Unless the cash register rings, local merchants drop any advertising medium like a hot brick. So get this:

**WITH in Baltimore regularly carries the advertising of more than twice as many retail stores as any other station in town!**

Why? Because WITH produces low-cost results! WITH is the biggest bargain buy in Baltimore. For peanuts, you get a tremendous, responsive audience. You get more—far more—listeners-per-dollar than any other radio or TV station in town.

You ought to get the whole story of the radio-TV situation here in Baltimore. You ought to know about WITH's commanding position in this highly competitive market. Just ask your Headley-Reed man.
Captain JOHN SMITH led the way

The Indian signals that broadcast the Jamestown landing of intrepid Captain John Smith prophesized, too, another pioneer event in Virginia. Today the epic story of Captain Smith and his heroine Pocahontas can be told, in full picture and sound, to the people of Virginia via television.

In Richmond it can only be told over WTVR, now over three years old and still Richmond's only television station. Like Captain John Smith, Havens and Martin Stations lead the way. Twenty-five years of service by these First Stations of Virginia have made an indelible impression on citizens of the Old Dominion. It's an impression that pays off for advertisers.

WMBG AM  WCOD FM  WTVR

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
with

YANKEE PERSONALITIES

who give you ready acceptance in New England homes.

YANKEE

with

THE YANKEE HOME TOWN FOOD SHOW

featuring

RUTH MUGGLEBEE
Woman's Editor Boston Record-American and Sunday Advertiser

and BILL HAHN
Yankee Radio and Television Personality

Monday thru Friday 1:15 to 1:45 p.m.

Let your Petry Man show you how inexpensive and how effective the Yankee Home Town Food Show really is . . . You'll be amazed when you see the promotion and merchandising plan behind it.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
NEW YORK BOARD of Regents, which made headlines in announcing it will seek 11 non-commercial educational commercial stations, now reportedly has quietly trimmed its request to three stations. Study of costs involved, plus possibilities of cooperation with commercial stations under consideration. With teachers making less than janitors or elevator operators, employ relations also involved.

ANOTHER BIG station transaction—sale of WOW-AM-TV Omaha—was reportedly in negotiation last week. Leaseshold on properties, with 10 years to run, will be held by group headed by Francis P. Matthews, Secretary of the Navy just nominated as Ambassador to Erin. Woodmen of World Insurance Co., however, owns physical properties. Figure for 19-year leaseshold understood in neighborhood of $2, 500,000, but prospective purchasers undislosed.

PROCTOR & GAMBLE, Cincinnati (Grisco), adding 40 markets to its spot radio campaign, effective early in July through Compton Adv., New York.

UNDERSTOOD Time magazine has request pending before Senate Crime Investigating Committee to sponsor future teletcasts of hearings. For narcotics sessions, crime committee voted to release Time's bid. Does not closed as yet on other hearing coverage.

OWENS ILLINOIS GLASS CO., through J. Walter Thompson Co., New York, preparing television spot announcement four-week campaign starting July 10 in selected major markets to promote throw-away beer bottles.

HALF-SEASON survey of baseball attendance, to appear after July 4 doubleheaders, will show slight decline but far below club owners fears. Study conducted by Jerry Jordan, Philadelphia researcher, to show effect of radio-TV on gate receipts. Kicked main factor in loss rather than play-by-play pickups.

EXCHANGE OF NOTES on revised U.S.-Mexican border TV allocations shortly will be forthcoming following week-long Mexico City conference of FCC Commissioner Rosel H. Hyde and Broadcast Bureau Chief Curtis B. Plummer with Mexican authorities. Amicable adjustment covers removal of two proposed assignments in Mexico's, Lower California, from Los Angeles stations 100 miles distant with reduction of number of VHF assignments in San Diego from three to two. Mexico also relinquishes one Mexicali assignment. Other changes along border involve interchange of assignments, giving Mexico better break on lower channels.

TV ACTIVITY picking up in Mexico. In addition to two existing stations in Mexico City, it's reported plans are under way for crop of TV stations along border, approximating coverage of U.S. stations on this side. Project under consideration is by Emilio Azcarraga and Ramulo O'Farrel, Mexico City publisher and owner of second TV station in Mexican capital. Mr. Azcarraga himself contemplates two additional TV stations in Mexico City.

(Continued on page 90)
Population of Hush Puppy, Nebraska, DOUBLES in 6 Hours

By HAROLD SODERLUND

Sales Manager

Hush Puppy, Nebraska, is not on the map! But, it typifies hundreds of rural towns that are on the map in the Midwest Empire covered by KFAB.

Surrounding each rural town in the KFAB area, are hundreds of farms. Responsible, educated, well-to-do families live on those farms. Like the rural town people and city people, they listen to KFAB. But, unlike the city people, they do most of their shopping on Saturday afternoons. They speed to their favorite "Hush Puppy" and shop, visit, shop and visit. In towns of 1,000 population, the enthusiastic shoppers that pour into them, often number more than a thousand, and quickly, for a few hours, DOUBLE the population.

These farm families have money. They spend it for farm equipment, for food, for electrical appliances, cars and hundreds of daily essentials. They buy the things that make their work easier and their lives more enjoyable.

You can send your advertising messages daily to many thousands of people who DOUBLE the population of hundreds of "Hush Puppies" in the Midwest Empire, by using the 50,000 watt voice of KFAB. An announcement schedule is now available that will make it possible for you to reach ALL of the KFAB listeners. Let us know by phone or wire that you are interested and we'll quickly reply.

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE
IN BIG TOWNS!

He'll get high ratings for you, too!

San Francisco 16.0
Louisville 21.7
Minneapolis 16.5

IN SMALL TOWNS!

Hattiesburg 29.6
Zanesville 26.0
Youngstown 21.3

From coast to coast—BOSTON BLACKIE is winning and holding large and loyal audiences!
To insure an adequate livestock supply, returns to cattle raisers and feeders must cover maintenance of breeding stock, death losses, feed and labor costs, land use, taxes, interest, supplies, equipment and the other expenses for the three full years it takes to produce and feed a good-grade steer.

*Value of by-products, such as hides, fats, hair, animal feeds, fertilizer, etc., typically offsets packers’ dressing, handling and selling expenses, so that the beef from a steer normally sells at wholesale for less than the live animal cost.

Retail markup must cover such costs as rent, labor, depreciation on equipment and fixtures, etc., as well as shrinkage in weight of beef carcass when converted into retail cuts. Prices are averaged. In some stores they were lower. In some charge-and-deliver stores or in high-cost areas, they were higher.

Naturally, in these inflationary times, many people are wondering about livestock and meat prices.

The chart above answers a lot of questions about these prices during times when the law of supply and demand is in effect and full-scale competition is hard at work.

It shows that the packer sold beef for less than he paid for the animal on the hoof. This is true most of the time.

The reason, of course, is efficiency in saving by-products as well as meat—by-products such as hides for leather, pituitary glands for insulin, and many, many others.

This is one of the reasons why meat normally moves from farmer to packer to store at a lower service cost than almost any other food.
We said it then...

Our time is not on the block!

1933 radio had a lot in common with radio '51. But with one big difference: In 1933, it was National Spot radio where chisel deals flourished, rebates were rampant and rate cards were mainly scraps of paper. The networks were doing a clean, up and up business, then.

Today — in 1951 — it's the radio stations who are holding the line, resisting the pressures. It's the stations who are avoiding that very human tendency to meet rate cuts with rate cuts, chisels with chisels, and "deals" with bigger deals. And today it appears to be the networks who are indulging in a dog-eat-dog type of selling. The trade press is full of reports of a sort of industry cannibalism; each network intently preying on its fellow network — totally neglecting a forest full of advertisers now using other media.
we say it now!

We took the position in 1933, that most good advertisers preferred not to shop in bargain basements or at auction sales. They wanted to buy good merchandise, from a reliable firm, at a fair price. So we ran the ad on the opposite page—“Our Time is not on the block—one price to all—no rebates or group rates which serve to act as an embarrassment to advertisers and advertising agencies...”

Many top radio stations agreed with this business philosophy. They helped us spearhead a movement which resulted in Spot Radio washing its face, putting on a clean shirt, and moving over to the right side of the tracks. Advertisers liked it. Spot grew and grew, and today it takes a back seat to no medium.

In 1933, radio stations kept themselves from killing each other. They did it by facing a problem squarely, arriving at a sound solution, and then sticking to their guns. Sure they lost some business at first. Some of the chiselers dropped away because they could no longer chisel. But the better advertisers stayed on. They increased spot budgets and were joined by more and more blue-chip companies making and selling some of America’s best products.

We sincerely believe that in 1951—when networks are in danger of killing each other, and so hurting all radio—the situation can best be met by employing the same sane thinking, the same moral courage and the same steadfast purpose that some of their best affiliates showed 18 years ago.

Although we have a deep and long-standing interest in good radio, we do not presume to suggest to the networks a code of ethics. We say only this to the networks:

IF YOU LACK the will to preserve the basic values of radio, you will weaken it.

IF YOU LET FEAR or timidity stand in the way of the long-range strength of radio, you will weaken it.

IF A SEARCH FOR EASIER REVENUE in one direction leads to neglect of radio, you will weaken it.

IF YOU ALLOW BACK-BITING, and the temptation for the quick dollar to take the place of sound radio research and constructive selling, you will weaken it.

Advertisers have a lot at stake. So do the listeners. So do the stations. And so, of course, do the networks.

We have a deep and honest conviction that the best thing the networks can do for themselves, the advertiser, the listener and the broadcast industry is to say—and mean—

OUR TIME IS NOT ON THE BLOCK!

This is the third and final message in a series issued in the interest of good radio.

EDWARD PETRY & CO., INC.
NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO
You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

Radio will be "as old fashioned within 10 years as outside plumbing is now," says Phil White, manager of the Chicago office of Calkins & Holden, Carlock, McClinton & Smith. An advocate of television, "the modern medium," Mr. White is a veteran of radio and space media as well.

His infiltration into radio took place in 1919 when, as an ex-ham operator and a sailor, he played "Red Wing" or some such epic on the banjo and mandolin via "wireless telegraphy" to three dozen ships in the harbor of Brest, where he was stationed aboard the U. S. S. Michigan. His "broadcasts" reached 26 miles in all directions, and created such a stir aboard his battleship that a special report on the phenomenon was sent to the Navy Dept.

A rank 18-year-old at the time, young Phil returned after his release from service to his home in Oak Park, Ill., where he was born, and enrolled shortly at Wabash College. He was graduated from Indiana U. with a degree in English literature and is a member of Phi Delta Theta. After a brief work excursion through offices of the Indiana Bell Telephone Co., he joined his father's company, the Frank B. White Adv., Chicago.

Mr. White's knowledge of advertising, picked up in random conversations at home, expanded rapidly at the agency, where he worked from 1922 until 1932. Starting in copy and production, he branched outward and upward to contact work, management and solicitation of new business, ending up as secretary of the company. He wrote his first radio copy "sometime before 1930" for Mackinaw coats, manufactured by the Burlington Blanket Co., which was spotted on WJJD Chicago.

Ten years in direct mail for the Blakely Co. counter-balanced his previous experience. After an indoctrination period of hard selling, he wrote and produced sales manuals and house organs for such clients as Standard Oil of Indiana, Hotpoint and Fairbanks - Morse.

Reverting again to the agency pattern, he joined Needham, Louis & Broby, Chicago, in 1942 as a copywriter for Swift & Co.'s Sunbrute cleanser. He was soon upped to executive on the Sunbrute account, and to work as Maurice Needham's assistant.

Later, as supervisor on all Swift
(Continued on page 76)
What's the Matter With Radio?

First, we don't agree that it's television. TV isn't going to stop newspapers, magazines, books — and certainly not radio.

Next, nothing much that radio itself can't remedy.

Third, the nation needs the vast communications, entertainment and information system which has been woven into the fabric of our lives.

But the things that are hurting radio are numerous and varied, and every segment of the industry that has been built up on it needs to do some self-searching.

We have over-commercialized radio, with hitch-hikers, cow-catchers, spots and double spots and maybe snow-piows and cabooses. Instead of giving it a chance to do the selling job it can do, aren't we treating the audience like a crowd at a side show, and yelling louder — and longer?

