment world and appeared during '30's with famous Ziegfeld Follies. Show is produced by James McMurry.

Shut-In's Day NETWORKS and stations cooperating with Shut-In's Day Assn., Philadelphia, to annually publicize first Sunday of June as National and International Shut-In's Day. Yesterday (June 4) was set aside for occasion to which stations contributed time. Endorse
ment of program received from such broadcasters as KYW KPOO Denver, KFKA KYOU Greeley, NBC and others who were slated to air announcements and news comments that day.

WWJ-TV 'First' FOR reportedly first time on public television, general audience was en
abled to watch an operation when WWJ-TV Detroit presented Operation Hospital direct from Detroit's HarperHospital. Producer was Walter Koste and writer-narrator Douglas Wright. Script was checked by officials and gave authentic view of operation from its start until patient was wheeled out of operating room. Documentary show was WWJ-TV's contribution to greater Detroit hospital fund drive.

Talk Show Pake TACKLING question to which everybody would like answer--"Is War Invincible?"--WMAL Washington starts series of three-weekly programs heading
lining outstanding government and political leaders. Program is heard Monday, Tuesday and Wednesday at 9:30. Opinions on present U.S. policies will be asked of notables by Bryon Bash, White House corre
spondent of WMAL; and of Edwin Smith, director, WMAL, Sens. Estes Kefauver (D-Tenn.), member of Senate Armed Services Committee; Senator Hubert H. Humphrey (D-Minn.), who is also a Senate Armed Services Committee member, were first week's speakers.

Programs

Opens in Oklahoma FIRST glances for many Oklahoma TV viewers behind curtain of opera company was given by WKY-OKlahoma City. Show was "behind-the-scenes" at production of "Carmen" given by Metropolitan Op
ers Co. in Oklahoma City. Dan Wills
ma, announcer for station, interviewed stage hands and others who had part in production.

Package Shows

NEW-TYPE five-minute package pro
grams being produced for stations by Decker Advertising, Canton, Ohio. A feature of these shows is a"pictures behind scenes" of sponsor's product with the sponsor's product with it being brought into or around the home. The sponsor's product with it being brought into or around the home. The sponsor's product with it being brought into or around the home.

adelphi College Workshop STUDENTS at Adelphi College's sum
mer radio and television workshop in New York to produce plays selected from England, France, Germany and Canada, as part of workshop's "International Radio Festival." Workshop, called Center of Educational Broadcasting, will be held from July 5 to Aug. 15. Plays, directed by Flora Rheta Schreiber, radio, TV and theatre arts writer, will be broadcast over national stations. Also offered by Center is Television Idea Development Seminar in which best ideas for TV shows will be mar
keted by Charles Harrell, TV executive producer.

Family Life Series

series of twelve radio shows dealing with family life started by WBVS-AM-PM Crewe, Va., in cooperation with Commonwealth of Virginia Dept. of Mental Hygiene and Hospitals and local Jr. Chamber of Commerce. Ten week series, prepared by National Mental Health Foundation and nara
rated by Actor Eddie Albert, treats problems in everyday family life. Program heard Friday 6:45 p.m.

Merchandise Demonstration MODERN methods of sl望着 ma
terials handling costs were shown pub
licly recently by Chuck Trumun on Man
hatton Spotlight show over DuMont TV Network. Program was addressed to audience of several hundred industrial and financial leaders formed live audience before which fleet of trucks demonstrated lifting, carrying and stacking of ma
terials in warehouses by pushing but
tons. Specific device pointed out was automatic conveyor system mounted on truck's 
"jib" electric truck secret before show went on air. Pro
gram was staged in sunny Garden, New York.

Visit With the Bishop NEW series, entitled A Visit With Bishop Wright, inaugurated over WAAB Worcester, Mass. Shows aired Saturday, 7:15 p.m., and featur
es John J. Wright, Bishop of Wor
cester, in informal conversation from study of his home. Series was origi
nated by Jack Morrissey, program di
rector, and station claims it is first regularly scheduled radio series by any Catholic church in country.

Traffic Information COORDINATION of police departments of District of Columbia, Maryland and Virginia enables WWDC Washington to air essential traffic information about conditions of highways leading into District and surrounding areas. Weekend reports are given at 6:45 p.m. on Friday and Sunday for sum
mer months. Time also has been cleared for siring of important bullet
ins which may come up between regular reports. Shows are supervised by Denis Sartain, news edi
tor, whose staff maintains continuous circulation with traffic bureau of Washington and police departments.

Loyalty Discussed STUDY of loyalty investigations and their implications in this country is subject of Clear and Present Danger, special documentary broadcast by ABC tonight (Monday) for one hour on 277 PCT stations. Police affairs department in New York, program was written by Joel Sayre. ABC last week mailed 20,000 invitations to industry to hear show. One leaflet featured line drawing of Statue of Liberty.

Report on his coverage of Battle of Iwo Jima on ABC's Gentlemen of the Press show by Gene Rider, chief engineer of WQAM Miami, has been included in permanent file of Marine Corps Archives.
'LULU' AWARDS
Radio-TV Get Mentions

FOR the second consecutive year "Lulu" awards for highest achievements of women in advertising were omitted for radio or television categories. Awards were presented by Los Angeles Advertising Women Inc. in cooperation with Advertising Assn. of the West. As was the case last year, no entries in these categories succeeded in fulfilling all necessary requirements of the judges for the highest awards.

Three honorable mentions, however, were presented in these classifications: For radio program series, to Shirley Thomas, vice president of Commodore Productions, Hollywood; television commercials, Isabel Beasley of WAGM and of WEEI, sponsor's announcer.

THIS is the new studio of KBMN Bozeman, Mont., which was scheduled to go on the air May 22. Building design and engineering were done by G. Norman Pennell, manager, who said equipment was furnished by Graybar and is mostly Western Electric throughout. Owned and operated by Penn Engineering Co., KBMN operates with 250 w on 1220 kc.

Adv., Los Angeles; television program, Betty Mears, KTLA (TV) Hollywood producer.

WNCA PETITION
FCC Asked to Dismiss Permit
WNCA, Aiken, S. C., which was denied authority for program tests by FCC a fortnight ago, has petitioned the Commission to dismiss its bid for a license and indicated it is surrendering its construction permit. Owner is Aiken-Augusta Broadcasting Co.

The CP, issued in March 1949 for 1 kw daytime on 1300 kc, was granted modification by the Commission last June to specify 740 kc. FCC gave no reason for denying the program tests. The Commission, however, has designated for hearing a protest by WSB Atlantic on interference grounds and WNCA has been made a party. The hearing has been continued to June 12.

1950 MARKET BOOK
radio's most authoritative
fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

- Please and mail now for best position!

