“but I never heard such things,”
said Alice

“What are all those facts you just tried to put in the saddle-bag?” demanded Alice, as she stared angrily at the White Knight.

“They are things that many people called advertisers and agency men should know about WOR-tv channel 9, New York,” said the White Knight.

“Please don’t tease me,” said Alice. “Tell me, too.”

“Who said anything about teasing you?” demanded the White Knight as he slipped one mailed arm furtively into his charger’s saddle-bag.

“I know,” replied Alice. “I can tell.”

“Well,” confessed the White Knight, “the facts are these; some of them, that is:

“During January, February and March, in the year 1951, 50% more people who were looking at a certain WOR-tv show bought the product advertised on it than did the people who weren’t looking. And 78% more of the people looking had the product in their homes.”

“Well, why not tell people?” asked Alice.

“But Dear, I’m doing just that,” explained the White Knight.

“But you weren’t ‘til I made you,” goaded Alice.

“H-mm-m,” grunted the White Knight. “Anyway, ten—yes, ten—WOR-tv programs attract an audience of more than ¼-million viewers per broadcast. Six WOR-tv nighttime programs were rated higher in late April, 1951, than at anytime during the 1950-51 season. And...”

“That will be sufficient,” stated Alice. “I think you...”

“Don’t be impertinent, young lady,” warned the White Knight.

NOTE: WOR-tv carries more sports than any other television station in New York; sports of all kinds appealing to all kinds of people.

WOR-tv, channel 9
in New York
To Harvest Farm Dollars

Best Tool Is Radio

"Aubrey & Co. Feed Mills
225% SALES INCREASE
200 NEW DEALERS"

through QUALITY OF PROGRAMMING

No other Kentuckiana station has the complete farm program department offered by WHAS. Farm Program Director Frank Cooley and Don Davis have earned the confidence of the farmers of Kentucky and Southern Indiana. That's why they turn in amazing success stories for sponsors like Aubrey Feed Mills.

The noontime “Farm Markets” show is now available . . . ask Petry or us for the complete story.

The only radio station serving and selling all of the rich Kentuckiana Market

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, Director ★ NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Cleveland’s most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

ROBERT WASS News Director . . . Special Events . . . fifteen years experience makes his news job the most-listened-to in Cleveland . . . 15 years (radio news)

WAYNE JOHNSON Newscaster . . . "voice of the news" in Cleveland . . . 6 years (radio news)

JERRY BOWMAN Newscaster . . . re-write man . . . 15 years (radio news)

MARTY WHelan City Hall Reporter . . . local news man.

BOB WEST Reporter . . . Feature Writer charge of night news

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police - Fire Dept. Radio • Mobile unit • Telephone "beeper" system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO
Although it isn't admitted, President Truman has made tacit commitment to Speaker Rayburn on appointment of Robert T. Bartley to FCC [Broadcasting • Telecasting, June 18] but when it was thought another member—not Comr. Henneock—would be leaving. Assumption was that MA-1 TV stations, when she left, would be succeeded by another woman and that there would be woman-member of FCC henceforth. Consensus: Mr. Bartley will get job if it goes to man; Examiner Fanney Newman Litvin, if distaff precedent is continued.

Senator William Benton (D-Conn.) has been busier on house side to support of his resolution and bill to set up advisory board on radio and television and to delay lifting of freeze. Thus far, Sen. Benton has been unable to get key members of Rep. Robert C. (D-Del.) Interstate & Foreign Commerce Committee to commit themselves in support of companion legislation.

Appointment of Navy Secretary Francis P. Matthews, board chairman and chief stockholder of WOW Omaha, as U.S. ambassador to Ireland apparently won't leave radio and TV unrepresented in top Navy post. Reportedly slated for successor to Mr. Matthews as secretary is Undersecretary Dan A. Kimball, who, as vice president of General Tire & Rubber Co., sat on Yankee Network board.

Managerial program or news personnel in radio or TV holding Army reserve commissions are eligible for two weeks' active tours of duty in Radio-TV at Pentagon, Washington, at full pay, and with full service credits. Tours would be for relief of officers now on duty, irrespective of rank, with transportation to and from Pentagon. Col. E. M. Kirby, chief, Radio-TV branch, Public Information Division, should be contacted.

Newest membership problem at NARTE center around TV stations, with another outlet pulling out of AM side because of cheaper TV dues. Note of encouragement sees, however, in plan of Fort Industry stations to belong 100%

CBS affiliates—all 196 of them—shortly will receive eight-page letter from President Frank Stanton outlining plans for exploiting AM network to limit. Also covered may be detailed outline of plan to reorganize network into eight separate corporate or divisional components (see story, page 23) [Closed Circuit, June 18].

Dudley J. Le Blanc, owner of Hadacol, may sell out. He's dickering with several prospective buyers, with price negotiations on multimillion dollar level. Despite reports to contrary, Sterling Drug is not among prospects.

Fulton Lewis Jr., Mutual commentator, and William B. Dolph, head of Dolph Enter-

(Continued on page 98)


(Continued on page 77)

Harold Lindlay, for past six years manager of Los Angeles office of Headley-Reed Co. station, represents new H-R Representatives Inc. as vice president to handle western operations. He will establish an office for H-R Representatives in Equitable Bldg., Hollywood Blvd. and Vine St.

FCC asked Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, to delay opening of commercial TV stations (see page 18). To do otherwise, it was felt, would tie FCC chairman to new RCA color television equipment, demonstrated in laboratory.


RAW materials used in production of radio TV receivers, phonographs and other consumer goods will be controlled and allotted on quota basis beginning July 1, Manly Fleischmann, NPA administrator, announced Friday. Additional 10% cut in use of steel in those products also recommended. New order is designed to spread materials as widely as possible, ease shortages and allocate equitable share to small manufacturers.

Four-Department Plan Adopted by ABC

Reorganization of ABC into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, with each division to be headed by vice president [Closed Circuit, May 28] announced by President Robert E. Kintner, effective July 2.

Radio Vice President Ernest Lee Jahncke Jr. to be vice president for Radio Network Division; TV Vice President Alexander Stro nach Jr. to head TV Network Division; James Connolly, vice president in charge of network radio stations, becomes vice president for Owned Radio Stations and Radio Spot Sales; and Slocum Chapin, vice president in charge of network television division, becomes vice president for Owned Television Stations and Television Spot Sales.

Mr. Stro nach appointed Charles F. Holden, ABC-TV production manager, as associate national programming manager for TV network, and said Ward Byrom will continue as executive producer for TV, reporting to Mr. Holden.

ABC Cooperative Sales Dept. also split, with Ludwig Simmel, manager of cooperative program sales, as manager of radio co-op sales and George Smith, program manager, Chicago, managing TV co-op sales.

In Chicago, James L. Stor ton named director of TV Network for Central Division; Edward G. Smith, director of Radio Network, Central Division. On West Coast Ernest Felix named acting manager of Western Division; Don B. Tatum, formerly of Don Lee, is director of TV and Francis Conrad, former KECA Los Angeles manager, is director of radio.

Five top administrative departments of ABC to continue operation in both radio and TV: Special service departments under C. Nichols Priaux, vice president and treasurer; public relations and research, advertising and promotion departments under Vice President Robert E. Saunder; legal department under Vice President and General Attorney Joseph A. McDonald; news and special events department under Vice President Thomas Velotta; and general engineering department under Vice President Frank Marx.

Application for FCC approval of $25 million merger of ABC and United Paramount The atre expected to be filed early in July, contingent upon respective stockholders approving deal at their meetings July 27.

Broadcasting Telecasting

Business Briefly


Erwin, Wasey appointed • Hyde Park Brewery, St. Louis, names Erwin, Wasey, Chicago, to handle advertising, radio and TV used.


TV Self-Regulatory Project Initiated

Affirmative action to set up self-regulatory standards for television was started Friday at TV workshop held in Washington under NABT auspices (early story page 63).

Meeting challenges of educators and program editors, 103 telecasters representing 65 stations and national networks directed NABT President Harold E. Fellows to form committees which will submit self-regulatory project to station convention next autumn.

At same time TV stations acted on behalf of equality for television in coverage of events to insure accurate and factual news job. This step was taken in adopting resolution offered by G. Bennett Larson, WPLX (TV) New York. Telecasters acted Friday afternoon after self-dissection of video programming and after hearing Secretary of Commerce (D-Col) and FCC Chairman Wayne Coy.

Resolution for self-regulatory project was

(Continued on page 98)

Broadcasting Telecasting

...at deadline
PROVED
KRLD-TV
DELIVERS
BOTH THE DALLAS AND
FT WORTH TV MARKETS

Analysis of a three months report [ended March 31], submitted by the Telephone Answering Services in Dallas and Fort Worth for FIVE advertisers, using KRLD-TV for direct consumer selling, shows:

THE TWIN CITIES . . . .
A SINGLE TELEVISION MARKET . . . . WHEN
YOU BUY KRLD-TV

THE RECORD . . .

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Dallas</th>
<th>Fort Worth</th>
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<tbody>
<tr>
<td>A</td>
<td>692</td>
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<td>B</td>
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<td>E</td>
<td>526</td>
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<td>TOTAL DALLAS</td>
<td>8243</td>
<td>4441</td>
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The Fort Worth calls represent 53.9% of the calls received in Dallas.

1951 POPULATION DALLAS COUNTY 612,318
1951 POPULATION FT. WORTH (Tarrant County) 359,157

Based on population comparisons and weighed against the distribution of TV receiving sets in the north Texas area, the telephone record gives proof positive that KRLD-TV completely and effectively covers the Dallas-Fort Worth TV markets . . . .

FORT WORTH Calls = 53.9% of DALLAS Calls

 Owners and operators of
KRLD 50,000 Watts
The Times Herald Station—
Dallas' Greatest Newspaper

John W. Runyon, President

Exclusive CBS outlets for
Dallas, Fort Worth

The Branham Company
Exclusive Representative

June 25, 1951 • Page 5
The shot that paid off 1000%

The target was sales for an industrial advertiser—and it was hit hard and clean. Here’s what happened:

After sponsoring the Fulton Lewis, Jr. program, “sales increased from $6,000 a month to approximately $55,000—or roughly 1,000%” for the Sunbury Wire Rope Manufacturing Company. As told by Mr. Kenneth P. Nelson, the firm’s vice-president and general manager, to Mr. Charles Petrie of Station WISL, Shamokin, Pa., “in addition to the striking sales increase, inquiries requesting distributorships were received from quite a number of prospects within the broadcast area.”

Whether you’re interested in selling products for industrial use, or building up your market for consumer goods, the Fulton Lewis, Jr. program offers a ready-made audience at local time cost. Sponsored locally on more than 340 stations by 572 advertisers, Fulton Lewis, Jr. may still be available in your area. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
We're not so sure he ought to have a set of his own.

Roger, being only five, might be better off outdoors, learning the sacred principle of the sacrifice bunt. Or having someone read him a story. And isn't he a little young to be picking all his own programs?

But the significant fact from your point of view is that most parents count radio so indispensable that no home, and hardly a room, is properly furnished without it. People have come to take it for granted that without radio, you can't successfully run a hotel, hire a maid, or raise a child.

This attitude points up a value more meaningful than the formidable statistics of competing advertising media. A quality too often buried under radio's own impressive circulation figures. The figures don't lie. They're just not articulate. They fail to make the simple point about radio's power that matters more than numbers.*

Radio belongs.

It belongs upstairs and downstairs, in the kitchen and in the car. In the city, and in places the mail gets to once a week.

If you are an advertiser with a big market to reach, you belong in radio.

*96% of all U.S. homes have radios... People average nearly four hours a day listening to them. They spend 89% more time listening to CBS stations than to those of any other network.
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<td><strong>SUNDAY</strong></td>
<td><strong>MONDAY</strong></td>
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**TIME**

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<th>DAY</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
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<td><strong>SUNDAY</strong></td>
<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
</tr>
<tr>
<td>Your Invitation to Music</td>
<td>Not In Service</td>
<td>Not In Service</td>
<td>Not In Service</td>
</tr>
<tr>
<td>Husker Hour (6:55-7:00)</td>
<td>Not In Service</td>
<td>Not In Service</td>
<td>Not In Service</td>
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<tr>
<td>Reminiscing From the Air</td>
<td>Not In Service</td>
<td>Not In Service</td>
<td>Not In Service</td>
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<tr>
<td>Your Invitation to Music</td>
<td>Not In Service</td>
<td>Not In Service</td>
<td>Not In Service</td>
</tr>
<tr>
<td><strong>MONDAY - FRIDAY</strong></td>
<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
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<tr>
<td>Games For Thought</td>
<td>Not In Service</td>
<td>Not In Service</td>
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<td>Dr. Mann's</td>
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<td>Not In Service</td>
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<td>Dr. Mann's</td>
<td>Not In Service</td>
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<tr>
<td><strong>SATURDAY</strong></td>
<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
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<tr>
<td>Your Invitation to Music</td>
<td>Not In Service</td>
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**NOTES**

- Split network (4/16-6/30) from approx. 2-4 PM Mon.-Sun., network A, regular shows, Network B, baseball, related shows by co-op and KGLL and others.

**NBC**

- 8:30-9 AM Mon.-Fri., Bill Henry & the News, Morris-Johnsville, 974 stations.

**CBS**

- 10:05-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.

**MBS**

- 10:30-10:45 AM Mon.-Fri., Cal Timney, General Mills, 148 stations.

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**BROADCASTING**

The Newspaper of Radio and Television

**TELECASTING**

June 25, 1951 Copyright 1951
in the carolinas... radio is still the champ!

With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching 17,000 more families per program than a year ago.

Remember... all markets are not alike. For the Carolinas, get the facts... from WBT or the nearest office of RADIO SALES.

* We'll show you the figures

WBT
CHARLOTTE
COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES
OS ANGELES BREWING Co., L. A. (Eastside beer), starts sponsoring five weekly transcribed Lonesome Gal on KYA San Francisco and June 23 started Sat. night 60 minute Wrestling on KRON-TV San Francisco. Contracts are for 26 weeks. Firm also sponsors L. A. Angels home games on KLAC-TV Hollywood; weekly 45 minute Dixie Showboat on KTLA Hollywood, and has film spots schedules on five Los Angeles TV stations. Transcribed radio spots are used on KNX Hollywood with other stations to be added. Agency: Warwick & Legler, L. A.

GOODMAN & SONS, N. Y. (noodles, macaroni), considering fall TV spot announcement campaign. Agency: Al Paul Lefton, N. Y.


SHEERR BROS. & Co., N.Y., (Arno interfacing for all types of apparel) starting promotion campaign through Lane Adv., same city. Radio and television contemplated.


Network

GENERAL ELECTRIC to sponsor General Electric Guest House, panel-variety program featuring Oscar Levant, over CBS-TV, 9-10 p.m., beginning July 1, as summer replacement for the Fred Waring Show. Agency: Young & Rubicam, Inc., N. Y.


COLGATE-PALMOLIVE-PEET Co., renews Colgate Comedy Hour, Sun., 8-9 p.m. over NBC-TV for 44 weeks, effective Sept. 2. Agency: Sherman & Marquette Inc., N. Y.

BLOCK DRUG Inc., Jersey City (Amm-I-Dent, Pyoopay) to sponsor 10-10:15 a.m. portion of No School Today, children's show originating from WSAI Cincinnati, over ABC Saturday. Agency: Cecil & Presbrey, New York.

GENERAL FOODS, N. Y., replaces Aldrich Family, effective Aug. 26 with new program, Young Mr. Buttons, featuring Jackie Kelk, Sun. 7:30-8 p.m. on NBC-TV. Agency: Young & Rubicam, N. Y.

Agency Appointments

SALES BUILDERS Inc., Los Angeles, for its Max Factor line of women's cosmetics, names Tatham-Laird, Chicago, to handle its advertising, reportedly more than $1 million yearly. Products are Pan Cake makeup, Pan-Stik makeup, lipstick, face powder and the New Worlds of Beauty line of cream and lotions. Max Factor sponsors Stiller Graham on film on NBC-TV.


ALVAREZ & PASCUAL, (distributor for Mido Watches and Sheaffer Pens and Pencils in Puerto Rico) appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

BROADCASTING • Telecasting
HOLCOMBE PARKS, executive vice president Apex Film Corp., N. Y. and L. A., to Benton & Bowles, N. Y., as vice president and director of public relations.


LAURA EGGLESTON named timebuyer Henri, Hurst & McDonald, Chicago, succeeding MARY POLOSON, resigned.

JOHN C. GILLIS named director of research and marketing H. W. Kastor & Sons, Chicago, where he has been employed in an executive capacity since March 1950.

Mr. Wolsey

W. S. KIRKLAND of the Chicago advertising agency of the same name, elected acting president of the new Advertising Club of Chicago.

HOWARD G. SAWYER, copy director James Thomas Chirurg Co., N. Y., named head of new plans and marketing department of agency, and elected to board of directors. He has been with agency since 1933.

JEANNE SULLIVAN, timebuyer Duane Jones Co., to Wyatt & Schuebel, N. Y., as head of timebuying department, effective early July.

The plus in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion...billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers...makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK
St. Louis' ABC Station, 12th & Delmar, Chestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.

THEODORE PAUL (Ted) WALLOWER is the new radio and television timebuyer for Birmingham, Castleman & Pierce, New York, succeeding George Castleman, who joined the sales development division of Radio Sales, CBS (Closed Circuit, June 4).

Mr. Wallower, born in Joplin, Mo., Jan. 21, 1919, spent six years of his school life in preparing for a career in medicine, studying successively at the U. of Missouri, Washington U., St. Louis, and U. of Chicago. But World War II interrupted his studies and changed his career, a loss to the medical profession that has become advertising's gain.

He joined the Navy in 1939 as an enlisted man in the Hospital Corps. He later became an ensign and served in Iceland, the Naval Hospital in Brooklyn, and in hospitals in North Africa, Greenland and in the South Pacific area.

In 1946, when he returned to civilian life, he joined Jean Fields (a New York employment agency) and served in personnel for a year. The following year was spent in hospitals again, this time as a patient undergoing and recovering from a serious operation. By 1948, well recuperated, he joined Birmingham, Castleman & Pierce as an account. Among his duties, he helped handle radio billing for the agency. Last week when Mr. Castleman resigned, Ted Wallower was promoted to the timebuying position.

Among the accounts he will handle for the agency are the following: Griffin Shoe Polish (radio and TV), Contel Shampoo (TV), Sabena Airlines (radio) and Dif Products (radio).

Mr. Wallower is a bachelor and lives in an apartment at Fort Lee, N. J. His hobbies are music and the theatre.

on all accounts
ON THE WASHINGTON SCREEN

SURE-FIRE SHOWS FOR SURE-FIRE SALES.....!
EVERY WEEKDAY AFTERNOON

"Hollywood Matinee"
2-3 PM

WATCHED BY MORE PEOPLE THAN WATCH ANY OTHER PROGRAM ON TV AT THE TIME!
—ARB TV Survey, Apr. 14-21, 1951

Hollywood Matinee brings to the television screen the top stars in top shows — full length feature films that offer suspense, thrilling love stories, delightful comedy, and tuneful musicals. Popular Baxter Ward introduces the one minute commercials between "acts."

BAXTER WARD

"The Modern Woman"
3-3:30 PM

"...EVERY TYPE OF LISTENER SHOULD FIND A TOPIC OF INTEREST."
—Variety Magazine, Jan. 24, 1951

The Modern Woman on Television brings housewives more homemaking helps; more party and etiquette advice; more fashion news; more decorating ideas; more food demonstrations; more beauty and self-improvement suggestions; more of the exciting personalities in the news; AND more imagination and more action! Jackson Weaver helps Ruth Crane make it all more entertaining—the one minute participations can help any advertiser to sell MORE!

Represented Nationally by THE KATZ AGENCY, INC.

RUTH CRANE

[Image of Baxter Ward and Ruth Crane]

WMAL-TV WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D.C.

JUNE 25, 1951 • PAGE 13

FINAL stage of negotiations for CBS acquisition of assets from Hytron Radio & Electronics Corp., including Air King Products Co., in return for network stock is reached as CBS President Frank Stanton (second, r) signs papers following approval of merger by stockholders [BROADCASTING • Telecasting, June 18]. Closing the deal are (l to r) David H. Cogan, president of Air King Products Co., owned by Hytron; Bruce A. Coffin, Hytron president; Ralph Coln, of the legal firm of Roseman, Goldmark, Coln & Kaye, CBS counsel; Mr. Stanton; and Lloyd H. Coffin, board chairman of Hytron. Actual transfer of assets was consummated June 15.

JOHN H. GERBER, assistant account executive Griswold-Ehleman Co., Cleveland, appointed youth delegate of Cleveland Advertising Club to the International Advertising Conference to be held in London, England, July 7 through July 13.

RAYMOND F. RUFFLEY, account research director Kenyon & Eckhardt, N. Y., to research department Dancer-Fitzgerald-Sample, N. Y., as project director.

HERBERT A. BLANCHET Jr., art director Doherty, Clifford & Shenfield, N. Y., to McCutcheon's (department store), same city, as art director.


L. R. COOK, account executive and advertising manager Meldon Roy Co., Phila., to John P. Eldridge Adv., same city, as technical writer.

KENNETH T. VINCENT, Cunningham & Walsh, N. Y., appointed executive of creative staff Campbell-Ewald, N. Y.


JAMES K. MARTINDALE, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy executive, effective July 1.


PHYLLIS McEACHERN, production assistant on Tintair account, Cecil & Presbrey Inc., N. Y., and Joel Gross, were to be married June 22.

DORIS HODGES, publicity dept. WPIX-TV New York, to Kurt Hofmann Assoc., N. Y.

MALCOLM LUND, advertising manager home appliance division of Murray Corp. of America, Scranton, Pa., to Christiansen Advertising Agency, Chicago, as vice president and account executive. He is former account executive at Young & Rubicam, Chicago, and promotion manager of Parker Pen Co.

BROADCASTING • Telecasting
Let’s untangle

While openly announced network radio rate cuts are picking the silver out of a radio station’s pocket, don’t overlook the hand that’s reaching for the folding money.

What do we mean? Just this: an open cut, visible on the rate card, in a radio station’s rate is either fair or unfair depending on the actual value an advertiser gets for each advertising dollar spent. But a much more serious threat to any radio station is the kind of cut that goes right into the heart of a station’s national spot business.

The revenue that the radio stations get from national spot is greater than the revenue received from any network — or of any two networks combined. This is the money which, in large part, has built the superb technical facilities, strong local programming, effective public service, which have made individual radio stations great and which have made radio a great advertising medium.

When we call radio a great advertising medium, we mean all radio — individual stations doing their job and national networks (which are merely composites of individual stations) doing their job too.

Anything which pulls the legs out from under good radio stations can’t help but drop the whole radio medium squarely on its spine. Advertisers and agencies who rely on radio should view this with the same alarm as a football coach who sees his star ball-carrier forced to leave the field.

National spot revenue, to a station, frequently means the difference between strong, healthy operation and weakened operation. This, we feel, is important to any radio advertiser; for it affects the value of a proven and essential advertising medium. The networks are now jeopardizing the station’s national spot revenue by selling a sort of counterfeit spot radio over their chain facilities. The advertiser pays full rate for this but, as we shall see, he gets a bogus product in return. The station, meanwhile, gets only half the normal return from national spot. It is this fact which constitutes the threat to station revenue, with its resulting unfortunate consequences for station and advertiser alike.

As an advertiser, you can easily ask “why tell me about this? I can still buy spot. In some ways I can buy it easier. What’s all this to me?” It’s a good question and a fair question.

We don’t expect advertisers to fight the stations’ battles for them. The stations themselves will have to meet this threat to their existence — and they will. But we do believe that advertisers and their agencies should know about it. Even though this far more penetrating kind of rate cut has been covered up by the widely publicized network rate controversy, advertiser and agency alike can easily recognize it and grant it its proper importance. The following facts may help to define it:
Radio's Lifeline

► When a radio station carries a commercial program from a network, the station is paid about 36 cents on the dollar. (Many get far less.) When the station carries national spot, it is paid about 72 cents out of the dollar.

► Therefore, if the network successfully invades the national spot field, in any of several forms, disguised or undisguised, the station’s income from national spot is cut in half!

Call it a Pyramid plan. Call it a Tandem plan. Call it what you will. It still boils down to a scheme for selling national spot announcements. These have traditionally been left to individual stations as a primary source of revenue.

Some of the network raids on this essential station business don’t even bother to hocus pocus the operation with a fancy name. They just sell minute announcements on the network. Period.

The advertiser who buys this service from the network is actually missing out on most of the selling advantages that make spot the forceful medium it is. He loses spot’s complete market flexibility. He has to use the particular network station in a market, even though another station is basically stronger or can offer better time periods. He can’t take his choice of early morning in one market, midday in another, or suppertime in another—depending on listening habits in each particular area. He writes off—because the network can’t provide it—the persuasive salesmanship of the local personality who knows best how to talk to and sell his own neighbors. The advertiser who talks from a faraway network headquarters loses the close support of brokers, distributors, and dealers. These men on the firing line, who do so much to move the advertiser’s product, aren’t usually on a “first name” basis with the network microphone maybe a thousand miles away.

Even if an advertiser could afford to substitute the watered down network product for genuine spot radio, he should, we feel, remember that when a network weakens a station—by siphoning off station revenue or by shaving the quality of network service—the network weakens itself in turn. This helps nobody.

Radio, on any level, is made up of individual, independently owned radio stations. No network can ignore this fact. No network can chew off its own limbs and still survive.

The stations know the problem. Many of them are working their hardest to solve it. They neither ask nor expect you as advertiser and agency to fight the battle for them. Right now it is enough that you know the issues.

* * *

This message, the second in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.
NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO
To an Account Executive with radio budget problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the New World Symphony from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal female—the clank of hard ears of corn hitting a backboard—the hiss of a threshing spewing kernels of wheat for tomorrow's bread. Iowa's 3.48 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan. Iowa's rockless soil produces more wealth each year than all the gold mines in the world.

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A Class C station break on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $12 (260-time rate). It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS
Day & Night
600 KC
BASIC COLUMBIA NETWORK

open mike

EDITOR:

I read with a great deal of interest your comprehensive story, "TV's Big Chance" in the June 18 issue of BROADCASTING • TELECASTING. It is by far the most complete I have seen on the Ford Foundation grant to the NARTB.

Harold Franklin
Program Director
Institute For Democratic Education
New York

[EDITOR'S NOTE: We're grateful to Mr. Franklin for his praise, but lest his last sentence mislead readers, we point out that the Ford Foundation has not as yet made a grant to the NARTB. It has only suggested one may be made if a suitable program can be arranged.]

FM Editorial Disputed

EDITOR:

Congratulations!
Once again the unchallenged leader in the field of radio trade news reporting comes to the fore. Broadcasting • Telecasting has come out against FM, leading the industry to greater disrespect of that insignificant, though superior, broadcasting medium.

After all, there are only about seven or eight million FM receivers in the homes of the American people.

And there are only seven hundred stations broadcasting in all those wide open spaces of 88 to 108 megacycles. And most of these stations offer abominably service over disgustingly larger areas on FM than they do on AM. Why give the people something better? They've had AM for 25 years now, so let them take it for the rest of the days of radio.

But in doing this, the broadcasters ought to make one concession. Since radio listeners won't be able to hear high-fidelity transmissions any longer, the television sound should be changed to AM. Give the televiewers that good old static and interference that they miss. Let them go DX'ing all over the lot with TV sound.

Then everything is straightened out. No? You don't want to completely kill FM? Then move the band again. Listeners to that horribly superior medium delight in buying new sets. Why, they'd just love to run out and plunk down a few million more dollars for FM receivers.

And too, you'd better do something about those firms, few though they may be, which have gotten out of line and tried to produce a good FM radio at a reasonable price. You'd better grab Zenith and General Electric first; they've even had the audacity to promote FM—and successfully, at that!

After that, you'd better go after some of the broadcasters themselves, such as Edward A. Wheeler, Josh Horne, Michael Hanna, Ira Hirschman, Ben Strouse, Everett Dillard, and perhaps a score of other insane individuals who unfortunately have the misconception that FM is the finest sound medium there is. These men must be exterminated.

While we're all at it, we'd better pass out bouquets to those stations which have "mothballed" their FM. Fine! They deserve all the praise the industry can heap upon them.

That just about clears up the FM situation. Shall we start on television's troubles tomorrow?

George W. Hamilton
Maplewood, N. J.

EDITOR:

It is difficult for me to believe that you actually wrote the editorial titled "FM's Aches, TV's Balm!" [Broadcasting • Telecasting, June 11]. Never, since I began reading Broadcasting • Telecasting, have I seen such a low blow struck at any segment, large or small, of the broadcasting industry . . .

Your statement that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles or 10 channels" is so erroneous that if I were you I'd change my source of "substantial engineering opinion." Have you examined the channel separation in this area? There are now some 13 or 14 stations operating [here] . . .

R. P. Adams
KUTE (FM) Glendale, Calif.

[EDITOR'S NOTE: Two megacycles would accommodate the FM stations in most places. If not, then populated markets as Los Angeles, of which Glendale is a part. We struck no low blow against FM in our editorial, merely cited indisputable facts that (1) FM in general has not been spectacularly profitable; (2) many FM stations depend economically on trans- casting and other specialized services and should not be deprived of them by the FCC or the courts; (3) since only 700 FM stations exist, although there is accommodation for thousands more, some spectrum space might be diverted to the more sought-after medium, television. Anyone who thinks Broadcasting • Telecasting is opposed to FM hasn't read us very closely.]

EDITOR:

. . . I am not writing with any bitterness but merely in the hope that you might publish this letter so as to give hope to the FM broadcasters that as yet haven't been dis-

(Continued on page 82)
McFARLAND BILL

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ANSWER on Capitol Hill to what has happened to the McFarland Bill is that it is caught up in a unique Congressional stalemate of its own, invariably labeled "same status." The Senate-passed measure (S 658) is bogged in the House Interstate Commerce Committee, headed by Rep. Robert Crosser (D-Ohio), whose interest lies in the railroad field.

According to discreet observers, the McFarland Bill is still riding a time-limited express in committee and is no where near the end of the line.

With tongue-in-cheek, those most closely associated with the measure's "status" in the House now talk of a year's period rather than months.

This legislation, which its author and sponsor, Senate Majority Leader Ernest W. McFarland (D-Ariz.), has pointed out repeatedly is greatly needed in the broadcast field, has been somewhat of an unwanted guest at the House committee since last February [BROADCASTING TELECASTING, Feb. 12]. It reappeared at the committee a month later as an attachment to another bill.

The identical bill marked a prolonged visit at the committee during the 81st Congress when the Senate passed it twice with negligible opposition.

For the nonce, the committee reports its staff is currently working out the issues contained in the bill. The Commerce group was hard at work during the last Congress at the same task.

Hearings were held April 5-9, rested for a few weeks and ended on April 27, after radio industry, FCC and other government officials gave voluminous testimony.

The issues of the legislation as the committee workers see them fall into a triple-threat category. They include the problems of separating the Commission staff from the Commissioners in the handling of cases (in line with this, the functions of the staff as compared with other regulatory agencies); of renewals—should the burden of proof be on the licensee or on the Commission, and of anti-trust, i.e. the so-called "double jeopardy" provision.

It is understood that the committee staff will attempt to outline "alternative drafts" of a communications bill. Understandably this alone will encompass mental gyrations.

Another fly in the committee's thiny spread ointment, which would grease the way toward House consideration of the McFarland Bill that is also supported by Senate Interstate Commerce Committee Chairman Ed C. Johnson (D-Col.), are the lack of political pressure for the bill and the ignorance of the "issues" as far as the House members themselves are concerned.

Thus far, the McFarland Bill has been railroaded in Chairman Crosser's committee although it has taken a few trips from Senate to House. This buck-passing, observers see, may come to a rest sometime during this session of Congress which has more than a year to go.

Only then, they estimate, will some type of measure to update the Communications Act obtain a one-way ticket to the White House and become law.

HILL COVERAGE

Government Network Asked

RADIO-TV coverage of Congressional sessions and committee meetings over nationwide networks owned and operated by Congress was proposed by the CIO last Wednesday.

The recommendation was registered before the Senate Executive Expenditures Committee by Paul Sifton, UAW-CIO national legislative representative. The committee is holding hearings on the Congressional Reorganization Act with an eye toward revision [BROADCASTING TELECASTING, June 11].

The CIO proposal is similar to a bill introduced in the House last April [BROADCASTING TELECASTING, April 16] by Rep. Arthur G. Klein (D-N.Y.). The union would have radio and television networks permitted to cover proceedings but would not require them to do so. Authorization to the network also is contained in Rep. Klein's measure.

Stating that "thorough coverage of the people's business is in order," Mr. Sifton said the danger is upon limitation in radio-TV coverage of public affairs.

According to Mr. Sifton, "The Federal Communications Act states that air belongs to the people forever and that licenses are to be issued 'in the public interest, convenience and necessity' for limited periods of time, accruing rights only to a channel." He told Senators that danger was inherent in "heavily cut versions framed in editorial comment and commercial advertising in reference to commercial radio and television access to proceedings.

In addition to this commercial aspect, Mr. Sifton scored the growing monopoly in the hundreds of one-newspaper towns with interlocking control of radio stations as contributing to a "brown-out" or lack of information for the citizen.

JOE-JUMPING
Bennett Bill Introduced

A JOB-JUMPING bill has been introduced in the House. It is similar to a Senate version (S 1871) introduced a fortnight ago by Sen. Pat McCarran (D-Nev.) [BROADCASTING TELECASTING, June 11].

The House bill (HR 4389) was placed in the hopper by Rep. Charles E. Bennett (D-Fla.). It would bar a federal employee from taking employment with any person or firm on whose case he had worked within his government capacity. The Bennett Bill would place a two-year limitation, i.e., prohibit such job taking for two years after the employee left government employment.

Rep. Bennett's legislation would prohibit "oral communication advocating or advising with respect to a criminal proceeding" within a governmental agency unless all parties concerned received the communication. Similar procedure would apply to written communications.

Time limitation in the McCarran Bill would exempt any person whose appointment ceased or terminated with the agency two years before the present law.

At the same time, the Senate Judiciary Committee, of which Sen. McCarran is chairman, has approved a Senate bill (S 17) that would set up a board of inquiry of congressmen, an assistant attorney general, the head of an independent agency, chief judge of a judicial circuit, dean of a law school and a practicing lawyer, to study what rules of practice and procedure should be followed by federal agencies. In particular, the board would consider mechanisms of review for the enforcement or review of agency actions.

FCC PROBE PLAN
Rep. Kearney Explains

BROADCASTERS were behind the "request" resolution introduced by Rep. Bernard W. (Pat) Kearney (R-N. Y.) last May to set up a select committee to investigate the organization, personnel and activities of the FCC, the Congressman acknowledged last week.

Rep. Kearney told [BROADCASTING TELECASTING] that the status quo of his resolution, still pending in the House Rules Committee, has not changed. The Congressman said that until the broadcasters involved "come forward" with evidence in connection with Commission personnel, the present form of his resolution, he could not press for committee clearance.

It had been reported that the resolution would be bottled in committee since it was introduced "by request" and was aimed at FCC reorganization that set up the Broadcast Bureau. Apparently all parties involved were satisfied [CLOSED CIRCUIT, May 14] [BROADCASTING TELECASTING, May 14, 7].
SALES MANAGER:

FEATURE your FOODS IN PHILADELPHIA.

with the KYW "Feature Foods" Plan! It’s the plan that’s giving food sales such a terrific jolt in eastern Pennsylvania and southern New Jersey. And it’s not only a popular radio program on this 50,000-watt station. It’s a ready-made merchandising package that wraps up and delivers the results you want! Just look at these big features of "Feature Foods"—

- POINT-OF-SALE CONTACT... handled by a trained corps of food product merchandisers. Here's added strength for your sales organization, in a group that actually gets orders and promotes re-orders!

