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 Conn. 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; and (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 Mfrrs. Assn. presidential selection committee believed far from accord on one 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 Shasta 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. Paul F. Godley, consulting engineer for city, contended that TV was part of same project as is FM.

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 own 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 Sing 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 stations (Continued on page 78)
NOW... IN DETROIT

HIGHER POWER for WKMH

5000 WATS 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”

Fred A. Knorr
President & Gen. Mgr.

BROADCASTING • Telecasting

June 5, 1950 • Page 3
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

†*Pulse of Boston, March-April 1959*
LINDSAY MacHARRIE, for past five years radio and TV production supervisor and producer for Young & Rubicam, joins Collins & Holden, Carlock, McClintock & Smith, New York, as manager of radio and television production.

ANTHONY C. PIERRO, media director of Geyer, Newell & Ganger, New York, elected a vice president of agency. He has been with firm since June, 1949. Before his association with G. N & G, he was media director of Buchanan Co., and before that was with Gotham Adv. Co. and Paris & Pearl Agency.


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

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

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

LAVUGHN 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 HALEFERN, formerly with Erwin, Wasey & Co., joins Pedlar & 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 BUCELL M. BROOKS, who left to join Scripps-Howard Newspapers, San Francisco. JOHN R. SCHULER, 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 Faron, Huff & 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.
WMBD promotion proves vast morning audience

"Ugh, heap many Braves in Peoria" sighed WMBD staff members after more than 8000 Peorians stormed the doors for colorful Indian hats. Occasion was the triumphant return of the Bradley University basketball Braves from the NCAA playoffs at Kansas City.

Four short announcements on early morning shows comprised the only publicity. Long before noon the station was swamped as fans lined up shoulder to shoulder in WMBD's outer lobby.

Striking, if somewhat startling, evidence of WMBD's vast and responsive audience — PROOF that people listen to the radio in Peoria ... and particularly WMBD!
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!

WESroringhouse Radio Stations Inc

KYW • KDKA • KEK • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV NBC Spot Sales

June 5, 1950 • Page 11
**Feature of the Week**

AN HISTORICAL anecdote culled from New England's prodigious backlog walked into WEI's 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

**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 1945, the vivacious young media director's 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 had the important job of speeding 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 1945, one advantage of her position has been the opportunity given to "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.


Busy 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)

**Listeners Switch To KCBQ**

San Diego Audience Chooses CBS Station

An overwhelming number of San Diego radio listeners are switching to KCBQ —CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station to show an increase in over-all "share of audience" during 1949 with all competing network affiliates taking a nosedive.

San Diego Now 26th Market

Smart time-buyers are taking particular notice of this fact because of the tremendous importance of the swiftly-growing San Diego market, and the strong KCBQ sales story. They point out that San Diego is now the country's 26th market with a diversified, stable economy and the second highest retail sales index (435) in the U.S. today. This figure is also backed up by the 1950 edition of Consumer Markets, published by Standard Rate & Data.

Hollenberg Is Rep.

Inquiries may be made by contacting the KCBQ Sales Department or through the offices of the Geo. P. Hollenberg Co., station representatives.
It's a Beauty!

FOR THAT ON-THE-SPOT NEWS RECORDING

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.
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 "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 well 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, Schuster's of Milwaukee, used up to 30 hours per week of radio programs on five of the six radio stations in their market. In second place was The Golden Rule, a St. Paul 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 Rule 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-sale 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 16
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 in Detroit in which a leading midwestern manufacturer will use his first commercial radio time in the near future, tying in with 12 to 15 key dealers in an all-out campaign with radio getting 50% of the budget.

Radio Doubles Results

He told of a pilot test in Milwaukee, with radio as the sole promotional weapon, in which a dealer who had spent $3,000 in normal advertising was able to get double the returns with a $600 radio campaign—a ratio of 10 to 1 in favor of radio.

Referring to dozens of other campaigns already running or in the planning stage, Mr. Stolzoff said: "The payoff on the radio advertising, quite aside from what ever long-range advertising value 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.

"That group, and I must confess 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—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 280 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 broadcasters were surveyed by BROADCASTING, in cooperation with The Cramer-Krasson 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.

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

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

Network Programs (31.4%)
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. None said network.

"While stations feel that the bulk of the increased advertisers will go in on 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 (32.5%)
Local Spot Announcements (26.1%)

"Averaged together to get the general thinking of the entire radio industry, we see that 56.9% 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)


Increase more than 10%
Increase, but less than 10%
Remain about the same
Decrease, but less than 10%
Decrease more than 10%

Percent of Agencies 0 5 10 15 20 25

What Will Be the Trend in Radio Stations' Merchandising of Sponsors' Advertising?

More Some Less

Percent 0 10 20 30 40 50 60 70 80 90

Agencies: 56.1 25.0 10.2 10.6
Advertisers: 51.5 36.2 12.3
Stations: 36.1 36.9 21.0
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 technological matters should not be minimized 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 application to have NAB’s representative at the NARBA conferences held in Havana earlier this year. The reply was released in response to queries by Broadcasting as to what 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 forbade NAB representatives to “participate in acquisition 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 representative into acquiescence with a proposal submitted to the Cuban Government . . .”

“As Chairman of the U.S. delegation I was intimately acquainted with every detail of the proceeding and I do not recall the exercise of coercion of any kind whatsoever 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 discussed.”

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 was informed by Mr. McNaughten from the conference at that time that he 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 actually been specifically invited as a representative 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, or as I know of no other circumstance which could by any interpretation whatsoever be said as ‘coercive,’ it is manifest that you are either grossly mistaken or have been grievously misunderstood.

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 various stances is understandable,” but felt that “the NAB has gone far from adopting a neutral stand with respect to events. In fact, I have reason to believe that, on occasion, 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 it is also 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 29)

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 5-8335.


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 associate editor; Herman Brandschain, 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 meeting at the Statler Hotel, Detroit, with Graham Patton, 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 Johnson, ABC continuity acceptance director, becomes secretary.

Re-elected to the board of directors were Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; Leonard Hornbein, director of public relations and advertising, Famous Barr Co., St. Louis; George S. McMillan, vice president, Bristol-Myers; Robert S. Pearse, vice president, General Electric Co.; Ralph Smith, executive vice president, Duane Jones Co.

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

St. Louis Next

The 1951 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 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 production of film in advertising,” Mr. Hatch said. “I only wish that we could do something about it,” he said. At the same time he complimented network project to NARBA problems. “It is too bad you buy successfully on your feet,” Mr. Hatch suggested timebuyers buy time only on stations doing a good job.

(Continued on page 29)
TRANST Rides High
Wins Two Major Victories

TRANST RADIO won two victories last week and then ran into a setback. Victory No. 1—A federal court dismissed three suits against transit service.

Victory No. 2—The St. Louis Post-Dispatch, after threatening, public sentiment for transit in a survey, dropped its battle against the service in St. Louis (see editorial page 22).

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

In U. S. District Court, District of Columbia, Judge Edward A. Tam advised the CIP petitioners that they were “inconsistent with the public convenience, comfort and safety.”

Judge Tamm acted on three suits filed by Transit Riders Assn.; two were by the Citizens for Business & Polak and Guy Martin, and a separate appeal by Paul N. Temple. In addition the American Civil Liberties Union 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 order by the Bureau 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 “nibulous” in the case of transit radio and that since “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 1-4, was based on 22,587 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, 8.7% no opinion. Interviews covered 19.5% white persons and 3,829 members of other races.

By age groups, results were as follows: No. For Against Opinion

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% for</th>
<th>% against</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 59</td>
<td>54.4%</td>
<td>31%</td>
</tr>
<tr>
<td>35-49</td>
<td>69.5%</td>
<td>17.6%</td>
</tr>
<tr>
<td>25-34</td>
<td>83%</td>
<td>5.5%</td>
</tr>
<tr>
<td>15-24</td>
<td>94.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Under 15</td>
<td>92.7%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Interviews were conducted by agents stationed at bus and street car boarding 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 (KOKO) had conducted a newspaper battle since transit service was started on Aug. 4, 1948. The KOKO serves vehicles through its FM outlet. At present 700 busses and 300 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 public taste in transit radio. A poll conducted for the Post-Dispatch among 23,000 bus and street car riders by the Bureau of Business & Economic Research, School of Commerce and Finance of St. Louis U. shows beyond a shadow of a doubt that 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: A large percentage of people are enjoying music on the streetcars. Nearly 90% of them favor it. Older people, those 50 years of age and more, are less enthusiastic. 31% of them are opposed. That the objects are real is not to be doubted. The steady flow of letters to this newspaper which began some nine months ago and which still continues, is ample proof 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. At this point the ayes seem to have it.

After the District of Columbia court ruling Thursday, Ben Strouse, the president and general manager of WNDC-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 a large section of the city through increased installations in streetcars and busses of the Capital Transit System.”

Basis for Dismissal

Attorneys for both Washington TR and the Public Utilities Commission told the court that the two cases 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 dismissed the cases because of the “preponderance of the public” enjoys the service.

The opponents, in demanding that the PUC order be rescinded, had 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 Hayes, 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 followed by 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 violate FCC Rules and Regulations; (2) adopt a policy of revocation of licenses to end it; (3) take no action in applications for licenses, renewals and C & P’s; and (4) designate for public hearing application of Capital Broadcasting Co. for renewal of WNDC-FM’s license.

Ogden Joins LeVally

WILLIAM B. OGDEN last week joined WATV, the Chicago agency, as manager of the radio and television department, assisting James G. Cominos, vice president and radio-TV director. Mr. Ogden is for many years a Denver, Colorado, newspaper man and vice president of WFPY, 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 against Broadcasting.

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 been in violation of both a 1947 agreement not to hire a stockholder in MBS. The question of continued membership in the NAB is, in fact, a subject which will go 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 resignation an month ago. Officials of both stations emphasized that their actions were only coincidental and were not taken with the other network.

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. The stations cancelled their withdrawal, both executives of both stations confirmed the fact.

Kintner Outlines Stand

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

As you recall,” 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 the subject 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 discussion earlier, and in some months I must therefore submit to you the resignation of ABC and its owned-and-operated stations.

ABC stations are WJZ New York, WENN Chicago, WXYX Detroit, KECA Los Angeles and KGO San Francisco. Mr. Kintner wrote 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.”
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 1939.

The material was compiled from the individual metropolitan area reports of the Department of Commerce’s 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 32 central areas during the 19-year period was 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 some of the factors involved in the growth of the nation and the changes that have taken place in the geography of the nation over recent years. It covers such factors as population, manufacturing, agricultural operations, and total per capita income.


**SET OUTPUT**

NAB Starts Running Total

NEW breakdown of radio set manufacturing companies was charted by the National Association of Broadcasters (NAB) and the Federal Communications Commission (FCC) last week. FCC granted licenses to 32 new AM stations, one new FM outlet and improved facilities for two existing AM stations granted by FCC last week.

Three stations were granted transfers of control. Four FM stations were deleted. Details of these and other FCC actions will be found in Actions of the FCC beginning on page 67 and FCC Roundup on page 76.

**RESEARCH NEED**

A POLL is being conducted by American University’s School of Social Sciences and Public Affairs, Washington, D. C., on a number of American Assn. of Public Opinion Research members to determine whether they favor the formation of a professional society of communications researchers.

According to the sponsors, there is a need for a new society to meet annually for presentation of papers and discussions in the field of content analysis, audience analysis techniques, readability, communication and foreign policy, communication and public relations, etc. The request is in the hands of a few members in which others need to be met by working through the AAPOR or by organizing a new society.

**P&G TOP NETWORK USER**

In March—PIB

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 $1,824,668 worth of network time, at prime-time rates, in that month. P&G was the only network advertiser to use more than a million dollars’ worth of time in March, with Miles 143,035, in second place, accounting for only 544,601 spent for time on 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 $18,486,810, a drop of 4.8% from the March 1949 total of $17,705,248. For the first quarter of 1950 the gross total of $49,322,899 fell 4.3% below the gross of $51,540,738. 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 $5,837,746 in March 1949 to $6,111,502 in March 1950. For the first quarter of 1949, CBS also showed an increase, grossing $17,861,483 in the first three months of 1950 as compared with $17,037,484 for the like period of 1949. (Due to a subsequent correction, the CBS figure for the month and for the quarter are both slightly higher than PIB originally reported [BROADCASTING, April 24].)

NBC’s March gross billings this year were $5,847,374 in March 1950; $5,847,557 in March 1949. For the quarter, NBC (Continued on page 41)

**TABLE I**

GROSS NETWORK 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>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Products</td>
<td>3,221,769</td>
<td>3,016,990</td>
<td>+6.8</td>
</tr>
<tr>
<td>Apparel</td>
<td>50,700</td>
<td>48,962</td>
<td>+1.6</td>
</tr>
<tr>
<td>Jewelry</td>
<td>1,628,150</td>
<td>1,607,310</td>
<td>+1.3</td>
</tr>
<tr>
<td>Toys</td>
<td>1,728,500</td>
<td>1,785,000</td>
<td>-3.2</td>
</tr>
<tr>
<td>Books</td>
<td>784,600</td>
<td>769,000</td>
<td>+2.0</td>
</tr>
<tr>
<td>Drug</td>
<td>3,297,000</td>
<td>3,248,000</td>
<td>+1.5</td>
</tr>
<tr>
<td>Furniture</td>
<td>3,108,000</td>
<td>3,092,000</td>
<td>+0.5</td>
</tr>
<tr>
<td>Other</td>
<td>700,000</td>
<td>690,000</td>
<td>+1.4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>16,846,810</td>
<td>17,037,484</td>
<td>-1.0</td>
</tr>
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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, former chief of the "KL" stations in Washington, Oregon and Montana, who is vice president; and ROGAN JONES, president of KVOE Bellingham and KPQ Wenatchee, who is secretary-treasurer.

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

"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, "and ARBI can be of invaluable service also to television in setting up rate structures. We sincerely believe our method will supersede any previous method of testing. It will give, in an intelligent manner, data on which station rates, both radio and TV may be based and 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 developed 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%;
  2. Another is increasing its rate structure;
  3. One important advertiser who had used newspapers exclusively now splits his annual budget 50-50 between newspapers and radio; and
  4. Another, who previously had allocated only one-sixth of his ad budget to radio, now invests one-half in radio advertising.

In the 16 Pacific Northwest pilot tests, radio advertising contributed 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 84.1% 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; Butte, Great Falls, 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 method of measuring effectively radio's value as an advertising medium."

Tests Conducted

Tests began early this year on a two-survey-per-station basis, with two types of retail stores cooperating. In markets the size of Spokane and Portland, however, it was discovered, according to Mr. Baker, "that two tests do not give a complete picture of radio's actual pulling power, so additional surveys were scheduled immediately.

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 moving merchandise," Mr. Baker asserted. He added that tests have been made in single-station, two, three, four, six and ten-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 advertiser's dollar than the use 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].

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 who was thoroughly pleased with Mr. Ward's proposal, and 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 disclosed 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.

