The Purpose of Advertising
is to get

RESULTS

Program ratings—popularity of entertainers—readership or listenership—
even rates—are all secondary to the main purpose of advertising . . .
to produce the results desired—and at a profit.

Advertising results in radio are dependent upon the “listener-endorsement” enjoyed by the station. Acceptance, belief, listener loyalty, responsiveness—are basic ingredients of advertising results.

Thru 27 years of result-ful operation, WLS has developed and maintained these ingredients. Proof of tangible results WLS advertisers have consistently enjoyed . . . results in the form desired by the advertiser . . . is available in quantity—with new records being continually established.

WLS has an accepting, believing, loyal audience who have made the station the Midwest’s most powerful advertising buy. Ask your John Blair man to show you evidence of the proven power of WLS to get results . . . and at a profit-making cost.
No other program, local or network, in competition with WHAS news can top the rating of these newscasts

A.M.
7:00-15 Paul Clark
7:30-45 Bob Boaz
7:45-00 World News (CBS)

P.M.
5:30-45 Pete French
5:45-00 Lowell Thomas (CBS)
6:45-00 Paul Clark
10:00-15 Pete French
10:00-15 (Sunday) Paul Clark

P.M.
12:30-40 Paul Clark

Good local newscasts don't just happen. The around-the-clock local news coverage enjoyed by WHAS listeners is the work of a complete staff of trained news writers and announcers ... the newsroom that has earned two first-place N.A.R.N.D. awards in the last two years.

Only the 7:45 CBS World News Roundup is available ... better see your Petry man now.
UNITED STATES STEEL
again presents the
NBC SYMPHONY
SUMMER CONCERTS

World-famed Conductors & Distinguished Soloists

For the third season, the U. S. Steel Hour is proud to present the NBC Symphony in a series of summer concerts, broadcast from New York's famous showplace—the air-conditioned Center Theatre in Radio City.

The orchestra will play under the batons of some of the world's greatest conductors—including Alfred Wallenstein, Sigmund Romberg, Arthur Fiedler, Percy Faith, Antal Dorati, and Harold Levey.

Patrice Munsel, Alec Templeton, Anne Jeffreys, Ezio Pinza, Dorothy Kirsten, John Baker, and Jan Peerse are just a few of the distinguished stars of opera, concert and musical comedy who will appear as soloists.

GEORGE HICKS speaking for U. S. STEEL

SUNDAY EVENINGS
8:30 NBC NETWORK
P.M. (EDT)
FORD FOUNDATION, half-billion dollar philanthropy which has made several grants to educational groups for educational radio and TV, may change course and promote educational programming through commercial telecasting. James Webb Young, veteran J. Walter Thompson executive and consultant to foundation, has discussed question with network and NARTB officials, has told them if practical plan can be evolved, Ford Foundation would put “substantial” funds into it.

NO ANNOUNCEMENT may be forthcoming for days, but NBC has concluded affiliation with WDSU and WDSU-TV New Orleans, in lieu of WSBM, its long-time affiliate. Slated to become effective in October, it is probable both parties will agree to summer switch, with WSGM going ABC. Since WSBM is owned 50% by United Gulf Theatres, which in turn is owned by United Paramount, its shift of network affiliation is logical. WDSU, principally owned by Lt. Edgar B. Stern Jr., is active duty with Army Signal Corps, and managed by Robert D. Sweezy, who holds minority interest.

FCC HAS decided it isn’t in sympathy with proposal of Rep. Emanuel Celler (D-N.Y.), to require commercial TV stations to allot 25% of their time on air for educational purposes. FCC now is on tentative record by majority vote in favor of “reservation plan” whereby educators would get roughly 10% of allocated TV facilities.

IN RE EDUCATIONAL reservation problem, Comr. Frieda B. Hensook, who is still plumping for 25% instead of 10% of total airtime for education, may throw another surprise by proposing that schools in given areas be awarded facilities cooperatively and share costs on pooled basis.

AT LEAST four advertising agencies have been asked to submit bids for Lever Bros. Pedestal Division’s $39 million advertising account. Agencies are Kenyon & Eckhardts, Ruthrauff & Ryan, N. W. Ayer and McCann-Erickson. Account is handled by Foote, Cone & Belding and recently dropped sponsorship of My Friend Irma on CBS.

OFFICIAL and emphatic denials from Comr. Mortimer W. Leowr that he has any intention of resigning as director of DuMont TV network failed last week to halt flow of reports that Mark Woods, ABC vice chairman, would shortly replace him. Mort Watters, general manager of WCPO Cincinnati, also was named as possible new operating head of DuMont. DuMont spokesmen point to repetition of “M. W.” initials and insist it’s all case of mistaken identity. Adding to confusion, Mr. Woods is reported to have a tip in the local broadcast media post with major advertising agency.

KELLOGG Co., Battle Creek, expecting to move two of its programs from Mutual to ABC, effective early October. New time on... (Continued on page 98)

**BROADCASTING TELECASTING**

**Closed Circuit**

**Upcoming**

**June 10-13**: Advertising Federation of America, Annual Convention, Hotels Chase and Park Plaza, St. Louis.

**June 11**: Deadline for replies to initial comments on FCC Revised TV Allocation Plan.


**June 15**: Hearing on Radio-TV coverage of Congress, Senate Executive Expenditures Committee, Senate Office Bldg., Washington.

(More Upcomings on page 74)

**Bulletins**

NCAA TV Committee after meeting Friday refused to retreat from its insistence upon “experimental” telecasting of college football this fall (story page 34). U. of Pennsylvania, means to ask for ruling which would indi- cate that school was in bad standing as result of its decision to have its games teletext.

HUDSON MOTOR CARS, through Brooke, Smith, French & Dorrance, Detroit, planning spot campaign using half-hour radio program for six weeks, starting this month.

DODGE MOTOR CARS, through Ruthrauff & Ryan, preparing three-station radio spot announcement campaign beginning late June.

**RED GOOSE TV SHIFT**

RED GOOSE SHOES (Freedman Shelby Division of International Shoe Co.), St. Louis, understood to be launching network TV show, Kids & Co., Saturday, July 11-20 p.m., on DuMont Network starting early September. Shoe firm is handled by Westheimer & Block, St. Louis, and show will be produced by agency’s New York office, Wyatt & Schulbe. Account is reverting its former agency of local TV shows. This switch relocates its advertising budget so Westheimer & Block increases its billing share of Freedman Shelby business.

**GE Sees UHF Ready for Wide TV Coverage**

**PROSPECTS** for successful UHF TV operation in very near future—with full 200-kw effective radiated power through 800 mc, coverage comparable to VHF and costing less than VHF—revealed by General Electric Co. in detailed Washington showing of new equipment and report of TV progress to FCC and consulting engineers.

Low power, low cost UHF unit also disclosed which is held to make TV outlet possible in every community which supports local daily newspaper or even “good weekly.”

G. F. Metcalf, manager of GE commercial equipment division, is “confident” GE will be able to construct transmitters, other technical units, concurrent with defense production, though there may be “some delay.” He saw such commercial broadcast production possible as long as current conditions of “dual economy” prevail.

Unofficial guess is new UHF transmitter can be delivered 15 to 18 months after order. GE has 12 to 15 such units now in production, delivery expected September-October 1952.

P. L. Chamberlain, GE sales manager, who read statement from GE Vice President Dr. W. D. Straight, before National system standards resolved by Ad Hoc Committee of National Television System Committee (see early story page 55), explained GE’s new 12-kw UHF transmitter and 25-gain antenna which have requirements 390 new UHF maximum allowed by FCC in revised TV allocation plan. He envisioned grass roots TV stations possible through low power, low cost UHF units also soon available.

L. R. Fink, engineer in charge GE broadcast receivers division with UHF set situation, explained while noise factor of UHF tubes is greater than VHF, antenna gain of UHF sets... (Continued on page 98)

**Business Briefly**

**NETSLE SPOTS** • Nestle Co., Colorado Springs (Nesta instant tea), sponsoring radio and television campaign in 11 markets. Nestle will use participation programs as well as 20-second and one-minute spots. Agency, Needham & Grohmann, New York.

**MCNELLON STATES FAITH IN FUTURE OF RADIO**

NBC President Joseph H. McConnell assured radio-wide Affiliates Committee Friday, he has “great faith in the future of radio,” is making substantial investment in programming, is conducting aggressive sales and promotion campaigns, and with committee of affiliates has undertaken “a broad and comprehensive economic” to further “radio broadcasting” as follow-up to recent network radio rate cut.

Letter, sent to affiliates committee chairman, Paul W. Morency, WTIC Hartford, was in reply to committee’s request to network pres- ident to will provide NBC for the purpose of pushing views on radio. [BROADCASTING • TELECASTING, May 21]. Pointing out that NBC owns six radio stations, Mr. McConnell observed: “Obviously, our own self-interest requires us to do everything in our power to maintain network radio at the highest possible level.”

Paraphrasing Winston Churchill’s famous remark, he said: “I did not become president of NBC for the purpose of pushing views on radio. I was the purpose of pushing views on radio.”

**LUCKY BUYS EARLY AM**

IN FIRST USE of early-morning radio, American Tobacco Co. (Lucky Strikes) signs for two five-minute strips on Mutual: Arthur Van Horn and the News, Monday through Friday, 8:55-9:00 a.m.; Tom Deters, featuring Happy Face, Monday through Friday, 10:55-11:00 a.m., effective July 2. Van Horn to be rebroadcast for west coast at 1:05 p.m. New York time. Agency is BBDO, New York.

**BROADCASTING • TELECASTING**
Here's the successful result of one 15-minute program on Station WGAL-TV.

The Kranich Brothers and the International Jewelry Co. sponsor "Red Kain Comments on the News" each Sunday, 6:00-6:15 P.M. A recent program included two live announcements—one on watches, and another on boudoir lamps at $3.95 a pair.

**Announcement No. 1**—Within 24 hours, the stores had sold more than 20 watches!

**Announcement No. 2**—Within 24 hours, the stores had sold their entire supply of lamps—a total of 240 pairs! (carried in stock for 6 months). Although no addresses had been mentioned, 61 additional mail orders were received!

**Cost of program - $132.00**

WGAL-TV is the only television station located in this thriving Pennsylvania market, which is becoming more productive all the time. Here's why:

- Retail Sales increased 198%—1948 compared with 1940
- Population increased 12%—1950 compared with 1940 (U.S. Census figured)

Tell your sales story...show your product...in a proven Buying Market! Let WGAL-TV get you profitable results!
6TH YEAR
IN MINNEAPOLIS, consistently outraging important network shows on all stations.

5TH YEAR
IN NEW ORLEANS, consistently delivering a large and loyal audience, proving radio's greatest point-dollar buy.

4TH YEAR
IN RALEIGH, consistently selling for Carolina Power and Light Company.

He'll get results for you, too!
Results that will pay off in renewal after renewal for you... high ratings and increased sales for your sponsors.
For details, write, wire or phone at once to:

Miles Marshall

Radio's Half-Hour Adventure Detective Show!

WASHINGTON HEADQUARTERS
SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Halley, Makeup Editor; Tyler Nourse, Copy Editor; Dave Herty, Assignment Editor. STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Orbin, Allen Wiley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Eltz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Bant, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schall, Doris Orme, R. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Munice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSCROVE, Manager; Roger K. Baer, Doris J. Buschling, Jonah Gilfitz, Grace Shorn, Warren Sheets.

NEW YORK BUREAU
480 Madison Ave., Zone 22. Harold E. Lewis, Executive Director; Russ Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston, Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eliazer A. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Central 6-4113; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
8618 W. Third St., Hollywood 28, Calif. "Radio's Half-Hour Adventure Detective Show!"

BROADCASTING — The News Magazine of the Fifth Estate. Broadcast Advertising was established in 1931 by Broadcasting Publications Inc. under the title "Broadcasting." — The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.
**KGW** THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE....in the OREGON MARKET

**BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW’s LEADERSHIP**

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW’s efficient 620 frequency is beamed to cover Oregon’s Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

**TOTAL BMB FAMILIES**
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>KGW</td>
<td>350,030</td>
</tr>
<tr>
<td></td>
<td>Station B</td>
<td>337,330</td>
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<tr>
<td></td>
<td>Station C</td>
<td>295,470</td>
</tr>
<tr>
<td></td>
<td>Station D</td>
<td>192,830</td>
</tr>
<tr>
<td>NIGHTTIME</td>
<td>KGW</td>
<td>367,370</td>
</tr>
<tr>
<td></td>
<td>Station B</td>
<td>350,820</td>
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<tr>
<td></td>
<td>Station C</td>
<td>307,970</td>
</tr>
<tr>
<td></td>
<td>Station D</td>
<td>205,440</td>
</tr>
</tbody>
</table>

Here Louella King, KGW Model, assists loggers, W. J. Mahoney and Bill Heyne at log pond of the Mammoth Cascades Plywood Corporation plant in Lebanon, another of the fast-growing communities included in KGW's COMPREHENSIVE COVERAGE. Lebanon, also noted as home of famed “Strawberry Festival”, has historic past, indicated in second picture showing monument at site of Santiam Academy established in 1854.

**PORTLAND, OREGO**
ON THE EFFICIENT 620 FREQUENCY...

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
There's $6 Billion

WFIL

SELL THE CITY ITSELF

The “Hard $ell” is WFIL’s specialty. That’s what you need in Philadelphia’s highly competitive city zone market. Concentrated here is more than half the area’s $6,638,759,000 effective buying income. Here are more than two million people who spend $2,209,935,000 in retail stores alone. Here four-fifths of the city’s radio families make a habit of tuning WFIL. That’s why WFIL can do your hard-selling job. You’re first on the dial when you schedule WFIL.

June 11, 1951
Waiting for you in

adelphialia

Come and get it!

SELL THE WHOLE 14-COUNTY MARKET

You lose half the market, half the sales unless you hit hard in all 14 populous counties of the Philadelphia Retail Trading Area. You hit hard with WFIL's 5000 watts—a beam that outpulls 50,000 watts in 11 of the 14 counties. Cash in on this rich potential . . . 4,400,000 people . . . $4 billion in retail sales. Cash in, too, on WFIL's tremendous bonus area outside the Retail Trading Area. Total coverage: 6,800,000 people with buying power of more than $9 billion. Schedule WFIL.
65 percent of Oklahoma's retail sales occur within KOMA's daytime BMB area. This amounts to better than one billion dollars according to figures based on CM estimates as published in the 1950-51 edition.

Put this market in your pocket . . . go all the way with KOMA! CBS, shrewd local programming and ceaseless merchandising combine to form a sturdy vehicle for your message in this billion-dollar market. For details call an Avery Knodel man or write

J. J. Bernard,
V.P. and General Manager

Radio and television are all Greek to Arthur Stephen Pardoll, radio and television timebuyer for Sullivan, Stauffer, Colwell & Bayles, New York. This fact makes him one of the most capable executives in his field, for Mr. Pardoll was, in his undergraduate days at Yale, an outstanding student of the classics and winner of the coveted Noyes Cutter Award for his translation of the New Testament into Greek.

Mr. Pardoll's first job after graduation was as a high school teacher in New Haven. While teaching he wrote promotional pieces for his father, who was an industrial inventor. The experience prompted him to withdraw from teaching in 1937 to join Young & Rubicam, New York.

At Y & R he worked in production and in research under Dr. George Gallup. In 1939 he became spacebuyer on Lever Brothers, General Foods and several other accounts. Then came the war, and he left the agency in August 1942 to join the Army as a private.

He ended his service as a captain, operating finally as Information and Education Officer of the 33rd Infantry Div. in Japan. Previously he had received a Bronze Star for his service in the Philippines, with the 33rd Artillery Div.

After the war he returned to Y & R, where he was named radio and television timebuyer.

In August 1948 he was invited—and accepted the invitation—to join SSC&B in his present capacity as radio and television timebuyer. He handles products as Pall Mall, Lever Brothers, Speidel, Antamine, Rise, Simoniz, Arrid (Canada) and R & H Beer.

The family, Mary Pardoll and son Bruce, 1½ years old, live in Manhattan where Mr. Pardoll has been active in organizing welfare clubs for needy children.

As a classical scholar Mr. Pardoll has earned, besides the Noyes Cutter Award, the Sterling Memorial Scholarship and a richly prized Louis F. Robinson Latin Award.

**On all accounts**
MAURY BAKER, promotion and publicity manager KGO-AM-TV San Francisco, to radio and television dept., BBDO, S. F.


RUSS COLLIER, media department Foote, Cone & Belding, S. F., named assistant media director.

OTTO W. PROCHAZKA, Anderson & Cairns, N. Y., to J. D. Tarcher & Co., same city, as copy chief.

DAVID KARR, vice president William H. Weintraub & Co., N. Y., awarded "Order of the Star of Solidarity" from Republic of Italy for his part in organization and delivery of "Friendship Train."

HERBERT O. NELSON, vice president of Ruthrauff & Ryan, S. F., to Hanley, Hicks & Montgomery, N. Y., as vice president.

ELLIOTT ADV. AGENCY opened in Oakland at 178 Grand Ave. by WALLACE F. ELLIOTT, former stockholder in Elliott, Daly & Sherman, S. F. Telephone number is TWinoaks 3-1750. Elliott, Daly & Sherman will retain its name. Partners are JOHN C. W. DALY and ROBERT SHERMAN.

WALTER F. McNIFF, Foote, Cone & Belding, N. Y., to BBDO, S. F., as account executive.


PEARSON & MORGAN, Seattle, changes name to PEARSON, MORGAN & PASCOE. WILFRED A. PASCOE has been a principal in agency since 1949.

WILLIAM E. FORBES, account executive Young & Rubicam, N. Y., to Southern California Music Co., L. A., as vice president and general manager.

PAT CRAIG, KNBC San Francisco, to Walter McCreevy Inc., S. F.

JOE LEIGHTON, publicity director J. Walter Thompson Co., Hollywood, elevated to TV liaison on firm's national accounts. He succeeds BILLY WILGUS, to agency's Los Angeles office as head of radio and television. LEON BENSON, head of that department, resigns to join story department, Frederic W. Ziv Co., Hollywood.


HARRINGTON & RIPPEY ADV., S. F., dissolved by partners KING HARRINGTON and BOYD RIPPEY. Mr. Harrington enters restaurant business as partner in Shadows Restaurants in S. F. and San Mateo. Mr. Rippey joins The Katz Agency, L. A.

REINHART KNUDSEN, Botaford, Constantine & Gardner, Seattle, named vice president.

DON BERNARD, Hollywood producer for William Esty Co. on CBS Bob Hope Show, sponsored by R. J. Reynolds Tobacco Co. (Camel cig-

(Continued on page 82)
NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
KRNT
THAT
KNOW-HOW
GO-NOW
*

STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

* Leads Morning, Afternoon, and Evening (C. E. Hooper
Audience Index, Oct. '50 thru Feb. '51).

** Iowans DO "Go Now" when KRNT tells 'em what and
where to buy! Listeners act and react, as shown by the fact
that KRNT has by far the most local advertisers...has
had the most the longest!

THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY
Yes—Sales begin right

“AT HOME with CATHERINE DANIELS”

Local and national advertisers alike can vouch for Catherine Daniels’ terrific following . . . for the amazing sales job she does. Just completing her fifth year, she’s become Indianapolis’ authority on “things of interest to women.” Her loyal audience literally jumps at her suggestions. She produces the kind of advertiser results every radio station dreams of. She’s a very important reason why SALES ARE UP IN THE AFTERNOON, in Indianapolis.
... By buying WABY covering Albany, Troy, Schenectady, Watervliet, Rensselaer, Cohoes, Waterford.

\[ \frac{1}{8} \text{ per radio family} \]

Tuned-in, guaranteed and delivered... is what it costs to advertise at regular published national rates on WABY, between 6:00 P.M. and 6:15 P.M. for example.

\[ \frac{1}{5} \text{ per radio family} \]

Tuned-in, guaranteed and delivered... is what it costs to advertise at regular published national rates on WABY, between 12 noon and 7:00 P.M.

For Albany County Radio Advertising

this is approximately...

\[ \frac{1}{4} \text{ the cost per listener} \]

of any other Tri-Cities station

Ask Devney & Company, New York to show you a current Albany survey made April 22-28 by the E. J. Noonan Research Bureau and available to all area stations and agencies.

Albany's leading station... network, independent or TV.

Tops in Listeners, Promotion, Advertising Results.

L. B. S. Affiliate

EXCLUSIVELY CARRYING N. Y. GIANTS BASEBALL; ARMY FOOTBALL, YANKEE AND RAMS PRO FOOTBALL
How a routine Congressional hearing was telecast by a single station, WFBN-AM-AM Indianapolis, has been recounted on Capitol Hill by Rep. Charles B. Brownson (R-Ind.).

In paying tribute to the station, Rep. Brownson also exhibited a letter that had been written to Harry M. Eliner Sr., president of WFBN Inc., licensee of WFBN-AM-AM, by a member of the House Select Committee on Small Business, Rep. Thomas B. Curtis (R-Mo.). Rep. Curtis said he wanted to express his appreciation for the telecasts and remarked that because of the TV camera's presence the hearing was "just dizzying" and Congresmen "did their best to make dignified and informative presentations."

Rep. Curtis also said he was "pleasantly surprised" to learn that "kleig lights and quantities of apparatus were unnecessary. Apparently good natural lighting is sufficient. The kleig lights, I am told, are necessary for movie cameras but not for television."

The hearing was conducted at Butler U., Indianapolis. WFBN-AM, according to Rep. Brownson, telecast a two-hour session when seven small businessmen presented their individual problems to the committee.

Rep. Brownson opined: "The courage of this television station which was willing to spend a considerable sum of money to carry the hearing for two hours during the morning when it does not ordinarily telecast, and which had the vision to realize that people are interested in the work-a-day efforts of a congressional committee, deserves just recognition."

Perfectly timed for your product. (One-drawer loyalty in 7-11, 1951)

Nancy Osgood
Outstanding women's director on the air is the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters
Conducts "Batters' Flatters" a novel participation program heard nightly from 7:00-7:35 P.M. Monday thru Friday. Choice time and choice programming.

They're all on WFBN.

If you're interested in people... are any other station'sEnterprises.

Al Summer Long WISN's Coverage Area Is Bulging With People Because It's in the Heart of America's Vacationland.

And Only Good Radio (WISN) Can Sell All These People All of the Time. See Your KATZ Man for Results!

You'll Like Doing Business With WISN.

Mr. SANDERS
Sanders is pouring $75,000 into radio and $75,000 into television. And he finds both investments rewarding.

In heterogeneous Washington, Mr. Sanders is one of those rare creatures, a native-born.

He received elementary schooling in the nation's capital and for a while attended night classes at George Washington U., also in Washington.

Mr. Sanders' middle name is Robert, after his father, the late Det. Sgt. Robert A. Sanders of the Washington police narcotics squad.

It was through his father's friendship with the founder of Peo.

(Continued on page 58)
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME—

BUT...

YOU NEED THE FETZER STATIONS TO WIN SALES IN WESTERN MICHIGAN!

In television as well as radio, the Fetzer Stations give you a virtual shut-out in Western Michigan.

**TV:** WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids—America’s 23rd television market! WKZO-TV’s coverage area includes 133,122 television sets—which puts this area ahead of such metropolitan cities as San Diego and Seattle... Kansas City and Memphis... Syracuse and Miami. Complete coverage includes five Western Michigan markets—Kalamazoo, Grand Rapids, Battle Creek, South Bend, Elkhart—with a buying income of more than $1,500,000,000!

**AM:** Year after year, WKZO, Kalamazoo, and WJEF, Grand Rapids, have done such an outstanding audience job that nobody even questions their superiority any more. In addition, the 1949 BMB Report proved that WKZO-WJEF have greatly increased their unduplicated Audiences—up 46.7% in the daytime... 52.8% at night, over 1946! In the Grand Rapids area alone, for example, WJEF gets an unduplicated coverage of more than 60,000 homes. Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

Get all the facts. Write direct or ask Avery-Knodel, Inc.

*Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.*

---

**WJEF**
Top in GRAND RAPIDS AND KENT COUNTY (CBS)

**WKZO-TV**
Top in WESTERN MICHIGAN AND NORTHERN INDIANA (CBS)

**WKZO**
Top in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

June 11, 1951 • Page 17
open mike

Mockery of Freedom?

EDITOR:

Maybe the signers of a letter which appears in your June 4 OPEN MIKE department really believe that a memorial to the late G. A. Richards will “perpetuate one of America’s most priceless possessions — Freedom of Radio.”

Institution of speech and thought control, erection of censorship walls augmented by vicious campaigns of hate have been some of the charges that, in my opinion, Mr. Richards never clearly answered.

Freedom of Radio—or freedom of expression—is among our most treasured liberties.

If a memorial is to be created and dedicated to this great fundamental right—let’s not make a mockery of it.

Edward Robley
Academy Chairman
Academy of Radio & Television Arts & Sciences
New York

EDITOR:

For a long time I have wanted to commend BROADCASTING TELECASTING upon its coverage of every phase of radio and television news development.

Through the years you have done an increasingly better job and as the bulk of the news that must be handled has grown you have shown real perception in breaking down its length to manageable proportions without eliminating any essential facts.

One of the outstanding aspects of this coverage has been its consistent accuracy....

A. H. Kirchhoffer
Vice President
WBEN-AM-FM-TV
Buffalo

Squelched Savior

EDITOR:

... When is a fact a fact, and just how long can some people continue to deceive themselves? I refer to your editorial (“Expansion and Contraction,” May 28)...

... The current crisis in broadcasting is the beginning of a shake-down process, etc., etc. All due to the willy-nilly handing out of licenses, which now total some 3,000 AM and FM stations.

... Almost 700 of these points of signal radiation are duplicating the same program on FM as is originated on the AM outlet. Therefore, all this so-called bonus FM is only a divided audience listening to an identical program. It appears now that a good many broadcasters have deceived themselves into believing they were beating the game by trying to squelch FM. If the industry had pushed FM with a welcoming hand, much money would be circulating throughout business channels today, and that would be helpful to all advertising media.

Chet Petersen
Hollywood Assn. Producers
Hollywood, Calif.

[EDITOR’S NOTE: Mr. Petersen has his FM-AM signals mixed. The editorial said that radio, both AM and FM, was suffering from overpopulation. If FM had been pushed harder, as he wishes it had, the overpopulation crisis would be even more acute than it is.]

... 

Lost in Maze

EDITOR:

Robert Concic of KBKH Pullman, Wash., in discussing my question “are networks necessary?” missed the point (OPEN MIKE, May

(Continued on page 60)
WOAI DOMINANT BY NIGHT

WOAI 767.365 BMB FAMILIES

BASE HOUR RATE (Network)

1942 349,610
1951 767,365

Deduct All TV Families (On basis used by ANA)

349,610 - 41,500 = 308,110

WOAI'S RADIO FAMILIES INCREASED 108%.

THE RATE INCREASED ONLY 13%.

WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS.

MIGHT LOGICALLY INCREASE FROM $340 to $624 or 84%.

San Antonio

 competency, 1942 to 1951

Above figures based on ANA Report.
From where I sit
by Joe Marsh

Might Say
The Birds Got "Nettled"

Had dinner at the Garden Tavern with Tik Bradley the other day, and over a frosty bottle of beer I found out about his job with the U. S. Fish and Wildlife Service.


Seems they actually do use a cannon—to shoot out a net over a flock of birds feeding on the ground. The birds start to take off at the sound of the shot, but the settling net brings them back to earth. Then they're banded around the leg so more can be learned about their migratory habits. Afterwards, they're let loose—and everyone's happy.

From where I sit, it was a good example of how when you learn the real facts they're often not as bad as they may sound at first. Like with people. Get to really know your neighbor and chances are you'll be more tolerant of his preferences—even though they're not your own. Take a good look, before you jump to conclusions.

Traffic Safety
WBAL Baltimore is carrying a series of highway safety programs in cooperation with Gov. Theodore R. McKeldin and the Maryland Traffic Safety Commission. Created by William Rock, WBAL program director, the series is entitled It Can Be Done. Interviews with families of traffic victims, survivors of accidents, and actual taped conversations between motorists and state troopers are featured. One city, Rockville, Md., has adopted the name of the series as its official safety slogan.

Mystery Solved
WFAX Falls Church, Va., May 26 broadcast a description of a seven-year-old girl who had been reported still missing after an all-night search by 350 volunteers. Shortly after the broadcast, a man phoned local police and said that he saw the girl go into a neighbor's house the previous evening. As things turned out, the girl had simply spent the night at the home of a playmate without letting her parents know. WFAX was given newspaper credit for helping to solve the mystery.

Emergency Transportation
WAYS Charlotte, N. C., helped to provide emergency transportation when city bus drivers went on strike May 24. The station offered to provide immediate cab service in an emergency need. W. R. Gowan, WAYS manager, stated that for any listener in an emergency who did not have cab fare, the station would assume the cost. The mayor and traffic police chief expressed appreciation in a WAYS broadcast.

Canteen Books
MICHIGAN's hospitalized veterans were remembered on Memorial Day through the efforts of WBK Detroit Disc Jockey Jack the Bellboy. Following drive for $15,000, each veteran was provided with a Canteen Book, which he can use in the hospital PX. Last year, in conjunction with eight business girls clubs, Jack dug up $12,000 from the public. The needs of returnees from Korea prompted the Bellboy to seek the higher total this year.

Cancer 'Telethon'
MILTON BERLE'S third annual "telethon"—24-hour TV marathon—on behalf of the Damon Runyon Memorial Fund for Cancer Research over NBC-TV was to have been held from June 9 at 12 noon until 10 a.m., June 10. Appearing with Mr. Berle, who was to have been on many commercial programs during the 22-hour period in order to maintain continuity, were television, radio, stage and screen stars. He and his guests assisted in accepting telephone pledges by showgirl volunteers from various New York night clubs. One hundred telephones were installed, along with a huge on-stage blackboard to record pledges and a breakdown of them by TV stations on the network.

Children's Friend
KLWN Lawrence, Kan., through public service efforts has brought joy to a shut-in 13-year-old boy, recuperating from burns in Lawrence Memorial Hospital. The youngster was showered with greeting cards, toys, candy and money as result of a request by KLWN for cards to ease his loneliness. Another 3-year-old boy, lost for three hours, was reunited with his family in 15 minutes after KLWN broadcast his description, the station reports.

On to Richmond
WHEN the Orangeburg, S. C., high school's mixed chorus was invited to sing before the Southeastern Music Educators' Conference in Richmond, it was necessary to raise $2,500 for expenses before the invitation could be accepted. An "On to Richmond" fund, sponsored by WTND Orangeburg and its newspaper affiliate, raised the money in short order. Daily programs featured the 80-voice choral group and requested donations, which were acknowledged on the air.
NEWS AND VIEWS OF COAL
A MONTHLY REPORT TO EDITORS

SPECIAL MINE OPENED AS PROVING GROUND FOR NEW MINING MACHINERY.
A prominent manufacturer of mining machinery soon will operate a mine of its own near Pittsburgh as part of a new research center devoted to the development and testing of mechanized mining equipment. From this project will come machines that will mine coal faster and more economically—further increasing the coal industry’s already great productivity, which has grown 30% in the past ten years.

BIG TONNAGES OF U.S. COAL GOING OVERSEAS.
To meet the fuel deficits in Europe and other overseas lands, America’s coal industry is exporting coal in increasingly greater amounts. Shipments in April alone amounted to 2,600,000 net tons—more than the entire tonnage shipped in 1950! The total overseas shipments of coal and coke this year are expected to exceed 28 million net tons. U.S. mines are now producing so efficiently that they can supply these tonnages for export and still meet all the demands of our own country and Canada for coal in a war economy.

STAINLESS STEEL CONVEYOR TO SPEED CONTINUOUS MINING.
A new continuous conveyor may well be one of the most significant developments in modern mechanized coal mining. Built much like a stainless steel tape-rule, this conveyor unwinds from a spool and can extend itself several hundred feet. It has been designed to work along with the new continuous mining machines and make possible a truly continuous flow of coal from underground seam to surface. This new conveyor holds promise of a still further increase in the rate of production in fully mechanized underground mines.

FEDERAL POWER COMMISSION REPORT SHOWS COAL AS FAVORED FUEL.
The nation’s electric utilities are using 27% more coal this year than last. So says a recent Federal Power Commission report—which also shows that the utilities’ total consumption of all fuels is up 15%. More and more coal is being used to generate the nation’s electric power. Utility men have found that coal is the most economical fuel and that it is completely dependable in supply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D.C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
Here's double-barreled proof that KWKH is the outstanding radio value in the rich tri-State market around Shreveport.

Hoopers show that KWKH completely dominates the Shreveport audience. On Weekday Mornings, for example, KWKH gets a 146% greater Share of Audience than the next station... actually gets more listeners than all other stations combined.

89.0% of KWKH's listeners, however, live outside of Shreveport. BMB Study No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. Proof that this is a loyal audience is the fact that 227,701 of these families are "average daily listeners" to KWKH!

Write direct or ask The Branham Company for the whole KWKH story.
By J. FRANK BEATTY

"ALMOST every home had a radio in April 1950," the U. S. Census Bureau officially announced Sunday.

The actual figure, based on a preliminary estimate by the bureau, was 40,005,000 radio homes, out of the 42,520,000 occupied dwelling units in the nation.

On a percentage basis, 95.5% of occupied dwellings had one or more radios. In the 1940 census over 99% of farm homes had radios. Of 8,362,000 rural nonfarm homes, 7,790,000 had radios last year. Of 5,791,000 rural farm homes, 5,565,000 had radios in 1950.

First survey of radio homes was taken in 1930 by the Census Bureau. That count showed 12,878,362 homes had sets out of 29,890,146 families, or 40.8% of all homes. Saturation in 1930 ranged from only 5.4% of Mississippi homes to 68.3% in New Jersey.