- PIN-POINT PROMOTIONS in top-flight stores. Retail cooperation is guaranteed... not only in retail advertising by the stores, but in distribution of your literature.

- REGULAR REPORTS to advertisers. You get on-the-spot information as to distribution by districts, out-of-stock conditions, shelf position, product exposure, competitive products, rate of sale, and specific promotional aids.

No wonder "Feature Foods" is practically SOLD OUT! As this goes to press, 35 out of the available 36 participations are working for 18 of the nation’s leading food advertisers. The odds are 35 to 1 that your product will be a sell-out too... if you grab the telephone now and get in on the deal. Call KYW or Free & Peters!
LESLIE MERLE FORLAND, appointed sales manager, becomes the sales manager at ABC, west Memphis, Ark., appointed by Paul H. Raymer Co., Inc.

HUGH MURPHY, manager of KWEM West Memphis, Ark., appointed manager Memphis office Paul H. Raymer Co., Inc.

HARTLEY L. SAMUELS and ROBERT R. PAULEY, named account executives in sales department WOR New York. Mr. Samuels was sales director WFDR (FM) New York, and prior to that program promotion manager at NBC and assistant to program promotion manager, CBS. Mr. Pauley joins WOR directly from Harvard Business School, having received his M.B.A. degree this year.

BOB FREELAND, appointed station manager CKOM Saskatoon.

MERLE FORLAND, appointed sales manager WPBC Minneapolis.

CHARLES FISH, named to commercial department WPTZ (TV) Philadelphia. He was with Ziv Productions, N. Y.

LESLIE L. CARDONA, appointed commercial representative for WCATB Philadelphia. He was with WRVA Richmond and WITB Baltimore.

TOM PETERSON, account executive John E. Pearson Co., Chicago, to sales development department CBS Radio Sales, Chicago.

JOHN H. PEARSON Co., Chicago, appointed national representative for WDUZ Green Bay, Wis.

HOWARD E. STARK, Radio and Newspaper Brokerage, has removed to new offices at 60 East 58th Street. Telephone: Eldorado 5-0405.

THE KATZ AGENCY, N. Y., named national representative for WMAL AM-TV Washington, effective July 1.

LOUIS WOLFSON, graduate U. of Miami, named account executive WTVJ (TV) Miami, Fla.

EDWARD PETRY & Co., N. Y., appointed national representative for KOTV (TV) Tulsa.

EDDIE BOND, salesman CHNO Sudbury, to sales staff of CHUM Toronto.

RALF BRENT, resigns as sales manager WBBM Chicago. He is vacationing on Long Island.

JAY SEIBEL, program and promotion manager, WWOD Lynchburg, (Va.), to KGFJ Hollywood, as salesman.

TOM HORAN, NBC Chicago, transfers to sales staff WNBQ (TV) Chicago, replacing GEORGE MORD, resigned.

COLLIER WHITEHEAD, appointed business manager WJJO Opelika, Ala.

TERRY MURPHY, account executive KSMA Santa Maria, Calif., to KIEV Glendale, Calif., in similar capacity.

TONY MOE, CBS sales promotion manager, CBS Hollywood, moves to new offices in KTSL studios, Vine Street.

ARTUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, visiting New York on network business...CHARLES C. BEVIS Jr., general manager KOA Denver, elected to three year term on board of directors of Denver chapter, American Red Cross. He was also named to board of directors of Denver-Rocky Mountain AAU Basketball Club.

ANSLEY COHEN, account executive WTMA Charleston, S. C., father of boy, Anley III...AUSTIN HARRISON, president and general manager KSWM Joplin, Mo., named outstanding young man of the year and presented the Joplin Junior Chamber of Commerce "Key Man" award...DON B. TATUM, newly-appointed director of television for ABC Western Div., and FRANK SAMUELS, recently resigned vice president and general manager of network Western Div., are in New York for conferences with ABC officials. Also on network business there are FRAN CONRAD, director of radio, and AMOS BARR, radio sales manager for ABC Western Div. Mr. Samuels, upon his return to Hollywood, joins William Morris Agency in executive capacity. He will be succeeded at ABC by ERNEST FELIX, assistant treasurer of network.

ELEANOR WHITELAW, sales manager WJHO Opelika, Ala., asked to serve as state chairman for American Women in Radio and Television...HERBERT L. KRUEGER, station manager WTAG Worcester, Mass., elected to executive committee of Southern Worcester County Health Assn.

JOHN deRussky, a veteran of 13 years in Philadelphia radio and newspaper advertising, will head the AM sales staff...Robert M. McCready, whose experience spans 15 years in radio and newspaper advertising and agency work, will direct the sales staff of the TV division...Mr. deRussky formerly was sales manager of KYW Philadelphia and has served on the advertising staffs of Philadelphia's major daily newspapers. He joined NBC National Spot Sales in 1944 and became manager in 1947. Mr. deRussky joined WCAU in May 1950...

Mr. McCready is former sales manager of WTOP Washington and WPAT Paterson, N. J. He joined Broadcast Advertising Bureau in August 1949, as assistant manager and went to WCAU in May 1950.

SEPARATION of the sales staffs of WCAU Philadelphia and its companion station, WCAU-TV, was announced last week by Donald W. Thorburn, president. The new alignment went into effect June 18.
Mr. BMB tells us there are more than a million of them! Think of it—a weekly audience of a million WFAA listeners means a million potential customers for your product. Customers with a stabilized income. For example, the DALLAS-Ft. Worth area alone is number one in retail sales among America's 19 major markets with populations from 500,000 to one million!*

And here is the bonus... within WFAA's primary radio coverage area which includes 180 counties in Texas, Oklahoma and Arkansas... radio homes have increased 49% since 1940! More than 964,253 of those radio homes do not have television sets!

Here are your potential customers... and the way to sell them is through WFAA!

*1950 Census—Consumer P.
There are lately a lot of encouraging signs that radio has overcome the jitters that afflicted it a couple of months ago when network rate cutting began.

A number of stations, station representatives and indeed networks themselves have come out with aggressive promotions. These campaigns serve two purposes. They not only remind advertisers that radio is their best and biggest buy but also bolster radio’s own faith in itself. The latter effect is as important as the first at this stage of recovery from the emotional funk that struck some sections of broadcasting last April.

There is evidence that the impact of television, which seems to have hit some New York agency and advertiser executives harder than other people, is being evaluated nowadays in clearer perspective. Television has quit growing by the leaps and bounds that characterized its development in the first ten years. Although advertising experts have a chance to look at that medium more calmly.

The facts of radio’s great advantages in size and economy over television and all other media have always been available, although they were largely ignored in the near-hysteria that recently obtained. In the quieter atmosphere prevailing now, the facts will be heard, and regarded.

Prudence and the Freeze

The severity of the critical materials shortage is now evident. Just a few weeks ago, there were those who ridiculed any prospect of shortages that might stop consumer production lines. Now, steel, the basic metal, is in such short supply that the National Production Authority in collaboration with the Steel and Iron Institute, has launched a drive to ferret out scrap to keep the mills going.

As a public service, the broadcast media, of course, will cooperate in this drive. The Advertising Council is giving it priority.

But aside from the public service aspects, radio and television have other stakes. Steel must be provided for: military and defense-rated uses. And quantities must be supplied for consumer items—items sold to a great extent through the broadcast advertising.

There is yet a more intimate relationship. Assurances have been given of adequate repair and replacement parts for the broadcast services, both transmitting and receiving. But any unforeseen development could snuff out those assurances overnight.

It behooves all in broadcasting to take a realistic, indeed a statesmanlike, view of these conditions—the FCC as well as the licensees. In an emergency such as this, the welfare of all must be put ahead of the desires of some individuals, in those instances where conflicts between the group and the individual exist. Cooperation among the elements in broadcasting is urgent.

It is generally agreed that there are more than enough audio stations to provide nationwide service, except in comparatively few “white areas” where primary service is inadequate. Is it necessary to license any additional AM or FM stations except for those going into these “white areas”? Why not a moratorium until the critical materials situation ameliorates?

There is dire need for additional TV service. There is no immediate disposition to superimpose an equipment freeze upon the allocations freeze that has obtained since 1948. The FCC is seeking to move post haste in lifting this freeze, and would like to eliminate the full-dress citizenship application which was begun in July 9, substituting therefor a stripped procedure which could cut the running time in half. We hope this will be done.

But a TV equipment freeze could come if prudence and judgment aren’t used in the reopening of TV licensing. Stations use vast amounts of steel and copper and critical materials in antenna towers and studios.

In New York, the Empire State TV antenna is now in operation and shortly will be utilized by six of the seven stations. It was developed, not as a means of conserving critical steel and other materials, but to improve reception of all stations. In the case of Empire State, NPA facilities were made available, although they were largely ignored in the near-hysteria that recently obtained. In the quieter atmosphere prevailing now, the facts will be heard, and regarded.

Here is an obviously prudent lesson for all cities with more than one TV installation up- coming. Let them recognize that steel is a problem, and come forward with plans for the use of a common base adequate to support the anticipated allocations in the area. They can share the costs or rent the site, as is done in the case of Empire State. NPA facilities were made available.

There may be better ideas. The defense authorities and the FCC would like to hear them. One thing we do know: By coming forward with conservation ideas, broadcasters will help themselves by helping to expand a needed new medium with greatest possible dispatch.

These Changing Times

Ten days ago a good newspaper—the St. Louis Star-Times—ceased publication. Name, good will, circulation lists and equipment were sold to its formidable competitor—the Post-Dispatch—one of the world’s greatest newspapers. But its radio facilities—KXOK-AM-FM and the application for TV—were retained by Elziey Roberts, publisher of the Star-Times who had devoted his business life of 36 years to publication of the newspaper, taking over from his father who had acquired the original property in 1913. It was the same old story which has seen the newspaper population dwindle from 2,600 daily to 75, in contrast to more than 3,000 stations (AM, FM, TV). Rising costs of labor and newspaper outstripped increases in revenue from advertising and circulation for the Star-Times for five successive years. Costs are still rising. The newspaper situation is critical.

Elziey Roberts was in the forefront of the radio-press battle of the ’30s. He was chairman of the Radio Committee of the American Assn. of Newspaper Publishers during those furious days. He was a militant adversary. The battle over, with the recognition of radio as a legitimate news medium, Mr. Roberts in 1942, with KXOK together through a series of consolidations and purchases, launched a protagonist of radio as any publisher in the nation.

The passing of the Star-Times—a victim of the economics of newspaper publishing—is most regrettable. Mr. Roberts’ decision to remain out of radio (audible and visual journalism) reflects these changing times.

Air Is Clearing

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There may be better ideas. The defense authorities and the FCC would like to hear them. One thing we do know: By coming forward with conservation ideas, broadcasters will help themselves by helping to expand a needed new medium with greatest possible dispatch.

These Changing Times

Ten days ago a good newspaper—the St. Louis Star-Times—ceased publication. Name, good will, circulation lists and equipment were sold to its formidable competitor—the Post-Dispatch—one of the world’s greatest newspapers. But its radio facilities—KXOK-AM-FM and the application for TV—were retained by Elziey Roberts, publisher of the Star-Times who had devoted his business life of 36 years to publication of the newspaper, taking over from his father who had acquired the original property in 1913.

It was the same old story which has seen the newspaper population dwindle from 2,600 daily to 75, in contrast to more than 3,000 stations (AM, FM, TV). Rising costs of labor and newspaper outstripped increases in revenue from advertising and circulation for the Star-Times for five successive years. Costs are still rising. The newspaper situation is critical.

Elziey Roberts was in the forefront of the radio-press battle of the ’30s. He was chairman of the Radio Committee of the American Assn. of Newspaper Publishers during those furious days. He was a militant adversary. The battle over, with the recognition of radio as a legitimate news medium, Mr. Roberts in 1942, with KXOK together through a series of consolidations and purchases, launched a protagonist of radio as any publisher in the nation.

The passing of the Star-Times—a victim of the economics of newspaper publishing—is most regrettable. Mr. Roberts’ decision to remain out of radio (audible and visual journalism) reflects these changing times.
HIGHER RATINGS
In BIG Towns
San Francisco . . 16.0
Louisville . . . . 21.7
Minneapolis . . . 16.5

In SMALL Towns
Hattiesburg . . 29.6
Zanesville . . . 26.0
Youngstown . . 21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!
6th YEAR . . . Minneapolis, consistently outrating important network shows.
5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.
He'll chalk up more renewals for you, too!

EASIER SALES
* "Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."
  James Cay—Rogers & Smith Advertising Agency

* "Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."

* "Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."
  Ray D. Williams—Procter Advertising Agency

* "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."

He'll chalk up easier sales for you, too!

Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:
NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA
HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.
You'll chalk up

HIGHER RATINGS

MORE RENEWALS

EASIER SALES

America's Most Successful Adventure-Detective

"Bos' Black"
Here's the most complete study of auto radio listening in Northern Ohio!

Stoppers from this survey:

1. 87% of the 418,185 autos in Cuyahoga County have auto radios.
2. Average auto has 1.6 passengers. 49% of auto radios are on one or more hours.
3. Auto radios are turned on 74% of the time autos are in use.
4. Auto radio listeners in Cuyahoga County are tuned to WGAR a total of 411,708 half-hours daily (7 AM to 7 PM).

Get all the facts! Write for your copy

in Northern Ohio... WGAR the SPOT for SPOT RADIO

WGAR Cleveland 50,000 Watts...CBS
RADIO...AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by Edward Petry & Company
Unaffected by Sale Of ‘Star-Times’

FURTHER concentration of energies in the broadcast field is planned by the ownership of KXOK-AM-FM St. Louis. It was announced last week in the wake of the June 15 sale of the St. Louis Star-Times to the St. Louis Post-Dispatch. Transaction did not include the radio-FM properties nor the Star-Times Bldg. that houses the stations.

Elsey Roberts, head of the stations and former president and publisher of the Star-Times, said the company hopes to enter the television field “reasonably soon.” Application is on file at the FCC.

Immediate plans are to change the name of the Star-Times Bldg. to the KXOK Bldg. and to change the 48-foot neon “Star-Times” sign on the structure to “KXOK.” In addition, a new corporate name will be given the company in lieu of the present Star-Times Publishing Co.

KXOK, an ABC affiliate, operates fulltime on 630 kc with 5 kw. Chet L. Thomas is general manager.

Commenting on the sale of the afternoon newspaper, Mr. Roberts said that rising labor cost and material cost had outrun revenue in the past five years, prompting the negotiations that ended the 67-year history of the publication.

The Roberts family had maintained control of the Star-Times since 1913. Mr. Roberts, eldest son of the late John C. Roberts, had spent 36 years with the paper.

RTMA APPOINTS

Cousins Information Chief

PETER H. COUSINS, with the headquarters staff of Radio-Television Mfrs. Assn, since July 1946, has been named director of information by James D. Secrest, RTMA general manager. He succeeds John Koepf, who resigned to join the Savings Bond Division of the Treasury Dept.

Mr. Cousins was a radio news reporter for NBC and ABC in Washington for a decade before joining RTMA as assistant to Mr. Secrest. During the war he served as assistant to the Assistant Director of Censorship in charge of broadcasting.

Unofficial estimates of the sale price for the paper’s name, goodwill, circulation lists and publishing equipment, ranged between $3.5 and $5 million.

The Post-Dispatch is owned by the Pulitzer Publishing Co., which also has the 5-kw fulltime KSD on 550 kc, an NBC affiliate, and KSD-TV St. Louis on Channel 5.

WIBC Indianapolis baked a cake for An- nouncer Frank Knight (1) to cele-brate his 15th year with Longinas- Witteau Watch Co.’s Sympho- nite Sponsor’s adv. dir., Alan Cartoun, presents cake.

AND CBS baked a cake for An- nouncer Frank Knight (1) to cele-brate his 15th year with Longinas- Witteau Watch Co.’s Sympho- nite Sponsor’s adv. dir., Alan Cartoun, presents cake.
NOT BURIED ALIVE!

continues to pay off just as it has for 25 years. For instance, take the case of a work clothes manufacturer who, two years ago, made WSM his only advertising medium for reaching the Central South. During the past 12 months, with a single half-hour show per week, sales have increased 21 per cent—this, mind you, for a company which had been selling hard in this same market for the past 85 years!

Big Bad Bug-a-boo

Here's an excerpt from a report from a large food manufacturer: “With one WSM program per week, the area covered by this advertising has shown the greatest sales increase in our history.” This, from a company which, in other markets, is using newspaper, outdoor and the Big Bad Bug-a-boo, television.*

Over the last three years, a paint manufacturer with just one WSM program per week has concentrated on expanding his distribution. The result—he has increased his dealership in the Central South by 82 per cent!

A Southern flour miller has such firm faith in WSM advertising that he has concentrated more than half his total advertising budget on this one station during the last six years. The formula has paid off with (1) a sales area expanded to 18 states (2) production increased from 160,000 units in 1945 to 410,000 units in 1950.

The advertising manager of one of the country's largest shoe manufacturers—a company using television, national magazines and newspapers—reported to his own board of directors recently that his WSM advertising of the past two years has been the “most satisfying advertising experience of my career.” Little wonder—actual statistics show that the area covered by his WSM program has shown a 96 per cent increase saleswise this past year.

If you like, we'll furnish names of these companies and more details. More success stories, too.

But the point we would like to make is that the WSM kind of radio is alive, and growing as never before in our 25 years.

It is true that WSM is one of America's big stations, operating with the power of a 50,000 watt Clear Channel voice to reach a vast area. Still we are but a part of a great industry. We would not speak for other broadcasters.

If there are those who say their network or their radio station is sick and must be given the emergency stimulant found in rate cuts we may disagree. We may feel that they are victims of the contagion of defeatism. But in the final analysis, it is for these broadcasters to make their own decision about their own future.

We speak only for WSM. We say only this—Radio at WSM is here to stay because of the simple and obvious fact that never before has it sold so much merchandise or served so many people. Radio Station WSM with its operation geared to the needs of a region continues to be the only single medium which takes an advertiser's message to 7½ million people in the Central South.—WSM, Inc., Broadcasting Service of the National Life & Accident Insurance Co., Nashville.

* Incidentally, we don't sell television short, either. We think enough of this new medium to invest WSM-TV money in a 200-mile micro-wave relay system to bring network shows from the nearest cable-connection point in Louisville, Kentucky.
Shall this be written on the tombstone—

**R A D I O**

1920-1951

**THE OPERATION WAS A SUCCESS BUT THE PATIENT DIED**

Perhaps. Yet the curious fact apparent at this writing is that the patient is not dead at all. Virile in its youth, grown wiser in its maturity, the 31-year-old giant is being buried alive.

Those of us who have watched the industry through the years have seen the infant mature, until today, radio is herculean in its power alike to serve the public interest and to move mountains of American-built products.

How odd, then, that there are those today who are frenzied as flies in a mirrored box in their zeal to bury radio while it yet lives. How odd that a mass hysteria reminiscent of bank runs of the thirties should grip advertising people, a caste which has, until now, believed itself insulated against such emotional contagion.

The trade press headlines “Radio’s Fight for Survival.” Great networks slice radio rates. Rumor flies that radio is doomed. The infection, until these last months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood red rash across the face of the industry in New York and other major advertising centers.

**Witch-hunt Atmosphere**

And we who must view from afar are startled by the witch-hunt atmosphere of those who would track down a great industry and cast it in the grave that its last breath might be smothered by the very ones who fathered it. Little wonder that the competition stands by, slyly smiling, and now and then kicking a shoeful of dirt graveward.

Perhaps one quiet voice can do little to halt the surge of emotional thoughtlessness. Even so we would speak out. Even so we would call attention to the facts.

At WSM—and we venture to say at other large stations throughout America — there is no wild retreat. There is no slashing of rates unaffected by network operations. There are no convulsive midnight conferences.

At WSM there is business as usual. And as usual, business is good. Business, in fact, has never been so good as it is right now in 1951. Station income is up. We have more people on our payroll than ever before. Advertisers on WSM still clamor for certain programs . . . and one show has a waiting list of four sponsors standing in line to take the program in case it should become available.

Each week we originate 17 network shows from our Nashville studios. Each week people come from all over America to see our shows produced—in fact, more than 300,000 people will see WSM live originations as they go on the air this year.

Talent cutback? Not at WSM where we have more than 200 big name entertainers on our payroll. Radio dying? Not at this station where national magazines send writers down year after year to do the WSM story. The latest such story, by the way, appears in Collier’s this summer.

WSM type radio with emphasis on live productions to satisfy the tastes of a regional audience
1. Everybody knows that American business makes profits. But very few people realize that American customers make far greater profits from the operation of American business than business ever makes.

<table>
<thead>
<tr>
<th>Year</th>
<th>Price per gallon</th>
<th>Price in terms of 1925 dollar</th>
<th>State and Federal tax</th>
<th>Total retail price</th>
<th>Total price in terms of 1925 dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>1925</td>
<td>16.5¢</td>
<td>16.5¢</td>
<td>2¢</td>
<td>18.5¢</td>
<td>18.5¢</td>
</tr>
<tr>
<td>1951</td>
<td>18.5¢</td>
<td>12.8¢ (-22%)</td>
<td>6¢</td>
<td>24.5¢</td>
<td>16.9¢</td>
</tr>
</tbody>
</table>

*At Los Angeles, California.

2. Here's a simple example: In 1925 Union Oil Company's "regular" gasoline sold for 16.5¢ (excluding tax). During those years, our average profit was 9/10ths of a cent per gallon on all the products we manufactured. Today our "regular" gasoline sells for 18.5¢ per gallon—12.8¢ in terms of the 1925 dollar. And during the last 5 years our profits have averaged 1¢ per gallon on all products.

3. So in terms of real dollars, our customers are paying 22% less for gasoline today than they did 26 years ago. But that represents only part of their gasoline profit. In addition, 1 gallon of today's "regular" gasoline will do as much work as 1 1/2 gallons of 1925 gasoline. So our customers get another 50% profit in each gallon from this source.

4. In other words, Union Oil Company has continued to make a reasonable profit—in all but a few Depression years—since 1925. But at the same time, our customers' profits have increased steadily until they are many, many times larger than the company's. A similar increase in customer profits has taken place in automobile tires, light bulbs, radios, refrigerators and practically everything else the American customer buys.

5. The reason for this seeming paradox is this: The American profit system provides the incentives, the competition and the free economic climate which make for continuous progress and constantly greater efficiency. And only through progress and greater efficiency can customers continue to increase their profits. Therefore, any serious attack on American business profits can only result in eliminating American customers' profits as well.

June 25, 1951 * Page 45
$447,957,000.00

How much is yours?

This nice, not-so-even figure—$447,957,000—is the estimated annual amount of retail sales in Canada’s three Maritime Provinces. That’s New Brunswick, Nova Scotia and Prince Edward Island. How much of that tidy sales market is yours? The Maritime Provinces represent a market that splendidly illustrates our statement: “In Canada you sell ‘em when you tell ‘em!”

Because the Maritimes, a rewarding market for most goods, are a marketing problem. You can sell anything from modern business machines to buggy whips in the Maritimes; but you won’t sell much of anything unless you reach the consumer. The big problem is how. And here’s the answer:

There’s a crack salesman waiting to go to work for you in the Maritimes right now! A salesman who really knows his territory; who calls on 300,000 Maritimers at least once a week; who already has “the ear” of the people who buy down East. There are 22 radio stations in the Maritimes, many more stations than daily newspapers.

There must be a reason. And the reason is simple enough. Because the population in the Maritimes is concentrated in a few cities, with miles of rich forest lands and thinly populated rural areas in between. There’s no better salesman than radio. Don’t let anyone tell you the Maritimes are not a good market; (half a million dollars isn’t hay!) they compare favourably with most and for some products actually lead all of Canada in per capita sales.

And don’t let anyone tell you it’s hard to sell in the Maritimes; fact, the consumer in the Maritimes counts on the radio both as the first source of entertainment and news and as a shopping service as well. That’s why radio is your best salesman—at least for brand manufacturers—in that half-million dollar market, the Maritimes.

IN CANADA YOU SELL ‘EM WHEN YOU TELL ‘EM!

CANTOR HONORED

Folsom Presents Degree

Radio-TV Comedian Eddie Cantor received an honorary degree from Frank Folsom, RCA president, during the 66th commencement exercises at Temple U. in Philadelphia June 14. Mr. Cantor spoke briefly before Temple graduates, largest class in the history of the university.

Mr. Cantor, one of five citizens to receive such an honor, was cited by Mr. Folsom for his comedy and songs which have “enlivened the theatre, brightened the screen, made the radio vibrant and captivated television.” Mr. Folsom added that the comedian’s talents have made him “a national institution.”

Mr. Folsom presented Mr. Cantor with a degree of Doctor of Humane Letters, describing him as a “doctor of morale who helps to sustain sanity and happiness in a hectic and harried world.” Secretary of the Army Frank Pace Jr. also was given an honorary degree.

WROV AFFILIATES

Adds ABC to MBS Schedule

Affiliation of WROV-AM-FM Roanoke, Va., with ABC, effective June 15, has been announced by Frank E. Koehler, general and commercial manager of Radio Roanoke Inc. WROV also is an affiliate of MBS. New recording facilities have been installed by the station to handle certain delayed ABC network programs not carried live.

Among the ABC shows to be taken by WROV are Walter Winchell, Walter Kiernan, the Breakfast Club, Betty Crocker, Louella Parsons and My True Story. Commentators Elmer Davis, Martin Agronsky, Paul Harvey and others also will be periodically carried. Two network affiliations will enable WROV to cover “world affairs more comprehensively” than before, Mr. Koehler stated.

TUCKER NAMED

Managing Dir. of WRR

Durward J. Tucker, chief engineer and assistant manager of WRR Dallas, has been named managing director of the municipally-owned outlet, succeeding Dale Drake, resigned. Mr. Drake has been named vice president in charge of sales for the Texas State Network.

Mr. Tucker, who assumed his new duties June 1, has had varied experience in sales and programming as well as in radio engineering since 1933. He designed and supervised construction of WRR’s studios on the grounds of the Texas State Fair in 1939 and two years later the broadcast plant for the City of Dallas. He also supervised installation of WRR-FM, and now is active as communications director of civil defense in the Dallas area. He also has written numerous technical articles and a book, Introduction to Practical Radio.

Register as Lobbyists

Joseph E. Casey, former Democratic House member from Massachusetts, drew $26,332 from Radio-Television Mfrs. Assn. and the Committee for Equalization of Tobacco Taxes, according to a lobby registration analysis reported by Congressional Quarterly, a legislative reporting service. Judge Justin Miller, chairman of the board, NARTB, registered as a paid lobbyist, listing income at $50,000. Former Sen. Francis J. Myers of Pennsylvania, who was Majority Whip and member of the Senate Interstate Commerce Committee in the previous Congress, reported a $3,750 annual income from the National Foundation for Consumer Credit Inc.
THE EVENING STAR
BROADCASTING CO.
WASHINGTON, D.C.
announces the
appointment of

THE KATZ AGENCY, INC.
NEW YORK
KANSAS CITY
CHICAGO
DALLAS
DETROIT
SAN FRANCISCO
ATLANTA
LOS ANGELES

as
national advertising representative
for

WMAL
WASHINGTON, D.C.
630 kc 5000 W ABC

WMAL-TV
WASHINGTON, D.C.
CHANNEL 7 ABC

EFFECTIVE JULY 1, 1951
DENIED the facilities of WBAL, Baltimore, Public Service Radio Corp., at last weekend still was undecided whether or not to carry the fight to the Court of Appeals or to petition the FCC for rehearing. Such action would have to be initiated within 20 days from June 14.

The Commission, announcing the grant of a license renewal to WBAL last Monday by a 3-2 vote, simultaneously made final its proposed denial of the rival new station application. Public Service Radio Corp., with columnists-commentators Drew Pearson and Robert S. Allen as principals, had sought the 50-kw, 1-B clear channel facilities of WBAL.

The WBAL proceedings date back to February 1945, and the explosive issues therein had earned it the dubious distinction of being one of the Commission's better known "Blue Book" cases.


Voting nearly patterned the 4-2 proposed decision issued last fall [BROADCASTING • TELECASTING, Dec. 11, 1950]. Comr. Robert F. Jones did not participate in either the final or earlier action in view of Mr. Pearson's vigorous fight against the Ohio Republican's nomination to the FCC in 1948. Comr. Frieda B. Hennock, who joined with the majority last December, also did not take part in the current voting.

Difficulties of the Hearst-owned WBAL can be traced back to 1946 when the FCC issued its provocative statement on "Public Service Responsibility of Broadcast Licensees," destined to become more popularly known as the Blue Book. In it, the Commission scored WBAL for alleged over-commercialism. This was credited with inspiring, at least partially, the rival application of Public Service Radio Corp., for the Baltimore 1900 kc facilities. The new station request subsequently was incorporated into the renewal proceedings on WBAL's license.

Preliminary Vote

The lengthy hearings conducted in 1947-48 were reported to have resulted in a preliminary 3-2 vote. It is believed that Comr. Walker originally favored the Pearson-Allen application, bringing about the stalemate.

Following the initial decision, oral argument March 31 was granted Public Service Radio Corp. Marcus Cohn, of the Washington law firm of Cohn & Marks, appeared for the petitioner. William J. Dempsey, Dempsey & Kaplanwitz, argued on behalf of WBAL [BROADCASTING • TELECASTING, April 21].

The FCC majority last week conceded that the record showed WBAL "was unbalanced with respect to an overabundance of commercial programs," but pointed out "that such imbalance as had existed in prior years has been rectified."

That the owners of WBAL have made a real and energetic effort to improve the situation as it existed prior to the time of designation of hearing, and have improved the quality and the balance of its programs, is indicated by a careful comparison of the program analysis for 1947 with prior years.

The majority cited the percentage decrease of commercial programs in recent years as compared with the 1943-45 period, as well as a corresponding increase in sustaining public service time and non-commercial spot announcements.

Stating that both applicants are legally, technically and financially qualified, the majority said: "The determining factor in our decision is the clear advantage of continuing the established and excellent service now furnished by WBAL and which we find to be in the public interest, when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

Chairman Coy, in his dissent, declared that the Communications Act makes it "explicitly clear" that a license creates no "property rights" in the licensee and confers "no vested right" in the use of facilities.

He agreed that the Commission in licensing must consider the fact that an applicant is an existing operation and give consideration to the manner in which it has been functioning in determining which of several applicants is best qualified to operate in the public interest.

"However," Mr. Coy declared, "the operation of an existing station does not automatically weight the balance in favor of the existing station; it may, and frequently (Continued on page 87)
WHAT IS THE FAVORITE STATION OF RICHMOND, VIRGINIA?

What Radio Station in ten days, in Richmond, Virginia, received Eight Thousand Four Hundred and Twenty-Seven musical requests by mail?

Answer: WANT

What Radio Station in using five spots a day for a Richmond Jewelry Store added over ONE HUNDRED NEW ACCOUNTS in May, 1951?

Answer: WANT

What Radio Station ran five additional announcements on Sunday for a leading Richmond department store and as the result, sold on Monday morning, 1000 pairs of nylon hosiery which were not advertised in any way except on this station?

Answer: WANT

What Radio Station in just ten days pulled sixty-five leads for new Television Sets for ONE ADVERTISER?

Answer: WANT

What Radio Station has more local advertisers using more Spots?

Answer: WANT

THERE MUST BE A REASON, AND THERE IS—WANT IS THE FAVORITE RADIO STATION OF MORE LISTENERS IN RICHMOND AND WANT IS THE RADIO STATION THAT SELLS MORE RESULTS.

You can use WANT 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.

1143 Connecticut Ave. Washington, D.C. Phone: EMerson 2798
Merchandising
AT STORE-SHELF LEVEL

A HARD-SELLING combination of radio advertising and merchandising is making new sales for food advertisers and premium revenue for four radio stations, three of which are situated in bustling TV markets.

The technique has been used with conspicuous success for more than 15 years by WLS Chicago but has only recently been adopted by KYW Philadelphia, WOW Omaha and WHO Des Moines. Programs are produced by the stations, and the continuous merchandising campaign conducted by Feature Radio Inc. Here's the way it works:

A sponsor buying participations in any of the Feature Foods shows also receives merchandising help from the staff of Feature Radio Inc. The Feature Radio staff makes regular visits to stores within the station's area, submits reports to the advertiser on such subjects as the distribution of his product, out-of-stock conditions, shelf positions, display of product and of competing products, the rate of product sales. Additionally, the merchandise staff encourages merchants to boost the advertising products.

Take the KYW program for example. The Feature Foods program is Anne Lee's Notebook, broadcast 1-1:30 p.m., Mon.-Fri. and 9:30-10 a.m., Saturdays.

Produced and paid for by KYW, the program features Anne Lee, food editor of Country Gentleman; Jack Pyle, who is m.e., and a string ensemble conducted by Clarence Fuhrman.

'Headquarters Store' Plan Arranged With Retailers

The tie-in between the program and retail merchants is arranged by Feature Radio. Contracts are drawn with several hundred retail outlets which become "headquarters stores" for Feature Foods (those advertised on the KYW program).

The headquarters stores guarantee to carry the advertised products in stock, to permit advertising decalomania to be placed on their front windows announcing that they are "headquarters for Feature Foods as advertised on KYW." The program, in turn, tells listeners to visit headquarters stores.

Special promotions are frequently scheduled on the program, with specific stores mentioned by name. New store openings are announced. To help some stores increase traffic, Recipe Roundup Kits are distributed in the store after Anne Lee has told listeners where the kits are available.

In their regular rounds of the stores in the station's area, including those that are not headquarters stores, the Feature Radio staff members not only encourage merchants to push the advertised products but also compile complete reports on the status of the products at the various stores, for submission to the sponsors.

Current sponsors of the KYW program are Amazo, B-B Malties, Windex, Drano, Jelke margarine, Nestle, Oakite, Quinlan pretzels, Fleischmann's Yeast, and Wilson Co.

The program was begun in March, 1950 and within eight months was sold out. Participations cost $75 per announcement, a 105% bigger rate than ordinary daytime spots bring on KYW. After KYW pays Feature Radio Inc. for its merchandising service and pays the talent costs of the show it still nets a bigger return on each participation than it does from any other daytime announcement.

The story is about the same on WLS where the program features Martha Crane and Helen Joyce and is broadcast 11:30 a.m.-12 noon

(Continued on page 84)
Boston Symphony takes to tape

FOR FAMOUS NBC REHEARSAL BROADCASTS
(PICKED UP BY STATION WBZ—BOSTON)

Radio's most unique symphony broadcast has joined the mounting list of programs being aired from tape recordings. Actual 2½-hour rehearsals of the Boston Symphony Orchestra are now recorded on tape by NBC, after which the tape is edited down to a half hour program.

Repetitious parts are eliminated; the announcer's comments and interpolations are composed and dubbed in under the conductor's guidance. The result is a smooth, well-paced program with a vividness and freedom that would be difficult to achieve under the limitations of live broadcast.

Tape captures every sound, reproduces it in every register with matchless fidelity. Editing and splicing are done easily...all the equipment needed is a pair of scissors and "Scotch" Splicing Tape.

Want more information about the shortcuts, new twists, program improvements you can make with tape? Write to Dept. BT-61, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a trained representative give you the whole story.