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Extra Color: $110 per page • Bleed: $40 per page
New Tangier Outlet

POWERFUL new Voice of America radio station at Tangier, North Africa, now under construction by the Navy Bureau of Yards and Docks, will be completed by Oct. 1, the Defense Dept. revealed in a statement prepared for release yesterday (Sunday). Its function will be to receive programs broadcast on 150khz, frequency originating in the U.S. and re-broadcast them on high frequency to various areas of Europe, and the Near East.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Mrs. Gene B. Blake.

This 9:15 a.m. week-day feature has been on the air for almost 45 years. The program is deftly handled by Nancy Goode, homemaker, and her aide, Miss. Nancy Goode, the active clubwoman. Her recipes, food and household hints are of great interest to the B.C.-K.F.R.M. listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K.

PLANE CRASH

WHEN a Navy P-80 "Shooting Star" jet airplane crashed near Columbus, Miss., it took less than 10 minutes for WCBJ to send its portable equipment to the scene, tape record a description of the crashed plane and interview eye witnesses to the crash.

General Manager Bob McRaney said the station, also representing the Mid South Network, was on the scene, in a rural area, ahead of ambulances from Columbus. Minutes later the tape recorded broadcast was fed to the Mid South Network's stations and the following evening a portion of the tape was used on the Mutual News Reel over the full facilities of MBS.

Mike duties were handled by Mr. McRaney who also supervised the pickup. Incorporated into the taped broadcast were interviews with Capt. James Ward, former Air Force jet pilot and head of the Columbus recruiting office; members of the Mississippi State Highway Patrol, and residents of the area. The pilot was killed instantly in the crash.

AIMS SESSIONS

Set for Miami June 28-30

CONVENTION of the Aasm. of Independent Metropolitan Stations will be held in Miami, Fla., June 28-30 with WMIE as host station. Steve Cisler, WKYW Louisville and AIMS secretary, has announced. Business sessions will consist of reports on operating problems, program ideas, sales methods and promotion plans, with each topic to be moderated by a different station manager.

Simultaneously, Mr. Cisler announced that the following stations have joined AIMS: KYA San Francisco; KSON San Diego; Mr. Miller's WAJO, WCBC Des Moines, Iowa. AIMS' membership presently numbers 34 stations from Honolulu to Miami. Membership is by invitation and is limited to one leading independent in a metropolitan area of 100,000 or more population.

THE LOCAL ANNOUNCER.

By S. STURGEON BROWN


AUTHORED by two Boston U. school of public relations teachers, Training the Local Announcer was written with the thought that most persons entering the radio field begin in the small, local station. In 12 chapters, rounded out with excerpts from various radio scripts showing style and everyday production of the local announcer, the book lays stress on how the announcer fits into the daily operation of the station.

With emphasis on the practical side of announcing, the authors not only discuss announcers' duties and techniques but also include reference to dramatic narration, special events, news, interviews, various feature-type programs and production. Appendices are made up of a radio terms list and announcer's audition material.

FRED HAHL, formerly program director of WLOG Logan, W. Va., will undergo auditions before the new WLOG Toledo, Ohio, appointed production manager of WKCY Cincinnati.

DICK COVEY appointed program director of KRNT Des Moines, Iowa, and prepares for auditioning CHARLES MILLER, resigned. Miller's assistant and head of continuity department of station until January 1950 when he joined KJFU Webster City, Iowa. He had been with KRNT for eight years. Miller's future plans have not been announced.

CHARLES SPEARS joins announcing staff of WMBG Richmond, Va. He was formerly with WSPA and WORD Spartanburg, S. C.

DEAN MILLER and CLIFF BAKER join announcing staff of WCPO TV Cincinnati. CHARLES STROTHEK appointed to traffic department of WCPO-TV.

ALLEN BOTZER, CBS Hollywood announcer, named to replace Evelyn Lifschutz as production supervisor for network's Hollywood booth. Miss Lifschutz left that post June 3 to join Ward Wheelock, Los Angeles, as office manager and assistant to Diana Borchers, head of agency radio department [BROADCASTING, May 22].

JERRY FRANKS joins KECA TV Los Angeles as floor manager after 12 weeks' leave of absence. He formerly was with WJRN Jackson, Wis., and is the father of a girl, Cecilia Lynn.

KENT GRANT, announcer at KNUZ Houston, Tex., is the father of a girl, Melissa Ann, born May 24.

MILTON E. KRENTS, program director of WINK West Palm Beach, Fla., is the father of a girl, Elisabeth Joan, born May 21 in New York.

CITATION presented to John F. Royal, NBC vice president, by Orville J. Borchers, dean of Southern Methodist U.'s music school, on occasion of NBC Symphony concert in Dallas. Presentation was made over WFAA Dallas.

Mr. Covey

WALTER TYRELL added to announcing staff of WASH (FM) Washington. He was formerly with WINX Washington, WTBQ Cumberland, Md., WWIT Baltimore and WEAM Washington.

THOMSON HOLTZ joins staff of KFAB Omaha. He was with WOW Omaha for seven years, and before that with KNEW Emporia, Kan.; WREN then Lawrence, now Topeka; KMBC and WDAF Kansas City.

ARTHUR C. STRINGER Jr., radio student at Syracuse U., joins WCAY Norfolk, Va., July 1 as summer relief announcer. He returns to Syracuse U. Oct. 1 for his last semester.

HOWIE LUND and WALT (Kossin) KAY, both former staffers of WJW Cleveland, form radio and television combo with three-hour weekly show to be aired Friday on WODK Cleveland.

BETTY FELLER joins continuity staff at WIS Columbia, S. C., formerly KXIO Columbia and WALB Albany, Ga., joins WIS continuity staff.

GENE ARCHER, singer for WNBW (TV) Washington, presented award by Veterans of Foreign Wars for entertainment of hospitalized veterans. PAUL CRAIN, program director of KNEW Spokane, elected president of Great Jr. Chamber of Commerce. BOB BOYER, musician with WRFD Worthington, Ohio, Rural Rangers, and Helen Chalk have announced their marriage.

KENT GRANT, announcer at KNUZ Houston, Tex., is the father of a girl, Cecilia Lynn.

JIM STEELE, program manager of WIRK West Palm Beach, Fla., is the father of a girl, Malinda Ann, born May 24.

HANK SYLVER will be welcomed back to his old show, "The Jackpot," every Sunday afternoon for the summer. He will also appear on the "Oldies" show, "The Jackpot," every Sunday afternoon for the summer.

BROADCASTING • Telecasting
Help Wanted

Salesmen

Experienced time salesman for 500 Watt station. Must have guarantees and commission. Box 122F, BROADCASTING.

Salesman — Aggressive, experienced salesman. Also general sales manager. Must have experienced copy. Send resume to Box 265F, BROADCASTING.