The number of radio homes thus doubled between 1930 and 1940. From 1940 to 1950 the number of homes increased 48%. The 1940 saturation ranged from 39.9% of radio homes in Mississippi to 96.2% in Massachusetts.

In its count of television homes the bureau found 4,876,000, or 15.8%, of urban homes had TV sets. This compares with 571,000, or 6.8%, of rural nonfarm homes and 174,000, or 3.0%, of rural farm homes.

About three-fourths of the TV homes were found in the Northeast and North Central regions, according to the bureau, with few farms having sets.

The Census Bureau's housing count showed that 94% of all dwelling units had electric lighting compared to the 98% of homes that had electricity last year. It found that about 80% of homes had mechanical refrigeration and about 10% had ice refrigerators.

Families in rural urban dwelling units had electricity compared to 90% of rural nonfarm homes and 78% of farm homes.

The Census Bureau defines a dwelling unit as a group of rooms or a single room occupied or intended for occupancy as separate living quarters by a family or other group of persons living together or by one person living alone.

In its housing analysis the bureau pointed out that one of the greatest building booms in history occurred in the last five years, with

(Continued on page 38)

### NARTB BOARD ACTION

NARTB’s Washington headquarters staff, completely revamped at the top level to handle both radio and TV, emerged from a three-day board meeting last week and quickly assumed a full-speed-ahead pace.

The association has two key pots still unfilled but the new president, Harold E. Fellows, was working on that problem shortly after the directors had left town late Wednesday. Thad Brown, named last week to be manager of NARTB’s television organization, discussed staffing of the TV branch with Mr. Fellows. The post of FM Dept. director is still vacant.

Detailed problems of realigning NARTB to serve both radio and TV were worked out by the board. Judge Justin Miller was formally sworn in as board chairman and Mr. Fellows was installed as president at a dinner held Tuesday evening (see story page 27). Over 40 prominent government, legislative, civic and broadcasting leaders attended.

Among the board’s major steps were:

- Pledged support by Radio Board to FM stations in operating specialized services (story page 97).
- Selected Stevens Hotel, Chicago, for 1965 convention.
- Launched all-industry TV excess profits tax committee (story page 38).
- Approved project to get relief for stations during shortage of operators.
- Endorsed plan to weigh audience measurement methods, without NARTB participation.
- Formation of baseball cooperation committee approved.
- Opposed Benton Bill to set up citizens’ radio-TV council (story page 25).
- Set up basis for cooperation with Ford Foundation in program research.

Brown Is TV Head

- Approved district: meeting schedule (story page 39).

After hearing a report from its convention committee pointing to the disadvantages of New York as a convention site the board decided to return to the Stevens next year, influenced by the hotel’s ability to handle the load of multiple meetings and exhibits.

New York had been favored by the board at its April meeting in Chicago but the convention committee was unwilling to make any recommendation after doing a cost and facilities analysis.

Secretary-Treasurer C. E. Arnesy Jr., was authorized to start negotiations with the Stevens. The meetings probably will start March 30 and run through the week.

Severity of the operator shortage was outlined in a report submitted by a special committee headed by William C. Grove, KPBC.

(Continued on page 95)

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NEED for "a searching study of (the) true values" of radio—"second to none in sales effectiveness"—was stressed by Mutual President Frank White last week in a letter explaining Mutual's time-cost reductions ([broadcasting • telecasting, June 4].

"For a number of good reasons, there should be an announcement of a rate increase by Mutual," he asserted. "Program audiences are larger than ever here; sponsor advantages were never greater, and all signs point to an extension of these plus values throughout the foreseeable future."

But, he said, "other networks, where such plus values seem not to apply, have cut their rates," with the result that MBS clients' "basic advantage" of "full benefits of network radio at lower cost here than anywhere else" is in jeopardy.

The Mutual rate adjustment, he reiterated, reduces Sunday after- noon rates from two-thirds the evening rate to one-half the evening rate, and gives advertisers an additional 10% discount on billings for all periods from 1 to 10:30 p.m. (New York time) throughout the week.

Two 'Clear' Facts

"At this point," Mr. White asserted, "two facts are crystal clear:"

"First, the entire medium—second to none in sales effectiveness—needs a searching study of its true values... to produce solid proof, for all networks, of these values as Mutual sponsors know them.

"Second, this rate adjustment, in the interim, assures Mutual advertisers the greatest values ever available in network radio."

In the meantime Chairman Paul W. Morency (WTIC Hartford) and members, Clair McColough (Steinman stations) and Edgar Kobak (WTWA Thomson, Ga.), of the special radio-wide Affiliates Committee were preparing for exploratory conferences to be held Thursday with leaders of two National Advertisers, which opened the campaign on radio rates, and with a subcommittee of the National Assn. of Radio & Television Station Representatives, which is supporting the committee's drive to bolster rates.

Year-Around Sponsors

GROWING desire of local advertisers to remain on the air the year around was seen by the Frederic W. Ziv Co., New York, last week, as a result of what it described as an "upswing of business during May, when sales traditionally fall off." Bold Venture, Ziv's transcribed series featuring Humphrey Bogart and Lauren Bacall, is now carried by a total of 497 stations in the United States and Canada, it also announced.

Benton's Never-Never Land

SEN. WILLIAM BENTON, who for years has tried valiantly to make amends for grubbing out a personal fortune in the advertising business, has now set out to keep commercial television from growing up and to yoke both radio and television to a high-powered board of censors.

He may not believe that these are the objectives of the legislation he has introduced in the past fortnight, but no matter what laudable motives he may have in mind, his legislation, if passed, could not result in anything but the unmistakable conditions described above.

Mr. Benton wants the freeze on TV extended for "a minimum" of six months to a year, and he wants to establish an 11-member National Citizens Advisory Board on Radio and Television that would issue, in his own words, an "annual Blue Book" prescribing the way in which this 11-member board believes radio and television should be run.

The existing freeze is intended, he says, to "assure more time for exploration by parties where interest in television would serve the public good." (He used to write better than that when he was in advertising.)

Now these "parties where interest in television would serve the public good" are educators, because, in Mr. Benton's view, commercial broadcasters are incapable of serving such a purpose. They're like the Bill Benton who as half of Benton & Bowles was a pioneer in the use of radio as an advertising medium. They haven't experienced his kind of spiritual rebirth yet, however.

As a matter of fact, the Senator's rebirth may not be complete, because when he was asked by Sen. Ed Johnson to define what he meant by an educational program—the kind that Sen. Benton said commercial broadcasters ignored—Sen. Benton answered:

"I am not prepared to give you a precise definition, Sen. Johnson, this morning."

Sen. Benton himself needs that "minimum of six months to a year" delay in TV allocations to clear up his own thinking.

It does seem odd that so many intellectual leaders have been unable to collect their thoughts about television in the two years and eight months since the system was frozen—for the specific purpose of giving people time to think about it. Any reasonably diligent scholar can get a Ph.D. in that time.

The freeze should be ended, not prolonged. Indeed there is merit in Sen. Ed Johnson's suggestion to Chairman Coy last week that the FCC abandon its fixed allocations plan, except to use it as a general guide, and get on with the job of assigning channels on the basis of applications. We have advocated this before, and we still do so.

Some Benton's proposal for a continuance of TV delay is serious enough, but it is second in ominous implications to his advocacy of a National Citizens Advisory Board.

This board would be appointed by the President, with the advice and consent of the Senate. Its membership would be restricted to people having no interest (and possibly no faith) in commercial radio and television.

The board would "advise" the FCC on matters ranging from the assignment of TV channels to the public service and educational programming requirements to be demanded of radio and TV broadcasters. In fact, there was no limit to the field of its activity.

The Senator says that the board's position would be advisory only, but he fails to point out the practical fact that any high-level board appointed by the President (who also appoints FCC commissioners) could quickly apply political pressures that would have the FCC saying yes sir to every "suggestion."

In practical operation, the advisory board would constitute a board of censors. The minute that condition came about, radio and television would be removed from the guarantees of the First Amendment.

Sen. Benton's effort to remake radio and television into his own image—his image as a businessman converted to would-be academician—should be identified for what it is, a wool-gathering excursion into a never-never land where time means little and everybody is told by super-authorities exactly what to do and when.

ABC COMBINES Research, Sales Units

PLANS for a merger of ABC's Research Dept. with the sales presentation division of the Sales Dept., with Oliver Treyz to become director of research and sales development, were announced by the network last Thursday.

The new ABC Research and Sales Development Dept. will be under the administrative supervision of ABC Vice President Robert Saudek, according to Robert E. Kintner, network president. Two new sales development divisions—one radio and one for TV—will be formed within the department, in line with ABC's policy of keeping radio and television departmental functions separate.

The realignment becomes effective Friday.

Mr. Treyz joined ABC in July 1948 as a presentations writer and has been director of sales presentations since last August. He formerly was manager of the research department of Sullivan, Stauffer, Colwell & Bayles, New York, and prior to that was with BBDO. During the war he served in the Army Air Force as statistical control officer.

WSAT Joins ABC

WSAT Salisbury, N. C., will become ABC's 297th affiliate, effective June 15, it was announced last week. John Smith Jr. is WSAT manager. The station is owned by Mid-Carolina Broadcasting Co. and operates on 980 ke with 1 kw.

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Page 24 • June 11, 1951
Urged by Benton Plan

By JOHN OSBON

A FULL-DRESS review by the nation's highest tribunal of commercial transcasting— and perhaps other specialized FM services—loomed last week.

An inquiry by the U. S. Supreme Court—probably this fall or early in 1952—appeared inevitable in the wake of the U. S. Court of Appeals ruling that transmit FM broadcasts violate the constitutional rights of riders under the First and Fifth Amendments. (See TELECASTING, June 4; also see partial text of ruling, page 60.)

While the decision did not touch specifically on other specialized services—Storecasting and other functional music services—and bypassed an opinion on musical segments of broadcasts within the District of Columbia, authorities were quick to predict far-reaching implications.

Highlights stemming from the opinion, which reversed a U. S. District Court finding a year ago, were these:

- Washington Transit Radio Inc., through Ben Strouse, vice president and general manager of WWDC-FM Washington, served notice it would petition for rehearing or appeal to the Supreme Court.
- Richard Crisler, president, Transit Radio Inc., told TELECASTING that his firm does not feel that current advertisers will abandon transit advertising contracts but that it will look for expansion of its coverage into other markets for the present.
- NARTB's Radio Board adopted a resolution supporting FM specialized services and authorizing the president and general counsel to take part in court, FCC and other proceedings.
- Justin Miller, NARTB board chairman, scored the court action as a step toward "state control of thought!" (see story page 27).
- Mr. Strouse, president of Washington TR operations, declared that the decision is an "implied challenge to all industry supported by commercial advertising." Attorneys also conceded that the issue is subject to appeal with repercussions which call for high court action.

The appellate court, in announcing the decision, ordered the U. S. District Court to "vacate" a 1949 ruling by the Public Utilities Commission for the District of Columbia and remand the case for further proceedings in conformity with this opinion. The court acted on an appeal by Transit Riders Assn., comprising some 50 members, which had carried the case to the district court.

Authorities felt, however, that the FCC probably would defer action until SCOTUS makes its ruling in lieu of probable "stay" action sought by Washington Transit Radio and Capital Transit Co. It also was indicated that the FCC, which has made a study of transmit FM operation, would await appeals developments before releasing it.

The court's opinion, signed by Judge Henry W. Edgerton and concurred in by Judges David Bazelon and Charles Fahy, thus relegated the case to PUC, which in 1949 dismissed pending action on transmit FM on the ground that it is not inconsistent with "public convenience, comfort and safety."

From Washington Evening Star

Stop the Music!

Chief points underscored by the Court of Appeals were these:

- The service stemmed from Congress which gave Capital Transit Co. "not only a franchise but a virtual monopoly" of mass transportation, and from governmental action of PUC.
- In the District of Columbia "most people" have to use Capital Transit and hear the broadcasts.
- "No occasion had arisen until now to give effect to freedom from 'forced listening' as a constitutional right," and exploitation of this "new phenomenon" pitting issues not previously "implied."
- The profit of Capital Transit Co. from transmit Radio and approval of the service by one passenger group "cannot justify depriving another group of passengers of their liberty."

"Impartial" surveys showing (Continued on page 97)

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MANPOWER SHORTAGE

By JANE PINKERTON

SHORTAGES of technically trained manpower eventually may become "as difficult a problem as shortages of materials," whose full impact was experienced by T. Gibson, Acting Defense Production Administrator, who told the nation's electronic makers last week. Mr. Gibson's address highlighted the broadcasting industry's involvement in the Thursday convention of the Radio-Television Mfns. Assn. at the Hotel Stevens in Chicago.

The U. S. official advised manufacturers that the Controlled Materials Plan of the National Production Authority will assure them of "getting your supply of critical materials for defense and defense-supporting programs." As civilian production is cut back, defense orders will move in to fill the void with the result that an active market and a high demand product will continue.

Sprague Re-elected

Robert C. Sprague, president of Sprague Electric Co., was re-elected RTMA's first board chairman Tuesday. Mr. Sprague, RTMA's first board chairman, has been a director since 1948 and served as president until April 1 when Mr. McDaniel was elected the first paid president.

Five hundred manufacturers of radio and TV sets and components convene in the organization to discuss individual activities and those of the entire industry. Color television came in for a large share of debate during informal meetings in suits and corridors and at a scheduled closed session Tuesday afternoon. At that time, W. R. G. Baker, chairman of the television committee, presented his ad hoc report of the National Television System Committee (see story page 85).

No RTMA members made public their frustrations if and when they adapt their production lines to CBS color sets. Apparently, only those manufacturers who have publicly said they were working along that channel or CBS are planning set production in the near future. They include Hytron, Air King, John Meck and Muntz TV.

RTMA's target date for completion of field tests on color systems and equipment has been set at Jan. 1, after which the established stand of the committee will be aired before the FCC. Eight new panels will be added by the NTSC at its next meeting in New York June 18.

Mr. Sprague said he has no doubt that manufacturers can deliver to the military as many end-products as are necessary "on schedule" and commended the industry as one of those "victories" which were vital, and which "continually rise to new levels of achievement."

"Stressing the need for productivity, he said, 'The controls are simply a means to an end, and the end is production.' By 1963, "unless we are attacked," the U. S. should enjoy military security and expanded productive capacity, with high level civilization.

Meanwhile, "complex electronic equipment requires a vastly greater labor and engineering by the end-product manufacturer than a comparable home television combination," Mr. Gibson stated. As an example, he said that about 86% of the price of a typical 15-inch TV set represents purchased materials and components relative to the rest of the remainder. He also observed:

You have not been asked to discontinue civilian production entirely because manufacturers replaced copper and 50% in aluminum in consumer durable goods, as you were asked to do—and willingly did—in World War II. I ask you to remember that in this defense mobilization, we are preparing for readiness and not for all-out war.

Television, which is here to stay and has a universal appeal, is nowhere near the saturation point, Mr. Sprague said Thursday in his address to the convention.

Reminding set makers that in 1950 there were 13 million radio sets in circulation with a 40% saturation among 29 million homes, Mr. Sprague said radio in 20 years reached a 95% circulation. Television reached about a 40% circulation, he said.

"No one can deny it is rapidly becoming a necessity in every home, and within 10 years few American families will be without a TV receiver," he predicted.

He reminded set makers that "all past records" on commercial sales were broken in 1950, when equipment and parts produced were valued at more than $.25 billion on the manufacturer's level.

Impact on Profits

Profits of 1950 will not be equalled "in the strictly commercial field" until the defense emergency "subsides" and the freeze on construction of TV stations is lifted. Continued military requirements combined with "will certainly curtail production of radio and TV sets and other equipment," he said, but predicted the "industry should not worry." He "would take up much of the slack."

The "industry was rocked" during the height of TV set sales, Mr. Sprague said, by the FCC's decision favoring standardization of the CBS, incompatible color television system, "which practically all TV makers and radio industry engineers considered impractical both technically and commercially."

If "this blow" had come at a more normal time, it was said, "it might well have had a disastrous effect on the consumer market." As it was, it had "little" effect on sales, and the public "apparently was not so concerned with color as were members of the FCC," he noted.

The board chairman noted that 42 members of RTMA wrote letters to RTMA during the year, which, combined with losses, brought the total membership from 314 to 330.

Program Data

Radio & Phonograph Corp., chairman of the Trade Practice Conference Committee, was authorized to complete preparation of a set of trade practice rules for the television industry, to include a provision against deceptive advertising on color television and the UHF.

Sprague's statement was classed as "an unfair trade practice" under the code. A general public hearing for testimony would be held in the region this fall or winter. The TV code is an (Continued on page 88)
NARTB INAURALS

NARTB formally inducted Judge Justin Miller as chairman of the board and Harold E. Fellows as president in ceremonies held Tuesday night at the Hotel Statler, Washington.

Leading broadcasters, representatives of related industries and high government and Congressional figures attended the inaugural dinner, first event of the sort since Judge Miller became president in October 1945.

Association history was made as NARTB's first board chairman was sworn in by Bolitha J. Laws, chief judge, U. S. District Court for the District of Columbia. In turn Judge Miller swore in Mr. Fellows as his successor in the presidency.

Proceeds of the $20-a-plate dinner went to the Johnny Gillin Memorial Fund (see story guest list page 40). With the inauguration NARTB completed a reorganization set in motion last winter (see board story page 28).

Frank M. Russell, NBC Washington vice president, was chairman of the inaugural dinner committee and delivered introductory remarks. He introduced Paul W. Morency, WTIC Hartford, chairman of the Johnny Gillin Memorial Fund. Addresses were given by Judge Miller and Mr. Fellows. Entertainment was provided by an NBC orchestra and Gene Archer, NBC vocalist.

Reception in honor of dinner guests was held in the Statler's Congressional Room, with BMI as host. Numerous private parties were held before and after the ceremonies.

Ryan Absent

J. Harold Ryan, For Industry stations, NAB president in 1944-45, was unable to be present because of illness. Mrs. John J. Gillin, widow of the WOW executive, was a guest.

Mr. Morency outlined the general problems facing Judge Miller, as board chairman and general counsel, and President Fellows. Final decisions in the field of educational radio and television will affect the course of history and the life of every citizen, he warned.

Radio and TV competition, he said, must be approached with intelligence so both media can have strength and make greater places as advertising media and worthy tools of our civilization. History offers no example of one major advertising medium destroying another, he reminded.

Praise to Congress was paid by Mr. Morency for keeping invidious provisions of the law forbidding censorship and holding to the idea that radio must be kept as free as the press. A vigilant trade association, he added, must guard against forays of power-hungry bureaucrats "who might urge licens-

GILLIN MEMORIAL

THE MEMORY of Johnny Gillin, whose services to broadcasting are being recognized in the form of a memorial at Creighton U., was honored last week by broadcasters, leading government figures and others prominent in national life.

Proceeds from the NARTB inaugural dinner last Tuesday have been turned over to the Johnny Gillin Memorial Committee, of which Paul W. Morency, WTIC Hartford, is chairman (see inaugural story this page).

Several hundred persons paid tribute to the late WOW Omaha president in the Presidential Room of the Hotel Statler, Washington. Mrs. Gillin was present.

A check covering proceeds of the $20-a-plate dinner was presented to Chairman Morency by Frank M. Russell, NBC Washington vice president and chairman of the dinner committee.

With this contribution the memorial fund is understood to have passed the $10,000 mark. The committee is continuing its work until the fund is adequate to support the Creighton medical school's program of research, training and treatment in the field of cardiovascular disease, in Mr. Gillin's memory.

A touching tribute came at the conclusion of the evening's program as Gene Archer, NBC Washington vocalist, sang a series of Irish ballads which were favorites of Mr. Gillin. The dinner guests joined in the singing.

Over 100 WOW employees sent a large display of roses in honor of "a wonderful boss and true friend."

Mr. Morency recalled that Mr. Gillin was just 45 at the time of his death last summer, having been in radio 22 years. "Johnny Gillin epitomized American broadcasting as a profession," he said, adding that Canadian broadcasters called him "the best ambassador to Canada the United States ever had.

For many years Mr. Gillin represented American broadcasters at the annual convention of the Canadian Assn. of Broadcasters. Malcolm Neill, CAB board chairman, sat at the head table.

Judge Miller, in his inaugural address, referred to the leadership qualities of Johnny Gillin in these words: "...Johnny Gillin —ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime."

With Mr. Morency on the memorial committee are John Blair, John Bridge, Jack Co., Carl Haverlin, BMI; Clair R. McCollough, WGAL Lancaster, Pa.; Frank E. Mullen, consultant; James Neale, Dancer-Fitzgerald-Sample; Wesley Nunn, Stanbridge; James Neale, BMI; William B. Ryan, BAB; Frank Silvernail, BBDO; P. A. Sugg, WKY Oklahoma City; Niles Trammell, NBC.

Judge Miller lauded the new board chairman as a longtime friend and referred to his distinguished career on the bench.

In his inaugural address Judge Miller predicted "the presently irritating controversy concerning the proper use of television in education will solve itself, and that the FCC will be completely vindicated in the generous provision which it has made for this purpose." He doubted if national, state and local governments will invest heavily in television in view of the reluctance of local wide adequate housing and salaries for schools. Integration of academic thinking and the realities of life is necessary.

Judge Miller referred to the current historical cycle in which the balance has swung away from recognition of individual freedom to increased reliance upon the power of the state. Pointing to the world-wide trend, he said the United States "has become practically an oasis in a worldwide desert of free speech and press abridgment."

The approach toward state controls is more subtle in this country, he said, utilizing the techniques of licensing and taxation.

He commented on the recent decision by the Circuit Court of Appeals in the transit radio case (see story page 28) that "a decision of abridgment based on an annoyance to the listener. It is interesting to speculate on the possibilities of the doctrine enunciated here, and how we should be able to stop crying babies, barking (Continued on page 38)

Industry Pays Tribute

Those of us who are directly concerned with broadcasting, as well as those who have joined with us here, in sympathetic interest, realize the significance of that professional spirit in broadcasting which was personified in the life of Johnny Gillin; and it is pleasing to note that we are charged in its administration. This is the point at which comes the only effective answer to those who see and condemn the radio field, the awkwardness and the occasional venality of broadcasting.

Demands of governmental restraints, controls and disciplines are always evidence of inadequacy, or carelessness, or the fact that those who are charged with responsibility, members of the older professions are well aware that one shyster, one malpractitioner, can give a profession a bad name in a community.

They are aware, also, that honest, forthright efforts on the part of the organized professional group to correct and prevent abuses are accepted by the public and faith and good will. More power to men like Johnny Gillin. May we have more such occasions to honor men such men. Mr. Fellows eulogized Mr. Gillin in these words: "...Johnny Gillin—ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime."

With Mr. Morency on the memorial committee are John Blair, John Bridge, Jack Co., Carl Haverlin, BMI; Clair R. McCollough, WGAL Lancaster, Pa.; Frank E. Mullen, consultant; James Neale, Dancer-Fitzgerald-Sample; Wesley Nunn, Stanbridge; James Neale, BMI; William B. Ryan, BAB; Frank Silvernail, BBDO; P. A. Sugg, WKY Oklahoma City; Niles Trammell, NBC.
SAVINGS AND LOAN associations across the nation have found that advertising dollars spent on radio pay big dividends in customer awareness.

While programming may differ because of management policies and local listening habits, associations from Massachusetts to Oregon are using broadcasting as one of their principal methods of getting new business.

Here are typical examples:

- The Portland, Ore., Benjamin Franklin Savings & Loan Assn. credits its Bob Hazen Show, on KEX Portland, with bringing in $1 million in deposits.
- During one 10-week period the Boston Federal Savings & Loan Assn. opened 375 new accounts totaling $460,000—most of which were a direct result of radio advertising on WEEI Boston.
- Ten years' use of a radio news program on KVOO Tulsa coincides exactly with the increase in assets of the Home Federal Savings & Loan Assn. of Tulsa from just over $5 million to more than $20 million. The firm now uses additional news programs on KTUL Tulsa.

"Radio has done, and is doing it," for the Worcester (Mass.) Federal Savings & Loan Assn., according to Vice President Al Graham. The firm uses WTAG Worcester for the majority of its programs and spots.

The Portland Benjamin Franklin Savings & Loan Assn. traces over $1 million of its deposits directly to the Bob Hazen Show, 7:45-8 a.m., Monday through Friday, on KEX.

One unusual feature of the three-year-old show is the fact that Bob Hazen is not "in radio," but is an extension of the Franklin and the son of the firm's president, Ben Hazen.

Franklin Theme Dominates Firm's History

The company is 25 years old and has followed the Benjamin Franklin theme in all phases of its business from office decor to radio program. When it was decided to go into radio advertising a "town crier" personality was sought. Many were auditioned before it was decided to use the loan company executive. His lack of a "professional" radio voice has proved an asset to the program because he has a "pleasant sparkle" that appeals to listeners as like "someone you might know."

The program consists of good humored comment, plus a few records. The firm stresses the theme "Pay Yourself First" before spending money for other purposes. Home loan service also is pointed up in the advertising messages.

Once or twice during the year the Benjamin Franklin Assn. uses spot saturation for a particular campaign. On one such campaign over 1,000 "home builder's kits" containing information of interest to prospective home builders were distributed. About one-third of the advertising budget goes into radio and an expansion of the radio format is being contemplated.

Beside the two Hazens, officers of the firm include E. N. Bellus, vice president; Rex Parsons, treas-urer; Fred S. Winters, secretary, and Louis Scherer, assistant vice president. Agency handling the account is Allen & Clemenagh, Portland, with Everett Mitchell as account executive. A branch office was recently opened in the Hollywood district of Portland.

THE Boston Federal Savings & Loan Assn. has used radio since 1946. During that time its resources have risen from $13.5 million to more than $26 million.

In one 10-week period the institution opened 375 new accounts totaling $460,000 and found that most of them were a result of radio advertising, according to Herbert F. Taylor Jr., president.

From the time it entered radio in 1946 it has sponsored a 10-

(Continued on page 88)
NEW BAB CAMPAIGN

BA'B's plans and projects for supplying its member stations with the kind of promotion material that will get them more dollars from day to day were unveiled Friday in New York by Ryan, BAB president, in a hard-hitting talk to the Kentucky Broadcasters Assn. (see separate story page 30).

Decrying the all too common practice of selling radio on the basis of program ratings which he called "the inability of individual advertisers" instead of the great audience at low cost which radio offers to all users, Mr. Ryan declared that BAB "is dedicated to the job of producing the most tangible direct sales aid and promotion material for broadcasters," designed both to sell time and to prove the effectiveness of radio advertising.

In addition to continuing and improving all of its current sales aid services, BAB is now taking on four "new vital projects," Mr. Ryan said. First is the publication, for the exclusive use of BAB members, of 51 of the most compelling studies of Audience Research Bureau Inc., proving conclusively the superiority of radio over newspapers as a traffic and sales getter for retail stores." Reports on these studies will be distributed as fast as they can be tabulated and printed, he said. He noted that Macy's in New York and Marshall Field's in Chicago are among the latest stores to sign for ARBI tests. A series of controlled clinical tests, to be conducted "with the cooperation of a major national agency, one of its clients and station operators in selected markets," will comprise the second new BAB project. These tests are designed, Mr. Ryan explained, "to determine for broadcaster and buyer the best copy techniques, the best and most appropriate methods of merchandising the radio advertising and the resultant sales achieved for a branded, nationally advertised product of the "new" type.

In addition to the national tests, BAB also will conduct the same type of controlled tests, made in the same way, on a local basis for a variety of products. ONE might be for shoe stores, he said, pointing out that "the results will be projectible to any size or type of market, since the objective will be how best to sell shoes by radio advertising." If the first tests turn out as well as anticipated, they will become a continuing BAB project, he said.

BAB's third new project is a manual for station managers and salesmen reporting on the seasonal retail sales of more than 90 principal classes of merchandise and including a complete record of the newspaper advertising used month to month for these products. "In my own opinion," Mr. Ryan declared, "this manual will be the finest guide to intelligent, resultful, time-saving sales management that has ever been made available to a station sales manager.

The fourth project described by Mr. Ryan was a basic presentation of radio as an advertising medium which he said "should be and in fact must be" the best such presentation ever developed, adopted for use with local, spot or network prospects. The four networks and WOR New York have opened their files or basic information to BAB, he stated. In addition, Hooper, Nielsen, Pulse and Schwerrin have offered BAB new data never before available for general circulation among members.

BAB is also starting work on a major, long-term project, designed to unearth radio's "vital total market ability," Mr. Ryan pointed, stating to the present lack of up-to-date information on the number and distribution of the nation's radio receivers, adult versus child and how much of the population of a given area is missed by the advertiser who drops radio for TV, how the family activities change and how much radio is an institution in the home, the extent of out-of-home listening, and many other factors. Pilot studies in selected markets will be made towards methods and techniques, he said, before any nationwide study is undertaken.

Indexing Statistics

Meanwhile, BAB is engaging library personnel to compile and index all available statistics, Mr. Ryan reported, stating that this work "has a top priority and within three months should place BAB in position to render invaluable service to stations, networks and station representatives."

As of May 51, BAB had 831 members. Payment of payment will give the organization an annual income of $213,500, Mr. Ryan said. Of the total, 796 are NARTB members who joined BAB under the special dues schedule by pledging 30% of the NARTB dues to BAB. The other 35 stations, which do not belong to NARTB, pay monthly dues to BAB equal to one-half their highest hourly rate. These 35, signed by BAB since the middle of March, including seven CBS O.&-O stations, six Westinghouse stations and 22 individual independent stations.

CONFIDENCE VOTE

Given by Ky. MBS Group

A KENTUCKY MBS affiliates group agreed last Thursday to support the ABC-UPC merger, desiring no changes in affiliates contracts and to give the management of Mutual "a vote of confidence" after its decision to cut local and network spot and evening time segments. [BROADCASTING • TELECASTING, June 4].

The committee met at the Seelbach Hotel in Louisville, concurrent with the board of directors meeting, under the chairmanship of Robert Carpenter, eastern manager for MBS station relations.

Muzak Elects Mitchell

ELECTION of Maurice B. Mitchell to the Muzak Corp. board of directors was announced Friday by Harry E. Houghton, Muzak president, who has served as vice president and general manager of Associated Program Service, a division of Muzak, since last September, earlier was director of the Buell Foundation of NAB and general manager of WTOP Washington.
LOCAL 802 ‘ELITE’ HIT

AMERICAN Federation of Musicians President James C. Petrillo told some 1,100 delegates to the union's 54th and largest annual convention last week in New York that a dissident "elite committee" of New York Local 802 had demanded a "general strike" at the time of the radio-television networks settlement last March [BROADCASTING • TELECASTING, March 19, 12].

"There's a little bit of communism in that one," he said in an opening address Monday. "This is a little bit painted red. You know how Communists work. They come into a good organization and start dissection.

Out of 30,000 members of the local, only 700 attended the meeting which voted to strike, Mr. Petrillo said. He said it was "not quarreling with the bulk of the membership or Local 802 officers, who had been cooperative.

But speakingApparently to the "general membership," he said, the AFM chief declared that "we're not going to take away the charter of this local. We'll take you one at a time and throw you out into the street alone, without company." Calling the March agreements with the networks "the best I ever put my signature to," he said, "this is a labor leader," and "the best any labor leader ever secured," he said that "you can't bluff the companies today. They're lousy with money, and the government protects them with slave labor laws.

Hitting the steel, automobile, railroad, and coal strikes of recent times, he said that leaders of those strikes could not "faithfully say they won their strikes." The union, "like the Petrillo I used to be," Mr. Petrillo continued. "Well, I'm not. And thank God, I'm not. When you elect a new leader, no man's safe. And when you're 50, I did it this way 20 years ago! — and that's good enough today."

He continued in an emphatic tone, "He'll fight only for what we can win; and when we can't, we'll shut up.

The "elite committee" — those mental giants, those pillars of wisdom, who, "was composed of 500-a-week guys" who wanted to penalize sponsors for taking programs off the air. "If we're going to depend on the President's radio head said sarcastically, "what are we supposed to do to companies that have never had a program on the air?"

Turning to the subject of TV films, after citing payment by the recording companies of $2 million last year into AFM Trust Fund No. 1, which hires unemployed musicians, he said: "I'm a hospital, school and other public groups, Mr. Petrillo said that Trust Fund No. 2 with the networks was "well on its way."

He revealed that an agreement had been reached two weeks ago with Republic Pictures under which the latter will re-score old pictures before their sale for television use and will pay 5% of gross proceeds from both their sale and that of new pictures. Monogram Pictures had agreed to a similar contract earlier, and David O. Selznick had under consideration, he said.

Films Pacts Expire Soon

Although no discussions with major film companies had been held as yet, Mr. Petrillo pointed out that AFM-film company contracts expire next Labor Day. "What's taking them more than a month to work out a contract about, I'm not prepared to say," he said. "With United Paramount going into television, it looks as if something is about ready to break.

Mr. Petrillo urged "mothers and fathers of the United States and Canada" to prevent their children from taking music lessons and "starting out on the road to starvation," for their TV studying music until such time as the government permits musical culture to live," he said.

A telegram from President Trumph to the convention, for its contributions to "The Voice of America . . . radio programs informing veterans of their rights and benefits . . . the Armed Forces Radio Service and other federal agencies . . . was read.

Petrillo Elected

Mr. Petrillo was elected to his 12th term as international president without opposition.

Also returned to office were: Charles L. Bagley, Los Angeles, as vice president, and four incumbents of the union's international executive board: Herman D. Kenis, Portland, Ore.; Stanley L. Ballard, Minneapolis; George V. Clancy, Detroit; and Walter C. Swanson, New York. A seventh member, Charles R. Lucci, New York, was elected in a close race over William J. Walsh, president John L. Parks, Dallas, who resigned.