CHARLES MUNCH, the Boston Symphony's conductor, coaxes performances of engrossing beauty from the orchestra with his intense and contagious enthusiasm. Mr. Munch took his place at the head of the symphony in 1949 after a distinguished European career that included conductorships of the Paris Symphony, Paris Conservatory Orchestra, Lamoureux and Straram Orchestras. He is also founder of the Paris Philharmonic.

TAPING OF BROADCASTS is supervised by John H. Wright (left), NBC Producer, with the assistance of Engineer Sydney T. Jarman of WBZ, Boston. Their biggest job comes after the rehearsal, when selection of broadcast material is begun. As many as 85 separate splices of selected portions are made for a single program.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the lubricated tape that means matchless fidelity, clarity of reproduction, freedom from physical or mechanical distortion. Used by all major networks and for master recording by recording companies.
EVERYBODY LOVES A "MYSTERY"...

KTUL "Launches" One With Glamor

EVERYBODY loves a mystery—and they like 'em better wrapped up in pretty packages.

That's how KTUL, the "Showmanship" station down Tulsa way, came up with a "natural" to hypogeneral interest in the Tulsa Charity Horse Show, May 29 thru June 2.

A typical KTUL promotion stunt, it launched another potential celebrity on the Stardust Trail to the "big time"—a trail traversed frequently by former KTUL'ers.

This time it was Peggy Fowler—little sister of Tulsa's famous Patti Page, who now is recognized as America's most popular women singer.

Patti, recently featured in Life Magazine as the disk jockey's darling whose record sales during the last 12 months totaled $,000,000, got her start at KTUL, too. For four years—before she hit the "big time"—she was KTUL's star vocalist.

Peggy, who closely resembles her famous sister and sings with similar styling, was the sensation of the Tulsa Horse Show—billed as the "Mystery Singer."

While Hopalong Cassidy was starred on the last two nights of the show, ticket sales zoomed from the moment KTUL and the press began needling folks to guess the "Mystery Singer's" identity.

For the first time, the "SRO" sign was hung out for such an event in the Tulsa fairgrounds pavilion. The show was completely sold out for the last three performances.

Masked and lovely Peggy made four brief appearances in the arena with Sammy Kaye's band—singing "Mocking Bird Hill" and "Tennessee Waltz."

With a 1951 Ford convertible contributed by the Oklahoma District Ford dealers as the prize, nearly 20,000 spectators tried their luck at guessing her true name.

The result was amazing. Eighty per cent of the official entry blanks bore the name "Patti Page." Another 10 per cent guessed a variety of such famous names as Peggy Lee, Dorothy Shay, Margaret Whiting, Mary Ford, Martha Tilton, Jo Stafford, Doris Day, etc.

The comparative few who guessed "Peggy Fowler" shared in a drawing for the new automobile to climax the final performance, when Peggy was unmasked.

Peggy is featured as "Mrs. Melody" on the "Mr. and Mrs. Melody" show over KTUL Friday nights at 7:00, with male vocalist Johnny Kirk.

Youngest of eight musical daughters of Tulsa's Mr. and Mrs. Benjamin Fowler, Peggy may soon join the ranks of other "big time" artists and radio personalities who have KTUL showmanship as their background.

SPONSOR NEWSCAST 13 YEARS
Clarke's Good Clothes in Tulsa recently signed renewal for "Tomorrow's News Tonight" over KTUL, marking 13 years' sponsorship of the 10:00 p.m. nightly news-cast without a break. Ed Nebling, ace newscaster of KTUL has served at the "Mike" for Clarke's continuously since his return from service in World War II.

"We don't need a Hooper," says Viola Noble, advertising manager of Clarke's, "to determine what this program does for us. We test it very carefully—and very periodically."

Harry Clarke, store owner, appears personally from time to time on the newscast and does the commercial on some outstanding style or value item. Not only does the merchandise sell—but literally hundreds of people mention having heard him on the air. Clarke's was using its own version of "beamed technique" long before the famous Joske survey.

NOW CBS IN THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS

KFPW
FORT SMITH, ARKANSAS
Owned and Operated By KTUL

John Esau—Vice President General Manager
AVERY-KNODEL, Inc.
National Representative
Mister PLUS presents new proof that one radio network is more effective than ever: by latest available measures, the average program sponsored on MBS now reaches more homes than ever before!

These consistent gains—despite TV—are being scored by one network alone... the one network concentrating 100% on radio. And a new 10% discount after 1 p.m. increases these values still further for fall!

MORE RADIO THAN EVER

the difference is... the MUTUAL broadcasting system
WHP

the nation's leading test station

DOUBLES its coverage!

"mr. 580"
cbs in harrisburg, penna.
5000 watts

the bolling company
exclusive national representative
Radio is the magic that increased this company's sales 1000%

What tougher job than selling an industrial product to an industrialist via a mass medium?

Radio sold wire rope—enough to tote up 1000% sales increase in a month for Sunbury Wire Rope Mfg. Company.

The personality is Fulton Lewis, Jr. (for his side of the story, see page 6; the show is his Mutual Co-op. And the station, Mutual's Shamokin affiliate, WISL.

Over the years, WISL programming has developed a deep-grained confidence among listeners of every income strata. It's carefully cultured to reach every income group.

Whether you're selling wire rope to industrialists or whatever you sell to whomever you want sold, WISL is the buy in Central-Eastern Pennsylvania.

Forfe's got the story. Get it today.

1000 watts Shamokin, Penna.

Charles Petrie, General Manager

RCA COLOR TESTS

SERIES of New York field tests of RCA's compatible, all-electronic color television system, which incorporates the tri-color tube, will begin July 9 [Broadcasting & Telecasting, June 18]. RCA President Frank M. Folsom announced Thursday.

The announcement followed a revelation of full details of the tri-color tube, and distribution of 16-inch sample tubes and kits of associated parts, free of charge, to 231 radio-television manufacturers at a two-day "technical symposium" held in New York by RCA.

Mr. Folsom said that the prospective "experimental field tests of color television will be the first to be conducted by RCA-NBC in the New York area for observation by the public, previous tests having been held for more than a year in Washington.

"During recent weeks," he continued, "special color television equipment has been installed in the NBC studios at Radio City, where the programs will originate. When the experimental tests are on the air, the regular black-and-white television transmitter of station WNET, atop the Empire State Building, will be used to televise the color programs on Channel 4."

Other Showings

Mr. Folsom said that during coming months, RCA planned to "send the color programs to other cities, where network operation is intented with New York via radio relay station or the coaxial cable." He said that at least 100 RCA color receivers would be used in tests at the various points.

The New York field tests, he continued, would necessarily be telecast before the start of regularly-scheduled telecasting in the morning in order to comply with FCC rules. At other periods, the color programs will be "pipéd"

OVERSEAS POST

Crutchfield Athens-Bound

THE STATE Dept, last Thursday formally announced that Charles H. Crutchfield, vice president and general manager of WBT-AM-FM WBTV (TV) Charlotte, N. C., will leave for Athens next month to coordinate Georgia authorities on American methods and management techniques [Broadcasting & Telecasting, June 18].

Upon his return notification, Mr. Crutchfield expressed his appreciation to Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., for the leave of absence which made it possible to accept this government assignment. In Mr. Crutchfield's absence, Larry Walker, assistant general manager, will be in charge of WBT aural and TV operations.

Mr. Crutchfield will spend three or four months in Greece as an American radio specialist advising Greek officials on methods of television programming and management in domestic broadcasts.

Field Work to Start July 9

from NBC studios over wire lines to color receivers, he said.

Plans for the RCA demonstration were announced as CBS was completing plans to launch commercial colorcasts under its own system on a regular basis (see story page 20).

A 31-inch tri-color tube, to demonstrate that "there are no external limiting factors to picture size" in the RCA system, was exhibited at the symposium by the tri-color tube manufacturers earlier in the week.

An RCA announcement said that "the differences in producing tri-color tubes require additional engineering and manufacturing techniques," but that they were of such a nature that if adequate manufacturing care and diligence are pursued, problems of the tri-color kinescope will impose no more serious problems than those which were experienced in the early days of black-and-white kinescope production."

An engineer who attended the exhibit said that while pilot run production methods were described, his guess would be that setting up a plant to mass-produce tri-color tubes would require two years.

Another observer estimated that the nickel used in one spool of the tri-color tube would suffice for two or three thousand black-and-white receiver tubes.

The symposium was attended by representatives of firms licensed to use RCA inventions, among whom was Leopold M. Kay, CBS-Columbia Inc. vice president in charge of engineering, who attended through licenses held by Air King Products Co., which CBS took over as part of its merger with Hytron Radio & Electronics Corp. last week [Broadcasting & Telecasting, June 18].

Mr. Kay said that he felt "greatly disappointed" in what he had seen, "absolutely nothing we can lay our hands on to put into our Colorvision sets." CBS had been hopeful the tube might be put into early use with the existing system, pending the need for a rotating disc or drum.

COLORVISION

CBS Exhibits in Chicago

FURNITURE and appliance buyers were able to see television last week at the opening of the summer furniture market in Chicago, although they were little more than apathetic and routine in their approach to business transactions. CBS, with its wholly-owned manufacturing subsidiary, Hytron Radio & Electronics Corp., introduced to the trade a 12-inch color set which also will receive black-and-white.

Hollis Burke, Chicago model, demonstrated women's wearing apparel and described colorful household items seven times daily Monday through Wednesday for transmission to a viewing room set up in the Merchandise Mart. Hand-made pilot models, spotted around the room, will be followed by regular production in the fall. The set will probably sell for $499.95, not including installation or service charges.

Called Colorvision, the model is 32 inches wide, 22 and 11/16 inches deep and 36 and 1/8 inches high, and includes 27 tubes with rectifiers and the picture tube. The receiver can be adapted to UHF transmissions, Hytron says.

W. A. Blees Speaks

Buyers appeared to shy away from television manufacturers because of the current glutted condition in dealers', distributors' and retailers' showrooms. The "dissatisfied inventory" condition of television is shared with other appliances, according to W. A. Blees, vice president and general sales manager of Croley division, Avco Mfg. Co. Mr. Blees pointed out, however, that "there is no breaking of prices in the hard, whitegoods area" as there is in radio-TV models.

He said the television industry is different from other manufacturing businesses because "little people can get in easily and disrupt the entire market," and reminded buyers that "the important thing is to control your inventory." Despite the Korean war, he sees an economy that "will be big and prosperous for years to come in television." But the fact that goods are moving slowly, however, is "a good thing for business, in one way, because it allows you to think carefully and work harder. Sales organizations now need to work to sell goods, and cannot depend on the customary carry-in to TV not the least bit worried about the long haul."

Mr. Blees sees a continuing "highly competitive economy," with those who "stand by their. goods" coming out.

In his opinion, "the boys will be separated from the men." Much of the new furniture being introduced at the market was designed with television viewing in mind and some for radio listening. Among the new items was a wall cabinet with sliding panels, which can be used as a back rest and has storage space for a radio. A small snack table with drop leaves had a foam rubber cushion which snaps off on and off to be used as a television seat or table. The standard swivel tables, chairs and couches for viewing also were displayed.
Connecticut Radio Stations Speed Passage of Tough Narcotics Law

THE ability of radio to render notable public service was again demonstrated in Connecticut this month when STATION WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teenagers from the insidious menace of dope-peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

WTIC's effort, which involved a complete study of existing laws and specific recommendations to legislative bodies, was inspired by the nationwide response to the anti-narcotics crusade conducted by the station's teen-age program "Mind Your Manners" (NBC, Saturdays, 10:00-10:30 A.M.)

WTIC is hopeful that what has been accomplished in Connecticut will be repeated in other states, and offers its help to all other radio stations in the country interested in furthering this worthwhile crusade.

Copy of the new Connecticut law is available on request.
WTIC Leads Attack

THE NEW LAW For Selling Narcotics to Minors—
Mandatory Prison Sentence
15 TO 30 YEARS FOR FIRST OFFENSE

Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludden, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotic Law by Governor John Lodge
IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) "usually listen" to WHO's Farm News and Market Reports.

<table>
<thead>
<tr>
<th>STATIONS PREFERRED FOR FARM NEWS AND MARKETS</th>
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<tr>
<td>(An Iowa Radio Audience Survey Study)</td>
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<tr>
<td>Percentage of all listeners naming a favorite station</td>
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<td>Best Farm News and Markets on:</td>
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<td>Others</td>
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In Iowa, *Specific Farm Programs* are highly and widely popular, and more people prefer WHO farm programs than prefer those of any other station. For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

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<tr>
<th>WHO —</th>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
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<tr>
<td>Station B —</td>
<td>14.0%</td>
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<td>54.5%</td>
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This is Point Three 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.
AN 11th-hour drive by radio, spearheaded by WTIC Hartford, has resulted in passage of Connecticut state legislation which threatens severe penalties to dope peddlers, particularly those who sell to 'teen-agers.

Several weeks ago, WTIC's 'teen-ager panel program, Mind Your Manners, began receiving letters from parents worried over the growth of the use of narcotics among youngsters.

Here was a problem of vast importance. Moderator Allen Ludden consulted Program Manager Leonard Patricelli.

What could WTIC's 'teen-age panel say that would help solve the problem? How could they give advice on this evil practice about which they knew no more than the average boy or girl?

Mr. Patricelli suggested that the only person who could authoritatively advise other youngsters would be a 'teen-ager who had been an addict.

Mr. Ludden arranged for a recorded interview with a 'teen-age girl convicted of using narcotics who was confined to a Connecticut correctional institution.

On May 5, listeners heard the girl, in her small but intense voice, relate the story of her tragedy.

The Mind Your Manners panel urged listeners to demand of their legislators more severe state narcotic laws.

Public reaction was so spectacular that Paul W. Morency, WTIC vice president and general manager, began a study of both federal and state narcotic laws. It was found that the Connecticut Drug Act was woefully inadequate.

On May 20th, Mr. Morency conferred with Governor John Lodge who enthusiastically supported the proposal for a revision of existing state laws.

Gov. Lodge suggested that details of the proposed bill be worked out with State Police Comr. Edward J. Hickey. Mr. Morency and Mr. Patricelli went to Comr. Hickey with several recommendations but with one all-important objective: To forge a bill which would sharply define the difference between selling narcotics to an adult or to a minor.

On May 28th, through cooperation of Comr. Hickey and the legislative judiciary committee, the state legislature had a new narcotic bill on the docket.

Time was short. The legislature was to adjourn June 6, and the docket was full. WTIC went to work. Listeners were asked to write their representatives. A personal appeal from Mr. Morency went out to all other Connecticut radio stations, who joined enthusiastically.

Tom Eaton, WTIC news editor, and Jerry Hallas, political reporter, worked day and night writing lists and getting the bill a hearing at the state house.

On June 5, just 24 hours before adjournment—and only 17 days after WTIC initiated the effort—the bill was passed. Gov. Lodge affixed his signature and the bill became effective immediately.

Bell Joins L&M
C. FREDERICK BELL, vice president and one of the founders of Duane Jones Co., New York, has joined Lennen & Mitchell, same city, as vice president and account supervisor. He will take charge of development of new products on accounts handled by the agency.

In 1942 when Duane Jones Co. was formed he was appointed account supervisor, rising respectively to positions of director, vice president and member of the plans board. Mr. Bell also served as account executive and department head at Benton & Bowles, New York, in 1933. In later years he was with Griffes & Bell, Chicago, and Blackett-Sample-Hummert, same city.

GRAY APPOINTED
To Direct Strategy Board
APPOINTMENT of Gordon Gray, president of WSHS-Worcester, Mass., as director of the newly-created Psychological Strategy Board was announced last Wednesday by President Truman.

Mr. Gray has obtained a leave of absence from his post as president of a North Carolina institution.

The new board is designed to offer "more effective planning, coordination and conduct, within the framework of approved national policies, of psychological operations," according to Mr. Truman. The group primarily was called the Psychological Warfare Board.

Mr. Gray, former Secretary of the Army, will serve at an annual salary of $16,000, organizing and directing a staff to carry out the work of the board which also comprises James E. Webb, Undersecretary of State; Robert A. Lovett, Deputy Secretary of Defense, and Lt. Gen. Walter Bedell Smith, director, Central Intelligence Agency.

ROYAL TO RETIRE
May Become NBC Consultant
JOHN F. ROYAL, NBC vice president and one of its few remaining old guard executives, is scheduled to retire about Aug. 1, perhaps becoming an NBC consultant, after more than 50 years of years with the network.

Mr. Royal will become 65 on July 4. This is compulsory retirement age at NBC except in cases where the board determines the rule—a course the board has taken only in one instance.

Mr. Royal joined NBC via its owned-and-operated WTAM Cleveland in 1930 after more than 20 years with the Keith-Albee Theatre interests, a background which prompted his selection as vice president in charge of programs. In this capacity he was credited with building up many of the network's most notable program features.

Special Event
BRYSON RASH, special events director, WMAL-AM-TV Washington, D.C., will direct a central role in a special event aired June 16. In 1941, Mr. Rash was to receive his law degree, but was called out of town on a story. He had finished necessary requirements for a law degree at the Washington College of Law, now the law department of American University, but went without the coveted sheepskin through the past decade. On June 16, a former prosecutor donned the sheepskin during Mr. Rash's WMAL-TV newscast.

ABC Merger Vote
ABC stockholders will meet July 27 to vote on the proposed $26 million merger of ABC with United Paramount Theatres, officials said last week. This is the same date set for the UP&T stockholders' vote on the merger plan, which already has cleared the board of directors of both companies. The issue then goes to FCC, which is expected to call hearings to consider the plan in detail.

DUFFIELD NAMED
As Manager of KDKA
ROBERT G. DUFFIELD Jr., manager of WOWO Fort Wayne, Ind., last week was named manager of KDKA Pittsburgh succeeding Joseph E. Bau-dino, elevated to general manager of Westinghouse Radio Stations Inc. at Washington headquarters. [BROADCASTING • TELECASTING, June 4]

In announcing Mr. Duffield's appointment to the pioneer Westinghouse station in Pittsburgh, Walter Evans, WRS vice president, said Franklin A. Toole, KYW Philadelphia program manager, will succeed Mr. Duffield as WOWO manager. Gordon W. Davis, former radio director of W. Craig Chambers Agency, Pittsburgh, a KYW staff producer for four years, will succeed Mr. Davis as KYW program manager.

Mr. Duffield has been with Westinghouse 23 years. In that period he has been a member of the staff of every station in the original Westinghouse group. In 1927 he joined KYW when the station was located in Chicago, later going to KDKA, WBZ Boston and finally WOWO. During the war he served in the office of the Chief Signal Officer, Washington.

He has just returned to the United States after a six-week leave spent in Munich, Germany, as a consultant to Radio Free Europe. [BROADCASTING • TELECASTING, May 28]

Mr. Baudino was elevated to the WRS vice presidency succeeding Walter E. Benito, vice president and general manager. Mr. Benito on July 1 becomes manager of the new Air-Arm Division of Westinghouse Electric Corp., parent company, to be set up in Baltimore.

Mr. Davis Mr. Toole

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A CALL for a boost in radio rates and admonitions for more aggressive selling and revitalized programing by the nation's radio stations marked the 16th BMI Clinic, held in New York last Monday and Tuesday. Approximately 125 station executives and staff members participated.

The Clinic speakers recognized television's impact, but reiterated their faith in radio and its future while cautioning the station representatives that the time has come for them to get down to hard selling, fresh programming, and more comprehensive promotion of their radio wares.

Pellegrin Emphasizes Points

Radio's need to raise its rates was cited by Frank Pellegrin, vice president and secretary of H-R Representatives Inc., New York, who said he found these conclusions "inescapable":

1. "Radio is bigger than ever."
2. "Television raises hell with reading of newspapers and magazines. Both are down."
3. "The longer people own television sets, the more they go back to radio listening."
4. "Newspapers and magazines should be forced by advertisers and agencies to produce inch-by-inch readership figures on advertising, in view of their alarming decline just as radio has supplied minute-by-minute figures on listening."
5. "Radio should raise its rates, and newspapers and magazines should cut their rates."
6. "Radio remains the biggest, most effective, and most economical advertising medium in the world."

Scoring agency space-media departments for "complacency" in accepting Audit Bureau of Circulation reports while radio is required to produce detailed listenership data, he said:

"Radio departments of agencies now control far too small a portion of total ad budgets. If the bright young men and women of these departments will ask the pointed questions they should ask of their opposers numbers in the space departments, a general realignment of national advertising budgets is well-nigh inevitable."

"The same, of course, should be said of the advertising departments of the client companies."

"Radio, more than ever before, is today's best advertising medium."

"It's time for radio stations to think about their programs, not just their advertising."

Charles Siverson, program director of WHAM Rochester, called upon station management to think through their programs and work out sound solutions rather than go "hiking" with the station manager."

"Stations, he said, must overcome the easy inclination to operate now just as they did 20 years ago."

John Outler, general manager of WBW Atlanta, told the clinic in a speech on "Radio's Dust Bowl" that management which refuses to redirect some of its profits into improvement of its operation may discover its profits dwindling. He called for regular and honest self-appraisal by stations on the question of programs, which he considered the key to success or failure.

Louis Hausman, CBS vice president in charge of advertising and sales promotion, suggested methods of "advertising to your real customers" to the listeners. Stations, he said, should build up their own "uniqueness" or "personality" and then take advantage of it by promoting it both on and off the air.

Emphasizing the importance of devoting serious thought to on-the-air promotion, he cited the recent and current studies designed to determine the effectiveness of radio advertising as against newspaper advertising. In "the one case history which failed to establish radio's supremacy," he said, it was found that "the newspaper ads were written by the store's top copy writer and had the benefit of all the advertising department's know-how with layout and newspaper advertising," while the radio copy . . . was turned out by a high school girl who was being paid the magnificent sum of $21 a week."

Cott Discussion

Means of developing station "personality" through programming were discussed by Ted Cott, general manager of NBC's WNBC-AM-FM and WNBC(TV) New York, in a speech calling for a fresh approach and the application of new ideas in building more listeners. Good radio is achieved through means of developing both "personality" and audiences was discussed by Elliott M. Sanger, executive vice president of WOR New York.

Sales suggestions and potential new prospects for radio advertising were outlined by Maurice B. Mitchell, vice president and general manager of Associated Program Service.

Sheila John Daly, of Ladies Home Journal, stressed the purchasing potentialities of the teenage audience in particular.

The value of good programming was stressed by S. A. Cizer, vice president of WKYW Louisville. He emphasized that it is for the programs that people buy radio sets, and reiterated that consistently good programming, plus discrimination will reasonably guarantee success.

"Hints and pitfalls" in the copyright field—such as applied to music, programs, etc.—were reviewed by Robert J. Burton, vice president in charge of publisher relations for BMI and general manager of BMI Canada Ltd., and Joseph A. McDonald, vice president and general attorney for ABC.

Basic ingredients of "showmanship"—including "suspense," "conflict," and "lure)—were described at a Tuesday luncheon by Zenn Kaufman, merchandising manager of Philip Morris & Co.

The Clinic was held at the Johnny Victor Theatre in the RCA Exhibition Hall, and was opened by BMI Vice President Roy Harlow, Clinic chairman who supervised the program. Co-chairman was Lip Pattee. Carl Haverlin, BMI president, presided at the luncheon meetings. William S. Hedges, NBC vice president, welcomed the group at the opening session.
A SHOWDOWN on controversial credit controls under Regulation "W" and on renewal of the administration's defense production program is destined for heated debate on Capitol Hill early this week.

Radio-TV manufacturers won and lost decisions in committee last week, with the result that industry's request for relaxed curbs on installment buying of radio and television receivers still hung in the balance.

The victory was marked up in the House Banking & Currency Committee, which tentatively voted to extend the pay-off period on new automobiles and other articles. The group agreed to cut the down payment on new sets from 25% to 15% and to spread out the payment period from 15 to 18 months.

The Senate Banking & Currency Committee twice rejected an amendment by Sen. Homer Capehart (R-Ind.), which would have placed radio-TV credit regulations on the same plane with those governing household furnishings. [Closed Cincinnati, June 11]. It agreed instead to a installment buying for new automobiles, with expiration date of March 1, 1962.

Final Reports

Both actions came as the committee worked on final reports dealing with extension of the present 1960 Defense Production Act and followed hearings during which Radio-Tele TV manufacturers pleaded for a more flexible Regulation "W" to meet the high-inventory, low-sales squeeze. [BROADCASTING, June 11, 4].

Sen. Capehart's proposal was beaten down early in the week in committee quarters by a vote voice after he advised members that regulation should be more realistic to give businessmen the opportunity to sell their merchandise and alleviate employment layoffs.

As reported Thursday, the Senate version went to the floor of the upper chamber with relief only for automobile manufacturers despite arguments submitted by RTMA to the committee and also the Federal Reserve Board. The Senate group also recommended extension of wage-price-rent controls for eight months rather than the two years requested by President Truman.

Sen. Capehart, a former radio manufacturer, made a spirited effort again Thursday to have radio-TV receivers classified as household goods under Regulation "W" but his motion was rejected, 8-4, with votes taken in the Democratic-dominated committee.

The committee approved the price-wage-cost control provision by an overwhelming 12-1.

With respect to automobile purchases, it agreed to retain the present one-third down payment and extend the pay-off period from 15 to 18 months. Included was a provision prohibiting FRB from raising the down payment. The House group earlier had taken similar action.

Under the Senate proposal, the government's power to control materials for defense production would be extended to June 30, 1962. A plan whereby a Small Defense Plants Corp. would be set up to assure equitable distribution of defense orders for small business was defeated.

Its House counterpart turned thumbs down on the Chief Executive's request for authority to license business operators as a method of controlling prices.

The Senate group's action prompted speculation that a proposal to wipe out beef rollbacks would lead to similar action for other items and, in effect, "establish a new base for the stabilization of wages." Chairman Burnet Maybank (D-S. C.) felt, however, the move would constitute a "real price freeze."

While no immediate reaction was forthcoming, electronics manufacturers were expected to take sharp exception to the Senate version which some observers characterized as "discriminatory" to their industry.

RTMA only recently had petitioned the Federal Reserve Board for "immediate relaxation" of Regulation "W" for the television industry, claiming that TV "production lines are completely shut down in many plants and in some instances entire plants are closed.

RTMA had reported no reply as of late Thursday.

Speaking on behalf of 336 set and component parts manufacturers, RTMA President Glen McDaniels asked FRB Chairman William Martin Jr. to suspend Regulation "W" for 90 days "to relieve" current distress in the industry.

Mr. McDaniels urged that when Regulation "W" is reimposed, television sets be classified as home furnishings so that the down payment will be 15% rather than 25%.

He submitted that sales "are at a standstill all over the country and that factory inventory is 600,000 sets against an average of 50,000 last fall.

"Reports by less than half of (association members) show over 50,000 unemployed in some plants and a pronounced disservice to the mobilization program is being caused by these widespread layoffs of employees who will be needed later for military contracts," Mr. McDaniels stated.

Cities Credit Controls

The application of Regulation "W" to the radio-TV industry, the RTMA president continued, "has created a condition of depression contrary to the intent of the enabling legislation which was to restrain inflationary pressure but not to create depression."

Mr. McDaniels held that relaxation of the regulation would help combat inflation by transferring buying pressure from areas of genuine inflation to areas of "acute deflation."

In its testimony before the Senate Banking Committee, RTMA stressed the burden of the FCC freeze, denying manufacturers 50% of their market; the 10% excise tax on TV receivers and provisions of Regulation "W."

Earlier, opposition to any relaxation of controls was registered by Defense Mobilizer Charles E. Wilson. Appearing on NBC-TV's Meet the Press, Mr. Wilson said he would not favor easing credit restrictions at this or any time prior to fulfillment of the government's defense program by 1953. Mr. Wilson headed a committee which had recommended broader powers to control installment buying.

Touching on materials, Mr. Wilson said shortages of cobalt and other strategic materials used in radio-TV equipment does not pose a matter of major concern. Automobile manufacturers doubtless will find ways of synthesizing cobalt and other metals within the next two years. Cobalt is needed in the magnetic speakers of radio-TV receivers.

How long the current Defense Production Act would be extended beyond the present June 30 expiration date was not resolved last week. Possibility was held that heated floor discussion might prolong Congressional study and necessitate a short extension to enable the lawmakers to weigh amendments more carefully.

Also at stake, though not indicated for appreciable change, is a provision of the act exempting radio-TV, newspapers and other media from price controls. Authorities suggested, however, that legislators may resurrect the issue, especially as it pertains to newspapers. The question has been raised as to whether the act covers the price publishers may pay for newspaper, another thorny issue on Capitol Hill (see separate story). In any event, radio-TV's exemption for advertising and subscription charges, once contained in the amended act, another issue hanging in the balance—and one approved by the House Banking Committee—is an amendment designed to encourage (1) dispersal of productive capacity for purposes of national security and (2) full utilization of "human and material resources of the nation wherever located."

RADIO fights back against telecasters' claims in the two full-page newspaper advertisements which are shown above. The CBS advertisement on the left, which appeared in four New York dailies, opens with 'Television's a wonder-child, and no question about it. Precocious as anything, and big for its age. Almost makes you forget
A THRAT of legal action to block development of theatre television and home box-office TV last week tempted the flush of enthusiasm which the Louis-Savold fight had engendered among theatre interests.

Although the theatre people had not, as far as is known, given any cogent reason for the opposition late last week, a group of 10 New York professional men—nine of them attorneys—formed a "Fair Television Practices Committee" and they went to the FCC and if necessary to the courts to fight the "evil practices threatening TV."

Tired of having to pay for certain events or else miss them, the committee in its announcement cited these "pernicious practices currently arising in television broadcasting."

"1. The trend to charge TV set owners for the right to view particular broadcasts as exemplified by Phonevision, which was tried in an experimental TV station in Chicago.

"2. The trend to discriminate against certain TV set owners by deliberately channeling broadcasts away from designated areas into restricted areas, as occurred in the Louis-Savold fight."

The committee's blast came as exponents of theatre TV were reviewing enthusiastically the out- come of the first network theatre cast—the Louis-Savold bout June 15, which drew capacity crowds at all nine theatres carrying it.

The theatre group promptly announced it had acquired exclusive rights to a second match—the Jake La Motta-Bob Murphy light-heavyweight bout to be held Thursday night at New York's Yankee stadium. The same lineup of theatre — nine in six cities — was scheduled to carry this match.

No TV Coverage
As in the case of the Louis-Savold bout, the TV coverage will not be carried by TV broadcast stations at any point or by theatres in the New York area. International Boxing Club, which has staged this type of promotion as greatly encouraged by its own gate at the Louis-Savold bout, which brought upwards of $100,000 through the turnstiles, was harmlessly more, it was noted, than the box-office proceeds from several recent fights that were broadcast by TV.

In the meantime the Louis-Savold fight is being seen on home TV screens — via film — while the La Motta-Murphy bout is being telecast live to the interconnected theatres. After all, the committee had the film rights to the Louis-Savold fight for approximately $20,000 and last week showed it as part of its regular Wednesday night boxing,
DEPLORABLY softened by years of watching telecast prize fights in his own living room, this flabby reviewer ventured into the Keith's theatre in Washington the other night. Those exuberant at RKO are admitted to the theatre to occupy a section of seats that had been reserved for news-men and distinguished guests who did not appear in the number that had been anticipated.

The avid fans, mostly men in shirt sleeves and of remote association with a shower or batthub, plunged bravely through the gloom in a rush to find seats. They struggled to regain his, against the energetic efforts of the late arrivals to unseat him, leaving this reviewer in approximately the condition of Mr. Savold's midway in the sixth round.

Except for cigar smoke, the atmosphere at RKO Keith's was that of a professional football game. In addition to the characteristic aroma, the spirit of the crowd was typical of a stadium audience.

The habits acquired in watching TV boxing at home were evident at the beginning of the program, but they quickly were overcome.

At the playing of the Star Spangled Banner preceding the bout, most of the people kept sitting as they would at home. A patriot finally screamed, " Everybody up," and the crowd rose obediently, averting a tresspassing disaster.

As the fight progressed, the enthusiasm of the crowd intensified. The knockout evoked a wild outburst of shouts, whistles, and applause.

At least 80% of the audience left when the bout was over, showing that quite often the majority has more sense than the minority. Those that remained, including this reporter who was trying to recover his composure not to mention his breath after the pre-bout struggle for his seat, were treated to a Technicolor cowboys and Indians
to a

IN REVIEW...

PHOTOGRAPHS and -Indians

Technicolor cowboys and Indians charade. In comparison with A Pajaro Drama, the title of this inexcusable production, Hopalong Cassidy and his co-players have the skill of the Old Vic company.

Camera work during the telecast of the fight was generally commendable, although it could have been expected since it was done by NBC-TV crews who know the business. The big screen picture lacked the definition one is accustomed to on home receivers but was of passable quality.

This reviewer prefers, however, to take his boxing in his living room where the seats are comfortable and the company not only recently washed but also behaved.

NPA APPOINTMENT

APPOINTMENT of Walter J. Currie, former official at Standard Brands Inc. and later the Crosley Division of Avco Mfg. Corp., as deputy assistant administrator for Business Management, was announced by the National Production Authority Thursday.

Mr. Currie will assist Mr. Weiss, assistant administrator, and former Don Lee-Mutual executive, in determining "essential civilian requirements and in aiding industries to meet the minimum needs necessary to maintain a strong economy." NPA said. Mr. Currie has been serving as consultant to OCR since last March.

The new deputy assistant administrator began his career as salesman for Standard Brands in 1927. He later was transferred to the company's foreign division and in 1932 was placed in charge of operations for the firm in Europe, British Isles and North Africa.

After a tour of war service, Mr. Currie returned to Standard Brands. He resigned in 1949 to become international representative for Avco Mfg. Corp.'s Croxley Division.

J. NEIL REGAN, manager of the Los Angeles office of McCann-Erickson, was elected 1951 president of the Advertising Assn. of the West at the 48th annual convention which closed June 21 at Denver. Some 400 delegates representing 50 members and 41 member clubs in 11 western states and Western Canada attended the four-day meeting.

Arthur E. House, Portland, Ore., was elected senior vice president and Albert May, Phoenix, Ariz., vice president-at-large. Gertrude Murphy, San Jose, Calif., was elected secretary-treasurer.

William B. Ryan, president of Broadcast Advertising Bureau, said radio has nothing to fear from television. He pointed out that TV is just another medium of advertising and will not replace any of the older media.

Conceding the "phenomenal effect" TV has on the public in demonstrating gadgets and appliances, Mr. Ryan said facts reveal that people drift back to radio after the novelty of television disappears, usually after the first six months.

Hann Tyler, manager of KFI-TV Los Angeles, stressed tremendous results observed by advertisers using TV in addition to radio. He said TV is especially important when an organization wants to demonstrate something out of the ordinary.

Mr. Tyler quoted numerous advertisers who have had notable success in use of the visual medium.

One of the luncheon sessions last week was devoted to a report by Mr. Ryan to Denver's radio station managers. Among those honored were Hugh B. Terry, KLZ; F. W. and A. G. Meyer, KMYR; Charles B. KOA; T. C. Ekrem, KVOU; Eugene O'Fallon, KFEL, and John Buchanan, KTLN.

The 1962 convention will be held June 22-26 at the Olympic Hotel, Seattle.

BBDO Gets Award

Annual trophy donated by the Vancouver Ad Club for the best radio advertising created in the West was awarded to BBDO San Francisco for its dramatic Geo Do It, sponsored over KHJ Los Angeles and Don Lee network by Standard Oil of California.

The program won top award for the best commercial program in cities over 100,000 and on networks.