If that's good advertising, which we doubt, it isn't good radio. Of course such methods build sales resistance.

So, to get their money's worth, one segment of the industry forces rate reductions, which are un economical and unsound for a medium which still is as good a buy, if not better than any, at the price. Compare the stability of radio rates and returns with the increased costs of other every medium of advertising.

Understand that we are not talking exclusively about network operations; we refer, also, to the slipping that has been going on in individual stations — a case of the industry slipping on something more than a banana peel.

And what are receiver manufacturers doing to help radio? Recognizing that there are exceptions to generalizations, it nevertheless is a fact that the industry as a whole is making it harder for the average listener to tune in his favorite station or stations than ever before.

With the over-crowded condition of the AM broadcast band, stations are jammed closer together than ever before. At the same time radio dials are pushed together so that you can tune only by guess and by gosh.

We used to have electronic and other aids to tuning. Whither have they gone? Haven't we, in a suicidal price-war, cut the quality of the receivers in these respects to the point where they no longer deliver the convenience to which the listeners are entitled?

If these same conditions prevail, as efforts are made to establish FM, that medium never will get out of swaddling clothes. If the automobile manufacturers followed the same kind of policy the industry today would have poorer cars instead of better; rather, by raising the quality and standards, the auto industry has earned and commanded higher prices.

This is not a one-man nor a one-station program to reform the industry; we scarcely have time enough to run our own business in a manner to minimize some of the conditions we call to your attention. We don't pretend to be blameless, but we are taking a sharp look to see that this self-criticism is put to work in our own back yard.

And we hope that some or many of those having a great interest — and the advertisers surely do by reason of their vast investment in the medium over the years — will do some real skill practice. We hope all will decide to do something about it individually and as far as conditions permit collectively.

There is no benefit to anyone, least of all the advertiser, in down-grading a medium of advertising which he needs and which in our judgment will be used by many for long years to come.

A. H. Kirchhoffer
Vice President
WBEN, Inc.

P.S. — And isn't this the time to stop similar practices in TV?
WHODUNNIT?

"The Case of the Vanishing Cottonseed"

Gone Fishin'
Sted of Just a Wishin'

B. Raymond Evans
TAYLOR-EVANS FARM STORE

THE TIME: The week of June 5th through June 9th and especially June 7th, 1951.


THE LOOT: 400,000 pounds of cotton seed, valued at $15.00 per hundred weight. Almost $20,000 worth disappeared on June 7th. The remaining $40,000 worth was discovered missing on June 5th, 6th, 7th and 8th. The total volume of the vanishing cotton seed (8 regulation box cars) made it evident that a very strong and hefty character was at work.

THE SUSPECT: KGNC, the power station of the Great High Plains. Circumstantial evidence showed that KGNC and only KGNC knew about the existence of TAYLOR-EVANS' large stock of cottonseed.

SOLUTION: At the end of the hectic week, money (lots of money) was discovered in the TAYLOR-EVANS FARM STORE. It came from the pockets of Tri-State cotton farmers who loaded the cottonseed into their trucks and made a hurried getaway. They were involved in the case by TAYLOR-EVANS' three, 10-minute early morning KGNC newscasts (6:15 to 6:25 A.M., Tuesday, Thursday and Saturday). The early-bird listeners, thousands of them, got the cottonseed.

FOOTNOTES: Mr. J. P. Taylor and Mr. B. Raymond Evans have been in business since February 18, 1950. KGNC came into the picture 6½ months later.

Mr. Taylor says: "KGNC has more than doubled our volume of business."

Mrs. Evans says (because Mr. Evans really has gone fishing): "B. Raymond and Mr. Taylor think KGNC is the only radio station there is."

---

G

KRUEGER BREWING Co. intensifying its radio and TV spot campaign throughout eastern seaboard area. Firm looking for TV spots in Norfolk, Richmond and other southern cities. Agency: Charles Dallas Reach Co., N. Y.

GOLDEN AGE BEVERAGE Co., Akron starts sponsorship of 148 new broadcasts weekly on WCUE Akron. Package is divided equally between 30 second "headlines on the half-hour," and five and ten minute "newscasts on the hour." Designed as keystone of company's summer advertising campaign, the agreement runs through Sept. 25.

NEW YORK branch of GENERAL ELECTRIC APPLIANCE Inc., and GENERAL ELECTRIC DISTRIBUTORS sponsoring Symphony Hall, Fri., 8:00-9 p.m., over WQXR New York and 13 FM stations of the Rural Radio Network, New York State, respectively.


Network . . .

MENNEN Co., Newark, N. J., for Spray Deodorant, Skin Brazer, and Shave Creams to sponsor Twenty Questions, featuring a panel of experts who guess identity of things described with Bill Slater as emcee, over DuMont TV network (Fri., 8:30 p.m.), beginning July 6 for five years. Agency is Duane Jones Co., N. Y.

ESSO STANDARD OIL Co. replacing its Alan Young Show, CBS-TV (Thurs., 9:30-10:30 p.m.) with half-hour TV version of Your Esso Reporter for 8 weeks, beginning July 12. CBS and Telenews Inc., to co-produce show which will feature reports from CBS domestic and foreign correspondents. Agency: Marshalk & Pratt Co., N. Y.

BLATZ BREWING Co. to sponsor Mutual Newsfeed, 7:45-8:00 p.m. Mon.-Fri., on minimum of 140 MBS stations. Agency: William Weintraub Co., N. Y.

AMERICAN TOBACCO Co. (Lucky Strike Cigarettes) introducing Go Lucky, comedy quiz series on CBS, featuring Jan Murray, Suns. 7:30-8 p.m., as summer replacement for This Is Show Business, through Sept. 2. Agency: BDDB, N. Y.


Agency Appointments . . .

RAMFIELD & Co., N. Y. (importers of Denmark cheese and Norwegian fish products), appoints Gordon Baird Assoc. Inc., to handle publicity advertising and merchandising of its grocery store products. Firm using participation radio for its importation "Tomtit" cheese, over WTIC Hartford, three times weekly and plans extension of radio campaign.

QUAKER OATS, Chicago (Ken-L-Ration Dog Food), names Needham, Louis & Broddy, same city, to handle its advertising. Radio and TV will be used. Former agency is Ruthrauff & Ryan, Chicago.

Adpeople . . .

L. E. ROCHESTER, advertising manager Kellogg Co. of Canada Ltd., London, Ont. (cereals), appointed vice president in charge of advertising. He has been in Canada since 1947 coming from parent company head-office at Battle Creek, Mich.

DOUGLAS BALLIN Jr., supervisor of radio and TV for Whitehall Pharmacal Co., N. Y., named advertising manager of all Whitehall Co. brands.

---

Represented Nationally by the O. L. Taylor Co.
MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League and WJBK, for the third straight year, is the key station of the network that carries the Tiger broadcasts.

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your best bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK - DETROIT

The Station with a Million Friends

NATURAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
feature of the week

There is no frigate like a book,
To take us lands away...

Emily Dickinson

THE SAME—Miss Dickinson should excuse the expression—might be said of a WEEI Boston program.

Priscilla Fortescue, through her program, Listen Ladies, is taking listeners on an armchair tour of Europe.

Miss Fortescue has just returned from a month abroad and brought back with her two miles of tape recordings which she made on a portable Minatape Recorder.

Listeners to the daily 4:30-5:30 p.m. show have flown vicariously to Shannon, Ireland, kissed the Blarney Stone, and heard the Bells of Shandon in Cork.

"They'll visit the Festival of Britain in London, Scotland Yard, and hear what English homemakers have to say about rationing and marketing.

The WEEI itinerary includes a flight to Switzerland with air interviews and interviews on trains, hearing from Europeans themselves how they live. Through Miss Fortescue's tape recordings, listeners will also be taken into several European homes.

Toward the end of the trip, listeners will stop off in Paris and attend a showing of Jacques Fath's new summer styles.

Then, alas, home again aboard the Queen Elizabeth.

Miss Fortescue used the same type Minatape Recorder which Lowell Thomas had on his trip to Tibet. It is a self-contained unit with battery and has a lapel-type mike.

Listen Ladies is a participating program. Included among sponsors are Harbor Bros., Touraine Store, MGM, John P. Squire Packers, First National Bank, Continental Baking Co., and Royal Desserts.

strictly business

Broadcast media comprise the heavy artillery in the barrage of advertising used by Peter Hand Brewery Co., Chicago (Meister Brau beer), to compete with 98 beer products distributed in its 200-mile greater Chicago metropolitan area.

Andrew S. Gantner, advertising manager of the 98-year-old firm, has used radio and TV for 15 years to sell Meister Brau's 7- and 12-ounce, quart and half-gallon bottles and cans to the thirsty public. Because Chicago "has the heaviest concentration of beer promotion in the country," Meister Brau does not release its gross sales or advertising expenditures ("radio and TV get a fair share"), but its production volume is about half a million barrels yearly.

Mr. Gantner, with the company since 1936, believes in selling the product name in ads of high quality and good taste. Commercials "are 50% of radio or TV," but are used infrequently and without high pressure. "We always sacrifice time to be in good taste."

(Continued on page 56)
No other commentator in the history of radio ever showed pulling power like this!

Over two million replies received by 531 Members of Congress to poll conducted by Fulton Lewis, Jr. on two broadcasts

O
N APRIL 9 Fulton Lewis, Jr. asked his listeners 15 questions, suggested that they send "yes" or "no" answers, numbered 1 thru 15, to their Congressmen. On April 11, after General MacArthur was fired, he repeated the questions and added one more. Each member of Congress was provided with a copy of the questions. Total replies received: Over 2 million.

Not since a Lewis-inspired avalanche of mail on the Taft-Hartley labor bill (which increased Senatorial mail by 800% at that time) has Congress felt the impact of such an expression of public opinion generated by a radio commentator. Never before in the history of radio commentating has Congress experienced anything like it. One commentator—two broadcasts—over two million replies!

The Lewis capacity to influence listeners has been shown time and again. His zeal for covering the important stories of the day—his ability to uncover stories which subsequently become important—is responsible for his fantastically large, fanatically loyal audience.

If you want a ready-made audience and a program with network prestige at local time cost (with pro-rated talent cost) investigate now. Though currently sponsored on more than 340 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet.

WILLIAM B. DOLPH,
Manager

His sponsors alone make a sizable audience!
Fulton Lewis, Jr. is sponsored by:
93 automotive agencies
19 auto supply and repair companies
6 bakers
31 banks and savings institutions
26 brewers and bottlers
58 building materials firms
29 coal, ice and oil companies
14 dairies
30 department stores
23 drug stores
16 food companies
43 furniture or appliance stores
17 hardware stores
14 jewelers
14 laundries
25 real estate and insurance agencies
94 miscellaneous
We Cooked Red Goose
EDITOR:
... Your issue of June 11 ... you have ... an article concerning a program that we are contemplating sending out of New York over the network [for Red Goose Shoes]. In this article you state that we are reversing our former policy of sponsoring local TV shows. This is an error since we are not reversing our policy.

We have had film shows in certain markets and in other markets in the East we have broadcast a local program. But what we are now doing is consolidating 10 markets into this one program. We will maintain our film programs in the remaining markets in which we are telecasting.

Westheimer & Block will handle only the program over the DuMont Network ...

Ernest Just
Advertising Manager
Friedman-Shelby
St. Louis

Glass House
EDITOR:
This is the kind of thing that draws fire upon the television industry: In your story [June 25] (Continued on page 86)

Genesis
EDITOR:
In your issue of June 18 [OPEN MIKE] you published part of a letter by Mr. B. G. H. Rowley commenting on the article in the March 19 issue which purports to prove that Nathan B. Stubblefield had anticipated Marconi in the invention of radio.

The treatment of Mr. Rowley's letter and the accompanying "editor's comment" leaves the matter very much in the air. The facts are the following: The Stubblefield patent referred to in the story, U.S. No. 887,357, applied for in 1907, has nothing whatsoever to do with radio. It is merely an induction system of the type used by Phelps, Edison, Sir William Preece and others and the principle dates back to 1886. Preece operated such a system for telegraphic purposes over a distance of three miles.