Leo Cluesmann, Newark, and Harry J. Steeper, Jersey City, were re-elected secretary and treasurer, respectively, without opposition.

DEFEND FREE ENTERPRISE

KBA Told

BROADCASTERS should speak out in defense of free enterprise in the wake of government threats of punishment and also sell freedom in the United States, the Kentucky Broadcasters Assn. was told at its mid-year meeting in Louisville, last Thursday.

The warning against threat of Congressional censorship by legislation and by FCC in the form of punishment by fines was spoken by R. T. Mason, WMEN Marion, Ohio, in a luncheon address to KBA at the Seelbach Hotel. Mr. Mason is NABT Executive Director and Charles J. Widy, WCFM Ashland, Ky., presided as KBA president.

Delegates also heard a round of discussions on such topics as the annual Voice of Democracy contest, Voice of America's psychological campaigns overseas, the G. A. (Dick) Rice-FCC case, and the Benton proposal to set up a National Citizens Advisory Board to watchdog commercial radio-TV (see separate story).

Panel discussions explored small station operation, profitable news programming, local and national spot rate structures, and educational radio projects.

"On Your Voice—Use It," Mr. Mason reviewed the benefits of the Voice of Democracy contest, sponsored annually by NABT, Radio-Television MF Assn. and the U. S. Chamber of Commerce, as well as the Freedom Foundation campaign.

There is perhaps no other group greater qualified than American broadcasters to serve as "the voice of freedom," Mr. Mason told KBA delegates. "If radio is powerful enough to check the philosophies of governments within other countries, [as attempted through the Voice of America], then why isn't it powerful enough to sell freedom in the United States?"

Mr. Mason also touched on the Richards' renewals case and charges that the station owner was "persecuted" by the FCC prior to his death. Another target of legislation was legislation prohibiting Mr. Mason from using the words "American radio," Mr. Mason said, and the Senate was not for the American radio. Sen. Benton was accused of using his bill (S 1579) and the subscription idea to promote his own ends.

Self-Service Hit

Politicians and labor continued in another vein, are using radio for their own objectives, while commercial radio stations are asked to provide free time for broadcasts. A number of local, in some cases, has served to promote "propaganda stations" rather than educational issues, he said.

Turning to threat of censorship, Mr. Mason asserted that with varying degrees of standing on the Hill and FCC controls, stations are nearing the point where punishment by revocation of licenses may be a reality. "If we can sell soap and alcoholic beverages as cure and will pay 5% of gross proceeds of enterprise and it's time for American broadcasters to speak up," he declared.

The meeting opened Thursday morning with business sessions for broadcasters during the afternoon was passed calling for an annual $150 scholarship for an outstanding student in the Radio Arts Dept. of Kentucky U. Members also moved that the KBA executive committee appoint one of its members or one from stations to make a study of station problems dealing with programming, sales promotion, copy, engineering, cost, etc.

Mr. Mason was presented with a plaque honoring his as a Kentucky Colonel at the luncheon. Presentation was made by J. Porter Murdock, president.

In the afternoon session, sales panel was held on "Localize Your Station and Program to People," under chairmanship of Mike Layton, WSCF Somerset. Others participating were Harold E. King, WPKE Pikeville, and Ed Willis, WLAP Lexington. Consensus of panel was that most stations would keep or raise local and national ad rates, Ed Willis, WLAP Louisville, reported on a local ARBI study.

Oliver Gramling, assistant manager of AF, spoke on "Your News and Its Revenue Potential," while local news coverage on the local level.

Friday's meetings were highlighted by William B. Ryan's Broadcast Advertising Bureau presentation (see story page 29), sports broadcast-fce, panel, a report on BMI and a TV session.
IN IOWA, WHO IS THE PREFERRED Sports Station

One of the significant trends in Program Popularity in Iowa is the increasing interest in Sports. Since 1946, Iowa women have raised their preference rankings for Sports from eleventh place to seventh; in 1950, 72.7% stated that they "usually listen" to Sports. By the same token, Iowa men have raised their ranking of Sports from fourth place in 1946 to third in 1950, with 80.0% "usually listening".

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<td>Others</td>
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In Iowa, Sports are one of the important elements in any station's ability to build and hold an audience — and far more Iowa people prefer WHO for Sports than prefer any other station.

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
A key congressional committee will look into the question of broadcast- and telecasting the daily operations of Congress at a hearing set for this Friday, it was announced last week.

This is the first breach of the dam built around the somber halls of Congress to keep out the inquisitive arrows under the Constitution's post office. Attempts in the past, particularly following the historic radio-TV coverage of the Kefauver Crime Committee hearings, have been thwarted in either the Senate or House Rules Committee.

However, the Senate Executive Expenditures Committee has set the general subject down for airing and it has scheduled the most vigilant legislators who support radio-TV coverage in Congress.

### EMERGENCY PLAN

**Majority of Stations Willing to Cooperate**

About 90% of broadcasters contacted thus far by the FCC have indicated that they favor the Commission's operational plan for radio-TV stations in the event of emergency and have signed an intent to participate in the alert system, it was learned last week.

About 200 licensees of AM-FM-TV stations have been reached through FCC's field offices or have written the Commission in Washington expressing their comments on the plan.

The first phase of the proposal—a so-called "interim plan"—has been compiled by the FCC working on and needs only White House approval of an executive order to put it into operation. The interim procedure is described as the first step in a long-range program, with provision at the outset for limited operation.

Broadcasters have been told that they may elect to take part in the system, and that certain technical modifications in equipment or remain silent in the event of enemy air attack.

The exact location of the executive order, which would set forth the President's authority to invoke emergency provisions of the Communications Act, was traced last week to the Air Force communications branch within the Department of Defense.

The directive already has been analyzed by the Chiefs of the various agencies, which compiled comments from all government agencies as a routine matter and which shortly will review a redraft of the order based on agency suggestions. The White House is the next and last step.

The content and spirit of the order also was disclosed to Broadcasting & Telecasting last week, as presently constituted.

It will, of course, serve notice to the Chief Executive that an order was needed to invoke Sec. 606 (c) of the Communications Act through the FCC under its national emergency powers under Sec. 502 (a).

The order will be divided into two sections: One devoted to "other than government agencies"—radio-TV broadcasting stations, police, fire, emergency broadcasting agencies, etc.; the second will spell out compliance of other government agencies, such as procedure to be followed by the Federal Civil Defense Administration in overriding radio-TV rights, which are contained under the Communications Act. The Defense Dept. hopes to polish its comments on proposed legislation to accomplish this purpose and speed them to the Senate Interstate & Foreign Commerce Committee, which had deferred—action pending a reply from broadcasters on a similar amendment.

### REPLACEMENT PARTS

**NPA Studies Priorities**

The MRO subject arose prominently following a meeting of electronic parts and component parts distributors with NPA officials last week. NPA's Office of Civilian Requirements, headed by Lewis Allen Weis, former MBS and Don Lee broadcasting executive, endorsed the advisory group's resolution that amateur radio operators be adjudged "essential" and given priority rights for parts. The conference was held in line with OCM's activities in the wholesale and retail trade fields.

The steel cutback specifically spells out home, portable and auto radio receivers, radio-phono combinations, wire-recorders, TV receivers, radio-TV and radio-phonograph combinations, and record players. The 10% cut applies to the July-September quarter. Second quarter cutbacks on civilian goods was 20% of the base period.

In another move last week, the government earmarked for June 20% of the nickel supply for import cutbacks in communications and other fields. The amount is the same as set aside for May, but is a departure in that the government previously had specified defense-rated requirements.
You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself ... and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.

TOM TINSLEY, President • Represented by HEADLEY-REED
ORGANIZED effort of the nation's colleges to operate a sports monopoly was shaken last week.

The jolt came Wednesday when the U. of Pennsylvania defied the National Collegiate Athletic Assn. by announcing it would continue its policy of telecasting its contests. Thursday NCAA countered by suspending Penn until the_projelcommunity was organized to oust the Philadelphia university from its 300-memberhip body.

On Capitol Hill, Chairman Emanuel Celler (D-N.Y.) of the House Molony committee declared that Pennsylvania was "grievously in error" in refusing to comply with the NCAA agreement.

Anti-Trust Aspects

Rep. Celler told newsmen that it is "technically true" that the university would violate the Sherman Act if it joined the nationwide ban.

However, Rep. Celler commented it is "very doubtful" that the Justice Dept. would prosecute those invoking the law.

"The university is not very realist," he said. "I think the action is unfortunate in refusing to keep step if all the other schools have decided to go along." Meanwhile, the Dept. of Justice was watching developments closely in view of NCAA's expulsion of Penn and its boycott threats to other colleges.

Penn's action and the subsequent telecast of Quaker opponents in the position of either ignoring the NCAA agreement or cancelling the scheduled games with the Penn eleven.

Would Break Moratorium

If other major teams follow Penn's bolt from the NCAA fold, the association's moratorium, designed to gauge TV's impact on gate receipts, will be broken.

However, several of Penn's rivals discussing the possibility of not meeting Penn on the gridiron this season, NCAA appeared to be holding the line.

NCAA, in the meantime, continued its policy of accepting bids until June 28 for sponsorship of the limited telecasting permitted under its plan.

ABC was understood to be completing plans to telecast all eight home games of the Quaker eleven this fall. It was learned from a reliable source that ABC had contracted to pay Penn $250,000 for TV rights.

Penn's decision was announced Wednesday in a telegram from Francis Murphy, athletic director, to Dr. Hugh C. Willett, of the U. of Southern California, NCAA president.

The telegram asked for a special meeting to reconsider the restrictive conditions and said Pennsylvania will carry on as an obligation to its association and break its 11-year record of television.

Penn added that it would cooperate in studying and reporting to NCAA on the effects of television but would not join in a ban on television.

Tom Hamilton, U. of Pittsburgh athletic director, and chairman of the NCAA TV Steering Committee, commented bitterly:

"Sets Self Apart

"By breaking away, Penn is setting itself apart from the community of colleges and incidentally taking advantage of the artificial leverage by the willingness of other colleges to pass up financial gain this year."

Ramifications developed almost at once. At Eastern Collegiate Athletic Conference, composed of 91 colleges of which Penn is a member, had voted March 13 to abide by NCAA's ban on individual telecasts, and the conference would declare null and void any contract signed after that date which had in it a live telecasting clause.

A. A. Byrnes, ECAC commissioner, pointed out that the ECAC constitution includes a firm agreement among member colleges that they will confine their competition to Eastern teams, instead of to conference rules and resolutions.

Cornell commented that Penn's action may force cancellation of its traditional game, now scheduled for Nov. 24. A spokesman said that a contract already signed would be reviewed.

Columbia said the contract for the Oct. 20 game had not been signed and that it had notified Penn that it would be willing to play, unless Penn abided by the NCAA and ECAC resolutions.

William & Mary answered with a resounding "yes" when asked if it would play the TV rebels. Rube McClary, head coach and athletic director, said "we have signed a contract to play Penn Nov. 3 and we're going to play. If NCAA wants to expel that's their right to.

"He added: 'That's my personal opinion. I will say our school committee on athletics might re-verse me, but I think we will play the game."

Other Penn gridiron opponents said that they would have to consider the matter further before deciding on a course of action.

NCAA is not very realis-

"The action is unfortunately in refusing to keep step if all the other schools have decided to go along." Meanwhile, the Dept. of Justice was watching developments closely in view of NCAA's expulsion of Penn and its boycott threats to other colleges.

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The telegram asked for a special meeting to reconsider the restrictive

CONGRESSIONAL scrutiny of alleged restraints on broadcasts and telecasts of organized baseball and other professional and amateur sports moves along legislative chutes it is expected to last week as the radio-TV industry mailed the re-opened Justice Dept. probe.

There appeared to be little prospect of action, however, on legislation from anti-trust laws prior to next month when the House Judiciary Monopoly subcommittee plans to look into baseball's reserve clause and its broadcast policies. [Broadcasting • Telecasting, May 28.]

Meanwhile, the Justice Dept.'s monopoly investigation of baseball has begun its far-reaching probe of alleged restraints placed upon baseball play-by-play policies and other sports in the wake of a "substantial change of emphasis," of many of them from broadcasters.

The House monopoly inquiry is tentatively slated for July 9, though no agenda is set by the House restriction committee's anti-trust nature—whether the sport is within inter-state commerce by virtue of broad-casts and telecasts or on other grounds—also will be explored, the House Judiciary Monopoly Subcommittee, with no action slated. Chairman is Sen. Herbert R. O'Conor (D-Md.).

NATIONAL CAREERS

The Georgia Tech action was taken following adoption of a reso-

The Georgia Tech action was taken following adoption of a resolution by the Georgia Tech Club of New York [Broadcasting • Telecasting, May 28, 21]. This resolution denounced the NCAA football monopoly as an invasion of community rights.

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Sports Inquiry

Judiciary Groups Get

Anti-Trust Bills

TECH REQUESTS

Asks Conferences Drop Ban

Georgia Tech has officially asked the Southeastern Conference to drop its organized opposition to telecasting of football games by member schools.

The request was made in a letter sent to the conference by Col. Blake Van Leer, Georgia Tech president.

Under-cover resentment among members of the Southeastern Collegiate Athletic Assn., which plans a one-game-a-week TV monopoly this autumn, was noted in many quarters but thus far no university has been willing to take the lead in breaking NCAA's hold.

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NATIONAL CAREERS

To Buy 19 Acres in Burbank

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NATIONAL CAREERS

To Buy 19 Acres in Burbank
Yes indeed! You really get a power-packed package chucked full of premiums a time buyer dreams of. KFH has undisputed leadership in this area proved by every known measurement of listening habits. Advertisers get more listeners per dollar because the nation's best over CBS is combined with extensive local programming. In addition to the rich Wichita area, KFH is a favorite with over a half million regular listeners in the Southwest.

**HOOPER "RADIO AUDIENCE" INDEX – Wichita, Kansas**

**SHARE OF RADIO AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>KFH KM - FM CBS</th>
<th>B (Net)</th>
<th>C (Net)</th>
<th>D (Net)</th>
<th>OTHER AM and FM</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 A.M. - 12:00 Noon</td>
<td>17.9</td>
<td>39.8</td>
<td>16.6</td>
<td>15.9</td>
<td>24.3</td>
<td>3.4</td>
<td>6,449</td>
</tr>
<tr>
<td>Monday thru Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 Noon - 6:00 P.M.</td>
<td>16.6</td>
<td>34.7</td>
<td>27.4</td>
<td>21.8</td>
<td>11.9</td>
<td>4.2</td>
<td>9,686</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 Noon - 6:00 P.M.</td>
<td>18.5</td>
<td>35.3</td>
<td>15.3</td>
<td>33.5</td>
<td>12.5</td>
<td>3.3</td>
<td>3,868</td>
</tr>
<tr>
<td>Sunday thru Saturday Evening</td>
<td>31.4</td>
<td>42.2</td>
<td>25.4</td>
<td>15.2</td>
<td>14.5</td>
<td>2.6</td>
<td>20,092</td>
</tr>
<tr>
<td>Total Rated Time Periods</td>
<td>22.4</td>
<td>39.5</td>
<td>23.8</td>
<td>18.1</td>
<td>15.5</td>
<td>3.2</td>
<td>40,096</td>
</tr>
</tbody>
</table>

* Base: Random Homes Called.
** Base: Total Radio Program Identifications in Random Homes.

Represented by

EDWARD PETRY & COMPANY, INC.

KANSAS GREATEST RADIO STATION

WICHITA, KANSAS

5,000 WATTS ALL THE TIME
NARTB Inaugurals
(Continued from page 27)
dogs, street traffic noises—including sirens, elevated trains, street speakers—everything except music; that—whether you like it or not—apparently does not come within the protection of the newly discovered Constitutional amendment.”

Mr. Fellows spoke humbly “in the presence of many of the wise and mighty,” he recalled “to serve is a purpose of mankind.”

Radio and television offer great opportunity for service, he said, “in a world where truth and understanding are sorely needed.”

He lauded the role of the salesmen in America’s progress. “Selling has this great brotherhood failed to move off the shelves the prodigious production of a great economy,” he continued. “I find special pride in being identified with the greatest medium that has ever been invented for mass selling in the American tradition. “It is right to remember that no other nation in the world has developed its radio and television media network as rapidly as the United States. This has been done with dollars, and not with toothpicks, sealing wax and bits of wire. Its output of television and radio production will depend upon dollars and upon the sometimes-forgotten fraternity of men and women who sell. I say, I bless them, and may goodness attend their labors.”

Trade Press Issue

President Fellows departed from the position taken by Mr. Miller at the NARTB April convention in his approach to the role of trade publications in association affairs. At that time Judge Miller chided the publications, scoffing at their rhetorical attainments and questioning their sincerity.

Instead Mr. Fellows said he welcomed the spirit of "friendship," looking to them “for guidance— for honest reporting of the news, which is its purpose; for honest and critical criticism when we are wrong, which is a possibility that should be anticipated.”

He extolled the role of women in broadcasting, with special reference to FCC Commissioner Frieda Hendricks.

Concluding, Mr. Fellows made this pledge: “I pledge to the nation’s broadcasters my full energies, my loyalty and my continued respect and affection. I pledge to Judge Miller—my highest esteem and determination that my performance will reflect credit on the accomplishments of this courageous administration.”

To those in government who must direct the lawmaking and licensing of this new medium, he extended deep respect and constant availability.

And to Johnny Gillis—ever a memory of the people with whom he stood, and devoted to the profession in which he spent a noble lifetime—Mr. Fellows was selected for the NARTB presidency last April 2. He made his first industry appearance at the NARTB convention in April. In the intervening weeks he has kept in close touch with association affairs, but did not take office until last week.

Mr. Fellows’ five-year contract calls for an escrow salary starting at $35,000 and rising to $50,000 in the fourth year. Mr. Miller is signed to a three-year contract scaling down from $35,000 to $25,000 a year. His original contract as president had been scaled down from $35,000 to $25,000 a year.

Members of the inaugural dinner committee, besides Chairman Russell, were Everett Dillard, WABM (FM) Washington; Frank F. Ungava, WARL, Burlington; Earl Gammons, CBS; Carl Haverlin, BMI; John Hayes, WOR, Washington; C. M. Jansky, Jansky & Bailey; Mr. Morency; William B. McAndrew, WRC-WB (TV) Washington; William Porter, president, Federal Communications Bar Assn.; Mr. Strouse.

Robert K. Richards, NARTB public affairs director, said arrangements for the association.

BLACKLIST

Is Charged by RWG

HITTING at the CBS “loyalty questionnaire” and charging that “an employers blacklist is rapidly evolving to run,” March 3, National President Irna Marion last week called upon the FCC to “examine the radio and television industries at length and carefully with the aim of eliminating all such practices.”

After saying that “an increasing number of members of this guild have been brought to our attention for unfair employment practices currently being applied in the radio and television industries by some employers, including advertising agencies and networks,” Mr. Marion wrote FCC Chairman Wayne Coy that “the loyalty questionnaire and morals clause which . . . (CBS) . . . is demanding of its employees, including writers, are a flagrant violation of the basic and inalienable personal rights of privacy and freedom of belief.”

“They are in no way justified in the interests of national security,” he continued, “because all written material is very thoroughly screened before being approved for broadcast.

“Moreover, an employers’ blacklist is rapidly evolving, based on the principle of a published pamplinet, Red Channels. These self-appointed judges have assumed the right to brand others as ‘subversive,’ the result is that with no hearing for hearing persons listed in this publication are being deprived of their right to earn a living,” he said.

Bans Cugat

WNEW New York last week announced it would play no more recordings of Band Leader Xavier Cugat because of his alleged reference “to the medium of radio in a paragraph in his column in the Press Tuesday on Cavalcade of Bands on the DuMont TV network.

Radio and television got three cents of the department store’s advertising dollar in 1950, compared to 56 cents spent for newspaper space, 13 cents for display advertising and five cents for direct mail, according to the 1951 edition of Merchandising and Operating Results of Department and Specialty Stores, published by the Controllers of the National Retail Dry Goods Assn.

Analyzed by volume of business, the figures show department stores with annual sales of $1-$2 million spending five cents of their 1950 publicity dollar for broadcast media, the sum dropping to three cents for stores with a $2-$5 million annual volume and amounting to four cents for the $5-$10 million group and two cents for stores with gross sales of over $10 million. Specialty stores with sales of more than $1 million a year spent only one cent of their publicity dollar on radio and television.

The all apartment store AM-TV figure for 1950 was the same as for 1949, but specialty stores dropped from two cents in 1949 to one cent in 1950.

The percent of stores using radio varied for each business volume bracket, as did the average amount of time used, and that also was true of television, except that the percent of stores using video advertising rose in direct proportion to the volume of business, as is shown in the following tables taken from the 112-page, spiral-bound report.

CBS CANCELS

Scraps Barry Gray Plans

CANCELLATION of The Barry Gray Show, a CBS version which was scheduled to go on the air July 2, 7-7:45 p.m., was announced by the network last week. A CBS spokesman said that upon re-examination of the program it was decided the network could not afford to carry it as a regular program. Mr. Gray, the network said, had agreed mutually to cancellation.

Mr. Gray’s show, which has been carried by WMCA New York for more than a year and is contracted for until June 1952, is broadcast with local participation sponsorship five nights a week from midnight to 3 a.m. from Chandler’s Restaurant in New York. There Mr. Gray’s interviews of guests lead into unrehearsed discussion of topics ranging from anti-trust cases to Communism and emasculation.

A CBS spokesman said that as an open forum on TV, it “show people, personalities and politics—and frequently the people want to get something off their chests.”

SIX ELECTIONS

Kany of AP New President

HOWARD KANY, AP, and Griffing Bancroft, CBS commentator, were elected president and vice president, respectively, of the Washington Professional Chapter of Sigma Delta Chi, journalistic fraternity last Wednesday. Thirteen new members were initiated.

Other officers named at the meeting were: Richard Fitzpatrick, Dep. of State, secretary; Wallace Werble, Food, Drug and Cosmetic Reports, treasurer; John C. O’Brien, Philadelphia Inquirer, and Lawrence Sullivan, assistant coordinator of Information, U.S. House of Representatives, members of the board of governors, Sal Taishoff, editor and publisher of Broadcasting & Telecasting, who is retiring president, was elected ex-officio.

ART THOMAS

Former WJAG Mgr. Dies

FUNERAL services were held last Wednesday for Art Thomas, 66, former manager of WJAG Norfolk, Neb., who died in a local hospital June 3. He had been associated with the station for 19 years prior to his retirement.

Mr. Thomas went to Norfolk from a long and varied broadcasting career, including a position with the U. S. House of Representatives, as news commentator. The former WJAG executive, whose son Robert succeeded him at the station, was credited with having launched the famous Voice of the Street programs in the early ’30s. He is survived by his widow, one son and two daughters.

BROADCASTING • Telecasting
MRS. PAGE, Women's Editor of WJR, attracts millions of interested listeners among Great Lakes housewives.

WJR

the

GREAT VOICE

of the

GREAT LAKES

That All-American Shopper—the housewife, bless her—is also the All-American radio listener. And throughout the Great Lakes area, WJR's Women's Editor, Mrs. Page, exerts a tremendous influence on this active part of the buying public. Every day, Monday through Saturday, her show for women makes shoppers out of listeners... buyers out of shoppers!

For thorough coverage and penetration in the rich Great Lakes area, your best bet is WJR—the Great Voice of the Great Lakes.

Remember... First they listen... then they buy!

Represented nationally by Edward Petry & Company

Radio—America's greatest advertising medium.
Establishing New Records
Mansfield Reports

SALES of home, portable and car radios and television sets nearly doubled in 1950 from 1949, and the Mansfield (Ohio) plant of Sylvania Electric Products, chair-

202,180 were phono combinations; 282,000 were console or con-

7,463,800 and 7,604,700. While car radios totaled 4,740,700 sold in 1950, 9,849,300 were produced-

7,177,075,480 in 1950, representing respectively, 14,449,000 and 22,083,700 units. The dollar gain was $537,127,480, with the unit price falling to 76,706,400.

4,749,500 sold in 1949, while 7,463,800 units were produced in 1950. The dollar gain was $237,152,100, or 11,195,000.

A special all-industry group that has been working for some time was dissolved last week at its own request. Members were Capt. John Kennedy, W.SAZ-

George B. Storer, Port Industry stations and a TV board member, was directed to organize a com-

were Capt. John Kennedy, W.SAZ TV Huntington, W. Va.; Dwight Storer, KHER, Huntington, W. Va.; and John Poole, Committee counsel.

NARTB's TV Board lauded the committee for its pioneering work in connection with the TV sets legislation. But the board recog-

of the set and tube divisions, while the station earnings were $11,195,000. This sum would equal the suite made up of 7,604,700. TV, FM, and AM units were $15.00.

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**DISTRICT MEETS**

ANNUAL series of NARTB district meetings will open Aug. 23 and wind up Nov. 9, moving on an almost uninterrupted schedule aside from the Labor Day holiday period.

Hotel reservations, registration fees by NARTB headquarters. The question of attendance by non-members is left by the board to the discretion of each district director.

President Harold E. Fellows will decide what staff members are to make the circuit. NARTB endeavors to keep district meetings on a workshop level.

William B. Ryan, president of 

**NARTB Sessions**

Open Aug. 23

Broadcast Advertising Bureau, accepted the NARTB board's invitation to have BAB representatives at all district meetings for sales consultation.

It appeared at the weekend that District 3 would move its meeting from the scheduled Aug. 27-28 date to mid-November. The district meeting schedule follows:

<table>
<thead>
<tr>
<th>District</th>
<th>Dates</th>
<th>Hotel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Aug. 22-24</td>
<td>Rochester</td>
<td>Binghamton</td>
</tr>
<tr>
<td>2</td>
<td>Sept. 10-11</td>
<td>Syracuse</td>
<td>Syracuse</td>
</tr>
<tr>
<td>8</td>
<td>Sept. 13-14</td>
<td>Book Cadillac</td>
<td>Detroit</td>
</tr>
<tr>
<td>9</td>
<td>Sept. 17-18</td>
<td>Moraine-on-the-Lake</td>
<td>Highland Park, Ill.</td>
</tr>
<tr>
<td>11</td>
<td>Sept. 20-21</td>
<td>Ridgeland</td>
<td>Minneapolis</td>
</tr>
<tr>
<td>10</td>
<td>Sept. 24-25</td>
<td>Blackstone</td>
<td>Omaha</td>
</tr>
<tr>
<td>12</td>
<td>Sept. 27-28</td>
<td>Broadview</td>
<td>Wichita</td>
</tr>
<tr>
<td>14</td>
<td>Oct. 4-6</td>
<td>Utah</td>
<td>Salt Lake City</td>
</tr>
<tr>
<td>15</td>
<td>Oct. 6-9</td>
<td>Davenport</td>
<td>Spokane</td>
</tr>
<tr>
<td>16</td>
<td>Oct. 15-16</td>
<td>Sit to be selected</td>
<td>Portland</td>
</tr>
<tr>
<td>17</td>
<td>Oct. 18-19</td>
<td>Monk Hopkins</td>
<td>Seattle</td>
</tr>
<tr>
<td>18</td>
<td>Oct. 22-23</td>
<td>St. Charles</td>
<td>Portland</td>
</tr>
<tr>
<td>13</td>
<td>Oct. 29-30</td>
<td>Shamrock</td>
<td>Portland</td>
</tr>
<tr>
<td>5</td>
<td>Nov. 1-2</td>
<td>Soreno</td>
<td>Portland</td>
</tr>
<tr>
<td>6</td>
<td>Nov. 5-6</td>
<td>Soreno</td>
<td>Portland</td>
</tr>
<tr>
<td>7</td>
<td>Nov. 8-9</td>
<td>Soreno</td>
<td>Portland</td>
</tr>
</tbody>
</table>

**NBC's MACDONALD Resigns as V.P.-Treas.**

RESIGNATION of John H. Mac-Donal, NBC vice president and treasurer, to become assistant to Ben Tobin, real estate owner and banker, was announced last week by NBC President Joseph H. MacConnell [CLOSED CIRCUIT, June 4].

Mr. MacDonald, one of NBC's original four administrative vice presidents, has been with the network for a period of 15 years.

In announcing the resignation last Monday, President McConnell said:

My associates at NBC join me in expressing regret over Mr. MacDonald's decision to leave our company. His 15 years of service with NBC have contributed greatly to the growth of our business. We wish him all success in his new undertaking.

Mr. Tobin, with whom Mr. Mac-Donal becomes associated, is one of the three principals in the syndicate which acquired controlling interest in the Empire State Bldg. in New York a fortnight ago. Mr. Tobin lives at Hollywood, Fla., where he is president of the Hollywood Beach Hotel and the Bank of Hollywood. He also owns the Holleiden Hotel in Cleveland.

Mr. MacDonald's NBC duties have been taken over by Joseph V. Heffernan, who was elected financial vice president in early April [BROADCASTING * TELECASTING, April 9].

Mr. MacDonald joined NBC in 1936 as head of the cost accounting department after service successively as a faculty member of New York's School of Business Administration, where he had been graduated in 1922 and received a master's degree in 1923, and with McGraw-Hill Publishing Co., A. 1. Namm & Sons, Walker & Haisler Inc., and Trade Ways, a research firm.

Mr. MacDonald was elected president of the Controllers Institute of America in 1946. He is also the author of four standard works in his field.

**WLAW STUDIOS**

Opened in New Quarters

OPENING of new offices and studios in the Hotel Bradford under the managementship of William A. Riple was announced by WLAW Boston last week as the station prepared to assume affiliation with ABC, effective June 15.

President Irving E. Rogers announced that all facilities have been transferred from the former location in the Union Savings Bank Bldg., 216 Tremont St., to the hotel site, 276 Tremont St. New facilities are in operation. Mr. Riple formerly was vice president and general manager of WTRY Troy, N. Y.

**CHEAPER by the THOUSAND!**

According to ADVERTISE RESEARCH: "The most efficient and economical medium of reaching the vast Italian Market of New York is Station WHOM.

WHOM and Station A compete in Italian from 2 to 7:15 p.m. Monday through Saturday. During this competitive period WHOM delivers listeners at a 28% lower cost per thousand than Station A.

WHOM delivers Italian listeners for as low as 27c per thousand for a quarter-hour; as low as 8c per thousand for a spot announcement.

WHOM broadcasts 8 of the first 10 most popular Italian programs."

**WHOM AM-FM**

The II Progresso Station

136 W. 52 St.—NEW YORK 19—CIRCLE 6-3900

June 11, 1951 • Page 39
Fred W. Albertson; Rep. and Mrs. John J. Arness, Minn.; Recognized: John A. Allen; Rep. Homer D. Angel; Mr. and Mrs. C. A. Anthony, FL.; NARTB; Rep. Bill Beall, Billboard; Stuart Bailey; Bill Bailey, Radio Daily; Dr. and Mrs. Kenneth Baker, NARTB; Frederick J. Ball, Col. and Mrs. John Barr, Federal; James E. Barr, FCC; Mr. and Mrs. Bill Bastian, L. Horace K., Leboh; Mr. and Mrs. John V. Beamr; J. Frank Beatty, WBZ, M. Annette Beatty, WBZ; \* TELECASTING; A. Harry Becker; Rep. and Mrs. Little Langley Beckwith; Rule in; Donald Beeler; Mr. and Mrs. Charles Blackley, WB; Rabbi Saul Blume; John Blum; Robert B. M. Bowry; Lowell J. Bradford, Secretary of Agriculture and Mrs. Charles F. Bryan; Cyril M. Braun; FCC; Harry M. Brawley; Joseph Breshears, WGAY Silver Sping, Md.; Moses Carver, WGM Omaha; Rep. Clarence J. Brown; Kenyon Buhler; Mr. and Mrs. Thad Brown Jr., NARTB; Robert Burton, BML; Robert Cadle; Louis O. Caldwell, Gov. Millard C. Coldwell, Director of Federal Civilian Defense Administration; Rep. Joseph W. Martin Jr. (R-Mass.); Minority Leader.

Second photo—Frank M. Russell, NBC vice president, chairman of dinner committee; Tom Clark, Associate Justice, U. S. Supreme Court; Harold E. Fellows, NARTB president; Paul W. Morency, WTIC Hartford, chairman of Johnny Gillin Memorial Committee.

Third photo—Judge Justin Miller, NARTB board chairman; Chief Justice Bolitho J. Laws, U. S. District Court, D. C.; Secretary of Agriculture Charles F. Brannan; Malcolm Nall, board chairman, Canadian Assn. of Broadcasters.

Fourth photo—Neville Miller, attorney, NAB President 1928-34; Rep. Robert Crosser (D-Ohio), chairman, Interstate & Foreign Commerce Committee; Gen. Wallace H. Graham, personal physician to President Truman, representing Creighton U.; Chairman James F. Mead, Federal Trade Commission; Leo J. Fitzpatrick, WGR Buffalo, NAB president 1935-36.


GUESTS at head table, NARTB inaugural dinner (see separate story) were (1 to 9): Top photo—William S. Hedges, NBC vice president and NAB president 1928-30; Chairman Wayne Coy, FCC; Gov. Millard F. Caldwell, Administrator, Federal Civil Defense Administration; Rep. Joseph W. Martin Jr. (R-Mass.); Minority Leader.

NARTB Diner Attendance
(See separate story)
NARBA FIGHT

DESPITE a four-month layer of dust on the proposed NARBA, "especially in rural areas of Northern Pennsylvania and Western New York." "The nub of the problem is Havana, which has 29 AM broadcasting stations, far more than any other city in the world," charges Better Farms.

Among other claims in the editorial is the charge that needed power increases to six clear channel stations would be precluded under the treaty.

The National Grange Monthly also states an opinion of CCBS and Mr. Quaal as well as the National Grange, American Farm Bureau Federation and other groups which "have voiced their objections" to the treaty.