Salesman wanted. Send photo and data to KOCO, Salem, Oregon.

Salesman wanted: Send all details to WBFN, Cartersville, Georgia.

Wkat, Miami, Miami Beach has opening for man who can manage, direct and produce radio news, copy, engineering and sales work. Must have proven and write for 250 watt full-time independent station. Location — Miami, Florida. Box 138F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing skillful. Permanent ABC affiliate. Box 260F, BROADCASTING.

North Carolina 250 watt independent wants announcer with 1st class phone license, who can write copy, announce special events and functions, act as program director. Give salary requirements. Write Box 272F, BROADCASTING.

Answerer-engineer. Must have engineering license. Qualify announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 138F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing skillful. Permanent ABC affiliate. Box 260F, BROADCASTING.

Florida leak needs good announcer with license. Salary $60.00 to $70.00. Must have 4 years experience. Box 318F, BROADCASTING.

Major league baseball play-by-play sportscaster — $200 per week Guaranteed plus expenses. Full participating in all auditions and giving sample of work. Pullman, New Orleans. Box 318F, BROADCASTING.

Two announcer-engineers: heavy on announcing. Also two announcers, Dr. W. Guinn, WQLC, Phone 3173, Monroe, Louisiana.

Announcer-salesman wanted by northern Illinois kwatt daylighter. $100 per month for 250 Watt announcing weekly. Must guarantee against 15% direct commission for three months. Must have good sales record and liquid assets. Want good announcer with sales record. Small town market. Contact Day or Night for personal interview.

Announcer-engineer. Must have good voice. Prefer man with experience in southern states. WHBF, Cartersville, Ga.

Help Wanted (Cont'd)

Southern Muzak operation (wired music system) seeking experienced announcer. Must have keen ear for sound and knowledge of amplifiers, equalization, etc. Work at station consists of producing Muzak systems and sound control work. Give full information about experience and salary requirements. Address Box 309F, BROADCASTING.

Production-Programming, others

Capable program director. Initiative paramount. Ideas must be capable. With 250 watt full-time independent station. Must have experience in station control room and management. Send disc, experience, and personal data. Box 260F, BROADCASTING.

Four years experience all phases small market. Must have knowledge of community service. Married, mature, personable with opportunity to prove yourself to us. Box 318F, BROADCASTING.

A good result producing man, long experience in radio management and production. Ten years experience as station and/or commercial manager. KDSF, New York. Box 318F, BROADCASTING.

Experienced manager and commercial engineer desires job with both independent and network affiliated stations. Middle aged, reliable, top references. Box 308F, BROADCASTING.


Broadcasting Engineer. Must have experience with 5 network newsmen. Will affiliated operation preferred. In position so any place can handle "Sky" program. Top-notch references. Box 254F, BROADCASTING.

Box 308F, BROADCASTING.

15 years experience in selling, management, programming, announcing. Baltimore, Maryland. Will come to right position. Desires top 1st salary. Good man for good station. Box 308F, BROADCASTING.

Salesman employed by 5 network network. Will affiliated operation preferred. In position so any place can handle "Sky" program. Top-notch references, excellent personality. Ten years experience in selling. Desires top 1st salary. Must handle situations to the best. Box 254F, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS Instruction taught all phases of broadcasting. Formerly announcer for NBC, WPIX, in Chicago, Radio stations in Chicago night clubs. Two years college and considerable experience. Consider all offers. Box 138F, BROADCASTING.

Triple threat radio and/or TV man; ten years experience in radio and TV. Program director; produced and directed and also sales work. Desires permanent position requiring initiative; just employed but available for initial interview. Box 315F, BROADCASTING.

Announcer, three years. Top mail pull. All news, features, programming. Answer this and you'll get your answer. Box 285F, BROADCASTING.

Invest winny and make money — man with pleasant voice, college grad. Complete extensive course in radio broadcasting. Will produce and sell own show. Desires position temporarily. Will send audition disc and resume. Box 260F, BROADCASTING.

Announcer, Des Moines, IA. Top independent area. 500,000 seeks change to larger and more secure market. Four years experience. Disc available immediately. Box 364F, BROADCASTING.

Announcer, experienced in large metropolitan city, ambitious, specializing in news. Has good solid experience on large metropolitan markets. Box 359F, BROADCASTING.


Advertisements

Ask your local stockbroker to sell you a bright stock at its current price. Box 114F, BROADCASTING.

Executive radio manager. Has spent 25 years in the field. One inch ad, $1.00. Box 114F, BROADCASTING.

Good time afternoon engineer. Desires position in New England. Box 265F, BROADCASTING.

Send resume to Box 114F, BROADCASTING.

Announcer, experienced in the metropolitan area. 500,000 seeks change to larger and more secure market. Four years experience. Disc available immediately. Box 364F, BROADCASTING.

Announcer, experienced in large metropolitan city, ambitious, specializing in news. Has good solid experience on large metropolitan markets. Box 359F, BROADCASTING.

Announcer, Des Moines, IA. Top independent area. 500,000 seeks change to larger and more secure market. Four years experience. Disc available immediately. Box 364F, BROADCASTING.

National situations. One inch ads, 269F, minimum. Consider stock, State or City. Box 144F, BROADCASTING.

Please give details upon request. Box 373F, BROADCASTING.

Announcer, experienced in central section of Missouri. Will work anywhere. Has references. Box 366F, BROADCASTING.

Apply to Box 260F, BROADCASTING.

Announcer, trained, 21, eager, willing, lead. Desires position with stations in large metropolitan market. Box 122F, BROADCASTING.

Announcer, experienced in Chicago. Desires position in the western market. Box 265F, BROADCASTING.


Salesman, 17 months broadcast, 3 years radio experience, will travel. Box 144F, BROADCASTING.

First phone license. Will accept anyone. Inexperienced, but full of ambition. Box 285F, BROADCASTING.

Announcer, experienced, versatile, wants more education. Nights or part time in university town. Salary by agreement. Box 260F, BROADCASTING.

Chief engineer. Record will stand closest scrutiny, backed by well known references and higher of recommendations. Management minded. Experienced with TV and FM. Must be comparative with 300 kW. Box 320F, BROADCASTING.

RCA graduate, 1st phone. Desires position with progressive station with TV in remote. Must have references. Box 114F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) experimental audio console and turntable. Desires position as Single, willing to travel. Box 319F, BROADCASTING.

Engineer, 1st phone, single. Two years experience. Has studio experience, record, programming, western. Box 266F, BROADCASTING.

Engineer — Salesman. Has studio, remotes, recording and studio experience, 2-1/2 years. Desires position in New York. Box 114F, BROADCASTING.

ANNOUNCER-ENGINEER. Has background in southern states. On NBC, WJR, etc. Box 114F, BROADCASTING.