For the sake of the record, I would like to point out that the first successful radio telephone was due to Prof. R. A. Fessenden. It was operated at Brant Rock, Mass., in the latter part of 1906 ...

Edwin H. Armstrong Columbia U.
New York

[EDITOR'S NOTE: BROADCASTING • TELECASTING thanks to Mr. Armstrong, himself a mean inventor ("father of FM"), for shedding new light on a heretofore clouded question.]

Last Commercial
EDITOR:
... "Guff" by some of the artists appearing on TV about the "old-fashioned medium—radio" is occurring all too frequently ... Is the broadcaster going to permit the cooking of his own goose? First the rate cut; now the degrading comments fouling the air-waves. How cheap can you get?

Is this going to continue: "Folks, don't be bothered with the old radio drudgery. Make the 30-day wildness test. Be happy. Go loolie."

Shirli K. Evans
Program Manager
WXLW Indianapolis

open mike

Billion-Dollar Buy!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,024,914,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Winter-Spring Hooper Report shows WBNS with the highest number of listeners in every rated period but one, and we're a close second there, too! You get more listeners per dollar than on any other local station. Rates and time availabilities, write or call your John Blair representative.

Stay Toned To This Billion Dollar Market Through WBNS

*Source: SM Survey of Buying Power 1951

Central Ohio's Only CBS Outlet

WBNS

Power WBNS 5000 - Weld 53,000 - Columbus, Ohio

Ask John Blair

Page 16 • July 2, 1952
That's the direction of WMAQ program ratings*

More and more listeners in the prospering Middle West are joining the big WMAQ family all the time.

For instance, in spite of a slight seasonal decline in all Chicago area listening during the first four months of 1951:

53% of rated WMAQ quarter-hours showed increased ratings.
66% of rated WMAQ quarter-hours either increased or remained constant.

Contact WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales office NOW for assistance in placing your sales messages before this ever-growing audience.

*Pulse of Chicago
The ANA Report states radio rates should be reduced. The networks apparently agree.

WTAR doesn't... not because we are cantankerous, but because all the facts establish conclusively that WTAR rates are too low.

We feel, therefore, that we should provide our advertisers with the true facts:

The first uniform measurement of radio station audiences became available in 1942, so let's take that year as a base. Since that time, you've invested millions of dollars in WTAR time. Your repeated renewals and the sales successes you have achieved in the Norfolk-Portsmouth-Newport News market indicate that your money was well spent.

Through the years since 1942, WTAR has increased its rates only 25%. Just 25%!

In 1942 WTAR's total audience was 85,392 homes. Today WTAR's audience totals 187,910 homes! Now if we agree—which we certainly don't—to the ANA theory that as soon as a TV set is installed in a home the radio is never again turned on, we can subtract all TV homes and still have 127,713 homes untouched by TV.

This is an increase of 50%!

If we adjust our rates to the decreased value of the dollar in 1951 vs. 1942, and to the increased cost of production—which every other major medium has done... the newspapers, magazines, outdoor, etc—the proper rate for an hour on WTAR should be $382 instead of our present rate of $200.

This logical approach to a fair rate is not just theory. WTAR has for years... and still does... actually deliver the listeners. Not just potential homes. Homes that listen to WTAR. This year the Hooper continuing measurements show that WTAR delivers 35.8% of all morn-

---

**TOTAL WEEKLY NIGHTTIME AUDIENCE—WTAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>85,392</td>
</tr>
<tr>
<td>1951</td>
<td>187,910</td>
</tr>
</tbody>
</table>

**ONE HOUR SPOT RATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate (with TV)</th>
<th>Rate (radio only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>$160</td>
<td>$240</td>
</tr>
<tr>
<td>1951</td>
<td>$200</td>
<td>$254</td>
</tr>
</tbody>
</table>

**IF RATES WERE ADJUSTED NOW**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>To match increase in radio audience (+50% based on 1942)</td>
<td>$240</td>
</tr>
<tr>
<td>To adjust for reduced buying power of dollar (+50% based on 1942)</td>
<td>$254</td>
</tr>
<tr>
<td>To combine audience increase and decline in dollar value</td>
<td>$382</td>
</tr>
</tbody>
</table>

Source: Total Weekly Nighttime Audience—NBC 1942; 1951—BMB 1949 figures adjusted for 3.6% increase in radio families nationally; rates from SRDS—June 1942; April and May 1951; dollar value computed from U. S. Bureau of Labor Statistics—Consumer Price Index, Feb. 1942 and Feb. 1951; TV set estimate April 1951—NBC Research Department.
worth less today?

ing listeners, 44% of all afternoon listeners, 42.7% of all nighttime listeners—with nine stations competing in the market!

BMB shows 44% of all radio listeners tuned to WTAR six to seven nights a week and 37% in the daytime. No other station in the market can approach this kind of coverage.

Despite the insistence of the ANA that TV has reduced the value of radio time, the advertisers in our market are so well satisfied with WTAR's past and present performance as a sales medium that we have difficulty finding time for them.

If today's customer is worth as much to you, our advertisers, today as he was in 1942, you are getting that customer's ear through WTAR at bargain rates—at little more than half what you paid for his attention in 1942!

Every logical reason and cost factor indicates that WTAR should raise, not lower, its rates.

WTAR norfolk
virginia's pioneer broadcasting station
790 kc am, 5000 watts day and night
97.3 mc fm, 50000 watts day and night

REPRESENTED BY PETRY
Campbell Arnoux, President Robert M. Lambe, Sales Manager
C. L. (Chet) Thomas, general manager of KXOK-AM-FM St. Louis, on June 12 observed his 23rd anniversary in radio. Mr. Thomas has been general manager of the St. Louis stations since March 1948, when he transferred from KFRU Columbia, Mo. He began his career at WLW Cincinnati where he served as traffic manager of WLW and WSAI Cincinnati. He served also at WINS New York and WCAE Pittsburgh.

Wiley Walker and Gene Sullivan, song and comedy duo of WKY Oklahoma City, have just made their 2600th broadcast for the same sponsor—Superior Feeds—and at the same time celebrated their 10th anniversary with that sponsor. B. D. Eddie, head of Superior Feeds, commented, “We’re certainly happy with the boys and with the results we’ve received from their programs and from WKY.”

WSAM Saginaw, Mich., “born” June 1, 1940, shared birthday honors with a Saginaw youngster born the same date. An 11th birthday party was held for both WSAM and the boy on the program, Uncle Howie’s Kids Club.


WOW Omaha has extended congratulations to Mal Hansen, farm service director, who has just completed his fifth year with the station. The “wooden” anniversary drew from listeners such gifts as a carved cherry wood walking stick and a miniature stepladder.

MEXICO’S RADIO
Is Continental Ambassador

SOUTH of the Rio Grande radio has been Mexico’s top-notch ambassador by taking the best music of the country throughout the continent and throughout the world, according to speakers at a Mexico City Rotary Club radio-TV meeting.

Main address was given by Emilio Ascarraga, Mexico’s radio and television magnate, who spoke on the future of television. He said color TV would not be available in Mexico for the next few years. XEW-Television personnel are well prepared to offer the public what it expects of the new art, Mr. Ascarraga said, explaining he wanted “a bit of indulgence” until he got “the hang of batting in this new league.”

Another feature event was a special TV program, a documentary on the ambitious Mexican TV project, “Televicentre.” It explained aspects of life which video will cover, cultural and recreational programs, sports, musical shows, children shows and news events. Serna Martinez, another speaker, said the function of radio has been one of the most important in the consolidation of continental friendship.

SOME 200 network commentators, newscasters, news editors and special events directors are now receiving weekly bulletins of “News from Behind the Iron Curtain” from Crusade for Freedom. The material is compiled and distributed by Alton Kastner, radio-television director.

NOW!
Notre Dame Football Broadcasts

LOW PACKAGE PRICE
• All Line Costs
• All Broadcast Privilege Fees
• Play-by-Play Report by Joe Boland—Nationally Famous Football Announcer

WRITE, WIRE today for brochure “1951 NOTRE DAME FOOTBALL” with complete information for your station or client.

IRISH FOOTBALL NETWORK
C/o WSBT, Tribune Building South Bend, Indiana

IRISH FOOTBALL NETWORK
Operated by WSBT, The South Bend Tribune Station

TOP GAMES! TOP ANNOUNCER! TOP RATING!
now

...double

coverage

for your radio dollar

when you buy WLAW

in New England!

Exclusive dominance of the equally big north-of-Boston market!

WLAW

ABC's exclusive voice for Boston

NOW — ONE ABC STATION DOES IT INSTEAD

OF TWO! WLAW's 50,000 WATT SIGNAL

IS THE ONLY ABC OUTLET FOR BOSTON

TO SELL BOSTON WITH NEW ENGLAND BUY WLAW

Represented by Weed and Company, Statler Building, Boston
North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF - FM
also WPTF-FM

NBC
AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
Determined to thaw the three-year-old television freeze with greatest possible dispatch, the FCC last Friday postponed until July 23 the scheduled July 9 city-by-city allocation hearing and pondered alternative cutoffs toward the authorization of perhaps 2,000 new VHF and UHF stations.

Plagued by a series of legal conundrums which could throw its plans into litigation, the FCC clarified most of these at an all-day oral argument last Thursday. It is expected to act promptly on the question of legality of its fixed allocation plan. It will determine—possibly this week—whether it will pursue a nation-wide fixed allocation or a key city allocation based upon rigid engineering requirements, such as the 190-mile co-channel separation between stations and the 70-mile adjacent channel separation now tentatively proposed.

As soon as the FCC finalizes its course of action it will set a starting date for the filing of new applications to supplement the 400-old now pending. This period must run for 80 days, by prior commitment, and it is expected that perhaps another 400 requests will be filed. Simultaneously, too, it is thought the Commission will immediately consider pending applications of existing stations for maximum power increases, and perhaps lift the ban, notably in the territories where there are no interference conflicts.

Equally significant, some point out, was the division within the Federal Communications Bar Assn., which posed the original challenge to the Commission authority on pre-determined allocation by rules. FCC questioned at length FCBA's own authority to present the challenge since its membership had not been polled on the issue. FCBA at the end of the argument, however, explained the membership had voted for the petition at its annual meeting in January 1949.

Wants Final Plan Now
FCBA urged FCC to make its allocation plan final now (but not by fixed rule which it held is "illegal") and to commence hearings on new applications. This would eliminate the forthcoming city-by-city hearing, it was noted.

Supporters of the FCBA plea for an informal "non-rule" allocation plan stressed that this method would confine litigation to a specific area rather than tie up the entire country indefinitely. They also emphasized that getting down to considering firm applications would have the effect of (1) cutting out "elaborate" alternative proposals, (2) sift out the real applicants from the many who merely filed comments because they felt it was their "last chance" under FCC's plan, and (3) bring about mutual compromises as in AM which would forestall the feared "chain reaction" of mass comparative hearings.

Those supporting FCC's position did not see such an easy "out" to the mass comparative hearing problem, noting that if, as FCBA argues, all who file must be heard, the hearings would become bigger than ever.

DuMont, however, has wired FCC it wants a full hearing on its plan and could not do it justice by a paper presentation (see story page 69).

WKY-TV Oklahoma City also has petitioned FCC to sever from the general proceeding the Com.

In D.C. Store Tests

Radio advertising produced more traffic than newspapers.

Radio brought in large numbers of customers who had not seen the newspaper ad, indicating a separate market which would have been lost had newspaper-only advertising been used. In one of the Jeliff's tests the study was carried over into a fourth day with no additional advertising in either newspapers or radio. Interviewers were kept in the store on the fourth day for the sole purpose of checking the cumulative effect of both newspaper and radio advertising.

Radio reached its peak performance.
**NBC's Answer**

Given to Gould Articles

NBC took a full-page advertisement in *The New York Times* last Friday to answer *Times* Radio-TV Editor Jack Gould's appraisal of TV's effects on network radio, carried two days earlier as part of the *Times* series on television's social and economic impact (see story page 56).

Yes, Mr. Gould, television does have impact. But network radio reaches more people in more places at the lowest cost," the NBC ad asserted.

The *Times* story had been headlined: "TV Makes Inroads in Big Radio Chains."