NARBA recognizes Cuba's right to "violate" the 650-mile rule and thus operate on all U. S. class 1-A channels, contends the Grange's publication, which also held that the pact permits Cuba to put specific stations on six such channels, and restricts the U. S. from increasing power on channels in rural areas which "desperately" need stronger signals.

Cites "Threats"

"Cuban threats" are referred to in the article, which contends:

In retaliation, FCC Comr. Rosel Hyde, chairman of the U. S. delegation during NARBA conference, will counter in the upcoming issue of the Grange [CLOSED CIRCUIT, May 28]. Likewise, the Commissioner will answer charges in the next issue of the Julius Riple Newsletter. The latter piece is an aftermath of a May issue feature in that publication, authored by Edwin M. Craik, National Life & Accident Insurance Co. and board chairman of the subsidiary 50 kw WSM Nashville [BROADCASTING • TELECASTING, May 28].

"Giveaway Complex"

The National Live Stock Producers editorial scathes the "giveaway complex" of the State Dept. and terms the negotiations "reminiscent of the bowled-head concessions at Potsdam, Teheran and Yalta." In the article, the clear channel station is likened to a one-party telephone line whereas under the proposed NARBA farm radio would be comparable to a four-party telephone line.

The new agreement, charges the National Live Stock Producers, violates the 650-mile rule on all 24 class 1-A channels -- "the rule that has been the bulwark of protection for rural listeners against outside interference with U. S. programs."

Better Farms echoes this sentiment as it attacks concessions to Cuba on "all 24 channels subject only to theoretical protection for our stations ..., they would only have the protection of directional antennas which, as past experience has demonstrated, do not perform according to theory."

Referred to is an example offered by Ward L. Quaal, director of Clear Channel Broadcasting Service, in which Mr. Quaal cites Jamaican interference to the 1180 kc operation of WHAM Rochester under

Takes to Farm Papers

Radio Buyers want . . .

fast facts

BROAD CASTING TELECASTING MARKETBOOK

"The BROADCASTING Marketbook is the most valuable tool for buying radio and television time that has appeared in recent years."

Publication Date: August 13
Circulation: 17,000
RESERVE SPACE NOW!

June 11, 1951 • Page 41
**ATTENDING** the LBS meeting were, seated (l to r), Gordon McLendon, president; Barton R. McLendon, chairman of the board; Harold Vertel, national sales coordinator; Virgil Wescott, station relations; Glenn Douglas, program director; Tom Carr, Southeastern Division vice president. Standing: Bob Bumpas, programming and production vice president; Bruce Collier, director of station relations; Glenn Callison, engineering vice president; Joe Soforth, acting vice president, North-Central Division; Sewall Cutter, station relations; John M. Dunagan, vice president, Piedmont Division; Edmund Burke, vice president, national sales; Benton Paychall, vice president, West Coast operations; James Foster, executive vice president; James Kirksmith, station relations vice president.

**LBS RATES**

**Increase Considered**

WHILE other national networks have reduced their time costs, Liberty Broadcasting System is considering an increase in rates. Chairman Barton R. McLendon reported last week following a meeting of LBS home office and regional officials at Dallas headquarters.

"A review of the AM-FM radio pictures in our estimation indicates that TV and other factors have had very little, if any, effect on most of American radio," Mr. McLendon declared. "As a result of our meeting, Liberty is seriously considering an increase in rates."

Mr. McLendon said Liberty is setting aside "large additional funds for overall network expansion." He explained:

"Our particular emphasis on"

**BASEBALL RULE**

**Legality To Be Tested**

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**AID NEWS FLOW**

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Bulk of war copy now will be teletyped from Korea GHQ to Tokyo, with provision for telephoned reports in cases “concerning the immediate tactical situation or releases covering unusual events.”

**Everybody in Central New York Knows**

Highly popular with Central New York listeners for 14 years, the Jim Deline Show features good fun, good music, good handling of commercials.

Participating, 9:15 to 9:55 a.m. Monday through Saturday; 1:00 to 2:00 p.m. Monday through Friday. Popular with advertisers too—75% sold out before the new show went on the air.

**ATTENDNIG the LBS meeting were, seated (l to r), Gordon McLendon, president; Barton R. McLendon, chairman of the board; Harold Vertel, national sales coordinator; Virgil Wescott, station relations; Glenn Douglas, program director; Tom Carr, Southeastern Division vice president. Standing: Bob Bumpas, programming and production vice president; Bruce Collier, director of station relations; Glenn Callison, engineering vice president; Joe Soforth, acting vice president, North-Central Division; Sewall Cutter, station relations; John M. Dunagan, vice president, Piedmont Division; Edmund Burke, vice president, national sales; Benton Paychall, vice president, West Coast operations; James Foster, executive vice president; James Kirksmith, station relations vice president.**

**LBS RATES**

**Increase Considered**

WHILE other national networks have reduced their time costs, Liberty Broadcasting System is considering an increase in rates. Chairman Barton R. McLendon reported last week following a meeting of LBS home office and regional officials at Dallas headquarters.

"A review of the AM-FM radio pictures in our estimation indicates that TV and other factors have had very little, if any, effect on most of American radio," Mr. McLendon declared. "As a result of our meeting, Liberty is seriously considering an increase in rates."

Mr. McLendon said Liberty is setting aside "large additional funds for overall network expansion." He explained:

"Our particular emphasis on"

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Another Masterpiece of Truscon Engineering Skill

TRUSCON

"G-W"

UNIFORM CROSS-SECTION

GYUED RADIO TOWER

Here again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

- Triangular—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.
- Uniform in cross section—because radio engineers proclaim this feature a distinct asset in broadcasting.
- Strong—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or coaxial transmission lines having 31/4" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.

FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON STEEL COMPANY

YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation
AIR BARGAINS
Macy Spends $8,000

AN APPROXIMATE $8,000 radio and TV spot announcement campaign was used by R. H. Macy & Co. to launch its initial attack in the price war of the New York department stores, with one radio station refusing to take the business.

Six television stations and five radio stations carried three announcements each on the kick-off day, June 4, as a week ago. One local New York station, WNEW, it was understood, had refused to take the spot campaign from Macy's on the basis that it might offend its other advertisers. A WNEW station executive when queried by BROADCASTING & TELECASTING said only that "we did not carry Macy's business and have no comment as to the reasons or policy."

Macy's began the price war when it cut prices on about 6,000 items, including drugs and cosmetics, after the United States Supreme Court in a recent decision invalidated a section of the Miller-Tydings Act which amended the Sherman Anti-Trust Law. The decision in effect released retailers from any obligation to maintain fixed prices on merchandise in interstate commerce unless they specifically signed agreements to do so with the manufacturers. This Macy's had never done.

Station Lineup

The one-day spot announcement scheduled was placed on the following radio stations' participation programs:

WBCKS, Jack Sterling, This Is New York and Tommy Riga; WNBC, Shelitc Henderson, Andre Barbuch, and Edith Henderson (noon show); WJZ, Sweeney & March, early and later morning shows, and The Fitzgeralds; WOR, Rolling With Gambling, McCann at Home and Martha Deane; WQXR, Weather Report and Breakfast Symphony.

In television: WHTF, Kathi Norris, Josephine McCarthy, and Easy Does It; WCBS-TV, Margaret Arlen, TV Telephone Game and The Real McCoy; WPIX, Maitese Movie, 7:7:16 news and Ted Stein; on WJZ-TV, The Fitzgeralds, Nancy Craig, Club Seven; on WADD, Your TV Shopper, 12:18 p.m. news; WOR-TV, boxing (9-11 p.m.); Butter Crabbe and news (8:46-7 p.m.).

McCann-Erickson, New York, is the agency which placed the radio and TV campaign.

Further advertising in radio and television beyond the one-day was made unnecessary by the deluge of publicity given the department story's price war by newspapers and newscasters.

Recording Standards

NARTB June 1 mailed to its members and other interested parties a complete text of the revised recording and reproducing standard. Revised standards, based on many years work, received final board approval last year.

ITALIAN AMBASSADOR Tarchiani (I) bestows the Star of Italian Solidarity on Morris Novik, public service radio consultant, for aid in arranging broadcasts to Italy by the late New York Mayor LaGuardia [BROADCASTING & TELECASTING, June 4].

SALES CLINIC
Slated by ABA For Aug. 5

A "SHIRT SLEEVE" session in radio promotion has been promised for the first sales clinic of the Arkansas Broadcasters Assoc., to be held at Hot Springs, Ark., Aug. 5, just prior to the annual summer convention of the association.

ABA President Fred J. Stevenson, KGRH Fayetteville, Ark., announced June 2 that the clinic would feature specialists from various fields of radio promotion in and out of Arkansas speaking to sales personnel of radio stations under the chairmanship of Julian Maas, KARK Little Rock.

Gracing the one-day agenda will be Ed Apler, KTHS Hot Springs; Red Rand, KDRS Paragould; Dave Crockett, KAMD Camden, and Ed Gideon of KGRH, who will speak at the morning session. Afternoon talks are slated for William Ryan, BAB president; Aubrey Williams, Fitzgerald Agency, New Orleans; Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Oil Co.; Oliver Gramling, AP; Wythe Walker, president, The Walker Co., station representative.

A roundtable discussion and commercial exhibit, plus a state-wide survey of sales ideas, will round out the meeting. Program and meeting site will be announced later.

RCA TUBE PLANT

Formal Dedication Today

RCA's new electron tube plant in Cincinnati will be dedicated today (Monday) to the memory of the late John G. Wilson, former executive vice president of RCA Victor.

Frank Folsom, RCA president, will unveil a permanent plaque honoring his long-time friend, Mr. Wilson. The plant will be devoted exclusively to the manufacture of miniature and subminiature electron tubes. Harold A. DeMooy is plant manager.

The wealthy Greensboro — High Point Metropolitan market led all other markets in the Carolinas in 1950 General Merchandise Sales.

One of America's First Stations!

A sixteen county market of 241,000 families with $971,136,000 to spend

WBIG
"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

Page 44 • June 11, 1951

BROADCASTING • TELECASTING

Page 44 • June 11, 1951
Once upon a time there was an advertiser who bought a buy on a radio station. He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leaned back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn't pull for him. He knew because he tested it.*

"Put it on Eastern Iowa's WMT," the time buyer had urged. "That's where the tall corn grows and the dough comes up like thunder, where 52.8% of the state's $6 billion business is done in towns under 25,000, where the $2 billion a year farm income is likely to be spent in trading centers close to farmers' homes, where there are 201,527 electrified farm homes on 200,679 farms (that's really saturation). WMT is the Number 1 Hooperated CBS station in the nation, and a 1-minute Class A commercial, 52-time rate, costs only $31.50." But this time buyer was overruled and look what happened.

Moral: Let the Marconis do the experimenting with radio.

To a Radio Advertiser Who Knows More Than His Agency Time Buyer

BROADCASTING • Telecasting

June 11, 1951 • Page 45

* We made up this first paragraph out of our own headbone. Any resemblance to fact is unfortunate.
RTMA Urges Flexibility

Robert C. Tait, president, Stromberg-Carlson Co., appears before Congress.

* * *

prevents them from buying sets. The regulation, Mr. Tait said, has resulted in unemployment of 50,000 TV plant workers—and that figure is "conservative," manufacturers' inventories totaling a half million sets and bankruptcies of many dealers.

Sen. Homer E. Capehart (R-Ind.) said that as far as he could see the problem was simple—Regulation W "has stopped sales" in the TV industry.

Chairman Maybank said the most impressive argument by RTMA was that it agreed with other witnesses who have testified that Regulation W is stringent. Flexibility, the South Carolinian said, would permit its imposition when needed but also allow its relaxation when that was necessary.

Sen. William B. Benton (D-Conn.) agreed with Mr. Tait that the greater down payment required of the purchaser under Regulation W was a "greater deterrent" to buying them than the terms imposed. This was in reference to RTMA's request for a 15% down payment.

Unemployment Issue

In discussing spreading unemployment in the industry, it was pointed out that some workers go into other fields thus leaving only a nucleus of trained or skilled technicians. The shortage of skilled workers in the radio-TV set manufacturing field is already being felt.

Sen. John W. Bricker (R-Ohio) pointed out that in his city—Columbus—the piled inventory of sets has reached aggregated proportions.

The retailers' stance in the current radio-TV set sales depression was expressed by W. G. Pierce Jr., president of the National Assn. of Electrical Distributors, representing 100,000 dealers, which NAD classifies as "clients." Dealers, Mr. Pierce, who accompanied Mr. Tait at the hearing, said, are in a "precarious position" because of their high inventories of appliances, particularly television sets.

AL JOLSON estate valuation has been set at $5,236,775.09 in first official appraisal filed in Los Angeles Superior Court.

**REGULATION W**

MAKE Regulation W flexible and have elbow room in the tightening the Senate Banking & Currency Committee's squeeze, the argument was presented by Co's. president and Radio-Television Mrs. Ass'n's spokesman before the committee which has been holding hearings on the Defense Production Act. It was similar, in content to a hearing given RTMA by the House Banking & Currency Committee more than a week ago [BROADCASTING • TELECASTING, June 4].

While wrapped up chiefly in the asserted rigid hardship Regulation W imposes on the set manufacturers, the hearing also dove-tailed into the question of shortages of critical materials within the radio-TV receiving producer field.

Questioned on this subject by Chairman Burnet R. Maybank (D-S.C.), Mr. Tait asserted there were no appreciable shortages noted by radio-TV set makers. Essential materials are in enough supply to assure a flow of sets to a "normal" market, it was explained.

National Production Authority has not cut-back radio-TV set materials "directly," Mr. Tait said, but "indirectly"—i.e. by reducing certain supplies of materials for radio-TV set manufacturers will high inventory-low sales squeeze, committee was informed last Tuesday. Robert C. Tait, Stromberg-Carlson—

all industry. Moreover, he said, the radio-TV set industry has not been hard-hit except as a result of "numerous" misleading press releases from Washington such as the several bad guesses on amounts of material to be available."

Cites 'Burden'

The government "burden" on the radio-TV industry, television particularly, he said has been cumulative from: (1) the FCC freeze, depriving TV manufacturers of about 60% of their market, (2) the 10% excise tax on TV receivers imposed last November, (3) Regulation W issued by the Federal Reserve Board, (4) the "misleading" releases as mentioned above, and (5) "imposition in Ceiling Price Regulation 22 that prospective purchasers should wait until May 28—now extended to July 2—and prices will be lower.

The industry, he said, can get most of the materials today and most likely will continue to use substitutes for some materials which may be short, as it is now doing to meet reductions of cobalt. Cobalt, Mr. Tait predicted, should be available in the future. The NPA's order on steel cut-backs probably would affect the industry later in the year, he said (see story page xx). The "normal market we could have supplied is now gone," Mr. Tait said.

Regulation W demands a 25% cash down payment with the remainder of the purchase price stretched along a 16-month period. RTMA asked that a 90-day suspension of credit controls be set on TV sets with a maximum down payment of 15%.

RTMA argued that the present 25% down payment places hardship on low-income families and...
New Hooper Area Report proves that for radio announcements:

Cleveland's lowest cost-per-thousand station is WTAM

For the first time in history, Cleveland radio station audiences have been completely measured. Unbound by the restrictions of former one-city surveys, the new "Northeastern Ohio Area Hooperatings" presents an authentic story of radio listening in thirteen counties* including the major cities of Cleveland, Akron and Canton. Every progressive advertiser & agency will welcome the "Northeastern Ohio Area Hooperatings" as an essential aid to time-buying.

Among the many interesting facts uncovered by the survey are these:

☆ The lowest cost-per-thousand announcements in Cleveland are on WTAM

☆ WTAM leads in more evening periods than all other Cleveland stations combined

☆ In early morning and late evening (heretofore unmeasured by Hooper) WTAM leads all other Cleveland stations

☆ WTAM's daytime ratings are higher for the thirteen counties than for Cleveland alone 52% of the time. (Station B's daytime ratings for the area are higher than for Cleveland alone only 74% of the time)

Before you spend another dollar in Northeastern Ohio radio, be sure you see the "Northeastern Ohio Area Hooperatings." It's the one authentic, complete and comprehensive radio listening measurement of 2,700,000 Ohio consumers. Wire, write or phone your nearest NBC Spot Sales office or WTAM sales for your new key to better buying in Northeastern Ohio.

*Embracing all counties common to the BMB areas of all Cleveland network stations.

50,000 watts 1100 kilocycles
Cleveland's only Clear Channel station

represented by NBC SPOT SALES
Hill Panel 'Sounds Out' Media On Subversive Influence

A CONGRESSIONAL subcommittee last week to Broadcasting • Telecasting announced that its job had been assigned the FCC as an agency to be "investigated." According to the spokesman, who spoke to the press, the hearings are being conducted in New York in a "sworn-to-secrecy" manner.

Reason for Censorship

This spokesman said there may be "no need to investigate radio-TV," but that the subcommittee feels that in order to accomplish its mission it must judge for itself without attendant "publicity." For that reason a cloak of censorship has been imposed on information to the press.

It was further stated that "leaks" must have come from people within the radio-TV industry, indicating that the subcommittee is operating almost in a sworn-to-secrecy manner.

According to news reports, Richard Arens, staff director of the group, stated: "We are under a mandate to the committee to make no disclosures at all." He was quoted as saying the names of witnesses would not be disclosed and no news conferences held.

Sen. Willis Smith (D-N.C.) was said to have been the only Senator present as the sessions got underway in New York with Chairman McCarran slated to attend further meetings.

It also was reported that newspaper columnists would be called to testify.

HUMOR ON AIR

THE VALUE of humor cannot be exaggerated in today's world, but broadcasters should make sure the humor they air "is not slickly disguised propaganda aimed at someone's reputation." This was the admonition of Bennett Cerf, book publisher, author and columnist, who was guest speaker at the final luncheon meeting of the Chicago Television Council this season.

Humor is more necessary than ever before today, he claimed, but warned his audience that "it's too easy to use humor as a weapon."

Mr. Cerf discussed Troubled Air, a book which his publishing firm will release shortly and which concerns five persons involved in a network production who are fired as a result of irresponsible charges. In the book, those who were fired were "backed up" by their radio colleagues. In fact, Mr. Cerf asserted, "few people in radio would be willing to stick their necks out and investigate the charges."

Mr. Cerf was introduced by Roy McLaughlin, commercial manager of WENR-AM-TV Chicago and new president of the television group. Mr. McLaughlin, former president of the Chicago Radio Management Club, will work during the next year with George Harvey, commercial manager of WGN-TV Chicago, as vice president, and Edgar N. Greensbaum Jr., research director of Televison Shares Management Corp., as secretary-treasurer.

Ralph O'Connor (I), general manager of WISC Madison, Wis., smiles broadly after being elected president of the Madison Advertising Club, the first broadcaster so honored. Featured speaker at the annual banquet was William A. Blees, vice president of Arco and general sales manager of Crosley.

'AREA HOOPERS' From Single-City Group

FIRST projectable "Area Hoopertings' for a single-city group of stations have been released by C. E. Hooper Inc. WTAM Cleveland commissioned the study, which measures listening in 13 counties in Northeastern Ohio, including all counties common to the BMB area of the four Cleveland network outlets (WTAM WQAR WJW WHK) whose projectable ratings are covered by the report.

Both quantitative and qualitative research was used in the study, according to Hooper, who secured its quantitative data from current coincidental telephone samplings of the cities of Cleveland, Akron and Canton, and its qualitative data from listener diaries both inside and outside these cities. Only purpose of the qualitative data, Hooper explained, is to "establish the ratio between WTAM's "inside" city audience and that in its 'entire' area."

The WTAM report is the first in a series of "Area Hoopertings' surveys, Hooper stated.

Untermeyer Out

Cerf, Others Hit Allegations

LOUIS UNTERMEYER, poet and writer, voluntarily withdrew from the panel of What's My Line? on CBS-TV after "friendly" discussions about his alleged "disloyalty" with the network, Earle Ludgin Agency, Chicago, and the sponsor, Jules Montenier Inc., Chicago, which manufactures Stotpete deodorant.

This was revealed in Chicago last week after the matter was brought into open discussion by Publisher Bennett Cerf, who was guest speaker at the luncheon meeting of the Chicago Television Council Tuesday (see separate story). Mr. Untermeier, whom Mr. Cerf called a "decent, pedantic and harmless person," was the object of several complainants who charged him with disloyalty after reading about his alleged activities in Red Channels.

 Parties concerned agreed mutually that the sponsor and network, as well as Mr. Untermeier, would benefit by his withdrawal from the panel, although the agency reportedly does not believe he would have left the show if the industry mechanics for handling disloyalty charges had been in effect two months ago when the complaints were lodged. Industry procedure now calls for cooperation among the networks, the American Assn. of Advertising Agencies and the American Federation of Radio Artists without fanfare and adverse publicity for any party concerned.

Stotpete and its agency, Earle Ludgin, reportedly consider Mr. Untermeier a man of the highest integrity and noblest purposes," and "without blame or guilt."
UBC IS MUST
timebuyers say today

4 out of America's 150 millions
live in the 150 miles between greater
Baltimore and greater Richmond

you can reach this rich market with

one order—one transcription—one package price

through

UBC

with your message on the five UBC stations

SERVING THE WASHINGTON AREA
WOOK
1590 on your dial

SERVING THE BALTIMORE AREA
WSID
1010 on your dial

SERVING THE RICHMOND AREA
WANT
990 on your dial

SERVING THE HAGERSTOWN AREA
WARK
1490 on your dial

WFAN—100.3 MC—Washington, D.C.

you can't afford to neglect this five station package

because it offers

U) the lowest listener price per dollar spent
in the Washington-Baltimore-Richmond area
B) the surest way to reach the vast Mid-Atlantic mass market
C) five stations for the price of one major market

wire collect for details to

UBC

1143 Connecticut Ave., N.W., Washington, D.C.
Markets are people like these . . . the doctor, the
fluenced in their purchases by friends. That is why
when they advertise in any of the 7 FORT INDUSTRY
has made these 7 stations 1st choice for sales results.
housewife, the laborer, the teen-ager. They are in-

wise advertisers choose the FORT INDUSTRY station

markets. Top programming in the public interest

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.
WJBK, Detroit, Mich.  •  WVVA, Wheeling, W. Va.
WMMN, Fairmont, W. Va.  •  WSAI, Cincinnati, O.
WSPD-TV, Toledo, O.  •  WJBK-TV, Detroit, Mich.
WAGA-TV, Atlanta, Ga.

National Sales Headquarters:
488 Madison Ave., New York 22, EIdorado 5-2455
FM's Aches, TV's Balm?

FM, STEP-CHILD among the broadcast media, finds itself embroiled in new troubles. They could well spell the collapse of a great many of the remaining FM stations.

First came the FCC foray against "beep" services, such as soundscasting and functional music, on the ground that they do not comply with regulations requiring sponsor identification. Then, in a momentous opinion last week, the U. S. Court of Appeals dealt what could be the death knell of transit radio—just when that specialized operation was beginning to pull out of red ink. The court held that transit radio deprived passengers of "liberty without due process of law" by forced listening to commercials and announcements.

The transit radio case goes to the Supreme Court. Two decisions below sustained the validity of Transit Radio.

The other specialized FM services in jeopardy are seeking, by force of logic and reason, to dissuade the FCC from snuffing out what appears to be the only opportunities left to realize some semblance of return, and at the same time provide additional service.

Despite the moderate success of some stations, FM has had a tortured existence from the start. The theory is that FM is "not a radio to believe the whole sordid story. It's enough to recall that the FCC practically forced AM licensees into FM and that it evolved the ill-begotten "public interest, convenience, or necessity" condition.

Now, when more prudent operators turned to specialized services to pull themselves out, both the courts and the FCC propose to pull the rugs from under them. We happen to think the whole transit issue has been artificially stimulated. The catch phrase "captivate audience" has been played to a fare-thee-well. Yet, every poll we've ever seen shows a preponderance of the public likes the service.

But there's no eluding the fact that the FM stations that can't make a go of it aren't going to be sustained forever. An FM band that can accommodate several thousand stations actually has fewer than 700.

The Supreme Court might reverse the court below. The transit radio entrepreneurs, with many hundreds of thousands invested, are not going to give up without the try.

Even with the facts at hand, however, it seems to us the FCC might well determine now what to do with the vast expanse of spectrum, adjacent to the present VHF TV band, earmarked for, but not being fully used by FM. There are 20 megacycles (88 to 106 mc.) provided for low power end of the VHF TV band, or Channels 2 through 6 are assigned to 54 through 88 megacycles, which immediately abut the FM band.

Substantial engineering opinion supports the view that just about all the stations might well be accommodated in two megacycles or 10 channels. The remaining 18 megacycles would provide three additional VHF TV channels, or increase the number from 12 to 15.

This is no panacea for all TV allocations problems, but it would provide sorely needed additional service.

We hope means are found to retain the specialized FM services. Their value in a national emergency is known. Although the courts are not bound by such considerations, they nevertheless exist.

These problems should not be insoluble. Would the courts hold transit unconstitutional, for example, if it were possible FM stations had the service, giving the passenger a choice of riding with or without radio? Is there any reason the FCC cannot revise its regulations to accommodate beep services?

As for use of surplus FM channels for TV, the answer seems too obvious to argue.

Thaddeus Harold Brown Jr.

THIRTEEN years ago, in the halmy days of a 500-station broadcast spectrum, the editors of the 1938 Nassau Herald asked members of the senior class at Princeton what they thought they would be doing in later decades.

Thaddeus Harold Brown Jr., having just completed a thesis on "The American Problem in International Radio Propaganda," took a stab at prophecy and the college yearbook bore this prediction: "Plays to study law and probably engage in radio administration or public relations."

That three-ple peer into a decade then to come proved accurate to an uncanny degree. Thad Brown: (1) studied law; (2) engaged in radio administration; (3) engaged in public relations.

He studied law at Harvard Law School. He is currently a radio administrator at the NARTB. And anyone who occupies a key post in a trade association is automatically practicing some of the deeper phases of public relations.

Apparently the last two generations of Browns were drawn inevitably into radio. Perhaps it was vice versa. In any case, the elder Brown—Thad Brown, late commissioner of the FCC and predecessor of Thaddeus—took a key role in guiding radio's destinies in the exciting '30s.

Thad Brown Jr. has been in radio since the war; last April was named acting manager of NARTB's autonomous TV organization, and just last week was elected by the NARTB TV Board to the association's top video post—manager of TV operations. Obviously Thaddeus Harold Brown III, aged 9, might as well spend his allowance on electronics, read dad's law journals and prepare to carry on the Browns' distinguished radio traditions.

Those familiar with the earlier era of American broadcasting can recall clearly the public life of the late Thad Brown, Ohio Republican, who died in 1941. A former Congressman, he retained the license tag Ohio 6 on his car after entering the administrative side of government. To this day Thad Jr. retains the coveted number.

Thad Brown Jr. was born in Columbus Sept. 7, 1916. His secondary education was received at Columbus Academy and Mercersburg Academy, nestled in the Southern Pennsylvania hills. Like many of his Mercersburg classmates he went to Princeton, receiving his BA degree in 1938. That senior thesis, prepared for the Princeton Dept. of Politics, was a study of Fascist...
In Washington, D. C.

WTOP’s Eddie Gallaher now attracts twice as many listeners as ever before on Saturday afternoons …

Gallaher’s Moondial Matinee is most-listened-to of all week-end daytime shows, local or network!

*Pulse (3-4 p.m. Saturdays, March-April) 1951 - 7.5 vs. 1950 - 3.6
W. CARTER Jr., WTRY Troy, N. Y., named station manager succeeding WILLIAM A. RIPLE, resigned [BROADCASTING • TELECASTING, May 14]. Mr. Carter was assistant manager of station seven years and previous to that was station program manager. He started in radio 21 years ago, writing, producing and selling his own programs freelance.

JAMES M. KENNEDY, account executive WBAL Baltimore, appointed sales manager in charge of local sales.

SAM JOHNSTON, WCP0 Cincinnati, DAVE HUN-SINGER, salesman and publicity director American Airlines, and JACK WHITE, WKRC-FM Cincinnati, all to sales staff WSAI Cincinnati.

KINGSLEY F. HORTON, CBS-TV assistant general sales manager, recently assumed new duties as West Coast radio and television sales manager for the network, with offices at 1818 N. Vine St. in KTSL (TV) Hollywood Studio Bldg.

ARTHUR CHURCH Jr., CBS network sales, Chicago, to WBBM, same city, as salesman.

WILLIAM (Bill) VANDERBUSCH, account executive WMIE Miami, and FRANK BOSCA, Miami Beach Florida Sun, to WTVJ (TV) Miami as account executives.

GILBERT I. BERRY, DuMont Television Network Central Division sales manager, Chicago, to WIBC Indianapolis, Ind., as general sales manager [BROADCASTING • TELECASTING, June 4]. Before joining DuMont in 1949, Mr. Berry was with ABC as Central Division network sales manager.

ALVIN G. FLANAGAN, vice president in charge of programming KFMB-TV San Diego, to ABC-TV Hollywood as Western Division program manager. E. CARLTON WINCKLER promoted to ABC-TV Western Division production manager, continuing also as KECA-TV Hollywood production manager.

ARTHUR GERBEL Jr., sales manager KJR Seattle, appointed to newly created position of assistant general manager. PAUL E. MOORE, account executive, named sales manager.

J. R. KING, general manager WREX Duluth, Minn., resigns. WILLIAM H. LOUNSBEERY appointed station manager and ROBERT C. RICH named commercial manager.

RA-TEL REPRESENTATIVES Inc. appointed representative for WKAT Miami.

JOHN W. EGGERS, Pacific Coast manager O'Mara & Ormsbee Inc., representative firm, elected vice president.

FRANK TALLMAN, assistant sales manager in aviation department, Butler Co., Chicago, to WBBM Chicago as sales service manager.

LLOYD McGOVERN, promotion department San Francisco Examiner, to sales staff KNBC San Francisco.

SIL ASTON, commercial manager WAIT Chicago, resigns. He is expected to join a California station.

DON GORDON, promotion department WTAR Norfolk, to WSAP Portsmouth, Va., as sales representative in Norfolk office.

"A Craftsman Is Only"

—Benjamin Franklin

REEVES Soundcraft CORPORATION

10 East 52nd Street, New York 22, N. Y.
As Good As His Tools!

You will find the best in recording apparatus comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

REEVES—“20 YEARS WITH SOUND RECORDING MEDIA”

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.
WAGE FREEZE
Exemption Question

DISCUSSIONS on the panel level were held last week at the Wage Stabilization Board in Washington regarding the status of workers engaged in industries which are specifically exempt from price control by the Defense Production Act. The question to be answered is: Should these workers be exempted as well from wage control?

Radio-TV labor representatives were heard last Tuesday. Panel members included Sol F. Pryor, representing the American Federation of Radio Artists, and Televisi

ALCOHOL ADS
Radio-TV Cited in Ruling

RADIO and television have been construed by the State of Maryland as falling within the scope of its regulations covering relations between manufacturers and wholesale

BILL MOSHER, KJR Seattle farm director, was honored by his sponsor, the Puget Sound Power & Light Co., on the occasion of his 3,000th consecutive morning broadcast. Present were, seated (1 to r) Karl Dimmitt, PSP&L farm electrification director; Mr. Mosher; Art Keamer, PSP&L advertising director; standing, Frank Swaringen, formerly PSP&L advertising director now with the Dept. of Agriculture; Pat Johnson, PSP&L vice president; Don Reed, KJR publicity director; Paul Moore, KJR account executive; Arthur Gerbel Jr., KJR sales manager, and Glenn Cushing, PSP&L agriculture engineer.

CONCENTRATED NEGRO TRADE AREA COVERAGE

Concentrated Negro programming with the South's two outstanding Negro Disc Jockeys.

"Honeyboy" Hardy
featuring spirituals and sweet soul music.

"Okey Dokey"
featuring, hot jive and knocked out jazz.

WAGE FREEZE
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This is it in a nutshell!...

Graybar recommends the sensational
ALTEC 21B microphone

...because it combines unparalleled technical qualities plus the advantages of inconspicuousness. It doesn’t obscure the performer’s countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B’s minute size, you not only don’t sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional ... and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment ... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1560

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. M. Abney, Atwood 8-4571

JACKSONVILLE
W. C. Winfrey, Jacksonville 6-7611

KANSAS CITY, MO.
R. R. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Preu, Geneva 1621

NEW YORK
J. J. Connolly, Stillwell 6-5858

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 5-1900

RICHMOND
E. C. Tomes, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 5-5131

SEATTLE
D. T. Craig, Mutual 0123

ST. LOUIS
J. P. Lenker, Newstead 4700
CASTIGATION of private broadcasting station programming, more governing at CBC, and no private television stations until CBC system is in operation are among the highlights of the 500-page report of Royal Commission on Arts, Letters and Sciences, tabled in House of Commons at Ottawa late on June 1.

It took two years for the Royal Commission to hold hearings on all cultural subjects and make its report, and with it, independent Canadian stations lost all hope for a long time of a separate regulatory body. Government’s decisions on the Commission’s recommendations are not expected for some time.

The private stations also learned that according to the thinking of the Royal Commission, they were laboring “under a false assumption that broadcasting in Canada is an industry. Broadcasting in Canada in our view,” said the commissioners, “is a public service, directed and controlled in the public interest by a body responsible to Parliament.”

The Canadian Ass'n. of Broadcasters had proposed an independent regulatory body on the grounds that the present set-up makes the CBC judge, jury and competitor. The majority report of the commission felt that “legislation to set up a separate regulatory body would alter the present national system and would result in two independent groups of radio broadcasting stations, one public and one private.”

One commissioner, Arthur Surveyor, civil engineer of Montreal, favored the CAB independent regulatory body “as a matter of elemental equity.” He found elements of unfairness in present CBC policy of refusing to grant television licenses to private stations so as to permit competition. “This is a surprising condition and I do not see why the private stations should not be permitted to venture money in telecasting if they have the courage to do so,” he wrote.