Engineer-announcer. Let's see how you do. Will rate your everyone. Box 373F, BROADCASTING.

Engineer-announcer. Has background in southern states. On NBC, WJR, etc. Box 114F, BROADCASTING.

Production-Programming, others

Good programming and production sense. Thorough knowledge of popular and musical programs. Aids in programming, announcing, commercial and sales work. Must be well versed in all phases of events. Must have willingness and ambition, plus good qualifications. I hope there are enough for me. Box 364F, BROADCASTING.

Announcer, experienced, dependable. Desires opportunity to learn selling. Marion, Ohio. Box 138F, BROADCASTING.


Technical

Engineer thoroughly experienced, no experience or in any radio anywhere. Box 408F, BROADCASTING.

Eastern Market Station-$125,000.00

A well established independent facility with a consistent record of sound development and fine profits. Here is a well operated property that has been a leading TV station for years and its sales and profits are better than ever. Price of $125,000.00 is an unusually low ratio to earnings. Financed arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

1000 Fifteenth St., N.W.

7400 S. Michigan Ave.

530 Sutter St.


225 Montgomery St.

Sterling 441-2

Randolph 6-4530

Brookside 2-5672

Situations Wanted (Cont'd)

For Sale

For sale or trade: Panasonict 2 studio consoles-$500. DuMont 274 oscilloscope-Typevision Trucon 358 foot solid support-tower-$1000. RCA BT 42 transmitter, 250watt final-4001 tape recorder-$75.00. GR 728 distortion meter and GR 732 modulated monitor-$100.00. GE BC 1A complete-$1000. Contact Chief Engineer, WPTL, Fort Lauderdale, Florida.

$11,000 FM WE 5066-2 complete, spares, 16 kw transmitter. New, never un- crated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJLX and WCAP, Asbury Park, N. J. Requires an individual with a background in sales, production and promotion. Will arrange for transfer. Contact KOBY 230, Fort Lauderdale, Florida.

For sale or trade: Wincharger towers, 107 watts, 2 tower. Con- struction Co., 107 Fourth St., Sioux City, Iowa. Phone 6-901.

Wanted to Buy

Stations

Manager and chief engineer of a south- ern station wishes to buy a small station in south through earnings. Can give reasonable prices, no useless catchers. Box 383F, BROADCASTING • TELECASTING.

Experience, successful manager in- terested in buying or leasing small station in south. Please address box 383F, BROADCASTING • TELECASTING.

Turntable, preferably RCA, complete with pickup, Statesboro, Ga. Box 377F, BROADCASTING.

For Rent

Equipmen, etc.

Wanted to buy—1 kw AM transmitter. Prefer Haythen RA-1000 or Gates BC-1E. Must be in good condition. Will pay fair prices. Write full details and price to WVOP, Vidalia, Ga.

Equipment for 1 kw station. Send de- tails and lowest price.提出者—250 Hillmont Drive, Nashville, Tennessee.

TELEVISION ENGINEERS EXPERIENCED

Engineers and technicians with com- mercial radio or television experience for TV network studio operations in New York City area. Send full resume to Box 347F, BROADCASTING • TELECASTING.

For Sale

Situations Wanted

TELEVISION

Help Wanted (Cont'd)

Help Wanted

PROGRAM DIRECTOR WANTED

If you have been a successful pro- gram director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, pro- duction; if you have the type of executu'e ability which gets results, that's not antagonizing others; if you are looking for financial advance- ment, future security and the op- portunity to associate yourself with a leading, midwestern, net- work affiliated, 5000 watt station—send us complete details about yourself, including pass photos, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

For Sale

Equipment, etc.

175 foot self-supporting non-insulated Burk- now tower, all new bolts, perfect condition. Dismantled ready for immediate installation. $800.00. (50 ft.), three (500 ft.), five (500 ft.). Will arrange for installation. All include hardware. For price information write R. O., Box 220, K. L. Shackevelle, St. Anthony, Texas. Telephone Namele 616.

BACKS BOXING

WWCA's Tourney Succeeds

WWCA Gary, Ind., is convinced that a station can promote an amateur boxing tournament as ef- fectively as the local paper. When the station does, and local amateur clubs could not see eye to eye in sharing gate receipts of the scheduled 20th annual Golden Gloves Tournament in Gary this year, the station decided it was time to lend a public hand.

With the tournament only a few weeks off, WWCA offered radio time to the clubs. The newspapers refused, but coaches and fighters jumped at the opportunity to enter the ring of public opinion. Sev- eral days before the tourney was to open, the clubs withdrew their fighters and the tournament was cancelled.

A month later, WWCA formed a non-profit group with members made up of Dee O. Cee, WWCA general manager and Jim Fitzgerald, account executive; Tony Zale, former middleweight champion and a Catholic Youth Organization boxing instructor; Father Laurence Grothous, of the Church of the Trees, and businessmen, to pro- mote the Calument Boxing Championship Tournament. With the avenue of newspaper advertising closed, WWCA stepped in to promote by radio spot, placard, and ticket canvassing. Result, reports WWCA, which broadcast the entire two nights (May 9-10) of 58 bouts, was a take of $9,732 giving a net profit of $1,500. Each of the clubs received $250 with the remainder banked by the association which plans a bigger and better tournament next year. WWCA netted $500 from sponsor- ship of broadcasts, nothing from the actual tournament.
Network, Non-Network Listening Compared

IN NEW YORK during the daytime hours, women represent a larger proportion of the audience than they do in the independent stations—79.3% as compared with 69.2%. Housewives (most but not all of the feminine daytime audience) once but only 58% of the audience of the non-network stations. These facts were revealed May 2 by Robert Hoffman, research director of WOR New York.

Speaking at a radio-television luncheon meeting of the Marketing Assn. at New York's Hotel Shelton, Mr. Hoffman also reported that a greater proportion of the listeners to independent stations are in the lower income brackets than network station listeners—33.1% daytime and 29.3% evening for the non-network stations compared with 28.5% daytime and 24.8% evening for the network outlets.

Network station listeners are mostly over 35 years old, independent station listeners mostly under 35, the daytime percentages being 68.3% for the network stations, and 48.5% for the independents, with the nighttime pattern about the same, he said. In the early evening hours, 69.4% of the network station listeners are married persons, against 55.6% of married listeners to independent stations.

Source of those statistics, Mr. Hoffman said, were two surveys made in the 16-county Metropolitan New York area last November (covering 46,000 homes) and last February (covering 45,000 homes), using a new rating technique, the Simul-Pulse. This method uses a house-to-house personal coincidental interviews, the respondents being questioned about the programs on the air at the time of the interviews, which were made between 9 a.m. and 8 p.m. on a Monday-Friday basis.