In its answer, NBC said: "Figures presented in the article, among others, portrayed radio listening in one city—New York—but neither New York nor the five U.S. cities with equal television strength is the nation... and the only fair measurement of network radio listening is on a national basis.

"Network radio is a nation-wide selling force... reaching people inside and outside of television areas. On a national basis, then, how does network radio stand today?"

Answering this question, NBC noted that the average sponsored, evening, half-hour network show will reach 1,200,000 persons at a cost of $2.28 per thousand to the advertiser. The average black-and-white page ad in *Life*, the network continued, will be seen by 5,502,000 and cost $3.18 per thousand. The average page in *This Week*, Sunday supplement, will have 7,149,000 notes at a cost-per-thousand of $5.34, while the average sponsored, daytime, half-hour network television show will reach 6,889,000 persons and cost $4.23 per thousand, NBC declared.

Its conclusion: Network radio is still the nation's most economical advertising force.

**ABC Stock Sale**

By Zeckendorf, Anderson

ABC Directors William Zeckendorf and Earl E. Anderson, who also is a network vice president, last month sold between them 3,900 shares of ABC common stock, according to reports last week by the New York Stock Exchange.

Mr. Zeckendorf sold 2,000 shares, representing his entire ownership in the network, while Mr. Anderson sold 1,900 shares, leaving him owner of 6,600 shares, the Exchange reported.

**Franco to Weintraub**

CARLOS FRANCO, Knudsen Agency, New York, joins William Weintraub Co., same city, effective today (Monday), in an executive capacity. Mr. Franco previously had been with Young & Rubicam.

---

**Kraft Heads**

New Fort Industry Office

PLANS for the opening of a Fort Industry Co. sales office in Chicago and the appointment of Raymond K. Wailes, as president and national advertising manager, were announced last week by Lee Walles, Fort Industry Co. general manager. Mr. Wailes was formerly in charge of operations in the company's New York office.

On opening day, Mr. Wailes will be announced in charge of operations in Fort Industry's new office, which is to be located at 200 West Madison Street, Chicago.

Mr. Wailes has been with Fort Industry Co. for 20 years and has served in various capacities, including that of advertising manager.

**Sterling Drug Renewed**

STERLING DRUG Inc., New York, for the third successive year, is renewing *My True Story*, 10:10-12:15 a.m., five times weekly on ABC, for 52 weeks. Dancing-Fitzgerald-Sample, New York, is the agency.

---

**Nielsen Compares '48 and '51**

Issues National and N.Y. Radio Figures

A. C. NIELSEN figures comparing 1948 and 1951 radio ratings on a national basis were released last week after the *New York Times* published C. E. Hooper Inc. figures for the New York area to show "the deterioration of the network radio situation in New York" (story page 56).

Nielsen co. also released figures on the New York area. Certain differences in the periods and New York areas sampled in the two surveys were noted. The period during which the Hooper samples were taken was that of "late winter and early spring," whereas Nielsen figures represent the month of March for 1948 and 1951, respectively.

The Nielsen radio ratings were as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>'48</th>
<th>'51</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>22.5</td>
<td>15.5</td>
</tr>
<tr>
<td>Amos 'n Andy</td>
<td>15.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>13.3</td>
<td>15.7</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>27.2</td>
<td>9.9</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>15.7</td>
<td>3.0</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>15.7</td>
<td>3.0</td>
</tr>
<tr>
<td>Castille &amp; McGee</td>
<td>12.8</td>
<td>3.1</td>
</tr>
<tr>
<td>Big Town</td>
<td>17.0</td>
<td>7.8</td>
</tr>
<tr>
<td>Groucho Marx</td>
<td>10.7</td>
<td>1.3</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>14.8</td>
<td>9.4</td>
</tr>
<tr>
<td>Average</td>
<td>18.4</td>
<td>9.1</td>
</tr>
</tbody>
</table>

(Per cent change—9.7)

**Mrs. America**

Stations Sign for Contests

SEVEN stations have signed to hold "Mrs. America" elimination contests in their areas. Mrs. America Inc., 152 W. 42d St., New York, announced last week.

The stations signed include WJIN, Boise, Idaho; WIBR, Port Au- court, Fla.; KNEA, Joplin, Ark.; WKLZ, Salem, Ore.; WMBC, Manchester, N. H.; WHK Charleston, S. C., and WARD, Pittsburgh, Pa., the announcement said. Other stations are joining WARD in Pennsylvania.

Finalists in the contest will receive an all-expense-paid trip to Ashbury Park, N. J., where a "Mrs. America" will be selected Sept. 9 and will receive the grand prizes. Stations sponsoring local contests pay for the campaign material furnished them, but are free to sell the contest to sponsors, it was announced.

**World Releases**

Three Jingle Campaigns

RELEASE of three new jingle campaigns by the World Broadcasting System, New York, transmission library firm, was announced last week.

Two campaigns—"Dry Cleaners and Laundry" and "Savings Bank and Building and Loan"—are designed for year-around local sponsorship, while a third—"Back to School"—is for local sponsors with merchandise for sale to school children, particularly in the August-September and post-Christmas periods.

Meanwhile, World reported sales of time-signal jingles to three additional stations, and of musical weather jingles to four.
FOOTBALLCASTS

ALL PROPOSALS submitted to the NCAA TV Steering Committee will be presented to the full TV commission for its consideration, a spokesman said. The committee is trying to find what type of live telecasts would benefit the largest number of colleges and bring a fair return to colleges as well as sponsors.

While the scheme is based on Atlantic's 18 TV markets in the East, it offers many ideas applicable to the national picture.

Limitations Seen

The Ayer proposal suggests NCAA's proposal to limit live telecasting to one or two games a week makes it impossible to study a wide range of situations like different market factors that affect attendance and the results would be worthless. At the same time the National Opinion Research Center analysis of the different local telecasts bore out the individual college's attendance most. Any decisive test must be based on the community issue, N. W. Ayer said.

Several types of tests were proposed to NCAA. In the first, the home community test, four to eight markets would be picked to show the effect of complete telecasting of local college's games, using different types of situations.

For a large market, the agency suggested Philadelphia with its 60-70% TV set saturation, highest of any having a million or more families. This city has the highest percentage of owners out of the novelty period and football has been telecast 11 years. It has the highest paid admission total for college football of any similar 80-mile area in the world.

Games of U. of Pennsylvania, Villanova and Temple were carried. Baltimore was suggested as a possible test site.

For small centers the agency suggested Lancaster, Pa., with Franklin & Marshall and several high schools. Richmond, Va., also was proposed.

Suggested as an average community was Providence, R. I., with Pittsburgh as another site. Binghamton, N. Y., was proposed for high school and secondary school tests.

A series of games was proposed for a test of the effect of network telecasts. Special studies would survey the effect of TV in large centers on travel attendance to games. This test would telecast Princeton and Yale games in New

Tripartite Meet Held

HOORACE SCOTT (r), account executive, WGBS Miami, Fla., retiring president of the Advertising Club of Greater Miami and a director of the Fourth District, AFA, receives a plaque from AFA President Elon Borton. This plaque represents the First Award in the national competition for activities of the Miami Club in public relations for advertising during the past year. Presentation was made at the AFA St. Louis convention.

PERSISTENT claim of FM stations that set makers will not supply a pentup demand for FM-tuning receivers was met last week by set makers with the claim that nearly 200,000 units are on shelves and in factory storage.

The two groups then set arm's length over who wants FM sets and how many, moved toward cooperative effort at a meeting held Tuesday at NARTB Washington headquarters. Jointly sponsored by NARTB, FM Industry Committee (also representing stations) and Radio-Television Mfrs. Assn.

Presidents of NARTB and RTMA took part, along with the industry committee's chairman. Out of the session came considerable understanding of common problems and divergent interests.

NARTB and the industry group cited a NARTB survey [BROADCASTING • TELECASTING, May 21] showing AM-FM table models in nine-tenths of the distribution areas covered in the survey.

Large Inventories Cited

RTMA countered with a survey showing at least 145,000 AM-FM radios similar in trade are on the market in another 42,872 in factory inventories. These figures apply only to RTMA member companies.

Representatives of the three groups at the meeting were Harold E. Fel- lows, president; C. E. Arney Jr., secretary-treasurer, and Robert K. Richards, public affairs director. Appearing for the NARTB Committee were Ben Strouse, WWD-F Washington, chairman; Josh L. Horne, WFMA (FM) Rocky Mount, N. C.; Everett L. Dillard, WASH (FM) Washington.

For the FM Industry Committee were Morris Novik, radio consultant; and Raymond S. Green, WFPL (FM) Philadelphia; Leonard Marks, attorney.

Appearing for RTMA were Robert C. Sprague, board chairman; Glen McDaniel, president, and James D. Secrest, general manager. Representing RTMA's FM Policy Committee were John W. Craig, Crosley Div., chairman; M. Cleve- lent, Crosley Div.; Ernest H. Vogel, General Electric Co.; A. B. Mills, RCA Victor; Leonard Cramer, Al- len B. DuMont Labs.

After the meeting Mr. Novik, speaking for the FM Industry Committee, said he was impressed with the sincerity of the manufacturers. He agreed to hold up a plan to broadcast the slogan, "Unless you have FM your set is obsolete." This tactic had been approved at the NARTB convention in April. Mr. Novik expressed the opinion that distributors should help distributors to cooperate in the industry-wide public relations effort to maintain the cooperative attitude of President Fellows and other NARTB officials in promotion of FM.

Of the session also came a decision that broadcasters report shortages of FM set stocks in their areas to the manufacturers. Short-
A REMOTE in 1929 was planned in the face of incalculable odds. When the Graf Zeppelin arrived at Lakehurst, N. J., that year (left photo), Floyd Gibbons, wearing a pack transmitter, described it for NBC listeners while G. W. Johnstone and William Burk Miller struggled with a portable aerial.

By 1936 the remote technique had improved considerably (center photo) and when the Hindenburg arrived at Lakehurst May 9 NBC gave exclusive coverage from its remote truck. The 1927 World Series was covered (right photo) by NBC when Graham McNamara (with hat) handled the announcing.

**NBC’s 25 Years...**

1926

Sept. 9: NBC organized as a service of RCA with aim “to provide the best programs available for broadcasting in the United States.” First network included 21 stations, to begin operation Nov. 15. Merlin Hall (Deco) Aylesworth named first NBC president.


1927

Jan. 1: NBC-Blue Network, with WJZ New York as key station, begins operation as adjunct to NBC-Red, original network, with WEAF New York as key.

First coast-to-coast broadcast—Rose Bowl Game from Pasadena—broadcast over 4,000-mile hookup.

Jan. 5: General Foods Corp. starts its first network series.

Feb. 6: Crowell Publications starts famed Collier’s Hour.

Feb. 18: Cities Service Co. begins NBC weekly broadcasts still continuing in 1951.

The National Broadcasting Co. will be 25 years old this fall. NBC, first of the radio networks to be formed on a permanent basis, began operations Nov. 15, 1926, with a gala all-star program. In addition to presenting such headliners as Walter Damrosch, Titto Ruffo and Weber & Fields, this inaugural program included the then daring experiment of making two remote pickups, bringing in the voice of Mary Garden from Chicago and that of Will Rogers from Independence, Kan.

The founding of NBC was based on good business sense. The novelty of radio was wearing thin in 1926; people were beginning to demand better programs than were then available; the sale of receiving sets was falling off alarmingly. Better, more widely distributed programs seemed to be the answer. RCA, which then served as sales agency for the radio sets manufactured by Westinghouse and General Electric, joined with those companies to form NBC.

The network’s purpose, as set forth by Owen D. Young, GE board chairman, at the first meeting of the NBC advisory council on Feb. 18, 1927, “is to provide the best programs available for broadcasting in the United States and to secure their distribution over the widest possible area.”

To celebrate its quarter-century of progress, NBC will devote much time and many programs during the last half of 1951 to saluting broadcasting’s veteran performers and recounting its great achievements.

**TELECASTING** presents this chronology, abridged from NBC’s own compilation, for the industry’s official record.

Feb. 22: President Calvin Coolidge’s Washington Birthday address broadcast on coast-to-coast NBC network of 42 stations.

April 11: NBC Pacific Coast Network organized.