Certificates of award in the radio competition follow:

Best commercial announcer, cities under 100,000, KDSN Boise, Idaho, Sears Savings, half-hour tribute to surrounding communities sponsored by Sears Roebuck.

Best spot announcements, cities over 100,000, Emil Reinhardt Adv., Oakland, 30-second singing chain-breaks for Sike's bread on KCBS San Francisco.

Best spot announcements, cities under 100,000, KERO Bakersfield, chain breaks below for A. D. Peckham.

Honorific mentions, large-city programs—KOMO Seattle, Seattle Barn Dance, participating, Tasket Adv. Agency; CJOR Vancouver, Pacific

REGAN HEADS AAW Impact of Radio Cited by Ryan

PLANS to open a New York sales and service office for WJR Detroit, WGAR Cleveland and KMPC Los Angeles in early September were announced last week. Simultaneously, John F. Patt said that Gordon Gray, vice president of WIP Philadelphia, will be put in the operation, assuming his new duties Aug. 1.

Mr. Gray was elected a vice president of the三个 corporations at subsequent board of directors meetings.

Mr. Gray will coordinate all national sales and sales service for the three Goodwill stations, lending special assistance to the outlets national representatives. Edward Petrak & Co. will continue to represent WJR and WGAR as they have done for the past 18 years, Mr. Patt declared, and H-R Representatives will continue representation of KMPC.

Mr. Gray will spend the first month at the three stations, familiarizing himself with operations firsthand. He will continue an assistant to work in the New York office.

Mr. Gray's wide radio and advertising experience includes serving twice on the Sales Managers Executive Committee of the NAB as well as on the original Broadcast Advertising Bureau committee.

A graduate of the U. of Missouri, he worked on the Kansas City Star in both Kansas City and New York. Later he joined the Katz Agency, New York, subsequently becoming the firm's Kansas City manager.

In 1944, Mr. Gray was named general manager of KOIL Omaha and KFOR Lincoln, Neb., and when these stations acquired WDTW Minneapolis, he also headed that operation as well. During this time, he was regional assistant for Office of Information and chairman of the Nebraska State Network.

He joined WIP in 1947.

GOODWILL TRIO

Open New York Offices

-
CBS COLOR TV ‘PREMIERE’

16 Sponsors Signed at Start

With 16 sponsors lined up, CBS today (Monday) inaugurates its commercial color television service with ‘premiere’, a special program, 4:30-6:30 p.m., over CBS-TV stations in New York, Boston, Philadelphia, Baltimore, and Washington [Broadcasting • Telecasting, June 18].

Also set is another color program, The World Is Yours, featuring Ivana, the young actress, to be scheduled June 26 (tomorrow), 4:30-5:30 p.m., for General Mills Inc., which thus becomes the first full half-hour color sponsor; and four sponsored station-break spots over WCBS-TV New York for 13 weeks each, effective today (Monday).

Station-break sponsors were Phoenix Aristomat (stove covers), through Young & Rubicam, New York, Saturdays, 10 a.m.-11:30 a.m., Fridays, 11 a.m.; O’Cedar Corp. (spoon mops), through Young & Rubicam, Chicago, Thurs., 11 a.m.; Bulova Watch Co., through Biow Co., in 15 major markets, 9 a.m.-10 a.m., and Wembley Inc. (ties), through Walker Saussy Agency, New Orleans, Weds., 11 a.m.

Officials to Appear

Those scheduled to appear on the opening program include FCC Chairman Wayne Coy, CBS Board Chairman William S. Paley, CBS President Frank Stanton, and prominent entertainers such as Ann Murray, Ed Sullivan and Don Rickles; and, in the New York area, Emerson, Garry Moore, Sam Levenson and Patty Painter, “Miss Color Television.”

The sixteen opening-sponsors, which the network believed to be “the largest group of advertisers ever to participate in a single network broadcast,” are: General Mills; Lincoln-Mercury-Div. of Ford Motor Co.; Nabisco Brands; M. Wittehauer Watch Co.; Pabst Blue Ribbon Beer; William Wrigley Jr. Co.; Revlon; Thomas J. Lipton Inc.; National Biscuit Co.; Toni Home Professional; Monarch Finer Foods; Procter & Gamble Co. for Ivory Soap and Duz; Standard Brands Inc. for Tender Leaf Tea and Instant Chai & Sanborn; Quaker Oats Co. for Aunt Jemima Cake Mixes; Best Foods Inc. for Rit Products Corp.; Pepsi-Cola Co., and Liggett & Myers for Chesterfielders.

It was understood that the inaugural CBS color color would be received in New York over about 16 color receivers, most, if not all, located at the CBS color studios; in Washington over receivers at the station’s downtown and Virginia Avenue loca- tions; in Boston, two locations; Baltimore, two; and Philadelphia, one.

Following today’s program, daily color telecasts, morning and afternoon, will be made, with “a gradual pattern of expansion.” Announced is an estimated 20 hours of color television weekly will be scheduled by fall, CBS announced.

Meanwhile, Color-Video Inc., 135 Broadway, New York, announced arrangements with Lane Television Labs., Inc., of the Bronx, and Franklin Television Labs., Inc., of Brooklyn, for adapting television receivers internally to receive in black and white CBS color telecasts.

Color-Video President William M. Ivler announced perfection by his company of a “new universal transformer which, when installed in a color receiver, enables any make or model of television receiver to be adapted to receive both standard black and white transmissions and the color transmissions in black and white with a flip of a switch.”

Charge to adapt a set in this fashion will be about $30, it was announced, including adaptation and installation charges. Adaptation, in most cases, will be made in the home of the set owner. This service is also being made available to retail dealers and dis- tributors for those who want this special equipment or who have a good market for it and want to sell it may be adapted before being delivered to the customer,” the announcement said.

Mr. Ivler, who said his company’s transformer refuted claims that CBS color would render present TV sets obsolete, stated that all sets could be adapted to receive color in black and white; and that as soon as color wheels and drums are available, his company would be ready to install them so that color telecasts might be received in color.

In Chicago, CBS reported that more than 1,000 buyers witnessed special CBS color demonstrations at the annual house furnishings merchandise market in the Merchandise Mart, along with the new line of combination color and black-white receivers of CBS-Columbia Inc., set manufacturers formerly known as Air King Products and now a CBS subsidiary.

 Buyers Impressed

Reaction of the buyers, as reported by the network, included that of Jerry Ward of Lyon, Healy & Co., music store chain with Chicago store, who said: “It’s extremely impressive with the clarity of color reception. I can see a tremendous future for CBS-Columbia TV.”

W. J. Gallop of Shillito Store, Cincinnati, called CBS color “terrific. We want sets as soon as possible,” he was reported as saying.

Frank Hough, of Hough-Wiley, Charlotte, N. C., according to the network, said, “It’s terrific it’s breathtaking.”

Thomas Morley, of Morley Brothers, Detroit, called it “sensational —the color is so authentic—it’s wonderful to see every color of the spectrum so perfectly reproduced,” the network reported.

In connection with the origination of its first network color telecast, CBS announced that “no changes” in existing black-white studio facilities would be required—only addition of three color cameras, moni- tors and associated control room equipment.

ecessary technical work and installation of equipment was due to be completed by the time that CBS at 109th Street and Fifth Avenue, New York, would be in a 12-hour period between 10 p.m., Wed., and 10 a.m., Thurs., the network said. Color and sound sig- nals would be transmitted from studio 57 by coaxial cable to the network’s master control in the Grand Central Building, it announced, from where they would be distributed by telephone cables to the WCBS-TV trans- mitter, and by cable to the network.

HENNON HEARING

THE AMERICAN Bar Assn., the legal profession’s heavyweight, wants the Senate Judiciary Com- mittee to defer consideration of FCC Comr. Freda B. Hennock’s appointment to a federal judgeship for at least another three weeks.

This was learned last week by Broadcasting, which hadát amid reports in Washington that:

• The committee expects to go along with the bar’s request.

• A majority of the committee appears on the horizon, Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) and well- known in broadcast and Congressional quarters, still is the White House’s most likely choice to suc- ceed Comr. Hennock [Broadcasting • Telecasting, June 18].

• The bar’s decision could be a woman of Democratic Party standing.

• The White House expects a minimum of two to three weeks to pass before the Senate’s weather vane shows in what direction the wind will blow on Comr. Hennock’s chances to don the jurist’s black robe.

• Sen. Irving Ives (R-N. Y.) has asked the Judiciary committee to give full hearing to any and all parties opposing Senate confirmations.

It was understood that the American Bar’s bid for time came from its Committee on the Federal Judiciary, whose chairman was asked for a public hearing “sometime after July 15.” The specification of date was made because of the heavy workload in the New York southern district court which is approaching its regular summer recess, according to a Capitol source.

Strong opposition has been regist- tered by the Assn. of the Bar of the Southern District of New York, which filed a petition on July 12 with the Senate to have the name withdrawn from consideration.

The opposition side has several points to make.

Strong opposition has been registered by the American Bar Assn., the legal profession’s heavyweight. The Senate Judiciary Committee to defer consideration of FCC Comr. Freda B. Hennock’s appointment to a federal judgeship for at least another three weeks.

THE AMERICAN Bar Assn., the legal profession’s heavyweight, wants the Senate Judiciary Com- mittee to defer consideration of FCC Comr. Freda B. Hennock’s appointment to a federal judgeship for at least another three weeks.

If confirmed, Comr. Hennock, who would succeed Judge Alfred C. Coxe, retired, would get neither a raise in salary nor a pay-cut. As Commissioner, she is paid $10,000 a year, the same salary the judgeship carries. However, as a New York federal judge her appointment would mean that her work would be in New York. For a seven-year term, expiring June 30, 1955.

The Senate Judiciary Committee failed to file notice of hearings on the Hennock nomination for the second consecutive week. However, a Judiciary subcommittee held ses- sions and approved nominations of Judge Harold R. Medina to be judge of the second circuit and

Thomas J. Murphy, as judge of the southern district, both New York. At the same time, the Senate committee set another nomination for the southern New York district, that of Edward J. Ditt- lock, for hearing this Wednesday.

All of these nominations, including that of Comr. Hennock, had been sent to the Senate in one group.

Possibility that a woman candidate for the FCC will be talked up came with the report that Mrs. India Edwards, Democratic Na- tional Committee woman, returning from a European trip, would be in Washington this week.

While not a certainty it was speculated that Mrs. Edwards might have some ideas on a woman nominee to succeed Miss Hennock.

With traditional Senatorial courtesy, Sen. Ives has not stated that he agreed to the confirmation of Comr. Hennock. However, New York Republican has given the Judiciary committee notice that he expects all persons or organizations in agreement with the committee to get a full hearing.

With two bar associations, both leaders in the profession, voicing objection, a public session to hear objection can be expected to be held.

Sen. Herbert R. Lehman, also of New York and a Democrat, has stated that he has “no objection” to the confirmation. Neither New Yorker is on the Judiciary group.

June 25, 1951 • Page 25
TOM ALOYSIUS BROOKS, 42, vice president and general manager of Hearst Radio Inc., died suddenly of a heart attack last Tuesday at his home in Leonia, N. J.

Mr. Brooks was stricken only a few hours after the FCC renewed the license of the Hearst-owned WBAL Baltimore, culminating a four-year fight by Hearst Radio to retain the station (see story page 19).

Identified for more than 25 years with the electronic field, including AM, FM, television and facsimile, Mr. Brooks was appointed vice president and director of Hearst Radio, which operates WBAL-AM, TV Baltimore and WINS-AM-FM Milwaukee, on Nov. 19, 1948.

A native of Wisconsin, where he was born Dec. 11, 1908, Mr. Brooks joined the New York Evening Journal radio department in 1924, and in 1935 became assistant manager.

In August 1940 he was commissioned a lieutenant (jg) and served in Naval Intelligence throughout World War II, receiving a commendation from Rear Admiral Monroe Kelley for his performance of duties while attached to the OF

KATZ NAMES

Donahue to Post

SCOTT DONAHUE Jr. has been appointed assistant sales manager for television for The Katz Agency Inc., New York station representative, to succeed Don L. Kearney who has assumed the new position of television program manager (broadcasting and Telecasting, June 18).

Former WPXl (TV) New York sales manager, and earlier with The New York Daily News advertising department, Mr. Donahue has been associated since March 1950 with the television sales staff of the New York office of The Katz Agency.

Also announced were three additions to the television sales staff: Robert J. Kochenthal and Oliver T. Blackwell in New York, and Lewis P. Johnson in Chicago.

Mr. Kochenthal, WPXl account executive and former Northwest Airlines assistant district traffic manager, will join Katz July 30. Mr. Blackwell, of the radio and television department of Compton Advertising Co., New York, will take his new position July 2.

Mr. Johnson, whose appointment is effective July 30, has been associated with the Chicago office of WOR-TV New York as account executive; with Chain Store Age, Philadelphia Inquirer and Chicago Tribune.

Mr. BROOKS

vice of District Intelligence Officer, 3rd Naval District, on Nov. 5, 1945. He returned to inactive duty with the rank of commander in March 1946. Mr. Brooks subsequently served as officer in charge of Zones 7 and 8, Organised Naval Reserve, from October 1946 to April 1949.

He is survived by his widow, Fredrica; four children, Tom Jr., Frederica, Emily and Patricia; his mother, Catherine Kelly Brooks of Jersey City, and a sister, Esther Stauffer.

Funeral services were held Friday with solemn requiem mass at St. John's Roman Catholic Church, Leonia, N. J.

WBS Signs 12

WORLD Broadcasting System, New York transcription firm, last week announced 12 new contracts and renewals of 50 existing contracts, all for a minimum of one year.

NEwSPAPER ADS

Radio-TV Expenditures Up

MOST "spectacular" increase in the use of newspaper advertising during 1960 was registered by the radio and television industry, according to the research volume, *Expenditures of National Advertisers in Newspapers: 1950*, published by the Bureau of Advertising, American Newspaper Publishers Assn.

A 78.4% increase was recorded by the radio and TV field during 1950 when its newspaper expenditures jumped from a 1949 total of $12,766,000 to $22,760,000. The three heaviest investors recorded were: RCA, with $3,158,624, up 54.1%; Admiral, with $2,724,631, up 149.9%; and Motorola with $2,046,752, up 273.5%.

Radio and TV stations also registered a decided increase—from $4,975,000 to $8,067,000, the report showed.

General Motors Corp. remained the largest newspaper advertiser in the country by expending $27,594,071 for the printed page, an 11% gain over 1949. Chrysler Corp. ranked second with an investment of $13,703,451 as compared to 1949's $13,747,966, while third place Ford Motor Co. rose from $10,629,320 in 1949 to $13,566,716 in 1950.

Network radio's share of the U. S. advertising dollar, the report claims, dropped from 14.4 to 12.5 cents in 1950, while spot radio and newspapers portions remained at the 1949 levels of 12.2 cents and 34 cents respectively. Network television registered 3.1 cents of the advertising dollar, of $45 million in revenue for 1950, the report said.

The magazine share of advertising dropped from 31.4 to 29.3 cents, although outdoor advertising at 8.6 cents and farm journals, at 2 cents remained unchanged.

SMITH TO PETRY

Heads Chicago TV Sales

APPOINTMENT of Louis A. Smith to the new position of Chicago sales manager of the Television Div. of Edward Petry & Co. Inc., New York, effective July 1; and addition of Theodore H. Walworth Jr. to the Petry Co. New York office as TV sales executive, effective June 15, were announced last week.

Mr. Smith, manager of the Chicago office of WOR New York, was a sales executive in the Chicago office of the Petry Co. from 1943 to 1947, when he left to form the Louis A. Smith Adv. Agency in Chicago. Earlier, from 1935-39, he was a salesman for WHB&I, Rock Island, Ill.; and from 1939 to 1942 was commercial manager of KOWH Omaha. During the last war, Mr. Smith was with the U. S. Army Air Force.

Mr. Walworth, a Spot Sales account executive for ABC, has been with the network since 1946, when he started in the Research Department. He is a graduate of Nichols Business College, Dudley, Mass., and was in the Army Medical Dept. during the war.

GILLETTE GAME

All-Star Part of Contract

THE 1951 All-Star Baseball Game, July 10, will be sponsored by Gillette Safety Razor Co., over MBS's 545 radio stations, NBC-TV and the TV stations identified with Mutual ownership: WOR-TV New York; WGN-TV Chicago and WNBC-TV Boston; plus KFI-TV Los Angeles, which is being acquired by General Tire & Rubber Co., a Mutual stockholder.

The game will be broadcast from Briggs Stadium, Detroit, beginning at 2:15 p.m. and also will be carried by the Armed Forces Radio Service overseas.

Six year radio rights to the annual event and the World Series were purchased by Mutual and Gillette in 1950 from Baseball High Commissioner A. B. Chandler, and Gillette in December 1950 acquired TV rights to the package through 1956 for $1 million a year.

Rathbun Resigns

JACK RATHBUN, director of advertising of LeBlanc Corp., Lafayette, La. (Hadacol), since March 1950, has resigned. Mr. Rathbun has been in radio 15 years, serving at several stations. No successor has yet been named.
By BRUCE ROBERTSON

GREATLY FAIR, with favorable to brisk trade winds, about sums up the spot radio business climate for the summer just starting, according to the majority opinion of a group of typical station representative firms surveyed last week by Broadcasting • Telecasting.

A 25% minority, however, registered a contrary report of dead air, with little prospects of any immediate pickup. And a few voiced an inability to gauge what lies ahead, saying they are currently caught in a cross current of orders and cancellations with no indications yet as to which way the tide will turn.

Favorable Outlook

Almost without exception, the station representatives agreed that the favorable outlook is extremely favorable, with every indication that the fall will be one of the best business seasons in spot radio history, and they were completely unanimous in predicting a sell-out summer and fall for spot television, the consensus being succinctly summed up by the statement of one firm: "The only thing that is holding TV back is that there isn't enough time to meet the demand."

Confusing the general outlook is the flurry of excitement generated by a wave of cancellations for the summer spot drives for Spic & Span and Tide and seriously curtailing those for Joy, Lilt, Drene and other P & G products. Adding to rather than decreasing the confusion are the new spot time orders being placed for some of these products as of July 1 and a shift of other spots from one product to another.

The explanation of P & G agencies is that the spot curtailment represents not cancellations of campaigns which had been planned to continue through the summer, but merely the conclusion of spring campaigns timed to end with the F & G fiscal year on June 30. This simple statement does not satisfy many representatives, who noted that much of the business now terminated had been placed on a 52-week basis.

The majority of the representatives who anticipate good spot business for their stations throughout the summer last week advanced no common reason for this happy state of affairs, although several cited the increased time purchases of brewers this year as a major factor.

Stations are refusing to clear time for some of the network cut-rate deals, he declared, citing particularly the "one-minute announcements disguised as five-minute programs," and are once more the kind of station programs that consistently pull large local audiences to their top network competition. He noted the rise of Negro disc jockey programs throughout the South, whose ratings, he said, are beginning to attract the attention of national as well as local advertisers.

Several representatives mentioned a disturbing trend for spot advertisers to ask for summer lay-off privileges in the network manner, reporting that more spot hiatuses are being taken this year than ever before. Bond Clothes was mentioned as one of the major spot advertisers to drop out of many markets for the summer where it could do so without losing its regular period next fall.

"Television, blamed by some representatives for luring bewildered clients away from radio, was also credited with reawakening in some advertisers a new interest in radio. "Television is so expensive, most advertisers can't afford very much of it," was the way one representa- tive put it, "so they're backing up their slim TV schedules with a lot of radio time to saturate the mar- kets."

Business Climate Clears

An improved business climate now as compared to previous months was advanced as another explanation for good summer spot business. "Many business men who feared the worst a little while ago are now certain that an all-out war is no longer imminent and are turning their full attention to developing the domestic peace-time market for their products," one representative said. "That naturally means an increased use of spot radio," he added.

Several of the station representatives reported that local business on their stations is at an all-time high. Harder selling and better programming was the usual explanation, with more effort to do a good job locally and less depend- ence on network programs around the clock.

Summer also looks sunny this year for the networks. ABC, for example, has added to its sponsored program list the Blats Reporter, four five-minute newscasts five days a week; Edwin Arnold, Story Teller sponsored by General Mills for a morning five-minute spot across the board; the 10:10-11:55 a.m. segment of the Saturday Night School Today kid show is now sponsored by Block Drug; General Foods Corp. on July 2, will begin adver- tising Jello on the opening quarter- hour of the Breakfast Club five mornings weekly, and Sylvania Electric Products is sponsoring Sammy Kaye for a Sunday afternoon show.

On the debit side, ABC has lost the B&G serial David Affleck, and Victor Lindlahr's talks for Serutan, as well as Block Drug's twice-a-year plan.

CBS STRUCTURE

Plan Needs 'Further Study'

BLUEPRINTING of the far-reaching reorganization of CBS hit a snag last week which may delay it by several days to several weeks [CLOSED CIRCUT, June 18].

After a series of high-level conferences designed to set up an organizational structure encompassing Columbia's newly acquired Hytron tube and set manufacturing properties and at the same time reorganizing its own AM and TV functions, officials made clear Thursday they would need more time.

President Frank Stanton circulated a memo throughout the CBS organization recognizing reports that a reorganization was planned, and asserting:

"We are considering plans to take account of the complexities of our expanded operations and future growth, but we have decided that a completely satisfactory plan has yet to be evolved."

"Further, we have concluded that it would be undesirable, without substantial further study, to put into effect any general reorganiza-
tion."

Mr. Stanton's memo also confirmed reports that Howard S. Meighan, vice president and general executive, who has been in charge of Hollywood operations, will return to New York probably this week to rejoin the "20th floor" top-echelon headquarters execu-
tives.

Stanton Statement

Key to the timing of the re-organization move, it was felt, lay in Mr. Stanton's assertion that "substantial further study" is needed. Whether the "completely satisfactory plan" he sought could be evolved in a few days, or whether it might take weeks, was a matter of speculation only. One high-placed official said it was his view that the overhauling is "not imminent" at this point.

Several plans for separating ra-
dio and television functions and responsibilities—similar to NBC's AM-TV division in concept if not in detail—reportedly were under consideration.

One plan would go much further than NBC's by creating separate companies or divisions not only for radio network operations and television network operations, respectively, but also one for owner-and-operated stations operations, each with its own head. This would be in addition to the newly acquired manufacturing properties—Hytron (tubes) and CBS-Columbia Inc. (sets)—and Columbia Records, which also would be separate entities.

CBS Board Chairman William S. Paley and President Stanton would head the overall organiza-
tion, and presumably Executive Vice President Joseph H. Ream would continue to operate in the overall field.

When plans for the acquisition of the Hytron interests were first

(Continued on page 95)

June 25, 1951 • Page 23
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
So much for Sunday. The week-day picture is equally revealing . . . and available.

Remember . . . all markets are not alike.

Effective advertising and selling in the Carolinas can only be based on intimate knowledge of Carolina consumers and Carolina advertising media.

Phone, write or wire WBT or the nearest office of Radio Sales for details.

WBT CHARLOTTE, N.C. • Jefferson Standard Broadcasting Company
Represented Nationally by RADIO SALES
television is growing
sensationally in the
Carolinas – with sets
quintupled in the last
12 months,

WBT is growing too. Take Sunday night for
instance. In the 8 half-hour periods between
6 P. M. and 10 P. M., WBT ratings are up in 6, even
in 1, slightly down in 1. Average rating for
the four-hour period is up 3 rating points. Where
is the TV audience coming from? This chart
shows that it comes from competitive stations
and from new listener-viewers.
WWJ's average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% lower than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

AM — 950 Kilocycles — 5000 Watts
FM — Channel 246—97.1 Megacycles

you sell the dynamic 3½ BILLION DOLLAR Detroit Market for 14.5% less when you buy

WWJ
"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC—or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Mr. Eden completes the final contract details with Mr. Thornburgh and Mr. deRussys

AN advertiser-station relationship, that started in the depression days of the early 30's and became more firmly established in the ensuing two decades, was appropriately observed June 11 in Philadelphia. For on that date the American Stores Co., one of WCAU Philadelphia's oldest radio advertisers, signed a contract for its 21st year on WCAU.

Present at the contract signing,

(Continued on page 84)

strictly business

Mr. SCHAFER

When the Kefauver crime hearings monopolized TV screens, Harold Schafer felt the magnetic attraction. The 39-year-old president of the Gold Seal Co. of Bismarck, N. D., bought two full days on WGN-TV Chicago picking up 2 million Chicago viewers at a cost of $1.25 per thousand.

The alert maneuver typifies the sales strategy of the former traveling salesman of the plains who built a multimillion dollar business around Glass Wax, a glass cleaner, within the short space of a few years.

Radio and television played an important role in the phenomenal success story from the start. The first advertising investment the young North Dakotan made was the purchase of spots over home town stations which he wrote and oftentimes even broadcast himself.

Last year the investment in radio had multiplied like the amazing sales figures of Gold Seal. As a network sponsor of Arthur Godfrey, radio appropriations hit a peak. Present schedules call for a variety of spot radio and TV.

Just recently Schafer's Glass Wax television spots won an award from the Chicago Federated (Continued on page 79)

Sir Robt. Bacon

Wyoming Valley's
"GRAND KNIGHT OF
THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Boon. He makes sweet music for listeners and Money for Advertisers.

Write or call us for availabilities on Wyoming Valley's top disc show... "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101
WOAI is a BETTER THAN EVER BUY!

DOMINANT BY NIGHT

WOAI has almost 5 times the NIGHTTIME coverage of any other San Antonio station (BMB).

DOMINANT BY DAY

WOAI has almost 2½ times the DAYTIME coverage of any other San Antonio station (BMB).

DOMINANT BY NIGHT and DAY

WOAI leads in Hooper ratings morning, afternoon and night. (Hooper’s continuing study; San Antonio Metropolitan Area).

DELIBERS MORE AUDIENCE

WOAI, since 1942, has increased its radio family audience 108% — this after erroneously eliminating all TV families in area as per ANA.

FOR LESS MONEY!

WOAI has increased its basic hour rates only 13% since 1942. Radio families have increased 84%. On this basis WOAI might logically increase its rate from $340 to $624 an hour.

Still the MOST POWERFUL advertising influence in THE SOUTHWEST!

San Antonio

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York, Chicago, Los Angeles, St. Louis

Dallas, San Francisco, Detroit
NEWS AND VIEWS OF COAL

COAL INDUSTRY SETS ALL-TIME PRODUCTIVITY RECORD.
The average output of the American coal miner has now reached nearly seven tons of coal per man-day—setting a new productivity record and establishing coal as one of the leaders in making efficiency gains among all American industries. No other mining industry, and few industries of any type, can match the 8% gain in productivity made by coal in the past two years, or the over-all 30% gain made in the past ten years. This has been done through mechanization and mass production techniques—assuring America of a dependable supply of her most basic fuel, bituminous coal.

ROOF BOLTING MAKES COAL MINING SAFER—INCREASES PRODUCTION.
Slender steel rods tipped with expansion bolts are rapidly replacing or supplementing the traditional heavy timber supports in America's coal mines. These roof bolts pierce the mine roof and actually bind together the overhead layers of rock—reinforcing the mine roof with all the strength inherent in laminated construction. The working area in roof-bolted mines is usually unobstructed by timbers, and output per man in these mines has increased an average of 30%—one more example of the ingenuity and progressiveness that make America's coal mines the most productive in the world.

STEEL PRODUCTION BOOSTED BY BETTER QUALITY COAL.
Research has developed new and better ways of preparing coking coal that greatly reduce its ash content. This has been largely responsible for the steel industry's recent, steady production at over 100% of rated capacity. Coke from low-ash coal heats the iron faster in a blast furnace and helps convert it into steel more quickly. Thus the same steel-making facilities can now turn out more steel than ever. Today the coal industry's modern preparation plants are producing better coal for all its customers. One ton of this better coal when used under modern boilers generates as much power as three tons did a relatively short time ago.

COAL WORKS TOWARD NEW SAFETY RECORD.
U. S. Bureau of Mines safety figures for the first quarter of 1951 show that the coal industry is well on its way to setting another new record in safe mining. Heavy investments in safety measures, an active educational program, plus wholehearted cooperation between miners and management have made this constantly improving safety record possible. The result is that, today, coal mining is twice as safe as it was just ten years ago.

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.
Our Respects to
(Continued from page 52)
the United States.

Mr. Vanda produced and directed many top CBS commercial shows, including Jesse Lasky's Gateway to Hollywood and The Victor Moore-Mary Martin Show. His program, The Sea Has a Story, with Pat O'Brien, achieved the highest sustaining rating in CBS Hollywood history.

In 1946 Mr. Vanda left CBS to freelance in writing and directing and to do experimental work in television. He produced, directed or had written scripts for programs which included: Victor Borge-Benny Goodman (1946-47); Rogues' Gallery (1947); The Saint (1948) and Abbott and Costello (1947-48).

Mr. Vanda also has produced, directed or written hundreds of broadcasts such as the George Gershwin Memorial Concert; more than 30 programs from the Hollywood Bowl; Red Cross, U. S. O. and other super-productions involving as many as 40 stars and 700 people in one show.

Mr. Vanda believes that writing is of major importance in television. "I have heard too much television dialogue of the casual, off-the-cuff type," he said. "It seems as if what is being said isn't too important as long as something—anything at all—is being said. We have a greater challenge in good writing than in good actors. A bad actor may occasionally ruin a good line, but a bad line will always ruin a good actor."

Born in New York City, Mr. Vanda is a graduate of the School of Journalism of City College of New York. He married the former Shirlly Bergman Dec. 16, 1943.

They have two children, Bruce Peter, 7, and Luisa Jo, 5. His hobbies are fishing and filming.

Besides his membership in the television Assn. of Philadelphia, Mr. Vanda is also a member of the Poor Richard Club, Academy of Radio and Television Arts and Sciences, Masquers Club of Hollywood, past president of the Radio and Television Directors Guild and American Federation of Musicians. He lives in Elkins Park, Pa., but still maintains his home in Hollywood.

Miss Megaree Married

MARCELLA ANN MEGAREE, vice president of WGBI Scranton, Pa., was married June 16 to Douglas M. Holcomb, of Milwaukee, in a ceremony performed at St. Paul's Catholic Church, Scranton. Mrs. Holcomb is the daughter of Mrs. M. E. Megaree, WGBI president and widow of Frank Megaree, founder of the station. Mr. Holcomb is basketball coach and director of sports publicity at U. of Scranton.

DON LEE RATES

To Be Cut July 1

DON LEE BROADCASTING SYSTEM, Hollywood, will make substantial cuts in its time costs effective July 1, according to Ward Ingrim, vice president in charge of sales.

They include a 10% reduction for units of five minutes or more from 1 to 10 p.m. Sunday through Saturday; 12-6 p.m. Sunday reduced from 1/2 to 1/4 of the evening rate; 10-10:30 p.m. reclassified from evening to daytime rate, and the dollar volume requirements for discounts reduced from $600 to $640 for each 2% decrease to the allowable 15% maximum.

In dollars and cents, Mr. Ingrim said, the reduction means that Don Lee's Class A 6-10 p.m. evening hour will be slashed from $5,000 to $2,700. The Monday through Saturday 1-6 p.m. time will go from $1,500 to $1,350 per hour. Sunday time, 1-6 p.m., will be cut from $2,000 to $1,350 per hour. The 10-10:30 p.m. period will be reduced from $3,000 to $1,500 per hour.

Mr. Ingrim, in a letter to advertisers, states:

Don Lee Network audiences have increased an average of 17% at night and 16% during the day since the first quarter of 1946 as compared with 1945. In the same period, the network audience has increased an average of 21%.

For an industry that ranks among the artists in the United States, home building had been slow to project its own headlines beyond print media to the airwaves of the nation's stations.

The first organized effort to tap the mushrooming home building market, the National Assn. of Home Builders came up with a weekly news program, Housing Headlines, for the benefit of its 1,000-plus member groups and the average listener.

The series, which got underway in May, has already gathered momentum—stations as well as participating sponsors—and recognition with programs that now geographically pinpoint most sections of the United States.

One of the guiding lights behind the NAHB's radio campaign was R. G. Hughes, owner of KHUZ Borger, Tex., and president of the American Association of Home Builders and a member of the trade association. The association has chapters in 171 cities.

The format is devoted exclusively to news of housing developments, industry and Congressional, and is handled by John Batchelder for some 50 U. S. stations on transcription. Sponsors who have contracted for the program from realtors and builders to lumber firms, many of whom have received the program enthusiastically, according to NAHB.

The show is designed to apprise builders and the average listener of such government actions as those dealing with taxes, building codes, priorities, and topics relating to prize-winning designs, color, decorations and exhibits.

Stations now carrying the series include:

KLEE Houston; WRR Dallas; WHKC Columbus, Ohio; KFRC San Francisco; KX106 Angels, Tex.; WWSY Rochester, N. Y.; KTIM San Rafael, Calif.; KWFT Wichita Falls, Tex.; WFBM Indianapolis; WSMC Richmond, Va.; WKOJ Fort Wayne, Ind.; WSIX Nashville; KPOJ Portland, Ore.; KLYN Amarillo; WHIN Hanlan, Ky.; WCGB Miami, Fla.; KFEL Denver; WSLI Jackson, Miss.; KHUZ Borger, Tex.; KZUL Fort Worth; KOMO Seattle; KSJO San Jose, Calif.; KSMO San Mateo, Calif.; KTSM El Paso; Were Cleveland; KVER Albuquerque, N. M.; WHO Dayton; WFBF Baltimore; WLIP Kenosha, Wis.

WMEX AFFILIATES

Joins Liberty Network

WMEX Boston became the 400th station to join when it became an affiliate of the Liberty Broadcasting System network June 11. With the acquisition of the Hub station, Liberty now covers 46 states.

Further expansion of the network to include all 48 states is expected within 30 days when stations in Maine, Vermont, and New Hampshire are due to join the fold. Gordon B. McLendon, LBS president, predicted.

WMEX, 5 kw, is owned by the Northern Corp. General manager is William S. Pote and program manager, John E. Reilly.

BUILDING ON THE AIR

NAHB Pinpoints U. S. With News Programs

Mr. Batchelder interviews Carl Lans (r), director of NAHB's Technical Services Dept., about News, an hourly show on Housing Headlines. Janet Dunlap, NAHB radio director, looks on.
She's going to drink an atomic cocktail!

There's radioactive iodine in the odd "cocktail" this woman is about to drink. Tomorrow, doctors will survey her with atomic instruments—and be able to tell if she has thyroid trouble! Radioactive elements (called isotopes) are proving to be the greatest detectives in medicine. These "hot" atoms detect thyroid trouble, cancer, tumors, even leukemia!

Hospitals all over the country are calling for isotopes. But the "hot" atoms don't stay hot for long. They must be delivered at top speed to be effective!

That's why, when shipping isotopes, drugs, and important chemicals, hospitals always prescribe the fastest possible method. They ask for Air Express!

Whatever your need or business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
DOES a first grader have definite television tastes? If so, which programs does he or she prefer? A sixth grader? A 12th grader? Which shows are more popular with boys? With girls?

Tom C. Battin, instructor in radio at the U. of Michigan, Ann Arbor, has just completed a survey which answers these questions.

Mr. Battin, who conducted the voluminous survey as his doctoral dissertation, sampled the tastes of grade school students in Ann Arbor public and parochial schools. Length of set ownership was the controlling factor in selecting the pupils to be surveyed.

Altogether, some 6,000 boys and girls in 16 schools were tested. Each was given a seven-day diary to take home and record all television for every 15-minute period he or she was watching TV programs.