The interviews were made in homes without telephones as well as those with them and inclusive information about age, sex, income and marital status of the residents as well as whether a radio or TV set was in use, who was listening or viewing and to what program and whether more than one set was in use in the household at the time of the interview.

Explaining that the Simul-Pulse surveys were originated by WOR in cooperation with The Pulse Inc., “because this is the way to get the answers that time salesmen and timebuyers need and can use,” Mr. Hoffman added: “We hope others will join us in making future surveys of this type.”

These answers are especially important at this time of high interest in comparative radio-TV audiences, Mr. Hoffman pointed out, noting that “while ratings are basic, they can be used alone. We’ve been so busy counting noses we’ve overlooked listeners as people,” he added.

He reported that daytime differences between Simul-Pulse and other ratings are greater than those found at night; from 9 a.m. to 6 p.m. the Hooper was 14.1, Pulse 8.4; while Simul-Pulse was 21.5 in November. For the 6-8 p.m. period, Hooper showed 30.1, Pulse 32.2 and Simul-Pulse 30.0. (Hooper ratings represent an average of Oct.-Nov. and Nov.-Dec. reports, he said.)

Hooper credited television with 34.5% of the audience, Mr. Hoffman said compared with 10.5% given TV by Pulse and 17.5% by Simul-Pulse. “This type of material leads us to believe that Hooper ratings sell radio short,” he stated, adding:

“We have no desire to underestimate TV. We feel that in the future its share of audiences will be about 50% at night. But we don’t know when. Neither do we want to undermine the rating services.”

Mr. Zimmer

Robert T. Conner appointed plant manager of Elizabethtown, Ky., plant of Minncos, a subsidiary of the former T-Rex Paper Co. He formerly was associated with Decca records, and has been in the industry for 13 years.

ASSOCIATED PROGRAM SERVICE sending special program feature built around National Tennis Week (June 24-July 1) to its subscriber stations. Show reviews origin, history and little-known facts about game. Special merchandising material, publicity releases and suggestions for sponsoring tennis match in community accompany program.

Equipment

H. Ward Zimmer elected executive vice president of Sylvania Electric Products Inc., New York. He has been vice president in charge of operations for the past 2 1/2 years. He joined company in 1919.

Rule Amended

RELAXATION of Sec. 1.313 of FCC’s rules relating to the installation and removal of broadcast and non-broadcast transmitters was effected by the Commission last week. The rule was amended to provide that application no longer must be made 60 days prior to the time such equipment is to be removed. The requirement for 60 days prior filing of application to install new transmitting apparatus continues.

O’Daniel Plans

Not Eyeing Governorship

FORMER Sen. W. Lee O’Daniel, who used radio for his political rise in Texas, ended the guessing about his possible intentions in the coming gubernatorial race in the state. The Dallas Times (Circus, April 24) by announcing in a May 28 broadcast that he was not running. In stead, he said, he was setting up an advertising company, to be called the W. Lee O’Daniel Life Insurance Co.

However, he announced plans for a regular radio program which he hopes will be forth to “save our Constitutional form of government in Washington from Socialism and Communism.” Details of the broadcasts were not given. He spoke from his Fort Worth home over WBAP-820 Fort Worth and a number of other stations from the Lone Star Chain.

On All Accounts

(Continued from page 18)

copy of her mother, who is the office maestos.

In addition, Eileen has kept very active in local talent groups ever since she graduated from Iowa State. She played lead for three years with one group and in the last two years she has added radio work, taking part in short drama skits etc.

Modestly enough, Eileen says that her part in radio has been comparatively small “but probably as enthusiastic as someone in a bigger market. Fortunately here in Cedar Rapids we have one of the finest radio stations in the country, WMT. Their network operation is an inspiration to anyone in this field.”

WCHS

Charleston, W. Va.
PERSONALITY promotion built around the use of caricatures keynoted KDAL Duluth's booth presentation at city's annual Home Show. Theme at booth was slogan, "Duluth's Brightest Stars Shine on KDAL." Over 18,000 visitors watched nationally famous caricaturist, Lenn Redman, in action each afternoon and evening during five-day show. Projector made it possible to show first to front to view each sketch on large screen in booth. Promotion was carried off by a back-lighted display of 12 staff personalities done by Mr. Redman. Air personalities worked booth in shifts, and over 6,000 listening guides carrying slogan and display photos were handed out at show.

Summer Service News

NEWS modeled in summer clothing offered listeners by WRLA Baltimore. Scheduled to run until Labor Day, broadcasts of one to three minutes long were made to students and adults mailed by posted on summer activities in Maryland with accent on beach conditions, fishing facilities, traffic problems, weather forecasts, etc. Promotion plan, to stimulate home, auto and portable radio sales, was launched with a quarter-hour show, Summer in Maryland, Wednesday, 7:30-7:45 p.m., saluting cities, towns and resort areas. All news summaries incorporated into local programs during day.

WFVA-TV Debuts Hailed

TWENTY-SIX PAGE supplement of The Dallas Morning News May 29, devoted to start of programming by its TV station, WFVA-TV (TELECASTING, May 29). Station supplemented KTBY (TV) which was acquired by News on March 17. WFVA, AM facility, was tied in with promotion and features. TV section also carried liberal supply of dealer advertisements.

Kansas City Story

POSTCARD promoting "the dynamic story of Kansas City" in the June 1 Hallmark Program was mailed out. CBS mailed out KMBK that city, with suggestion, "Maybe some of your friends would like to listen, too. Keep that's really going on in Kansas City."

Progressive Window

WINDOW display in Boston tied in the place of radio in 50 years of city's progress as reported by WMCA that city, display was composed of pictures of radio 25 years ago. Early WJZ New York, WFLX Pittsburgh, first mass produced home receivers and pictures of early control rooms were among those displayed. On other side of window were pictures of WCOOP's modern studios and master control room as well as network and WCOOP performers.

Official Change

TO publicize moving of The Ruggles to new address and to new program time, KFVX-TV Los Angeles Promotion department sent official government post office change of address cards to television editors and columnists. Lewis Food Co., Los Angeles sponsors family-type show which stars Charles Ruggles.

Show Move

CAST of Sunday Down South show, sponsored by Lion Oil Co., Eldredge in Ark., over WSM Nashville and 25 station Southern network, was recently flown by sponsor to Red Springs for Arkansas District Rotary Convention. Two DC-3 planes were charter for "lift" which involved moving some 47 performers, engineers and production men.

Eyes on WFMY

SURREALISTIC drawing of eye en- cler cameron draws attention to WFMY-TV Greensboro, N. C.'s latest promotional effort. Brochure is titled, "Keep Your Eye on WFMY," and is printed in Kelly green over white. Eight-page booklet includes pictures and information on set sales, TV's advertising impact, types of programs carried and cross-section of advertisers now effectively using station.