June 11: Presidential reception of Charles A. Lindbergh, home from solo flight to Paris, broadcast on coast-to-coast network.

July 24: First broadcast linking U. S. and Canadian stations.

Sept. 22: Dempsey-Tunney championship bout broadcast on 69 station-network, largest to this time.


Nov. 7: General Motors Corp. starts first network series.

Dec. 2: Palmolive Hour starts on NBC.

1928

March: Pacific Coast stations offered to advertisers on “special facilities basis” as part of coast-to-coast hookup.

March: First nationwide survey (Continued on page 78).

When the Metropolitan Opera was broadcast for the first time in December 1933 (left photo), Milton Cross (center) did the announcing while other details were handled by Herbert Liversidge (l), production expert, and Charles Grey, Engineer. At the 1936 Democratic National Convention (center photo), NBC used a portable microwave transmitter to pick up the comments of the delegates. Handling this phase of the coverage were Fred Shawn (back to camera) and Tom Manning. Sound effects in early days (right photo) were of the crudest design and often were the actual items to be reproduced.
BAB MEMBERSHIP

ACTIVE BAB membership total of 866 as of Friday was disclosed by William B. Ryan, president, in the first public report of membership figures from the national sales promotion bureau.

He announced that "a vigorous faith in the proven values of radio advertising and a growing spirit of cooperation in industry-wide sales promotion" had combined to produce "a numerically strong station membership foundation for the new BAB."

Reporting that broadcasters were reflecting a "new feeling of optimism about the new BAB," Mr. Ryan recalled that Niles Trammel, NBC board chairman, had referred to BAB's recent accomplishments as "impressive" and its establishment as "one of the most progressive steps taken by the radio industry since World War II."

"Between our appraisal," Mr. Ryan continued, "and the vast variety of reasons given by veteran broadcasters in key markets as to why they have united in support of BAB, it is essential to tell; it: an outline of its functions and duties; its role in the selling sphere; its overall and day-to-day job."

The BAB head made public statements by prominent broadcasters of their reasons for joining BAB:

Walter J. Damm, WTMJ Milwau-
kee—"For years we have been aware that the radio market in a long time needed a cooperative effort to 'sell' radio in competition with other media. We are satisfied the revitalized BAB can and must be the answer. Radio, long ago, should have prepared itself with the facts of its true selling power, and it is our feeling that it is not too late to make this effort. To us BAB is the answer to correlating and using these facts."

J. E. Baudino, KDKA Pittsburgh—"Radio with its usual reticence has always underplayed its sales potential. The key market that reaches the most people most efficiently is the key to selling radio. We are satisfied the revitalized BAB can and must be the answer. Radio, long ago, should have prepared itself with the facts of its true selling power, and it is our feeling that it is not too late to make this effort. To us BAB is the answer to correlating and using these facts."

E. Newton Wray, KTBX Shreveport—"By producing tangible and direct sales aids and promotional material in a simple and usable form adapt-
able for both national and local sales, BAB will give radio the sales boost it has long deserved. A comparative study of case histories should prove the superiority of radio over newspaper in the sale of products."

Martin B. Campbell, WFAA Dallas—"Now, more than ever, broadcasters need a central advertising bureau to sell radio. The market is ripe for it. It is tremendously potent sales force. I don't see how anyone can do the job because of the size and nature of the market."

Harry Butcher, KIST Santa Bar-
bara—"BAB is a critically important promotional arm for all broadcasters. I find it gives intelligent and specific assistance even in local mar-
tets. Certainly radio has a vital story to tell and BAB has been and I am confident will continue to be radio's most aggressive salesman."

Jack Harris, KPRC Houston—"In my opinion, broadcasting the next 20 years depends upon far sighted and aggressive action by broadcasters today. I knew of no other organization better equipped to assure a sound future for broadcasting than BAB. Under present condi-
tions BAB is not just something we should join but an organization we must actively support with our funds and our energies."

Thomas H. Anderson, KALL Salt Lake City—"When all the cold, hard

Active Total 866—Ryan

WCAO Baltimore gave a cocktail party so that New York timekeepers could get to know Hugh Wanke, the station's new morning man. Among those present were (l to r) Robert Richmond, WCAO assistant general manager; Mr. Wanke, new WCAO disc jockey; Frank Silvernail, BBDO, and Ralph McKinnie, sales manager, Paul H. Raymer Co., WCAO station representative.

AGGRESSIVENESS

In Selling Radio, Urged by Ryan

Radio, like any other medium facing competition, must adopt a more aggressive sales procedure and "go out and fight like hell to defend and improve its position." This warning was sounded last week by William B. Ryan, BAB president, before managers and salesmen of the Southern California Broadcasters Assn.

Expressing the optimism that "radio is here to stay," Mr. Ryan said the medium is now going through the same period of self-

Examination, adjustment and concert industry-wide promotion which all other media experienced on the advent of sales promotion. Admitting that television had cut into radio listening, Mr. Ryan nevertheless said that "radio is the blackest picture" he had ever seen painted, radio listening was shown to consume more than two hours a day in homes with television—"more time than is spent reading newspapers, magazines or books."

Further, the millions of homes without TV still listen to radio more than four hours daily, he added.

Realign Selling Perspective

He further urged broadcasters to stop selling radio on the basis of how small an audience it de-

livers, through excessive use of program ratings, and start pro-
moting it on basis of total audience plus specific results. "Good rating services have their place in the evaluation of radio program-

ning," he said, but "they must be used only to study trends of program popularity and be con-
sidered only as one factor in total framework of radio's values."

Mr. Ryan suggested that broad-

facts are assembled, AM radio will still be on top... We expect our membership in BAB to pay off in valuable, hard-hitting sales ammuni-
tion."

Bill Schroeder, WOOD Grand Ra-
pid, said BAB is "one of the most practical and useful aids in selling radio time. . . It not only gives our sales force an intelligent approach to the situation, but arms him with a powerful selling tool, and its continuous efforts for all phases of busi-
ness is a must."

Elias L. Godofsky, WHLI Hemp-
stead, Long Island, N. Y., considered BAB a "necessary evil" in selling radio's story, developing new adver-

tisers and combating propagandas of competitive media. "If BAB succeeds, and it will with the help of the stations, it will make good stations everywhere will experience a healthy increase in income and will be far more useful to the communities they serve," he said.

KING INTEREST

Hearst Buys One-Fourth

ACQUISITION OF one-fourth in-

terest in King Broadcasting Co., Seattle (K I N G - A M - TV), by Hearst Radio Inc. was announced jointly last Friday by the Hearst subsidiary and Mrs. A. Scott Bul-
liitt, KING president. The price was in the neighborhood of $375,000.

The Post Intelligence is the Hearst newspaper in Seattle and the arrangement, according to Mrs. Bulliitt, will make for closer as-

sociation between the newspaper and the station operations in pro-

viding the public with news and ap-

parently, as well as community service. Majority owner-

ship is retained by Mrs. Bulliitt.

The transaction was consumated following negotiations which had been conducted by the late Tom

A. Brooks, Hearst Radio vice presi-

dent. Hearst owns three AM sta-

tions—WBAL Baltimore, WINS Milwau-

kee, and, via Hearst-Clark, the

solidated, WCAE Pittsburgh. It also has one television station—WBAL-TV. President of Hearst Radio Inc. is Charles McCabe, also publisher of the New York Mirror.

AMERICAN TOBACCO

FTC Issues Cease Order

AMERICAN Tobacco Co., New York, maker of Lucky Strike cigarettes, a leading radio and television advertiser, last week was ordered by the Federal Trade Com-

mission to stop making certain ad-

vertising claims.

The order specifically outlawed claims that Lucky Strike cigarettes contain "extra-long" tobacco, with less nicotine or less acid than other leading cigarettes. Also banned are representations that Luckies are less harmful than other brands and that Luckies are preferred 2-to-1 by independent tobacco experts.

July 2, 1951  Page 27
IN REVIEW...

Program: Premier commercial television station to go on the air.
**NEW YORK CITY** (Chapter 683, 1953)
*Premiere Commercial Television Station in New York City*

**Godfrey, whose ukelele, color over mono-tone,**
seemed to have found a home in the music of the show. He

**All kinds of the dancers were transmitted more faithfully than those of some others who appeared on the show, perhaps because the dance was the last performance and by that time technicians had tuned up the system that had faltered at the start.**

Among those appearing earlier on the program were Frank Stanton, CBS chairman of the board, who presented the show; Wayne Cox, FCC chairman, who gave the show a friendly pat on the back; and Jonathan S. Paley, CBS chairman of the board, who presented the show; and Jonathan S. Paley, CBS chairman of the board, who presented the show.

The Revi-son commercial presented a bridgette settings was to dis- The Revi-son commercial presented a bridgette settings was to dis- patch the last holdout of a babelism, a wow. She wore a red dress that tamed the receiving slave unit completely. Occasionally she raised her hand to show an imper- The Revi-son commercial presented a bridgette settings was to dis- The Revi-son commercial presented a bridgette settings was to dis- ciable manure that must have sent the women who saw the program rushing to the corner drug store for a supply of Revi-son. The small party of Revi-son on a Revi-son side were, even to a man's unre- The Revi-son commercial presented a bridgette settings was to dis- The Revi-son commercial presented a bridgette settings was to dis- interested eye, beautiful. Another product that showed to remarkable advantage — although all looked fine — was Palet beer. The color of the beer as it was poured, flowing, into a glass, seemed exact.

**Assuming technical difficulties do not restrain it, color television seems destined to become the major TV service.**

Program: The Ramparts We Watch
*Premiere Commercial Television Station in New York City*

**The Ramparts We Watch was a one-shot fired from a shot- The Ramparts We Watch was a one-shot fired from a shot- The Ramparts We Watch was a one-shot fired from a shot- gun instead of a rifle, splintering several large objects instead of doing one.**

**Here is a dramatic presentation of the strug-**

**Program: The Ramparts We Watch, June 13, 5-16 p.m., on WABC**
Producer: Robert Sauder, ABC
Writer: Joel Sayre
Director: Morty Andrews
Music: David Breen, composer
Cast: Luis Van Rooten, Doris Rich, Josephine, Ronald Liss

**Stoephe Success Story**

**EARLE LUDGIN, president of the Chicago agency of the same name, will outline the success of Jules Montener's Stoephe spray deodorant today (Monday) at the lun-**

**Officers Hear Sauder**

**ROBERT SAUDEK, ABC vice president for public relations,** addressed 51 officers of the armed forces in New York Wednesday on "The Scope and Importance of Public Relations." The officers, studying modern techniques of public relations and psychological warfare, also heard John Madigan, the net- work's director of news, who discussed how a network covers the news," and ABC Correspondent Gordon Fraser, who described the position of war correspondents.

**BROADCASTING • Telecasting**

**WISCONSIN LAW**

**Legalizes Giveaway Shows**

**The new bill, introduced as As-**

**Stoephe, a Chicago prod-**

**Colodzin to C&P**

**ROBERT (Bob) COLODZIN, co-**

**Page 28 • July 2, 1951**
GOODWILL STATIONS

Request Immediate Renewal

ASSERTING that FCC Hearing Examiner James D. Cunningham's recommendation to dismiss the celebrated Richards' proceeding was proper and well deserved last week counter-petitioned for immediate grant of license renewals to KMPC Los Angeles, WJR Detroit and WOW-Cleveland.

The brief in answer to a June 15 petition by Broadcast Bureau Chief Curtis B. Plummer, General Counsel Benedict P. Cottone and Commissioner Wendell Commissar counseled. They had charged that Mr. Cunningham's June 14 initial decision failed to make a finding of fact and determination as required by Commission rules, the Administrative Procedure Act and the FCC's order of Sept. 28, 1948, setting the hearings. (Broadcasting & Telecasting, May 18). Also filed last Wednesday was the application for involuntary transfer of control of the three stations, filed at the late G. A. (Dick) Richards was principal stockholder.

Cites Sections

The counter-petition cited the portions of Sec. 8(b) of the Administrative Procedure Act and Sec. 1.361(c) of the Commission rules that require a finding of fact and conclusion upon "all material issues" [emphasis supplied in brief].