Of the total distributed, 900 diaries or 77% were returned. These diaries represented the time patterns of viewing for each pupil for each day, the types of programs viewed, program popularity and the size and composition of the audience. Interestingly, it revealed also the per cent of children who viewed alone.

Because of school and early bedtimes, televiewing time was figured at 66 hours. During these hours, a total of 385 programs were available.

Most popular programs viewed in grades one-six among boys were Lone Ranger, Hopalong Cassidy and Movies For Kids. Among girls in this grade group, the most popular programs were Lone Ranger, Mama and Movies For Kids.

For the upper grades, seven through 12, most popular programs for both boys and girls of that group were Godfrey's Talent Scouts, Texaco Star Theatre and Toast of the Town.

Majority of pupils readily admitted that for the first four or five months that they had sets, televiewing interfered with almost every other activity. After the novelty had worn off, however, and viewing patterns were formed, such activities as reading and movie attendance returned.

Many of the boys and girls in the 4th-12th grades indicated that some programs helped in their school work. Plays made literature more familiar, science became more understandable, and some pupils even had an interest in art stimulated.

Mr. Battin has an answer for those who criticize television's effect on children. "If we talk about the so-called evils of TV and what a moniker it has turned out to be relative to our children, then we must examine the other media too.

"If we do, we find the so-called evils also exist in the types of movies children see, in the radio programs they listen to and in the comic books they read. In all these media we will find the same kind of materials and programs as we find in TV programs."

Mr. Battin feels that from this survey, "It is perhaps to assume that our boys and girls know what they want on TV, and after having a set for a few months they definitely become hyper-critical of programs that are telecast."

"It is evident," Mr. Battin added, "they use the medium as intelligently as the programs permit them to use it."

AF CONTRACT
Signed With Chromatic Labs

CHROMATIC Television Labs, New York, which developed the color cathode ray tube inventions of Dr. E. O. Lawrence, U. of California Nobel Prize winner and inventor of the cyclotron, has signed a new research and development contract with the Air Force, Richard Hodgson, president, has announced.

With the company's activities on military research programs increasing in the last few months, Mr. Hodgson said research was now under way on applications of color cathode ray tubes and general electronic equipment projects.

Plans were announced recently for production of 16 and 21-inch, direct-view, tri-color Chromatrons and all-purpose color TV receivers [BROADCASTING Telecasting, June 4].

Chromatic, with an engineering development staff operating its New York laboratories, he said is continuing to add research personnel for work on the West Coast.

The company is a subsidiary of Paramount Pictures Corp.

VIDEO COVERAGE
CBC Chairmen Bares Costs

TO ESTABLISH television transmitting stations across Canada and give kinescope recordings at the various stations would cost between $18 and $19 million, A. D. Dunton, chairman of Canadian Broadcasting Corp., told the Canadian Senate Finance Committee at Ottawa June 7. This would include establishment of stations at major centers and give TV coverage to about half of Canada. He pointed out that coaxial cable or radio relay stations for TV would be very expensive.

Discussing the Toronto and Montreal installations now being built, he stated Toronto would be ready about next January and Montreal later in the year, dependent on construction materials. The CBC had no way of knowing how it might do financially with television.
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"SURE-FIRE SALES FORMULA: WOMEN SELLING WOMEN ...THROUGH TELEVISION"

That's the title of the new Petry TV Report on the Woman's TV Program today.
It shows how these programs have rocketed into prominence.
It shows how they work and how they sell.
So call or write for your copy of this Report at once, and schedule your advertising on the hard-selling Women's Programs aired over these TV stations.

WSB-TV .......... Atlanta
WBAL-TV .......... Baltimore
WNAC-TV .......... Boston
WFAA-TV .......... Dallas
KPRC-TV .......... Houston
KFI-TV .......... Los Angeles
WHAS-TV .......... Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV .......... Nashville
WTAR-TV .......... Norfolk
KPHO-TV .......... Phoenix
WOAI-TV ...... San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
The most modern method of teaching small children to read—the method by which new teachers are trained at Millersville State Teachers' College—was recently featured on "MSTC Presents" on WGAL-TV. Every other Sunday afternoon at three o'clock, living rooms in the WGAL-TV area become schoolrooms for one-half hour. Hundreds of adults learn broadening, worthwhile facts about today's living, are taught new, helpful, skills. Professor George Anderson of Millersville State Teachers' College is the moderator on these educational telecourses which have covered such subjects as: a series on the use of the slide rule; a program on leatherworking; a demonstration and instruction period in carving; a program on linoleum cuts. Wide public interest, in this one of many community service programs carried on WGAL-TV, is evidenced in the fact that after each show the station receives an average of 180 requests for a copy of the complete program proceedings.

WGAL-TV
LANCASTER, PENNA.
A STEINMAN STATION • Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
ALLOCATING DEADLOCK

PUTTING ASIDE for the present its earlier proposals for a par- tial lifting of the television freeze, FCC last week informally surveyed Washington attorneys for views on proposals to shortcut the forth- coming lengthy hearing on city-by- city allocation proposals and to expedite the overall lifting of the three-year-old allocation deadlock. [BROADCASTING • TELECASTING, June 18].

Climax is expected this Thurs- day (June 24) when the Commission hears oral argument on the funda- mental legality of its policies of a fixed allocation plan by rule-mak- ing procedure and reservation of noncommercial educational channels.

Support appeared to be growing in the industry for some plan to boil down to a lengthy city-by-city hearing, to begin July 9, and to expedite an overall thaw on grants for new TV stations.

Westinghouse Files First

Westinghouse Radio Stations Inc., reportedly the first to file a formal proposal on the subject, last Thursday petitioned the Com- mission to accept its direct presen- tation at the city-by-city hearing in written form. WRS stated, how- ever, its witnesses would be avail- able in person for cross-examina- tion if necessary and would hold the same privilege of other partici- pants.

The Federal Communications Bar Assn. is understood to be planning a similar suggestion.

Inside the Commission, staff members predict the freeze can be virtually guaranteed a thawing at year's end if the industry comes forth with a workable compromise to settle the allocation wrangle without- extensive oral hearings and court litiga- tion.

In declining to proceed "at this time" with its proposals to par- tially lift the freeze, the Com- mission explained its decision was be- cause of conflicts in comments filed by various allocation proceeding partici- pants and because of conflicts with respect to policy issues such as educational reservation and allocation legality.

FCC at the time of announcing its revised TV allocation plan (BROADCASTING • TELECASTING, June 28) had proposed, unless overruled by "conflicts," to (1) lift the freeze with respect to granting new stations in the U. S. terri-

TELEVISION station operators took a cold, objective look at their programming Friday at an all-in- dustry meeting held in Washing- ton under NARTB auspices. What they found was not all good, and not all bad, but they agreed on the need for constant observation and improvement.

Aiding the telecasters in their one-day introduction were Sen. Edwin C. Johnson (D-Col.), chair- man of the Interstate & Foreign Commerce Committee, and Wayne Coy, FCC Chairman.

Sen. Johnson, speaking in friendly- ly sincerity, said he was not wor- ried about television programming when he found station operators working out their problems in an all-industry program workshop session.

Chairman Coy warned of danger signs appearing on the horizon. He applied Blue Book program standards to television and called on stations to take an active role in community affairs. He urged them to take a firm editorial stand on public issues while presenting both sides to viewers.

A set of TV program standards adopted by NBC was presented to the Friday meeting by Charles R. Denny, executive vice president of the network in behalf of Joseph H. McConnell, NBC president (see early story page 27).

Coy Gives Analysis

Chairman Coy offered an analysis of TV programs based on a com- posite week in 1950. Dr. Kenneth H. Baker, NARTB research di- rector, presented preliminary re- sults of a somewhat similar poll of program logs for a recent week, with results not far apart.

FCC found the average station devoted 0.9% of its time to religion, 3% to education and 3% to discussion, a total of 6.9% for these categories.

Dr. Baker reported the average station, on the air 5,000 minutes a week, devotes 65% of its time, or five hours, to educational, religious and forum-discussion type of programs.

The NARTB study applied "rigid definitions" to educational pro- grams, excluding as educational "such obviously informative pro- grams as news, special events, farm programs, weather reports, etc."

The analysis covered 78 stations representing 65 of the 63 markets having TV.

An average of 3.2 announce- ments (spots) per hour is presented by the average station, Dr. Baker found, or 267 out-of-program announce- ments every seven days.

Robert D. Sweenary, WDSU-TV

(Continued on page 78)
FAIR TRADE PARLEY

COLOR TV erupted as a bitter issue again last week—this time before the Federal Trade Commission—as manufacturing, dealer and trade representatives convened in Washington to discuss a new proposed trade practice rules for the radio and television industry.

The one-day conference last Thursday was held under the auspices of the commission and at the request of the Radio-Television Manufacturers Assn. and other groups with the purpose of laying the basis for new rules to be extended to television practices.

Concrete proposals were laid before FTC by RTMA, the National Television Dealers Assn., National Appliance and Radio Dealers Assn., National Electronics Distributors Assn. and the National Assn. of Cathode Ray Tube Mfrs. FTC sent two staff members who attended throughout.

The colorcasting issue was projected during the discussion on the basis of an RTMA proposal that "those who engage in selling,两年 deposits on or implying that any one television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact, will be adjudged an unfair trade practice.

Salant Questions Meaning

Recitation of the suggestion drew a comment from Richard Salant, of the law firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel, that the language was ambiguous and meaningless. He asked for an interpretation.

Glen McDaniel, RTMA president, explained that, "if you add a tint to that black and white color set, the sequential color system is the same as that of monochrome transmission," the advertising would be questionable. As a matter of fact, Mr. McDaniel stated, the black and white television set field sequential system "has 60% fewer dots and is inferior."

"The public is entitled to know the difference," he added.

Mr. Salant also was involved in a verbal exchange with B. E. Abrams, president of Emerson Radio & Phonograph Corp. and chairman of the special RTMA trade practices committee.

Charges Picture 'Degraded'

In an obvious reference to the approved CBS color system, Mr. Abrams held that the black and white picture resulting from a set adapted to color broadcasts is "degraded" and that the FCC decision in the CBS-RTC color fight recognized this. Mr. Salant insisted that the Commission's findings pointed out that the picture was an "acceptable" one and that the "rightful" picture as that involved in any black and white picture received from color transmissions over coaxial cable.

Mr. McDaniel was accompanied at the session by James Secrest, RTMA general manager; John W. Van Allen, association's general counsel, and Mr. Abrams. Representatives from Philco Corp., Allen B. DuMont Labs and other firms also attended. Harry Butz, FTC attorney, and Paul W. Cameron, assistant chief, Trade Practices Conference Division, presided.

The one-day session closed on an agreement that FTC's staff would compile a summary of the various suggested rules and comments and send them to interested parties for their consideration. An other conference was indicated within the next two or three months.

FTC was represented by Arthur Scheiner, Broadcast Bureau, and William Van Allen, Engineer. On behalf of the Commission, Mr. Scheiner stressed the importance of proposals to cover possible misrepresentation on color TV and noted and emphasized the interest of FCC in this phase [BROADCASTING • TELECASTING, June 18]. Copies of the FTC staff compilation requested in the statement FCC may submit further comments.

FTC Chairman James Mead opened the meeting by stressing the radio-TV's relationship with theatre, athletics and other fields, all of whom "have felt the impact of this growing industry." He stressed the need for a "rightful" competition and avoided the adoption of sensible rules. Chairman Mead also noted TV's great growth and the promise of continuing expansion with possibility of more than 2,000 VHF-VHF stations in 1,200 new communities in the future.

RTMA Reservation

Mr. McDaniel explained that, in submitting suggested rules, RTMA reserves unto its members the right to change its opinions. Since RTMA is a trade association, it cannot act for others," he noted, adding that some issues are necessarily controversial and that RTMA is unable to speak for dealers and distributors.

RTMA would describe a "television broadcast" set as one capable of receiving both bands of VHF and UHF. Mr. Salant had proposed two categories be set aside, one to include the conversion color. Mr. Abrams claimed that set could be considered a TV receiver if it receives at least one band.

Rules proposed by RTMA understated these as unfair trade practices:

On use of marks, brands, advertisements or any other representations which are, directly or indirectly, "false, misleading or deceptive."

Offering for sale and distribution radio, TV and FM sets, parts or accessories under practices which tend to mislead or deceive the public.

Failure to disclose exact bands of frequencies which the sets are capable of receiving "with reasonable or adequate consistency."

Ad Prohibitions

RTMA also would prohibit advertisements which, for lack of basis as true, state or imply that any RTMA receiver can receive distant stations or foreign transmissions, (2) are not subject to interference or static, (3) are capable of "more consistent or satisfactory reception" or possess some advantage and (4) can receive a certain tube capacity when "one or more of the tubes are dummy or fake."

With respect to use of adapters, Mr. Abrams felt that the public should not be misled into thinking that it can buy plug-ins and expect black and white pictures. "The set will have to be rewired, and they want to avoid the misunderstanding that an adapter will give the purchaser color and that it will be cheap."

Mr. McDaniel said he had noticed advertisements claiming they will convert up to a 20-inch tube with a disc mechanism that only actually ten inches of the color picture would be "prepaid. He stressed the difficulty.

(Continued on page 75)

THEATRE TV NO KNOCKOUT

MUCH OF the comment aroused by the Louis-Savold closed-circuit telecast in nine movie houses has been as added as Mr. Savold was at the moment he was dumpy by Mr. Louis.

People are saying that theatre television will become the rage and that if commercial telecasters should get a foothold they will have to make a match between two of their page boys.

It isn't so. And even if it were, what would commercial telecasters be losing if they didn't get the theatre business?

No matter how giddy they are over the box-office success of the Louis-Savold bout, theatre managers cannot possibly undertake a sports schedule of such frequency as television could accommodate. For one thing, there are a number of other telecasts that command as much public interest as a fight made by Mr. Louis. We don't think many cash customers will pay theatre admission prices to watch a couple of unknowns wait around a ring.

New suppose theatres do grab up the TV rights to outstanding events, the World Series, for example. (The Series, of course, are tied up for the next six years by Gillette, so theatres will have to wait for that feature.)

It would be a Godsend to telecasters if somebody would come along and pick up the tab for the baseball event, because they have had to pay Gillette large sums to broadcast the games.

The loss of the World Series to theatres would constitute a net financial gain to commercial telecasting. The loss of the few other important sports attractions that occur during a year would not mean a significant loss in revenue, since almost all the time thus freed, probably all of it, could be sold for other programs.

The only element that stands to lose money by theatrical usurpation of televised sports is, unfortunately, the public. Those people who have been forced to see their favorite sports on the air are not going to be pleased if, instead, they have to buy their way into the show at their neighborhood theatre. It is just possible that some of those people will refuse to pay again for something they figure they already paid for, in which case the box-office receipts will not justify a continuation of theatre television.

It seems to us that the theatres are invading an area where they have no reasonable business. They would do well to consider the possibilities if the situation were reversed. We daresay a theatre manager would holler for help if some enterprising telecaster put up a large-screen TV set on, say, a parking lot near his theatre and admitted the public free to see the programs.

The television system in this country was founded on the same principles that have made American radio the biggest and most successful broadcasting system in the world. The presence of radio sets in 90% of all U. S. households demonstrates that the people favor this system. We doubt that they will desire a television technique that is diluted by box office TV, either in theatres or in the home.

The retail price of a radio or a television set should be the total admission charge to all the programs on the air.

(Continued on page 75)
WHETHER telecasting the proceedings of trials and Congressional hearings is actually in the public interest was debated pro and con last Monday by four authorities whose expressed views varied from positive sides of "yes" and "no" to less-certain "it all depends."

Speaking at the final luncheon session of the American Television Society for the 1950-51 season, held at the New Amsterdam Theatre, Jack Gould, radio editor of the New York Times, voiced a strong affirmative opinion. Simon Rifkind, former federal judge who currently is serving as special counsel to All Industry TV Per Program Committee, came out with an equally emphatic negative vote as far as court cases are concerned, tempered with a slight "maybe" for Congressional hearings. Margaret Webster, noted actress, director and producer, testified between the extremes, and Rudolph Halley, who became a ranking television personality through his performance as chief counsel of the Kefauver Senate Crime Investigating Committee, argued vigorously for the admission of video cameras into Congressional hearing chambers, less strongly for their presence in the country's courtrooms. Lloyd Paul Stryker, noted criminal attorney, who was to have spoken, was detained in court and could not appear.

Preceding the discussion, which was broadcast by WNYC New York but not telecast as had been originally planned, results of the election of ATS officers and directors for the coming year were announced by the election chairmen, Halsey Barrett, sales executive of DuMont TV network.

Seebach Elected
Jules Seebach, vice president of WOR-TV New York, was elected ATS president. Warren Caro, executive secretary of the Television Guild, was chosen vice president. Claude Barrere, program representative, was named secretary and Arch Brauneid, accountant, was elected treasurer.

ATS board for coming year includes: R. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive vice president, The Katz Agency; George Shull, executive vice president, Paramount Television Productions; Chris J. Witting, director, DuMont TV network; Jay Bonafide, executive vice president, RKO Pathe; N. Charles Rorabaugh, president, N. C. Rorabaugh Co.; Caroline Burke, TV producer, NBC; Sig Mickelson, director of public affairs, CBB; Don McClure, director of TV production, McGann-Erickson.

David Hale Halpern, vice president, Owen & Chappell, retiring ATS president, was named honorary president and non-voting member of the board. His fellow officers and directors presented him with a scroll at the luncheon.

Debated at ATS Meet

Recognizing the vital role played by Rudolph Halley as chief counsel for the Kefauver Senate Crime Investigating Committee, the ATS presented him with a scroll during its luncheon last Monday. On hand for the presentation were (l to r) Mr. Halley; FCC Chairman Coy and Comr. Paul Walker, vice chairman of FCC; and David H. Halpern, outgoing ATS president. Mr. Halley also participated in a debate on telecast hearings.

NBC-TV Rates Increases Effective July 1 Explained

NEW NBC-TV time charges, effective July 1, were announced last week by Edward D. Madden, NBC vice president for TV sales and operations. He said the new rates, which provide increases in all but six cases, reflect "the fact that circulation will be more than seven times greater since July 1, 1951, than it was in July 1949. Translating this vastly increased circulation into terms of cost-per-thousand homes, the new rates will provide advertisers with a declining cost-per-thousand," he said.

"In July 1949," Mr. Madden continued, "the cost - per thousand homes was $6.04. In July 1950, it was down to $3.85. Under the new rates, by July 1, 1961, the cost will be only $3.46."

Advertisers who have contracted for network TV time before July 1, 1951, will not pay the new rates until Jan. 1, 1952, it was announced. By that time, cost-per-thousand homes for such advertisers will have dropped to an estimated $3.03, Mr. Madden said.

Rates for the NBC-TV network station increases were as follows:

<table>
<thead>
<tr>
<th>Station and City</th>
<th>From To</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC New York</td>
<td>400 500</td>
</tr>
<tr>
<td>WRCA Schenectady</td>
<td>650 775</td>
</tr>
<tr>
<td>WTVT Miami</td>
<td>275 357</td>
</tr>
<tr>
<td>WSYR Syracuse</td>
<td>500 675</td>
</tr>
<tr>
<td>WJZ Baltimore</td>
<td>1,250 1,700</td>
</tr>
<tr>
<td>WJAR Providence</td>
<td>550 750</td>
</tr>
<tr>
<td>WDDC Baltimore</td>
<td>400 675</td>
</tr>
<tr>
<td>WBBF Buffalo</td>
<td>900 1,000</td>
</tr>
<tr>
<td>WBNW Washington</td>
<td>750 950</td>
</tr>
<tr>
<td>WITF Richmond</td>
<td>500 750</td>
</tr>
<tr>
<td>WITC Norfolk</td>
<td>400 675</td>
</tr>
<tr>
<td>WJGL Atlanta</td>
<td>500 750</td>
</tr>
<tr>
<td>WGAL-TV Lancaster</td>
<td>400 600</td>
</tr>
</tbody>
</table>

Expressing broad agreement with the views of Judge Rifkind, Miss Webster discussed the self-consciousness that anyone feels at an unacustomed public appearance, particularly in the witness chair, and wondered whether the viewing public can differentiate between the nervous behavior of a guilty witness or the embarrassed nervousness of an honest man.

She concluded, however, that as an observer of the judicial system, she must not be directly on her own performance but rather on the basis of second-hand reports in the press or on the air, where the reporter's opinions and prejudices may enter into the picture of the performer (or witness) and the public. The American public," she said, "has the capacity to recognize the ring of truth and will, therefore, direct their judgment to it."
ADVERTISERS using TV rose to a total of 5,316 in April, a gain of 4.4% over the previous month and 59.2% over April, 1950. These facts were published in the May Rorabaugh Report on Television Advertising, covering the month of April.

Network advertisers dropped slightly from 173 in March to 170 in April. These 170 sponsored a total of 222 shows on the four networks. NBC led the others with 97 accounts, CBS reported 76, ABC showed 43, and DuMont had 17. (See table of top network programs by number of stations used, page 78.)

National and regional spot schedules jumped over the 1,000 mark for the first time since a scant total of 76 were reported in June, 1949. Total for April, this year, was 1,072, a gain of 85 over March’s 987, and about 40% over April last year when 506 advertisers bought national and regional spot.

Local-retail schedules totaled 4,074, continuing their steady increase. The total for March was 3,333 and last year’s April total was only 2,640.

Among the product groups (see table), food and food chain stores continued to lead the field, showing 42 network accounts and 346 spot schedules for a total of 388. Beer (Continued on page 78)

**First fifteen cities by total number of TV accounts**

<table>
<thead>
<tr>
<th>City</th>
<th>National-Spot</th>
<th>Local-Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>284</td>
<td>412</td>
</tr>
<tr>
<td>New York</td>
<td>210</td>
<td>367</td>
</tr>
<tr>
<td>Chicago</td>
<td>110</td>
<td>235</td>
</tr>
<tr>
<td>Miami</td>
<td>82</td>
<td>198</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>70</td>
<td>154</td>
</tr>
<tr>
<td>Erie</td>
<td>69</td>
<td>190</td>
</tr>
<tr>
<td>San Francisco</td>
<td>143</td>
<td>248</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>139</td>
<td>264</td>
</tr>
<tr>
<td>Detroit</td>
<td>149</td>
<td>239</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>151</td>
<td>277</td>
</tr>
<tr>
<td>Washington</td>
<td>107</td>
<td>213</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>133</td>
<td>300</td>
</tr>
<tr>
<td>Atlanta</td>
<td>80</td>
<td>195</td>
</tr>
<tr>
<td>Boston</td>
<td>141</td>
<td>202</td>
</tr>
</tbody>
</table>

**First fifteen cities by network accounts**

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
<th>Spot*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>284</td>
<td>412</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>210</td>
<td>367</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>110</td>
<td>235</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>82</td>
<td>198</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>70</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td>Erie</td>
<td>69</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>143</td>
<td>248</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>139</td>
<td>264</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>149</td>
<td>239</td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>151</td>
<td>277</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>107</td>
<td>213</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>133</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>80</td>
<td>195</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>141</td>
<td>202</td>
<td></td>
</tr>
</tbody>
</table>

* Figures in parentheses after network stations show standing in local-national rating.

**Weekly Television Summary**—June 25, 1951, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>WABS-TV</td>
<td>8,600</td>
</tr>
<tr>
<td>Anchorage</td>
<td>KOB-TV</td>
<td>6,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAGA-TV, WSB-TV</td>
<td>115,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WEAN-TV, WMUR-TV, WNBW-TV</td>
<td>297,368</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW, WGRV</td>
<td>40,112</td>
</tr>
<tr>
<td>Charleston</td>
<td>WBTB</td>
<td>46,266</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WSPD-TV, WREX</td>
<td>365,754</td>
</tr>
<tr>
<td>Columbus</td>
<td>WTEM</td>
<td>180,754</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA, WNEW</td>
<td>79,948</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WWJW, WWOX</td>
<td>172,900</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WTVN, WTVX-A-TV</td>
<td>117,068</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WJMN, Kalamazoo TV</td>
<td>115,600</td>
</tr>
<tr>
<td>Miami</td>
<td>WEBO, KDFW</td>
<td>69,556</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMW-TV</td>
<td>80,110</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KMSP, KMSP</td>
<td>46,100</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WATC, WORX</td>
<td>259,000</td>
</tr>
<tr>
<td>New York</td>
<td>WABC</td>
<td>477,000</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>WJW, WNXD</td>
<td>176,541</td>
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<tr>
<td>Milwaukee</td>
<td>WTMJ, WTMJ</td>
<td>514,000</td>
</tr>
<tr>
<td>Oakland</td>
<td>KTVN, KTVN</td>
<td>97,400</td>
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<tr>
<td>Pittsburgh</td>
<td>KTVX, WPTZ</td>
<td>83,400</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>37,900</td>
</tr>
<tr>
<td>Rochester</td>
<td>WROC, WROC</td>
<td>284,000</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KDYL, KSLV</td>
<td>152,000</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KTSA, KTSA</td>
<td>72,992</td>
</tr>
<tr>
<td>San Francisco</td>
<td>WHAM, WHAM</td>
<td>83,077</td>
</tr>
<tr>
<td>Seattle</td>
<td>WSUB</td>
<td>16,364</td>
</tr>
<tr>
<td>South Bend</td>
<td>KSLQ, KSLQ</td>
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</tr>
<tr>
<td>Kalamazoo</td>
<td>WJMN, WJMN</td>
<td>47,644</td>
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<tr>
<td>Minneapolis</td>
<td>WTMJ, WTMJ</td>
<td>97,500</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ, WTMJ</td>
<td>77,100</td>
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<tr>
<td>Milwaukee</td>
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<td>157,500</td>
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<td>WTMJ, WTMJ</td>
<td>85,600</td>
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<tr>
<td>Milwaukee</td>
<td>WTMJ, WTMJ</td>
<td>292,000</td>
</tr>
<tr>
<td>New York</td>
<td>WBYG, WBYG</td>
<td>120,671</td>
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<tr>
<td>Toledo</td>
<td>WSPD, WSPD</td>
<td>123,000</td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV, KOTV</td>
<td>76,140</td>
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<tr>
<td>Washington</td>
<td>WTTG, WTTG</td>
<td>43,500</td>
</tr>
<tr>
<td>Washington</td>
<td>WSBX, WSBX</td>
<td>241,300</td>
</tr>
<tr>
<td>WSBX, WSBX</td>
<td>KSBX, KSBX</td>
<td>96,010</td>
</tr>
</tbody>
</table>

**Advertisers using TV rose to a total of 5,316 in April, a gain of 4.4% over the previous month and 59.2% over April, 1950.**

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**Editor’s Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
The primary interest of WSB-TV is still audience... and lots of it. Despite the normal difficulties of summer programming (hiatuses, replacements, and replacements for replacements), WSB-TV has resisted the take-it-easy convenience of network scheduling.

Instead we've gone ahead with local efforts which are more to the liking of our neighbors and supporters. WSB-TV has the personnel, the studio facilities and the program know-how for doing just this.

Consequently, WSB-TV's summer audience expectancy is comparable to that of the winter months, and currently offers the advertiser a big dollar's worth.

In case you feel like arguing that point, your Petry man can show you a'good time! Call him now.
NCAA PLAN

Notre Dame Challenges

NOTRE DAME, bellwether of college football, last week challenged the legality of the National Collegiate Athletic Association's limit on limited telecasting but still did not say whether it would telecast its home games.

Father John J. Cavanaugh, Notre Dame president, accused NCAA policy makers of exercising "dictatorial powers" in restricting live telecasts of college grid games.

He said that Notre Dame wants to cooperate in any program for the overall good of athletics, but questioned the wisdom of "blindly acquiescing to very dubious principles in procedures ... simply because such policies and procedures are forced into practice under threat of boycott."

Father Cavanaugh said that the South Bend, Ind., university believes the possible risk of losing $500,000 in television revenue, has refrained from making a definite decision on telecasting its four home games.

In the longer range, he said, we would prefer to abstain altogether from telecasting, or to telecast for nothing; "rather than be forced into policies and procedures with which, in our minds, have very dangerous implications."

NCAA greeted the Notre Dame statement with silence. Hugh C. Willott, NCAA president, and R. L. (Bugs) Wilson, NCAA secretary, said that no comment would be forthcoming until they could study the statement.

By contrast, Notre Dame's pronouncement stirred echoes of delight on the campus of the U. of Pennsylvania, which has openly defied NCAA.

Penn's Stand

Penn has long questioned legality of the NCAA as regards the Sherman Anti-Trust Act. The Philadelphia school thus far is the only major institution to defy NCAA, and has said it would abide by its decision if the Department of Justice decided that no law has been violated.

Justice, in the meantime, is maintaining a discreet silence, while it studies the entire sports-telecasting picture. No Justice pronouncement was expected until after beginning of the next fiscal year, July 1.

Meanwhile the Pacific Coast Conference has approved a contract for delayed telecasting of its football games this fall.

W. J. Parry, president of Sportsvision Inc., of San Francisco, said that his company will present delayed telecasts of 38 or more big games this season, including several PAC games.

In Southern California, Loyola U. announced that it will telecast its games. What's more, Loyola added, it has NCAA's blessing because the games will not take place on Saturday afternoon.

Chevrolet dealers of Southern California will sponsor Loyola's games on KNBH (TV) Los Angeles and are reportedly guaranteeing gate attendance up to $200,000. In addition to paying KNBH full-time rates, the sponsor will carry costs on camera pickup and other remote incidents.

RICHARD F. KIELING (r), of Free & Peters, explains the firm's new TELEstrip [Broadcasting * Telecasting, May 7] to J. Walter Thompson Co. Chicago officials (l to r): Jack Laemmter, account executive; Bob Brethauer, assistant timebuyer, and Hol Rorke, director of radio and television.

NEWSPAPER EFFECT

Aids Circulation ICMA Told

TELEVISION has had little or no adverse effect on newspaper circulation and, in fact, has served as "terrific sales medium" to sell and influence readers, the nation's newspaper circulation managers were told last week.

This view was reflected in three addresses before the 52nd annual convention of the International Circulation Managers Assn. in Washington June 19-21. Sessions were held at the Statler Hotel, with heavy emphasis on newspaper-television relationships among commonly owned interests.

The opening gun was fired by Jere C. Healy, retiring ICMA president and circulation chief of the Newark News, who told the 800 executives that TV has not materialized into the threat that early surveys initially indicated. In fact, he stated, the evidence now points to newspaper reading while sets are turned on, particularly in those families who have had their receivers a year or more. "We may look to further circulation increases," he added.

In an address prepared for convention delivery, R. B. Haan, Detroit News, recounted his experiences at WWAJ-TV Detroit, News outlets, which he said are being used continually to stimulate circulation by informing listeners of newspaper articles. "While we conceded that TV is stealing some time from the householders, we have not experienced any circulation losses due to this entertainment," he said.

A similar story was reported by Charles W. Staal, Cincinnati Enquirer, whose arrangements with WLW and WLWT (TV) there involve considerable radio-TV promotion and advertising space. He told delegates "television is a terrific sales medium and might be used directly and indirectly to sell and influence readers whenever the newspaper's policy indicates a switch from prestige to sell-backed by a plan that takes enough time to hit the target."

He cited a two-weeks, no-strings-attached offer to test audience response. Under certain circumstances, he noted, radio-TV can produce new readers provided (1) the offer is easy to accept, (3) spots are used in a "saturation technique," and (3) a plan is agreed upon assuring complete cooperation among radio-TV, newspaper and other groups.

Mr. Staab was elected third vice president of ICMA during the convention. E. P. Schwartz, Des Moines Register (KNRT-AM-FM), succeeded Mr. Healy as ICMA president for the 1951-52 term.

Jack Calvin, Houston Post (KPRC-AM-FM-TV), was named first vice president and Arthur Daniel, Atlanta Journal and Constitution (WSB-AM-FM-TV), second vice president.

Other addresses were given by Arthur Treanor, Printing & Publishing Div. of the National Production Authority, on newspaper, and Bruce Price Stabilizer Michael D. Salsle, who addressed the banquet session Wednesday evening.

RTDG STRIKE

Threatens DuMont

THREAT of a strike against the DuMont network by Radio & Television Directors Guild, Inc., local was raised last Tuesday when RTDG local executive secretary and national executive director, Newman H. Burnett, announced that he had "given DuMont notice that a strike can take place at any time without further notice to them."

Alleging that DuMont had "renewed" an agreement and "gone back on their word," Mr. Burnett said the New York local had "voted to strike DuMont in case of necessity."

A spokesman for the network said that while its officials were aware of the RTDG threat, they had "no comment."

The union statement said that "after many meetings of a negotiating nature the pacts with the DuMont network and ... (RTDG) ... signed an interim agreement on Jan. 23, 1951, covering wages, hours, retroactively, vacations, pensions, and fringe benefits, and provided for the execution of a formal agreement embodying the above provisions and other provisions never before bargained for."

These provisions applied to directors and associate directors, it said.

"On April 19, 1951, a formal written contract was submitted to DuMont containing all the provisions mutually agreed to by DuMont and the Guild," the statement continued, "a contract similar to, and in many cases identical with, existing contracts between the Guild and ... (ABC, CBS and NBC) ... and having the same termination date. DuMont now refuses to sign this contract. ... ."

VEECK FOR TV

Seen Bolstering Browns

TV in baseball parks last week added a strong ally to its cause when Bill Veeck, currently concluding negotiations to buy the St. Louis Browns, emphasized he did not wish to see television before the new ownership.

Mr. Veeck, long recognized as one of baseball's shrewdest salesmen and promoters, said Thursday that TV would "help sell the product" and that, unlike many other club owners, he was going to telecast as many games as possible.

The Browns during their past games have not been on TV thus far.

The Cleveland Indians under Mr. Veeck rose from attendance and league standing doldrums in 1946 to new records in box office attendance. They reported that a repetition of this effort for the weak box office of the Browns will immeasurably aid the proponents of baseball TV.

PERMISSION to telecast regular sessions of the Los Angeles City Council, has been granted local stations by unanimous vote of Council members.
KOTV
TULSA, OKLAHOMA

announces
the appointment of

EDWARD PETRY & CO., INC.
NEW YORK CHICAGO DALLAS DETROIT LOS ANGELES
ST. LOUIS SAN FRANCISCO

as its
Exclusive National Representatives

EFFECTIVE JULY 1, 1951

FOR TV IN TULSA—IT'S KOTV

Owned and operated by
Cameron Television, Inc.
HOFFMAN BUYS

Football Slate on KFI-TV

SCHEDULE of 23 college football games will be telecast this fall under negotiations completed recently by Hoffman Radio Corp., KFI-TV Los Angeles and officials of the Western Broadcasting and Political City conferences. The series will run Sept. 21-Dec. 1.

In announcing that Hoffman will sponsor the telecasts—the firm has picked to telecast nearly 150 games in the past three years—H. L. Hoffman, company's president, lauded the college officials for presenting their schedules to be telecast.

Jim Hardy, Hoffman's sports program director, will supervise the series of videotapes, which are scheduled on a twice-weekly basis (Friday and Saturday evenings). This arrangement will enable Southern California TV owners to televise more football than that seen by any other TV area in the nation, according to Mr. Hoffman.

KNBH RATES

New Card Shows Increase

Effective July 1, KNBH (TV) Hollywood, NBC-owned station, will charge advertisers a new Rate Card No. 4, representing an approximately 25% increase over its old rates. New hourly rates will be, for Class A time (7-10:30 p.m.), $1,250; Class B (6-7 p.m.; 10:30-11 p.m.), $901; Class C (all other time), $571. Rates for spot announcements and station breaks will be, for Class A time, $1,001.