Awards to Youth

THREE YOUTHS who have contributed to their communities, and thus helped fight "stigma of juvenile delinquency," were honored May 23 at Popple Youth Awards banquet in Chicago's Blackstone Hotel. Chicago event, duplicated in other cities, was sponsored by WLS that city, which broadcast dinner events and presentation of the awards for half-hour following day. Among special guests were Gov. Adlai Stevenson, Mayor Martin Kennelly and James E. Edwards, president of Prairie Farmer WLS.

Trade Reprint

SHOCKING pink reprint of advertisement which appeared in BROADCASTING, May 29, sent to trade by WBT Charlotte, N. C. Bulletin is 42 inches long with drawings of men dressed in suits with WBT written on collars performance for delighted public. Caption across top prognostics this program will deliver a bigger share of audience than any other Cooperated 50,000-watt station in the nation... I say get WBT FOR SIZE!"

Election Success

IMPRESSIVE measure of sponsor pull in election broadcats May 29 over WJHP Jacksonville, Fla., given Duval Motor Co., (Ford dealer) by unusual station request. When final returns were being aired ahead of schedule, Reggie Martin, WJHP general manager, thought up idea of asking listeners to telephone for specific precinct returns in which they were interested. As result, station's switchboard was swamped with calls for an hour.

KSD-TV Explains Why

ADVERTISEMENT placed in St. Louis Post-Diachet by KSD-TV St. Louis explains to viewers reason for change in time of some programs during summer. According to station, time conflicts arise because KSD endeavors to bring as many programs as possible from the four major TV networks, NBC-TV, CBS-TV, ABC-TV and DuMont—and necessarily some programs are sent over cable or satellite. Illustrates conflicts by mentioning specific programs and when they are scheduled.

KFI Ark Valley Boys

DESIGNED for counter display and direct mail, two-color folder sent to prospective advertisers and booking agents by KFI WBAK does not deal with the KFI Ark Valley Boys. First fold, dice cut around tops of figures, shows band picture. Second fold is a picture of Leader Speedy Fogel with inside fold showing shots of band and Austin Sisters.

KRTN Baseball Day

BASEBALL Day in Des Moines found KRTN that city parading float downtown with Sports Director Al Couperes announcing afternoon game time and Don Bell, disc jockey, at turntables. Tickets for "Complimentary Radio Box Seat" distributed with station's game broadcast schedule printed on back. At week's luncheon meeting of Des Moines Advertisers Club, a ticket, bag of peanuts and Coke were arranged at each plate by station. Station announces, newspaper ads and placards rounded off promotion.

Rolling Bandwagon

NEW, brightly-painted bandwagon, resembling circus wagon, made its debut at 1950 Tulsa Home Show, where it proved to KTUL Tulsa. Vehicle was laden with tape recorders and entertainers while roving aisles of Home Show, visiting booths of more than 100 exhibitors.

Brochure on Adams

BROCHURE with three-minute, seven-inch, 78 rpm record being prepared by KMOV St. Louis to promote Lee Adams of House of Progressive League program. It will contain complete historical breakdown and some testimonials accrued over five years program has been aired locally. Such facts as Mr. Adams' mail pull—over 100,000 letters a year—and number and type of sponsors will be emphasized, EMOX says. Five hundred brochures are being prepared.

Personnel

R. DAVID KIMBLE joins WBBM (CBS) Chicago as sales promotion manager June 12 after working on NBC Central Division promotion staff for three years. He succeeds is promotion manager of WIND Chicago.

MARION ANNEBARG, formerly with MBS New York, joins WDSU-AM-TV New Orleans, as promotion director.

WILLIAM G. WILSON joins public relations staff at WGN Chicago after working at Brown & Bigelow and as publicity director of Redpath Bureau.

SHEFE KAPLAN, promotion director for WNOE Norfolk, Va., resigns. Future plans have not been announced.

ORR'S STETSON

Looks Good on K&E's Mills

ROBERT W. ORR Assoc., New York, recently sent to advertisers a miniature Stetson hat, complete with hatbox, along with a card from Bob Orr, president, reading "That's part of the reason why agencies that are just too good to keep under our Stetson. We're putting you on our mailing list to tell you all about them."

The promotion piece backfired slightly, however, when Mr. Orr began to receive phone calls congratulating him upon his new ac- count—Stetson hats. The latter account is handled by Kenyon & Eckhardt, New York.

To amend for any hurt feelings Mr. Orr then sent Dwight Mills, president of K&E, a brand new Stetson hat.

Promotes Hoover Report

THE ADVERTISING Council will conduct a national campaign to promote the Hoover Commission's report. J. Walter Thompson, New York, has volunteered to contribute time and talent to prepare material to be used in the campaign.

HENRY L. CROWLEY Co., West Orange, N. J., has developed "Croley Radio Rod" coll serving as antenna system, both improving reception and saving space, according to firm.

Page 74  June 5, 1950
May 31 Decisions...

BY THE SECRETARY

KDFC San Francisco—Granted mod. CP to change studio location.

KDKC-TV, Greensboro, N. C., to 12-50 for September 13.

KIPX-TV Los Angeles to 13-50; KREL-AM, Goose Creek, S. C., to 15-50.

KLKC Monroe, La., to 8-50; WGES Monroe, La., to 8-50.

WTID, Wilming., Del., to 2-50-13; WDFQ Jacksonville, Fla., to 27-50.

KWEB Fresno, Calif., to 17-50; KROW, Yakima, Wash., to 25-50.

KWCX, New York City, N. Y., to 22-50.

KWUZ, Henderson, Tenn., to 11-50.


WJEZ St. Louis, Mo., to 7-50.

KWML St. Paul, Minn., to 2-50.

KXNS Dallas, Tex., to 16-50.

KAXL Lancaster, Wash., to 11-50.

KDKR, Des Moines, Iowa, to 11-50.

WCAM Chicago, Ill., to 3-50.

WBEU, Peoria, Ill., to 14-50.

KWSU, Sedan, Kan., to 22-50.

KDKC-TV, Greensboro, N. C., to 12-50.

WFCO Chicago, Ill., to 25-50.

KALF-TV, Fort Myers, Fla., to 20-50.

WJIC Jackson, Miss., to 14-50.

KGBD San Francisco, Calif., to 16-50.

KWHB-DTV Denver, Colo., to 20-50.

KXLD, San Juan, P. R., to 27-50.

KYKE Salt Lake City, Utah, to 18-50.

WLS Chicago, Ill., to 12-50.

KDKR, Dallas, Tex., to 4-50.

KIDU Salt Lake City, Utah, to 18-50.

KFXD San Francisco, Calif., to 11-50.

KDKA Pittsburgh, Pa., to 14-50.