Likewise, the petitioners referred to the Commission's 1949 hearing order in which issues were arranged on "certain alleged acts" of Mr. Richards. Subsequently it was ordered that determination should be made of the qualifications of the stations to operate in the public interest, convenience and necessity "in the facts and circumstances of the case under the foregoing issues" [emphasis supplied].

These issues become "moot" by reason of Mr. Richards' death May 28, stated the counter-petition, adding that "no issue is material which becomes moot in any court or before any administrative agency." It continued:

The hearing examiner made the only

NAMES MATTHEWS

Ambassador to Ireland

NOMINATION of Francis P. Matthews, Navy Secretary and president of WOW-AM-TV Anahe, as U. S. Ambassador to Ireland was sent to the Senate Thursday by President Truman.

The Senate must confirm his appointment. Dan C. Kimball, Navy Undersecretary, was nominated to succeed Secretary Matthews.

It was understood that Secretary Matthews occupied the position some time ago but only recently advised Mr. Truman he would accept. An official and stockholder in WOW Inc. for many years, he also held the presidency of the corporation after the death of the late Johnny Gillin last July.

BROADCASTING • Telecasting

RECORD evidence of more than 100 members and guests of the Advertising Club of Greater Miami turned out in May to hear J. Gilbert Baird, sales promotion manager of Westinghouse Electric Corp., Mansfield, Ohio, speak on the future of television. Miami station executives chatting with Mr. Baird are (1 to r) Bernard Neary, account executive, WPBF; Lynn Monroe, sales promotion manager, WTVJ (TV); Mr. Baird; S. F. Keitley, general manager, WGBS; L. L. Zimmerman, account executive, WPTF and John Allen, general manager of WTVJ (TV).

CAMEL CARAVAN

By BRUCE ROBERTSON

The CAMEL CARAVAN got back home last week. Back from Japan, where it entertained servicemen in theaters and hospitals. Back from Korea, where it was the first big show to play for front line troops above the 38th parallel. Back to remind us that American advertising knows how to give as well as to get and that sponsor- ship need not end at the home front boundary line.

With a dozen scrapbooks full of memories of sleeping in tents, washing in helmets, traveling in Jeeps on roads so dusty that drivers had to use their headlights by day, giving daily shows, or two, or three a day—one at 9 a.m. when a quiet period permitted the soldiers to come back from the front line, one under the great searchlights used to pick out enemy positions in the dark. One show was given in the "outgoing mail" zone between the artillery and the front line, with Caravan Comedian Jay Kirk living up to the troop's motto of "laugh it up no matter what happens" by doing a bump each time a shell went overhead.

"The first show in Korea was worth the whole trip over, these poor kids are so hungry for entertainment," Vincent Carbone, caravan manager, wrote in his report after the first performance in Pusan. A sentiment repeated again and again in letters from the men themselves. "Talent, personality and extreme friendliness that the troops displayed was a tremendous morale booster and was happily received by all of us," wrote one soldier. Another wrote: "You have shown us that the folks at home haven't forgotten us at all.

The show is gone and the war goes on but the memory of the Camel Caravan makes the whole mess so much easier to take." New Touring U.S. Camps

Back home from entertaining some 80,000 men in Japan and Korea, made at the request of the Adjutant General's Office, the Camel Caravan is now on the road in the United States, giving its nightly performances at Army, Air Force and Marine camps for which it was organized. Discussing their tour of the Par East Command, the troupe's one request was "we don't want to be heroes. We went in and came out after an exciting experience. The real heroes, the only heroes over there, are the boy in uniform." The aim is not to make heroes of the Camel Caravan performers, nor of Bob Hope or Jack Benny or the other entertainers who have made or will make personal appearance and entertainment in the Korean battle areas. This is simply another reminder that when the chips are down American industry does its duty; that big business, favorite whipping boy of many so-called cultural special interest groups, can and does provide entertainment and entertainment to help the country's fighting forces as readily as it provides entertainment to sell cigarettes to the public at home; that American advertising has an active appeal to refer as well as a keen business acumen.

On this Fourth of July, 175th anniversary of the birth of our national independence, the broadcasting industry, with its advertising operators, advertisers and agencies, can well be proud of its long record of public service to the nation at home and its shorter but no less impressive record of serving the nation's fighting forces abroad with information and entertainment.
In Technician Discharges

UNEMPLOYMENT

IBEW Asks Truman to Help

APPEAL to President Truman to halt the increasing unemployment of radio-television manufacturing workers in the Chicago area was received by W. E. Darling, president of Local 1031, International Brotherhood of Electrical Workers (AFL). Mr. Darling, in his letter, said that the situation is needed because 13,000 members of his Chicago local are out of work.

He attributed the unemployment of his local’s membership to federal restrictions on credit buying relative to radio and TV sets, to FCC restrictions on construction of new stations and to a lack of enough markets to take up production line slacks.

“This is a tragic waste of skilled manpower, and an unfair load upon the hard-working members of the company,” Mr. Darling said.

Manufacturers in all parts of the country have reported a continuing lag between civilian production demands and defense contracts.
WCBS ANNOUNCES
THE NEWEST IDEA IN
ALL STATION-BREAK
ADVERTISING!

WCBS has always been the best station-break buy in New York. Now it's better than ever. Now WCBS offers advertisers a new plan. Now you can have your commercials delivered by your choice of WCBS local stars:

Margaret Arlen, Jack Sterling, Phil Cook, Bill Leonard, Tommy Riggs and Betty Lou, John Reed King, or Harry Marble.

Their familiar voices—heard at unexpected times—mean extra attention to your recorded announcements. And extra sales.

Their entree into New York homes is your entree... their success can be your success. For complete information about star-studded station breaks custom-cut to your product, just get in touch with... WCBS

New York's #1 Station - Columbia Owned - Represented by Radio Sales
THE Daddy of the Communications Act of 1934 and its predecessor, Radio Act of 1927—ex-Sen. Clarence D. Dill of Washington State—last week administered a sound talking to his regulatory child, the FCC, for its three year TV freeze.

Sen. Dill turned FCC Chairman Wayne Coy over his knee because the FCC had failed to give equal treatment to all parts of the country in the use of frequencies for television and called for a partial thaw because so much of the nation can have at least some service in the near future.

Some years ago the Senate had to rewrite its original law because the old Federal Radio Commission had discriminated against the principle of equal treatment to all sections of the United States, Sen. Dill wrote Chairman Coy.

Now Congress may have to pass another amendment to bring the FCC into line, Sen. Dill observed. He now is a practicing attorney in the state of Washington.

These historic observations from the man who made a large chunk of early radio history appear in a letter from Sen. Dill to Chairman Coy, dated June 22.

A copy of the letter was sent to Sen. Warren G. Magnuson (D.-Wash.), member of the Senate Interstate Foreign Commerce Committee.

"I write he will call this situation to the attention of the chairman of the committee," Sen. Dill wrote.

"Let me just add, I do not represent any client who has any application on file nor do I have any interest in any existing or proposed television station."

Acts as Free Agent

"I write this letter as a private citizen who knows personally of the intent and purpose of the act creating the FCC and who believes the Commission is not fulfilling its first duty to the country as a whole."

Opening his letter to Chairman Coy, Sen. Dill congratulated him on his confirmation for another term.

"Then he jumped quickly into the subject that he feels is of national concern. Sen. Dill wrote:

"Let me tell you what I think and what I know thousands of other people in the country think about the latest refusal of your Commission to consider any applications for television stations, simply because the Commission has not decided what should be done about an entire band of high frequencies for television use and some objections filed by certain firms and stations."

Here Sen. Dill reminded that he wrote the original Radio Act when he was in the Senate. This law set up the Federal Radio Commission in 1927. Previously broadcast stations had been regulated loosely by the Dept. of Commerce under terms of early wireless legislation.

After stating that he was chairman of the Committee on Interstate Commerce in 1934 when he rewrote the law, Sen. Dill laid out these historic facts:

"The primary purpose of Congress was that the Commission would, so far as possible, give reasonably equal treatment to the people of all sections of the United States. At one time we found the Commission disregarding that principle so often that Congress passed an amendment to the law, compelling the equalization of the allocation of wavelengths for radio broadcasting. It was under that amendment that the Supreme Court of the United States made its first decision declaring the law constitutional."

"Once again the equal treatment provision is being ignored, Sen. Dill said, referring to the freeze."

"It appears to me that Congress may find it necessary to pass such an amendment in order to compel the Commission to give equal treatment to all sections of the country in the use of frequencies for television," Sen. Dill observed. "Nearly three years is too long to delay action on at least enough applications to serve regions without television."

Sen. Dill reminded Chairman Coy that "way down in Washington, D. C., you don't realize how your latest order has affected many localities."

Referring to specific cases of hardship, he wrote, "It is not possible for many cities like Portland, Ore., to have a station, yet Seattle, Seattle, Los Angeles do have them. Nor can Spokane, Tacoma, Butte or many other cities even attempt to organize financing arrangements for television, all because of this flat order known as a freeze of television applications."

Wants Some Assignments

"Surely the Commission could process some of these applications for use of frequencies available to certain cities, if it is not necessary to provide for all small towns immediately. It is highly unjust not to provide for at least one station for thinly populated areas."

Here Sen. Dill used more forceful language as he spoke of what should be done to end the long freeze. "If I were in the Senate," he said, "I would address that body on this subject and introduce a resolution that would bring your members before the Senate Committee on Interstate and Commerce for the purpose of impressing them and Congress with the injustice of the orders of the Commission by the continuation of this freeze order."

"May I respectfully suggest that your Commission seriously consider doing something about this situation. I am asking you to remove the freeze order at once, for those regions that do not have and cannot have any television stations under the present conditions. Cut down the time for hearings and act without months of delay."

WTNJ SUIT

Out of Court Settlement Seen

SUITE against WTNJ Trenton for $18,000 by three former employees charging breach of contract, which the station contends did not exist, reportedly was about to be settled out of court, last week. Trial began Monday and was interrupted in order that a settlement might be reached. SUITE TELECASTING was informed.

The suit was brought Oct. 20, 1960, in the State Superior Court, Mercer County Division, by John A. Yeunt Jr., an announcer; Hazel M. Phillips, bookkeeper, and Walker J. Lewis, program director. Each alleged a one-year contract of employment signed March 17, 1960, which the station denied.

Page 32 • July 2, 1951
NAME

ALLEN

As FCC Chief Engineer

APPOINTMENT of Edward W. Allen Jr., chief of the FCC technical research division, as Chief Engineer was announced last Wednesday by the Commission (CLOSED CIRCUIT, May 21). Mr. Allen fills a vacancy that has existed since Curtis R. Plummer, former chief engineer, was named to head the FCC’s new Broadcast Bureau [BROADCASTING • TELECASTING, May 7].

The new Chief Engineer is now in Geneva, Switzerland, as a member of the United States delegation to the International Radio Consultative Committee currently in conference there. He is expected back during the week of July 23. At the present time, Virgil R. Simpson is acting chief engineer.

Mr. Allen, a 16-year veteran at the FCC, was born Feb. 14, 1908, in Portsmouth, Va. He received his electrical engineering degree from the U. of Virginia in 1926 and obtained further education from George Washington U. in 1933.

During this time he was a student engineer and research assistant with the Westinghouse Broadcasting Mfg. Co. from 1925 to 1927. During 1929-1930 he was assistant engineer with the Chesapeake & Potomac Telephone Co., Washington, D.C.

Mr. Allen entered government service in 1930 with the U. S. Patent Office, rising from junior to assistant patent examiner.

On April 16, 1938, he joined the FCC as assistant technical engineer on the special telephone industry investigation staff. The following year he was made an assistant telephone engineer on the Commission’s regular staff. In 1939 he achieved the grade of electrical engineer and in 1942 became a radio engineer.

On Feb. 24, 1946, he was appointed chief of the technical information division of which he has served as assistant chief. That division is now the new technical research division, a component of the Office of Chief Engineer.

Mr. Allen was chairman of the FCC’s Committee I, which reported on what determines satisfactory signal characteristics, as a preliminary to the Commission’s clear-channel sessions in January 1946.