MENSTER JOINS STETSON U.

CLARENCE L. MENSTER, former NBC vice president in charge of programs and more recently owner of WEA T 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. Menster will also continue to operate his orange groves at Jupiter, Fla.

CHECKING media surveys developed by Joseph B. Ward (r), Seattle industrial and marketing engineer, is Frederick E. Baker, president, Advertising Research Bureau Inc., and senior partner, Frederick E. Baker & Assoc., Seattle advertising agency.

Baker's method makes controlled tests at-point-of-sale to measure relative effectiveness of major advertising media. ARBI plans to make the technique, now used in Pacific Northwest cities, available in other U.S. major markets.

BROADCASTING • Telecasting

PERCENT OF TRAFFIC DEVELOPED BY MEDIA

<table>
<thead>
<tr>
<th>Radio</th>
<th>Newspaper</th>
<th>Both</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.0%</td>
<td>31.5%</td>
<td>47.5%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting

PERCENT OF DOLLAR-VOLUME SALES BY MEDIA

<table>
<thead>
<tr>
<th>Radio</th>
<th>Newspaper</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0%</td>
<td>20.0%</td>
<td>15.0%</td>
</tr>
</tbody>
</table>
"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 15, 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—KCMC Los Angeles, WJR Detroit and WGAN 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 KCMC.

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 had been filed in response to 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 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 a 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 based on complaints filed by three former KCMC employees, following which "James Roosevelt wrote to the Commission suggesting an investigation of all the stations Mr. Richards’ stations."

The editorial said:

... The notion that failure to appreciate James Roosevelt implies delinquent in character would probably not have occurred to the framers of the communications law. Nor would it have occurred to them 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,"

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

WONO POWER UP
Marks Selling Drive

MOVING to its newly-authorized 1060 ke frequency, WONO New Orleans June 1 stepped up its power to 60 kw daytime and 5 kw nighttime. It had been on 1450 ke 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 WONO’s individual programming, tailored to the area, plus leading Mutual network shows; and stressed the fact that the station was engaged in its greatest programdriven drive in years.

WONO, owned by James A. Noe, is under the direction of James E. Gordon, general manager. National representative is Ra-Tel.
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.

LOCAL COVERAGE IS NECESSARY ON THE PACIFIC COAST, TOO!

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
putting economic pressure on guilty ones.

Mr. Cane said advertising must establish its own safeguards against exaggeration and dishonesty in advertising copy. He called the AAAA board chairman, "just as surely as dishonest advertising contaminates honest advertising — blatant, foolish advertising destroys the very fundamentals of advertising."

I would like to see the advertising clubs of America set up groups to watch for advertising foolishness, and, when they find it, laugh it out of being."

Charles Luckman, former head of Lever Bros., said retirement and pension of the aged provided business leaders with their greatest peace-time problem.

William P. Hufstader, vice president in charge of distribution, General Motors Corp., told the AAAA America could not have reached its present high level of living without intelligent use of advertising and merchandising techniques.

In elections for officers of the Council of Advertising Clubs, Ira E. De Jernett, president of Ira E. De Jernett, Ad Agency, Dallas, was re-elected chairman. Robert P. Anderson, of Norton Co., Worcester, Mass., and Chester W. Ruth, vice president of Republic Steel Corp., Cleveland, were elected vice chairmen.


ATLASS FIRM Assumes WKOW Management

ATLASS AMUSEMENT CO., new corporation formed by the Atlans family in Chicago, has taken over management and consultation of WKOW Madison, Wis., in a special five-year contract signed with Monona Broadcasting Co., WKOW owner. The station, on 1070 kc, operates with 10 kw day and 5 kw night. Contract will expire June 1.

Station switches from MBS to CBS today (see story this page).

Atlans Amusement, incorporated in Illinois, is owned by William E. Atlans and his son, Ralph Atlans, who is president. John Carey, commercial manager, is chairman, with James B. Kyser as vice president. Mr. Atlans' uncle, Ralph Atlans, is general manager of WKOW and consultant to WMCA New York. Leslie Atlans Jr. is CBS Central Div. vice president.

The management company has recommended hiring a new general manager, and WKOW executives are considering the nomination.

ACHIEVEMENT awards in 10th annual competition sponsored by Advertising Federation of America were presented Friday (June 2) to winning clubs at AAAA convention.

Maurice B. Mitchell, director, Broadcast Advertising Bureau, and other judges sift through entries prior to presentation.


AFA Names (Continued from page 17)

Woman of Year

Council Calls Bea Adams

Beatrice Adams, executive vice president, Gardner Advertising Co., St. Louis, was cited last Thursday as "Advertising Woman of the Year" by Council on Women's Advertising Federation of America's convention in Detroit. She received the award from Mrs. Honor Gregory House, chairman of the awards committee, and president of Gregory House Inc., Cleveland.

Miss Adams is in charge of creative work, copy, art and home economics for Gardner Advertising. The award is given annually to the woman in advertising selected as having contributed the most during her career to the growth and development of advertising. Judges panel included Miss Adams was named executive vice president in 1945 and a member of the board of directors a year later.

WKUL Rate Plan Adopts New National Card

LOCAL stations are urged by WKUL Cullman, Ala., to scale down national rates close to their local rates in order to combat some national advertiser attempts to scuttle stations' national rate cards.

According to Manager Hudson C. Miller Jr., WKUL has adopted a new national rate policy to permit the national advertiser to buy a group of stations in an area on a concentrated sales effort.

As outlined by WKUL, this policy calls for the addition of 15% to the local rate to allow for sales expense and another 15% for agent commission. "This means that the final national rate is simply the local rate, plus 30%, whereas the national rate formerly was almost 100% increase over the local rate."

Such a plan, the station indicated, will allow the local station to bid on national advertising without a feeling that it is being completely destroyed by a national. WKUL said it feels "unless some definite policy is adopted and strictly adhered to, that the national rate structure in this industry will become completely unworkable for small market stations. To deter in any way or fashion from the rate card is the quickest road to bankruptcy . . . "

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, Thursday and Friday (June 7-8).

Some 80 station men have accepted the invitation of their station representative organization to attend the two-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 shrillsees meeting at which the station executives can conduct panel discussions on sales, programming and promotion."

New Ideas

"Practically every station on our list has developed at least one new and different idea in advertising, 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 the stations," said Mr. Peters.

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 announce- ment 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 have 30-second station breaks in television on about 100 video stations.

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

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

Another odorant, Carter Products' Arrid, which uses a station list of about 100 will add more an- nouncements to each station, thus increasing the frequency of spots. Frequency adds value in each market. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.
WE'VE TURNED ON THE POWER JUNE 1ST!

WNOE
NOW 50,000 WATTS
NEW ORLEANS

Availabilities going fast! Check us today!
NEWS PROGRAMS... SPORTS...
HILL BILLIES... 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 COMMR. Rosel 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 this clear in a lengthy off-the-record speech scheduled for delivery Saturday at a meeting of the Florida Assn. of Broadcasters in Orlando.

On her flight to Cuba, U.S. 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 NARBA accord, 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 as 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 impair the national broadcasting 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 prepared to make any adjustments 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 source of news, education and entertainment. And the record is clear and unrefuted that the people of Cuba receive 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 dislocation of U.S. stations cannot be justified on the basis of a fair and equitable distribution of frequency space. The fact is there isn't 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, assuring 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" it would result if the American listening public is beset by material interference.

NARBA, NARBA, NARBA

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 signatory nations have complete sovereignty which leaves it free to administer its broadcasting affairs as it sees fit.

The fact that such administration sometimes affects U.S. broadcasters is difficult to accept.

Addressing broadcasters - and with problems when it comes to acceptance - the Crosses made it clear that broadcasting in Cuba is not merely a "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 assignments, made since expiration of NARBA in March '49, have caused "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 no international regulations are promulgated and if all countries involved are permitted, "without restraint," to operate their stations on frequencies "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 would be better to accept an agreement which does not satisfy everyone but is in the best overall interests of the U.S."
NAB Rebutted
(Continued from page 17)

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-

William Lemke
N. D. Congressman Dies

Funeral services were held Friday in Fargo, N. D., for Rep. William Lemke (R-N. D.), 71, veteran member of Congress, radio critic, and perennial advocate of legislation to return a portion of the 50 mc band to FM. He succumbed from a heart ailment last Tuesday.

A one-time Union Party candidate for the Presidency in 1936, Rep. Lemke came to Congress in 1933 and had served continuously with the exception of one term (1941-42). He was seeking his ninth term this fall.

A member of the House Public Lands Committee, Rep. Lemke was actively interested in FM radio, as well as Zenith Radio Corp.'s Phonovation. He sponsored legislation in the 79th, 80th and the present Congress designed to restore part of the 50 mc band to FM. The House Interstate & Foreign Commerce Committee held hearings in April 1948 on a measure to augment FM's present 88-108 mc band with a segment of the 50 mc sector. A similar bill is currently before the group with little hope of passage.

Mr. Lemke was born in Albany, Minn., Aug. 13, 1878. He is survived by his widow, two sons and a daughter.

Radio-TV for Flamingo

Radio and television as well as other media will be used to promote Flamingo, a new frozen orange juice, scheduled to be launched this month, it was announced in New York last week by Douglas Leigh, creator of Broadway displays and operator of a giant advertising dirigible. The product will be financed, distributed and advertised by Leigh Foods Inc. Radio-TV campaign is slated to begin July 4 in the New York market, first distribution point.
IT'S NO SECRET——

- 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
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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<td>KXLF</td>
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BAB's Birthright

ASK ANY peddler for newspapers, magazines, outdoor or sky-writing about Broadcast Advertising Bureau, and it's 1 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 an indubitable phenomenon in 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 supersonic sales operation. The activity of BAB after the first 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 the New York education and advertising men made to carry its plan. 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 undertaking—and that, in the larger picture, is more indubitable 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 broadcasting 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 F. Jones, in his address before the Ohio Asm. 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 wished 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 confessional notions.

Our Respects To—

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 claim 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 disintegration. 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 NABC. It is virtually remember among almost everyone but music lovers.

Mr. Schechter, having noticed a newspaper item reporting that a man had trained a pet mouse to sing "The Star-Spangled Banner," solicited the song from the cute animal to frantic 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 competed 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 cherishes 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 headline 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 66
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 division today (Monday) at the Stevens Hotel, Chicago, with an agenda featuring plans to reorganize the association.

Three-plex reorganization program will be laid before the association, according to RMA president, J. J. Kahn, St. & 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 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 by-laws and amend the by-laws. Each division casting board votes after the Thursday luncheon on the basis of division balloting.

Most of the four-day agenda consists of committee 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 be over the hill, 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 problem 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, 1951. At that time word leaked out that the Kahn committee had interviewed Lt. Gen. Lucas 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 discussions. Max F. Balcom, Sylvia 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 10 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 afternoon.

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 marked 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 viewed as a juridical dispute involving the Senate Judiciary Committee, which originally proposed a sweeping crime probe under Sen. Estes Kefauver (D-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" were involved.

In any event, authorities felt there was 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' of hearings BROADCASTING, May 8, 1 and study by its communications subcommittee, was introduced 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. Any information would then constitute "news."

Measure specifically encompasses wire services and stations, covering the local, satellite or interstation 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 bill, said subcommittees recommended 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 Midwestern 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:

July 1st for set copy.

July 15th for complete plates.

Published September 1st.
Palm Springs
The Coast

KGDM
Stockton

KIMA
Yakima

KCBQ
San Diego

KIRO
Seattle

KCMJ
Palm Springs

KCBS
San Francisco

KOLO
Reno

KXLY
Spokane

KFRE
Fresno

KXOC
Chico

KERN
Bakersfield
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)
navy'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 Brown U. He had decided to become a newspaperman. Displaying even then an alarming 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 trip at 6 P.M.

In four years he was graduated not only from Brown 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 had 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 stumping to occasional larceny while rifling through early editions of the press, Mr. Schechter collected such volumes of news that at times he was even ahead of the press.

Press-Radio War Recalled
In his book, I Live on Air, published in 1940 by F. A. Stokes Co., Mr. Schechter recalled incidents of this press-radio war. 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 a special ship with voice 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 1940 Mr. Schechter was decorated with the Legion of Merit by Gen. MacArthur for his role in 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 news-cast exclusives he arranged 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 selling 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.

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.

STERLING TERM
Set for Airing 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 in the committee, which also plans to act on the nomination of Martin Hutchinson to Federal Trade Commission.

When the vote comes, it will act quickly on Comr. Sterling's re-nomination, sent to Congress May 28 by Mr. Truman [BROADCASTING, May 29], will depend on the tack taken 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, however, he would be able to vote 'no' one day at most. On the other hand, the committee may report favorably on Comr. Sterling after exercising his own conference committee approval generally is tantamount to Senate confirmation.

Sen. Charles W. Tobey (R.-N. H.), leading questioner in Comr. E. MacArthur's confirmation hearing last year, said last week he had not given the Sterling renomination much thought. It was believed, however, he would oppose color TV. 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. 2, 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. Johnson would succeed the late Ewin Davis for a full seven-year term as member of PTC.

Upcoming
June 18: NAB Board of Directors, NAB Board, NAB at 7, Chicago, Ill.
June 20-22: NAB Board of Directors, NAB Directors, Philadelphia.
June 22-23: Kentucky Broadcasters Association, Bowling Green.
June 26-July 1: WKY-TV Oklahoma City, Television Convention, U. of Oklahoma, Norman.
June 26: Radio Assn. of Independent Metropolitan Stations Convention, Miami, Fla.
June 29-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

BROADCASTING • Telecasting
NAB Federation
(Continued from page 16)

because they are not attorneys and overruled Mr. Wisselweik's request for extra time to present two op- pose viewpoints. Mr. Wisselweik summarised the Markham and Sellers prepared statements for the record. The statements them- selves were furnished with the secretory's office for the information of the Commission.
Mr. Markham noted that 146 of the pending TV applicants hold an NAB AM operator's license, and that all but two of NAB's 37 TV members operate OM or FM or both. TV licenses have gone well beyond POC's minimum program require- ments, he said, and contending FCC should not restrict separate visual and broadcast to an experimental or test basis.
In his opinion, he said, integrated use of aural and visual transmissions will completely occupy all assigned frequencies during desirable hours. He argued music is more useful than a single sound background. The FCC interpreta- tion would ban such service.
Mr. Markham favored any use of TV facilities in non-program time which would speed the sale and facilitate the maintenance of TV sets. Several segments of the TV industry benefit from aural entertainment with test patterns, he contended. The transition peri- od for joint AM-FM-TV operators is difficult, he pointed out, and the denied second music or AM-FM programs with a test pattern disrupts the radio audience. "Each should fend for itself, " he argued.