KBOS Boston, Mass., to 29-50.

KXAS Dallas, Tex., to 15-50.

WDDM Detroit, Mich., to 11-50.

WBNF Canton, Ohio, to 2-50.

WABC New York City, to 18-50.

KDKC-TV, Greensboro, N. C., to 12-50.

KQ正好 新加坡．

KDKC-TV, Greensboro, N. C., to 12-50.

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KDKC-TV, Greensboro, N. C., to 12-50.

KDKC-TV, Greensboro, N. C., to 12-50.
New Grants, Transfers, Changes, Applications

Box Score

Summary of Authorizations, Stations on the Air, Applications...  

Class  

Total On Air Licensed  

FM Stations  

Applications New FM  

Cond'ls in Pending Hearing  

AM  

18  

42  

260  

25  

18  

250  

Non-Docket Actions...  

AM GRANTS...  

AM GRANTS...  

FM GRANT...  


FM GRANT...  


TRANSFER GRANTS...  

WNTN Nashville.-New license for Class B station Ch. 250-AM, 1 kc., 1 kw. day. Owner Wharton-Jones consents. Granted June 1.

License for CP...  

KALW San Francisco.-License for CP new non-commercial educational FM station.

License Renewal...  

WTDS Toledo, Ohio.-Request for license renewal non-commercial educational FM station.

June 1 Applications...  

ACCEPTED FOR FILING...  

Modification of License...  

WWG Springfield, Ill.-Application to change frequency from 1230 to 1230 mc. Granted June 1.

License for CP...  

WWCM Chicago.-Application for CP to change from WBBM to new WTTW-AM station. Granted June 1.

Modification of CP...  

WLRA Dallas.-Application to change frequency from 1420 to 1420 mc. Granted June 1.

Application Dismissed...  

The Lorain County Jour., Lorain, Ohio.-Application for a Class A FM station.

License Renewal...  

WTBS Columbus, Ohio.-Application for license renewal non-commercial educational FM station.

June 1 Applications...  

ACCEPTED FOR FILING...  

Modification of License...  

WWL New Orleans.-Application to change commercial TV station for extension of completion date to 1950-30-30.

KECA-TV Los Angeles.-Modification of CP new commercial TV station for extension of completion date to 10-30-30.

TV-66-12 mc  

TV-66-12 mc  

Application for license renewal AM station KKE Berkeley, Calif.; WGBK Cambridge, Mass.; WJRT Detroit, Mich.; WIDK De Soto, Iowa; WNBK Des Moines, Iowa; WJPR Ann Arbor, Mich.; KCSO Cedar Rapids, Iowa; WLAQ Marion, Ind. and State of Illinois Police Communications System for operation as police radio station.

Order Amended...  

WJFL New Orleans.-Application to change frequency from 1230 to 1230 mc. Granted June 1.

Application Dismissed...  

The Lorain County Jour., Lorain, Ohio.-Application for a Class A FM station.

License Renewal...  

WTBS Columbus, Ohio.-Application for license renewal non-commercial educational FM station.

June 1 Applications...  

ACCEPTED FOR FILING...  

Modification of License...  

WWL New Orleans.-Application to change commercial TV station for extension of completion date to 1950-30-30.

KECA-TV Los Angeles.-Modification of CP new commercial TV station for extension of completion date to 10-30-30.

TV-66-12 mc  

TV-66-12 mc  

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Summary of Authorizations, Stations on the Air, Applications...  

Class  

Total On Air Licensed  

FM Stations  

Applications New FM  

Cond'ls in Pending Hearing  

AM  

18  

42  

260  

25  

18  

250  

Non-Docket Actions...  

AM GRANTS...  

AM GRANTS...  

FM GRANT...  


FM GRANT...  


TRANSFER GRANTS...  

WNTN Nashville.-New license for Class B station Ch. 250-AM, 1 kc., 1 kw. day. Owner Wharton-Jones consents. Granted June 1.

License for CP...  

KALW San Francisco.-License for CP new non-commercial educational FM station.

License Renewal...  

WTDS Toledo, Ohio.-Request for license renewal non-commercial educational FM station.

June 1 Applications...  

ACCEPTED FOR FILING...  

Modification of License...  

WWG Springfield, Ill.-Application to change frequency from 1230 to 1230 mc. Granted June 1.

License for CP...  

WWCM Chicago.-Application for CP to change from WBBM to new WTTW-AM station. Granted June 1.

Modification of CP...  

WLRA Dallas.-Application to change frequency from 1420 to 1420 mc. Granted June 1.

Application Dismissed...  

The Lorain County Jour., Lorain, Ohio.-Application for a Class A FM station.
Radio’s Prospects

(Continued from page 16)

Decrease, but less than 10%
(17.7%)
Decrease more than 10% (5.9%)

“Advertisers agreed that more of their numbers will be using radio on a local basis. And the figures are very close to the figures for agencies.


Stations say: “More advertisers will be using radio on a local basis.”

Increase more than 10% (56.9%)
Increase, but less than 10%
(25.5%)
Remain about the same (11.6%)
Decrease, but less than 10%
(4.7%)
Decrease, more than 10% (1.2%)

“Over 56% of the stations said that the number of advertisers using radio on a local basis will increase by more than 10% (Broadcasting, May 16).

What will be the trend in radio stations’ merchandising of sponsors’ advertising? (See illustration, page 16.)

Gambling Bill
(Continued from page 5)

gambling data by newspapers while placing certain restrictions on radio as a medium.

The substitute bill, he explained, works “no hardship on any legitimate newspaper or radio station which may continue to broadcast or publish most of the facts relating to a horse race, even though they are permitted to do today.”

The “distinction,” he felt, “is that scratch card layouts or radio stations...catering to bettors who cannot broadcast or publish certain specific information before the race starts.” It would not apply to newspapers in states where racing is legal.

Other Sports

With respect to other sports events.

The evidence before the committee indicated clearly that large scale betting takes place throughout the country on many other sporting events and contests, notably baseball. The original bill presented would have classified news related to such a prohibited information.

The committee felt that to attempt to write a penal statute against such types of information would greatly impair the free flow of news but of serious legal validity as well as inviting large scale violations of Federal law. However, we do believe that we should make every attempt to aid local enforcement officers in coping with the betting problem by requiring the fullest public information on all suppliers and users of such information. Therefore, the bill requires communications common carriers to file with the Federal Communications Commission current lists of all leased circuits used for the dissemination of all sports news, including horse racing news, and the filing of the names and addresses of all persons who buy such information.

With respect to radio broadcasts, Sen. McFarland said that “all of the testimonies at last that one of the worst things in the (Justice Dept.) bill was that it discriminated against radio stations, by requiring an hour’s delay in the broadcasting of, or the representing of, horse race.