New GAB Officers

NEW OFFICERS of the Georgia Assn. of Broadcasters took office as of July 1, serving during the 1951-52 year, according to W. R. Ringston, WDW Augusta, GAB president. They are Ben B. Williams, WTOC Savannah, president; W. Fred Scott Jr., WKTG Thomasville, vice president; S. J. Carwells, WSPT Thomasville, secretary-treasurer; E. F. McLeod, WGA Atlanta, recording secretary and James E. Bailey, WAGA Atlanta, directors.

DON LEE SHIFT

Ingram Upped; Boggs Joins

IN A realignment of administrative responsibilities and duties within Don Lee Broadcasting System, Ward D. Ingram, vice president in charge of sales last week was elevated to executive vice president.

Willett H. Brown, president, Don Lee, simultaneously announced that November 1, Mr. Ingram, former vice president and general manager of WMCA New York, joins Don Lee July 23 as vice president in charge of sales, taking over Mr. Ingram’s former duties. Joined Don Lee May 14, 1945, as president and general manager of KFRC San Francisco, owned-and-operated station, was elected to the board of directors of Thomas S. Lee Enterprises Inc.

Mr. Ingram and Don Lee in November 1948, coming from John Blair & Co., New York. He started his radio career at KJBS San Francisco, as account executive. He left that station in 1945 to become KFRC sales manager. Upon discharge from the Army Air Force after three years service with the rank of major, in February 1946, he joined John Blair & Co., Chicago.

Entering radio as a salesman for WAAF Chicago in 1932, Mr. Boggs became commercial manager of that station before leaving it to join WGN Chicago in 1937. Three years later he moved to New York as head of WGN’s sales staff in that city and in February 1945 he returned to Chicago as WGN sales manager.

In January 1946, Mr. Boggs left WGN to move to Minneapolis as president and general manager of that city’s then new station, WLOL, where he remained until February 1949 when he returned to New York as general manager of WMCA. A year later he was elected vice president and a director of WMCA. Last month Mr. Boggs was elected president of the Radio Executives Club of New York for the 1951-52 season.

With KFRC for more than 15 years, Mr. Pabst has served as president and general manager for past 10 years.

WAR ON NARCOTICS

Senate Hearings Telecast; Stations Join Fight

SENATE crime investigators returned to television screens last week when hearings on narcotics were held in Washington Tuesday and Wednesday, while more radio and TV stations joined the war against dope peddlers.

Prisoners and other volunteer witnesses before the Senate group were permitted to testify anonymously with cameras pointed away from their faces. Some witnesses gave permission for telecasting of their faces but names were withheld.

The dramatic televisie of the seamy side of the criminal world was a pooled operation with NBC handling arrangements. Stations carrying the telecast in Washington were WMAL-TV WBNB (TV) WTOP-TV and WTTG (TV).

All TV was sustaining with some stations using commercials on breaks, without tailoring.

NBC offered the video coverage to all stations. ABC estimated at least 16 outlets were carrying portions of the hearing on television, including WJZ-TV New York.

MBS carried excerpts on its radio show, Mutual Newsmag, and a special recorded program Wednesday 10:30-11:10 p.m. on the hearings. It also broadcast an interview with Barney Ross, who had testified, on Reporter’s Roundup Thursday night, based on the hearing.

Other Broadcasts

Other radio pickups which added to local station coverage of the big crime story were carriers of the hearings 2:30 p.m. to the end of the afternoon sessions, usually about 4 p.m., and a 7:45-8 p.m. replay. WTOP (FM) New York picked up NBC-TV’s summary.

Thursday the hearings switched to Reading, Pa., where the committee said it would show interstate aspects of gambling and other underworld operations as they take place in a relatively small community.

A committee spokesman said the three Reading radio outlets — WEEU WHUM WRAW — planned to cover the hearings.

In the campaign, two more stations reported special programs aimed at bringing the narcotics problem before the public.

WIP Philadelphia, in an hour-long broadcast Friday, took listeners through tape recordings of the very heart of the dope peddler’s market in that city.

WABC, veteran WIP producer, and John Pacenda, newscaster, accompanied federal narcotics agents on a raid.

Listeners savored the smooth federal agent posing as an addict, talking his way into a den; the smashing of doors as agents made forced entries; the confusion of addicts caught by surprise, and a ring leader’s reactions as he was arrested in the sight of his seven-year-old son.

WCCC Hartford was to telecast a two-hour special documentary program which highlighted tape recordings of recent narcotics hearings in New York City.

The WCCC news staff edited the tape and filled in explanatory material.

Public indignation over the widespread use of narcotics was reflected in a statement of Mrs. H. C. Houghton, Sylvania TV Awards Committee member and president of the General Federation of Women’s Clubs.

Mrs. Houghton announced that she had written President Truman asking him to consider the narcotics problem a national emergency. She urged the Chief Executive to call upon “the heads of radio and television to dedicate their facilities to uprooting and destroying the blight.”

Reaping pace with current headlines, the filmed TV package, March of Time Through the Years, is giving a pictorial report on dope addiction. Shots made in 1935 dramatically point up the fact that the smuggling and spreading of narcotics is not a new development.

‘VOICE’ DELAY

Expansion Awaits Funds

VOICE of American expansion plans were temporarily shelved by Congress’ failure to pass a federal appropriations bill as the fiscal year ended Saturday night. At press time Friday, Democrats were trying to prevent the Senate from considering emergency funds to keep government agencies functioning. This, at best, however, would be only a stopgap measure with passage of a full appropriation bill weeks away.

Under these circumstances, Voice can only keep present operations running. It will not be able to go ahead with expansion plans until it finds out how much of its requested $115 million will be granted. Edward W. Barrett, assistant secretary of state for public affairs, appeared last week in closed sessions before the Senate subcommittee appropriating funds to explain why $115 million is needed.

Another effort to move the Voice out of the State Dept. appeared Wednesday when Rep. Thomas J. Lane (D-Mass.) proposed the establishment of a government Dept. of Information with cabinet status.

July 2, 1951 • Page 33
ARE NAPPEN /NG

ABC -AND 1N /S'

ONE

Of 77104

B/4

7f/

/NGS

Coming September 10 of

The Big

in Daytime

"The FRANCES LANGFORD

Every Monday through

★ NIGHTTIME STARS! Biggest nighttime show in the daytime! Frances and Don are an unbeatable team: full of fun and songs and enthusiasm and sincerity . backed by a top-notch cast!

★ NIGHTTIME BUDGET! A multimillion-dollar-a-year budget for the biggest show in daytime television! It will be broadcast every weekday at noon (ET) from the Little Theatre in the heart of Times Square. When extensive alterations are completed, this will be one of television's best equipped theatres!

★ NIGHTTIME PRODUCER! He's ABC's Executive Producer for Television, Ward Byron, who has done such an outstanding job on the Sunday night Paul Whiteman Revue.

★ NIGHTTIME GUESTS, SPECIALTIES, FORMAT! The Frances Langford-Don Ameche Show will be a fat, fast, full hour of music, laughs, stars, games, prizes, service — and inspiration. Frances and Don will sing — they'll act as team captains in a

FLASH! THE RUSH IS ON
CORY CORPORATION BUYS
15 MINUTES TWICE A WEEK!
DON AMEACHE SHOW
Friday, 12 noon — 1 pm (ET)

Lively audience-participation quiz called "Hang the Stars." There'll be a woman's service spot—an interview each day with a celebrity—an exciting new specialty act on every show!

And that's not all! A cast of actors will go to town on a great new gimmick called "A Deadline Drama." All this—plus a 6-piece "name" band—PLUS a wonderful, heartwarming version of Frances Langford's popular and widely syndicated Purple Heart Diary! What a show—in the middle of the day!

DAYTIME OPPORTUNITY OF A LIFETIME! The Frances Langford-Don Ameche Show will be telecast live over the ABC interconnected network (no kinescopes). It is for sale in quarter-hour segments. Sponsors need not buy the entire network, but a certain number of markets will be required.

Here is the most exciting television buy of the coming season. (Big things are happening at ABC—and this is one of them!) Let us show you our brand-new presentation that tells the full story. In New York, call ABC TELEVISION SALES, Circle 7-5700, today!
GETTING some sun at the Bloomfield Hills Golf Club are these Fort Indus-
try Co. executives, who met June 18-20 at the firm's executive offices, Bir-
mingham, Mich. (l to r): Back row: Tom Harker, vice president and national
sales director, New York; H. A. Steenason, assistant treasurer and comp-
troller, Toledo, Ohio; S. P. Ketterl, vice president and managing director,
WGBS Miami, Fla.; James E. Bailey, vice president and managing director,
WAGA-AM-TV Atlanta; George B. Storer, president, Fort Industry Co.; E.
Y. Flissing, vice president and managing director, WSIP-AM-TV Toledo,
Ohio; William E. Rine, vice president and managing director, WVV'A Wheel-
ing, W. Va.; John B. Poole, secretary and general counsel, Detroit; Lee B.
Welles, vice president in charge of operations; front row, Glenn G. Boundy,
chief engineer; John E. McCoy, attorney; George B. Storer, Jr., manager,
WAGA-TV Atlanta; Allen Haid, vice president and managing director, WSAI
Cincinnati; J. Robert Kerns, vice president and managing director, WMNN
Fairmont, W. Va.; Richard E. Jones, vice president and managing director,
WJBK-AM-TV Detroit.

WALTER DUNLAP
Agency Executive Dies
WALTER F. DUNLAP, 71-year-
old president and treasurer of
Klau-Van Pieterson-Dunlap Agen-
cy, Milwaukee, died there June 24
after a two-week illness. He was
one of three founders of the 45-
year-old agency, and helped build
it into national prominence and $5
million yearly billings with a one-
office operation.

Born in Princeton, Wis., Mr.
Dunlap attended Wayland Aca-
demy in Beaver Dam and lived
most of his life in Milwaukee.
Before entering advertising, he
was a superintendent of the National

REBROADCASTING
Hear WWDC-WEAM Case
A FEDERAL court must decide
how to treat FCC rules on re-
broadcasting. Involved is a case
whereby WWDC Washington has
filed for damages in the U. S. Dis-
trict Court of Alexandria, Va.
against WEAM Arlington, Va.,
for alleged infringement of prop-
erty rights and copyright laws
[BROADCASTING • TELECASTING, March 26].

The suit stemmed from WWDC's
charge that WEAM was rebroad-
casting digits given by the Wash-
ington station in its giveaway
"Lucky Social Security Numbers."
The court continued a previously
issued restraining order against
the suburban Washington station,
prohibiting the broadcasts unless
proper credit is given WWDC.
Following oral argument on the
case last Monday, attorneys were
given 10 days to file data on the
issue of what constitutes a re-
broadcast.

BENDIX ACTIVITY
Subcontracts $33 Million
SUBCONTRACTING of over $33
million in a 10-month period by
Bendix Radio Div. of Bendix Avia-
tion Corp. was announced by E. K.
Foster, general manager, last week
in Baltimore.

Included in the division's sub-
contracts were over 12 million in
production assigned to firms with
500,000 employees, he said. He
also disclosed that 622 suppliers
are working with the radio division
on a subcontractual basis. Bendix
radio currently is engaged in a
substantial volume of classified
activities.

NARTB Adds Support
NARTB last week added its sup-
port to the May 25 joint statement
of 13 FM licensees and permittees,
fighting for the right to continue
functional music broadcasting.

The policy statement last April
sought to sound a death knell for
such operations, indicating that
such FM functions were illegal
[BROADCASTING • TELECASTING, May 31, 21, 7, April 16].

NARTB last week submitted its
statement to the FCC, in alternate,
asking for reconsideration of its
policy; or, institution of appropri-
ate rule-making proceedings; or
issuance of a declaratory order,
pursuant to the Administrative
Procedure Act, to terminate the
controversy; or, the granting of any
further relief deemed appropriate.

The NARTB document cited the
action of its convention in Chicago
last April 18 as well as the June 4
meeting of the Radio Board of
Directors in Toledo, Ohio for its
action. In Chicago a resolution had
been passed viewing the danger, if
such specialized FM operation was wiped
out, to stations, the public and the
industry, as a whole.