FCC Not Concerned

FCC was not concerned over POC's effect on AM when it licensed FM stations, he said, and should not be concerned about TV's impact on existing operations. The time is not yet ripe to spell out in detail what may or is not in the best inter- est of the public or the industry, and any such regulation is premature, he contended.
Mr. Sellers offered in favor of the FCC's proposed restriction, pointing out that one TV channel could accommodate 30 FM broad- cast channels. After noting the existing "headache" over AM-FM duplication, he said, "How much bigger headache is 'triplication'."
Mr. Sellers foresaw not only the tendency of TV stations to dupli- cate AM and FM broadcasts but also the origination of aural broadcasts within a visual signal, considering TV would be an boon to proper and uneconomic use of the spectrum space allocated TV. Moreover, he said, it would place broadcasters without TV in unfair competition with operators of TV, AM and FM services.
He said unintegrated service would bring use of TV hours for a non-aural service during hours that might be spent in developing local TV programming. TV is de- prived of its greatest asset—sight —in non-integrated programs, he argued. The single audio tone is highly satisfactory for set serving, he said.

IEBEW-CBS TALKS

Union Undecided On Terms

INTERNATIONAL office of the International Brotherhood of Electrical Workers (IEBEW) in Washington was still undecided late Thursday as to 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 IEBEW offic- ials at closed day and night sessions in St. Louis to negotiate terms of a new IEBEW-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- fected in 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.

KCBS 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 considered throughout the week was reported to be the union's right to single standard of employment throughout the net- work, with a few allowances for local variances, and network's insis- tence on conditional terms contingent on offer of the raises. Union claims CBS demands too many concessions in each locality.

IEBEW filed official notice for federal mediation with the Na- tional Labor Relations Board May 11, giving the required 30-day notice. This expired May 30, leaving the international office free to call a strike if it wishes.

St. Louis was selected as a meet- ing place after two weeks of preliminary talks back of its cen- tral location. Among those attend- ing from CBS were Howard Haus- man, chief attorney, Vice Presi- dent Frank Falknor and Chief En-

NIELSEN RATINGS *

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK

EXTRA-WEEK
APRIL 23-29, 1950

<table>
<thead>
<tr>
<th>Current</th>
<th>Previous</th>
<th>Program</th>
<th>Rank</th>
<th>Rating</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>23.0</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Andy Hardy Show (CBS)</td>
<td>18.8</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>17.4</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>My Friend Irma (CBS)</td>
<td>15.9</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Annie o' Andy (CBS)</td>
<td>14.9</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Your Hit Your Life (CBS)</td>
<td>14.9</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Chablis McCarthy Show (CBS)</td>
<td>14.9</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Fibber McGee &amp; Friends (CBS)</td>
<td>14.6</td>
<td>CBS</td>
<td>10-28</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Walter Winchell (ABC)</td>
<td>14.6</td>
<td>CBS</td>
<td>10-28</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN- RATING FORMULA". The 1950 estimate of Total United States Radio Homes.

(*) Homes recorded during all or any part of the program, except for homes listing only 3 to 5 minutes.

Copyright 1950 by A. C. NIELSEN CO.

WKRT SALE

Price Totals $100,000

WKRT Cordell, N. Y., a 1 kw independent, was sold last week by Cordell Broadcasting Co., Inc. to Radio Cordell Inc., whose princes- als 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 Cordell Broadcasting Co., reportedly asked the station to devote full time to his law firm, Mayer, Rigby & Ryan, which has offices in Cordell and in Washington, D. C., Mr. Mayer is the principal stockholder in the station.

Leighton Hope is a former officer of the National City Bank of San Juan. His brother, Robert, is for- mer general manager of WSWE 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 600 w night on 920 kc, was handled by Blackburn Hamilton.

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry be- tween Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. • WOC-FM 47 Kw. 1420 Kc. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers with 70 to 100% BMB penetration in the two-county Quad City area. 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-inter- connected), local and film programs reach over 10,000 Quad Cities' sets... hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sonders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

BROADCASTING  •  Teletacing

June 5, 1950  •  Page 39
Retail Sales
(Continued from page 19)

Atlanta Metropolitan 23,971,223 22,023 697,016 1,967,604 +1.2 +182
Pittsburgh 7,875,7,515 337,312 871,174 -4.0 -152
Balance of Area 15,056 15,737 359,764 1,990,410 +4.3 +205
St. Louis Metropolitan Area 21,003 19,750 516,732 1,334,856 +3.9 +203
St. Louis 13,161 11,530 363,840 878,291 +2.4 +195
Cleveland Metropolitan Area 16,689,222 16,187,142 779,407 +3.4 +197
Cleveland 13,411 11,700 422,981 1,054,273 +3.2 +202
Balance of Area 3,275 3,485 309,496 290,587 +1.2 +198
Columbus, Ohio Metropolitan Area 9,374,656 9,158,760 +2.0 +197
Columbus 7,934 7,607 1,927,547 5,063,347 +4.7 +201
Balance of Area 1,440 1,551 93,388 397,413 +3.6 +198

These areas consist of a county or group of counties representing an integrated economic unit. Except in New England where towns of independent political status are omitted, the metropolitan areas are defined as the urbanized portions of the counties and the independent cities as defined by the U.S. Census Bureau.

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 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 broadcast, Bailey Axton, KTOP general manager, reported.

NEW automobile radio aerial, patterned after TV antenna, contributes greater distance and clearer station reception, and increased volume for car radios, Trio Products, Franklin, Mich., manufacturer, claims.

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 Scandal," Mr. G. Burnet 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 has, in fact, 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 their program, 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 rather to check the partisan expressions and make an initial determination as to whether the requirements of representation or fairness are met.

Mr. Burnet is author of an article, published in the June 1949 issue of the Yale Law Journal, upholding FCC's right to issue its anti-giveaway rules, which are now in state of suspension pending outcome of current litigation.

ONE broadcast by Henry J. Taylor, commentator on ABC, drew 11,330 requests for a free copy of the script, network reports. Of these, 10,000 asked to have their names placed on permanent mailing list.

KTOP AUCTION
For Underprivileged Children
TRAFFICKING
Argument Set June 19
ORAL ARGUMENT on FCC's pro-
posed new rules against "traffick-
ing in frequencies" was scheduled
by the Commission for June 19.

The proposed regulations, an-
nounced early this year, would re-
quire automatic forfeiture of the
construction permit for any sta-
tion which is found the
March 152,424
and the
March and the
March 1949.

The first quarter of 1950, MBS
was $4,490,974; for
that period of
1949 the MBS was
$2,320,712.

WTUX Petition
WTUX Wilmington, Del, peti-
tioned FCC last week to reopen
the record in the investigation of
its horse race programming to
show that the station has dis-
continued broadcasting of all racing
information. Case is pending final
decision after an FCC examiner
recommended renewal of license
despite finding that while pro-
grams questioned were not de-
signed to aid illegal gambling they
were "subverted to that end."

MBS gross was $4,490,974; for
that period of
1949 the MBS gross was
$2,320,712.

You CAN CALL YOUR SHOTS
ON THE
ARROWHEAD NETWORK

To cover the rich dairyland
markets of Wisconsin; the in-
dustrial centers of Northern Min-
nesota...use the Arrowhead Net-
work. You're interested in sales—and
that's what we deliver!

Open Mike
(letters are welcome. the editors reserve
the right to use only the most pertinent portions.)

Back in Contact
EDITOR, BROADCASTING:
Education. 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

Gregory & House Inc.

Cleveland, Ohio

Cites IER Awards
EDITOR, BROADCASTING:
Thanks very much for including us
in your list of Institute for Edu-
cation, by Radio awards for
Take It From Here: The New
England Story, broadcast
over station WQHH. I wonder if
you knew that we also produced
'Peabody Awards, a first award win-
er for programs dealing with per-
sonal and social problems, broad-
cast over station WCOP...

Parker Wheatley, Director
Lowell Institute Cooperative
Boston...

Bartlett and BBC
EDITOR, BROADCASTING:
I should like to call your atten-
tion 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
section 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 Amer-
ican radio and who believes in the
American system, I am somewhat
surprised that one of the leading
trade journals would, without in-
quiry or investigation, make the
charges that are utterly un-
found. This is not a time to add
even one small log to the in-
ternational fire.

Kenneth G. Bartlett
Director, Radio-TV Center
Syracuse U.

[EDITOR'S NOTE: Pleased to know
BBC didn't inspire proposed
rules which we understand now
has been "put to paper" because of
inadequate response. We have always
admired Dr. Bartlett and his early recognition
of the radio. We feel, however, that for
one on this occasion and that his
own correspondence indicates that
BBC, even if it hadn't inspired project,
certainly was not averse to the
idea. As this is not time to add
"one small log to the international fire" but
we feel as strongly as ever that Britain
should keep its government radio
philosophy within its own domains.]

TABLE III
TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN MARCH 1950

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Ad Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Corp</td>
<td>$3,198</td>
</tr>
<tr>
<td></td>
<td>Frank H. Lee Co.</td>
<td>$4,680</td>
</tr>
<tr>
<td></td>
<td>Electric Auto-Line Co.</td>
<td>$9,245</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>Plaza Brewing Co.</td>
<td>$730</td>
</tr>
<tr>
<td>Automotive, Automotive Equip. &amp; Access</td>
<td>Johnsville-Monvale Corp</td>
<td>$200,000</td>
</tr>
<tr>
<td></td>
<td>Cater-Cal Co.</td>
<td>$175,307</td>
</tr>
<tr>
<td></td>
<td>Electric Co. Adv. Program</td>
<td>$67,422</td>
</tr>
<tr>
<td></td>
<td>Miles Labs</td>
<td>$756,801</td>
</tr>
<tr>
<td>Beverage, Wine &amp; Liquor</td>
<td>Sun Oil Co.</td>
<td>$2,896</td>
</tr>
<tr>
<td></td>
<td>Ferris Sree Novel Co.</td>
<td>$23,468</td>
</tr>
<tr>
<td></td>
<td>Seaman Brog, Inc.</td>
<td>$169,458</td>
</tr>
<tr>
<td></td>
<td>Armstrong Cork Co.</td>
<td>$20,924</td>
</tr>
<tr>
<td></td>
<td>U. S. Steel Corp.</td>
<td>$106,310</td>
</tr>
<tr>
<td></td>
<td>Presidential Insurance Co. of Amer.</td>
<td>$63,168</td>
</tr>
<tr>
<td></td>
<td>Rocketeer &amp; Company</td>
<td>$6,145</td>
</tr>
<tr>
<td></td>
<td>Doubleday &amp; Co. Inc.</td>
<td>$48,592</td>
</tr>
<tr>
<td></td>
<td>Radio Corp. of America</td>
<td>$8,995</td>
</tr>
<tr>
<td></td>
<td>Dr. Hix Show Inc.</td>
<td>$508,231</td>
</tr>
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<td></td>
<td>Bixby Myers Ysb. Co.</td>
<td>$79,314</td>
</tr>
<tr>
<td></td>
<td>Farter &amp; Gumble Co.</td>
<td>$1,934</td>
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<tr>
<td></td>
<td>Pennsylvania Pabst Brothers</td>
<td>$34,925</td>
</tr>
<tr>
<td></td>
<td>Atkins, of American Baseballs</td>
<td>$64,223</td>
</tr>
<tr>
<td></td>
<td>American Fed. of Labor</td>
<td>$116,880</td>
</tr>
</tbody>
</table>

P & G Tops
(Continued from page 19)
was down slightly, grossing $16,-
755,941 in the first three months of
1950, compared with $17,003,602 in
the like period of 1949.

ABC and MBS both showed
losses for March and the first
quarter of 1950 in comparison with
a year ago. ABC grossed $5,447,451
this March; $4,238,845 March
1949. For the quarter, ABC
grossed $10,184,501 in 1950; $12,-
152,424 in 1949. MBS gross for
March 1950 was $1,410,693; for
March 1949 it was $1,776,790.

TRAFFICKING
TRAFFICKING
TRAFFICKING
TRAFFICKING
TRAFFICKING
TRAFFICKING

Never before have baseball fans of
Spartanburg and the Piedmont been
treated to such a baseball line-up. WORD-
WDXY present a double header every day
to Carolina listeners whose chief recla-
...
WALTER GAINES, formerly of WCPM Middletown, Ky., named station manager of WVM1 Biloxi, Miss.

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 Pt. Worth May 24-29.

JACK FARKER, formerly of KCRG Cedar Rapids, Iowa, appointed director of station operations for KCRG Cedar Rapids, Iowa, in Management, May 29.

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

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

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

AAW JUNE MEET
Highlights Radio Feature

RADIO viewpoint will be a highlight of the Advertising Assn. of the West annual convention to be held June 25-29 at the Ambassador Hotel in Los Angeles. The convention is expected to be the largest in AAW's history.

Sharing a two-session "Court of Advertising at Work" with other media spokesmen, radio members will take part in a review of case histories of current advertising successes. A total of eight successes will be outlined, four at each session, with each medium represented. Speakers have not yet been selected for presentations. Harold J. Merilees, senior vice president of AAW, will moderate.

Featured speakers at the convention already selected include Don T. Axe, chairman of the executive committee, Foote, Cone & Belding; Paul G. Hoffman, ECA chairman; Frederick R. Gambli, president, American Assn. of Advertising Agencies; J. Gale, chairman, Advertising Council, and vice president and advertising manager, General Mills Corp.; and Herbert H. Kirchner, AAW president.

Taking part in a television panel, entitled "What, Where, When and How," are these Los Angeles TV station executives: Charles Glett, vice president in charge of Don Lee TV (KTSL); Thomas B. McFadden, manager, KNBH; Klaus Landsberg, vice president, Horizon Television Productions, and manager, KTLA; Richard A. Moore, assistant general manager and director of television operations for ABC Western Division; Haan J. Tyler, manager, KFPI-TV; Harrison Dunham, general manager, KTTV; Don Feddonson, general manager, KLAC-AM - FM - TV; Martha Gaston Bigelow, account executive, KFOX Long Beach, Calif., will be moderator.

Another feature of the five day session will be the presentation of the Radio Advertising Award for Vancouver Trophy for the best commercial programs and spot announcements.

HAUSER'S LUCK

IF the luck of Carroll R. Hauser, owner-manager of KHUM Ferreka (Calif.), the ABC affiliate, holds out, won't have to worry about where his next vacation is coming from. Recently Mr. Hauser won a week's vacation for two at Las Vegas as second prize in an ABC-Richfield Reporter promotion contest. And last year he and his family enjoyed a Caribbean cruise as first prize in an ABC-General Mills contest. He's now looking forward to next year's vacation.

COOK'S TOUR of the Essex (meats products) plant in Baltimore gives Kitty Dierken (2d l) of WAAM (TV) that city, and Susan Kent (3d l), 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 Shops 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 (l), radio and television director, and Henry Eck, 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 Asbury 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 Casper, Wyo.; KTRM Beaumont, Tex.; KCOLO LaVera- worth, Kan.; KLVC Little Rock; KXAR Hope, Ark.; WLAQ Rome, Ga.; WEAR Pensacola, Fl.; and WILZ 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, Lavensour 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 Beitrer Whiteamon, 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.