Present advertisers will be protected at current rates for six months, if there is no lapse in scheduled orders accepted prior to the effective date of the increase. Commitments made for announcements and station breaks in Class A time, however, will be protected for only three months after July 1.

SOCIAL CYCLE

NEW 18-week television series, Adventures in the Story of Social and Natural Sciences and the Humanities—undertaken Jointly by NBC and the Alfred P. Sloan Foundation as an experiment in adult education—will begin July 1, 8-8:30 p.m., it was announced last week.

"To be produced by William Ho- disper and the Sloan Foundation endeavor "to interpret to the viewer the problems of the world in which he lives, show him his stake in the subjects under consideration . . . and his responsibilities as man and citizen."

Adams Film Director

M. CLAY ADAMS, with 20th Century Fox Film Corp. and RKO-Pathé for 15 years and more recently film producer for State Dept. International Motion Picture programs, was named June 15 as film director for NBC-U. S. Navy's TV documentary of Navy, scheduled for July 26. He will report July 1 to Henry Saloman Jr., producer of the unit.

"SECOND SETS" Color Inducement

COLOR TELEVISION is generally foreseen as the influence that will produce the "second set" TV market for retailers, according to the "NRDGA Television Report," distributed last week to retailers by the Merchandising Division of the National Retail Dry Goods Assn.

In addition to its discussion of color, the report documents sales of 1940 and 1950 set sales in various types of markets with various types of TV service and provides a formula whereby the retailer can estimate the future trend of video set sales in his own market area.

Dane P. Hahn, manager of the NRDGA merchandising division, in a foreword, takes manufacturers to task for short-sighted policies in the past and urges them in the future to discuss distribution and promotion policies with dealers before putting them into effect.

PLAQUE is presented to Edward Lamb (l.), owner of WICI (TV) Erie, Pa., by C. C. Grinnell, Colgate-Palmolive-Percol Co., for winning first place in Colgate Comedy Film promotion contest. WICI (TV) and Erie Dispatch staged a popularity contest, including a trip to New York, and other events. Drive credited with sale of over 35,000 Colgate products. Supervising were Herbert Stewart, WICI manager, and Charles L. Fuller, of Dispatch.

TV INDUSTRY'S 'SLEEPER'

Slavick Points to Multi-TV Antenna System

H. W. SLAVICK, general manager of WMCT (TV) Memphis, believes that multi-TV antenna receiving system is "a sleeper" in the television industry.

In his air-cooled Hotel Statler room in sweltering Washington last week, Mr. Slavick enthusiastically described a "mild revolution" in the WMCT coverage area.

He believes that multi-TV antenna systems are the answer to the problems of poor reception in cities and the absence of communities which otherwise might have to wait years for any television at all.

Mr. Slavick is not alone in holding this opinion. In Wisconsin, Edwin F. Bennewitz, divisional selling representative of the Arrowhead Network and WMCT Rice Lake, has petitioned the Wisconsin Public Service Commission for permission to construct a master antenna system in Rice Lake, now a "dead" reception area. The commission is expected to rule favorably.

In town to attend a telephone program meeting, Mr. Slavick was bearing up well under the wilting Washington heat.

"Just like Memphis," he commented, settling back in a chair and trying to look comfortable.

Getting back to currently his favorite topic, the community antenna system, Mr. Slavick said that the "mild revolution" to which he had referred was brought about by the Mid-South Television Systems Inc., of Memphis and the American Federation of Musicians, has been introduced, according to Richard K. Doan, network program director.

The films, none of which was released in Waves, were "Beyond the Horizon," dated 1946; "In the News," dated 1947, and several . . . dated 1950," will be fed into three WCBS-TV film shows—the seven-a-week "Late Show," five-a-week "Early Show," and Saturday "Late Late Show."

Seek Color Spots

TWO Chicago agencies placed orders last week for spot schedules on CBS-TV in color. Dri-Glory furnished polarized city drops. O'Connell, and Phoenix Aristomats, will use live commercials starting Thursday and Friday, respectively. Dri-Glory, for the first time, will use a series of flip cards with voice off camera, while Phoenix, for its stave attachment, will telecast an actor delivering the commercial on camera. Each has scheduled four spots weekly for 13 weeks, the minimum order, ar each is 20 seconds long. Dri-Glory agency is Young & Rubicam; Phoenix Aristomats is Bosell & Jacobs.

PRICE PANEL

WHAM-TV Times Program

HEADS-UP station programming can get a public service panel that exacting and one that brings it out of the cut-and-dried category. A panel on "What can we do about prices?" scheduled locally by WHAM-TV Rochester, N. Y., for a Thursday at 10 p.m., audience had been worked on in advance for several weeks by the station.

When WHAM-TV was informed that President Truman's anti-inflation program was scheduled, for that hour June 14, the station asked the panel to go on the air immediately afterward with a discussion of the C.I.T. executives' speech.

As expressed by A. N. (Ben) Bender, station's promotion director, the program "couldn't have been planned any better. The whole thing fits the city on its ears." The Rochester Democrat & Chronicle the next morning ran a four column picture of the panel and carried story coverage.

Participants were Sol M. Lino-

witz, attorney and moderator; Marion B. Folsom, treasurer, Eastman Kodak, and chairman, Committee on Economic Development; Dr. Max B. Bacon, professor, U. of Rochester, and Morton J. Baum, executive vice president, Hickey Freeman Co. and ESA consultant.

General Manager William Pay and Program Director Charles Stiverson handled arrangements.

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To see it... again For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber
magazine, separate synchronous, motor
drives for sprocket-and-shutter and film
transport mechanisms, unique lens and
shutter features. Camera records
directly from monitor receiving tube.
Available in two versions
— for image recording only,
or image and sound recording.
For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.

Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
Program Needs

(Continued from page 64)

New Orleans, a NARTB TV director and chairman of the NARTB's Program Standards Committee, presided at the all-day meeting held at the Statler Hotel. In opening the session, he sounded this keynote: "It's up to us to take a cold, objective look at television programming. Are we right? Are we wrong? If we are wrong, let's correct it ourselves."

Mr. Swesey appointed a resolutions committee including W. D. Rogers of KLON-TV, Kansas City; San Antonio, JW Martin, WLWT-TV Cincinnati, and Eugene S. Thomas, WOR-TV New York.

Chairman Coy was introduced at the morning meeting by Clair R. McDough, WGAL-TV Lancaster, an NARTB TV director. George B. Sterer, Fort Industry Stations, and also a TV director, introduced Sen. Johnson at the luncheon ses-

Ardent TV Fan

Explaining he is an ardent radio and TV fan, Sen. Johnson said TV is resting the home, contrary to most negative judgments, because it "is the grandest development ever to come to the human race and a medium second to none in the spread of education and information."

Sen. Johnson said he had asked Sen. William Benton (Conn.), at a recent hearing, to define education but the definition was not forthcoming. "Until Sen. Benton defines education he has no right talking about it in general terms," he said.

In a recent trip to Europe Sen. Johnson said he observed BBC television, "I missed the emcee liven up things," he said. "I missed advertising, even like the advertising. It has a sort of break. Advertising cleverly done is really entertaining. I like every part of TV. There are few programs I don't like. And I don't think it's foolish, but you don't have much trouble pleasing me. I get a great deal of good out of both radio and television."

Recalling a recent comment by Fay Emerson about "blue-noses," he pleaded with telecasters not to think of their critics as "blue-noses." Critics are more helpful than yes men, he said, applying the observation to his own political career.

Sen. Johnson warned of the danger of the kind of people who are "blue-noses." He quoted several observations of TV programming by critics. He recalled the 1948 broadcasters creed adopted by the NAB, adding, "You don't have to preach to the saved. I think you are on the beam. There's no danger of television censorship as far as I can see."

Although stating FCC believes any national censorship board as has been proposed in Congress "would be extremely impractical," and noting the Communications Act forbids censorship, Chairman Coy pointed out "it is true that the FBI has the responsibility of reviewing a station's over-all performance in determining if it is operating in the public interest as stipulated by the Communications Act."

"Despite all the loud noises you have heard about censorship," he continued, "it is well to remember that this right [over-all review] has been upheld by the courts."

He noted FCC, "pursuant to its responsibility to see to it that the public interest is served," has called a conference and a discussion of television broadcasting problems from the viewpoint of the public, the Commission and industry.

"Your meeting," he told the broadcasters, "seems to me to be a logical forerunner to such a meet-

The FCC has never felt that a com-

Question-Answer Session

In a question-answer session Chairman Coy said the need for integrity and objectivity in reporting the news and recalled radio's reputation as the most objec-
tive news medium. Replying to Mr. McCoy's question about preconceived ideas on minimum percentage of program types, adding that the real test is whether a station would serve the religious needs of its community, he said, "but we favor allotment of sustaining periods for new program ideas." He felt that a program should be an educational institution to be classed as educational but agreed the definition perhaps should be looked at again.

Harry Bannister, WWJ-TV Detroit, recalled his station had tried for two years to work out a format for religious programming. A solution was reached after another year, he said, by a local church council which advised erection of a church set in the studio. Chairman Coy said the problem was difficult and thought many stations could benefit by such experiences.

When Walter J. Damm, WTMJ-

REPUBLIC PICTURES

Make Facilities Available

Besides licensing a backlog of old motion pictures for television showing, Republic Pictures Corp. is making production facilities at its Hollywood studios available to outside independent video producers on a rental basis starting today (Monday).

Earl Collins, president of Holly-

John Johnson, the station's sory of Republic Pictures, so informed some 50 advertising agency and network executives last week that there will be old films being offered for sponsor consideration. Bids for use of production facilities are acceptable starting today "to give everyone an equal opportunity to participate."

Republic is the first major Holly-

wood film studio to make this move.

Meanwhile, Gene Autry joined Roy Rogers in protesting rental to television of Republic Westerns in which they starred. Mr. Rogers threatened to sue for using his "name, voice or likeness for advertising purposes," thus denying possible sponsorship. Mr. Autry warned he will sue any TV station that uses his old Republic Westerns, saying he is not making his own films for television.

Chairman Coy noted the desir-

ability of "re-examining program practices by television broadcasting is brought into sharp focus by other recent developments," citing the developing competition among "substantial interests" supporting subscription TV and theatre TV.

Agenda Suggestion

Chairman Coy's seven points for consideration included:

1. Your assistance in civic improve-

ments.

2. Your promotion of educational and cultural opportunities.

3. Your opportunity of your news.

4. The fairness of your presenta-

tion of controversial issues.

5. Your enterprise and zeal in pro-

moting good community labor rela-

tions and inter-racial understanding.

6. The wholesomeness of your en-

tertainment and the responsibility to make it available to visitors at the family hearth.

7. Advertising on your station: its reliability, its good taste, its inspir-

ational, its excesses.

"I hope also that one of the sub-

jects you will explore will be the problem of competing and efficient program schedules," Chairman Coy said. "Until the broadcaster schedules the kinds of programs that he knows are right and until he builds a schedule that he knows is properly balanced, he cannot re-
alize the full potentialities of his equipment and time."

"Under the law that is his re-

sponsibility," he warned.

"Under the law it is not the ad-

vertiser's responsibility but the networks' responsibility," he added.

"Therefore, the proper role for the advertiser is not that of the program director. His is the role of the purchaser of time on what is demonstrably the most effective and productive of all advertising media, mass communication," Chairman Coy summarized.

Reviewing an analysis of FCC mail for the first 62 days of 1951 that of a thousand complaints 255 dealt with alcoholic beverage advertis-

ing due to a campaign by temperance interests; 221 with inde-

decency, obscenity or pornography; 128 with misleading advertising; 107 with lotteries and giveaways; 73 with crime and horror; 47 with excessive violence; 24 were needed for more educational and classical music programs; 32 with news com-

mentators; 22 with fortune telling; 21 with attacks on religious faiths; 19 with asking a favor or to grant time for a point of view.

He summarized a 1950 composite program week:

1. Entertainment: The average station devoted 3% of its total time to entertain-

ment. One station devoted 90% and another devoted only 23%. Nine other stations devoted between 50 and 90% of their total time to entertainment.

2. Religion: The average station de-

voted 2% to religion. Fifteen stations carried religious programs at all.

3. Agriculture: The average station devoted 29% to agriculture. Seventeen carried no programs of this type.

4. Education: The average station devoted 3% of its total time to educa-

tional-type programs (i.e., programs offered by educational institutions). Eight stations reported carrying no programs of this type.

"The station devoted 3% of its time to discussions. Seven stations reported that they carried no discussion-type programs and one station devoted only 2% of their time to this type of program.

"I think that there are some self-

evident facts that stand out from this analysis such as low morals," he said.
The Ideal Dielectric

FOR NEW UHF-TV APPLICATIONS

MYCALEX

Glass-Bonded Mica INSULATION

-for low loss at low cost!

- LOW-LOSS FROM 60 CYCLES/SECOND TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST ADAPTABILITY, LOWEST COST
- AVAILABLE MOLDED TO PRACTICALLY ANY SHAPE OR SIZE WITH OR WITHOUT METAL ELECTRODES OR INSERTS

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be molded in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only .015 1 mc., insulation resistance 10,000 megohms. Fully approved as Grade L-4B under N.M.E.S., JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

MYCALEX 410X is low in cost but insulating properties greatly exceed those of general purpose phenolics. Loss factor is only one-fourth that of phenolics (.083 at 1 mc.) but cost is comparable. Insulation resistance 10,000 megohms.

MYCALEX CORPORATION OF AMERICA
Owners of 'MYCALEX' Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 - Plant & General Offices: CLIFTON, N.J.
WESTERN RESERVE Does Not Want TV Outlet

WESTERN Reserve U., which has been actively producing educational television programs through WOIT-TV (TV) Cleveland for nearly four years, announced last week it did not want its own TV station and felt that "the interests of education can be served by cooperation with existing commercial TV stations."

The announcement was made by the university's Radio and Television Council, which makes the school's policy in the broadcasting field.

Barclay Leatham, head of the Western Reserve department of dramatic arts and director of TV activities, said that the university at least for the present feels it would be difficult to operate a station of its own.

"We feel the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading ourselves thin preparing an entire program schedule," Mr. Leatham said.

Western Reserve students have produced 186 shows, most of them half-hour half-hour, the last two years. (TV) These included 42 dramans ranging from Shakespeare to Shaw and some originals.

VIDEO EQUIPMENT
DuMont Signs KXL, WOIT
CONTRACTS specifying complete TV broadcasting installation at KXL Waterloo, Iowa, and camera equipment for WOIT-TV Ames, Iowa, have been negotiated with the Television Transmitter Div. of Al B. DuMont Lake, Clifton, N. J.

The KXL order, signed by Joe DuMont, president of Josh Higgins Broadcasting Co., calls for DuMont transmitter, control and monitoring facilities, monochrome scanner, film projectors, dual image orthicon camera chain, and tower and transmission equipment for a six-bay antenna.

The WOIT-TV contract with C. Scott Fletcher, president of the Fund for Adult Education, specifies dual image orthicon camera chain, associated amplifier and monitoring facilities. In announcing the contract, the DuMont division issued WOIT-TV as an excellent example of a university station.

PLANNING intensive membership drive for Academy of Television Arts & Sciences, Los Angeles, are (l to r) Alan Young, video comedian; Ralph Levy, TV producer-director; Hal Roach Jr., TV film producer, and Mal Boyd, recently resigned partner of R.B. Inc., packaging firm. Mr. Boyd is general chairman of the drive.

WGST OPPOSES
TV Assignment In Atlanta

ASSERTING that Atlanta Newspapers Inc. is making "a bald attempt to have its cake and eat it," WGST Atlanta last week filed with the FCC a petition opposing the proposed assignments of WSB-TV's channel 8 facilities to Broadcast Inc.

Assignment request is an out-growth of last year's merger of the Atlanta Journal, licensee of WSB-TV, and the Atlanta Constitution, permittee of the channel 2 WCON-TV. In its consent at the time, FCC stipulated that Atlanta Newspapers Inc. must dispose of one of the TV outlets.

Subsequently, ANI proposed to take over the facilities and channel 2 of WCON-TV, when completed, and substitute the WSB-TV call letters. The channel 8 properties would then be sold to Broadcasting Inc., a new firm of leading local citizens [Broadcasting • Telecasting, June 18].

Opposition last week was filed by Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, on behalf of Georgia Tech, WGST licensee. Mr. Porter last week proposed a deputy assistant attorney general for the State of Georgia to handle WGST's case.

Ask License Surrender

Petition pointed out that Commission had specifically stipulated that authorization for WCON-TV was not to be issued "except simul- taneously with the cessation of operation of WSB-TV and surrender of its license" (emphasis supplied in petition). FCC also directed, according to the opposition, that on or before Sept. 15, 1959 application for license to cover WCON-TV's OF Broadcasting Inc., and that license of WSB-TV was to be surrendered for cancellation.

WGST said that the present TV quota of channels 2, 5, 8 and 11 to Atlanta would be altered under the FCC proposed allocation plan to move channel 8 from Atlanta to Athens, allowing the present WSB-TV to move to channel 11. Since Atlanta Newspapers would have channel 2 and WAGA-TV (TV) already has channel 5, WGST and other applicants will be foreclosed from VHF assignments in that city, the petition claimed.

"The net effect is to give Broad- casting Inc. a vested right in channel 8 if it should be restored to Atlanta or a vested right in channel 11," WGST declared.

Surrender of license, not its transfer or assignment was specified in the Commission's order of last year," continued the petition, adding that the "attempt" to sell the license is in "complete defiance of the order."

WGST cited communications to the FCC by the parties in the newspaper merger and subsequent FCC letter of reminder and referred to "direct contravention of the Commission's mandate and the assignee's own representations."

TRied to Buy WSB-TV

Petition referred to WGST's record in the broadcasting field and said that WGST "has sought to buy the facilities of WSB-TV, "with a full view towards ultimate comparative consideration with other applications by Atlanta Newspapers Inc. refused to consider its offer." Public interest demands "experienced qualified applicants" be afforded comparative consideration with competitors for the facility, WGST claimed.

Grant of the application assignment would violate the decision of the Supreme Court in the Ashbacker Radio Corp. case, which held that a licensee does not have a vested interest in any frequency, the opposition declared.

In summation, WGST urged that in alternative: (1) the assignment application be dismissed with prejudice, or; (2) the application be placed in the pending file until the TV freeze is lifted, and then put in comparative hearing with other Atlanta TV requests or; (3) the application be designated for hearing and WGST made a party thereto.

HEARING DELAY
ASCAP Formula Sought

THREAT of litigation between ASCAP and the nation's TV broadcasters, which has hovered over the world of video music since last December, was postponed for another two weeks on Thursday, when committees representing the TV station operators and the society agreed to continue negotiations at least until July 9.

Decision to work a little longer on the ASCAP/TV negotiations may have been inspired by the Satisfactory Progress formula for the payment of the use of ASCAP music on television was announced at the end of a two-day meeting between the ASCAP Broadcast Committee and the TV Committee of ASCAP, held at ASCAP headquarters in New York. Details of the discussions were not revealed as "too tentative to be made public at this time for fear of destroying progress made so far," according to a committee spokesman. He added that the "satisfactory progress" had been made and said that counsel for the parties will continue to meet during the coming fortnight, with the full committees being reconvened if and when that should be desirable.

Long Negotiations

The two groups have been striving to work out a TV music program fee arrangement for about a year and a half. Former Federal Judge Simon H. Rifkind is special counsel for the All-Industry Committee, and with the group's regular counsel, Stuart Sprague, has been discussing the problem with Herman Finkelstein, general attorney of ASCAP. These discussions seemed promising enough that the stipulated June 10 deadline was extended—first to June 15, 9. now to July 9—in hope of reaching agreement without resort to litigation.

Meanwhile, some 56 TV stations in the eastern part of the country, which needed and have contributed more than $25,000 to support the committee in any activity on their behalf.

All-Industry Committee members attending last week's meeting were: Chairman Dwight W. Martin, WLWT (TV) Cincinnati; Nathan L. Sacks, WJW (TV) Cleveland; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezy, WBSU-TV New Orleans; Eugene S. Thomas, WOR- TV New York; Edward McCreary, DuMont TV network; Thomas N. Dowd, Pierson & Ball, attorney for WOR; and Don L. King, attorney for other broadcasters. Unable to attend were Roger Clift, WIFL-TV Philadelphia; Richard Shafro, WIBS Columbia, S. C.; Howard Lane, Field Enterprises.

Measrs. Rifkind and Sprague and Ben Schankman of Judge Rifkind's firm, were also present. ASCAP was represented by Richard F. Murray, George Hoffman and J. M. Collins, all assistant general managers, and Mr. Finkelstein.
Fair Trade Parley
(Continued from page 64)

tence between adapters and converters and scored the claim you can "adapt your set to color for $40."

To that end RTMA recommended prohibition on advertisements stating or implying that (1) a device will convert an existing TV receiver to receive color without also stating the size of the resulting picture if it will be smaller than the original picture; (2) an adapter or other device for color TV is capable TV pictures in color; and (3) that a TV set with a built-in antenna will perform as satisfactorily as one using an outdoor antenna.

The practice of some manufacturers claiming that a built-in antenna is adequate without equilibration was scored during the meeting. RTMA also proposed rules governing sponsorship, alteration of brand names, deceptive use or change of cabinets, imitation of trade marks, commercial bribery, and so-called "spiffs" or "push money." Many of the suggestions also were supported in drafts prepared by NEDA, NARDA, NACRM, and NTDA.

Question of discounts among dealers also was raised. Judge Van Allen posed the degree of responsibility among manufacturers for price policy. Mr. Butz said informally FTC's feeling is that the responsibility rests on all groups—manufacturers, dealers, distributors, etc. One representative suggested flatly that FTC cannot proscript price-fixing.

Mr. McDaniel said that as a trade association, RTMA could not concern itself with price policy within the industry and felt the question of discounts, warranties, etc., also were beyond its realm. Gratuities and bonuses to dealers to push national brands also was aired during the discussion, as was the relationship of manufacturers to distributor subsidiaries.

Edwin Dempsey, executive director, National Television Dealers Assn., charged that approximately 4 million out of 12 million sets now in use were defective when received by dealers, costing them an estimated $10 million annually in labor. NTDA requested a rule prohibiting manufacturers from charging dealers for complete TV sets where they receive frequently "an assemblage of parts in a cabinet."

Tom Mix TV Series
RICHARD K. POLIMER, president of Inspiration Pictures, Hollywood production unit, has closed a pact with the Tom Mix estate to film a series of TV Westerns in color bearing the late cowboy star's name. David Todd Jr. will be production manager of the Westerns. Mr. Polimer is in New York with the first of three completed scripts to consult with agencies and sponsors and launch a nationwide talent search for an actor to portray Tom Mix.

Telecasting • BROADCASTING

June 25, 1951 • Page 75


**U. OF ILLINOIS**

**Gets Educational TV Funds**

The U. of Illinois last week fell heir to a $90,000 TV transmitter, the gift of General Electric Co. Also the National Assn. of Educational Broadcasters, whose headquarters are at the university, was given $245,350 by the W-K Kellogg Foundation.

The new windfall will help the school's educational television broadcasting, assuming it is granted an educational channel by the FCC, and will bolster the NAEB plan for building big educational radio above. According to the NAEB, $800,000, to be administered by the Lowell Institute of Boston, from the Ford Foundation to produce five series of programs.

The Kellogg grant last week will be used to some extent for administrative purposes in the NAEB project.

The GE transmitter gift was announced by George D. Stoddard, president of the U. of Illinois who said that the university was building a facility in Chicago.

Wilbur Schramm, dean of the university's division of communication, told *Broadcasting* that the university hopes eventually to connect its Chicago and Champaign campuses by TV relay. He said that the school needed to build studios and acquire equipment in addition to the transmitter, if it decided to go ahead with those projects will have to come either from philanthropic grants or from state allotments. The university's division of communication is maintained by money allocated by the state legislature.

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**Allocation Deadlock**

(Continued from page 68)

to cause delay when I wrote the letter. I felt then and feel now that the Commission can adequately dispose of the legal objections without unduly delaying the last-minute killing of the television "freeze" and perhaps in fact save three months of delay thereon.

Your action in this Memorandum Opinion and Order proves once again that the provisions of action in the public interest.

The oral argument Thursday was organized to some portions of petitions for FCC, WKBH Dearborn, Mich., and WTTM Trenton, N. J., relating to the general legal issues, and the FCC asked that participants "give particular attention" to the following questions in their arguments:

1. Whether pursuant to the provisions of Sections 4(1) (a) (I), 303(a), (b), (c), (d), (f), (j), and (k) of the Communications Act, the Commission may, as public convenience, interest, or necessity may appear to it, prescribe or condition any rule or regulation with respect to the use of any portion of the frequency spectrum for the transmission of educational television services.

2. Designate and reserve certain of the frequency spectrum, where necessary, for use by noncommercial educational television services.

B. Whether and to what extent the Communications Act of 1934 limits the Commission to make such provisions for television channel assignments.

C. Whether the provisions of Section 307(e) of the Communications Act, if applicable, are met, in the following:

1. (a) The assignment table prescribed by the Commission provides reasonable for a fair, efficient, and equitable distribution of services among the several states, and of the Communications Act, the Commission must make such assignments as the provisions of Section 307(c) of the Communications Act limit in any respect the Commission's authority to reserve channels in the assignment table for use by noncommercial educational television stations.

FCC specified all participants to argue must show in their notice of appearance what side of the issue they will present. Supporting briefs may be filed through tomorrow (Tuesday), the Commission said.

NARTB by late Thursday had not decided whether it would take part in the argument. NARTB initially supported the examined allocation plan but vigorously opposed educational reservation.

DuMont is understood planning to argue in support of allocation by rule-making and not favorably disposed toward abandonment of this policy for any "informal allocation guide" procedure. DuMont also expected the educational reservation proposal was "unrealistic" and "impractical."

DuMont meanwhile has suggested an amendment to Communications Act to Sen. Johnson which would grant FCC specific power to make a firm TV allocation plan. Reportedly endorsed by NARTB Board Chairman C. L. Miller, the proposed amendment would be used if it is felt the present law might be found not to support fully the Commission's authority in this respect.

ABC also is expected to participate in the argument, although its views had not been officially disclosed. It is believed ABC may favor an allocation plan as a guide.

**JCTC's Stand**

The Joint Committee on Educational Television distributed a letter advising all fillers that the freeze would be lifted in the light of the NAEB proposal. The Joint Committee proposal was inserted in last Wednesday's Congressional Record by Rep. Homer D. Angel (D. Ore.).

The by-lined piece gave a review of the post-war history of television allocation, and included a replication of a FCC and described the "tedious, painstaking" work that went into the allocation plan. He said that under the Commission proposal, the country can have as many as 200 new stations.

Mr. Coy stated that the addition of color will have a "highly accelerating" effect on TV development and said that the trend in other media is toward more color.

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**Council TV Forum**

A "Films on Television" all-day forum of the National Television Film Council will be held Wednesday at the Warwick Hotel, New York, to celebrate the organization's third anniversary. Founded by Melvin L. Gold, National Screen Service advertising and publicity director, the council's function has been the "standardization of business procedures for films on television . . . and the research and development of films for use on video," the official said.
TAURUS PRODUCTIONS, Hollywood, organized by Mary Ross to film bull fights in Tijuana for TV. Films will be cleaned through American Humane Society before offered to stations. Filming will be done every two weeks under direction of Mort Halbert, production head.

BEACON TELEVISION Pictures Inc., Boat's Cove, announces Going Places With Gudaboot Gaddie, new quarter-hour outdoor-fishing series featuring fishing trips to a different place each week. Subjects include tarpon fishing in Tampa Bay, trout fishing in the Adirondacks, surf casting on Cape Cod, and others ranging from Canada to the Florida Everglades.

ROYAL FIVE Productions, Hollywood, headed by Bill Scott Brown, is planning series of 25-minute color films for TV titled The Calico Kid. Don Stewart is writer, with Christine Jensen and Victor Cor- dera supplying original songs. Mr. Brown is producer-director.

ALLARDALE Productions Inc., headquartered at Hal Roach Studios, Culver City, Calif., has started filming series of 15-minute TV comedy shorts starring Arthur Blake. They will be made at rate of four monthly, under title Hollywood Star Time, according to Al- bert Allardale, executive producer.

WILLIAMS Productions, L. A. has completed 16 films in new quarterly-hour television film series. Five of the films will be packaged into one feature entitled Quintette. Same firm has also acquired American TV rights to 26 English feature films made in last 10 years.

SCREEN GEMS Inc., New York, announces that sale of TV Disc Jockey Tons for use of TV disc jockeys will begin in six markets about Sept. 15. Producer Will Bal- tin said negotiations had been com- pleted with Harold Kaye, Mail Order Network head and executive in charge of TV at Dorland, Inc., New York, for premiere showing at that time. Series will include cartoons, live action entertainment, shadowgraphs and silhouette dancing.

FIRST MILESTONE
KPRC-TV, 'Post' Collaborate

SECOND annual Television Show sponsored jointly by the Houston Post and KPRC-TV drew over 40,000 spectators in three nights as the station marked its first birthday anniversary with elaborate promotion, according to Jack Harris, general manager of the Post stations (KPRC-AM-FM-TV).

Local distributors cooperated with the newspaper in the three-day celebration, which was held at Houston's City Auditorium. Nine TV receivers were awarded at a special drawing along with a 90-day service policy and a year's subscription to a television magazine.

Commemorating the special oc- casion, the Houston Post June 10 published a special TV-radio Sec- tion supplement reviewing the sta- tion's plans for live network pro- gram coverage. Work is to begin on TV facilities (probably micro- wave relay) linking Houston with Kansas City. A coaxial cable tie- up between Dallas and Houston also is under construction. Com- pletion of all facilities would link Houston with both the East and West Coasts late in 1952.

The Post recounted that the number of TV sets and programs have tripled in the past year. Ad- ditionally, Mr. Harris in a signed full-page advertisement noted that KPRC-TV production facilities and staff have doubled, and that pro- gram fare has increased from 35 hours to 85 hours per week. He also predicted other developments, including programming from mid- morning to late evening, and addition of new TV stars, to supple- ment the array carried by KPRC- TV the past 12 months.

June 25-29: Summer General Meeting, AIEE, Toronto, Ont.
June 26: Directors Meeting, BMI Can- ada Ltd., King Edward Hotel, Toronto.
Aug. 2-3: Annual Conference on Radio In Education, Workshop and Clinic, Indiana U., Bloomington.
Sept. 15: Presentation of First Annual Gerald J. Bervin Foundation Rai- dio-Television Award by American Sociological Society.
as part of the time allowed for advertising, provided that each such billboard does not exceed 10 seconds in the case of a program sponsored by one advertiser, or 20 seconds in the case of a program sponsored by multiple advertisers.

1) Opening and closing billboards in television programs are not counted as part of the time allowed for advertising, provided that they are limited to the identification of the sponsor or the sponsor's product advertised on the program, and provided also that each such billboard does not exceed 10 seconds in length. In both TV and radio, the code says, NBC will seek to avoid "cownatcher" and "trailer" announcements.

Costuming Standards
Respecting TV costuming, the standards provide that "nudity or costumes permitting indecent exposure are not allowed. Scenes involving disrobing are generally avoided and are used only when essential to the plot, in which event they are presented in a manner which avoids indecency."

On the subject of political broadcasts, "NBC seeks to have the various sides of political issues presented to the public fairly and adequately," Since the network cannot censor political speeches for defamatory material, "political speakers are required to indemnify NBC against liability arising from material broadcast by them."

PACKAGE FIRM
Formed by Roosevelts

FORMATION of Roosevelt Enterprises Inc., New York, TV and radio package and production firm, was announced. Weighing in with the firm is Elliott Roosevelt, president of new organization. John Roosevelt, vice president of Lee Pharmacal Co., is executive vice president; Noah Kersta, former radio-TV vice president of William Weintraub Agency is vice president and sales manager.

Programs include a series of 52 half-hour marionette tales, Once Upon a Time, with narration by Mrs. Eleanor Roosevelt; Actors Studio dramatic TV series and winner of Peabody Award on ABC in 1949; two 15-minute daytime series, For Better, for Worse, and I'm Annabelle; half-hour musical comedy, Mermaid Gardens; 50-minute antique evaluation and participation show, Treasure Hunt; audience participation quiz show, When Your Ship Comes In, and food packages.

L.A. DRIVE
AFL Combats CIO

LAUNCHING its threatened campaign against CIO "invasion" of the amusement field, Los Angeles Central Labor Council of the AFL has set up a Radio & Television Organizing Committee and started issuing pamphlets to present its side of the controversy to workers at radio and television stations. First pamphlet is entitled Radio and Television Workers, Look Before You Leap and stated the committee's intention to "expose the unholy alliance within the television industry, which is now attempting to destroy the gains which the AFL and unions in the radio industry have built and maintained."

Bearing various CIO unions, the pamphlet tells workers to "think before you finally decide who should be your bargaining agency," and not to be misled by "false propaganda."

Chief target in the AFL campaign is the National Assn. of Broadcast Engineers and Technicians which is affiliated with the CIO.

Another factor which helped bring on the storm was the appointment of George Mulkey, representative from the IBEW (CIO) international office to take over management of Los Angeles Local 45; resignation of Roy Tindall, business manager of the local who had disagreed with international policy of the IBEW, and Tindall's subsequent joining of NABET as national representative. Mr. Tindall is particularly singled out for criticism in the pamphlets. Many of the AFSEW and NABET are currently vying for representation of technicians and engineers at several radio and TV stations in the area (Broadcasting • Telecasting, June 15).

ORGANIZING trio of new Roosevelt Enterprises Inc., New York, comprises (1 to r) John Roosevelt, executive vice president; Noah Kersta, vice president and sales manager; Elliott Roosevelt, president.

At least one other show, a mystery series, is in production.

Although no definite sponsorship plans have been completed, several of the shows are under option to prospective sponsors. Other associates of Roosevelt Enterprises, which is located at Park Sheraton Hotel, New York, are: Dee Tucker, director and producer of Eleanor Roosevelt programs, and Henry Morgenthau III, executive producer of Mrs. Roosevelt Meets the Public and former program director of WNEW New York.

CAMPAIGN COSTS
Benton Cites Radio-TV

SEN. WILLIAM BENTON (D-Conn.) last week cited radio-TV costs in campaigning in stressing the rising electioneering budget of candidates for public office. His comments were presented to the Senate Executive Expenditures Committee looking into Congressional procedures. According to the Senator, "for one half hour on TV and radio in the 1960 campaign, the Democratic National Committee is said to have spent $100,000. If it wasn't so in 1960, it will be in 1960, and perhaps for 16 minutes." Sen. Benton said reportedly $10 million was spent to elect the 82nd Congress.

The Senator also told the committee the Kefauver Crime Committee telecasts were "landmarks in public education," adding, "civic education of this kind was one of the things Sens. Hun. Bricker and Saltonstall and I had in mind when we introduced our resolution. Other candidates on television two or three weeks ago. I commend [them] to your committee . . ."

Vincent Appointment

KENNETH T. VINCENT of Cunningham & Walsh Adv. Agency, New York, has been appointed an executive of Campbell-Ewald Co., New York, it was announced last week. He will be a member of the Campbell-Ewald plans board of both the New York and Detroit offices, with headquarters in New York for the present.

Radio Veterans
Form Chicago Group

OLD-TIMERS in Chicago radio, who can boast of 25 years' experience in the same business, will meet Thursday night at the Radio Club to organize Les Vingt' Cinq Ans (The Twenty-Five Years).