“We have avoided that discrimination...by merely prohibiting the broadcasting or television of certain information immediately prior to a race. That prohibited information has been defined as gambling information, and according to all of the evidence, is not information which the ordinary listener is interested in. This, in no way, prevents the broadcasting of the progress of a race.”

A proposal that special horse race events, such as the Kentucky Derby and others, be exempt from restrictions covering time on radio, was recommended by the sub-committee but dropped by the full committee. The McFarland group had urged that stations and networks be permitted to broadcast two such events a year from each track and be guided in their selection by the “public interest” clause in the Communications Act.

 Portions of the new bill as reported to the Senate:

(b) “Gambling information” is information which will promote or encourage the gambling in horse racing, dog racing event or contest and (1) means bets or wagers, the scratches, jockey changes, weights, prices, winners, betting odds, or changes in the betting odds, in such event or contest, and (2) is transmitted prior to the transmission of a truthful announcement that such event or contest has actually started.

(c) “Transmission or reception in interstate or foreign commerce” means transmission or reception directly or indirectly from or to any place in any State to or from any place outside such State, including a ship at sea or in the air....

Sec. 3. (a) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcast, to transmit or receive gambling information in interstate or foreign commerce.

(b) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcast, to transmit or receive gambling information in interstate or foreign commerce.

(c) No person shall broadcast any gambling information by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of any gambling information.

FOREIGN LANGUAGE PROGRAMS

Regularly Scheduled on 384 U. S. Stations NAB Finds

PROGRAMS are broadcast by 384 U. S. stations in 33 foreign tongues, according to a survey completed last week by Dr. Kenneth H. Baker, NAB research director. The 384 stations were among 1,779 AM and FM stations replying to a questionnaire covering the week of March 19-25.

Dr. Baker explained the list may be incomplete since it’s composed only of stations reporting foreign language broadcasting in the survey.

The list does not include foreign language lessons broadcast by stations.

Amount of weekly time devoted by stations to foreign tongue programs ranged from one to over 25 hours a week. NAB’s study shows the approximate amount of time devoted to such programs as well as days of the week. Results of the study are being mailed to the State Dept. United Nations and transcription producers.

Languages covered in regularly broadcast programs follow: Albanian, Arabic, Armenian, Bohemian, Chinese, Croatian, Czech, Danish, Finnish, French, Gaelic, German, Greek, Hungarian, Italian, Irish, Japanese, Jewish, Lithuanian, Macedonian, Polish, Portuguese, Rumanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Syrian, Ukrainian, Yiddish, Yugoslav.

RADIO INCREASE

Seen Among TV Set Owners

RADIO listening is on the increase in homes equipped with TV receiver sets. So declared Dr. Sydney Roslov, director of Pulse Inc., New York radio-television audience research organization, at the Hollywood Ad Club on May 29.

Even when video’s top shows are being telecast, radio continues to command a vast audience, he assured the advertisers and agency executives.

When it’s BMI it’s Yours

Another BMI “Pin Up” Hit—Published by Marks

GOD BLESS THE CHILD

On Records: Billie Holiday—Col. 38792; Bobbe Caston — King 4354; Frankie Laine — Men’s; Billie Holiday—Dec. 24972; Larry Darnell—Regal 3260.

On Transcription: Pee Wee Hunt—Capitol; Buddy Weed—Associated.
At Deadline...

**Music With Test Pattern**

(Continued from page 4)

virtually all participants. (Also see story page 16.)

That H. Brown Jr., counsel for Television Broadcasters Assn., said FCC proposal limited flexibility of operation, cited high costs and need to build set circulation. Comr. Robert F. Jones suggested telecasters have licenses for fulltime operation and if they can't afford programing, they need to make arrangements with other telecasters. Mr. Brown said commercialization was not mentioned in FCC's notice in case and hence TBA board hadn't acted on that matter. He doubted TBA members feel any advertisers but set and service firms would sponsor TV test patterns in lieu of AM or FM programs.

Dwight Rorer, Fort Industry Co. attorney, saw no logic to forbidding all test pattern sponsors but he didn't know where to draw line. He said test pattern itself was advertisement and cited TV economic situation. Chairman Coy suggested station income should relate to program revenue.

Joseph A. McDonald, ABC vice president and general attorney, suggested music or other material should be allowed for time equal to half regular program period for day and that oral news limit of 15 minutes should be enlarged to one hour daily. Eliot C. Lovett, attorney for KTTV (TV) Los Angeles, urged some music operation be allowed before regular programs begins to facilitate tune-in adjustment and warm-up. In explanation he said first show is hard to sell.

Bernard Koteen, representing WKRC-TV Cincinnati, said WKRC-TV is willing to agree to un integrated programing on non-commercial basis. He was questioned closely on assertion that in some instances costs of substituting integrated programing for test patterns would be enough to make stations think it better to go off air.

Paul A. Porter, former FCC chairman, suggested on behalf of Paramount Television Productions that telecasters be permitted to play background music with test patterns, said FCC had announced a halt to programming for each hour of un integrated operation, Chairman Coy observed that would be "getting the cart before the horse in the real sense."

**WIBK DENIED PETITION**

WIBK Knoxville, Tenn., denied reconsideration Friday of FCC's decision refusing issuance of license to cover its permit and Commission gave station 30 days to wind up affairs [Broadcasting, Aug. 18, 1949]. FCC said its findings and recommendations of Commission, to Rev. J. Harold Smith, was not qualified to be a licensee "are fully justified and required by the evidence of the record." WIBK reported it would not be "forced" to go to court if necessary. FCC considered moot bid to transfer Rev. and Mrs. Smith's interests to J. Thomas Cox Jr. and C. L. Schenck.

**SAVINGS ASSN. BUYING**

**FIRST FEDERAL SAVINGS ASSN., Lincoln, Neb., has agreed to purchase Lincoln Savings and Loan Association of Lincoln, Neb., for an undisclosed amount.**

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The KMBC-KFRM Team

Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan—just off the press—shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made—and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team’s outstanding leadership. Yes, current proof, not moth-ball evidence.

Daytime half-millivolt contours shown in black.

THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America’s foremost radio engineers, to enable The Team to effectively cover Kansas City’s vast trade territory (a rectangle—not a circle), The Team offers America’s most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters “Colonel” for complete substantiating evidence.
radio stations everywhere

Sure, WSM has power...a clear channel and 50,000 husky watts of power...enough power to put the WSM signal out where the whole Central South can hear it. To this power, WSM adds the second important ingredient, people...a talent staff large enough, versatile enough, good enough to pipe out sixteen network shows weekly in addition to regular station business. That's what makes the Central South listen when WSM broadcasts. That's what makes the Central South buy what WSM sells. Want case histories? Contact Irving Waugh or any Petry Man.