FARMERS
Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka
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. Pool, company counsel, as directors. James E. Bailey, vice president, WAGA-AM-TV Atlanta; Richard E. Jones, vice president, WJKM-AM-TV Detroit, and Allen H. Hald, vice president, WMNN Lansing, W. Va., were added to the board of directors for the coming year. They replaced E. Y. Flanagan, vice president, WSPD-AM-TV Toledo, Ohio; William E. Ryan, assistant treasurer and controller, Toledo; J. Robert Korns, 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.

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 tape 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 audiovisual supervisors and school administrators.

FIRST of 10 $100 scholarships to Carnegie Institute of Technology established by Pittsburgh Ad Club presented to Charles N. Gutford. Scholarship are part of club's education program.
SECOND annual Conference for Radio News Editors will be held June 17 at Kent U., Kent, Ohio, under auspices of the university. Agenda for the conference was announced by Mr. Carleton J. Smyth, of the Kent School of Journalism.

Opening the program will be Arthur C. Stringer, NAB special services director, who will discuss progress of legislation giving radio newsmen right to protect news sources. Robert Rogers, of Akron, will discuss basic newsroom needs and Gene Ragel, program director of WCLT Newark, Ohio, will speak on smaller city coverage. Winding up the morning session will be a talk on larger city coverage by Don Brice, program director of WKBN Youngstown, Ohio.

Luncheon Talk

At the noon luncheon Bill Crooks, WMFY Youngstown, president of the Ohio Assn. of Radio News Editors, will preside. Speaker will be Don De Groot, WWJ Detroit public affairs director, with the topic, "Public Affairs Programming." Charles Starrett, radio head of the Red Cross, will speak in the afternoon on disaster coverage. Richard Oberlin, WHAS Louisville, and Floyd Weiland, WEWS (TV) Cleveland, will discuss TV news. A panel, "What News Should Do for Sponsor, Station and Listener," will feature Vernie Nolte, WHIZ Zanesville, Ohio, and Robert Dailey, McCann-Erickson, along with a "critical listener." Evening banquet will be held at the Mayflower Hotel, Akron, with Robert T. Mason, WMRN Marion, Ohio, as toastmaster speaking, Elmer Davis, ABC commentator.

Kent is located 10 miles east of Akron. All sessions except luncheon and dinner will be held on the campus. The Meadows Hall Conference director is Charles Day, WGAR Cleveland.

Record Law

LEGISLATION prohibiting importation or transportation of "obscene or lewd" records in interstate commerce, under penalty of violation of the U. S. Code, has been signed into law by President Truman. The bill (S 2811), which Congress approved last month, was strongly endorsed by the Federal Trade Comm., and other law-enforcement agencies, and subjects phonograph records to same restrictions now governing motion pictures, film, pictures and pamphlets. President Truman signed the measure May 27.

Taped Evidence

TAPE recording of an actual arrest was played back in a Yreka, Calif., court recently as evidence against defendant and heard himself condemned by his own behavior. Violator was cited by highway patrolmen as "out of control" and seeking the incendiary. Judge W. E. 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.

NARDN Session

"Self" Newsroom—Shelley

Radio Newsmen should tell "much more often and effectively" what a product a newsroom can offer to city coverage. Radio audiences, win good will, and increase prestige for stations," Jack Shelley, president of the National Assn. of Radio News Directors, told the Nebraska Assn. of News Directors May 27.

Robert (Red) Schmidt joins staff of WRFD Worthington, Ohio, as associate farm service director.

William G. Porter, previously newswoman at WPTR Albany, N. Y., joins WTAG-AM-FM Worcester, Mass., as medical newswoman. He is a graduate of NBC-Northwestern Summer Radio Institute, and formerly was associated with station's news department.

DICK KEPLINGER, Seattle freelance, starts 6 p.m. Dinner Time Edition of the News on KJR Seattle. He continues on KIX and KOMO, also Seattle.

Stephen Fentress, writer for WGN-TV Chicago Newspapers and graduate student at Northwestern U., has received annual Harrington Memorial award at Medill School of Journalism for outstanding work in radio and television.

ernst W. Greup, director of news and program director of WDKU Durham, N. C., resigns to attend Stanford-NBC Summer Institute. He formerly was program director of WKPR-AM-FM Cortland, N. Y., as assistant manager and news director.

ELMER DAVIS, ABC commentator (Mon. through Fri., 7:15 p.m. EDT), presented Bill of Rights Award of American Veterans Committee for preserving "the language because "during 1948 he saw with clarity and reported with vigor the ever-increasing threats to our fundamental freedoms."

BOB TRUERE, news director for WSCC Charleston, S. C., and Barbara Lerner have announced their marriage.

HARRY CAMPBELL, farm director at WBBM Chicago, is the father of a girl, born May 24.

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 comport with the court's decision.

Attorneys for both Allentown Broadcasting Co. and Easton Publishing Co., competing for 1250 kc with 25,000 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 and must hold the further hearing which FCC has since scheduled.

FCC's original decision granted the application of Allentown Broadcasting, which is now operating WHOL under that decision pending the outcome of the case. (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 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 issue a final decision in any proceeding, because of changes which inevitably occur.

Chief Judge Harold M. Stephens wondered whether this was "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 reconsider the original record. When Stephens interjected 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 radio station 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 by the original record.

Mr. Goldman claimed the present hearing record would be relied upon by the Commission insofar as it is affected by changes 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 organizations 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 already have 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 Com'r Robert F. Jones, who felt the action should not be taken because FCC's decision, to which he dissented, is currently before the court.

Technical

Paul Shaffer, chief engineer and assistant manager of WNOE, Norfolk, Va., resigns. Howard Sheets, formerly with WFTL and WGQR (FM) Ft. Lauderdale, Fla., succeeds Mr. Shaffer as chief engineer.

Bob Jones, formerly NBC Hollywood page, named television studio engineer. Until Oct. 16 he will act as junior chief engineer.

Howard Elliott, Robert Janney, Warren Phelps and Russell Rennaker are new broadcast technicians at WGN-TV Chicago.

Oscar D. Sellely, new to radio, joins ABC Hollywood as studio and field engineer.

John Campion, transmitter engineer at WDRD Hartford, Conn., and John Cody, former secretary for station, have announced their marriage.

Fred Chassey, member of engineering staff of WFLN (FM) Philadelphia, is the father of a boy, Fred Jr.

Fairchild Recording equi.p. men, New York, N. Y., announces control track generator which superimposes high frequency signal on non-synchronous 14-inch magnetic tape simultaneously with sound. When played back, track compensates for tape stretch and shrink, maintaining lip-sync between track and film.

Hallcrafters Co. announces that technique of "printing" electronic circuit instead of using wire is now being applied to television receivers for first time through firm's new "Dynamic Tuner" which uses photographically "printed" circuit.

Operation Flood

KSBJ Documents Disaster

A complete documentary program on the Jamestown, N. Dak., flood has been presented by KSBJ 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 hour 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, KSBJ reported a second flood hit the city sending the news staff into emergency operation again.

To bring the picture of Jamestown's floods to the fore, KSBJ 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 Ridgway 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 KZT's illustrated here.

Every month on 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.

Broadcasting • Telecasting

June 3, 1950 • Page 45
ASCAP HIT

Davis 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 percent 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].

BMI 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 FTC to investigate BMI as a monopoly.

HIFAM RENEWAL

Denied By FCC

EXPERIMENTAL high frequency AM station ("HIFAM") KSSEX Bloomington, Ind., operated by Sarkes Tarzian, 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 invalid except that the station could not operate when WFBM-TV Indianapolis was telecasting on Channel 6 (82-88 mc).

Mr. Tarzian also operates WTTTS and WTTV (TV) Bloomington.

TALENT WAR

First Round Places Marx on NBC

HAVING out-bid 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 $5 million involved, and under an eight-year exclusive capital gains radio-TV contract, the Groucho Marx-John Guedel 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, package 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. Guedel 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 Stewart, 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. Strota, 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 Bellefante, which Counsel handled negotiations for Mears, Marx and Guedel.

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 reports are 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 before three years more to go, from Lever Bros. Meanwhile, the CBS offer still is open.

Roberts Joins SSC&B

W. DONALD ROBERTS, former western sales manager of CBS, has joined Shaffer, Colwell & Bayles, New York, as vice president on July 1. Mr. Roberts will be in charge of new business.
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
SET RADIATION

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 Ad

in district of factory being moved to

• FFC 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 burning airport operations in several major cities were disclaimed 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 84), according to informed sources last weekend. Mounting radiation interference between TV sets, termed "insidious" 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 WPAA (FM) Crawfordville, Ind. WFMU operates on Class B Channel 27S (102.9 mc) with effective radiated power of 15 kw.

FFC'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 if 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 Crawf ordville and having a radius of about six miles. Checks showed, according to CAA, the 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 113.6 mc."

"Over Crawfordville," 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-1299, RCA Model 5871 and Bendix Model 55EMGU. 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 present 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 interfer-

(Continued on Telecasting p. 18)

PIB Reports for March

The three TV networks, NBC-TV had the largest gross time sales both for the month of March—$1,777,166—and for the quarter—$5,197,662. CBS-TV ranked second with gross time sales of $561,986 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).

* * *

TABLE I

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR MARCH AND FIRST QUARTER 1950

<table>
<thead>
<tr>
<th>Product Group</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear, &amp; Accessories</td>
<td>68,804</td>
<td>109,064</td>
</tr>
<tr>
<td>Automotive, Automotive Supplies &amp; Equip.</td>
<td>131,726</td>
<td>150,945</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>49,379</td>
<td>67,746</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>17,175</td>
<td>27,000</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>31,150</td>
<td>39,990</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>200,013</td>
<td>277,103</td>
</tr>
<tr>
<td>Food &amp; Products</td>
<td>81,125</td>
<td>121,695</td>
</tr>
<tr>
<td>Gasoline, Oil &amp; Other Fuels</td>
<td>21,035</td>
<td>33,689</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>167,483</td>
<td>351,072</td>
</tr>
<tr>
<td>Household Furnishings, Appliances, &amp; Cameras</td>
<td>57,234</td>
<td>140,272</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>25,780</td>
<td>60,205</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>220,734</td>
<td>354,918</td>
</tr>
<tr>
<td>Radio, TV Sets, Phonographs, Musical Instruments &amp; Accessory</td>
<td>32,704</td>
<td>45,918</td>
</tr>
<tr>
<td>Realtor Store &amp; Direct Mail</td>
<td>12,065</td>
<td>1,631</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>72,176</td>
<td>1,061,570</td>
</tr>
<tr>
<td>Sox &amp; Clothing</td>
<td>21,705</td>
<td>51,416</td>
</tr>
<tr>
<td>Total</td>
<td>2,186,513</td>
<td>5,809,614</td>
</tr>
</tbody>
</table>

* * *

TABLE II

LEADING TV NETWORK ADVERTISERS IN MARCH

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Gross Time Sales</th>
<th>Charges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Motor Co.</td>
<td>$153,968</td>
<td>1947</td>
</tr>
<tr>
<td>E. J. Reynolds</td>
<td>119,280</td>
<td>1947</td>
</tr>
<tr>
<td>National Dairy Products Co.</td>
<td>38,053</td>
<td>1947</td>
</tr>
<tr>
<td>Lowry, Myers</td>
<td>99,055</td>
<td>1947</td>
</tr>
<tr>
<td>Land, Williams</td>
<td>68,583</td>
<td>1947</td>
</tr>
<tr>
<td>General Motors</td>
<td>37,747</td>
<td>1947</td>
</tr>
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<td>P. Loafland</td>
<td>86,224</td>
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<td>Future Brewing Co.</td>
<td>54,240</td>
<td>1947</td>
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<tr>
<td>Mohawk Carpet Mills</td>
<td>22,571</td>
<td>1947</td>
</tr>
</tbody>
</table>
Telefile:

WFMB-TV

Indianapolis' Only TV Outlet

Marks a Year of Progress

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

WFMB-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 WFMB 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.

WFMB-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 that it can be utilized as a portable unit for remote pickups. Projection room 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 WFMB-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, *The Giant Ring*, is the show'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, is a single unit show was devised by use of a backdrop which we set in 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 765 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 WFMB-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 tourney telecasts. Games were sponsored by RCA Victor distributors and dealers.

Following the 1949 Speedway race, WFMB-TV began telecasting the Indianapolis Indians games sponsored by BCA Victor and Stark & Wetzel Meat Packers. During the first baseball season the cameras were atop the grandstand, but this year they have been moved down to the pit area. One of the two cameras used is equipped with a Zoonar lens.

Improvements for telecasting the 500-mile race this year included the use of a new 40-inch lens, the Reflectar. The lens is the invention of Dr. G. F. Back, inventor of the Zoonar lens, and is said to be so powerful that when turned on the pit area, across the track from the camera position, only about one-third of a car can be seen, but in...
The column by the Star-Telegram's editorial editor, Mr. Cooper, is titled "We believe television will be important." The editorial emphasizes the point that the public is entitled to television of football games and the public is entitled to cooperate with, and wants it. TV networks are beginning to cooperate with them. The results of this cooperation are being publicized, and the public is being made aware of them.

The column is called "short-sighted," the Star-Telegram said "the actual effect of television upon game attendance...not football alone but all principal sports events-already has been investigated thoroughly."

The Jordan survey, the paper said, "indicate forcefully that television does not threaten the future of any spectator sport."

In conclusion, "Instead of standing in the way of progress," and putting "amateur athletics on a strictly cold-blooded, commercial basis...in utter disregard of the publics, whose support has built the college teams and funded their football to its present level," the newspaper called upon the schools to cooperate with TV and develop new 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 TBA committee 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 basketball and football games.


Sees No Injury

"We do not believe television will 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 cooperate with, and wants it, 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 thoroughly."

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TBA TO EXPAND

TELEVISION Broadcasters Assn. is launching a nationwide membership drive this week, designed to unite the entire roster of TV broadcasters and the10-divisional chapters which the TBA board of directors has adopted as TBA's pledge to the industry for 1960.

Announcing the membership campaign today (June 5), TBA President J. R. Poppele pointed out that to accomplish its objectives, which begin with an all-out campaign to end the freeze and include most of the industry's pressing problems, will take the full-hearted support of all TV broadcasters just the third of the national total which are now TBA members.

Mr. Poppele noted that many of the present TBA members "were among the first to begin TV operations and are the real pioneers of this truly amazing industry. What- ever TBA has achieved in the past," he declared, "has been for the benefit of all television broadcasters, not just members of the association. The 10-point platform backed by a pledge of our board of directors which we have just adopted, is proof enough to all television broadcasters that we are pointing to 1960 as one of the most important years in our history. This is a job that needs the financial support of all TV stations in the country; we hope to get that support in our current membership drive."

George B. Storer, president, Fort Industry Co., and Frank M. Russell, NBC vice president, are heading the TBA membership drive, which will include personal calls on all TV stations. Mr. Poppele said. He also revealed that work is underway on a new dues schedule for the organization which will shortly be presented to members as a more equitable way of paying TBA dues.