Jack Russell, vice president of Metropolitan Advertising Agency, with Jules Herubeaux, NBC Chicago manager of television, and Roz Metzker, vice president and radio director of Rutherfurd & Ryan agency, proposed the informal organization for radio veterans because "we would like to emphasize that Chicago radio has accomplished much.

The club may offer indisputable proof of the durability of Chicago as a radio center, as well as the people who have created it," Mr. leader, who appeared on the first NBC broadcast on Nov. 15, 1926, was to be first guest on the series, in which Ben Grauer will interview radio personalities selected for "their outstanding growth of the industry. The series is produced by Samuel Kaufman, directed by Jack Cleary, and written by Jack Wilson.

Radio Announcing:

NBC's Silver Jubilee

A WEEKLY interview series, Silver Jubilee of NBC, was to be started on the network last Sunday, 11:15 p.m., as part of the summer-fall observance of NBC's 25th anniversary. Vincent Lopez, orchestra leader, who appeared on the first NBC broadcast on Nov. 15, 1926, was to be first guest on the series, in which Ben Grauer will interview radio personalities selected for "their outstanding growth of the industry."

The series is produced by Samuel Kaufman, directed by Jack Cleary, and written by Jack Wilson.

'Giveaway' Case

CHICAGO Federal District Court June 11 continued the giveaway case of Radio Features (now known as Walter Becker Productions) vs. the U.S. until October pending the outcome of a similar case in New York. Litigation is taking place there in the Southern District of Chicago brought by the networks against the FCC decision against giveaways. Parties in both Chicago and New York gained orders for restraining injunctions restraining giveaways two years ago.

The Nation's Richest Farm Market

Surveys averaged of 53.5% tuned every hour to good listening.

NEW YORK TIMES

June 25, 1951

Page 78

BROADCASTING • Telecasting
Strictly Business
(Continued from page 18)
Advertising Club as best of the year.

That honor, when he was dubbed the "miracle man of merchandising," is only one of many that has come Mr. Schafer's way in the past few years. All of them serve as proof that opportunity still abounds on the Main Streets of America. For it was from a basement home-owned business in the state of North Dakota that this business started and is still growing with the pace of his mile-a-minute fountain of ideas.

The Horatio Alger route to fame and fortune included stints as a traveling salesman, a haberdashery clerk, a door-to-door silk stocking salesman, a farm laborer and a whirl at daredevil "human fly" performances.

North Dakota dealers remember the 230-pound salesman for a local hardware supply concern from his peddling days only 10 years ago. Dissatisfied with the product he was selling, Mr. Schafer decided to start his own floor wax business. He personally called on housewives and replaced the inferior wax with his improved product.

Takes Carload Order
Mr. Schafer hit the jackpot in 1948 when he was offered the rights to a chemical formula developed during the war for cleaning windshields on airplanes. He took a chance on a carload order of the pinkish liquid which the young North Dakotan tagged Glass Wax. Before the carload arrived, he had already sold twice that much and wanted more.

Housewives clamored so loudly for the product in test markets that Mr. Schafer gambled everything on cracking Chicago. Radio was included in a full-scale attack via all media. Within six weeks, 44% of the housewives in Chicago were using Glass Wax.

Similar markets were opened in Cincinnati, Detroit, Cleveland, New York and on and on until the nation was his marketplace. Mr. Schafer is proud of the capital of that market—Bismarck, N. D.

For it was in Bismarck that he spent six years as clerk in the Dahl Clothing Store dreaming about the opportunities which have come his way. America, he believes, is typified by the wheat fields of North Dakota which reap golden harvests from such dreams.

After traveling thirty to forty thousand miles a month visiting distributors and dealers, Mr. Schafer can return home to Bismarck and keep his perspective.

He is a member of the Shrine, Elks, United States Chamber of Commerce, National Sales Executives and Minneapolis Athletic Club.

In Bismarck he is proud of the fact that he is a director of the local Assn. of Commerce. And its members are proud of him. Today, recalling Schafer's early sales calls, home state dealers proudly display the Gold Seal products which include Glass Wax, Wood Cream and a self polishing floor wax. At present, Mr. Schafer is testing the market with a powdered bleach called Snowy.

WOOF Power Boost
INITIAL DECISION recommending that WOOF Deltan, Ala., be granted an increase in power from 1 kw to 5 kw, operating daytime only on 560 kc, was issued June 11 by FCC Hearing Examiner Leo Resnick. In his conclusions, the examiner noted WOOF through measurements showed no objectionable interference would be caused to either WQAM Miami or WIS Columbia, S. C.

IN RECOGNITION of his contributions to the Kentucky Broadcasters Assn. and the industry generally, Robert T. Mason (U), WMRN Marion, Ohio, has been designated a Kentucky Colonel. Mr. Mason, who also is NARTB District 7 director, is shown accepting a "Colonel's" certificate from J. Porter Smith, WGRC Louisville, retiring KBA president. Presentation took place at the Kentucky Broadcasters Assn. meeting.

Radio Buyers want . . .

fast facts

Broadcasting Telecasting Marketbook

“Broadcasting Marketbook is the most valuable tool for buying radio and television time that has appeared in recent years.”

Radio Buyers rely on the Broadcasting Marketbook.

Publication Date: August 13
Circulation: 17,000

RESERVE SPACE NOW!

WARTIME MARKET

Firms Urged to Advertise

THOUGH a sellers' market results from a war economy, the committee on advertising of the U. S. Chamber of Commerce urged advertisers to keep their name before the public. This was the Chamber's answer to those who asked, "What's the point in spending money on advertising when I've got more orders now than I can possibly fill?"

As "danger of curtailing advertising, the Chamber pointed to a case history: During World War I, demand exceeded supply of Pear's Soap, Force Breakfast Food and Sweet Caporal Cigarettes. To "save money," the Chamber reported, these companies stopped advertising for the duration. These companies were never able to regain a high degree of acceptance.
JOHN WIRLEY appointed program director. WFOM Fitchburg, Mass., succeeding ED PENNEY, now with WTAO Cambridge, Mass.

PHILIPPE de LACY, night time executive director KTTV (TV) Los Angeles, named TONY PAULIN, director of station. Other station changes include: JOHN ROVICK, staff announcer, named chief announcer; BOB SEAL, head of traffic department, named head of new department and production coordinator; JAMES JAMET secretary on Hollywood Studio Party, appointed acting traffic manager.

CHUCK GAY, director of radio and television, former Kelton Collett & Co., Dayton, appointed sales promotion manager WHIO-AM-TV Dayton.

C. D. CRITES appointed publicity and promotion director WAVE-AM and WHXW (FM) Louisville, replacing BOB ELVERMAN, appointed promotion director for Louisville Community Chest.

JOHN PHILLIP SHERIDAN named continuity director WRFD Worthington, Ohio.

ROBERT F. SPINA, commercial department WCPO Cincinnati, appointed program director and promotions manager WMWD, Morristown, Ohio.

TONY LAMM, production staff member, former Hollywood, named production office manager for network.

Mrs. MARGARET SCHAFFERT continues acceptance department manager for KZYH Hollywood, named assistant commercial editor of department.

RALPH P. WETTHORN, chief announcer, former WJIF (FM) Pittsburgh, appointed program director, replacing WILLIAM LOTT, now at WDTV (TV) Pittsburgh.

FRANK DeVOL has signed for fourth consecutive year as musical director-coach of Johnny Ray side show starting Aug. 27. Sponsor is Procter & Gamble.

JEANNE GRAY, m.c. of five weekly Jeanne Gray Shows on KTSV (TV) Fort Worth, Texas, signed to a two-year CBS-TV contract.


VIC ROWLAND named acting director of ABC Western Division publicity department on a pro tem appointment. He temporarily takes over duties of JERRY ROSS who reported June 22 to active duty as captain in Air Force.

JOHN SMOOT, program director WJKL, Atlanta, called to active duty with Navy.

BOB ROBB, ABC Hollywood TV continuity acceptance editor, elected returning returning returnee as president Radios of California, Reserve Officers Assn. of the U. S. NAVY.

DANNY NIGHT, WSAT Allentown, Pa., to WARD Johnstown, Pa., replacing DAVE SHALLEMBERGER, to active duty as Marines.

JAMES HAYNES, WCRO Columbus, to announcing staff WARD. JOE SMITH, WARD, to handle sports and promotion exclusively for network.

ALAN FRED, WVEL (TV) Cleveland, signed to daily disc jockey show on WNEO (TV) Mahoning Valley.

JOHNNY CLARKE appointed announcer-producer WOR New York. Mr. Clarke is also father of boy, John Timothy, born June 16.

WALLY PARNELL, announcer WMJ Cedar Rapids, Iowa, called to active duty with Army. BOB LILLY replaces him.

JACK BERRY, star of his own CBS AM-TV shows, will head talent list at Illinois State Fair, August 18, 19, following his return from entertaining troops in Korea.

JEANETTE M. LEOPOLD, traffic manager WRAL Durham, N.C., elected president of Women's Advertising Club of Baltimore.

Hazel Markel, women's commentator, WRAL, presented "Fashions Bell Award" from U.S. Treasury Dept. for "outstanding support she has given to the Defense Bond drive."

RAY MICHIELS, announcer WBNJ TV) Washington, father of daughter.

CLARK PALMER, announcer WRFD Worthington, Ohio, and Shirley Rincliff, married.

Nbc and HERBERT BAYARD SWOPPE, Jr., producer of NBC's "Lights Out" series, have received citations of merit from Delta Sigma Theta sorority, prominent organization of Negro women, at special conference in Radio City Studios, New York.

WILLIAM F. BROOKS, NBC vice president for public relations, accepted award for NBC. He was cited for a "distinct contribution to the transmission of intercultural art designed to broaden the mutual appreciation of all peoples." Mr. Swope was honored for "his pioneering efforts . . . to integrate the talents of all people . . ."
From where I sit
by Joe Marsh

Just "Can't Get Over"
Easy's Fence

Few years ago, Easy Roberts took a lot of kidding when he planted that hedge of Multiflora roses—along his property line. Folks said he was getting pretty high-falutin'.

But today plenty of people who laughed at the idea slow down when they drive by Easy’s place—just to look at those roses. Most beautiful sight you ever saw.

Practical, too! The hedge is a foot high now, and at least five foot thick—even a shoot couldn't get through that prickly mass of shrubbery. Best of all, it cost less than ordinary fencing. (Most well worth your while looking into).

From where I sit, there's no sense in looking down on something just because it's different from what we like. For instance, some people think ice-cold lemonade’s the best "cooler-offer" on a hot day. Some of us would rather have a glass of beer. The important thing is not to "hedge ourselves in" against other people’s ideas and preferences.

John Swinehart

JOHN SWINEHART, 60, director of advertising and publication relations for Atlas Powder Co., died June 16 in the Delaware Hospital, Wilmington, after a six-week illness. In the Twenties, Mr. Swinehart organized a university broadcast station and became one of the nation’s earliest radio announcers. He joined Atlas in 1929 as an advertising manager. He was a member of the Advertising Club of New York, the Assn. of National Advertisers and the National Industrial Advertisers Assn. His widow, two sons and a daughter survive.
Everyone Who's Anyone

EDITOR:

Just a quick note to tell you how pleased I was ... with the picture and mention of my twenty-fifth year in radio [MILESTONES, May 21]. Needless to say, the letters, phone calls and telegrams that came as a result of the article prove again ... that BROADCASTING TELECASTING comes to the attention of everyone who is anyone ...

Joseph M. Seiferth
Vice President
Liberty Broadcasting System
Chicago

WCC Scholarship

FREE one-year scholarship worth $1100 is being offered by WCC Hartford in cooperation with the CRL School of Electronics there to some qualified young man in that area. Applicants, who must file for examination by July 7, need not have completed high school but should have had elementary algebra, WCC said.

* * *

WANT Tornado Relief

WANT Richmond, Va., following mid-June tornado that struck there, aided local pastors in campaigning for relief funds through special Sunday musical request program. Many feature entertainers in town at time also took part in special program, WANT reported.

* * *

CKNW Donates Swings

GROUP of six “ocean wave” circular swings, carrying as many as 50 children at a time, has been donated by CKNW New Westminster, B. C., to local institutions for children and public playgrounds.

* * *

Airs Graduations

CONDENSED half-hour version of local high school commencements has been aired each morning during the past month by WIEL Elizabethown, Ky. Musical numbers, speeches, special awards were highlighted in the excerpts.

* * *

KAYS Averts Panic

FLASH FLOOD hitting Hays, Kan., in middle of the night fortynight ago gave occasion to KAYS there to render extensive public service in alerting and informing city’s population of danger, canceling commercial schedule for full day and airing constant stream of messages and instructions. KAYS took air in middle of night as curfew blow to awaken sleeping citizens. After initial day’s shock, station remained on semi-emergency basis for full week.

* * *

WEIR Gets Quick Reply

ONLY 37 seconds elapsed after “Tiny” Fisher, 143-lb. “monster of ceremonies” at WEIR Weirton, W. Va., aired Red Cross appeal for a wheel chair before telephone rang with offer of wheel chair from listener. Plea was made on “good neighbor” portion of his regular program.

* * *

International Friends

COLLEGE age student visitors to Cincinnati from Germany and Austria, scheduled to arrive in August under State Dept. Experiment in International Living program, are to be welcomed with tours and parties by WRKC-TV, Wiedemann Brewing Co. and its agency, Strauchen-McKim Inc. TV outlet has aired special show on State Dept. program.

* * *

WDRG Camp Fund

DRIVE for funds to send children to camp this summer is well under way by The Needle Club program on WDRG Hartford. Front page publicity on drive also was carried by Hartford Courant, featuring WDRG program. Station meanwhile has been commended by The Open Hearth, local institution for homeless men, for aiding in publicizing employment availability of the men.

* * *

Principal at the unveiling of a new RCA tube plant in Cincinnati are (1 to r) Walter A. Buck, vice president and general manager of Victor division; L. W. Teegarden, vice president in charge of RCA technical products; Frank M. Folsom, RCA president, and Harold Dekmooy, manager of the new plant. The building was dedicated to the late John G. Wilson, who served as executive vice president of RCA Victor. It will produce miniature and subminiature electron tubes [BROADCASTING * TELECASTING, June 11].

In The Public Interest

CIVIL DEFENSE

Radio Aid Studied

EXTENT of the use of radio-television aids on the state civil defense level was among the subjects to be explored by state public information specialists and officials of the Federal Civil Defense Administration at a conference slated to be held last Friday and Saturday.

Information directors were to be asked what use of audio-visual aids furnished by FCDA is being made on the local levels. In turn, officials of the FCDA Audio-Visual Division were to have an opportunity to discuss their work with public affairs directors of plans for distribution of radio-Television scripts, films and other materials.

Specialists from at least 26 states had accepted invitations to attend the Washington conference by last Thursday, according to Jesse Butcher, Audio-Visual director and former network and agency executive. Mr. Butcher said that the full proceedings would be tape-recorded for the use of information personnel.

Another topic slated for discussion was a uniformly-patterned plan for relief networks along the lines of those adopted by the states of New York and New Jersey. Under those networks, civil defense programs are aired throughout the state on a weekly basis.

FCDA authorities observed that similar plans are underway for Minnesota, Wisconsin, California and other states. A proposal now in the working stage links FM stations together in Wisconsin. Objective is to develop a uniform government blueprint for all states, it was explained.

John Arrington Jr.

JOHN ARRINGTON, Jr., 39, manager of WLBI Lauren's, S. C., died unexpectedly. He was recovering from an operation several months ago to remove shrapnel from wounds suffered in World War II. A native of Lebanon, Va, Mr. Arrington is survived by his widow, his father and a brother.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In AUTOS & TRUCKS

GREENVILLE 56,772
Columbia 44,975
Charleston 38,030

MAKE IT YOURS WITH WFBC
The News-Piedmont Station, Greenville, S. C.

NBC For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Koedel

Page 82 • June 25, 1951
JOVERN STANDS IN WRAL Raleigh, Tempus Fugit, Mon. through Sat., 7:05 to 9:30 a.m., will have guest emcees during absence of Fred Fletcher, who will be vacationing July 30 until July 4. Guests include noted people in Raleigh, who will bring little twist to the show. The Governor of North Carolina, who will set aside his governing duties for a few hours and handle the show, reading commercials and Telephone.

KIDS PARTY ESTP-TV Minneapolis-St. Paul, Jimmy's Lawn Party, 12:30 to 1 p.m., will present a show in front of the studio. Show features games of all ages for children attending. In case of rain the show moves inside and is called What To Do When It Rains. So many youngsters showed up for first show that limit had to be enforced. Jimmy Valentine, emcee of show, now invites youth groups from one of local churches each week.

PLUGGING FOR FM WEAW (FM) Evanston, Ill., sending out mailing piece plugging FM. The copy: "There are now 350,649 FM homes in which 1,227,272 people live in the metropolitan Chicago area. The FM stations offer a wide variety of music and talk programs. The sound quality is superior to that of AM stations. The frequency is not affected by weather conditions or power lines.Listeners can enjoy the best of music and talk programs anywhere in the United States."

WHAT FATHER WANTED WTFM-TV Milwaukee, Shopping Time, sponsored by Gimble Bros. Dept. Store, featured results from the "Father's Day" wants by fathers employed at Gimble's. One of fathers participating in survey was interviewed on pre-Father Day show. Of the 200 fathers that took part in the survey over half of them wanted neckties.

GOLF TOURNAMENT WHBF Rock Island, Ill., sponsoring golf tournament for employes of WHBF-AM-TV. Winners will be presented for high gross score, low handicap score and special award for high total.

NOT ENOUGH WBT Charlotte, French Market Coffee Shop, 4:15 to 4:30, Mon.-Wed.-Fri., offered a Bible coin to persons writing in for it. Sponsor expected anywhere from 2,500 to 5,000 responses would come in during two week period. After first week offer was withdrawn because there were no more coins. Some 6,137 listeners from 244 North Carolina towns and 142 South Carolina towns received the coin.

"WEEGEE" POPs UP WDGY Minneapolis mailing out small, one-fold card, printed in two-tone gray and red on white, asking on cover "What is WEEGEE?" The answer inside, is a pop-up blonde with a microphone head topped with WDGY call letters. Copy reads: "Introducing—WEEGEE— the talk of the town! She's the personification of WDGY, but more than that, WEEGEE is a new concept of positive merchandising service for radio sponsorship. Watch for her, listen for her, be with her, wherever you are."

Strictly G.I. WNAO Raleigh, N. C., News from Mars, 1 to 1:05 p.m. daily, broadcasts messages being received by the Army short wave amateur network. Show is written and handled by Sgt. Bob Elslander, who gives news from all Army camps in North Carolina and South Carolina. Program is pointed toward G.I.'s and families and friends who may be listening.

THE MEAT CRISIS WCCO Minneapolis, Showdown, June 12, 9:30 to 10 p.m., documentary program dealing with developing meat shortage. Show gave complete picture of problems that have arisen due to roll back on beef prices. Housewives, butchers, restaurant owners, livestock officials and local members of the Office of Price Stabilization told the story via tape recordings and telephone calls.

HOMEMAKERS SHOW KCRV Carthuthersville, Mo., Homemaker Harmony, 11 to 11:30 a.m., Mon. through Sat., gives music, fashion news, beauty tips and cooking information. Show has been known as "Woman of the Week Contest" featuring mystery voice. First person to send card or letter correctly naming mystery voice of week receives all-expense trip to Hot Springs National Park, Ark.

A HELPING HAND WJR Detroit, Operation Sunshine, Sat., 9:15 a.m., plays song requests from hospitalized servicemen, patients and home shut-ins. Harold Kean, station singer, acts as emcee, working with Judy Carroll who joins him in songs and chatter. Mr. Kean, blind since his youth, also visits different hospitals during the week in addition to his program.

TOP BILLING WMY-TV Greensboro, N. C., sending brochure to all advertisers on market information and facts on TV advertising. Piece has figures and facts compiled from many sources including Broadcasting, Telecasting Marketbook and the U.S. Census Bureau. Brochure titled, "There's a gold mine in the South and it's in Greensboro, N. C." Along with facts there are letters from advertisers that are pleased with results from advertising on station.

EARLYWORM WEEK WBNS Columbus sending pair of ceramic EarlyWorms to advertisers using EarlyWorm program. Green and white worms attached to card proclaiming "EarlyWorm Week," in celebration of 400th broadcast. "The Early Bird Gets The Worm," and the Smart Advertiser Gets The EarlyWorm," according to card. Station reports "The EarlyWorm" (Continued on page 85)
Mon.-Sat. WLS, which has carried the program since 1955, gets a premium rate for participations, about 30% more for a minute on Feature Foods than for other daytime minutes. Sponsors on WLS are Rap-in-Wax, Dracett, Satina, LaFrance, Lite, Heublein A-1 sauce and mustard, Creamettes (macaroni), Joan of Arc (canned foods), Fleischmann's Yeast, Michigan mushrooms and Cudby (margarine).

At WOW Omaha the program features Martha Bohlsen and is heard at 10-10:30 a.m., Mon.-Sat. Current sponsors are Nabisco, Borden and Nebraska Consolidated Mills for Mother's Best Cake Flour and Dixiana Cake Flour.

Feature Radio Inc., whose headquarters are in Chicago and whose president is Lyman L. Weid, sets up the merchandising routines and continuously staffs the projects. There are plans in the wind to expand the system into the drug field. KYW and other Westinghouse stations are expecting to take the lead in this new development, with the first program scheduled for Philadelphia soon.

The Feature Foods technique was

IN MONTREAL

Canada's FIRST station—in the ways of PROGRAMMING, PROMO- TION and MERCHANDISING... gives you the coverage and the listener- ship needed to do a real selling job in this rich market area.

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Merchandising

(Continued from page 40)

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Programs, Promotions
(Continued from page 85)
appeared with Patti Page on stage of
to four of local theatre three days last
week.

MRS. AMERICA PROMOTION
KNEA Jonesboro, Ark., Mrs. Amer-
ico, 9:15-9:30 a.m. daily. Program
publicizes Mrs. Jonesboro, selected
from contestants throughout state.
who will be entered in Ashbury Park,
J., finals in August. Station
signed exclusive franchise for Mrs.
America contest in Arkansas, and
station breaks carry slogan "Your
Mrs. America Station.

MOVING PROMOTION
KWSH Wewoka, Okla., sending trade and advertisers post card with red lettering announcing
change of address and inviting re-
ipients to visit new location on
highway 270 between Seminole and
Wewoka. Station call was formerly
KSMI.

SAFETY COUNCIL AWARD
KPIX (TV) San Francisco sends
promotion sheet to trade publicizing
fact station received National
Safety Council Public Interest
Award for 1951. Copy points out
KPIX was only TV station on West
Coast—and one of seven in nation—to receive award. Text con-
cludes that KPIX leads way with
programming in public interest in
West Coast television.

STREET INTERVIEWS
WDFD Flint, Mich., Man on the Street,
interviewed "Congo," a chimpanzee. Congo had no mike fright at all as he playfully tink-
ered with the mike. Bud Haggard,
WDFD chief announcer, who han-
dles the program reports that this
is just one of the amusing incidents
that happen during the shows.

TEAMSTER INTERVIEW
TVNR Newark June 6 broadcast
three-day tour of world famous
ight-horse hitch of Budweiser’s
champion Clydesdales. “Farmer

Will” Peigelbeck, staff announcer,
climbed aboard the big beer wagon,
at the start of a five-hour tour of
downtown Newark, and interviewed the
wagonmaster.

SHUT-IN DAY
KNNO Monroe, La., on June 10,
"Shut-In Day" in Monroe, treated
group of shut-ins to baseball game.
Aided by Grey Ladies of the Amer-
ican Red Cross the station placed
the shut-ins in special box seats
where all enjoyed hotdogs, soda pop,
and peanuts in addition to the ball
game. The ages of the guests ranged
from 69 to 90. Station re-
ports it was all designed to
honor some of radio’s most loyal listeners.

SHARP MAILING PIECE
KKOK St. Louis sending trade and
advertisers sharp mailing piece
headed “Want to know something?”
Inside before getting to folded cen-
ter spread there is drawing of talk-
ing mike running and saying “Look
what we’ve done!” in center spread
there are pictures of stars appear-
ing on station assembled in large
circle.

"PULLING POWER"
JESSOP ADV. Co., Akron, has reg-
nistered its service mark “Pulling
Power,” showing two rugged work
horses in wood-cut effect with U. S.
Pawell Office for 20 year period.
Company using it on all office sta-
ionery and promotion pieces. Pro-
motion pieces include gift paper-
weights, match covers and tran-
scription disc labels.

WINNERS TRIP
W GAR Cleveland, “My Share in
America” contest, sent winners on
all expense weekend trip to Wash-
ington, D. C. Ten top companies
in Cleveland underwrote prizes and
conducted smaller similar contests
in their own companies. Contest
was also open to general public.
Contestants had to submit a 500
word essay on “My Share in Amer-
ica.” The contest lasted ten weeks.

Further ideas or samples of the
promotion items mentioned on this
page are available by writing to the
individual companies.

1,250 GUESTS
WTAG Invites Radio Admen
Mr. Brown (l) explains the hospi-
tality cards to Robert W. Booth
(r), WTAG vice president, and
Herbert L. Krueger, station man-
ager.

BOB BROWN, commercial man-
ger for WTAG Worcester, Mass.,
hopes to have 1,250 overnight
guests drop in this summer or fall.
WTAG, under Mr. Brown’s super-
vision, has mailed out 1,250 hos-
pitality cards to persons in the
radio advertising field. The cards
entitle the holder and guests to
overnight privileges and meals at
one of four hotels in the WTAG
coverage area.

The project, says the station, is
another phase of a continuing cam-
paign to acquaint advertisers and
agencies with the unusual adver-
sising opportunity WTAG offers in
the Worcester and Central New
England area. WTAG feels that a
visit to any part of the district will
give ample chance to see first-hand
the size, and the agricultural and
industrial prominence of the area.

MARCONI BOOKLET
Dunlap Readies New Issue
NEW BOOKLET based on years of
friendship with Guglielmo Marconi,
inventor of wireless communica-
tion, and on experiences in preparing an
authorized biography of the scient-
rist, has been written by Orrin E.
Dunlap Jr., RCA vice president, and
published privately by RCA.

The booklet, issued to commem-
orate the 50th anniversary of the
first transatlantic wireless signal,
contains hitherto unpublished cor-
respondence of Marconi and gives
a "new picture" of the great scient-
ist.

It tells of the inventor's yearning
to learn the cause of a pheno-
menon he had discovered. "... the
why of radio continually chal-
lenged Marconi," Mr. Dunlap wrote.
"After a night of vigil in long dis-
tance test of wireless between
the English Channel and Australia, he
turned to his friend David Sarnoff
(now chairman of the board of
RCA) on board the Eletra (Mar-
coni’s yacht) and with a perplexed
expression remarked: 'There is one
thing I would like to know before
I die—why this thing works!'"

PAPER PRICES
Government Duo Acts

TWO top-level government officials
have taken up the cudgels for U. S.
newspaper publishers, who are con-
fronted with a $10-per-ton increase
in the price of newsprint levied by
Canadian manufacturers.

Defense Mobilizer Charles E. Wilson announced June 12 he will
personally meet with Canadian government officials to discuss the
problem in the next fortnight. He
indicated he is not satisfied that
the "increase is really based on
cost increases."

At the same time Michael Di-
Salle, Office of Price Stabilization
chief, abandoned a tentative plan
to impose a ceiling on newsprint
prices paid by American publishers
pending a similar meeting with the
Canadian government. The legal-
ity of such an OPS order is ques-
tionable at present, however, under
the Defense Production Act, which
exempts newspapers from price
controls—at least those prices charged by publications and

Alleged "gouging" of American
publishers has been charged by
certain factions on Capitol Hill,
notably by Rep. Emanuel Celler
(D-N. Y.), chairman of the House
Judiciary Monopoly Subcommittee,
probing newsprint, and Sen. Ed C.
Johnson (D-Col.). Rep. Celler has
asked Stabilizer DiSalle to set "just
and reasonable prices" (BROAD-
CASTING • TELECASTING, June 11).

Time Buyers, NOTE!
NO TV Stations within
60 miles of
YOUNGSTOWN, 0.
Ohio’s 3rd
Largest Trade Area
Buy

WF MJ
The Only ABC
Station Serving
This Market

5000
All programs duplicated on
W FM - F M
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

June 25, 1951 • Page 85
NBC REAL ESTATE
Buying Burbank Land

WITH the city council having eliminated, by resolution, the formality of a public auction, 19 acres of Burbank, Calif., owned land which has now been projected new $25 million West Coast radio-TV center is now in escrow [BROADCASTING • Telecasting, June 11].

Having submitted several weeks ago, a $10,500 check signifying intent to acquire the land, NBC has until Aug. 31 to make the final payment. Total amount is $263,257. The agreement calls for NBC to notify the Burbank City Council six months in advance of its intention to build. This will give Burbank city officials ample time to construct a storm drain or flood control adjoining the property, NBC to pay 17% of the cost involved.

The property being bought adjoining acres which NBC is acquiring from Warner Bros. for a reported $750,000. Deal with Warner Bros. also involves a working agreement for sound stages and other facilities of the film studio.

NBC Hollywood executive contends any immediate building plans. At the moment not a single sketch or plan has been drawn in the way of plans for the NBC building. A month ago, it was said, Burbank officials stipulated in selling the property that a radio-television center must be erected there.

Denial also was made that NBC will sell its present Western Division headquarters at Sunset Blvd. and Vine St. It was pointed out that Studio D, until recently used for originating radio network shows, is now being converted to TV. El Capitan Theatre, on Vine St. off Hollywood Blvd., and recently taken over under long term lease, also is being remodeled and converted to TV. Cost for both projects is about $750,000.

NEW SALES UNIT
STARS To Begin July

FORMATION of a new corporation, Southern Television and Radio Sales Inc., to be known as STARS Inc., was announced last week by E. D. Rivers Jr., president of Desoto. STARS Inc., to begin operation July 1, the new unit is owned by stockholders in Georgia, Florida, Alabama, Tennessee and Louisiana. Mr. Rivers said that the initial number of stations to be represented by STARS Inc., will exceed 15.

Announced also was the appointment of Winston S. Dustin to head a newly manage STARS. Mr. Dustin recently was executive vice president and Advertising manager of Desoto. Mr. Dustin will head WNOE New Orleans and KNOE Monroe, La., as vice president in charge of sales to become executive vice president of the multi-million dollar educational project, The Cordell Hull Foundation.
WBAL Renewal

(Continued from page 48)

> does, have exactly the opposite effect."

Citing the majority's concessions to Public Service Radio Corp. on programming, ownership and management, local ownership and diversification of control, he said, "the majority is able to outbalance all of these considerations by virtue of the existing operation of WBAL when such operation is compared to the risks attendant on the execution of the program service proposed by Public Service Radio Corp. In my opinion this conclusion is unsupported."

The chairman further stated that he did not find any support for the conclusion that risks attendant on execution of the proposed programming of Public Service Radio Corp. constituted a basis for preferring WBAL.

Ownership Compared

Mr. Coy compared the ownership of the competing applicants and noted WBAL's connection with other AM-FM-TV properties as well as the daily newspaper in Baltimore. He said:

"On the other hand, the persons who control Public Service Radio Corp. do not publish any newspaper and have no other broadcast facilities with full execution of the original application."

"Furthermore, and of the utmost importance," Comer Webster added, "for the Commission to establish such a policy would discourage the filing of competing applications by newcomers to the field. This, in turn, would remove one of the principal factors which inspires licensees to operate in the public interest."

RADIO-TV COUNCIL

Long Island Group Formed

LONG ISLAND Radio-Television Council has been formed by representatives of 26 schools, with World War II veteran Roy Gregory, radio director at WSHS-FM and lecturer in educational radio-TV at Hofstra College, as temporary chairman.

Purpose of the organization is to foster increased and more effective use of radio and TV for education, and to insure for Long Island a share in the planning for and use of proposed state educational facilities. Support was pledged to work of the Joint Committee for Educational Television.

WRNL Covers Tornado

SEVEN minutes after a tornado ripped through the city, WRNL Richmond, Va., had its first bulletin on the air. The bulletin was followed with complete coverage through the remainder of the day and throughout the following day. Interviews covered civic officials, victims and rescue workers.

Grandpa Fellows

HAROLD E. FELLOWS, president of NARTB, became a grandfather for the sixth time fortnight ago when his daughter, Mrs. Arthur Spangler, of Weston, Mass., gave birth to a daughter. The grandchild was named Janet Edgery after Mrs. Fellows.

FACTORIES

Factory public service records. He cited Sec. 307 (d) of the Act requiring that when renewal applications are filed, the Commission is required to apply the same considerations and practice which affects the granting of the original application.

In the granting of proprietary rights in radio frequencies is a violation of the Act."

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SALES SUCCESS

AM Sells Farm Machinery

McCULLOCH Farm Machinery, noting combine sales for January-February of $193,000, says that "Our radio advertising brought the farmers into the office and it's the only advertising we're doing."

The farm machinery firm sponsors Weather Roundup, weekday afternoons at 12:25 p.m. over CKX Brandon, Manitoba. The copy was a straight pitch to farmers plugging the sale of combines and guarantee delivery.

CKX points out that "It is important to note that a year ago when McCulloch did no radio advertising the farm had sold only three combines by June 15." The station added that combine sales usually begin about June 15.

BAB Special Assignment

LEE HART, assistant director of BAB, has been temporarily assigned, effective July 1, to Chicago for special duties including work on retail projects and Advertising Research Bureau Inc. point-of-sale survey reports which BAB will publish. Miss Hart, author of many retail presentations including BAB's "Radio's Feminine Touch," will make announcement shortly of her Chicago office address and BAB sales and advertising services.

CHOICE OF MEDIA

Use of All Advised

ANALYSES of the reasons people buy merchandise show that retailers should use multiple-media campaigns, Joseph B. Ward, managing director of Advertising Research Bureau Inc., Seattle, told the Advertising and Sales Club of Seattle at its June 19 meeting.

ARBI is making radio and television comparisons for networks, with results to be ready in the near future, Mr. Ward said.

Retail advertisers should consider such audience factors as kind of audience, with attention to ear-minded as well as eye-minded people, he told the club. He suggested they give greater consideration to effectiveness of advertising in newspapers and consider carefully the type of copy used for radio advertising in order to get the most results from selling emotionally on an entirely different medium.

"Results should be judged not by tradition but rather by effectiveness at the point-of-sale of multi-media," Mr. Ward concurred. He said factual evidence ARBI is gathering in large and small communities belies the traditional use of newspapers by retailers as the answer to their advertising problems.

ARBI doesn't suggest retail advertisers would be better off by using radio alone, he said, but is concerned with the power of radio and other media to increase the impact of newspaper advertising.

Mr. Ward said 72% of ARBI's studies have developed more traffic from radio than from newspaper advertising while 33% of the studies have shown greater traffic resulting from newspaper advertising. He said a higher percentage of radio traffic buys goods as compared to newspaper traffic, with 67.4% of those subjected to advertising in both media buying goods compared to 54% of those who merely came into stores to shop.

RCA Victor, in cooperation with the U. of Pennsylvania, beginning today (Monday) will conduct a 13-weeks training program in electronic engineering for 15 combat officers selected from the U. S. Army Ground Forces. The program will be conducted at the RCA Victor plant in Camden, N. J.

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DENIAL of Sevier Valley Broadcasting Co.'s application for renewal of license for KSVC, Richfield, Utah, was proposed last week in an initial decision by FCC Hearing Examiner Fanney N. Litvin on grounds of illegal transfer of control.