**Favor Status Quo**

The other four commissioners, university professors and Vincent Massey, chairman, former Canadian ambassador to the United States, favored the status quo with strict state control of TV. Without such control, the commissioners said, TV development in Canada would become established in “commercial north-south channels” which would be almost impossible to break in order to make the changes necessary to link the country east and west with national programs. It recommended that arrangements for the use of desirable U.S. telecasts in Canada should “follow and depend on the organization of a national system of television production and control.”

The commission also recommended a TV receiver license fee, and that no privately-owned TV stations be licensed until the CBC has available national television programs, and that all stations be required to serve as outlets for national programs. It recommended that TV in Canada be reviewed by an independent body not later than three years after the start of regular Canadian telecasting. It estimated that a national TV service in Canada would cost between $350 to $400 million and should be paid for out of the national treasury with annual grants.

While private station programmers and U.S. content of programs came in for severe castigation, the CBC did not escape unscathed. The commission condemned CBC policy of soliciting local advertising for its own stations and recommended CBC refuse all such advertising in the future. The CBC also was urged to eliminate “less desirable commercial programs” on commercial networks and replace them with programs more appropriate to Canadian listeners. The report expressed the fear that the CBC might already be following too closely the wishes of important sponsors on questions of programming.

On the other hand, the commission felt that to eliminate all commercial programs from CBC would make CBC programs so highbrow that many Canadian listeners would turn to U.S. stations.

**Independent Stations**

On independent station programming, the commission pointed to what it called the commercialism and low intellectual level of the programs offered by many private stations.

The majority of the commissioners recommended that broadcasters be entitled to a public hearing of the CBC board of governors as a matter of right, not as a matter of privilege as at present. It was also recommended that decisions of the CBC board be subject to appeal in a federal court.

The commission found that Canadian “use of American institutions, or our lazy, even abject, imitation of them, has caused an uncritical acceptance of ideas and assumptions which are alien to our traditions.” Fear of further Americanization of Canadian culture, particularly via radio and TV, runs throughout the 200,000 word report.

To finance the CBC the commission recommended that the present license fee for listening an hour a year per radio home, be not increased, but that a statutory grant be given the CBC of about $5 million a year, or whatever necessary amount to keep CBC operations at about $14 million as estimated.

It was also recommended that CBC board of governors be enlarged from present nine persons to make it more widely representative; that present three licenses for independent stations be granted for five years, that a second CBC French network be set up, a French station be established in the Atlantic coast provinces, and that CBC spend more money publicizing its operations.

The commission also felt that to preserve the freedom of the press the CBC should not have control over facsimile transmission except to allocate channels for facsimile transmitters. Present CBC regulations have control over program content, advertising and political broadcasting, which if applied to facsimile transmission would interfere with freedom of the press.

**EQUIPMENT FOR SALE?**

- **equipment for sale**
- **need an engineer**
- **looking for a job**
- **want to buy a station**

The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting • where all the men who make the decisions meet every Monday morning.

Situations wanted, $1.90 per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., Broadcasting, 870 National Press Bldg., Washington 4, D.C.
CD FUND CUTS
Caldwell Hits Congress
CONGRESSIONAL ax-wielding on President Truman's $403 million request for additional civilian defense funds for communications and other equipment has been soundly scored by Millard F. Caldwell Jr., Federal Civil Defense Administrator.

In a letter to Gov. Frank J. Lausche of Ohio, Mr. Caldwell charged that Congress "completely failed" to provide any worthwhile program. He termed the $110,000 allotted for a communications warning system "insignificant" and charged that his program for state assistance has been "stopped cold" because Capitol Hill appropriated nothing for two-way radios and other items.

Mr. Caldwell expressed hope that Congress will recognize the importance of an "informed, organized and trained public" and make a decision quickly. "It's time to stop fiddling," he added. A sum of $5,768,000 was allotted for training and education, with roughly $500,000 of that sum set aside for activities in radio, television and other media activities.

FM Set Meeting
JOIN meeting to discuss availability and demand for FM receivers will be held June 26 at NARTB headquarters in Washington by the NARTB FM Committee and the FM Policy Committee of Radio-Television Mfrs. Assn. Members of the separate broadcast industry FM committee are invited. Chairman of the NARTB FM group is Ben Strouse, WWDC Washington. John W. Craig, Crossley Division, heads the RTMA committee. Last meeting of the three groups was held March 13 in Washington.

The Biggest Giveaway of ALL
ONCE UPON A TIME, there was a Radio Station (like WARD) with a GIANT share of the audience in an industrial rich metropolitan market (like Johnstown, Pennsylvania) of nearly 300,000.

THERE were other Radio Stations in this city (like Johnstown) but alack, alas, they just couldn't increase their tiny, dwarf-like share of listeners.

SO, they huffed, and they puffed with their giveaways, lucky numbers, mystery noises and all sorts of those prize-for-listening devices.

ONE day, the inevitable happened! These overzealous, free-for-all Radio Stations trying to outdo each other, gave away their transmitters and everything.

AND now, the Radio Station (like WARD) that never believed in giveaways, as a substitute for GOOD radio, is all alone (or so it seems). This station has its transmitter, listeners, HOOPERFIRST ratings and everything — INCLUDING 27 ACTIVE NATIONAL ACCOUNTS.
to give effect to freedom from forced listening as a constitutional right. Short of imprisonment, the only way to compel a man's attention for many minutes at a time is by a sound that he cannot ignore in a place where he must be. The law of nuisance protects him at home. At home or at work, the constitutional question has not arisen because the government has taken no part in the matter. In the majority of all mass transportation, one radio was developed and someone realized that the passengers of a transportation monopoly are a captive audience; there was no profitable way of forcing people to listen while they travel, between home and work or on necessary errands.

Exploitation of this audience through assault on the unavailing sense of hearing is a new phenomenon. It raises "issues that were not implied in the means of communication known or contemplated by Franklin and Jefferson and Madison." But the Bill of Rights can keep up with anything an advertising man or an electronic engineer can think of.

If Transit obliged its passengers to read what it liked or get off the car, invasion of their freedom would be obvious. Transit obliges them to hear what they like or get off the car. Freedom of attention, which forced listening destroys, is a part of liberty essential to individuals and to society. The Supreme Court has said that the constitutional guarantee of liberty "embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties. Further, this is subject to forced listening is not free in the enjoyment of all his faculties.

The loss to freedom from forced listening, like other freedoms, is not absolute. No doubt the government may compel attention, as it may force a man to work. But the point is whether a comparison of the circumstances. But a deprivation of liberty to which the government is a party is unconstitutional when it imposes a new duty or without reasonable relation to some purpose within the competency of the governmental action. Forcing passengers to hear these broadcasts has no reasonable relation to any such purpose.

The choice may perhaps be inevitable incidents of mass transportation, but forced listening is not inevitable. It deprives the appetizers and other passengers who object to the broadcast, and the passenger who plans for the use of Transit, Radio, and passengers who like the broadcasts. This loss of freedom of attention is the more serious because many passengers have little time to read, consider, or discuss what they like or to relax. The broadcast over Transit is a serious injury to many passengers. They suffer not only the discomforts of hearing what they dislike, but a sense of outrage at being compelled to hear whatever Transit and Radio (Transit Radio Inc.) choose.

Willing listeners are entertained by the broadcasts. But the profit of Transit and Radio and the disadvantage of one group of passengers cannot justify depriving another group of passengers of their liberty. The interest of some in hearing what they like is not a right to make others hear the same thing. Even if the partial survey indicated that most passengers like the broadcasts or were willing to tolerate them on the supposed chance of a money benefit, that would not be important, since the will of a majority cannot abrogate the constitutional rights of a minority. Moreover, there is no evidence that any large group of passengers actually wish to go on with free listening. On the contrary, forced listening is imposed on passengers at the cost of their comfort and freedom.

It has been argued that when freedom of attention is abridged freedom of speech and press are abridged, and that when Transit sells the forced attention of its passengers to Radio for advertising purposes it deprives them of property as well as liberty. Also, it may well be doubted whether Transit can perform its statutory duty of providing comfortable service for all by giving more than comfortable service to some and less than comfortable service to others. But we need not consider these issues. In the majority of all mass transportation it is not reasonable to deprive objects of liberty without due process of law. Service that violates these rights is not reasonable service. It follows that the (Public Utilities) Commission erred as a matter of law in finding that Transit's insistence on the forced attention of its passengers are not inconsistent with public convenience, in failing to find that they are unreasonable, and in failing to stop them.

**Open Mike**

(Continued from page 18)

28] Program quality taped or live is unimportant in evaluating the need for network. We assume that network programs have to be good, even though very often they are not. The point at issue is "are networks necessary unless they perform a service which cannot be performed in any other way by any other media?" That's what they used to be.

Today they seem to be lost in a maze of confusion, indecision and frustration. They need a reason for being; once they find it again TV will be only another competitor, not a monster.

Gustav K. Brandborg
Asst. General Manager
KVOO Tulsa

**Prairie Isn't Lone**

EDITOR:

Noticed recently in Broadcasting ★ Telecasting where someone was stating radio signals did not have as high strength in summer as in winter. In the primary-fringe area this becomes an asset in reducing same-channel interference on the networks. As is the case where each station actually gets out farther in summer than in winter.

Another odd fact is that under present network rate-cutting we small stations out on the prairie far from the networks' highly rated stations are asset to the networks, as our audience proved in placing us so high on the recent Queen for a Day contest.

Bud Crawford
President
RCNI Broken Bow, Neb.

**RCA Deliveries**

RCA VICTOR Div. of RCA has notified suppliers that some of its departments will suspend operation for a two-week period beginning June 29. Purchasing sections of the parts and tubes division and the record and home instrument departments will advise suppliers alone with the departments that will be made during that period. Shipments to the Engineering Products Dept. will be suspended "except for orders referencing (certain) urgent domestic contracts," RCA's Victor Div. added.
Respects
(Continued from page 58)
radio propaganda and what this country should do—alone and in cooperation with other nations. Many of the ideas still deserve the careful perusal of those engaged in international broadcasting.

After winding up his Princeton career the younger Brown took on a police beat at the Cleveland Plain Dealer, and soon was promoted to the rewrite desk. Some of his happiest days were spent in Cleveland precinct headquarters and for a time legal aspirations were laid aside in favor of elementary journalism.

By autumn, law had conquered newspapering, and Thad Brown Jr. entered Harvard Law School. The three-year course wound up with, guess what—a radio thesis. This time the subject covered a Magna Charta for American broadcasting stations composed of an exhaustive analysis of the FCC's authority—after the Commission had promulgated its historic chain broadcasting regulations before the Supreme Court had upheld the Commission's authority.

The year 1941 was an eventful one in the Brown home. Thad Brown, the elder, died that year. The younger Brown graduated from Harvard Law School, passed the Ohio bar exams, enlisted in the Navy months before Pearl Harbor and married Elisabeth Kampmann, of Merion, Pa.

Naval Service

Without any help from the Nassau Herald, Uncle Sam's Navy put young Brown in public relations under Vice Adm. Leland P. Lovette, known to many broadcasters. Adm. Lovette was director of Navy public relations in the Secretary's office. Finally this assignment led to a three-year career in the Pacific as skipper of the PC 588 and executive officer of the destroyer Ballock.

After leaving the Navy as a lieutenant commander in early 1946 Thad Brown Jr. started practicing law in the office of Roberts & McNins, well-known Washington firm. Thad took over the TBA account and was associate counsel for DuMont.

Through the postwar years, radio and television have gone through the regulatory wringer and have emerged in various states of promoted and arrested development. Mr. Brown has lived through all the hearings and arguments and bickering that have characterized the postwar electronic years.

Last winter when NAB and TBA merged under the NARTB banner, Mr. Brown was a natural and obvious selection to direct the video portion of the trade association's activity. He was given the quick title of acting chairman and the committee scanned the field in an effort to make the best possible permanent selection.

While the committee did its scanning Mr. Brown whipped up NARTB's new TV organization. Supported by five years of invaluable Washington regulatory and legislative contacts, legal practice and the accumulated experience of a radio-family environment and many months of school research, he faced such problems as the FCC's VHF-UHF allocation, legislative threats, organized collegiate steps to restrict sports telecasting and a half-dozen other crises.

Chosen By TV Board

Last Monday the TV Board of NARTB scanned the report of its selection committee, which had been looking over a list that contained such names as Wayne Cox, FCC Chairman; Eugene S. Thomas, WOR-TV New York, NARTB TV Board chairman, and others. Before the day ended Thad Brown had been elected to this key position and NARTB's basic reorganization was about complete.

The new TV manager is a member of American, District of Columbia and Ohio Bar Associations as well as Federal Communications Bar Assn., of which he is past secretary. Clubs include Chevy Chase, University, Princeton Club of Washington and Princeton Charter Club.

Besides Thad III the Browns have a second child, Bettina Simplicity, born June 3 following an illness of several weeks. He had been an active broadcaster as late as last summer when he handled baseball play-by-play broadcasts.

Mr. Whitmore went to Albuquerque in 1926 with truck-laden sound equipment that proved to be the basis for the founding of KGFL and KWED in a year later. When A. R. Hebenstreit became president of the station in 1928, Mr. Whitmore moved to the eastern part of the state, established KGFL and KWED within a 10-year period, and last year founded KENM Portales, N. M.

Mr. Whitmore is survived by his widow, Theresa, and two sons, Walter Jr. and Ralph.
 Strictly Business
(Continued from page 16)

people, the late Dr. M. G. Gibbs, that Mr. Sanders went to work for the drug firm.

That was in 1923. Peoples has been his only place of employment. Beginning as a stock clerk, Mr. Sanders rose to the top by a circuitous route. Along the way he worked also as a clerk, in window display, the warehouse, and the reclamation and sales promotion and advertising departments. He became advertising and display director in 1940.

In 1942, he joined the Army and was post exchange officer at training camps in Atlanta, Tallahassee and Charleston, S. C., before his discharge in 1946.

Mr. Sanders lives across the Potomac River from Washington in the pleasant Virginia community of Arlington. His home, a five-room, semi-bungalow dwelling, is shared by Mrs. Sanders, the former Grace Phares, and 3,500 books. The Sanders are childless.

Book Collection

Of these 3,500 books, 2,000 are first editions, which he collects. He is particularly interested in American authors.

When he isn’t reading, or helping Mrs. Sanders in the flower garden, Mr. Sanders likes to spend his time fresh-water fishing.

He is a member of the D. C. Pharmaceutical Assn. and of the Masons, Scottish Rite and Shrine. At present, he is a patron of the Eastern Star Chapter of Washington.

Last month he was elected to the office of 1 st vice president of the Advertising Club of Washington.

About the only chance Mr. Sanders has to listen to the radio is during the 50 minutes spent driving his Buick to and from work.

Peoples had tried radio unsuccessfully in about 1937. In 1940, radio advertising was discontinued. “It was a mistake,” Mr. Sanders explained. “We just didn’t know how to use the medium correctly.”

But Korea came. And ominous world developments glued the nation’s ear to a loudspeaker. In Mr. Sanders’ words, “News became a primary factor in everyone’s life.”

So Peoples returned to radio over WWDC Washington. Brief newscasts were given every hour on the half hour around the clock. That was last October. In December, Peoples discontinued the early morning newscasts over WWDC and, instead, began sponsorship of a daily newscast and a new program over WRC Washington.

Also in December, Mr. Sanders decided to enter television advertising. Currently, Peoples is sponsoring an afternoon, hour-long feature film beamed at housewives over WNWV (TV) Washington.

Is this airborne advertising paying off? Mr. Sanders thinks so. Peoples’ net sales in 1950 were $47,000,000 and it’s too early to give the annual sales for 1951. But the first quarter figure of $11,455,000 for 1951 is $580,000 above the figure for the same period in 1950.

“Sandy,” as he is known to colleagues, always felt that “Radio was too strong an advertising medium not to be used.” He is glad that Peoples has learned how to use it.

CONSOLIDATED net profit of $5,266,491, before federal income and excess profits taxes, reported by Emerson Radio & Phonograph Corp. and subsidiaries for 26-week period ended May 5, 1951, was $12,952,942 for same period a year ago. After taxes, figures were $2,366,542 ($1.22 a share) compared with $5,046,948 ($1.97 a share) in same 1950 period.

NEW BUILDING

KPIX-KSF0 Home Underway

CONSTRUCTION on the new KPIX-TV - KSF0 San Francisco studios has been started. The schedule calls for completion by December, according to Philip G. Lasky, vice president and general manager of the stations.

The new radio and television center, located on Van Ness Ave. at the corner of Greenwich St., will be three stories high and will house three large television studios for KPIX, four radio studios for KSF0, and business offices for both stations.

The television studios will have no master control. Each studio will be capable of receiving and transmitting individual programs to various sources. The control room, housing all technical equipment, will be centrally located.

Engineering features were designed and supervised by Engineering Director A. E. Towne and George Mathiesen of KPIX. Richard Bell, assistant to the president, is supervising the over-all construction.

The main lobby, of modern design, will include black walnut panelled walls, a mammoth television screen on one side of the room, terrazzo floors, indirect lighting, fish pond, and hanging garden. All doors from the lobby into studios and other portions of the building will be electrically controlled. An outside deck, completely equipped with technical facilities for outdoor telecasts, will occupy a major portion of the roof-top.

ADS Convention

RADIO-TV’s future will be discussed by NARTB President Harold E. Fellows at the Alpha Delta Sigma national convention June 23. The national advertising fraternity’s biennial meeting will be held at Cape Cod June 22-24. In addition to Mr. Fellows’ talk on “The Future of Radio and Television,” the convention will hear a panel discussion of “Advertising in War Time.” The ADS chapters at Boston U. and Babson Institute will be hosts to the convention.

FRAUD BILL

The House passes radio ‘code’

THE HOUSE passed and sent to the Senate last Tuesday legislation that would make it a criminal offense to use interstate radio to effect a fraud.

The so-called “radio fraud bill” (HR 2948) was passed by the House on consent calendar. Objective of the measure is to “eliminate fraudulent radio advertising in the same manner as schemes to use the mails to defraud are presently treated,” says Rep. Byron G. Rogers (D-Col.), who handled questions on the floor of the House.

The proposal was reported by the House Judiciary Committee last April [Broadcasting • Telecasting, April 30]. It would apply to anyone transmitting or causing transmission “by means of interstate wire or radio communication” any fraudulent advertising scheme. It also would affect television transmission.

Rep. Rogers explained that “the original bill as offered before the committee provided that the radio station owner who knowingly permits such a fraudulent scheme would be in the same category as the one who perpetrated the fraud. This bill eliminates reference to the radio broadcaster since the conspiracy and assurance clauses of the Criminal Code now apply to him” [Broadcasting • Telecasting, April 23].

In answer to a query by Rep. Pvt. Gross (Iowa), Rep. Rogers said NARTB endorsed the new bill. Justin Miller was instrumental in effecting changes by the committee, principally the change which absolved broadcaster liability.

Penalty under the bill would be maximum fine of $1,000 upon conviction or five years imprisonment or both.

Ladd Organizes Firm

ALAN LADD, film star, has organized Ladd Enterprises Inc. to produce motion pictures, TV films and radio shows, but it will not start functioning until completion of his Paramount Pictures contract in November 1952. This enterprise was said to be independent of the film actor’s current non-exclusive contract negotiations with Warner Bros. Stipulations concerning television rights, sought by Mr. Ladd, are expected to be compromised.

He would do a certain amount of television work a year when it does not interfere with motion picture activities.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorial office, Speeches, News You Can Use, Financial Comment, Mystery Flota, Gossip Announcements, Man-on-the-street Interviews.

Editorialists and Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. — Kansas City, Mo.

Page 62 ● June 11, 1951
what, no hopalong?

A hiatus for Hoppy? Not on your life, podner—summer's bigger 'n a ten-gallon Stetson on NBC Television!

To corral this summer's tremendous audience (forty million viewers of NBC programs a week), a whole posse of advertisers already have signed for campaigns on NBC-TV... with more joining up every day.

And we doubt if big-time television will ever be as attractively priced as it is under NBC's summer incentive plan.

Come on in, podner—it's just hoss-sense!

NBC summer television

POP. 40,000,000
From Waxahachie, Texas—37 air line miles from the WBAP-TV transmitter—comes this letter from Mr. Eldon Berry of 601 Dunn Street. "We seldom change the dial on our television set," Mr. Berry writes. "It stays on WBAP-TV's Channel 5 most of the time. Not only because my wife and I and our two youngsters, Pat and Pam, enjoy the programs so much, but because WBAP-TV can always be depended on for consistently clear pictures." Mr. Berry, an automobile dealer in Waxahachie, goes on to say: "We have noticed something else too—since we've had our television set, its influence on our buying habits has been tremendous. The many fine brands of merchandise we see on television just seem to pop in mind when we're shopping."

With a 6-Hooper of 63.5 for the afternoon shows, and with evening programs featuring top NBC and ABC stars, is it any wonder the Berry family and thousands of other prosperous families prefer WBAP-TV?

Sixteen wealthy counties in the Fort Worth-Dallas area are COVERED by WBAP-TV. The South's No. 1 market! The leader over Houston and New Orleans in that order! You can get it where the buying power is tops. Just contact the station direct or ask your Free & Peters man for complete coverage details.

*Dallas-Fort Worth Television Audience Index Feb.-Mar. 1951

WBAP-TV goes into the home of the Eldon Berry family in Waxahachie, Texas, 37 miles out. Have fine potential buyers in the prosperous Ft. Worth-Dallas Market.
COLOR CONTROVERSY

GE Reveals Test Plan

By LARRY CHRISTOPHER

FCC REPLY DELAYED

May Study Johnson Letter Today

Washington, D. C., June 11, 1951

A Service of Broadcasting Newsweekly

JUNE 11, 1951

BROADCASTING • TELECASTING
37 annually, 25c weekly

T elecasting • BROADCASTING

licensee, amended its pending bid for VHF Channel 7 to request in lieu thereof UHF Channel 19 with effective radiated power of 96 kw visual, 48 kw aural. FCC's revised allocation proposal would put Channel 19 in that city.

The proposed UHF station would cost $567,078 to build, WHK stated, and $570,000 to operate the first year. Initial revenue of $100,000 was estimated. RCA 5-kw equipment is planned to be used, with antenna gain of 24.

Coverage Estimates

WHK estimated the UHF outlet's Grade A contour would cover 615 sq. mi. and a population of 1,423,886; Grade B, 2,630 sq. mi. and 2,141,288 population.

WSBA, whose pending bid seeks VHF Channel 8, requests UHF Channel 43 with ERP of 70 kw visual, 36 kw aural. RCA 5 kw transmitter also is contemplated. Grade A contour is estimated to include 1,740 sq. mi. and population of 502,332; Grade B, 4,210 sq. mi., 770,482 population. Construction cost of the WSBA UHF outlet is estimated at $244,500, with early operating cost set at $9,500 and revenue $5,000. FCC's new TV plan allocates Channels 43 and 49 to York.

Channel 3 bid of WBEX was revised to request UHF Channel 19, with ERP of 88.7 kw visual, 44.36 kw aural. General Electric transmitter and antenna (20 gain) are proposed to be employed. WBEX estimated its Grade A service area would include population of 290,526 and its Grade B service area population of 370,079. Antenna height above average terrain would be 680 ft. The Utica-Rome proposal includes Channel 19.

Home News Pub. Co., which has experimented in UHF locally, amends its Channel 8 application to request UHF Channel 47. RCA equipment is planned, with ERP.

(Continued on page 74)

COLOR CONTROVERSY

GE Reveals Test Plan

SPARKS continued to fly last week in the color controversy as General Electric Co. Thursday revealed its plan to begin "as soon as possible" experimental color broadcasting with a system offered by the Ad Hoc Committee of the National Television System Committee.

On the other hand, CBS made further preparation for commencement of commercial colorcasting June 25, viewing the "composite" system of the NTSC committee [BROADCASTING • TELECASTING, June 4] as an attempt to stall acceptance of the Columbia system.

GE Thursday statement by Dr. W. R. G. Baker, vice president and general manager, who also is serving as chairman of NTSC, was made at a meeting of television engineering consultants in Washington. The experimental telecasts will be made from the company's Electronics Laboratory at Electronics Park, Syracuse, he said, and will consist of still pictures at first. Development and construction of additional studio equipment will permit live color programs at a later date, it was added.

"We are modifying our laboratory and studio equipment," Dr. Baker stated, "which we have been using to test other systems to permit transmission on a standard television broadcasting channel."

Still colorcasts will be received on present receivers in black and white in the Syracuse area, he stated, saying that GE will construct a limited number of test sets to receive the broadcasts in color.

Other manufacturers last week also indicated plans for field-testing the composite system "within a relatively short time."

"Composite System"

The "composite" system was described as being based on RCA's compatible color technique but incorporating questions advanced by various other companies. The "improvements," a spokesman said, have all been laboratory tested and some have been field tested. What remains, he said, is to get agreement on "some of the numbers to be used, such as the exact frequency of the color sub-carrier," and similar details.

CBS, however, branded the composite system "a desperate attempt to offer another paper system" as a barrier to acceptance of the "true" system. CBS Vice President Adrian Murphy said it was either the rival RCA system in another guise, or that it meant RCA has "ditched" its method.

Columbia, he reported, is planning to initiate commercial colorcasts on Monday, June 26, will start with about five hours of color programming a week on WCBS-TV New York and increase gradually, and hopes to have both advertisers and station managers aboard before stations lined up from the beginning.

RCA, which is one of the companies represented on the engineering group at work on the composite system, meanwhile said the Ad Hoc Committee's report, filed with FCC a short time ago, "reaffirms that compatibility is the essential basis of any sound color TV system."

Striking out anew at the CBS system's lack of compatibility, the RCA statement said "no system which is unable to get along with the existing black-and-white service will serve the public interest."

It is said the color committee's recommendations for compatibility, high definition, and use of a sub-carrier to add color to the black-and-white signal are all met by RCA's proposal.

Charles J. Hirsch, chief engineer of the research division of Hazel-
“Being ‘first’ with television in Rochester seemed to us a perfectly logical development,” William Fay, vice president of Stromberg-Carlson, the parent firm, and general manager of WHAM-TV Rochester, N. Y., says. “We have the oldest AM station in Rochester and we were first with FM. Why not pioneer in TV also?”

As a television pioneer, WHAM-TV today celebrates its second anniversary, also as a leader in the industry.

Since the WHAM-TV call letters focused on Rochester’s telecasts—the station’s debut was June 11, 1949—the outlet has mounted an enviable record in a field where rising costs compete with the good-service credo. Nine months after its opening, the station was operating at a profit and continues to do so.

Mr. Fay, looking back on two years of operational growth and development, reflects: “The next TV station to appear in Rochester will miss most of our early headaches, but it’ll miss most of the fun we had, too. Being in a one-station market is a mixed blessing, as everybody knows. Yet, I wouldn’t trade the satisfaction of launching TV here, despite the worries of finance, programming and staff reorganization.”

All three of these facets in WHAM-TV’s operation are being handled in the most direct and, incidentally, most effective way.

For example, Robert C. Tait, president of Stromberg-Carlson Co., jolted stockholders a year ago when he announced the black side of the ledger, as previously mentioned.

Another illustration is staffing. WHAM-TV’s video companion of WHAM-AM-FM, drew from its radio experienced executives for a double combination of youth and experience.

Experienced Young Men Guide WHAM-TV

As Mr. Fay puts it: “Where we’re fortunate is in having very experienced department heads who are old-timers in broadcasting and yet still young in years.”

Charles Siverson, program director, is 43 and a veteran of 21 years at WHAM; John W. Kennedy Jr., sales manager and administrative assistant to Mr. Fay, is 47, with 25 years experience; Kenneth Gardner, director of engineering, is 44 and now in his 25th year at WHAM; George Driscoll, 41, and Alfred Bailing, 49, transmitter supervisor, have each compiled 22 years service at the station. Mr. Driscoll is the only member to have shifted entirely into television as supervisor of TV studio engineering, but the others maintain dual responsibilities in both AM and TV, except for the sales department which is split.

In this department, Arthur W. Kelly is assistant sales manager for AM and Truman Brizes, assistant sales manager for TV.

Both radio and television promotion are headed by Armin Bender; announcing and sports staffs by Bob Turner; the news bureau by David E. Kessler. Gene Zachary, WHAM music director, is an assistant TV producer and aide to Mr. Siverson. Syl Novelli, WHAM producer, also is director of the TV sales service. John Crosby, formerly manager of RCA Exhibition Hall, is executive producer.

In programming, Mr. Fay at the outset decided to operate seven days a week, using local live origination and network service. To achieve this, the station had to acquire costly studio equipment and also invest in a mobile TV unit. Acquisition of network service also called for capital outlay because when the station went on the air, the AT&T connection terminated at Buffalo, 70 air miles away. This problem was solved by construction of an air relay booster mid-way between Buffalo and Rochester, taking programs direct from WBEN-TV Buffalo’s transmitter. The arrangement continued six months until AT&T put up its own microwave relay between the two cities and tied Rochester in to the coaxial cable from Cleveland and Erie.

WBEN-TV’s help in those early days kindles a spark of gratitude in Mr. Fay, who points out that not only was his station able to obtain certain network programs but also a number of sponsored WBEN-TV originations “which brought us both programming and badly needed revenue. All along the line, the help from WBEN-TV placed us greatly in their debt.”

WHAM-TV’s program schedule has increased from an average 36½ hours per week during the first month’s operation to 78½ hours per week at present. It programs 11 a.m. to midnight, Saturday and Sunday, and 1:00 p.m. to midnight, Monday through Friday. It is affiliated with all four networks.

Programming Stresses Educational Productions

In assuming its responsibilities as a leading television station, WHAM-TV has been developing toward a more “aggressive” policy. An essential part of this policy is emphasis on educational, public service productions.

Several months ago, the station cleared all commercial commitments (Continued on page 80)
LOUIS - SAVOLD FIGHT

THEATRE television shook an unglued commercial fist in the face of broadcast TV last week by out bidding the broadcast interests for exclusive rights to the Joe Louis-Lee Savold heavyweight boxing bout while planning to carry a series of other matches to be staged this summer.

The boycott of the Louis-Savold fight, to be held Wednesday night with at least a six-city theatre network already lined up to release the telecasts by coaxial cable, will give broadcasters their best chance thus far to measure television as a potential commercial rival.

Exclusive rights were swung by a group of theatre companies including United Paramount (now in process of merger with ABC), Fabian, Loew's, and KKO after the managers of the two fighters turned down the best offers of prospective broadcast sponsors.

Inclined to the terms of the contract were not disclosed, it was known the managers had insisted upon $100,000 for broadcast rights and reportedly had turned down an offer of $80,000 for the fight.

The theatre group was believed to have approximated the $100,000 demand.

TOA PLAN HIT

PROPOSAL by Theatre Owners of America to telesport major events would take away from television the entertainment that is today the backbone of network television and monoprolize it for theatres only, Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, wrote last week in a letter to Frank Stanton, CBS president.

The letter read, "We, as no FCC grants to provide this service, he said, adding that Zenith has carried on a lone crusade "for the building and preservation of the industry through Phonevision." He pointed out that 90% of American theatres in metropolitan areas are within two miles of a telephone exchange and get lines for $50 per month per mile.

With no box offices, broadcasters and advertisers can be outbid by theatres in seeking rights for major events, he said.

An official of Skatron Electronics & Television Corp., which has developed the "Subscriber-Vision" system of home box-office TV, was quoted in agreement with Comdr. McDonald.

Skatron President Arthur Levy also said that Brig. Gen. Telford Taylor, special counsel for Skatron, had been consulting with FCC officials on the possibility of setting up a public test of Subscriber-Vision in New York, similar to that of CBS's television experiment.

Mr. Levy said Tom Hamilton of the NCAA TV Committee, had assured him at least one metropolitan area football game would be made available to Subscriber-Vision if FCC approves the tests.

THEATRE GROSS

"The '64 dollar question in the public mind about our industry today is the effect of television on motion pictures," Barney Balaban, Paramount Pictures Corp. president, reported to the annual stockholders meeting April 14, "is only in the first quarter of 1951. Earnings for the quarter ending March 31, after taxes, were estimated at $411,000, not including Paramount's net interest in "combined undistributed earnings for the quarter of partially owned non-consolidated companies, principally Allen B. DuMont Labs," he said.

Comparable earnings for 1950 were estimated at $1,441,000, not including $907,000 of such undistributed earnings of partially-owned subsidiaries, according to the statement.

Referring to television, Mr. Balaban said that "at our last annual meeting, I told you that television was bound to exert a far-reaching influence on our business, even though it has already failed to indicate any direct relationship between the rise of television and the decline in our business.

"It is now clear," he continued, "that television has had its unmistakable affect upon our grosses, particularly in those areas of high television concentration such as New York, Chicago, Detroit and Los Angeles. It has been a definite factor in the decline—but only a contributing factor. I have no doubt that the changing factors in our country from wartime to peacetime was the principal factor.

"There is a third element," he added, "and that is the new medium of television as a business, know to have been of considerable influence. As a result of regulation arising from anti-trust litigation, traditional releasing schedules have been disrupted. This has upset the habits of movie goers and seriously affected box office receipts.

Greater Effects Seen

"With a further expansion of television," Mr. Balaban said, "we can expect its increasing influence on our business." Citing Paramount's long recognition of the possiblility of "the inter-relation" between film industry and television, he pointed out that the company's original investment in "vision was bound to give a "substantial and profitable stake in the television field."

The "showmanship and know how" applied by Paramount in films could be "equally effective in TV" he continued. "Our television broadcasting station KTAL in Los Angeles, has fully demonstrated the successful application of these principles to television broadcasting," Mr. Balaban said.