Sees Need for Action

In its resolution, the TBA board pointed out that the association "concentrating as it does on the interests of television broadcasters is "cognizant of the pressing need for constructive action to aid the growth and development of television broadcasting."

In words condensing the responsibilities of the industry" TBA has accordingly pledged itself to the accomplishment of the following objectives:

1. An end to the "freeze" on the licensing of new television stations as soon as possible to assure the resumption of the licensing process before the end of 1958.

2. The speedy resumption of the FCC bearings 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-con sidered controls.

6. Completion of the work already started on a recommended form of license for Los Angeles as first vice president, Phillippe De Lacy, KTTV, second vice president; Stuart Phelps, KKEA-TV secretary; Malcolm Madden, KTLL-TV Los Angeles, treasurer.

Starts Membership Drive

SDG Elects Breckner

ROBERT BRECKNER of KTTV (TV) Los Angeles was elected president of the television council of Screen Directors Guild at the annual SDG meeting May 28 in Beverly Hills. Elected to other offices were Seymour Berns of KECA-TV as vice president; John Phillips of Lacy, KTTV, second vice president; Stuart Phelps, KEEA-TV secretary; Malcolm Madden, KTLL-TV Los Angeles, treasurer.

Ground is broken in Memorial Day ceremonies at the site where WTVT (TV) Richmond will build new TV facilities. Wielding the shovel is William M. Havens (II), owner of the station, as Harry Jordan, contractor, and James W. Kyle (r), WTVT chief engineer, stand by. WTVT, in its third year of operation, expects to have studios on the air by the fall.

TV OVERSOLD
Brooks Tells S. F. Admen

TOM A. BROOKS, vice president and general manager of Hearst Radio Inc., last week told a group of San Francisco advertising executives that television was being oversold.

"Television is a superior vehicle," Mr. Brooks said, "but it is not a miracle medium."

He foresaw a "definite danger" to both radio and television because of the overselling of sales success stories in television. Radio still in many instances "will come up with sales effectiveness that equals television," Mr. Brooks said.

Skillfully operated a station, a whether of high or low power, will continue to survive as effective media, he said.

Best Use

It appeared to Mr. Brooks that those advertisers who seemed to have been "getting the most out of television" were those who also used other media. There has been no proof yet, he said, that an advertising campaign on television alone.

Hearst Radio Inc. is the licensee of both radio and television stations, including WBAL-AM-TV Baltimore, WOR-AM-FM New York, and is associated with WCAL-AM-FM Pittsburgh.

TV-TELEVISIONS SHOW

Next Fall in N. Y.

PLANS for a National Television and Electronics Exposition to be held Sept. 28-30 in New York's 89th Regiment Armory have been announced by Irving Fromer, director of the exposition. Motorola-N. Y. Inc., distributor for Motorola and "The book," is selected for large space at the event, Mr. Fromer said.

Basiclv, the exposition will be a consumers' "TV fair," Mr. Fromer said, where TV receivers and associated equipment and accessories will be displayed. In addition to the merchandise exhibits, the exposition will also include a video studio in which daily telecasts will originate and army and navy communications engineers with stage special demonstrations of video devices developed for wartime use.

Page 51 • BROADCASTING

June 5, 1950

TELECASTING • Page 5
NEW tabulation of television shipments by counties, covering the entire manufacturing industry, was started last 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' production of entire industry production.

First quarter shipments of 1,866,000, as estimated by RMA, run about 100,000 below the estimated production of more than 1,800,000 TV sets. This is the normal amount by which shipments trail actual factory production.

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<thead>
<tr>
<th>State and County</th>
<th>Total</th>
<th>Sets Shipped</th>
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<td>ARIZONA</td>
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<td>FLORIDA</td>
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<td>WASHINGTON</td>
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</tr>
<tr>
<td>WYOMING</td>
<td>890</td>
<td>890</td>
</tr>
</tbody>
</table>

% of Total Sales

- California: 10.5%
- Pennsylvania: 3.9%
- Ohio: 2.4%
- Missouri: 0.9%
- New York: 2.6%
- New Jersey: 0.4%
- North Carolina: 0.2%
- South Carolina: 0.1%
- Alabama: 0.1%
- Texas: 2.6%
- Pennsylvania: 3.9%
- Ohio: 2.4%
- Missouri: 0.9%
- New York: 2.6%
- New Jersey: 0.4%
- North Carolina: 0.2%
- South Carolina: 0.1%
- Alabama: 0.1%
- Texas: 2.6%

- The Council or its individual members, to the best of their ability, have been working 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 expressed the need 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 issue is decided, the freeze is "the best guarantee against any deterioration in the existing and future exhibition service."
- Refused to extend its color hearing to permit Paramount Television Productions and Chromatic Television Labs to appear in behalf of the new direct-view tri-color tube which they jointly developing [TELECASTING, May 29], but left the way open for them to demonstrate it when ready and to file proposed findings 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 broadband common carrier radio operation instead of television.

Appliance Order Set

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

TBA had entertained ideas of asking FCC to make public the equipment used by Chicago applicants in hearings which could not be completed before the freeze order.

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 TV research director.

Hosts at the luncheon, attended by FCC Chairman Wayne Coy and other Commissioners as well as advisory special staff, were Frank M. Russell, NBC Washington vice president; Edward Maddon, assistant to NBC President Alex C. Hall; William L. 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 brands [TELECASTING, May 8].
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.

ALL THREE OWNED AND OPERATED BY FETZER BROADCASTING COMPANY AVERY-KNODEL, INC., REPRESENTATIVES
ON GROUNDS that Zenith Radio Corp. has increased phonevision development, FCC last week held up action on Zenith's request for an extension of the date on which it was to have started Chicago tests of phonevision.

The Commission instructed Zenith to file a verified statement on its phonevision promotion, which FCC feared might "easily" mislead the public into thinking "that Phonevision 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, Zenith president, has solicited manufacturers in Washington to build Phonevision decoder outlets into their TV receivers and that announcements have been run asserting that "Phonevision will soon be here."

This was done, FCC said, despite the Commission's express provision that in connection with the promotion of phonevision Zenith "shall avoid any action that might create the impression in the mind of any person or persons that phonevision 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 phonevision or subscription television."

Claims Letter Not Received

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

A FCC letter was in response to Zenith's request that the beginning of the FCC-approved 90-day period for Phonevision 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 had been received from Chicago residents seeking to have Phonevision 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 authorization."

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 Teleone, the major manufacturers who are not RMA members, encouraging these manufacturers to install Phonevision 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 Phonevision 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 "nothing of phonevision 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 it is likely that the FCC will be more lenient in granting temporary authorizations for such a system. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing Phonevision decoder outlets built in accordance with your present standards."

The letter continued: Thus, if in the future such a hearing would be 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 view of the fact that your organization was granted special temporary authorization to conduct the Phonevision tests, various advertisements concerning Zenith television receivers have appeared containing such statements as "Phonevision will soon be here" and "Phonevision exclusive with Zenith."

The Commission is of the opinion that the public might be confused as to the true significance of the Phonevision decoder outlets and might easily be misled into believing that Phonevision 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 sales 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 $250, and cancel its "preferred rate" 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 $250, and cancel its "preferred rate" for clients still waiting to buy WHAM-TV time—and the prospect of a general rate increase slated to take effect July 1.
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.
### JUNE 1950

#### TELECASTING

**Network:** Mutual
**Channels:** NBC, CBS, ABC
**Station:** CBS
**Date:** June 1950

<table>
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<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
<th>Day</th>
<th>Channel</th>
<th>Time</th>
<th>Program</th>
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</thead>
<tbody>
<tr>
<td>2:00 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>3:00 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>4:00 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>5:30 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>7:00 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
</tr>
<tr>
<td>7:30 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>8:30 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>Goodyear <strong>Super Circus</strong> L (E-M)</td>
<td>Mutual</td>
<td>Monday</td>
<td>CBS</td>
<td>10:00 PM</td>
<td>Captain Video L/E-M</td>
<td>CBS</td>
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**Note:** Programs in italics are substations.

**Time:** 7:00 PM

**Station:** NBC

**Program:** "Howdy Doody Show"

**Station:** ABC

**Program:** "Captain Video"
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<thead>
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<th>Time</th>
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<tr>
<td>7:15</td>
<td>&quot;Man from the South&quot;</td>
<td>L (E-M)</td>
<td>E-M</td>
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<tr>
<td>7:30</td>
<td>&quot;The Ruggles&quot;</td>
<td>F (M)</td>
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<tr>
<td>7:45</td>
<td>&quot;Young People's Church of the Air&quot;</td>
<td>F (M)</td>
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<tr>
<td>8:00</td>
<td>&quot;Week in Review&quot;</td>
<td>G (E-M)</td>
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<tr>
<td>8:15</td>
<td>&quot;Co-op Wrestling&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>8:30</td>
<td>&quot;General Foods - The Goldbergs&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>8:45</td>
<td>&quot;Westinghouse Studio One&quot;</td>
<td>L (E-M)</td>
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<td>9:00</td>
<td>&quot;Proctor &amp; Gamble - Firestone&quot;</td>
<td>F (E-M)</td>
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<tr>
<td>9:15</td>
<td>&quot;Amos' Cork Co. - Lucky Strike&quot;</td>
<td>L (E-M)</td>
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<td>9:30</td>
<td>&quot;Local Spoons (Co-op) Who Said That&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>9:45</td>
<td>&quot;Lipton's - Famous Versatile Varieties&quot;</td>
<td>L (E-M)</td>
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<td>10:00</td>
<td>&quot;Ford Dealers of America&quot;</td>
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<td>10:15</td>
<td>&quot;Pantarino - Private Eye&quot;</td>
<td>L (M)</td>
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<td>10:30</td>
<td>&quot;Rolling Races from Roversol, Inc.&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>10:45</td>
<td>&quot;Blatz Brewing Co. Roller Derby&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>11:00</td>
<td>&quot;Emerson Radio Clock&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>11:15</td>
<td>&quot;Interstate - Private Eye&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>11:30</td>
<td>&quot;Trolling Races from Roversol, Inc.&quot;</td>
<td>L (E-M)</td>
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<tr>
<td>11:45</td>
<td>&quot;Rolling Races&quot;</td>
<td>L (E-M)</td>
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**A Service of BROADCASTING**

**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).

THE Chicago TelePulse already includes these data; other markets to be included monthly by month until all are covered.

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, breathlessly-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. 3)
ences within areas within 100 miles of the VOR station in one-half of the cases.

Spokesmen for CAA last week said that some 360 of the new VOR stations are in operation in the 100-km band. More than 480 are eventually to form a grid of 10-km spots spaced about 10 miles apart, and by 1956 are to have completely replaced the ILS service. One new station has been operating in the 200-400-km band for some time and is expected to be in operation soon and subject to state and other limitations. Unlike aeronautical facilities, which can fly by "ear" in only four directions, the new VOR range gives dial readings so pilots can set the equipment in any direction they choose.

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 subject from this group. CAA said many believe the VOR stations or their own equipment causes the trouble.

Intercom Now Localized
Mr. Rentzel, in his initial cor-
respondence with Chairman Croy in early July, had filed the "serious radio interference problem" which the CAA and FCC staffs have been discussing "involves a large por-
celage of the population," and entertain-
ment broadcast receivers already in the hands of the general public.
He said that although the problem presently exist, it is not generally con-
tained to certain areas, "the service effect is international in scope since the navigational aids involved are the agreed world standard."

In reply, Chairman Croy assured the CAA Administrator FCC "will give its full and active cooperation in this matter to the end that a satisfactory conclusion may be reached."

He said for interim relief "the best solution lies in continuing the coordinated work of the CAA staff who have data concerning 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 printing of the extensive overall FCC-industry proceeding on the problems of interference arising from operation of incidental facilities.

The long term solution to the VOR interference problem hinges on outcome of this overall proceeding, Chairman Croy indicated. He noted that CAA investigation had been completed by two industry groups, Committee C-68.1 of the American Standards Asn. and Committee V-17, of the ICAO. The latter, Croy said, is 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 Croy wrote.

In a subsequent letter, however, Mr. Rentzel indicated he had filed "positive action can be taken" in the VOR interference problem "in the immediate future. . . . The urgency, . . . is such that I do not believe it would 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 300-mc band fanning 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 same frequency band which intersects the glide-path beam 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 21-27 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 automatic control system in the 41 to 45 mc area, additional possibility of ILS localizer interference would occur from sets tuned to Channels 2 (54-60 mc) and 3 (60-66 mc). 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 more endangered war surplus equipment on some planes, which also has been replaced generally.

CAA officials said no interference from broadcast radiation has even been known to occur to the 75-uc fan marker navigational aids, sandwiched between TV Channels 4 (69-72 mc) and 5 (78-82 mc).

FILM SYNDICATE
Newspaper TV Outlets Plan
MANAGERS and other top executives from 38 newspaper owners and operated television stations are meeting here 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 as Hollywood meeting are: William T. Thielin, KRON-TV San Francisco; R. H. Sperling, KABC (TV) Los Angeles; George W. Shreiber, WGN-TV Chicago; Victor J. Friden, WLW (TV) Cincinnati; Robert D. Sweeney, WTVU New York; W. K. Jett, WAMB-TV Baltimore; Richard E. Jones, WIBB-TV and Harry Bannister, WWJ-TV, both Detroit; J. M. Rosalee, WCAU (TV) Philadelphia; L. W. Fenn, WCVB (TV) Boston; Steve B. Laughlin, WIFX (TV) New York; Harry C. Wilder, WBAL (TV) and Paul Adanti, WHTV (TV) both Baltimore.

The Video Amplifier and Cathode Follow-
er takes advantage of the voltage-regulated Pot Supply and provides a complete Video and Cathode Circuit. The Video Amplifier and Cathode Follow for the latest developments, trends, problems, data and engineering know how. Complete and Authentic.

PRACTICAL TELEVISION ENGINEERING

By Scott Helt
Research Division Allen B. DuPont Laboratories-Instructor, 700 pages, 6x9, 395 Ibs., $7.90

Here, just off the press, is the first book ever to come on air viewing the entire field of Television from the viewpoint of a practical engineer actually employed in the field. Written by one of the industry's pioneers, it provides a sound knowledge of both theoretical and practical principles, particularly as related to Television manufacturing and broadcasting.

AN UP-TO-THE-MINUTE GUIDE

Starting with the fundamentals of radio transmission, PRACTICAL TELEVISION ENGINEERING progresses logically and understandably through every subject. Far from being a reheah of old and often outmoded material, it brings you up-to-the-minute of the latest developments, trends, problems, data and engineering know how.

COMPLETE-MODERN-AUTHENTIC

Complete coverage of the following subjects makes PRACTICAL TELEVISION ENGINEERING indispensable for all who are associated in any way with TV research, development, engineering, broadcasting, study or instruction:

Fundamentals of Picture Transmission
Television Reception
Cathode-Ray Oscillographs
Electron Tubes for Image Pickup
Synchronizing Generators-Television
Shaping and Deflection Circuits

The Video Amplifier and Cathode Follower Voltage-regulated Pot Supply

Television Transmitters
Television Manufacturing Techniques

Glossary of Terms
Use coupon today! Read this book for 10 days AT OUR RISK.