According to the decision, the construction permit for KSVC was granted to William L. Warner Sr. on Aug. 20, 1946. "The facts are that William L. Warner Sr.," the decision contended, "the individual to whom the Commission had granted an application for construction permit . . . on or about April 14, 1947, without prior consent of the Commission, assigned and transferred the construction permit to the applicant corporation [Sevier Valley Broadcasting Co.] in violation of Section 310 (b) of the Communications Act . . . ."

Referring to the licensee's defense of the alleged action, the initial decision said the "applicant attempts to escape responsibility for its actions, contending that they were 'on advice of counsel,' and to excuse its misfeasances and nonfeasances on the ground of ignorance and inexperience, asserting no willful intent to violate the law or any rule or regulation of the Commission."

The decision maintained, however, that "whatever advice . . . the applicant corporation received . . . cannot excuse their repeated submission of untrue facts and data to the Commission with respect to the finances and ownership of the permit, and which they admit they knew to be untrue . . . ."

According to the decision's conclusion, the licensee corporation represented in April, 1947, "issued a total of 30,966 shares, of which William L. Warner Sr., original permittee, owned more than 50%.

"However, by some date in October, William L. Warner Sr. had dissolved and in violation of Section 310 (b) of the Communications Act," the decision charged.

In commenting upon testimony relative to KSVC's program service in Richfield, the decision noted that "we do not overlook the fact that the Commission has expressed its satisfaction with the program service rendered by station KSVC . . . . the fact that KSVC is the only station located in Richfield and that a need appears for that service. But the conclusion reached here leaves us with another alternative than to deny this application for renewal of license.

**HAMTRAMCK**

Two AM Bids Refused

FINAL decision was announced by FCC last week to deny on technical grounds both applicants competing for a new AM facility at Hamtramck, Mich., namely Hamtramck Radio Corp. and Atlas Broadcasting Co. Assignment sought is 900 w daytime on 1440 kc. directional.

Earlier, Hearing Examiner Hugh B. Hutchinson proposed to grant the Hamtramck Radio Corp. application and to deny the bid of Atlas [Broadcasting • Telecasting, July 10, 1950].

In its final ruling, the Commission concluded the proposed directional antenna of Hamtramck Radio failed to meet the minimum requirements of FCC's standards, while concluding that the Atlas proposal would result in substantial interference to WBCM Bay City, Mich.

Hamtramck Radio is headed by Charles S. Gray, former salesman for WJBK Detroit, who is president and 6.6% owner. A 20% interest is held each by Frank E. Pellegrin, one-third owner of WHAM Rochester, N.Y., and 39% owner KSTL St. Louis, and Lynne C. Smoby, Washington consulting engineer, who respectively are first and second vice president. There are seven other stockholders.

Equal owners of Atlas Broadcasting are Dr. Stephen S. Skrzycki, mayor of Hamtramck; Stanley Forman, uncle of Dr. Skrzycki and local businessman, and Caismer Zielski, office manager of Wayne County Dept. of Social Welfare.

**Anniversary Show**

WCOJ Coatesville, Pa.,-proposed an anniversary show when the nearby town of Gap celebrated its 250th anniversary in mid-June. The show was sponsored by merchants and businessmen of Gap, historic town in Lancaster County, Pa. Included on the special show was a description of the anniversary parade, and a tape recording broadcast of the dedication of a new firehouse and new fire-fighting equipment.

**NY HEARINGS**

Hill Red Probe Continues

NEWS media have "magnified beyond proportion" what few reports have been gathered by Senators studying subversive or Communist elements in the radio-TV industry, Sen. Willis Smith (D.-N. C.) told Broadcasting • Telecasting last week.

The group that has been conducting "top-secret" hearings in New York is the Senate Internal Security subcommittee, an investigative arm of the Senate Judiciary Committee [Broadcasting • Telecasting, June 17, 1951].

It was learned that the hearings which were reported by the radio and press were the second in a series. According to Sen. Smith, other hearings may be held, not necessarily in New York.

The North Carolinian said the committee's scope was not restricted to labor, entertainers or other groups within the industry but that it was part of an overall study of the Communist question. "The committee in its objective had to start somewhere in gathering information," the Senator said.

At present the subcommittee is shifting testimony it has received regarding alleged Communist activity. Sen. Smith refused to say how much material has been gathered on such alleged activity in the radio-TV field.

While he admitted that a few witnesses or "informants" testifying before the committee in New York were associated with the media, he pointed out that fact does not indicate necessarily that data from such industry will be conducted.

From other sources, it was learned that most witnesses appearing before the subcommittee were substituted by some persons volunteered information.

Some witnesses have been helpful and had specific evidence to offer, Mr. Smith directed, but others had only general information or "hearsay" to give to the investigators. Sen. Smith directed the New York hearings.

**LIBEL and SLANDER**

Invasion of Privacy Plagiarism-Copyright-Infringement INSURANCE For the wise Broadcaster OUR UNIQUE POLICY provides for protection. Surprisingly inexpensive CARRIED NATIONWIDE For details & quotations

**Employers Reinsurance Corporation**

Insurance Exchange Bldg., Kansas City, Missouri

Advertising succeeds with continuity. Continuous advertising in Printers' Ink develops a cumulative impact that creates a vivid picture of your station and market in the minds of the leading buyers of advertising and helps you sell more advertising.
TELEPHONE communication between an Army sergeant and his mother and sister bridged the distance from Tokyo—5,147 miles of transoceanic cable — and provided the basis for a recent edition of the weekly Evansville Story on WJPS Evansville, Ind.

The occasion was another in a series of programs designed by the station as a community relations vehicle for the tri-state area of southern Indiana, northern Kentucky and southwestern Illinois. Program has been sponsored since last November by the Evansville Works and Refrigeration Div. of International Harvester Co.

The Evansville Story highlights the week's news in the tri-state area as well as activities of local people away from home. Other features are on-the-spot reports and the Evansville Story.

BRIG. GEN. David Sarnoff, chairman of the board of CBS, requested the Monday meeting was called by Jack McLean, WJPS program director, and reports compiled by Verne Paul, station's special events director. Other broadcasts have included an $8 million fire that swept downtown Evansville and an actual combat report of a battle led by an Evansville officer.

With actual voices of people in the news, human interest stories and special background material. Sponsor reports tremendous public reaction from the show.

Series is written, produced and narrated by Jack McLean, WJPS program director, and reports compiled by Verne Paul, station's special events director. Other broadcasts have included an $8 million fire that swept downtown Evansville and an actual combat report of a battle led by an Evansville officer.

KECA MARATHON

Fifteen hour marathon on KECA-AM-TV Los Angeles, under auspices of the Greater Los Angeles Press Club, for the benefit of the City of Hope new cancer hospital at Duarte, Calif., brought in a total of $146,579.98 from "phone in" and phone operators.

This does not include contributions which have been and will be mailed in as result of the simulcast, according to ABC and hospital fund officials. Marathon started at 9:30 p.m. June 9 and continued through to 12:30 a.m. the following day without a break. More than 300 radio, television, film, stage and night club personalities appeared on the program. The new free non-sectarian hospital opens July 2.

On hand for special broadcast of Evansville Story are (1 to r) Mr. McLean, Mrs. Art Malone, mother of Sgt. Bill Malone, and Sister Rachel; and Mr. Paul.

MEDICAL COSTS

Canadian groups set pact

Expected battle over the Canadian broadcasting industry's promotion comparing the cost of radio to newspapers and magazines (BROADCASTING • TELECASTING, May 28) did not materialize at a joint meeting at Toronto last week between directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. It was decided at the joint meeting that future promotion of all media should sell each medium on its merits and not attempt to disparage other media.

"All media realize that this is authenticated and tested research," stated Jim Allard, CAB general manager, in commenting on the decision. Advertisers, he pointed out, are asking for more research all the time. Pressure from newspapers and radio stations on CAB research, saying radio the cheaper buy for advertisers, brought about the meeting. Newspapers had threatened to withdraw their stations from CAB membership. It is understood that the research which brought about the complaint is not to be further circulated.

CAB directors meeting following the joint session discussed the recently-issued Royal Commission report and appointed a committee to study further moves of the industry in light of the report's findings against a separate independent regulatory body.

Committee members are Harry Sedgwick, CFRB Toronto; W. Burgoyn, CKTB St. Catharines; William Guild, CJOC Lethbridge; Henri Lepage, CHRC Quebec; Ralph Snegrove, CKBB Barrie, and Malcolm Neill, CFBN Fredericton.

The CAB board also decided to pay its full fees to the Inter-American Assn. of Broadcasters "in recognition of the important work it is doing for free enterprise broadcasting."

CJON St. John, Newfoundland's new 5 kw station, was admitted to membership. The agenda for the 1962 annual meeting was adopted in principle and a silver tray was presented by CAB to William Guild, CJOC Lethbridge, for his work over the past two years as CAB board chairman during sitting of the Royal Commission.

Rose Bowl Bids

Radio and television coverage of Pasadena Rose Bowl football game will go to the highest bidder, the Tournament of Roses Assn. and Pacific Coast Conference announced June 15. Bids will be accepted from July 1 to 31 and may be on basis of one, two or three years. Radio network sponsorship will be restricted to one advertiser. Multiple sponsors are acceptable for TV.

WOW TOUR

Reservations pour in.

MAL HANSEN, farm director for WOW Omaha, said last week that one week after first announcement of the WOW East Coast Farm Study Tour, 125 farmers sent in $50 checks for reservations and 206 additional inquiries were made. Mr. Hansen announced the fourth annual tour on his show, Farm Service Reporter, and repeated it for six days. Cost of the tour to the East Coast and eastern Canada will be $500 per person (BROADCASTING • TELECASTING, June 18). Bill Wiseman, WOW promotion manager, said that reservation this year was nearly double that of last year.

WKOK Facilities

Improvement in technical facilities of WKOK Sunbury, Pa., resulting in service to additional persons both day and night, has been given recommended approval by FCC Hearing Examiner J. D. Bond in an initial decision issued June 12. No change would occur in WKOK's operating assignment of 250 w fulltime on 1240 kc. Examiner Bond would grant the station approval to install a higher antenna and enlarging the ground system. Minor additional interference would occur to WBAX Wilkes-Barre and WHUM Reading, Pa., but these stations have not objected, it was noted.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting

June 25, 1951 • Page 89
FCC actions

JUNE 15 THROUGH JUNE 21

June 15 Decisions

**ACTIONS ON MOTIONS BY CHAIRMAN COY**

Public Service Radio Corp., Baltim-
more, Md.-Granted request for waiver of 10-day requirement of Sect. 1.82(e) of rules, and motion for correction of transcript of oral argument re applica-
tions of Public Service Radio Corp. and of WAMC, Baltimore.

June 15 Applications

**ACCEPTED FOR FILING**

AM—1290 kc

WIRK West Palm Beach, Fla.—To increase D power from 5 kw to 5 kw and change from DA-DN to DA-N etc.

Modification of CP

WGAF Atlanta, Ga.—To increase D power by 1 kw to 3 kw and add to new AM station.

KUTE Glendale, Calif.—Mod. CP new FM station to change ERP from 9 kw to 11 kw and make change to ant. system.

License for CP

WPAB Ponce, P.R.—License to CP to change power, frequency and ant. system.

APPLICATIONS RETURNED

WILE Cambridge, Ohio—RETURNED application for authority to determine operating power by direct measurement of ant. power.

June 18 Applications

**ACCEPTED FOR FILING**

KLIF Oak Ridge, Tenn.—License for CP to increase D power and install new transmitters.

KIRO-FM Seattle, Wash.—License for CP new FM station.

Special Edition

WMGM New York and the Brooklyn Red Cross last week issued a special edition of their manual, “Care and Pro-
tection of Dodger Fans”— upon request of the New York City Health Dept.—for fans attending the May 29th charity Baseball Game in New York today (Monday).

WE ARE LOOKING for the
BEST COMBINATION ENGINEER-ANNOUNCER
in AMERICA
We Have a Job To Match
KFXJ Grand Junction, Colo.

COMMERCIAL RADIO MONITORING COMPANY
5550 MIDTOWN DRIVE, BURBANK, CALIF.

“A reliable service for over 18 years”
For immediate service phone
JACKSON 5201
P. O. Box 7037
KANSAS CITY, KANSAS 66107
The Wes Turner Co.
II years TV Eng. Experience
Construction & Operation Supervision
9918 E. Camino Real
DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

George C. Davis
301-314 Monsey Blvd.—Sterling 0111
Washington 4, D. C.
Member AFCCE*
Help Wanted

Complete staff wanted immediately. Write full information and salary to Manager, WAIN, Columbia, Kentucky.

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market. Complete radio background required. Details and application Box 160K, BROADCASTING.

Selling

Commercial manager—a 600 watt station in northern market. Ability to handle all phases of station management necessary. Complete background data and resume to Manager, Station KLFY, Floydada, Texas.

Wanted

Chief engineer for full time, permanent position. Experience required. Write Box 114K, BROADCASTING.

Announcer

Announcer-engineer, first class ticket, Virginia daytime independent. Excellent experience necessary. Send complete resume to Manager, Station WJTV, Richmond, Virginia.

Singing


Program-Production

Basketball—baseball play director, base- ment. Scheduling, coordinating. Good experience necessary. Write Box 19K, BROADCASTING.

Technical

Network station, large Texas market, needs engineer with sound training and experience. Box 937K, BROADCASTING.

Immediate opening for engineer—announcer with first class ticket. Virginia metropolitan market. Write Box 89K, BROADCASTING.

 phương tiện.
Announcer-director job also available. Inquire about licensing, draft exempt. Will travel. Audition disc and photo. Box 373K, BROADCASTING.

Experienced woman announcer-copier-desires part-time work. Versatile background. Box 79K, BROADCASTING.

Dedication, experience and enthusiasm! Excellent references. Seeking employment. Box 387K, BROADCASTING.

Attention: Northeast program directors; announcer-deejay, 4 years experience. Box 111K, BROADCASTING.

Top newscaster and editor with 13 years background wants position. Box 155K, BROADCASTING.

Currently employed. Write Box 10K, BROADCASTING.

I would like to audition in person at midwest station offering future to announce. Box 120K, BROADCASTING. Experience with all phases of radio including sales, promotions, engineering information available.

Top newscaster and editor with 13 years background wants position. Box 155K, BROADCASTING.

Freely employed. Write Box 10K, BROADCASTING.

Young man, age twenty-three, single, new licensed Engineer with 1 year in AFBS and one year in commercial work. Box 5K, BROADCASTING.

I would like to audition in person at midwest station offering future to announce. Box 120K, BROADCASTING. Experience with all phases of radio including sales, promotions, engineering information available.

Young man, age twenty-three, single, new licensed Engineer with 1 year in AFBS and one year in commercial work. Box 5K, BROADCASTING.
L. G. MOSELEY
West Coast Ad Exec Dies
FUNERAL services for Leslie G. Moseley, 49, West Coast advertising executive, were held June 18 in San Francisco. Burial followed at Cypress Lawn Memorial Park in Colma, near San Francisco. Mr. Moseley died June 14 after a heart attack.

In the advertising business for more than 25 years, Mr. Moseley eight years ago joined Foote, Cone & Belding as an account executive. At the time of his death, he was manager of the agency's San Francisco office. Prior to FCB, Mr. Moseley was assistant to the president of Bowman, Dent & Cummins, San Francisco. Surviving are his widow; a son; two daughters.

NEW CATALOG issued by Astatic Corp., Connecut, Ohio. Catalog No. 51 includes illustrations and descriptions of all models of TV and FM boomers, microphones and stands, and phonograph pickups.

ROYAL FAVORED
Jack Blume Cleared
REVISED initial decision to grant a new AM station at New Orleans on 1480 kHz fulltime to Royal Broadcasting Corp. has been reported by FCC. Competitive bid of Gretna and Lower Coast radio stations owner, who was denied an assignment on grounds it is "not qualified to be a broadcast licensee" [BROADCASTING * TELECASTING, June 18].

FCC also struck from the record "as sham and scandalous" certain accusations against FCC Hearing Examiner Jack P. Blume made by New Orleans Attorney Maurice B. Gatlin, whom FCC said had arranged for formation of Gretna and Lower Coast. The Commission also dismissed petitions by Mr. Gatlin directed against the earlier initial decision of Examiner Blume which recommended granting the new applicant a license to WJMR there, now most since WJMR subsequently withdrew its application for the assignment [BROADCASTING * TELECASTING, Sept. 18, Oct. 9, 1950].


Principals in Gretna and Lower Coast include: Armstark & Co., hotel; and apartment interests, president and 46% owner; Abraham Solomon, real estate investments, vice president and 46%; and Charles A. Schmid, with Gulf Radio School and formerly with WJWJ New Orleans, general partner and 29% owner.

Radar for Weather
EXPERIMENTAL authorization has been granted by FCC to William J. Hartnett, doing business as Weathercasts of America, St. Louis, for operation of radar equipment for the purpose of determining the exact location of rain areas as an aspect of applicant's weather service.

SSB POSTS FILLED
Rothschild, Others Named
APPOINTMENTS of V. Henry Rothschild II, New York attorney, as chief legal counsel and of other key persons to the newly-created Salary Stabilization Division of the full Salary Stabilization Board were completed and announced last week by Joseph D. Cooper, executive director.

Mr. Rothschild will direct a group charged with the responsibility of executing full board policies designed to administer the equitable treatment to executives as that given to employees falling under the Wage Stabilization Board. Mr. Rothschild has been active in the Bar Assn. of New York and until 1940 was associated with the New York law firm of Root, Clark, Buckner & Ballantine. Other appointments included David R. Roberts as economic consultant; Jesse Robinson, executive assistant, and William Haggard, director of public information.

Industry Statistics
PUBLISHED volume of "Statistics of the Communications Industry of the U.S." for the calendar year 1949 is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., FCC has announced. The 297-page volume contains financial and operating data compiled principally from reports filed with FCC. Section B of the book contains data for the broadcast networks, and AM, FM and TV stations. Complete volume is $1; Section B separately is $5.
Trade Winds Fair  
(Continued from page 93)

Flash, Richard Diamond and Camels take a summer hiatus from their Wednesday 8-8:30 p.m. period, July 1-15, from ABC. Jack Gable and his sponsor, Mars, Inc., take a similar three-month lay-off from the same period on Friday. Ozzie and Harriet, starring in a vacation starting June 29, but their sponsor, Heinz, will continue in that Sunday night spot with A Life in Your Hands as its summer vehicle.

Mutual has reported an all-time high sale of its co-op news programs, which on June 1, of this year accounted for a combined total of 884 network stations, a 60% increase over the 534 station sales of these shows on June 1, 1950. Program breakdown shows Cecil with 91 station sales this year as against 68 last year. Bill Cunningham with 84 to 47, Cedric with 174 to 118, Robert Rurledge with 79 to 15; Fullam Brown and product, will close high for this 14-year old program) to 265; Mutual Newsreel with 84 now to 21 a year ago. Newsreel may soon be advertising Blatz beer on the network if station clearance can be obtained.

MBS Hiatuses

Two sponsors have vacated the Monday-Friday 5:50 p.m. period on MBS: Kellogg Co. dropping Mark Trail on Monday-Wednesday, Friday, and National Biscuit Co. Straight Arrow on Tuesday and Thursday, while Bonson has ended its sponsorship of Twenty Questions, Saturday, 8-8:30. Noxema today starts its six-week hiatus of its sponsorship of Gabriel Heather's Monday, 7:30-7:45 p.m. newscast.

CBS summer shifts include: American Tobacco Company swapping its sponsors to its Tuesday-July 12; American Safety Razor Corp. awarding its sponsorhip to its Wednesday-July 13; MBS: Kellogg Co. dropping Mark Trail on Monday-Wednesday, Friday and National Biscuit Co. Straight Arrow on Tuesday and Thursday, while Bonson has ended its sponsorship of Twenty Questions, Saturday, 8-8:30. Noxema today starts its six-week hiatus of its sponsorship of Gabriel Heather's Monday, 7:30-7:45 p.m. newscast.

Other Network Changes

Hall Bros.-located, Hillmark Playhouse June 7-Aug. 30; Lever Bros. dropping My Friend Irma June 23 and giving the Lazy Boudoir July 3-Aug. 23; Loewig & Myers taking Bing Crosby show for the summer starting July 4; Longines-Wittnauer Watch Co. dropping Charles Boyer, July 3-Aug. 30; Phil Regan, June 3 in a Sunday afternoon series: Pillsbury Mills taking a hiatus for Cedric Adams five-minute weekday afternoon spots. Whitman Co. of America putting Julian Bentley in for the summer: RCA Procter & Gamble Co. dropping FBI in Peace and War June 28 and Red Stetson June 4; Billie and the Warm Strike Smith and Lowell Thomas Vacations July 2-Aug. 24; Quaker Oats discontinuing its weekday afternoon quartet shows: Bob Hope and Lou Wild June 22; Rexall Drugs putting Peggy Lee in the afternoon July 5; Andy and Judy June 29 and taking a hiatus Aug. 2-Sept. 23; Bob Hawke July 3-Aug. 20; Sterling Drug dropping Mystery Theater July 3-10; Bill Shudel June 7, Sing It Again.

KDKA's departing manager, Joseph E. Boudino (left), greets his successor, Robert Duffield (second from left), at the annual KDKA barbecue. Looking on are Will Evans, president of Westinghouse Radio Stations Inc., and Walter E. Benoit (right), former WLS general manager, who now directs Westinghouse's new Air Division.

June 9, and giving Mr. Chameleon a vacation from June 22: Wildroot dropping Charlie Wild and picking up the part of FBI dropped by P&G; William Wrigley Jr. Co. adding four special summer series, all on 6:45 p.m. Broadway Is My Best Sunday, July 2-Aug. 15; Nemore, Monday, Monday, July 2-Aug. 20; Johnny Diller, Wednesday, July 18-Aug. 19; Line Up, Thursday, July 5-Aug. 16. 

A second of summer finds the following changes in NBC's commercial line-up: Sunday afternoons Belmont Radio added; John Cameron Swayze in a quarter-hour newscast starting June 17. On Tuesday, 7-8 p.m., NBC gives Cavalcade a summer leftover July 3-Sept. 4 and Lewis Howe Co. wows up Baby Smoke June 12 and will be back with a new program Sept. 18. Kraft Foods Co. has moved The Falcon from Sundays into the Wednesday evening spot while Gildersleeve is absent June 6-Aug. 17. On Tuesday, 7-8 p.m., NBC finds Aldrich Family June 28 and on Friday Paban cancels Life of Riley June 29 and also on the General Foods Food drop Aldrich Family June 20 and follows Bill Stern, Saturday, June 30, sees two more C-P-F programs go off—Dennis Day and Judy Canova—with no date set yet for their return in the fall, if they do. American Tobacco Co. gives Hit Parade a lay-off July 7-Sept. 8.

Firm Shares Profits

CHECKS totaling $145,755.76 have been distributed to eligible employees under a profit-sharing plan of the Packard-Bell Co., West Coast radio-television manufacturer. This regular midyear payment was timed for the annual vacation of plant employees, said Herbert A. Bell, founder-president of the company, who spoke at silver anniversary ceremonies at the Los Angeles plant. This was the largest distribution in the history of the profit-sharing plan. Next payment under the plan is scheduled for Dec. 14.

RCA Vacation Plans

RCA manufacturing plants in New York, Indianapolis and Canonsburg will each close at least a few separate periods for employee vacations, Ralph C. Williams, Custom Sales Administration manager for RCA, Victor, announced. The New York plant, which handles transcription, slide film and miscellaneous custom record production, will close July 2-8; the Indianapolis and Canonsburg plants, which manufacture exclusively for commercial-type phonograph requirements, close June 29-July 15 and June 23-July 8 respectively. No shipments from the plants will be made during these periods.

There is no beef shortage in Pittsburgh, according to some 400 area men and clients that were on hand for KDKA's annual barbecue June 19. One of the main features, if not the main one, at the Northside Park site, was the cooking, serving and consumption of an 84-pound steer.

The big event, in its fourth year of running, also featured golf, badminton, volley ball, soccer ball and horse shoe pitching for those who wished to participate. For those not athletically minded, it offered card games, old-fashioned bull sessions or just renewing old friendships with a tall drink.

Beside the beef, the guests enjoyed six sacks of potatoes, 30 gallons of cold saw, 100 dozens of rolls, 40 gallons of baked beans, 30 pounds of butter, five baskets each of radishes and green onions, six dozens of pickle chips and 50 gallons of coffee.

A drawing was held for prizes, ranging from golf clubs to fishing equipment. Topping off the evening was a floor show.

The entire 14-hour event, except for the food, was handled by KDKA staffs.

According to a report appearing in The Bulletin, published annually following the gala event, the food that was eaten surpassed all expectations.

Truman Address

AN ADDRESS by President Harry S. Truman, commemorating the anniversary of the Korean War, will be carried by all radio networks today (Monday). MBS will carry the address from 2-2:25 p.m. from Tullahoma, Tenn., where he will dedicate an engineering project in honor of the late Gen. Leslie R. Groves. Library plans to carry it at the same time. ABC, NBC and CBS will air the program by special recording from 11:30 to 12 midnight.
Lee Lynch

Lee LYNCH, 49, Illinois Assemblyman and broadcaster since 1987, died June 15 while serving in the state House of Representatives at Springfield. He narrated the half-hour Sunday show, Your Colos County Reporter, on WLHB Mattoon at the time of his death and was heard Monday on WDZ Tuscola (now Decatur). Ray Livesay, WLHB owner, narrated a memorial program June 17 on which messengers from Gov. Adlai Stevenson and Representatives and Representatives were broadcast.

poration given above in "AM Application." Filed June 21.

Deletions . .

TOTAL deletions to date since Jan. 1: AM 17, FM 66, TV 8. New deletions, effective dates and reasons follow:

WGAQ-FM Silver Spring, Md.—Tri-Suburban Best Corp. Construction permit expired July 12; FAC on WZD Tuscula. (now Decatur). Ray Livesay, WLHB owner, narrated a memorial program June 17 on which messengers from Gov. Adlai Stevenson and Representatives and Representatives were broadcast.

BROADCASTING • Telecasting

NATIONAL NIelsen RATINGS

TOP RADIO PROGRAMS

(Through July 4, 1951; includes suburban, farm, and Urban Homes—and including Telephone and Non-Telephone Homes)

Extra Week

EVENING, ONCE-A-WEEK

NIelsen-Rating

Current Rank

Program Home

Radio Theatre 11.7

Godfrey's Talent Scouts 11.7

You Bet Your Life 10.4

Jack Benny Show 10.0

My Friend Irma 9.9

Mr. Keen 9.3

Winchell 8.7

Copyright 1951 by A. C. Nielsen Co.

CD NETWORK

Truman asks $20 Million

PRESIDENT Truman last Thursday asked Congress for a near $20 millionots. for the operation of a communications warning network which would implement the recommendations of the nation's civil defense preparedness.

The request was contained in a letter to House Speaker Sam Rayburn calling for a huge government expenditure on the basis that "enemy planes could drop bombs on our cities, no matter how good our defense may be." Included was a provision for $19,749,000 for federal operations, including the communications system and administrative expenses. Another $20 million would be used for stockpile materials and equipment.

The communications equipment presumably would comprise air raid sirens, two-way radios, and other emergency items which are earmarked for use in connection with civil defense procedure involving use of radio-TV stations for alerting state CD personnel.

Mr. Truman's request also includes $250 million for grants-in-aid to states for shelter; $45 million plus in federal contributions to be matched by states for supplies and equipment; and another $20 million in working capital.

Betting Swindler

WARNING against swindlers was issued last week by Westinghouse Radio Stations Inc. The warning was published in a newspaper advertising space. The advertise-

ment" says that "...an unidentified person representing himself as a "vacationing employer" of one of the Westinghouse radio stations," seeks someone for an introduction to a "bookie" so that he, in turn, can fix races. In some cases he has succeeded in victimizing his contact—in one case to the extent of $800. The ad says that Westinghouse is embarrased by the improper use of its name and warns the public so that they can guard against such swindles.

STATE GROUP

Maryland Assn. Planned

FORMATION of a Maryland broadcasters association, to include District of Columbia stations, was initiated last week. A planning session was held in Carl Hall, following a regular meeting of the Chesapeake AP Radio Assn.

Charles J. Truitt, WBOC Salisbury, was named temporary chairman and president of the new organization, for which a name is yet to be selected. Mr. Truitt reported that he had solicited comments from more than 50 stations in the Maryland-Washington area and that response had been favorable.

The inclusion of District of Columbia stations was proposed by Robert C. (Jake) Embry, who also advocated immediate formation of the association. Joseph L. Brechner, WGAY Silver Spring, opposed the latter move, but was overruled. Mr. Brechner suggested the organization committee first be set up before proceeding with formation plans.

Mr. Truitt was instructed to appoint a committee to set up the rules and framework of the association. He will be assisted by Jack Surrick, WFBV Baltimore. Further meeting tentatively was set for sometime after Labor Day.

The Chesapeake AP Radio Assn. session was presided over by Dennis Sartain, WWDC Washington. Radio station managers for the coming year, submitted by Ben Strouse, WDWC, was unanimously elected.

They are: Mr. Embry, president; Ted Koop, WTOP Washington, first vice president; Bill Paulagove, WJEH Hagerstown, second vice president; and Dan Hydrick, WDKY Cumberland, third vice president.

Oliver Gramling, assistant to the general manager for radio AP, addressed the gathering and showed a film on "News Sales."

Also presented was a set of regulations on awards to be made to broadcasters of the basis of local news shows. It was decided that members of the Virginia Assn. of Broadcasters, which already conducted such a successful competition, would assist in the Chesapeake contest. Contest recordings and materials are to be submitted to the Baltimore AP office by next March.

Mr. Brechner was named to a special TV committee to study a like competition for local television newscasts.

Thursday afternoon, the delegates were taken on a cruise aboard the state yacht, Potomac, to view the new Chesapeake Bay Bridge.

FM SET DEMAND

RTMA-NARTB Session

JOINT problems of FM stations and set manufacturers will be discussed June 26 by the National Association of Broadcasters and Radio-Television Mfrs. Assn., meeting at NARTB Washington headquarters. FM operators will explain results of a NARTB survey purporting to show extensive demands for FM receivers which manufacturers are failing to meet.

RTMA conducted a separate survey and will reveal the results to FM station representatives. Among those representing RTMA will be John W. Craig, Croley Division, chairman of RTMA's FM Policy Committee; Glen McDaniel, president, and James D. Secrest, general manager.

FORD FUND SURVEY

Land Grant Colleges Accept

INVITATION by the Ford Foundation's Fund for Adult Education to conduct a survey of adult education activities among rural people has been accepted by Assn. of Land-Grant Colleges & Universities, Washington, according to Dr. R. F. Poole, president of Clemson Agricultural College, Clemson, S. C., and association president.

Dr. Charles P. Loomis, head of Michigan State College's department of sociology and anthropology and research service director, will direct the survey. Dr. Loomis is in Costa Rica directing a rural social study in that country.

The Ford Foundation is considering a TV educational program research project to be conducted in cooperation with NARTB [BROADCASTING • Telecasting, June 18].

"This is America"

With Edwin C. Hill

15 MIN. TRANSCIBED DOCUMENTARY SERIES

for particulars

CHARLES MICHelson, Inc.,
125 WEST 67TH ST., NEW YORK 23, N.Y.

June 25, 1951 • Page 97
NINE PANELS SET UP IN NTSC REORGANIZATION

REORGANIZATION of National Television System Committee into nine panels to coordinate development of new color TV system announced Friday by Dr. W. R. G. Baker, committee chairman. Formation of panels is first step following release June 2 of NTSC ad hoc committee report on standards for the "broad framework of a new composite system of color television" [BROADCASTING & TELECASTING, June 4].

Dr. Baker also announced appointment of Dr. Elmer Engstrom, vice president in charge of research, RCA Labs Div., as NTSC vice chairman. Others are Paul R. Bonine, chairman; John Danahy, vice chairman; A. C. Jensen, Bell Telephone Labs, vice chairman; Color Video Standards—A. V. Loughren, Baseline Electronics Co., chairman; T. T. Whitteman, Bell Telephone Labs, vice chairman.


WFAA AM-TV COMPLETES STAFF REALIGNMENT

PERSONNEL realignments and appointments at WFAA and WFAA-TV Dallas announced by Martin B. Campbell, general manager; Alex Reese, in charge of regional sales, assumes duties of assistant general manager; John Danahy, director of film department; John Blanton, assistant director of film department and music librarian. At WFAA-AM, Tom Brown, formerly in sales, becomes night program supervisor, with Norvell Slater daytime program supervisor.

N.Y. BAR ASSN. UNDECIDED

BAR ASSN. of the City of New York undecided Friday on representative it will select to appeare before Senate Judiciary Committee on nomination of Comr. Frieda Henneck to federal judgeship in New York southern district court. Louis Loeb, chairman of association's judiciary committee, said he and Whitney N. Seymour, bar president, would attend if hearings are called (see early story page 28).

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CLOSED CIRCUIT (Continued from page 4)

prizes, which manages Mr. Lewis, sail for Europe July 18 on Ile de France, returning Sept. 7. Bob Hurleigh, WGN-MBS commentator, will fill in beginning July 13 for four weeks, and Mr. Lewis will broadcast from Europe last two weeks. Families will accompany them.

FCC TO ATTEND BRIDGEPORT UHF DEMONSTRATIONS

LATEST developments in UHF TV converters and receiving equipment will be shown to FCC delegates, charges with immediate and thorough study of all aspects of TV program standards, including viewer studies if advisable. It will contact government, public, civic and other special groups. Finally, it will draft initial plan of self-regulatory standards for autumn meeting. Committee will work closely with President Fellows, Justin Miller, board chairman, and Thad Brown, manager of NARTB Televising Scionse. Inexpensiveness of converting VHF TV receivers for UHF reception.

Paul Raibourn, president of Paramount Television Productions Inc. (KTLA Los Angeles), recalled six state censorship boards for movies had been set up prior to 1922 when film industry was young, and new ones have not been created, he said, but neither have any been abrogated. "I would advise that we take to self-regulation immediately," Mr. Raibourn said. Child programs provide the chief problem, he said, recalling he had invited Los Angeles educators into KTNA to criticize this phase of schedule. "By doing this I think I will be more successful economically and I can hold my head higher if I can feel that I have never hurt a child," he declared.

"You must do your own educational broadcasting. Do it yourself or you're going to have it done for you," Mr. Raibourn told group while Judge Miller sounded similar warning. Others who took part in discussion included Harry Eisman, WWJ-TV Detroit; George B. Stover, Fort Industry stations; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WLWT (TV) Cincinnati; Henry W. Slavick, WMCT (TV) Memphis; Leslie Johnson, WHBF-TV Rock Island, Ill.; Campbell Arnox, WTMJ-TV Milwaukee, Wis., and Akiva. Walter J. Damm, WTMJ-TV Milwaukee; William Brooks, NBC vice president.

CROSLEY TO SHOW SLAVE UNIT "SLAVE" unit for use with existing TV sets to receive CBS color programs to be demonstrated by Crosley Div., Avco Mfg. Corp., at New York Thursday, spokesmen announced Friday.

BROADCASTING • Telecasting
For the total week—day and night—the three WLW-Television stations have an average rating of 11.2 as compared to 8.4, the combined average of the leading competitive station in each of the three areas.

And each individual WLW-Television station has a higher rating for each time segment—morning, afternoon and evening—than its local competitor.

This overall superiority of 33% means that your advertising dollar buys nearly one third more sales impressions on WLW-Television.
WEED

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO
ATLANTA • HOLLYWOOD