Referring to Paramount's acquisition of a 50% interest in The Telemeter Co., "the exhibits to our present situation," Mr. Balaban said.

Mr. Balaban said he was "happy to report that marked progress has been made since my last statement to you on the subject."

He also noted that in the past week Paramount had bought a 50% interest in International Television Corp., which held the motion picture theatre, the university and the broadcasting station to bring into the home culture and entertainment which would not otherwise be obtainable.

"Our Canadian subsidiary, Famous Players, has applied for telecasting licenses in Canada and intends to pursue every opportunity to take part in the development of television in that country," he said.
how to buy television...

This is strictly on the level. It's strictly a matter of rate-card quotations. It's strictly for Spot program advertisers.

In television, Spot program advertisers enjoy special rate advantages. They pay a lower rate—for the same time... on the same stations.

How much lower? As much as 19% lower than the rate for the inter-connected group of one of the major networks. Or, if you'd like to look at it the other way, network rates for that group of stations are 23% higher than the Spot advertising rates.

What's more, as a Spot program advertiser, you're a more profitable customer to the station. Despite the lower rates, stations net more from a time period sold for a Spot program than for a network program.

THE KATZ AGENCY,
NEW YORK • CHICAGO • DETROIT • LOS ANGELES
at savings up to 19%!

They clear time more readily... cooperate wholeheartedly.

And to top it off, you have a completely free choice of markets as a Spot program advertiser. You're not confronted with any minimum station requirements. There are no "must" stations you have to use. With a Spot program campaign, you build your own coverage pattern to match your specific marketing problem.

That's why we say that if you're planning any television advertising, you should get the full Spot program story. You can get that story from any Katz representative. Ask him for the facts and figures. Ask him for "case histories." You'll see for yourself that in television...

you can do better with Spot. Much better.

IN G. Station Representatives

SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
GENERAL Tire & Rubber Co. Buys for $2.5 Million

SALE of KFI-TV Los Angeles to General Tire & Rubber Co. for $2,600,000 was consummated last Friday, agreement was reached after weeklong conferences between Earl C. Anthony, head of the license Earle C. Anthony, vice president and director; Louis G. Caltwell, of the law firm of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pier- son, Attorney & Ball (for pur- chaser). Negotiations were for the non- network TV property only and Mr. Anthony will retain KFI, which he pioneered and directed. KFI in the clear channel outlet on 640 ke— is NBC affiliate for Los Angeles. Personnel plans were not divulged. George A. Whitney is general manager of both the radio and television stations. The transaction for the three-year-old KFI-TV on Channel 9 is regarded as a springboard on which Mutual’s Broadcasting System can enter the national television network field. General Tire & Rubber Co. owns the Yankee Network through its acquisition of DuMont Networks.

UAW-CIO BID Seeks UHF Channel in Detroit

PLANS of the United Auto Work- ers-CIO to seek a UHF channel in the Detroit area were announced last week by President Walter P. Reuther, who said that in the meantime UAW-CIO will sponsor a weekly documentary on WWJ-TV through June 19. The union plans to extend its work in television into other areas but is initiating it in Detroit, which has the greatest concentration of UAW-CIO members, Mr. Reuther said.

The UAW International Execu- tive Board, which approved the plans for TV application, also voted to recommend that the UAW- CIO Broadcasting Corp. of Ohio, which the union controls, suspend operation of its WCVO-FM Cleveland.

Much of WCUO-FM’s coverage area is also served by the union’s WDFT-FM Detroit, Mr. Reuther said, with the result that the Inter- national Executive Board concluded that concentration on TV would be more effective. WDFT- FM will continue in operation, he said.

UAW-CIO, through a broadcast- ing subsidiary, has long sought an A.M station in the Detroit area. The channel to be sought in the TV application was not identified. UAW spokesmen said the TV operation would be non-profit and the union was prepared to carry the station on a non-commercial basis if necessary. The documentary to be sponsored on WDFT-FM, Mr. Reuther said, will be a 15-minute Tuesday feature, and will be produced by Guy Nunn, UAW commentator. The contract, for 52 weeks, was signed through Luckoff, Wayburn & Fran- kel, Detroit.

KFI-TV SALE

Everyone Picks

WTVN

Channel 6

COLUMBUS, OHIO

The SPORTS PICTURE, with BILL BROWN features authoritative reports and comments never missed by sport-minded Central Ohioans. Nightly interviews, with plenty of visual punch, rate this quarter hour as tops. Hall response from over 50 communities PLUS the rich Columbus market means AUDIENCE, and AUDI- ENCE means SALES. 6:45 PM Monday through Friday.

TEA TIME with BETTY PARKER suits Central Ohio homemakers to a T. This informative, powerful half-hour is entertaining, informative, yet a snappy show. A new and different approach to a sure-fire woman’s audience. 2:15 PM, Mon., Wed., Fri.

The REAL PUNCH! IN SELLING POWER in the Rich Central Ohio District

Edward Lamb, President
Headley-Reed, National Reps.
ABC-DuMont Networks

Page 70 • June 11, 1951

General Tire & Rubber Co. buys for $2.5 million.

UAW-CIO BID for UHF Channel in Detroit.

NEW Air King "Colorvision" TV receiver, which switches from standard black-and-white to CBS color reception with the turning of a knob, will command the company's entire production facilities "within a few months," D. H. Cogan, Air King Products president, said at the set's first demon- stration, held in Brooklyn last week.

Deliveries in "late summer or early fall" are scheduled for a $499 deluxe console and a $399 open-faced console model, both with effective 12-inch screens, with lower-priced versions to come later, it was announced.

The cost of additional components to add color to black-and- white receivers will "dwindle to the vanishing point" with mass production, Mr. Cogan said. "Perhaps $150 in extra materials are used," he asserted.

Tri-Color Tube

CBS is in the process of acquiring Hytron Radio & Electronics Corp., of which Air King is a sub- sidiary. When the merger is ef- fected, the receiver will be known as "CBS Columbia Colorvision," it was announced.

A tri-color tube is under de- velopment by the parent company, Hytron Radio & Electronics Corp., Mr. Cogan continued. "Whenever a practical, economical tri-color tube can be produced in mass quantity, it can be used very simply in receivers for the CBS system. The only doubt is how long it will take to get the tube into mass production.

"We do not have nearly enough information," he emphasized, "to predict how long it will take to get into quantity production on a practical, economical tri-color tube that will have not only high definition and color fidelity but also satisfactory stability, tube life and ruggedness to withstand normal shopping and home conditions. There are many questions to be answered.

The new receiver is 36¾ inches high, 32 inches across and 22-1/16 inches deep, using 27 tubes, including rectifiers and a 10-inch picture tube, which replaces the 12¾-inch tube and permits a smaller cabinet and color disc. The picture is magnified to an effective 12¾-inch screen size.

According to I. Melmen, Air King engineer in charge of color TV research and development, the only components required in addition to those of black-and-white receivers are three vacuum tubes. "It is essentially trouble-free and the present research men would not have any more difficulty servicing this receiver than any present monochrome receiver," he said.

Mr. Melmen said that under development also are "color con- verters which will be adaptable and can be used with the majority of monochrome receivers on the market today. If any of the tele- vision manufacturers have included color sockets in their sets our con- verter can be plugged in any one of these and will receive color sig- nals."
For a better picture—now you can minimize jitter, roll, tearing, humbars!

Your customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances.

New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Your G-E broadcast representative...

... is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write General Electric Company, Section 261-11, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

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### Performance chart— you check the difference

<table>
<thead>
<tr>
<th>CHARACTERISTIC</th>
<th>GE TV-16-B</th>
<th>MANUFACTURER A</th>
<th>MANUFACTURER B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fidelity response</td>
<td>Uniform to 7 mc</td>
<td>Uniform to 7 mc</td>
<td>Uniform to 5.5 mc</td>
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<tr>
<td>Output level adjustment</td>
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<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Feedback Output Stage</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Direct Monitoring of Output Signals</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Local Blanking input (with sync lock)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Video “Clip Fade”</td>
<td>Yes, remote control</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>White Clipper</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Bridging Input Level Control</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
He puts ’em on your trail!
To a huge posse of television youngsters in New York, WCBS-TV's Sheriff Bob Dixon* is the law in these parts. What he says goes.

Sheriff Bob's deputies are ready for action any time. When he mentioned he wanted a name for his new pet skunk, for instance, they suggested 32,000 names! And when he conducted a “Why I Like the West” contest in TV Guide magazine, they gave him four times as many replies as a long-established network Western star pulled in a similar contest.

His deputies bring in sales, too. One sponsor reports his customers ask for the toothpaste “Sheriff Bob Dixon mentions on his program” because their children demand it. And this advertiser attributes his success to “the convincing way in which commercials are integrated with the program.”

...All because Sheriff Bob handles his viewers his own unique way. He talks to them, man-to-man... passes on Western stories, cowboy tricks and outdoor tips in an easy, straightforward manner. With no shootin' and hollerin'. He's high-caliber, but not high pressure.

You can make your product the most wanted in town. Just ask WCBS-TV or Radio Sales about Sheriff Bob Dixon today.

*"The Sheriff Bob Dixon Show," Monday through Friday, 5:15-6:00 p.m., and Sunday, 11:00-11:30 a.m.

WCBS-TV Channel 2
Columbia Owned • New York
Represented by Radio Sales
comes opposition to the proposal of Fort Industry Co.'s WGBS Mi-
ami that the reservation on Chan-
nel 2 be lifted so the facility may be
more easily usable.

The school board said it earlier by formal means had "vigorously
and officially declared intent to use
Channel 2 for educational television
in the very near future." FCC was
told that surveys have been made and
an application for a license to con-
struct and operate a television broad-
casting station over Channel 2 was
being prepared and will be sub-
mitted in the immediate future for
approval.

At a special meeting of the board
on May 29 the group "unanimously
directed the inclusion in the budget of
sufficient funds to adequately finance
the proposed work for television.

Cowles' KRRT Des Moines op-
posed by proposal of KSTT Davenport
to move Channel 2 from Iowa City
to Atalissa and switch Channel 11
from Des Moines to Iowa City.

The KRRT people contend they
receive more Grade A service than Des
Moines without the added channel,
but has smaller popu-
lation.

Toledo Blade Co. Files

Toledo Blade Co., Toledo, filed
opposition to proposal of Wayne U.
and Detroit Board of Education
to move Channel 9 to Toledo and
reserved for educational use. The
newspaper firm said "such a proposal is
an ill-considered assault on the prin-
ciples of fair allocation and good
public service.

U. of Kansas at Lawrence filed
opposition to plan of Kansas City
stations KMBC, KCMO and WHB to
move to Longview, substituting
at Lawrence, would be assigned
commercially to Kansas City and
UHF Channel 64 reserved as sub-
stitution.

The school said it "objects stren-
uously to UHF substitution on
grounds the UHF is still experi-
mental and there is no set circula-
tion. The U. of Kansas further
added . . .

The Board of Regents has
authorized the University to apply for
a license to operate a noncommercial
educational television station. Engi-
neering surveys have been completed
and the University is now ready to file
application with the Commission.

It is the intention of the University to
seek a position on the 12-channel band
as soon as practicable.

KHMO Hannibal, Mo., filed oppo-
sition to proposal of KORX Ke-
luki, Iowa, to add Channel 10 at
Keokuk by switching Channel 7
from Hannibal to Quincy, Ill., and
removing Quincy's Channel 10 to
Keokuk.

East Texas Television Co., TV
and radio station owner, contending
its suggested modification is not as
radical and better than that offered by
KFRO there. East Texas would
remove Channel 9 from Luf-
kin and surrender it to Sherman.

Sherman Television Co., Sher-
tan, Tex., also opposed KFRO
plan, explaining only Channel 12
will work there without affecting
KENO City all out. Sherman
Television and instead that Chan-
nel 9 be removed from Lufkin and
assigned to Longview. Channel 11
would be substituted at Lufkin.

McAllen Television Co., McAllen,
Tex., opposed to proposal of Wes-
aco. KRGV would delete Channel
2 from Monterey, Mexico, and as-
sign it to Wesaco and Saltillo,
Mexico, for Channel 11 and 4 and 5
from Brownsville, Tex., to Wesaco-
Harlingen. McAllen Television,
asking for Channel 5 there, com-
mented:

"It would appear that . . . KRGV .
desires to have at least two and prob-
able three VHF channels in Wesaco.
It is pointed out that Wesaco is a small
city, and according to the 1950 Texas
Almanac, is a city of 6,500 people.
It is submitted that since there are two
other VHF channels into Wesaco would
not constitute a better plan than
being in the lower Rio Grande Valley in this
manner.

Text of Sen. Johnson's letter to
FCC Chairman Coy follows:

While I have indicated my anxiety
about the present FCC proposals
that the television "freeze" be lifted at the
earest moment possible, I have
ruled out the entire possibility of the
technical job of allocating channels
with the "freeze" in effect. The
"freeze" without the absolute assurance
from the FCC that all three channels
would be most unfortunate. The
Federal Communications Bar Associa-
tion contends that a satisfactory allocation of television
channels reflects great credit on its
intended purposes.

However, the Federal Communica-
tions Bar Association has alleg-
ounced the legality of the procedure
followed by the Commission. I am
not a lawyer and do not propose to pass
upon the merits of the bar association's
contentions. The case involved in the contents of the Bar
Association letter, however, is so
frank if I did not indicate that I am
afraid to be so simple as to discuss
their arguments. The legal points
raised by the bar association relate
grape public interest that I, as Chair-
man of the Committee on Interstate
and Foreign Commerce, was charged
duty under the Congressional Reorgan-
ization Act to consider the legality of any
action taken by the FCC.

The problem involved could be
the basis for others to raise similar
contentions in any other pending
application. The Bar Association contends that the
proposed rule is based upon an
advisable legal rule upon; the Bar
contents that the Communications Act does not authorize the Commission to
adopt a system of block allocations
on a geographical basis. Consequently,
the Bar Association would have the
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contention is sustained by the courts.
Mr. E. K. Jett
Television Station WMAR
Sun Square
Baltimore 3, Maryland

Dear Jack:

I like to write notes like this.

On behalf of the client and my agency, I wish you would express to all the members, individually and collectively, of your production and technical crews my appreciation and thanks for the truly excellent telecast of last Thursday’s Oriole game.

It was big league in every respect.

The camera work, direction and overall production equaled—if not surpassed—any baseball telecast I have ever seen.

Again, thanks and keep up the good work.

Cordially,

T. Wells

WMAR-TV
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telecasting • BROADCASTING
**Color Controversy**  
(Continued from page 65)

tine Electronics Corp., told Broadcast * Telecasting * that the component system, which he developed, "as a result of a suggestion made by Sen. Ed Johnson (D-Col.), who stated the industry should be capable of "working out a satisfactory compatible color system."

Mr. Hirsch said the composite system is not a dot sequential system—the name given to RCA's—and that color is added to the black and-white picture by "interleave" components. The RCA system also adds color to black-and-white pictures, he added.

Black-and-white pictures, he explained, make the most of the available spectrum space, since the energy is "bunched" around the harmonics of the line frequencies, leaving the space between these harmonics devoid of energy. It is in these spaces that color information is inserted. Mr. Hirsch noted that "color information so added is in phase with the black-and-white picture but can be extracted in a color receiver to add color to the black-and-white picture."

Mr. Hirsch continued:

The system is capable of giving better color pictures than having the full degree of present-day black-and-white pictures inserted into the color information peculiarities of the eye and was designed to have more information than the eye can absorb, and to reserve the highest possible capacity for useful purposes.

These characteristics are that the eye is far more sensitive to variations in brightness than to variations in color. The human eye is colorblind, and any woman knows that when she matches two pieces of thread she has to compare the color of the full sample rather than single strands.

**Improvements Tested**

He said all of these improvements have been tested amply in the laboratories and that some have been field tested. Agreement on the frequency of the color subcarrier and similar remaining details have been tested with active short time after, which the overall system will be thoroughly field-tested for verification, under actual conditions of color experiments," he asserted. The field testing, he said, will be open to participation "by anyone in the industry."

FCC sources last week reiterated that the Commission would be willing to look at any system that incorporated marked technical improvements. This technique is clearly shown, but would not venture any specific comment on the Ad Hoc Committee report.

The special NTSC committee was set up by Dr. Baker Nolen 50, to make an "up-to-date appraisal of the state of the art" of color TV. Committee comprised:

- David B. Smith, Philco Corp., (chairman);
- Charles D. Fanquiere, Zenith;
- Elmer W. Engstrom, RCA;
- Thomas C. Guttenberg, General Electric Corp.:
- Allen D. Long, Libbey-Owens-
- Ira J. Kuehn, GE, and Arthur V. Lofland, Westinghouse.

Between Nov. 21 and Feb. 27, 1961, demonstrations and discussions were held at Hazelite in Little Neck, Long Island, RCA in Washington, DuMont Labs at Passaic, N. J., Philco in Philadelphia, General Electronics Park, Syracuse, and a final session again at Hazelite.

The Ad Hoc Committee report offered its proposed standards [see, "Telecasting, Jan. 14] and said that "it is expected that numerical values for the standards can shortly be defined by the industry."

Committee noted that several organizations have substantial color work underway and stressed the need for bringing together the results of this work and the technical information acquired by the industry at large as a result of further testing.

In the meantime, CBS, whose soon-to-be-iquity subsidiary, Associated King Products Corp., demonstrated its own CBS type color-monomochrome receiver early in the week [story page 70], reported its TV network "in full color" and "colorily straining at the leash to get their shows on the air in color."

CBS on Monday also demonstrated its system for some 750 fashion directors and other executives from 25 of the nation's largest retail stores, and reported they found it "magnificent."

The demonstration consisted of a showing of fall subsidiary, Associated King Products Corp., demonstrated its own CBS type color-monomochrome receiver early in the week [story page 70], reported its TV network "in full color" and "colorily straining at the leash to get their shows on the air in color."

Miss Rene Cowley, fashion director for Bullock's Downtown, Los Angeles, was quoted as predicting great store use of color TV. Miss Virginia Harris of Boston's Filene's store said color gives "the first real opportunity to promote fashion in television." Miss Helen Samuels, New York color consultant, considered color TV "potentially the greatest sales tool that ever has been invented," and foresaw a big role for stores in television in this medium, CBS reported.

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**NARCOTIC SERIES**

The three week series on narcotics, recently featured on KPIX's "KMA-TV," has been loudly acclaimed as an outstanding service to the community. Handled by Inspector John Kane and L. Alvin Niccol, the programs, which were presented in cooperation with the San Francisco Police Department, covered the entire subject of narcotics as a police problem and an ever-increasing menace to society.

**AED AIRINGS:**

KFO now features Robert Montgomery in "Freedom Is Our Business" for the S. F. School of Nursing three mornings a week... The Edify Corporation in sponsoring "Scholarship" on KPIX Wednesday at 11:00 p.m.}

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**Coastal Shift**

Tatum, Moore, Felix Move

DONN B. TATUM, vice president and general manager of Donn Lee Broadcasting System, Hollywood, last week was appointed ABC Western Division director of television and general manager of KECA-LOS Angeles. He succeeds Richard A. Moore, who resigned to become general manager of KTTV (TV) Los Angeles. Also announced last week was the appointment of Mr. Felix, as assistant treasurer of ABC's Western Division, as acting manager of that division.

In 1942, Mr. Tatum entered the radio and television industry as Pacific Coast counsel for RCA and its subsidiaries. In this position he also was counsel for the Blue Network, predecessor to ABC, for seven years. In February 1949, he joined the Don Lee Broadcasting System as vice president, general counsel and as a member of that network's board of directors. His appointment, and that of Mr. Felix, become effective Friday.

Mr. Moore, who had been ABC Western Division last director of television and general manager of KECA-TV, will take over the KTTV post July 2. Mr. Moore is currently serving as general manager of the Northwest division of that network's board of directors. His appointment, and that of Mr. Felix, become effective Friday.

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Mr. Felix joined ABC in September 1944, as auditor in Hollywood. On Jan. 1, 1948, he was named controller and personnel director of ABC's Western Division. Two years later he was elected assistant treasurer of that division.

**NBC Consultant**

Ginsberg Named for TV

APPOINTMENT of Henry Ginsberg, motion picture production expert, as general consultant for NBC was announced last week by President Joseph H. McConnell. Vincente Minnelli of studio production and operations of Paramount Pictures for 11 years before his resignation a year ago, Mr. Ginsberg is slated to work closely with the vice president in charge of NBC's western operations.

He has been identified with the motion picture industry for 30 years, serving as a vice president and general manager of the Hal Roach and David O. Selznick organizations before joining Paramount. He will continue his motion picture work along with his consulting work in radio and TV for NBC, the network said.
'ONE WORLD' AWARD
Advertisers Are Candidates

A "ONE WORLD Television Advertisers' Award," in addition to the One World Awards in press, radio, motion pictures and international statecraftsmanship established in 1944, will be distributed this year, Jacques Farrand, executive secretary of the One World Award Committee, has announced. The awards consist of a trip around the world to promote international understanding.

Explaining that "television has fully demonstrated its enormous power to arouse many millions of Americans to an acute consciousness of national and international issues," Mr. Farrand said the free enterprise system places "a unique responsibility for good or evil" upon the advertisers in their selection of what is telecast. "Their courage and civic-mindedness," he continued, "may help make of television a medium which does not only channel sales but also sells democracy and understanding." As a consequence, he went on, the committee had established the award to encourage advertisers to "back programs of lasting value to the U. S. and to the world."

COFFIN RESIGNS
To Head KLAC-TV Research

JOE COFFIN, partner and co-founder of Coffin, Cooper & Clay Inc., Los Angeles television research firm and distributor of the West Coast "Tele-Que" rating service, has resigned to organize and head the research department of KLAC-TV Hollywood, effective July 1.

The department is being set up not only for use of its own sales executives, sponsors and agencies with whom KLAC-TV does business, but for the TV industry as a whole. Don Pederson, station vice president and general manager, said, "Tele-Que" will continue to be operated by Roger Cooper and Henry (Hank) Clay, with no change in the firm name contemplated at this time.

RCA Demonstration

PRINCIPLES of RCA color TV transmission and picture tube and microwave relay developments were slated for demonstration to top military communication leaders by the RCA Service Co. last Friday at the Statler Hotel in Washington. Special emphasis was earmarked for the application of microwave relay equipment to military needs. Other displays included RCA's Time Interval Counter for charting speed of moving objects and military services offered by RCA Service Co., including training of field engineers for installing and servicing of electronic equipment. Demonstration was scheduled from 5 to 8 p.m.

Let us PROVE to you that WOW-TV has the LARGEST audience nearly 2/3 of the time — Both Day and Night!

- Yes... ask us to PROVE it. This is no "guess-work" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV set-owners. This is the FIRST survey ever made in this market giving information so complete.

Full details of this survey -- how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers -- all these, and other important data, are available to you in our presentation of the Survey, sent at your request.

You can't judge the Omaha area TV market (now OVER 75,000 sets) without this vital information - these FACTS. Write, wire or telephone to WOW-TV.
**Film Report...**

**TELE-PICTURES Inc., Hollywood,**
film distribution firm, has on a two-year leasing basis) 26 theatrical feature films of Robert L. Lippert Productions to KTAL (TV) Hollywood and CBS-TV New York, with permission to telecast each motion picture eight times. KTAL reportedly is paying $60,000 for the package, while cost to CBS-TV is $70,000. Similar two-year deal is being worked out with WGN-TV Chicago, with price of film packages $67,500. All films involved in the three deals were made between 1943 and 1948, for theatrical release.

**STERLING TELEVISION Co., New York,** is beginning distribution of 30 films produced for the Indian government, Sterling President Saul J. Turell announced last week. Through arrangement with Dr. M. Moulik, director of information, Government of India, Sterling has been granted TV exhibition rights on variety of films including Indian customs, culture, dances, in addition to several films concerning India's domestic and international problems.

**SUPERMAN Inc., Hollywood,** subsidiary of National Comics Publications, which owns rights to comic strip "Superman," will produce series of half-hour shows based on Superman's adventures. Initial series of 26 films runs into production in mid-June. Firm has headquarters at RKO Pathe Studios, Culver City, Bernard Luber, TV producer, and Robert Maxwell have joined firm. Flamingo Films, New York, will distribute the series.

**NEW** system and techniques on acetate disk which improve dye, and sharply reduce costs for sound recording of TV films has been developed by sound department staff of Samuel Goldwyn Studios, Hollywood. Currently being used on Premiere Theatre, series of 30-minute TV films being produced by Williams Productions, it reduces sound costs by around 25%, according to Gordon Sawyer, film studio sound head and Rene Williams, president of production firm.

**MARSHALL-HESTER Productions,** New York, announces official endorsement by the American Museum of Natural History of its Treasure House of Adventure TV series. Endorsement includes rights to museum's facilities and use of its materials, including an extensive film library. Series will depict experiences involved in expeditions sponsored by museum, and in securing exhibits for its numerous collections. Prominent scientists and explorers will appear as guests. Completed films are expected to be released this fall.

**Telefile**

(Continued from page 66)

from its Thursday 10:30-11 p.m. period to reserve it exclusively for special public service presentations. Among recent productions was You and the Atom Bomb, a series of three programs, and two TV forums on current subjects; all in cooperation with the U. of Rochester.

Another series is being produced in cooperation with the Rochester Board of Education to acquaint parents with the modern techniques of the public school. First two programs of the series were entitled "Reading Is Fun" and "Art For Everybody." A similar series is underway in cooperation with the Monroe County Medical Society and other local groups.

**Congressmen Featured In Program**

Featuring New York State Congressmen in interviews and talks filmed for the station in Washington and flown to Rochester ready for showing is Let's Look at Congress.

Effort has been extended to obtain the maximum of live sportscasts. Events telecast include trotting races from Hamburg, N. Y., and local wrestling and softball games. Arrangements were completed last week with the Rochester Red Wings (International League) for televising 10 to 15 of their home games this summer.

By the fall, the station hopes to be adding morning programming. It is already experimenting with one-camera shows in the hope of finding ways to cut production costs and bring more live programs within the reach of potential sponsors who are eager to get into early program hours.

First live dramatic production attempted was The Terrible Week; produced last Easter with a cast

**TELEFILM, INC.**

Complete Film Production
TV Spot-Programs
All Production Steps
In One Organization

**Truman Brzee**

David E. Keesler
Asst. Sales Mgr.
News Director

Bob Turner
Armin N. Bender
Sports Promotion-Publicity
Director

from the Genesee Valley Players, a western New York professional group, Program Director Charles Siverson obtained first TV rights for this widely-known radio play. A successful and locally sponsored origination is the station's version of Cinderella Weekend, with Ross Weiler as the master of ceremonies. Other local favorites: Bob Turner's Wednesday night sports show; Ask the Kid, with Ralph Collier the m. e.; Speak Up, discussion forum that has been aired continuously since September 1949.

Strong feature of the station's operation, according to WHAM-TV's film director, managed by David Manning, a professional photographer. Mr. Manning and his two assistants have complete laboratory and studio facilities for screening and servicing film and for making stills, motion pictures, and copy art.

The AM-FM-TV Stromberg-Carlson operations are housed in a modern, $1 million Radio City opened three years ago. The building has six studios, the largest with a floor space 44' x 45', seating 376 studio visitors. But already need for more operating space is apparent.

WHAM-TV operates on Channel 6 (72-58 mc) with 16.7 kw visual and 8.95 kw aural power. Under the proposed FCC revised allocation

**EXPERIENCED SALESMAN AVAILABLE**

For TV Sales to Agencies, Stations
This man is not out of a job.
He simply wants to move on to the kind of top-level opportunity that matches his capabilities.
He is currently selling TV film and services.
He has well established contacts with radio and television stations east of Kansas City.
Highest references from agencies and advertisers in New York market where he has sold spot radio and television for over eight years.
Available on two weeks notice to sell for a topflight company that can use his know-how in selling intangibles.

**BOX 126.**

**BROADCASTING • TELECASTING**
plan, the station would move to Channel 5 (75-82 mc).

Its RCA transmitter is located on Pineapple Hill, a mile and a half by direct line of sight from Rochester Radio City. Antenna height is 497 ft. above average terrain, which the station says permits a strong signal over all parts of metropolitan Rochester and outlying areas.

How well this signal has been received both as a commercial and public service operation in the homes of Rochesterians is attested by the estimated count of television receivers. When WHAM-TV made its debut, there were some 1,200 sets in the area. As of May 1, the Electrical Assn. estimated 81,417 sets or approximately 37% saturation of a potential 217,000 homes in the coverage area.

SEEBACH NAMED
By ATS Nominating Group

JULES SEEBACH, program vice president of WOR-AM-FM-TV New York, has been chosen as a candidate for president of the American Television Society for the 1951-52 season by the ATS nominating committee, normally tantamount to election. Other officially proposed officers for the coming year are:

Warren Caro, executive secretary, Theatre Guild, vice president; Claude Barrere, program representative, secretary; Arch Brainfield, accountant, treasurer.

For the board of directors the committee proposed: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundrell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive president, The Katz Agency; George Shupert, vice president, Paramount TV Productions; Chris J. Witting, general manager, DuMont TV Network; Jay Bonfield, executive vice president, BXO Radio Pathe; John Fox, president, Special Purpose Films; N. C. Rorbaugh Co.; Caroline Burke, NBC-TV producer; Big Mickelson, director of public affairs, CBS.

Election will be held June 15 with induction of the new officers and board members at a luncheon meeting June 18.

DAGMAR SUIT

NBC-TV Star Is Sued

FORMAL SUIT for damages against Dagmar (Jennie Lewis), of NBC-TV's Broadway Open House, begun in Chicago by Dagmar Blair, a burlesque queen, cannot be completed until the TV Dagmar visits Chicago and can be presented with a court summons. This is expected to be within the next few weeks, when she is scheduled to make a personal appearance at the Chicago Theatre.

Miss Blair brought suit in Chicago Superior Court for $5,000. The suit grew out of the Rialto Theatre, Harold Minsky, also is in suing for an additional $25,000. Miss Blair charges the television star has no right to the name, as she was not born with it and was given it by Jerry Lester, Broadway Open House comedian, whom Miss Blair described as a "friend." Dagmar Blair says she was born with Dagmar as her given name, and that both her mother and grandmother used it when appearing in vaudeville.

She charges Miss Lewis was given the name Dagmar by Jerry Lester because of her "slight resemblance" to the burlesque dancer. The latter, however, charges the "dynamic medium of television" raised Jennie Lewis to stardom overnight and has caused the dancer "great confusion, embarrassment and loss of bookings." Mr. Minsky, who employed Dagmar the dancer in Chicago recently, is suing on the claim that attendance is affected adversely by public confusion.

Miss Blair, described as a standard show business attraction, has appeared in night clubs, vaudeville and burlesque throughout the country. She claims the name Dagmar on a marquee "keeps the customers away" because they think she is the TV personality, "who is not as pretty or talented."

BARRY BINGHAM (l), pres., WHAS Inc., Louisville, and Victor A. Sholis, vice president and director, WHAS-AM-TV, taste first birthday anniversary cake of WHAS-TV, station marked milestone in March.

DON BILLSTONE (l), McConnell-Erickson acct. exec.; Barbara Britton, film star, and A. A. Dreyspool, Wamsutta Mills' v. p., chat at rehearsal for firm's Easter Parade over CBS-TV.

PLANNING for 10th annual NBC-Northwestern U. Summer Radio-TV Institute in Chicago are Arthur Jacobson, NBC Chicago TV ppm, mgr.; Homer North, NBC Chicago radio ppm. and mgr.; Miss Judith Waller, NBC Chicago dir. of public affairs and education, and Donley Feddersen, chairman of radio-TV dept. at Northwestern's school of speech.

SDG OFFICERS

De Lacy Heads TV Council

PHILIPDE LACY, KTTV (TV)

Los Angeles director, was elected national president of the Television Council of the Screen Directors Guild of America at its annual meeting in Hollywood.

George Cahan, KECA-TV Los Angeles director, was made first vice president, with Robert S. Finkel, KECA-TV director, elected second vice president. Elected secretary was George Giroux, assistant director, KTTV (TV) Los Angeles, with Arthur Thompson, KECA-TV assistant director, named treasurer. Messrs. De Lacy and Cahan automatically become members of SDG's national board of directors, representing TV.

Elected to the council's board of directors were Joe Angello, Robert Breckner, Bruce Tate, James S. Yung, KTTV; Philip Bothe, KECA-TV; Gordon Minter, KTLA (TV) Los Angeles; Seymour Berns, J. Walter Thompson Co.
Adpeople...

RUSSELL Z. ELLER, advertising manager, California Fruit Growers Exchange (Sunset oranges, lemons), as certificate president Advertising Club of Los Angeles. He succeeds HAAN J. TYLER, manager KFI-TV Los Angeles.

GLEN RAY, assistant general sales manager PictSweet Inc., Mount Vernon, Wash., named advertising and merchandising manager for Langendorf United Bakers, S.F.

HARRY ROGERS, advertising manager, Langendorf United Bakers, S.F., resigns. No successor named as yet.

LEE WENGEL, advertising manager, Davidson & Licht Jewelry Co., Oakland, and E. Sugarman Inc., S.F., also named advertising manager, Beauty Mart and Portigo's juvenile department store, both S.F.

Agency Beat

(Continued from page 11)

was good, on three-month tour of Europe. He will tape record various attractions while there for radio series planned next fall.

ERIC W. CORDER, San Francisco Chronicle, to Pavia Agency, S.F.

JAMES D. FARRIS, account executive Caples Adv. Co., Omaha, and KAY WILKINS, associate director of women's activities for Per Falk Co., Shenandoah, previously women's director KBAB Omaha, married May 29.

BRISACHER, WHEELER & STAFF, L.A., moved to 1600 N. Vine St., Hollywood.