10 DAY MONEY-BACK GUARANTEE

Enclose first $7.90 of $29.90 outside U.S.A. for PRACTICAL TELEVISION ENGINEERING or send C.O.D. and we will return your money if you return this book within 10 days and you GUARANTEE to read the entire book.
(Cash only outside U.S.A., some return privilege.)
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 report just released 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 report 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 newswoman believes must be lowered before TV news can seriously compete with radio news or newspapers."

The slowness with which motion pictures of news events are delivered to non-interconnected stations and to stations doing their own newscast makeup was cited as the most important reason and the stations believe news 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 available in studio shows and capable newscasters who can effectively present news and sustain viewer interest.

"There is no solution to these problems which has not the newsman's unanimous approval," Mr. Renick's report points out, since problems differ at each station. "Network news and other outside outlets give only an account upon the network news shows to present national and international news and can be a great help 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 shows not 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 New York.

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 95% of the stations covered from doing it on their own. 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 reported that the high cost of production must be absorbed by the sponsor along with the cost of the production time. "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 a TV show in character for use on TV, 89% of the stations covered reported they used that format.

"Over half of the stations reported use of motion picture pictures, and wire services and a multiscopc or similar device to present the news. Fifty percent of the narrators read the news from copy books. In some cases the wire service and the newscaster were partners. This makes it necessary to keep all sections of the country and successful newscasts 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."

** TV Improves Family Life, Baltimore Survey Shows **

ALTHOUGH children may be going to bed a little later, television tends to strengthen the family circle, according to a survey released last week by Joseph T. Barlow, principal of the Essex elementary school, Baltimore. Of 302 (Continued on Telecasting p. 16)
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

DAYTON, OHIO

Represented nationally by The Katz Agency, Inc.
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 drop in movie going and also a reduction in the demand for baby sitters; housework 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 in the classroom was foreseen by an "overwhelming majority" of the families which expressed an opinion on the subject, the report pointed out.

* * *

New Rating Card
For WBTV (TV) Charlotte

RATE CARD No. 3, effective July 1, was announced last week by WBTV (TV) Charlotte, N. C. The new one-time rate for a Class A hour (Mon.-Fri. 6-7 p.m., Sat. and Sun. noon-11 p.m.) is $65-22. Five minutes of Class A time on a one-time basis will be $65-00. 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 $335 for an hour on a one-time basis. For five minutes the charge will be $40-50. 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.

* * *

"Star Theatre" Tops
April Nielsen Ratings

TOP television program in April was "Texaco Star Theatre," according to the latest National Nielsen Ratings covering the weeks of April 1-7 and 15-21. The top 10 programs in size of audience delivered and program popularity as reported by Nielsen follow:

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<th>AUPHIED DELIVERED</th>
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<tr>
<td>Number TV Homes Reached In Total U. S.</td>
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<tr>
<td>Homes (%)</td>
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<tr>
<td>1. Texaco Star Theatre 69.3 6,799.9</td>
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<tr>
<td>2. Godfrey's Talent Scouts 55.9 5,612.9</td>
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<tr>
<td>3. Toast of the Town 47.4 4,986.0</td>
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<tr>
<td>4. Godfrey's Talent Scouts 45.7 4,212.9</td>
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<tr>
<td>5. Godfrey's Talent Scouts 43.0 4,091.0</td>
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<tr>
<td>6. Martin And Morehead 39.7 3,941.0</td>
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<tr>
<td>7. Toast of the Town 37.4 3,676.0</td>
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<td>8. Toast of the Town 35.9 3,482.0</td>
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<tr>
<td>9. Godfrey's Talent Scouts 34.2 3,367.0</td>
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<tr>
<td>10. The Godfords 31.6 3,180.0</td>
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PROGRAM POPULARITY

Each TV Home Reached In Program City |

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<th>Program</th>
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<tr>
<td>Rank</td>
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<td>10. The Godfords 31.6</td>
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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 dubbing of any other films or other films, 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 committe headed by Ernest de la Osa, 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.

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 $35.00 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 NAVY Certificate of Award for "outstanding service rendered to the Navy" has been given to WAAM (TV) Baltimore.
THANK YOU
PROFESSOR!!

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

LUCKY
CHANNEL 13

Hollywood, California

*REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK
**TV ONLY JOB HOPE**

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 Act. Ella 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 give you the figures of all employment of musicians in television in the very near future. I cannot give you that assurance because television 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 music industry or for the musicians. 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 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 quite obvious. 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 thing. But when you rehash them all down, the answer is the same—they just don’t know.

"However, we do know one thing, and that is that 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 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 Canada: $805,661.75.


Local commercial employment in the U. S.: $98,079.72.

Local commercial employment in Canada: $492,589.08.

Local commercial employment in Hollywood: $1,283,005.00.

Total: $22,989,045.81.

"A more exact picture of commercial broadcast employment can be had," the report explains, "if it is understood that the 4,803 people employed at the one hundred commercial networks (on the four national U. S. networks during 1948) conducted by at least 192 leaders, sponsored by 323 agencies or companies, played, 16,982 broadcasts."

Employment of AFM members in the production of transcriptions is summarized below:

**Electrical Transcriptions**

Number of units employed: 7,588.
Total No. of man appearances (addmen): 27,820.
Total No. of man appearances (leaders): 4,967.
Total No. of hours employed: 9,581.
Total earned by leaders and men: $2,199,949.47.
Royalties paid to Federation: $1,752,19.

**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 $4,620,49 from recording and transcription companies.

---

**MOVIE-TV FIRM**

Trio 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 as movie director, producer, and Axel Grunenberg, 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. He sold his interest in the latter project when a merger of AM and TV facilities took place.
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


**OWNERSHIP CASES**

FCC sets hearings for 3 issues in license renewal hearing of WJVA South Bend, Ind., were reported by FCC last week as involving the question whether station ownership has been transferred with the FCC’s approval. Hearing on renewal bid was designated for tonight. Extending the WJVA license on a temporary basis until the hearing, 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. WJVA 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 WMMB Melbourne, Fla., and WRIO Rio Piedras, P. R.

WMMB, licensed to Melbourne Broadcasting Corp., requests change from 250 w daytime on 1580 kc to 100 kc, 100 w night 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 day, 500 w night 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 WMMB 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.

**ON THE AIR**

New PT63-A

Unit Construction permits portable or desk top use. 3 months’ supply of recording mix-tape is furnished. Can be ordered direct from the line. Prevents recording erasure. Use 3 “B” battery available to convert present P76 Magnecorder.

WRITE

Magnecorder, Inc.
360 N. Michigan Ave.
Chicago 11, Ill.

**IRONTON CASE**

**FCC Questions Tracking**

COMPARATIVE hearing designated on the new station applications of WABC and WABC-B; Broadcasting Co., David W. Jeffries, and Glauco G. Merrill, all Ironton, Ohio, heretofore confined to engineering issues, was modified by FCC last week as including the question to a 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 efforts 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, Coston and Julian Lamont 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-come first-serve basis for $1,750 [BROADCASTING, March 29]. Coston-Tompkins was granted fulltime on 1230 kc. Mr. Jeffries seeks the same assignment while Mr. Merrill seeks 250 w fulltime on 1230 kc.

**ABA HEADQUARTERS**

STATE headquarters office for the Alabama Broadcasters Assn. was established at the U. of Alabama Thursday, with the university’s extension division furnishing office space, equipment and other facilities and services to the broadcasting group. ABA will have the services of LeRoy Bannerman, scriptwriter for the university’s radio broadcasting services, one day a week. Bert Bank, ABA president and general manager of WTBC Tuscaloosa, described the arrangement as "the greatest step radio in Alabama has taken in many years," and said the office will work toward development "of the most outstanding system of broadcasting of any state."

**SERVICE DIRECTORY**

**CUSTOM-BUILT EQUIPMENT**

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3636

**COMMERCIAL RADIO MONITORING COMPANY**
PRECISION FREQUENCY MEASUREMENTS
Equinox Co. (D) 3 ust Every Night

PHONE JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

**VACANCY**

YOUR FIRM’S NAME IN THIS “vancey” will be seen by 15,500 professional broadcasters and engineers, chief engineers and technicians—applicants for ALF, FM, Television and faciliated facilities.

**June 5, 1950**
FAVORABLE reactions reportedly received by KVRV Salida, Col., 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, KVRV 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 train.

'Chimpanzies' SHOW with no rehearsal or script problems given try on WENR-TV Chi.

Parade Coverage SPOKANE's 1st festival parade, which drew over 150,000 people, was occasion for live mobile coverage of double-barreled nature by KHQ Spokane, which set up a FM transmitter and wagon unit for under $100 by using coverage and interviews which originally had planned to enter float in parade as promotion gimmick but decided on mobile unit as double-barreled venture that paid off in both program and promotion value. Announcer Bob Swarts and Birney Blair gave human interest touches and variety to broadcast by using row microphone to pick up sounds of bands, comments of bystanders, marchers, etc. For stunts announcers dropped mikes down tubs, intersecting a hidden man who drove float and interviewed Indian chief. KHQ had arranged with police department to block traffic while marchers were briefed to split and circle unit when approaching. Sixty-five floats and bands, and civic groups were in parade. Plans were arranged by KHQ President Dick Dunning.

NLNK Public Message EMPHASIZING plight of alcoholics and effort to cure unfortunate, NLNK Norwalk, Conn., instituted on June 3rd a series for on-the-spot interviews which members of Alcoholics Anonymous will tell their stories to public. Broadcasts are under direction of Rev. Carrie Miller and are aired Thursday, 9-9:30 p.m.

Side Show Series WEEKLY variety show consisting of clowns, jugglers, ballet, light opera, slapstick comedy, and built around a sideshow theme, is being offered by WQG-WTV (Washington) as new series, Wednesday, 7-7:30 p.m. Titled The Little Top, program stars Brooke Johns as 'the world's greatest clown' and pianist. Mr. Johns is oldtime performer of vaudeville entertainment world and appeared during '30s 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 used for occasion to which stations contributed time. Endorsement of program received from such broadcasters as KMYR-KPOP Denver, KFKA KYOU Greeley, NBC and others who were slated to air announcements and new communications day.

WJJW-TV 'First' FOR reportedly first time in public television, general audience was enabled to watch an operation when WJW-TV Detroit presented Operation Hospital direct from Detroit's Harper Hospital. Producer was Walter Koste and writer-director Douglas Wright. Script was checked by officials and gave authentic value of operation from its start until patient was wheeled out of operating room. Documentary show was WJJW-TV's contribution to Greater Detroit Hospital Fund drive.

TACKLING question to which everybody would like answer—"Is War Inevitable?"—WMAL Washington starts series of three-weekly radio programs headlining outstanding government and political leaders. Program is heard Monday, Tuesday and Wednesday at 9-9:15 p.m. Opinions on present U.S. policies will be asked of notables by Bryon Bash, White House correspondent of ABC and NBC, and by ABC's Washington director, WMAL, Sens. Estes Kefauver (D-Tenn.), member of Senate Armed Services Committee; Sen. Richard B. Russell (R-Ga.), American delegate to UNESCO, and Leverett Saltonstall (R-Mass.), another Armed Services Committee member, were first week's speakers.

Programs

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

Package Shows NEW-TYPE five-minute package programs being produced for stations by Decker Advertising, Canton, Ohio, (gen. of Merit, designed as public and employee relations show for industry, features story of honor employee of sponsor's company, stressing worker's loyalty and dependability and gains company has made through free enterprise. Background made up of outstanding news and sports events. Other show, Mercury Magic, is contest series based on participants' guess of 9 a.m. temperature, plus their pet "gripes." Contestants obtain entry blanks from sponsor's store week prior to broadcasts. Winner receives prize of sponsor's product with grand prize for best average for a month. Programs could be adapted for longer broadcast.

Adelphi College Workshop STUDENTS at Adelphi College's summer radio and television workshop in New York to produce plays selected from England, France, Turkey, Canada, as part of workshop's "International Radio Festival." Workshop, called Center of Educational Television, 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 marketed by Charles Harrell, TV executive producer.

Family Life Series SERIES of theme radio shows dealing with family life started by WVS-AM-FM 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 narrated by Actor Eddie Albert, treats problems in everyday family life. Program heard Friday 6:45 p.m.

Merchandise Demonstration MODERN methods of slashing material handling costs were shown public recently by Chuck Trunam on Manhattan Spotlight show over DuMont TV Network. Audience of several hundred industrial and financial leaders formed live audience before which fleet of trucks demonstrated lifting, carrying and stacking of materials in warehouses by pushing buttons. Specific device pointed out was truck equipped with "Flexidrive" and "Auto-Load" from Celotex that saves time.

New Visit With the Bishop NEW series, entitled A Visit With Bishop Wright, inaugurated over WAAR Worcester, Mass. Show aired Saturday, 7-7:15 p.m., and features John J. Wright, Bishop of Worcester, in informal conversation from his home. Series was originated by Jack Morrillsey, program director, and station claims it is first regularly scheduled radio series by any Catholic bishop in country.

Traffic Information COOPERATION 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 summer months. Time also has been cleared for airing of important bulletins which may come up between regular shows. Programs are supervised by Denis Sartain, news editor, whose staff maintains continuous communication 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 27th Program, on police affairs in New York City, was written by Joel Gayne. ABC last week mailed discussion of super invite 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.
LEGISLATION that would exempt State Dept. Voice of America recordings from duties imposed under the 1930 Tariff Act has been approved by the Senate Finance Committee for consideration by the Senate. A companion bill is pending before the House Ways & Means Committee [BROADCASTING, May 15].

The Senate version (S 3548), sponsored by Sen. Walter F. George (D-Ga.), would effect such an exemption on the grounds that foreign-transcribed recordings are becoming increasingly valuable. The House bill (HR 8514), introduced by Robert L. Doughton (D-N. C.), chairman of the House Ways & Means Committee, is expected to be taken up once the current tax revision study is completed.

Feature of Week
(Continued from page 18)

War of Independence. Mr. Geyer had left Boston during the Revolution to return after the war and sell his property. When the Hovey building (department store purchased several years ago by Jordan Marsh) was erected, the initials were carved on a cap stone over one of the doors as a Gardner memorial.

As the years passed, the sentiment surrounding the incident also faded. It was for Means, Piper and Buffum to revive its meaning and to look for ways to preserve this bit of New Englandiana. In their search, they found a lineal descendant—G. Peabody Gardner, vice president and trustee of Gardner Museum on Boston's Fenway. The capstone was offered to the museum keeper but is was learned that the trusteeship prohibited either an addition or subtraction.