MARK NAPIER, vice president J. Walter Thompson Co. Ltd., Toronto, elected chairman Canadian Advertising Research Foundation Inc., with FREDS AUGER, director of advertising Procter & Gamble of Canada, Toronto, as vice chairman.

C. AUSTIN MOORE, sales and promotion manager CFNB Fredericton, to radio director Imperial Adv. Ltd., Halifax.

WALTER ENGWER, general manager Toronto office Hutchins Advertising Co. of Canada Ltd., promoted to vice president of agency, to McKim Adv., Montreal, as reported in BROADCASTING • TELECASTING, May 28.

WINERGERS QUIT

Was ODM Special Assistant

RESIGNATION of Sidney J. Winerberg as special assistant in the Office of Defense Mobilization was accepted May 31 by Defense Mobilizer Charles E. Wilson. Mr. Winerberg has agreed, however, to serve in a consulting capacity.

Mr. Wilson commended Mr. Winerberg for his "exceptional help" in launching the ODM and for "wide and influential friendships" which he said were invaluable in inducing outstanding men to come to Washington to work with us." Mr. Winerberg, who came to Washington originally for a 30-day term of service ending March 15, will return to private practice. Gen. Lucius Clay, who was appointed along with Mr. Winerberg, had resigned as special assistant earlier this year.

WKOP CRUSADE

Outlet Plugs Radio's Role

ANDREW JAREMA, general manager of WKOP Binghamton, N.Y., and Wally Buman, WKOP program director, announced this crusade to promote radio listening.

And course has prepared listeners with spot announcements, key-noted by the slogan, "Don't Take Radio For Granted. Radio Is Your Best Company."

Minutes, chainbreaks and participation spots are being utilized whenever time permits.

Businesswise Bankers

(Continued from page 28)

three minutes a week on WEEI.

The newscasts are made by Charles Ashley, popular personality in Boston and New England communities.

The early morning time costs the Boston Federal $7,500 yearly out of its total advertising budget of $30,000.

During much of the period covered by the broadcasts, Edmond F. Dagnino, vice president, has been in charge of radio and other advertising.

Since Mr. Dagnino is a former professional hockey player with the Boston Hockey Club, sports have played an important part in the radio format.

More recently supervision of advertising has been in charge of Arthur A. Perrin Jr., assistant treasurer and secretary.

Often the newscasts tie in facts about the institution or call attention to its window displays which also often feature the sports angle. This year, for example, the WEEI program of April 16 carried this message:

This year the Braves celebrate their 75th anniversary and the Red Sox their 50th anniversary. To welcome these two teams, the Boston Federal Savants has installed special Red Sox and Braves window displays. These window displays exhibits feature player and team photographs and baseball equipment. When in Boston, stop by and see these colorful displays—on for savings or home loans step into the Boston Federal.

The Boston Federal's advertising is handled by the Boston office of Doremus & Co., which was one of the first agencies to recommend and place radio advertising for banking and other financial institutions.

FOR 10 years News On The Hour has been broadcast 10-10:15 each evening for Home Federal Savings & Loan Assn. on KV0O Tulsa. During that period the assets of the company have risen from just over $6 million to more than $25 million.

This year, in connection with the tenth anniversary, President Louis W. Brant of the savings and loan firm wrote KV0O President Gus Brandborg:

I'm sending you a copy of our "News From Home" for I thought that the graph on the front page

would be of particular interest to you. It charts the growth of Home Federal over the past 10 years... the 10 years, coincidentally, that we have sponsored the 10 p.m. news on your station.

We have told you many times how valuable we feel the 10 o'clock news program has been in building our business. Of course, as one of the people who become our customers, either as savers or as borrowers, mention specifically this means that brought them to us. Many do, however, refer to the 10 o'clock news. And most of the mail inquiries that we receive can definitely be attributed to this source...

The 15-minute newscast is prepared by the KV00 news room under the direction of News Editor Ken Miller. While announcements change, Ben Avery has been one of the most frequent in recent months, and Frank Muskat has handled the editing job for the station.

Before KV00, I have used an 8-minute newscast on KTVL, appropriately called News from Home, and some one-minute film spots on KOTV (TV) at 19 p.m.

Phys. Edmonds, assistant vice president in charge of public relations and advertising, summed up her feeling about radio in the following statement:

"I like radio newscasts. Because they have universal appeal and reach a large, general audience, I think we particularly appropriate for our business. Practically everyone—regardless of age, interests, and except in a small percentage of cases, financial situations—all have potential savings account holders. We want to get our story to all of them."

"Too, we think that the "tone" of news broadcasts is well adapted to financial institutions.

We like the identification of Home Federal with a particular radio program. We have sponsored programs for that reason. For instance, most folks who listen to the 10 o'clock news will recognize KV0O to refer to it as the Home Federal News rather than KV00 news. One loyal listener ever went so far as to add "If I don't listen to anybody else's news..."

Since 1937 when Worcester Federal Savings changed its name and reorganized under a federal instead of a state charter, it has used radio as an important part of the advertising budget.

At that time its resources amounted to $2 million. Today they are $60 million, an increase of...
LANG-WORTH CAMPAIGN

Firm to Aid Local AM Advertising

LANG-WORTH Feature Programs Inc., New York, is conducting an intensive campaign on behalf of all L-W station customers to make local AM broadcasting more attractive to advertising agencies and advertisers.

In a letter to all customer stations, C. O. Langlois, L-W president, said: "It is not within our province to sell time. We are neither authorized nor qualified for the job.

"However, nobody should object to our assisting in the sale of time by devising ways and means to make local AM broadcasting more attractive to advertising agencies and advertisers." 

Explains Drive

Mr. Langlois explained that his corporation has embarked on an aggressive campaign with national and regional agencies to encourage use of L-W special programs over the customer stations.

The firm is pushing Rhythm Rendezvous, featuring the Rovers, and Ray Anthony; Canoodle of Music with D'Artega, and The Cote Glee Club. Brochures on each of these are for sale at a nominal price to stations. And L-W announced that it is preparing an Allan Jones Show to be promoted next month.

To help in putting over the campaign, Mr. Langlois asked customer stations for their cooperation.

"You can help," Mr. Langlois suggested to subscribers, "by writing to those agencies whose clients have distribution in your community. Tie in with the Lang-Worth campaign."

"Tell them you are a Lang-Worth subscriber and can make all of these programs available to them over your station. Tell them about programs of your own invention utilizing the Lang-Worth service."

The L-W president stated that the station cooperation was not only asked but expected. "We will deliver the mass attack... it's up to you and your representative to do the sharp-shooting."

CHICAGO'S Central Church, which pioneered religious broadcasts on KYW in 1925, has renewed its radio schedule. Interdenominational services are conducted in tower of Stevens Hotel and aired weekly by WCFL, Chicago Federation of Labor station.

WORKSHOP PANELS

Industry Joins S. F. College

SAN FRANCISCO radio and television industry and San Francisco State College teamed up May 25 for a first annual Radio Industry Workshop on the college campus.

The daylong schedule included a tour of the school's radio department, panel discussions and a banquet, with Arthur Hult Hayes, CBS vice president and general manager of KCBS San Francisco, as principal speaker.

One panel discussion on "What should be included in the College Radio Curriculum?" was conducted by Stanley Breyer, commercial manager of KJBS San Francisco; Harold See, director of television for KRON-TV San Francisco; and Marvin Larson, business manager of IBEW Local 202. A second panel study on "The Responsibilities of Radio and Television" was conducted by Gayle Grubb, general manager of KGO-AM-TV San Francisco; Howard J. Smiley, general manager of KSMO San Mateo; Henry Jeff, of AFRA, and John Thompson, director of news and special events for KNBC San Francisco.

Dr. J. Paul Leonard, president of the college, spoke briefly welcoming the industry representatives and introducing them for their participation in the workshop. William Pabst, general manager of KFRC San Francisco responded on behalf of the industry people.
air-casters

PAUL KANE, WAAM (TV) Baltimore, named senior producer and studio production supervisor. ED SARROW named senior producer. REN CALPEE promoted to director, and HARVEY JEROME and FRED WHEELER become assistant directors. DICK Lusher and ALLEN HOLMES added to camera crew. KENN SMITH named staff projectionist.

CLIFFORD ST. JAMES, disc jockey WVTW Rochester, N. Y., and WTMJ Milwaukee, and Walther Manzer, married June 4.


FRANK TAYLOR, WCX Cincinnati disc jockey, and Helen Todd of Maysville, Ky., married June 3.

JEAN COLBERT, director of women's activities WTIC Hartford, and James M. Cleminshaw married.

HOWARD MILLER, WIND Chicago announcer, and Barbara Spindler married May 19.

BLOYCE (Blue) WRIGHT, KGO-TV San Francisco program director, father of girl, Martha Nell.

FRED GADETTE, KPIX (TV) San Francisco production staff, father of girl, Jill.

PAUL BARNETT, announcer WGCX Gulfport, Miss., father of boy, Daniel Andrew.

RALPH MANZA, comedian on Del Courtney Show, KPIX (TV) San Francisco, and independent producer, father of girl, Cynthia.

STANLEY NOOANN, KCBS San Francisco singer, father of boy, Timothy Wallace.

RAY MITCHELL, announcer WNBW (TV) Washington, father of girl, Nancy Jean.

DON OTIS, Hollywood disc m.c., father of girl.

NORMA SHEarer, continuity writer WCKX Cincinnati, resigns. JANICE GORDON, new to radio, to WCKY continuity department.

Hazel Markel, MBS women's commentator, presented U. S. Treasury Dept.'s Liberty Bell Award for "... splendid service given in the promotion of U. S. defense bonds."

Gerald Lewis, WCBY Portland, Me., announcer, and Joan Steinberg married June 6.

News...

BOB REEDEN, news director WOCAM-TV Davenport, Iowa, to International Broadcasting Div. of State Dept. (Voice of America), Washington. BOB FRANK, news staff WOCAM-TV, named stations' news director.

JOnH WILBERT, WTTM Trenton, N. J., named news editor.

MERLIN (Scoop) Kennedy, New Orleans raconteur and former newspaper editor and author, to report
news from European capitals for WNOE, New Orleans, Wednesday, 9:15-9:30 p.m.

PAUL HILLEN, evening sports writer WCKY Cincinnati, leaves station to rejoin Army. FRANK J. REILLY, newsmen, to WCKY as replacement.

RAYMOND SWING, LBS, to Voice of America as advisor and commentator.

CHAD LASSITER, WDIX Jackson and WGXI Atlanta, to KKEA Jonesboro, Ark., as director of news and special events.

DORIAN ST. GEORGE, newscaster, and his Headline News, replaces EDWIN C. HILL new program, ABC, Mon.-Fri. 7 p.m.

H. V. KALTENBORN, NBC commentator, leaves N. Y. by plane June 12 for trip around world to gather information for broadcasts to be resumed for Pure Oil Co. on Sept. 17.

RICHARD HARKNESS to substitute for Mr. Kaltenborn while he is away.

ELMER DAVIS, ABC, cited for outstanding journalism during 1950 by National Headliner Club. He was only commentator so honored by group.

CEDRIC ADAMS, WCCO Minneapolis and CBS commentator and columnist, one of four persons to receive Minneapolis Awards at annual meeting of city’s Chamber of Commerce for “publicity he has brought Minneapolis through his radio work.” He also was made unofficial “GoodWill” ambassador for Minneapolis.

FRED VANDEVENTER, newscaster WOR New York, to receive honorary Doctor of Business Administration degree from Lawrence Institute of Technology, Detroit, June 12.

R. H. SHACKFORD, United Press general European news manager; elected president of Assn. of American Correspondents in London. He succeeds FRED PANDERSCHMIDT of Newsweek. Members elected include HOWARD K. SMITH, CBS, vice president; ROMNEY WHEELER, NBC, secretary, and FREDERICK B. OPPER, ABC, to executive committee.

HENRY (Hank) WEAVER, ABC Hollywood radio-TV special events and newscaster, elected to board of directors Greater Los Angeles Press Club.

WILLARD SHADEL, CBS Washington newscaster, in Hollywood to broadcast Columbia Pacific The World Today and continue his network series from West Coast during four weeks stay.

BIG YEAR ahead predicted A. E. Joslyn, (1) CBS Hollywood director of operations, when on June 1 he assumed for a second term the presidency of Southern California Broadcasters Assn. He is talking to (1) William J. Boston, SCBA post president and general manager of KWKE Pasadena; Gene W. Lee, association vice president and general manager KFXM San Bernardino; Cliff Gill, general manager KFMV Hollywood and secretary-treasurer of the trade group.

AUTO RADIO HABITS

WGAR Reports on County Owners, Listeners

WGAR Cleveland last week announced the results of a survey embracing a “distinctive listening audience which is big, exclusive, largely adult and exclusively radio,”-the owners of automobile radios. The study is the first in a series of reports on the out-of-home audience, which the station claims is “much too big” to be classified as merely “bonus,” and covers daytime auto listening in Cuyahoga County, home area of Cleveland. According to the survey, 81 out of every 100 autos in the county have auto receivers which are kept on 74% of the time they are being driven. The station projected the auto survey to existing surveys and came up with its own claim of 411,700 daily individual listening half hours in the period 7 a.m.-7 p.m.

Other findings by WGAR: (1) 51% of auto radios are tuned on one hour or less, the remainder for more than an hour; (2) music, news, sports, variety and drama are preferred fare, in that order; (3) each car has an average of 1.6 passengers; (4) 78% spend two hours or less in their cars daily, 30% over two hours.

Calling on the Traffic Engineers Dept., City of Cleveland and Cleveland Auto Club for figures, WGAR’s study checked over 6,280 automobiles in 64 different locations for percentage of car radios and passengers per vehicle. In addition, it mailed 4,278 postcards to drivers at these locations requesting data on driving hours, use of radios and program preferences. Cards mentioned no stations by call letters, WGAR said.

In distributing the findings, WGAR concluded that “for the first time in the history of radio in the Greater Cleveland area, an advertiser, agency or any interested person can determine with reasonable accuracy the total daytime automobile listening audience.”

Cities National Average

The 81% figure—representing 6,070 out of 6,280 autos checked—is actually “higher than the national average of 68% based on passenger automobile and automobile radio manufacturers’ figures,” according to WGAR. Drivers have a selection of eight local stations, it noted.

The postcard survey asked three questions: How many hours do you spend in your car daily? How many hours is your car radio turned on? What type of programs do you like to hear on your car radio? Total of 439 respondents—or 10%—had filled in the queries. Study was conducted last April.

AMERICAN FEDERATION of Radio Artists, Los Angeles chapter, holds its third annual frolic June 28 at the Los Angeles Breakfast Club. Proceeds from affair go into union’s Sick and Benefit Fund.

SOVIET RADIO

Reds Increase Programming

SOVIET RUSSIA has increased its foreign radio output for the coming summer by 25% over a year ago, despite the current cost of its radio jamming operations, according to the State Dept.

Radio Moscow has doubled its schedule for English language programs to North America and German language services in recent months, the State Dept. said. Output to both the United Kingdom and to France, as well as to Latin America, also has been increased.

The Kremlin apparently is satisfied with its programming to satellite countries, having increased only its transmission of Hungarian language programs.

BMI Clinic

BROADCAST MUSIC Inc. will stage an all-day clinic in Hollywood July 81. Similar to those held this spring for state broadcaster associations in the South and Midwest, it will feature six outstanding broadcasters and agency men from eastern cities. Both sales and program aspects of broadcasting will be on the agenda. Southern California Broadcasters Assn. will host the conference.

CBS Affiliate

600 on Your Dial

5000 WATTS

Southwest Network

Roderick Broadcasting Corp.

Dorrance D. Roderick

President

Val Lawrence

Vice President & Gen. Mgr.

Represented Nationally by

THE O. L. TAYLOR CO.

Reach The Rich Market Through Your Southwestern Station

June 11, 1951 • Page 85
**CREDIT CURBS**

Texan Protests via Radio

EVERY U. S. Senator and Representative was urged by Jap Lucas, operating the Jap Lucas Hardware Store in Athens, Texas, to listen to two broadcasts on WOL, Washington, June 6-7, 9:30-45 p.m.

Mr. Lucas bought the two quarter-hour broadcasts against the Federal Reserve Board's Regulation W, which curtails retail credit. He sent WOL tape recordings in which he explained his objections to the regulation.

A former state legislator, Mr. Lucas was credited with convincing Congress to modify price regulations after testifying at length before a special small business subcommittee. He paid card rates for WOL Class A time. The House Banking & Currency Committee is currently considering legislation covering the wholesale credit picture.

**Radio-TV Scrutinized**

RADIO and television, along with motion pictures and legitimate theatre children's programs, are scheduled to come under exhaustive scrutiny at the seventh annual Children's Theatre Conference of the American Educational Theatre Association, to be held on the U. of California Los Angeles campus July 25-28. A three-day workshop study follows the conference. Theme is "The Impact of Mass Media on the Child Audience."

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**Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, O. Ohio’s 3rd Largest Trade Area Buy WFMJ**

The Only ABC Station Serving This Market

**5000**

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

**WATT S**

CALL

Headley-Reed Co.,
National Representatives

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**YOUTH SHOWS**

**Stations Report Activity**

TOTAL of 108 out of 875 radio and TV stations responding to questionnaires currently are airing youth discussion or forum programs, with the majority having initiated the program series since the formation of the Junior Town Meeting League in 1944.

This information was compiled by the Evaluation Committee of the Junior Town Meeting League on the basis of questionnaires sent to stations, school administrators and league members. The breakdown showed 188 programs on radio and eight on television, with 133 originating in studios and 50 in school auditoriums. Stations replied that origin of the programs was due in large measure to league activities.

In its report the committee expressed belief that stations were influenced by schools in some cases and that in others the league had failed to reach stations directly. It suggested the league launch a program to stimulate interest in youth discussions on radio and TV, pointing out that 500 of the 3,300 stations queried had requested information.

In another category school administrators reported that their institutions are using 148 presentations on radio and five on television, in addition to those in class rooms and auditoriums.

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**Board [Broadcasting • Telecasting, Feb. 20]**

On the House side, Rep. Eugene J. McCarthy (D-Minn.) inserted in the Congressional Record a bylined article by his colleague, Rep. Fred Marshall (D-Minn.), contending that "the increased attacks on the Voice of America programs by the Soviet and satellite press speaks for the effectiveness" of the Campaign of Truth. The article was published in the Sauk Centre, Minn., Herald April 5.

Mr. Truman's signature on the supplemental funds bill assured the Voice of an additional $9,533,089 for the completion of seven broadcast transmitters already begun.

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**'VOICE' CRITIQUE**

Growing Too Fast, But Improving

THE VOICE of America has shown marked improvement in raising "the general level of competence, loyalty and character" of its personnel, but the U. S. overseas radio arm has grown "too big too fast" and is spreading itself thin in the propaganda war abroad.

These were a few of the plums and prunes handed out in a summary of a study prepared for the Council of State Chambers of Commerce comprising 33 state groups. Study was made by the council's research director, Alvin A. Burger.

Noting Congressional action under which Voice appropriations for new facilities were cut 90%—President Truman signed the supplemental June 2—the study lauded this and other State Dept. difficulties to numerous critics on Capitol Hill.

"Ineff Handling"

"The Voice has too often been the victim of ineff handling, ideological ax-grinding and attempts by zealots to inflate and twist it into something Congress never intended it should be," the council declared. Additionally, it said, rapid expansion can actually retard progress in that efforts are concentrated on global coverage and the "essential job" in selected strategic countries may suffer.

The American "Truth Campaign" may last several years barring full scale war, it noted. Meanwhile, the Voice should measure its techniques and results against those of Radio Free Europe and World-Wide Broadcasting Foundation, which operate at a small fraction of VOA's budget. World-Wide (WRUL, Boston) is headed by Walter S. Lennan.

The question of "maximum utilization" of overseas medium and

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**KTUC Tucson, for its client, American Vitamin Assn., recreated a baseball game in a window of a downtown drug store. The station reported that it was a success and that several thousand persons saw the broadcast. In action are KTUC employees (1 to 7) Pete Tufts, Stan Norman, Bud Murphy and Mac Matheson.**
SATURATION CAMPAIGN
WBFR Baltimore, Owyn Oak Haddon, Saturday night, sponsored by Gwynn Oak amusement park. Program—one phase of what is reported as most extensive radio campaign signed with any Baltimore amusement park—features Plainsmen, hillbilly group, and local talent show. Park also running heavy daily spot schedule. Picnic local Plainsmen, hillbilly group, and campaign signed.

POPE'S BEATIFICATION
WHOM New York, June 3, 1:30-3 p.m., broadcast beatification of Pope Pius X, first Pope to receive such honors in 279 years, directly from Saint Peter's Square in Rome, with running commentary in English. Highlights of ceremony were rebroadcast 3:30-4 same day.

TV SHOPPING SHOW
KING-TV Seattle, Shopping the Town, developed and produced by Pete Lyman, 4:44-30 p.m. Monday, five participating sponsors. Launched by, and starring, Seattle advertising agency executive, show is independent venture with format including telephone quiz and merchandising prizes, five-minute interview featuring "People You'd Like to Meet—We Think," and commercials by demonstration.

HEART DISEASE FILM

includes research in rheumatic fever and rheumatic heart disease. No professional actors used in film, made at La Rabida Jackson Park Sanitarium, where Dicky was patient; and at his home during convalescence. Parts were "played" by Dicky's family and playmates, family physician and hospital doctors.

First showing to be on DuMont network tomorrow (June 12) on Johns Hopkins Science Review, 8:30 p.m. EDT.

COLLECTOR'S ITEM
KMOX St. Louis, Mo., sends trade and advertisers sky-blue folder with cover showing several kinds of butterflies and caption, "Do let 'em get away! First inside page reveals eager collector peering at opposite page with wording 'This summer collect . . . " and next pages have picture of collectors examining $100 bill under magnifying glass in exhibit case with butterflies. Copy says KMOX area is good place to "collect sales . . . collect listeners, too," and gives details of audience, market facts, station coverage and other data.

SERVICEMEN INTERVIEWED
PUBLIC INFORMATION Office, Fort Jackson, S. C., preparing upon request of stations individual series of tape-recorded interviews with servicemen from areas served by stations. Available in five, 10 or 15 minute periods, or in one to three minute periods for insertion in newscasts, interviews are informal, spontaneous chats with men frequently recorded in training areas where simulated battle sounds are heard. Programs may be sponsored, with few necessary restrictions, according to Pt. Ed Capal, producer of series.

LOW HOTEL RATES
WTVJ (TV) Miami, Fla., sending letter to all operating TV stations and 1,800 advertising agencies

furnishing recipients to spend vacatons at modern, luxurious Miami Beach hotel during summer vacation, at greatly reduced rates. Station will service requests for reservations.

PROMOTES SHOW, SINGER
KTUL Tulsa, Okla., used mystery singer idea to hyp interest in Tulsa Charity Horse Show, remove "society page stigmas" from publicity and introduce younger sister of Patti Page, Peggy Fowler. Wearing mask at show, Miss Fowler sang selections, then 20,000 horse show visitors guessed at identity with winners to draw for new car.

FLYING STRAW HATS
KPOR Lincoln, Neb., supervised elaborate straw hat week and Armed Forces Day promotion.

TIGER WIVES

TELECAST SERVICES
WSB-TV Atlanta, Sunday morning, telecasting service from local church. Different services telecast each week, with cooperation of Atlanta Christian Council. Station reports it is first time regular series of Sunday services have been telecast.

FURTHER ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
AFRA May Represent Them

AFRA's attempt to represent salesmen, along with announcer-control board operators and certain clerical help in separate bargaining units at WFPG-AM-FM Atlantic City, N. J., received the blessing of the National Labor Relations Board in a decision handed down last Wednesday.

The board directed elections among those employees—but excluding the program director and continuity-traffic supervisor—within 30 days to determine whether AFRA (affiliated with Associated Actors and Artists of America, AFL union) would represent them. WFPG-AM-FM is licensed to the National Broadcasting Corporation.

NLRC rejected the petition to include salesmen and office clericals in one unit with announcers and board operators—saying it "clearly does not conform to the well-established bargaining pattern in the radio broadcasting industry." Separate units were directed. But it held, in the case of news broadcasters, interviewers and other specialists, that their "interests and duties are sufficiently similar" to those of announcers and board operators.

KPFA (FM) Returns

Listeners Give Support

KPFA (FM) Berkeley, Calif., a listener-sponsored FM station that folded for lack of finances nine months ago, is back on the air with a stronger voice, a new bank account and high hopes that the enterprise can now continue successfully.

A committee of 300 volunteers has been soliciting funds from listeners and San Francisco Bay area residents interested in the station's future. Policies are in place so the enterprise stopped operations last September. They raised $34,000 and a new 16 kw transmitter in the Berkeley hills.

General Manager Lewis Hill, a former newspaper executive, said that if the station can get as much as $100,000 from listeners to fund its new expanded broadcast range as it did from its former limited audience it will have sufficient funds to maintain operation.

ORDER HEARING

On KCJJ Transfer Request

THE FCC has ordered hearings on an application for transfer of KCJJ Shreveport, La., from Southland Broadcasting Co. to Frequency Broadcasting Co. The hearing will be held in New Orleans July 23.

Issues to be considered in the hearing are the methods of financing of Southland Broadcasting and "full information as to all contracts, agreements or understandings" between Southland and Frequency Broadcasting Co. respecting construction and operation of stations.

The Commission order states that the hearings will attempt "to determine whether the public interest, convenience and necessity would be served by grant" of the application. Also to be considered at the same hearing is Southland's application for a license for KCJJ.
sport Bostg. Co. to take depositions on June 8 in Freeport, Texas.

WGBA Columbus, Ga.—Granted petition for continuance of hearing in proceeding upon application from June 12 to July 12 in Columbus.

KFSA Ft. Smith, Ark.—Granted petition for extension of time to June 18 in which to file exceptions to initial decision released in proceeding upon application.

KXLA Pasades, Calif. and FCC General Counsel—Granted petitions requesting that transcript of hearing in proceeding re application for mod. license and re order to show cause directed to KXLA be corrected so as to incorporate therein various changes set forth in their petitions.

By Examiner James D. Cunningham

KWHR Oakland, Calif.—Granted petition for leave to amend application so as to furnish current populations within areas involved in proposal, together with detailed information concerning site problem involved, non-availability of another suitable site, and agreement to adjust any responsible complaints which might arise by virtue of blanket area interference; removed from hearing docket.

By Examiner Basil P. Cooper

Robert C. Crabh, Los Angeles, Calif.—Granted petition for extension of time to July 2, to file proposed findings and conclusions in proceeding upon his application and that of Telaphone Inc., Los Angeles.

WBLS Kinston, N. C.—Granted petition for continuance of hearing from June 4 to July 9 in Washington in proceeding upon their application and that of WFTC Kinston, N. C.

By Examiner Elizabeth C. Smith

Telaphone Inc., Washington, D.C.—Granted petition for extension of time from May 26 to June 26 for filing proposed findings of fact and conclusions of law in proceeding upon application for CP in domestic public land mobile radio service.

Capitol Radio Enterprises, Sacramento, Calif.—By memorandum opinion and order denied petition requesting that place of hearing in proceeding upon application and that of Radio California, Sacramento, be changed from Washington to Sacramento, and to adjust hearing date.

By Examiner Leo Renick

Western Bostg. Assn., Modesto, Calif.—Granted petition insofar as it requests a continuance of hearing on engineering issues in proceeding upon application and that of West Side Radio, Tracy, Calif. and denied insofar as it requests that a date be established for hearing on engineering issues shortly after commencement of hearing on proposed allocation of TV channels now scheduled for July 9. Ordered that hearing shall be held with respect to non-engineering issues on June 28

at Modesto, Calif., and June 27 at Tracy, Calif., and that hearing with respect to engineering issues shall be held in Washington at a date subsequent to July 9 to be hereafter specified.

KOPR Butte, Montana—Granted petition requesting that record be opened for purpose of receiving evidence with respect to services available to areas and populations which KFXD Nampa, Idaho, proposes to serve; further hearing to commence on June 7 in Washington, D. C.

WDBB Daytona Beach, Fla.—Granted petition for leave to amend application by specifying 1550 kc. in lieu of 950 kc and removing application, as amended, from hearing docket.

ACCEPTED FOR FILING

AM—1550 kc

WHSB Huntsville, Ala.—CP to change from 1490 kc to 3500 kc. 10 kw-D 500 w-N and install DA-DA and new trans. AMENDED application from 10 kw-D 500 w-N to 1 kw-D 5000 w-N and change DA-D pattern etc.

June 6 Applications . . .

Modification of CP

KSBT (FM) Beverly Hills, Calif.—

(Continued on page 90)
Help Wanted

Sailmen

Wanted: Experienced radio time salesman. Midwest station exclusive to Burns. Also wants experienced radio station manager for station management. Write Box 960J, BROADCASTING.

Wanted: Salesman with and broadcast station experience to sell complete maintenance supplies. Also some new equipment items majoring in new equipment. Some arrange block of accounts to start. Car necessary. Send photographs and letter. Write Box 960J, BROADCASTING.

Commercial manager—Aggressive 1 kw station in good city in South. Fulltime, net-affiliated, seeks experienced aggressive sales manager. High sales and southern background or experience necessary. Contact for man who will work into our plan of growth. Box F103, QN.

Wanted: Senior salesman, progressive local market. Car necessary. Drive your own. Youngest photos and record reference to WCKS, Columbus, Indiana.

Opportunity for aggressive commercial manager. Fulltime, affiliate, applying 3 kw. Expanding market. Fifteen years experience, one of West's oldest. Experience, Integrity. References required. Write Box 960J, BROADCASTING.

The Norfolk area is the 29th market in the United States, has fine beaches and is a pleasant place to live. WNOK, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman with the ability to get stations to sign up. You will be paid a good drawing salary and will get a number of accounts to start. No Bostey or high overhead to worry about. Good salary, good benefits. Male preferred. Send complete details and references to Carl Harper, WNOK, Norfolk, Virginia.

Announcers

Announcer-diskey, Jocke, strong on morning and drive. Box 960J, BROADCASTING.

Wanted: Combo man, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars on first letter. Box 975J, BROADCASTING.

Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt station Manager looking for aggressive man who can sell and entertain on the air. Necessary $600.00 start, increases to $72.00 for 48 hour week. Box 960J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants aggressive announcer with ability to sell and entertain on the air, combining pop vocals with routine announcing. A chance to sell and develop a market on an exciting coast station. Contact immediately. KARE, Atlantic City, New Jersey.

Anouncer-engineer, first phone. Experienced owners. No NBC dress but CBS quality. Excellent salary. Can draw good position. Write Box 960J, BROADCASTING.

Announcer-engineer. First phone. Experienced owners. No NBC dress but CBS quality. Excellent salary. Can draw good position. Write Box 960J, BROADCASTING.


Anouncer-engineer needed immediately. Charming small town station offers immediate opening. Excellent salary. Write or wire KBOO, Hugosson, Oklahoma.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars on first letter. Box 975J, BROADCASTING.

Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt station Manager looking for aggressive man who can sell and entertain on the air. Necessary $600.00 start, increases to $72.00 for 48 hour week. Box 960J, BROADCASTING.

Salesmen

Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt station Manager looking for aggressive man who can sell and entertain on the air. Necessary $600.00 start, increases to $72.00 for 48 hour week. Box 960J, BROADCASTING.

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Immediate opening. Congenial, ambitious announcer-engineer. Small 500 watt station Manager looking for aggressive man who can sell and entertain on the air. Necessary $600.00 start, increases to $72.00 for 48 hour week. Box 960J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants aggressive announcer with ability to sell and entertain on the air, combining pop vocals with routine announcing. A chance to sell and develop a market on an exciting coast station. Contact immediately. KARE, Atlantic City, New Jersey.

Anouncer-engineer, first phone. Experienced owners. No NBC dress but CBS quality. Excellent salary. Can draw good position. Write Box 960J, BROADCASTING.

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FOLDING MONEY FOR FM EQUIPMENT
Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitor coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantle complete stations.
We want bargains.... real fire sale deals.... but it can mean some recovery if your equipment not in service.
Maybe we can trade you some AM equipment?

We Want—
REL 664 FM receivers
Any make of STL equipment
Music record libraries
New, spare transmitting tubes
Microphones, consoles, turntables
AM frequency monitors

ELECTRONIC SERVICE CORPORATION also buys military surplus plus electronic equipment in teletype, carrier telephone, AN/TRC-1, ARC-1, and ARC-3 equipment.

FOR NEW RAYTHEON SPEECH EQUIPMENT AND AN ANTenna TUNING UNITS GET OUR LIST NOW.

Available now—immediate delivery

General Electric VOA-1 noise and distortion meters, brand new, at $300.00 each
General Radio AM modulation monitors, brand new, $475

Electronic Service
431 West Jefferson
Louisville, Kentucky
Steve Cider
of WKYW
Clay 4811

Situations Wanted (Cont'd)

Announcer, colored, excellent voice, promotional ideas, disc on request. Box 9321, BROADCASTING.

Announcer, 29, married, draft exempt. DJ ideas, recent Announcer three years experience. Box 9322, BROADCASTING.


Situations Wanted (Cont'd)

Absolutely thoroughly experienced mature announcer available. News, morning show, 6 years experience. Time to work. Will relocate. Box 9324, BROADCASTING.

Announcer, colored, excellent voice, promotional ideas, disc on request. Box 9321, BROADCASTING.

Announcer, 29, married, draft exempt. DJ ideas, recent Announcer three years experience. Box 9322, BROADCASTING.

Program director—experienced all phases of station including publicity-promotion. Progressive programming. Looking for permanent, solid position, trained two children. Box 212, Los Angeles, California.

**Television**

**Announces**

Television network director desires permanent position. Northeast only. Family, 1968. Box A, BROADCASTING • TELECASTING.