They were referred to then to the keeper's cousins, Mr. and Mrs. Francis Lowell Gardner of Concord, Mass., who are in the same degree of relationship to SFG. The Concord family accepted custodianship of the stone, linking past with present. The ceremony of transfer was recorded at WEEI for broadcast May 21.

But the story was not over for the station. An early morning Buffum fan, Richard Edwards, vice president of Jordan Marsh and director of the store's advertising, had followed the search for the stone's home. He decided that the New England Almanac was the proper radio program for a 10-minute institutional type message every day at 6:35 a.m.

WEEI believes that with the signing of the "Jordan Marsh Observer," it has one of the earliest scheduled institutional programs in radio. And that's making modern history.

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'LUULU' 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 Wate.

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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

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BROADCASTING • Telecasting

June 5, 1950 • Page 69
LOCAL ANNOUNCER

Authors Explain Function


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 practices 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.

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 long-haul frequency originating in the U. S. and rebroadcast 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 with the aid of a tape recorder.

This 9-15 a.m. week-day feature has been in the air for almost 14 years. The program is deservedly popular by Nancy Goode, homemarker, mother and active clubwoman. Her recipes, food and household hints are of great interest to the WRGM-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

Production

FRED HAHL, formerly program director of WLOG Logan, W. Va., and WFJC Charleston, W. Va., has added responsibility for programming for the Navy Bureau of Information at the Naval Station, Norfolk, Va.

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 Cincinnati. CHARLES STROTHKE joined traffic department of WCPO-TV.

KERRY BOTZER, CBS Hollywood announcer, named to replace Evelyn Lifschutz as production supervisor for network's Hollywood branch. Miss Lifschutz left that post June 3 to join Ward Wheelock, Los Angeles, as office manager and assistant to Diana Bournon, head of agency radio department [Broadcasting, May 22].

JERRY FRANKS joins KECA Los Angeles as floor manager after 12 weeks' leave of absence by Diana Bournon, a former staff announcer. He replaces HARISON NAGLEY, resigned to travel in Europe.

CHARLES CALVIN PHILIPS named director at WGN-TV Chicago, Sheldon Cooper appointed floor manager.

BEN LUDLOW appointed to conduct orchestra on Hit the Jackpot show on CBS, sponsored by Letter Bros., to begin July 1. He replaces former summer replacement for Amos 'n Andy.

HANK SYLVERN chosen "outstanding musical director of radio and television for 1949-50" by Song Hits Magazine.

BILL MURPHY, formerly sports director and announcer at KYFR Bismarck, N. D., and after that with ABC and WBBM Chicago, joined the CBS network as an affiliate representative. His duties will include sales promotion for CBS stations in the North Central and Rocky Mountain areas.

WALTER TYRELL added to announcing staff of WASH (FM) Washington. He was formerly with WTSH Washington, WTBQ Cumberland, Md., with Baltimore and WEMW Washington.

THOMSON HOLTZ joins staff of KFAB Omaha. He was with WOW Omaha for seven years, and before that was with KTWW Emporia, Kan.; WREN then Lawrence, now Topeka; KMBC and WDAF Kansas City.

ARTHUR C. STRINGER Jr., radio student at Syracuse U., joins WCVY Norfolk, Va., July 1 as summer relief announcer. He returns to Syracuse U. Oct. 1 for his last semester.

HOWIE LUND and WALT (Kossin) KY, both former staffers of WJW Cleveland, form radio and television combine with three-hour weekly show to be aired Friday on WDKO Cleveland.

BETTY FELLERS rejoins continuity staff at WIS Columbia, S. C. KAY COLLINS, formerly with WKIX 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 National Jr. Chamber of Commerce.

BOB BOYER, musician with WRD Worthington, Ohio, Rural Rangers, and Helen Chalk have announced their marriage.

KENT GRANT, announcer at KNZ Houston, Tex., is the father of a girl, Cecilla Lynn.

JIM STEELE, program manager of WIRK West Palm Beach, Fla., is the father of a girl, Malinda Ann, born May 24.

MILTON E. KRENTS, producer of Eternal Light, on NBC, 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. Borcherds, dean of Southern Methodist U.'s music school, on occasion of NBC Symphony concert in Dallas. Presentation was made over WFAA Dallas.

PLANE CRASH

WCB1 is Early on Scene

WHEN a Navy P-80 "Shooting Star" jet airplane crashed near Columbus, Miss., it took less than 10 minutes for WCB1 to send its portable equipment to the scene, tape record a description of the crashed plane and interview eye witnesses and Civil Air Patrol members.

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 Cislak, 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. Cislak announced that the following stations have joined AIMS: KYA San Francisco; KSON San Diego; WIRL Des Moines, Iowa. AIMS' membership presently numbers 34 stations from Honolulu to Miami. Membership is by invitation and is limited to one leader independent in a metropolitan area of 100,000 or more population.

Page 70 • June 3, 1950
Help Wanted

Salesmen
Experienced time salesman for 3000 new 1952 model, large market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman — Agressive, experienced, good talker. Box 266F, BROADCASTING.

Salesman wanted. Send photo and details to KOOC, Salem, Oregon.

Salesman wanted: Send all details to WBIF, Cartersville, Georgia.

WKAT, Miami, Miami Beach has opening for man who can manage, direct, and execute. Extensive market, need of proven record and integrity; have experience in all phases of the business. Must be alert, progressive sales staffs. Must sell all types of products and work closely with advertising and sales staff in selling and closing. This is a tough job, as we are an alert, driving outfit. Unwilling worker need not apply. Salary will be adequate and incentive earnings will be agreed upon.

Announcers
Straight staff with 5000 watt net affiliation. Opening in Midwest. Box 121F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Qualify announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 126F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing potential. Full permanent ABC affiliate. Box 262F, BROADCASTING.

North Carolina 250 watt independent wants announcer with first name license who can write copy, announce specials and promotions. Must have ability to be program director. Give salary requirements. Write Box 277F, BROADCASTING.

Opening for summer replacement staff announcer about June 15. 1000 watt AEENK. Chicago. Personal interview required. Box 341F, BROADCASTING.

Florida local needs good announcer with license. Salary $60.00 to $70.00. General knowledge of radio required. Box 381F, BROADCASTING.

Major league baseball play-by-play sportscaster—$50 per week Guaranteed Guaranteed. Remaining pay to be based on audition disc giving sample of work. Good record of sales experience. etc. Box 388F, BROADCASTING.

Two announcer-enginers; heavy on announcing. Also two announcers, Dr. D. C. Rendig, WLKC, Phone 3725, Monroe, Louisiana.

Announcer-salesman wanted by northern Illinois kilowatt daytime. $100 per month for 300 watt announcing weekly. Guaranteed against 15% direct commission for three years. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Drop application to Box 455F, Broadcasting Magazine, 870 National Press Bldg., Washington 6, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted (Cont'd)

Technical
Southern Muzak operation (wired program director, 8000 station, with keen ear for sound and knowledge of amplifiers, equalization, etc.) Work includes operation of sound systems and studio control work. Give full information about experience and salary requirements. Address Box 310F, BROADCASTING.

Production-Programming, others
Capable program director. Initiative paramount. Ideas must be compatible with 250 watt full-time independent station. Must be able to work closely with management. Box 333F, BROADCASTING.

Experienced female continuity and script writer. Must be able to work closely with management. Box 346F, BROADCASTING.

Situations Wanted
Managerial
Four years experience all phases small stations and large stations. Desires position as station and/or commercial manager. Box 378F, BROADCASTING.

A good result producing man, long experience in radio management and sales. Desires position as station and/or commercial manager. Box 385F, BROADCASTING.

Experience and ability to present local spots. Also four years experience in studio and operations. Available immediately. Box 385F, BROADCASTING.

Available immediately. Experienced manager and commercial director. Both independent and network available. Desires position as station manager. Box 392F, BROADCASTING.

Situations Wanted (Cont'd)
Announcer, graduate oldest broadcasting school in country. CBC instructor taught all phases of broadcasting. Formerly with major network in Chicago radio and network. Two years college background. Excellent references desired. Consider all offers. Box 139F, BROADCASTING.

Announcer, graduate, 3000 watt station in Chicago. Desires position as program director or owner. Excellent references. Call 312-456-7890.

Triple threat radio and/or TV man; ten years experience as program director; produced and directed both radio and TV. Desires permanent position requiring initiative; will employ available for initial interview. Box 315F, BROADCASTING.

Announcer, three years. Top mail pull. Attention news, program. Training? Answer this and you'll get your foot in the door. Box 399F, BROADCASTING.

Invest win and make money—man with pleasant voice, college grad. Complete extensive course in radio broadcasting. Letter of application will be considered; interested will send audition disc and resume. Box 310F, BROADCASTING.

Announcer, DJ. Toply, TV personality. Metropolitan area. 500,000 seeks change to major market. 10 years experience. Disc available immediately. Box 349F, BROADCASTING.

Announcer, experienced in large metropolitan city, ambitious, specializing in newscasts. Salary and details to Box 356F, BROADCASTING.

Announcer: Young, single, ambitious; desires independent operation. Box 358F, BROADCASTING.

Announcer-producer-engineer. Experienced in metropolitan area. Box 361F, BROADCASTING.

Announcer-producer-engineer. Desires position with progressive station with TV in future. Available immediately. Box 365F, BROADCASTING.

Announcer-producer-engineer. Desires position on television position, eight months experience in broadcasting, graduate, SRT-TV, single, willing to travel. Box 369F, BROADCASTING.

Announcer-producer-engineer. Desires position with northeastern station. Box 373F, BROADCASTING.

Announcer-writer, experienced, well-known radio personality, long dope. Box 375F, BROADCASTING.

Engineer thoroughly experienced, no experience necessary anywhere. Box 408F, BROADCASTING.

Chief engineer desires settle, prefers West Coast, 40 years experience. Eastern background. Dr. C. E. Harmon, 222-13-55 Ave., Belle- rose, New York.

Technical
Engineer thoroughly experienced, no experience necessary anywhere. Box 409F, BROADCASTING.

Chief engineer desires settle, prefers West Coast, 40 years experience. Eastern background. Dr. C. E. Harmon, 222-13-55 Ave., Belle- rose, New York.

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Situations Wanted (Cont'd)

For Sale. Informative and entertaining children's show with eager, ambitious young woman old year old woman attached. College graduate, 2 years experience in nurturing development of children's shows at an educational station. Box 36BF, BROADCASTING.

Help Wanted. Truly good, perceptive, continuity writer desires position with a progressive station. Education: College graduate. Work anywhere. Cooperates well. Box 38BF, BROADCASTING.

Attention station managers. Newsman announces reporter who covered South Amboy, New Jersey explosion ABC News - toned 1000 watt Virginia station seeking similar position in major metropolitan area. College graduate, married, three years experience. Box 43BF, BROADCASTING.

Television

Announces Desire opportunity in TV station, SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single. 26, cor. Box 385F, BROADCASTING.

Technical

Trained on actual TV equipment for studio remote and film operation at WPIX and at Television Workshop. Have the experience, skill and audio-visual background. Box 37BF, BROADCASTING.

Production-Programming, others


For Sale

Stations

Exclusive east coast central small network affiliate, $50,000 down. Box 35BF, BROADCASTING.

Minority interest and unrestricted management of long-established network station available to highly qualified buyer. This is Midwest, single station market with a notable history of making profit in areas of interest. Other interests only reason for sale. Will continue management/operation for one year. Resume and presentation in full first letter giving all details. Personal. Box 32BF, BROADCASTING.

Texas daytime. Only station serving two counties and one city, population 42,000. Box 35BF, BROADCASTING.

FM station. In operation one year. Strong signal reaching into Minneapolis and St. Paul, Minnesota. Box 36BF, BROADCASTING.

California 1000 watt fulltime regional in excess of FM market now recognizing. Unusual opportunity available to parties interested in acquiring control of interest in well constructed station, with abundant potential. Good will. Box 36BF, BROADCASTING. Address Owner, Post Office Box 486, Inglewood, California.

Equipment, etc.

Two Scott dynamic noise suppressors, type 910-C. Condition: Like new. Gray finish. Original cost $126.00 each. Box 31BF, BROADCASTING.

Many TV stations have saved $500,000 by using Scott-Smith teleprompter, 374F, 380F. Box 33BF, BROADCASTING.

Low priced, Write Wm. Greeley, Grove, KFBC, Cheyenne, Wyoming.

Help Wanted (Cont'd)

Technical

For Sale or trade: Panacoustic 2 studio consoles—$350.00. DiMont 274 oscilloscope—$1,500. Transon 213 foot. 200 watt transmitter. 4601 tape recorder—$75.00. GR 722 distortion monitor, GR 723 signal generator, GR 721. A modulation monitor—$100.00. GE BC 1A complete—$100.00. Contact Chief Engineer, WFTL, Fort Lauderdale, Florida.

$1,100.00 FW 506B-2 complete, spares, 10 kw transmitter. New, never used. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJJK and WCAP, Ashbury Park, N. J. Looking for unusually capable young man. Station has saved $500,000. For sale 1 GE 250 watt FM transmitter, 1 WE 258 console. Good station, capable man. Write to each POB. Will trade a/c 250 watt AM transmitter.

Have several used winch charger return self interest. Tower Con- struction Co., 107 Fourth St., Sioux City, Iowa. Phone 6-961.

Wanted to Buy

Stations

Manager and chief engineer of a southern stations is interested in buying small station. In through sales. Can give reasonable rates and not tough customers. Box 38BF, BROADCASTING.

Experienced, successful manager interested in buying or leasing small station in south. Will negotiate to Box 34BF, BROADCASTING.

Equipment, etc.

Turntable, preferably RCA, complete with pickup, Stantel, 12 inch. Box 37BF, BROADCASTING.

Wanted to buy—1 kw AM transmitter. Prefer Hayten RA-1000 or Gates 2C-1B. Must be in good condition. Write full details and price to WWOP, Vidalia, Ga.

Equipment for 1 kw station. Send details and lowest price with name and age. Box 37BF, BROADCASTING.

HELP WANTED

PROGRAM DIRECTOR WANTED

If you have been successful programmer 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, production; if you have the type of executuve ability which gets results, but without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including pass positions, 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

照射 Situation Wanted

Managerial

Peace

Successful but somewhat exhausted agency TV director seeking management and creative opportunity in a strong station. Desires ownership or partnership interest. Has live experience in sales, production and promotion. Must be in a position to take over in a few months. Willing to stay in his present position for one year, but plans to move. Willing to stay, but will consider move. Desires a situation in the Eastern half of the country. Free to work with any organization, both broadcast and nonbroadcast. Write 350F, BROADCASTING.

FOR SALE

Talents of highest rated morning man on 50,000 watt station in large eastern city. Does relaxed type of show with impressive sales record. Gladly send platter. Available after June 17.

BOX 389F, BROADCASTING

Eastern Major 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 major factor in TV competition for years and its sales and profits are better than ever. Price of $125,000.00 is an unusually low ratio to earnings. Financing arranged.