**Technical**

Interested in TV camera, taking CRT course, will consider all offers as I am Washington and willing to travel. I have a keen knowledge of sports and drama directing. Box 3406, BROADCASTING • TELECASTING.

**Production-Programming, others**

Commercial offer man, handle sales, purchasing, credit, file correspondence.求 demolished. Box 4054, BROADCASTING • TELECASTING.

Top notch radio man desires to work in TV. Many years of experience in producing, direction, promotion, engineering. Send details. Box 975, BROADCASTING • TELECASTING.

For sale—One 250 Raytheon transmitter in excellent condition. Used years before switching to kilowatt. Excellent new tubes. $1800. KVED, Seguin, Texas.

**For Sale (Cont’d)**

For sale—Presto 6-N 500 receiver, No. 25, 5000. Excellent condition. Comes complete with all accessories. Box 2207, BROADCASTING • TELECASTING.

Western electric type 216 microphone with power supply. Good condition. $400. Boston, Mass.

Complete equipment for 1 kw FM station in excellent condition. Transmitter, console, write for complete inventory. W2YX, Wyandotte, Michigan. Ready now.


**For Sale**

**Equipment etc.**

GE 1 kw FM transmitter and monitor. Box 1702, BROADCASTING.

Used and new radio towers. Immediate shipment. Also limited quantity new 250 bare copper ground wire. Available for immediate delivery. 150 foot insulated self-supporting Trucon tower. Box 240, BROADCASTING.

Trucon H-25 1500 foot tower GE 2-2200 FM antenna. 1 kw GE FM transmitters. 2 and 4 channel Collins-WG remote amplifiers. 3 and 4 types of console cabinets with W. E. arms equalizers. Please ask for best offer. All or any. Location near Washburn, Illinois. Box 3404, BROADCASTING.

For sale: 3 kw Federal FM transmitter with GE frequency and modulation monitor. Box 6693, BROADCASTING.

For sale—RCA radio mike HD-1A. Good condition. Used only eight hours. $17500 complete. Box 2865, BROADCASTING.

**W2O**

**California Regional**

One Network—Other Independent Either Station—$175,000.00

Independent

Located in California’s richest agricultural and manufacturing areas, this facility is located in a well-populated city—only large radio station. High average listening area. Good physical plant. Full-time news staff. Good cash flow. Large audience.可用于 years round. Price $175,000.00—half balance three years.

**Network**

Likewise in rich location—beautifully equipped—good network affiliation—high average listening area—full-time news staff—major impact with news. Ideal for any big network. Price $175,000.00 with cash advance of $20,000.

**BLACKBURN-HAMILTON COMPANY**

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

1638 Wisconsin Ave.

Sterling 307-1

WASHINGTON, D. C.

CHICAGO

Harold R. Murphy

930 S. Michigan

Sterling 345-1

SAN FRANCISCO

Ray V. Hamilton

351 Market St.

Sterling 493-2

1352-4

DELAWARE

James W. Blackburn

215 North 20th St.

Sterling 5-6722

1723-4-5

E X B R O X K E R 5-6722

**Milestones**

- WKNE Keene, N. H., has started its 25th year of broadcasting.
- WKRN (FM) Riverside, Calif., is increasing its power from 10 kw to 120 kw as its AM affiliate, KPRO Riverside, enters its 10th year of service.
- CHNS Halifax last month celebrated its 25th anniversary and growth from a 100 kw station to a 5 kw station. Special programs and local promotion marked the event.

**Lightning Hits WKRS**

WKRS Waukegan, Ill., was off the air one and one-half hours last Monday after lightning hit the transmitter and burned out several condensers. The station, instead of going on the air at 8 a.m., went on at 9:30. The transmitter, repaired by Engineer Murphy D. Hannicutt, was returned to service at a reduced power with temporary parts until new components were flown in. Station is owned by the Waukegan News-Sun and managed by Joseph B. Kirby.

**Fashion Note**

FCC COMR. Frieda B. Hen- nock, whose tastes in fashion are impeccable, dressed in a cowgirl costume to attend an outing given a short time ago by Sen. and Mrs. George W. Malone (D-Nebraska) near Washington. Miss Hennock’s appearance on the occasion was described graphically by George Dixon, columnist for King Features Syndicate. Mr. Dixon reported that Miss Hennock “looked like a horse- borne Dagmar!”

**STATION WANTED**

Station owners interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

**BOX 775J, BROADCASTING**
Programs, Promotions
(Continued from page 87)
over city while he dropped hats with red, white and blue streamers. Lucky finders received new hats from merchant, who was attached to old hat. Station reports straw hat sales were up for every participating merchant, that 70% of hats were purchased...and school children had three-color streamers at school.

GREETING TO ENGLAND
WORK York, Pa., prepared quarter-hour recorded program describing York's general character, which industry with greetings from mayor and other civic leaders, which mayor took on trip to England for presentation to his British hosts. Mayor making trip to repay visit made last year by mayor of York, England. Recording prepared under direction of Glenn Brillhart, WORK news director.

SPORTS SCOREBOARD
KSTP-TV Minneapolis-St. Paul, Minn., Hornor's Scoreboard, Monday noon, 11:11-11:05 p.m., sponsored Thursday by Munis TV. Station's sports director in retail Hornor gives run-down of last minute scores, listed on blackboard. Headline sport stories are sometimes included.

TOUGH PROMOTION
RADIO SALES (radio and TV station representatives), CBS, New York, sending advertisers folder with rough sketch of tough-looking character on cover, with red letters asking, "Tough!" First inside pages show white lettering on red background with tough-looking character again shown, this time with gun, and caption, "The tough customers are easy marks for Eddie Drake." Last pages have picture of tough character face-to-face with Eddie Drake, and headline says "The tougher the better..." Copy tells about The Cases of Eddie Drake, TV film program, and gives information on actors and scripts.

GLOWING BUS CARDS
WMGM New York installing promotion cards using new lumenescence silkscreen process called "dayglow" on Fifth Ave. buses to high-light station sports programming. Ten thousand window streamers have been sent to drug stores pointing up Plumbers' Convention Blades' sponsorship of Today's Big Game. Other streamers announcing The Oregon Fields Show on display in grocery stores selling Hovis bread, and others in retail stores to advertise Warm-up Time for TruVal Men's wear.

NEWSPAPER TELECAST
KPHO-TV Phoenix, Ariz., telecast printing of local newspaper, starting in city room and chats with clummins, sports writers, managing editor, publisher and others in editorial department. Cameras followed copy as it went through chute to composing room with explanation of each process, then into press room where final run took place.

AD REPRINTS
WTRY Albany-Troy-Schenectady, N. Y., sending trade piece with bright yellow cover and phrase: "We've shouted it from the house-top!" The ad are reprints of four ads of series appearing in Broadcasting • Telecasting, each ad pointing out different and unusual facts about television and market.

BASEBALL TRYOUTS
KRNT Des Moines has begun preparation for sponsoring its statewide Fourth Annual KRNT-Cubs Baseball Tryout Camp and Talent Hunt. The event will be staged July 13-21 in Pioneer Memorial Stadium, Des Moines. Station conducts camp in cooperation with Chicago Cubs, which will send scout-coaches. Al Cooper, KRNT sports director, manages event.

'PROMOTION PLUS'
WDSU New Orleans sends trade and advertisers promotion describing "Promotion Plus" packages offered sponsors through station's dealer calls, all types of advertising, courtesy announcements, dealer mailings and local and national publicity.

SENOE MARKET ANALYSIS
WLAW Lawrence and Boston mailing agencies and advertisers four page pamphlet presenting data on its four-state market. Front cover shows air time of Boston's WOR, and back cover has station coverage map.

STATION NEWS PAPER
WCCO Minneapolis-St. Paul, Minn., sending 15,000 families copies of periodically published paper, WCCO Minnesota Parade. First and last page has news of station with information and pictures about programs, stars, contests and special columnist. Inside spread utilized by food chains for advertising.

book reviews
TELEVISION AND ELECTRONICS AS A BUSINESS by Richard M. Dorf. John F. Rider Publishing Co., Inc., New York. $5.00. THIS book, to be published in September, deals with persons active in the fields about which they themselves write. The editors have experience in both television and the broad field of electronics. Mr. Kamen is TV director for the L. S. Brach Corp., and Mr. Dorf is a TV consultant.

Co-authors include R. W. Peter- son, assistant manager of the electronics division, Admiral Corp.; J. R. Poppele, vice president, WOR New York; William Bohlke, merchandising coordinator, RCA Service Corp., and Mr. Kamen.

Persons who have made television industry history are profiled in the first chapter. Remaining chapters cover numerous phases of the entire industry.


LONG recognized as the standard manual of amateur radio communications, this 27-chapter book covers the field from basic fundamentals to latest techniques in equipment design and construction. The manual can serve as a text, reference or constructional guide.

The first four chapters cover am- ateur history, electrical laws and circuits, vacuum tubes and high-frequency communication.

The high-frequency transmitter section lays emphasis on TV interference and its elimination. Two completely new chapters cover design types of radiotelephone transmitters and mobile techniques.

More extensive treatment is given antennas and transmission lines and microwave techniques.

UHF TELEVISION AND UHF-VHF TUNERS NOTEBOOK. By Edward M. Noll. Paul H. Wendel Publishing Co., P. O. Box 1321, Indianapolis. $1. THIS notebook provides "practical information supplemented with circuit schematics (diagrams), block diagrams and specific data on commercial tuners and proposed allocations of VHF-UHF channels."

Mr. Noll also has prepared Television for Radionics and Color Television Notebook.

Chile Cites Program
FIRST certificate of its kind ever extended to a foreign radio broadcast was meted out to the U. S. embassy in Santiago, Chile, for a program produced by the radio section of the United States Information and Education branch. Comparable to Hollywood's Oscars, the award (Caupolican) carried a certificate lauding it as "the outstanding radio broadcast in Chile during 1960." Presentation of the award was made during a banquet honoring top radio, TV and theatrical performances of last year. Program is titled La Cadena de la Amistad.

Western Union Income
NET income of $346,495 in April 1951, after provision of $281,000 for federal income taxes, has been reported by Western Union Tele- graph Co. Net income for April 1950, with no provision for income taxes, amounted to $375,654, with an additional profit from the sales of real estate under lease-back ar- rangement of $261,484, the an- nouncement said. Gross operating revenues for April 1951 totaled $15,788,307, a $1,463,692 increase over April a year ago, it said.

AMES HARPER, representing WEMP Martinsburg Manager Leo Golliday, presented membership in National Academy of Broadcasting Foundation by Mrs. Fred Estey, chairman of home and garden department of Wom- en's Club of Martinsburg, who con- stitutes station's public service pro- gramming.

June 11, 1951 • Page 93
SALES GAINS
Will Taper Off, NSE Says
SALES gains among hard and soft goods will taper off during the last part of 1951, although sales executives expect an 18.8% increase in business for the whole year, according to a study conducted among 100 leading firms by the National Sales Executives released June 1.

The tapering-off pattern is particularly apparent among sellers of civilian hard goods (radio-TV receivers, household appliances). While they anticipate a total gain of 27.4% for 1951, quarterly sales are expected to slacken off from 40% first-quarter increase over corresponding periods of 1950 to 19.3% for the third quarter.

With respect to inventories, 44.4% of hard goods suppliers said they were higher than normal, with the remaining 55.6% carrying lower-than-normal stocks. Only a handful of sales executives reported any noticeable trend in the shift of employees from selling to defense plant work.

Visits U. S.
FOUR-MONTH study of American radio and television techniques has been undertaken by Jacob den Daae, co-director of AVRO Hilversum, Netherlands station, who arrived in the United States May 23. Mr. den Daae now is on a tour of broadcasting centers throughout the United States.

DON MACK named Chicago regional TV sales manager, Filmack Trailer Co., Chicago, TV film production firm. He has spent last three years working in production.

AL J. MADDEN, export manager, Pacific Brewing & Malting Co. (Wein Bier), 350 W. 57th St., to Frederick, W. Ziv Co., radio show packager, as Northern California sales representative.


JOHN P. FOSTER, Ford Bond Radio Productions, commissioned second lieutenant in New York National Guard and assigned as assistant public information officer, 62nd Infantry Div.

PROMOTIONS UNLIMITED, N. Y., established by DUSTY MILLER and JUDY SHEPPARD, to provide promotion programs for actors "on the way up." Firm offers anything from simple mail campaigns to full-scale promotion. Offices located at 550 Fifth Ave., N. Y., Plaza 7-0454.

RICHARD S. ROBBINS Co., N. Y., expanding to include functions of package agency. Firm offering TV merchandise quiz show, My Neighbor's Name.

PALMETTO NETWORK, chain of 14 stations in six southern states, signs three-year $475,000 contract with CHARLES MICHELSON Inc., N. Y., transmission firm, for 12 programs.

Equipment...


HOWARD L. LETTS, controller of RCA's record department, to newly created post of assistant manager of department.

A. B. CLARK, vice president Bell Telephone Labs, moved to new post coordinating all Bell System laboratories. Dr. JAMES W. McCAIN, director of transmission development, appointed vice president in charge of system's development organization. Other department heads, under Mr. McAdoo, include G. W. GILMAN, director of systems engineering; G. N. THAYER, director of transmission development, and M. B. McDAVITT, who continues as director of switching development.

GEORGE L. CHAPMAN, district sales manager for Magnavox, Boston, appointed assistant service manager of firm, Fort Wayne, Ind.

HENRY T. ROBERTS named vice president of Majestic Radio & Television Div., Wixcus-Gay Corp., Chicago and Charlotte, Mich., in charge of private-brand contract sales and recording product sales. He has been with Wixcus-Gay Corp. and U. S. Radio & Television Corp.

JOHN T. HOLLERAN, manager of Fort Edward Plant, General Electric Co., appointed manager of Fort Edward and Hoosick Falls operations of company's transformer and allied products division, in charge of sales, engineering, manufacturing and financial operations.

COL. JOHN R. HOWLAND, director of product research Stewart-Warner Corp., Chicago, elected president Chicago Chapter Armed Forces Communications Assn.

PHILCO Corp., Philadelphia, and FARADS TRANSFORMER CORP., Chicago, announce new transformer which saves 25% in critical materials, yet which provides improved efficiency with reduced size and weight.

BELL TELEPHONE LABS, Murray Hill, N. J., placed in operation "master timekeeper," expected to vary less than one-thousandth of a second per day, or a precision of one second in 30 years. Vibrations of four quarts crystals contribute frequency of special electric current with precision of one part in a billion. Apparatus used to monitor or regulate equipment for coaxial cable and radio relay television and telephone networks, according to company. Radio broadcast switching clocks also are controlled by device.

DAVEN Co., Newark, N. J., announces video distribution network which provides means of dividing output of single source into one to five bridging amplifiers for video program distribution.

TECHNICAL APPLIANCE Corp., Sheburne, N. Y., announces channel converter designed to combat problem of signal strength losses in community master antenna systems. Unit converts higher-channel signals to low-channel band. For example if Channel 13 is operating where only other TV station is on Channel 4, converter, located at master antenna site, converts signal to Channel 2 and then transmits it through cables.

RCA Tube Div., Philadelphia, announces fingertip wrench as part of new promotion campaigns, which are used when dealer or serviceman is working in "tight spots."

Summer Seminar
DR. ARNO G. HUTH will conduct a "Seminar In International Broadcasting" at the New School for Social Research in New York for seven weeks beginning June 15. The seminar will be devoted to basic research and creative work and is designed for professionals and advanced students particularly interested in international relations, international information and communications.

Blackstone Magic Detective" 15 MIN. TRANSCRIBED MYSTERY SHOWS
for particulars
Charles Michelson, Inc.
125 W. 47th St., New York 19
Arney's Prophecies

EARLY last year when C. E. Arney Jr., NARTB secretary-treasurer, was estimating the 1959 convention budget he figured income (registration, extra tickets, exhibit space, etc.) would total $50,000. Auditor William L. Fellows later reported last year's income actually was $64,896. Mr. Arney estimated expenses at $47,375. They proved to be $48,939. He estimated the budget for meals at $18,850. The figure turned out to be $18,500.88.

WEBB Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WMVG Milledgeville, Ga.; WSSR St. Albans, Vt.

A report by the Station Relations Dept. covering the Nov. 1-May 31 period has explained that radio is selling on minimum value because it doesn't know the real value.

Mr. Ryan reported to the board that the first job radio must do is learn the basic values of the medium. He explained radio is selling on minimum value because it doesn't know the real value. He said original research must be done, with BAB already analyzing material supplied by any audience measurement organizations.

BAB's future projects include establishment of an adequate radio industry research control on merchandising, and staging of sales and copy-writing clinics. Broadcasters must do all within their power to see that their stations have the best possible programming—both commercial and public service—to awaken their respective communities to the medium's contribution, Mr. Ryan said.

As to finances, he said BAB is living within its limited income and will continue to operate that way. However, he warned that if it is to do the best possible programming it must have greater industry support. A board invitation to send a BAB representative to all district meetings and sales campaign was accepted by Mr. Ryan (see district meeting story page 39).

The TV Board, which met separately Monday and Tuesday morning, joined the Radio Board Tuesday noon, with meetings closing Wednesday afternoon. Among TV Board proceedings was a discussion of the program standards meeting to be held June 22 in Washington [Broadcasting * Telecasting, May 21]. FCC Chairman Wayne Coy and Sen. Johnson are to address this television session. The NARTB Research Dept. is preparing an analysis of program logs.

Presiding. The TV Board was asked by the TV Board to prepare and submit to it at a June 21 Washington meeting his recommendations for staffing of the TV organization under Mr. Brown. A detailed report on TV legal and legislative activities was given by Mr. Brown, with emphasis on the FCC's proposed allocation of channels. Mr. Brown has registered as a lobbyist. His salary was set at $15,000.

TV directors will spark a video membership campaign based on personal solicitation of non-members.

Eugene S. Thomas, WOR-TV New York, presided at the TV meetings as chairman of the TV Board.

All TV directors were present except Campbell Arnoux, WATB-TV Norfolk; Chris J. Witting, DuMont Television Network; Harry Bannister, WJZ-TV Pittsburgh; and old Hough, WBPB-TV Fort Worth. AM directors absent from the meetings were James D. Shouse, WLW Cincinnati, and Patt McDonald.

Next meeting of the combined boards will be held in Washington in late November or in December.
FCC roundup

New Grants, Transfers, Changes

Box Score

SUMMARY THROUGH JUNE 7
Summary of Authorizations, Stations on the Air, Applications

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<th>On Air</th>
<th>Licensed</th>
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<td>AM Stations</td>
<td>2,276</td>
<td>2,135</td>
<td>151</td>
</tr>
<tr>
<td>FM Stations</td>
<td>107</td>
<td>120</td>
<td>109</td>
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</tbody>
</table>

- On the air.

CALL ASSIGNMENTS: KDLM Detroit Lakes, Mich. (Detroit Lakes Bcstg. Corp., 1290 kc, 1 kw, fulltime; estimated construction cost $37,255; first year operating revenue $55,000. Principals are President George E. Johnson, Secretary-Treasurer Ralph Jones and Mountain Mitchell (31%), program director WKAH, and owner. Granted June 6.

TRANFER GRANTS

KWEW Hobbs, N. M.—Granted to WTVT-TV, St. Petersburg, Fla. Mr. and Mrs. James F. McLean were granted permission to transfer WTVT-TV to WTVT-WFTH, Inc. of Miami, Fla., fulltime; estimated construction cost $37,255; first year operating revenue $55,000. Principals are President and Secretary, Ralph Jones, and Mountain Mitchell (31%), program director WKAH, and owner. Granted June 6.

New Applications

AM APPLICATIONS

FL. Walton, Fla.—WFTV Inc., 1490 kc, 250 kw, fulltime (requests assignment of WFTV, Inc., 756 kc, 250 kw; estimated construction cost $40,000; first year operating revenue $65,000). Principals are President and Secretary, Ralph Jones, and Mountain Mitchell (31%), program director WKAH, and owner. Granted June 6.

APPLICATIONS RETURNED

WTKL, Findlay, Ohio—RETURNED application for CP to change ant. sys.

APPLICATIONS DISMISSED

Portsmouth, N. H.—WHEB Inc. requested CP authorization for this station. DISMISSED at applicant's request.

June 7 Applications

ACCEPTED FOR FILING

Modification of CP

WLBZ Sturbridge, Mass.—Mod. CP new FM station for extension of completion date.

License Renewal


APPLICATIONS RETURNED

WALLACE, N. C.—RETURNED Duplin Bcstg. CP application for extension of completion date 1400 kc, 250 kw, fulltime; estimated construction cost $40,000; revenue $60,000. Mr. W. Sherburne, owner. Granted June 6.

APPLICATIONS DISMISSED

WIBY Winter Haven, Fla.—RETURNED application for license renewal.

WCGH Newman, Fla.—RETURNED application for license renewal.

APPLICATIONS AMENDED

WLAN and WVNN New London, Conn.—CP amended to change frequency of WLN to 1470 kc. Granted June 6.

APPLICATIONS TERMINATED

WMCW Dubuque, Iowa—CP for this station terminated. Granted June 6.

RCA INSTITUTES, INC.

One of the leading Radio Technology in America, offers its services to many of the leading to the Broadcasting Industry.

Address inquiries to

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

180 W. 4th Blvd., New York 14, N. Y.
approval of transit FM by “most passengers . . . would not be important, since the will of the minority cannot abrogate the constitutional rights of a minority.”

Telecasts “deprive objecting passengers of liberty without due process of law . . . that the court is not now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights.”

Legal lights generally agreed that the term “announcements” is construed to include news briefs, weather forecasts and other “voice” descriptions, and pointed out that, while a sharp delineation was not drawn, the end effect of the ruling is the same in view of need for revenue sources.

It was held that when the Washington Radio, Inc. was represented in its appeal by Paul Segal, of the Washington law firm of Segal, Smith & Hennessey; Washington Transit Radio Inc. by W. Theodore Pierson of Pierson & Ball, that Two other attorneys—Franklin S. Pollak, a Justice Dept. lawyer, and Guy Martin—backed the anti-trans- casting faction, noting that their appeals were withdrawn before the case went to the Court of Appeals.

In announcing a decision to appeal, Mr. Strouse noted that the PUC “as a body of experts determined that Transit Radio is in the public interest” and that the decision was upheld by the District Court whose Judge Edward A. Tamm dismissed the suits by Transit Riders Assn., two by Messrs. Pollak and Martin, and another by Paul N. Temple. PUC earlier had appointed its own investigation [BROADCASTING • TELECASTING, June 5, 1960].

“The decision is so broad that it not only challenges transit radio broadcasts but is an implied challenge to all industry supported by commercial advertising,” Mr. Strouse charged. “Because of this, we have no alternative but to take our case to a fourth tribunal, the Supreme Court of the United States, for determination as to which of the three tribunals (PUC, District Court and Court of Appeals) . . . is the last word.”

Mr. Strouse told BROADCASTING • TELECASTING that, because of the broad-reaching ramifications of the decision, Storecasting and other specialized services may be affected, should the high chamber sustain the Court of Appeals.

Two attorneys, however, felt that the general principle was the same but that different factors were involved—particularly that of the so-called “captivating audience.” Thomas Dowd, attorney at Piers- son & Ball, doubted whether the decision, if finalized by the higher tribunal, would have any effect on Storecasting or other specialized services, since the appeals body based its opinion on “forced listening.”

Concept Held Broad

Lawyers stressed particularly that the “concept of government action” is so much broader than heretofore that it could easily be a small step toward the banning of card advertising and other commercial media.

One attorney, who asked that he not be identified, posed the question of whether a single TV station market, also involving a govern- ment franchise, might not operate with FCC authorization to a so-called captive audience. Attorney Segal interpreted the ruling to include all announcements made by weather reports and newscasts, but doubted that it would have any future impact on specialized services. In the case of Storecasting, he pointed out the customer is free to enter any store and that the “captivating” element is not involved.

Mr. Segal, representing the anti-trans- casting faction, reiterated its position that the service “is bad for commercial radio” on grounds it antagonizes listeners who in their homes listen to radio fare without compulsion.

Compliance of transit FM with FCC’s Rules & Regulations has been under study for many months. It was indicated last week, how- ever, that the Commission would await SCOTUS action before re- leasing its study. Some FCC au- thorities indicated informally that Storecasting and Functional Music, in which FM also is involved, prob- ably would not be affected by any high court ruling and, thus, in Commission proceedings.

Out of 650-plus FM outlets on the air, approximately 15—include- WRLD (FM) Miami Beach, Fla.; KFDC (FM) Sausalito, Calif.; WHEC (FM) Chicago; WFLN, Chicopee, Mass., and WEAW (FM) Evanston, Ill.—hold or have held contracts for functional music service. About 10 stations have agree- ments for Storecasting operation.

Steady TR Growth

Transit Radio Inc., the parent company which holds contracts with stations in 14 cities, has grown steadily in the past three years, with a $1.6 million investment in equipment, stock and real estate. Local stations realize a combined gross revenue of approximately $1 million from transit advertising, according to Mr. Crisler.

The TR president said he has talked with stations in local mar- kets and that they will continue operation pending a decision on the appeals. Advertisements in transit radio are “extremely sympathetic” with Transit Radio over the ruling and many feel it received a “raw deal,” he reported. Virtually none have cancelled contracts because of the decision, he added, and success stories still are reported.


In virtually all cities—save poss- ibly New York and Chicago where two or more firms overlap routes—one company dominates transportation service, a primary factor which the Court of Appeals took into consideration.

The functional music phase has cropped up in FCC’s study con- tending that “best operations are a violation of the Commission’s Rules and Regulations [BROADCASTING • TELECASTING, May 21, 7, April 16].”

No Effect Seen

Stanley Joseloff, president of Storecast Corp., of America, felt the transit radio decision will not affect Storecasting. “We’re riding a different bus,” he said. “There’s nothing captive about our audi- ence. Shoppers show up out of the blue, unlike transit riders, are always free to go to a competing store if they do not like music. He also pointed out that the stores know pretty well what type of music their patrons like, and stresses that store volume has increased with addition of music.

His organization, he says, is serv- ing about 650 supermarkets in five areas (usually several com- munities in each area). The sta- tions are: WMWM-FM Meriden, Conn.; WGF-FM (FM) New York; WDBG-FM Philadelphia; KQV-FM Pittsburgh, and WFMF (FM) Chi- cago.

Available!

Rhymeline Time, featuring emcee David Andrews, pianist Harry Jeffries and KMBK-FRM’s cele- brated Tune Chasers, is one of the Heart of America’s favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymeline Time is a music- oriented study program that pulls more mail than any other current “Team” feature.

Satisfied sponsors have includ- ed, among others, Katz Drug Company, Land-Sharp Mommos, Jones Stores, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters “Colonel” for availability!
**TRUST FUND CREATED IN G. A. RICHARDS WILL**

Will of late G. A. (Dick) Richards and two codicils set up trust fund for Mrs. Rosene Richards Moore, daughter of Detroit, and other relatives. Filed late Thursday for probate in Los Angeles Superior Court, will is dated June 25, 1948 and codicils July 14, 1948, and May 13, 1950. Mr. Richards, principal owner of Richards stations, died May 28.

[Continued from page 2] All personal effects bequeathed to widow, Mrs. Frances S. Richards of Beverly Hills. Bequests of $10,000 each made to four sisters: Florence Richards, Clarinda Richards, Stella W. Richards and Mrs. Helen W. Watkins, all of Poughquag, N.Y. Sister-in-law, Mrs. Marguerite Richards, Kansas City, will $5,000.


**HOPE RISES FOR ASCAP ACCORD OUT OF COURT**

HOPe that satisfactory arrangements for use of ASCAP music on TV may be secured with- out legal action rose last week with announce ment that negotiations between society and All-Industry TV Per Program Committee would be continued for two weeks to permit collection and examination of further data from TV stations on which a formula for payments for music rights might be based.

Applications prepared by committee counsel for filing with federal court in New York to- day (July 17) will now be made, it was pointed out. Host of other new VHF-UHF transmitting, antenna and studio equipment described and shown.

Complete costs for all station equipment out-lined, with costs of transmitter-antenna com binations given as follows: VHF Channels 2-6 (100-kw ERP), $140,000; VHF Channels 7-13 (200-kw ERP), $154,000; UHF Channels 14-78 (200-kw ERP), $128,000. Complete studio in stalled costs, $194,000; installation, $256,779; medium installation, $114,655; relatively large installation, $216,186.

Heart of new UHF transmitter is klystron tube developed by Varian Assoc. of California in conjunction with GE. Tube heretofore has been known only in narrow-band transmission. Simplicity of design of tube and transmitter said to account for low cost.

**RADIO ANTI-GAMBLING BILL OFFERED BY ‘CRIME’ GROUP**

FAR-REACHING measure affecting broadcast of gambling information introduced in Senate Friday by members of Senate Crime Investi gation Committee.

Bill would (1) make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding new section to U. S. Criminal Code, and (2) extend present criminal law against broadcasting lottery information or advertisements to include other "gambling enter prises."

Crime Committee Chairman Herbert R. O’Conor said bill would help curtail illegal gambling on TV "in a big big gamble," as race-track racketeers. Legislation is of crime committee series, of which broadcast-exempt anti-gaming bills introduced fortnight ago were part.

[Continued from page 4]

**UHF TV OPERATION (Continued from page 4)**

delivers higher signal to compensate, hence comparable service possible.

New cameras and transmitters indicated to be readily adaptable to CBS field sequential color system. Interchangeability of GE units with those of other makes is pointed out. Host of other new VHF-UHF transmitting, antenna and studio equipment described and shown.

Complete costs for all station equipment out-lined, with costs of transmitter-antenna com binations given as follows: VHF Channels 2-6 (100-kw ERP), $140,000; VHF Channels 7-13 (200-kw ERP), $154,000; UHF Channels 14-78 (200-kw ERP), $128,000. Complete studio in stalled costs, $194,000; installation, $256,779; medium installation, $114,655; relatively large installation, $216,186.

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**Hudson’s Radio Pull**

Prime evidence of radio’s pulling power, even in TV stronghold like New York, cited by World Network Friday in reporting that one time offer of Hudson paper napkins on John Gambling’s Musical Clock on WOR Thursday morning had reaped estimated 75,000 responses by Friday afternoon. Offer was part of Hud son Pulp & Paper Corp. test to determine whether radio or TV gives it better results.

ABC would be 5:30-5:55 p.m., Monday, Wed neaday and Friday, for its Mark Trail pro gram, sponsored by Kellogg corn flakes and Pep, and 5:55-6 p.m., three times weekly, for its Victor Borge show underwritten by Kellogg’s Grape Juice, Kenyon & Eckhardt, New York, is agency.

WASHINGTON rounds were made last week by top brass of ABC and United Paramount Theatres in connection with projected merger (story page 29). In group were Leonard H. Goldenson, UPT president; Robert H. O’Brien, UPT secretary-treasurer, who will become ex ecutive vice president of TV division under merger; Robert H. Kintner, ABC pres ident, and Robert H. Hinckley, ABC vice pres ident.

In RE ABC-United Paramount fountion, it can be reported that government sources were as sure that combined group has no present in tention of divesting itself of AM network. On contrary, its plan is to expand and strengthen that operation as well as TV.

JACOB A. EVANS, manager of sales development, advertising and promotion in NBC’s National Sales Dept., slated for post of manager of radio advertising and promotion as successor to George Wallace, who is resigning to join Readers’ Digest International.

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, New York, is resigning to form new firm of Armstrong, Gannon & Assoc., which will specialize in industrial public relations accounts. Spencer Armstrong is director of Opinion Leaders of America.

SEN. HOME CAPEHART (R-Ind.) plans to talk to Federal Reserve Board officials in effort to get Regulation W relaxed for specified periods of time in manner RTMA recom mended before Senate Banking & Currency Committee (see story, page 46). Sen. Cape hart believes regulation ought to be relaxed and made “realistic” to give businessman chance and put people back to work.

BAB’s basic presentation on radio values to be prepared by Dick Dorrance, Mutual’s new di rector of public relations and press informa tion. Mutual, which has come out strongly for more fundamental research to show radio’s worth, has given its blessing.

**WCUO (FM) SUSPENDS**

STOCKHOLDERS of WCUO (FM) Cleveland, operated by UAW-CIO Broadcasting Corp., voted to authorize officers to discontinue opera tions June 15-Aug. 15 while exploratory moves are made to determine if renewed operations are economically feasible.

**WARD ELECTED BY FAB**

FLORIDA Assn. of Broadcasters late Friday in Jacksonville elected S. O. Ward, WLAK Lakeland, president; L. Herschel Graves, WTAL Tallahassee, first vice president; George Tho mes WTSP Tampa, second vice president, and John B. Browning, WSPB Sarasota, secretary-treasurer.

**NBC ODDS TEXAS LINK**

NBC last week ordered from AT&T fulltime TV circuits connecting Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with present intercity TV network.

WORLD BROADCASTING • TELECASTING
CALLING ALL CUSTOMERS IN RICHMOND?

Of course, a three-quarter billion dollar market has lots of customers worth calling.

WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones.

First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company
“Live artist” quality is a characteristic of the new RCA Victor “Personal” radio, one of the most compact ever built.

Tune in this new RCA Victor “Personal” radio—no bigger than a book. From it pour the full tones of any orchestra—so full of life that it’s like holding a band in your hand.

This compact instrument grows directly from research conducted at RCA Laboratories. Scientists and engineers here perfected highly efficient circuits and electron tubes—powered by compact RCA Batteries. Its built-in antenna gives peak performance at home or “on the road.” Its miniature loudspeaker offers fine acoustical performance in a minimum of space.

Development of this portable radio, weighing less than 4 pounds, is another example of RCA research and engineering at work for you. Result: a totally new satisfaction from a small personal radio.

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

See the new RCA Victor “Personal” radio today (Model B411)—at your local RCA Victor dealer’s.