SITUATION WANTED

CLOSEST THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO

Johnson, Vanatta & Murphy Lay V. Hamilton


Sterling 4411-2 Randolph 6-4350.

BROADCASTING TELECASTING

FOR SALE

Equipment, etc.

175 foot self-supporting non-insulated Iron-Rooster tower, all new bolts, perfect condition. Disassembled ready for immediate shipment. (Box 300F, FOB. 350F., three 350F.), three (500F.), two (500F.) iron towers. Will install to specifications. Includes all hardware. For price information write to Box 33BF, BROADCASTING.

For Sale

WWCA Gary, Ind., is convinced that a station can promote an amateur boxing tournament as effectively as the local paper. When the tournament was first announced, the local amateur club 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 newspaper refused, but coaches and fighters jumped at the opportunity to enter the ring of public opinion. Several days later, the tournament was open, the clubs withdrew their fighters and the tournament was cancelled.

A month's later, WWCA formed a non-profit group with members made up of Dee O. Cee, WWCA general manager and Jim Fitzgerald, accountant executive; Tony Zale, former middleweight champion and a Catholic Youth Organization boxing instructor; Father Laurence Grothouse, of Chicago; C. S. Smith, of the three clubs, and businessmen, to promote the Calumet Boxing Championship Tournament. The avenue of newspaper advertising closed, the usual selection promoted by radio spot, placecard and ticket canvassing. Result, reports WWCA, which broadcast the entire two nights (May 9-10) of 38 bouts, was a take of $9709, giving the station a net profit of $1,500. Each of the clubs received $250 with the remainder backed by the association which plans a bigger and better amateur boxing tournament next year. WWCA netted $500 from sponsorship of broadcasts, nothing from the actual tournament.

BACKS BOXING

WWCA's Turnout Succeeds
Network, Non-Network Listening Compared

In New York during the daytime hours, women represent a larger share of the audience than they do of the independent stations—79.3% compared with 69.2%.

Households (most but not all of the feminine daytime audience) once but only 85% 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 American 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 25.5% 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 66.3% for the network stations, and 48.5% for the independents, with the night-time pattern about the same, he said. In the early evening hours, 69.4% of the network station listeners are married persons, against 55.5% of married listeners to independent stations.

Source of these statistics, Mr. Hoffman said, were two surveys made in the 16-county Metropolit.

AN OPEN July 8 to holders of record June 16.

Robert E. Webber, S1-1670, operations supervisor and sales engi

leer at Collins Radio Co., appointed distribu

LANS service of the AM broadcast band, he said, is nearly 25%.

William Humphrey Doherty, editor of electronic and TV research for the Telecommunications Assn., said, "It is likely that the AM broadcast band will be used primarily for non-network broadcast services, such as local news and sports, and for the transmission of programming to non-network radio stations."
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 display photos in front to view each sketch on large screen in booth. Promotion was carried on in the back-lighted displays of 12 staff personalities done by Mr. Redman. Air personalities worked booth in shifts, and over 6,000 listeners guiding callers in and displaying photos were handed out at show.

Summer Service News
NEWS modeled in summer clothing offered listeners by WRAI Baltimore. Scheduled to run until Labor Day, broadcasts of one to three minutes long kept listeners on CBS 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, was carried with 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 Debut Hailed
TWENTY-SIX-page supplement of The Daily Star of New York May 21, devoted to start of programming by its TV station, WFVA-TV (TELECASTING, May 22) St. station supplemented KTVY (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 Post of CBS mailed by KMBC 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 prosperity announced by WAGM that city, display was composed of pictures of radio 25 years ago. Early WIZ New York, the first studio of KDKA Pittsburgh, first mass produced home receivers and pictures of early control rooms were among those displayed. On other side window were pictures of WOCO's modern studios and master control room as well as network and WOCO performers.

Official Change
TO publicize moving of The Ruggles to new address and to new program time, KDAL-TV Los Angeles promotion department sent official government post office change of address card to television editors and columnists. Lewis Food Co., Los Angeles sponsors family-type show which stars Charles Ruggles.

Show More
CAST of Sunday Down South show, sponsored by Lion Oil Co. Eldredge, 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 chartered for "lift" which involved moving some 47 performers, engineers and production men.

Eyes on WFMY
SURREALISTIC drawing of eye enclosing cameraman 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 22 at Popsicle 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 proclaims, "KSD-TVDelivers a bigger share of audience than any other Hooperated 50,000-watt station in the nation...I say WBT FOR SIZE!" Election Success
IMPRESSIVE measure of sponsor pull in election broadcast May 29 over WJHP Jacksonvile, Fla., given Dual 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-Diaphy by KSD-TV St. Louis explains to viewers reason for change in the station's evening programs. According to station, time conflicts arise because KSD endorses too many programs as possible from the four major TV networks: NBC-TV, CBS-TV, ABC-TV and Du-Mont—and necessarily some programs are sent over air at the same time. Brochure 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 WLA Los Angeles portrays the KFI Ark Valley Boys. First fold, die cut around tops of figures, shows band picture. Second fold reveals Leader Speedy Fogel with inside fold advertising services. Cap- tures, newspaper ads and placards rounded off promotion.

KRTN Baseball Day
BASEBALL Day in Des Moines found KRTN that city parading float downtown with Sports Director Al Coupees 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. Announcement, newspaper ads and placards rounded off promotion.

Rolling Bandwagon
NEW, brightly-painted bandwagon, resembling circus wagon, made its debut at 1950 Tulsa Home Show, Wagon is owned by KTUL, Tulsa group. It was laden with tape recorders and entertainers while rolling 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 KMOX St. Louis to promote Lee Adams of Housewives Protective League program. It will contain complete historical breakdown and some testimonials accrued over five years program has been aired locally. Such facts as Mr. Adam's mail pull—over 100,000 letters a year—and number and type of sponsors will be emphasized, EMOX says. Five hundred brochures are prepared.

PERSONNEL
R. DAVID KIMBLE joins WHIB (CBS) Chicago as sales promotion manager June 12 after working on NBC Central Division promotion staff for three years. He succeeds J. Walter Price, promotion manager of WIND Chicago.

MARION ANNEBERG, formerly with MBS New York, joins WDSU-AM-TV New Orleans, as promotion manager.

WILLIAM G. WILSON joins public relations staff at WGN Chicago after working at Brown & Bigelow and as publicity director of RedpathBureau.

SHEB 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 "This is in the trade agency 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 hat, hatbox and card.

Orr's Stetson hat, hatbox and card.

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 "Croyez Radio Rod" coil serving as antenna system, both improving reception and saving space, according to firm.

Page 74 • June 5, 1950
FCC Actions
(Continued from page 67)

May 31 Decisions...

BY THE SECRETARY
KDPC San Francisco—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

KDFK-TV Los Angeles—Granted mod. CP to grant license. KDFK, Las Vegas, NV—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

KFI-AM Los Angeles—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

KLCI Monroe, LA—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

WGES Fort Smith, Ark.—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

WABC New York—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

WKDA Nashville, Tenn.—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.

WJZ Baltimore—Granted mod. CP to change studio location. Case No. 31-2085, ALJ, with Order, 3-21-50, BCG, granted. Granting order rescinded by order, 4-20-50, ALJ. CP granted for this purpose.
NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

SUMMARY TO JUNE 1

Summary of Authorizations, Stations on the Air, The Applications

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- **AM GRANTS**: St. Louis, Mo.—Sears Roebuck Co. granted new AM station on 1220 kc 250 watts ERP, Feb. 15, 1950.
- **FM GRANT**: Fort Smith, Ark.—Southwestern Pub. Co. granted Class B to Class A FM station, CHS, July 15 (101.1 mc), 500 watts ERP.

**Non-Docket Actions**

- **AM Grants**: AMGRANTs.
- **NONCOMMERCIAL EDUCATIONAL FM GRANT**: Kalamazoo, Mich.—Western Mich. College granted new non-commercial educational FM station, WGW, 90.3 mc, 500 watts ERP. Granted June 31.

**New Transfers**

- **FM TRANSFER**: WKBK, Mass.—Wisconsin Rapids, Wis.—Granted control of transfer of control of Station KEBK, licensee to licensee, from Robert M. Huffman, exec'ut of WKBK, to William F. Huffman, exec'ut of WKBK, in connection with filing of application to file for permit to serve re-licensing of their interest in WKBK, Beloit, Wis. Granted June 15.

**Deletions**

- **AM DELETIONS**: WPHJ, Mich.—Minneapolis, Minn.—Rapidan, Minn.—Rapidan, Minn.—Wisconsin Rapids, Wis.—Granted control of transfer of control of Station KEBK, licensee to licensee, from Robert M. Huffman, exec'ut of WKBK, to William F. Huffman, exec'ut of WKBK, in connection with filing of application to file for permit to serve re-licensing of their interest in WKBK, Beloit, Wis. Granted June 15.

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Radio's Prospects
(Continued from page 16)

Decrease, but less than 10% (17.7%) Decrease more than 10% (5.9%)

"Advertisers agree 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% (28.5%)

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 15)."

What will be the trend in radio stations' merchandising of sponsors' advertising? (See illustration, page 16.)

More Same Less
Agencies 54% 25% 21%
Advertisers 52% 32% 16%
Stations 53.8 36.9 6.3

What Will Be The Trend in Department Store Advertising?

More Same Less
Agencies 45.7% 17.4% 36.9%
Advertisers 37.6 32.8 29.6
Stations 56.8 36.9 6.3

"The largest potential classification of local advertisers is department stores, which have vastly increased use of radio in several markets. They are the exception, rather than the rule."

"When asked what the trend would be in department store radio advertising, agencies, advertisers and stations all agreed that the trend was towards the use of more, rather than less, radio."

What will be the trend in automotive dealers' radio advertising?

More Same Less
Agencies 41.3% 23.9% 34.8%
Advertisers 49 36.7 14.3
Stations 75.6 20.4 4

"Among the advertisers, and incidentally they included two Detroit automobile company ad managers, 44.8% anticipated an increase as against just over 20% that thought there would be a decrease."

What will be the trend in appliance dealers' radio advertising?

More Same Less
Agencies 36.9% 30.4% 32.7%
Advertisers 24.3 34.2 41.5

"Appliance dealers, in the post-war area, have moved way up to becoming a leading classification of use. This is particularly true in television markets where the selling of television sets by home demonstration has called for the purchase of big blocks of time. There is a rather general agreement that this trend will only continue to use radio, but will actually increase in number."

What will be the trend in food store radio advertising?

More Same Less
Agencies 47.8% 23.9% 23.9%
Advertisers 45 36.7 15.3
Stations 54. 39.7 5.3

"And so it is becoming more and more apparent that advertisers, agencies and stations feel that the local level of radio is going to show substantial increases in the number of advertisers using the medium."

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, if they are permitted to do today."

The "distinction," he felt, "is that specimen scratch sheets or radio stations . . . catering to betters or bookies 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 sporting 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 betting related to such as a prohibited information. The committee felt that to attempt to write a penal statute against such types of betting would only impose a penalty but of serious legal validity as well as inviting large scale violations of Federal Law. However, we do feel 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 us agreed that one of the best bills in the (Justice Dept.) bill was that it discriminated against radio stations, by requiring an hour's delay in the broadcasting of, or the retransmitting of horse race.

"We have avoided that discrimination . . . 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 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. 2. (a) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcasting facility, if such facility is used to transmit or receive gambling information in interstate or foreign commerce.

(Continued from page 16)

(Continued from page 5)

Radio’s Prospects, page 16

"We have avoided that discrimination . . . 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 announces 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. 2. (a) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcasting facility, if such facility is used to transmit or receive gambling information in interstate or foreign commerce.

(Continued from page 16)

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 respective Bureau of 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, 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 Rosio, 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.

GOD BLESS THE CHILD

On Records: Billie Holiday—Col. 38792; Bobbe Caston—King 4354; Frankie Laine—Merv—*; Billie Holiday—Dec. 24972; Larry Darnell—Regal 3260.

On Transcription: Pee Wee Hunt—Capitol; Buddy Weed—Associated.

BROADCAST MUSIC INC. FIFTH AVENUE SOUTH NEW YORK, N.Y.
Music With Test Pattern

(NBC-TV raises rates for 39 affiliates)

NBC has announced rate increases for 39 of its TV stations—26 interconnected and 13 non-interconnected stations—effective July 1, 1960, with customary rate protection through Dec. 31.

List of changes follows:

Interconnected Stations

WBAL-TV Baltimore, $550 to $750; WBZ-TV Boston, $550 to $850; WABC New York, $550 to $850; WBBM Chicago, $1,000 to $1,500; WLWT Cincinnati, $1,200 to $1,750; WIVT Scranton, $1,250 to $1,875; WOR-TV New York, $2,000 to $2,500.

Non-Interconnected Stations

WBTV Houston, $750 to $1,250; WCBS New York, $750 to $1,250; WSYR Syracuse, $750 to $1,250; WCAU Philadelphia, $750 to $1,250; WHAM-TV Rochester, $750 to $1,250; KSF-TV St. Louis, $500 to $750; WDRC San Antonio, $250 to $500; WHAS-Louisville, $250 to $500; WJZ-TV Baltimore, $500 to $1,000; WHD-TV New York, $500 to $1,000; WATT-TV Atlanta, $600 to $1,250; WJBK-TV Detroit, $600 to $1,000; WCAC-TV Washington, $600 to $1,250.

TWO GRANTS AFFIRMED

FCC refused Friday to upset its decisions authorizing (a) Texas Star Broadcasting Co. to build new Dallas station on 740 kc with 10 kw day and 5 kw night, and (b) Beer & Koshi to construct station of 350 kw at Oakland, Ohio (Broadcasting, Feb. 6). Action came in denial of reconsideration petitions filed in 740 kc case by KTRK Houston, which lost its bid to modify daytime directional on that frequency, and KSEO Durant, Okla., which claimed some interference would be caused to its 750 kc operation; and in 1480 kc case by Mount Vernon (Ohio) Broadcasting Co., unsuccessful rival of Beer & Koshi.

WU BASEBALL DEADLINE

FCC Friday set July 5 as deadline for Western Union to comply with its order to eliminate “discrimination” found in $2-per-game extra charge for stations using WU baseball sports service in networks [Broadcasting, May 22]. Deadline had been omitted from original FCC order. WU has indicated it will drop extra charge but permit networking to continue.

WWSW APPOINTS BLAIR

JOHN BLAIR & Co., Chicago, has been named national sales representative for WWSW Pittsburgh, 5 kw independent, effective June 19. O. M. Schloss Jr. is general manager.

JOINS GRAY & ROGERS

CHARLES W. YEAGER, formerly of Abner J. Goldberg & Co., Philadelphia, has joined Gray & Rogers, Philadelphia agency, as associate media director.

BULLIS DIRECTS UN FETE

HARRY A. BULLIS, of Minneapolis, chairman of board of General Mills, appointed national sales chairman (announced March 26) and named to direct organization of observance from Oct. 16 to 24. Event will climax with United Nations Day Oct. 24.

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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.
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.