The Board resolution recognized
the effort of FM operators to
broaden the scope of their services
through specialized operations such as
functional musical, news and transit
FM. Consequently, the NARTB president
and general counsel, were authorized to take
all reasonable steps to preserve the
interests of the groups in
such specialized services, provided
actions outside the "budget of the
FM and/or general counsel's office
shall be submitted to the Radio
Board for approval."

NARTB said that the Commis-
sion's proposals came "as some-
ting of a shock," adding:

The financial plight of FM broad-
casting is quite well known.
knowledge. "Functional music," transit radio,
storecasting, functional musical and
radio is largely the sources upon
which FM broadcasting depends for
continued existence at this time. The
Commission's repeated elimination
of one such source of income seems to be
a reversal of its past policy of encour-
aging the development of FM broad-
casting."

NARTB concluded by joining the
FM station petitioners in request-
ing oral argument.

WITH Sales Up
TESTIMONIAL for radio is of-
fered by WITH Baltimore which
reports May was its biggest month
during its 10 year history. Busi-
ness increased 15% in May this
year over the same month last
year, the station says. WITH
adds that this boost was channeled
up despite its increase in radio
rates, which were effective last
November 1st and were 11% higher
daytime, and in spite of "no per
inquiry business, no package deals,
no deviations from rate structure
whatsoever."
NEW! Sensationally modern... Collins 300J 250 watt AM broadcast transmitter... completely contained in full size beautifully styled cabinet finished in attractive high gloss two-tone grey enamel, streamlined with polished chrome trim... advanced engineering... greatly simplified circuits... rugged, long life, high efficiency, high gain tetrodes in both modulator and power amplifier stages... only 16 tubes, of but 7 types, employed in the entire transmitter... operating and meter controls immediately available at front... highest Collins quality materials, components and construction throughout... prompt delivery. Write, wire or phone our nearest office for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 18

2700 West Olive Avenue
BURLINGTON

1937 Irving Boulevard
DALLAS

Dogwood Road, Fountain City
KNOXVILLE
Goodwill Stations
(Continued from page 28)
authorities as a rule on the value of the property in the estate (the principal portion of which is believed to be stock in the said three corporations); to avoid injustice and hardship to the beneficiaries under Mr. Richards' will; and to make possible the orderly administration of the estate, it is necessary and just that the temporary licenses now held by applicants be replaced by regular licenses and that applications which they now have pending, which are in proper status for action, be freed from any obstacle to the action which might normally be taken by the Commission in the absence of the pending proceedings.

Counter-petition was filed by Hugh Fulton, of Fulton, Walter & Halley, which represented the Richards stations throughout the lengthy proceedings; Clair L. Stout, of Dow, Lohnes & Albertson, attorney for KMPC; and Louis G. Caldwell, of Kirkland, Fleming, Green, Martin & Ellis, attorneys for WGAR and WJR.

Division of Holdings

Under the involuntary transfer application, the holdings of Mr. Richards would go to J. O. Dow, Mrs. Frances S. Richards. This includes 26.12% of WJR, 64.94% of WGAR and 55.59% of KMPC. Mrs. Richards already has 32.72% of WJR, and 5.89% of WGAR.

Rosene R. Moore, daughter of Mr. Richards and wife of WJR and 18.65% of KMPC. F. Sibley Moore, her husband, has an 1.18% interest in WGAR.

KANSAS RIVALS
Oral Arguments Ordered

ORAL argument July 16 in the competitive case involving Kansas City Broadcasting Co. Inc. and the Reorganized Church of Jesus Christ of Latter Day Saints was ordered last week by the FCC.

In an initial decision last Dec. 29 [BROADCASTING • TELECASTING, Jan. 1], Commission Examiner J. D. Bond had proposed denial of the church's application for a new non-commercial outlet in Independence, Mo. He contended that the applicant's proposal to program to further its own religious interests was a violation of the First Amendment. Examiner Bond also proposed to deny the rival application for Kansas City, Mo. Both are seeking 1380 kc with 5 kw daytime operation.

FCC last week noted that in line with its petition of last July, Kansas City Broadcasting Co. on Jan. 23, 1951, had amended its application to withdraw certain minority stock subscribers. Qualification of the proposed ownership was one of the questions raised by the FCC earlier in the case.

Commission last week stated that the reported changes in ownership had not been raised in the initial decision or the subsequent exceptions filed by the competing parties. Such a discussion would be helpful to the Commission in its consideration, the order added.

CEDRIC ADAMS (r), star of CBS and WCCO Minneapolis, was one of four persons singled out to receive citations and awards at the meeting of the Minneapolis Chamber of Commerce. Mr. Adams was cited for "the publicity he has brought Minneapolis through his radio work and personal appearances throughout the country." The award is presented by Henry T. Rutledge, chamber president and vice president of the Northwestern National Bank of Minneapolis.

NPA BOOKLET
Outlines Materials Plan

ANSWERS to questions about the National Production Authority's Controlled Materials Plan are published in a booklet announced last week by NPA following a series of educational meetings for businessmen. Free copies of the booklet, titled "80 Questions and Answers on the Controlled Materials Plan," may be obtained from NPA in Washington or Dept. of Commerce field offices.

NPA announced Thursday that Frank H. Hayes Jr., of the NPA staff, had been appointed director of the Copper Division, of which he has been acting director.

Harry L. Erlicher, vice president of General Electric Co. in charge of purchasing, traffic, has been named special assistant to Undersecretary of the Army Archibald S. Alexander. He will be in charge of Army procurement and production.

NPA last week tightened controls over aluminum, copper and other scarce metals used in such items as radio and television sets. Because some large manufacturers are said to have acquired larger quantities of these metals than small firms, NPA directed that effective July 1 assembly manufacturers will have percentage limits on quantities they may use.

NPA disclosed Thursday that it is preparing to order rationing of nickel for industrial purposes.

WU Operators
Walkout Threatened

NEGOTIATIONS were still in progress last Friday in an attempt to prevent the nationwide strike today (July 2) against Western Union by the Commercial Telecasters Union (AFL). The union represents company employees throughout the country with the exception of New York City where 4,900 operators are members of the independent American Communications Assn. A 25% wage increase is sought.

Many radio stations currently broadcast play-by-play reconstructions of baseball games, based on wire reports originated by Western Union operators in the ball parks.

Baseball Post

JUSTIN MILLER, NARTE board chairman and former Federal judge, said Thursday in Los Angeles that he had not been contacted for the job of baseball commissioner. Judge Miller was told on his arrival at his Los Angeles home that the Dayton (Ohio) Daily News had reported Miller was given "serious consideration" for the baseball post.
HENNOCK BID

Heller Urges Senate Okay; ABA's Letter Disclosed

SPEEDY Senate confirmation of FCC Commr. Frieda B. Hennoch's nomination for the federal bench in New York's southern district was urged Tuesday by Rep. Louis B. Heller (D-N.Y.).

The congressman's strong appeal for Sen. Edmund S. Muskie's letter opposing the appointment was disclosed. The senator asked the Senate Judiciary Committee, which must consider the nomination for Senate confirmation, to defer consideration at least until after July 15 [Broadcasting • Telecasting, June 25].

At his news conference Thursday President Truman said he would not withdraw Miss Hennoch's nomination because of bar association opposition. Bar associations have opposed nominees before and they have been confirmed, he said, but he would prefer to have their approval rather than their objections to nominees.

In a statement printed in the Congressional Record, Rep. Heller said President Truman made an "excellent choice" of a "loyal American, a fair-minded citizen, and a capable official, who has always had the interests of the people and the welfare of the nation close at heart."

He said Commr. Hennoch has served on the FCC with "great distinction" and that service on the bench "will prove to be of great credit and honor to the judicial system in New York."

Commr. Hennoch has shown "a keen grasp of those prerogatives which are so necessary for judicial office — tolerance, understanding, sympathy and a sense of righteousness, and an appreciation of the rights of all citizens," Rep. Heller said.

Cites Editorials

Rep. Heller cited two editorials on the nomination, by the New York Daily News June 14 and the Washington Star June 17. The News said it held "no brief for or against Miss Frieda Hennoch... but it seems to us that the bar association of the city of New York is acting pretty unfairly and stupidly in this case."

The paper noted "no explanation is given by the bar association as to why it thinks the lady unqualified. It seems that this is an old bar association custom—merely to slap an all-out blackball on any judgeship nominee the group doesn't want confirmed, and refuse to go into details."

The Star scored failure of the bar to "specify its objections pending Senate confirmation on the appointment... it is only fair to Miss Hennoch to point out that her service as the first woman member of the FCC has been such as to merit President's reward. And if her FCC service is any criterion of her abilities, she ought to make a good judge."

Both editorials referred to opposition expressed publicly and to the Senate Judiciary group by the ABA's Bar Assn. of the City of New York [Broadcasting • Telecasting, June 18].

Still another group, the New York State Bar Assn., reportedly has informed the Senate committee, headed by Chairman Pat McGarran (D-Nev.), that it is investigating Commr. Hennoch's qualifications. It has not filed a formal recommendation.

The American Bar Assn.'s letter was signed by Howard J. Burns, of Cleveland, chairman of the ABA's standing committee on the Federal Judiciary.

Mr. Burns said that after "investigation of the qualifications of this candidate," the committee found it necessary "to oppose the confirmation of this nomination."

As did the New York City bar, in its letter to the Hill group, the ABA unit recalled the city bar's rejection of Commr. Hennoch when she was being considered for a judgeship appointment in 1949.

Our present investigations have indicated that there is no change in that situation, but, on the contrary, we believe this candidate is totally unqualified to be a United States district judge," the letter said.

As reported in Broadcasting • Telecasting a week ago, the ABA asked hearings "be commenced some time after the 15th of July" because the southern district court "is about to commence its summer recess and particularly in view of the fact that other professional engagements will keep me [Mr. Burns] involved until the 15th of July..."

RADIO-TV ADV.

Newspapers' Problem Grows


According to the Congressman, "the increasing cost of Canadian newpaper is a real menace to the newspaper industry."

"... The income receivable by a publisher cannot in general be expected to increase," he said. "This becomes even more certain when it is realized that advertising rates must be kept at a figure that can successfully meet the competition of radio and television advertising. The latter forms of advertising have grown by leaps and bounds."

Rep. Wolverson is a member of a House Interstate Commerce subcommittee that is studying newspaper costs and supply. He alluded to the latest casualty in the newspaper world, the sale of the St. Louis Star-Times to the St. Louis Post-Dispatch [Broadcasting • Telecasting, June 25].
BEAMED PROGRAMMING

BEAMED programming is proving the answer to the problem of successful radio advertising for many department stores.

Reports from widely separated markets in the Midwest and far west all agree that results are proving more than satisfactory.

The following are typical:

- Leonard Bros., of Fort Worth, finds radio fills one of the most important functions in its advertising program. One campaign, for the lingerie department, brought a 22% increase in sales, the department manager told KFJZ Ft. Worth.

- Weinstock-Lubin & Co., Sacramento, Calif., has found that radio does a fine job. For years it has carried a heavy schedule on KFBK Sacramento.

- Philip's Department Store of Omaha says its programs on KOIL Omaha are doing a "wonderful job" of general merchandising and establishing institutional good will.

- In Tulsa, Montgomery Ward's catalog office has found spots on KTUL Tulsa so effective that it has discontinued newspaper advertising.

From opening day sales of $105.26 to a yearly volume of $30 million is an almost incredible success story but those are the facts recorded by the ledgers of Leonard Bros., Fort Worth.

Aggressive advertising played an important part in that record and radio was one of the most important facets of that advertising.

At present the store uses the 6:30-7:30 a.m. wake-up program six days a week; 10 p.m. news seven days a week; 11 p.m.-1 a.m. six days a week, and 60 spot announcements per week—all on KFJZ. In addition Leonard's uses three 5-minute news programs per day, Monday through Saturday, on KXOL and one hour per day, six days per week and three spots per day, six days per week on KCNC.

In television Leonard Bros. uses WRAP-TV Ft. Worth 12:45-1 p.m., five days per week, and 8:30-9 p.m. on Tuesday.

The store's first radio venture came in 1930 when it initiated a Sunday morning program on KFJZ urging regular church attendance and featuring old hymns. These first programs used no commercial tie-ins—not even the store's slogan. Favorably impressed with the results, store executives ventured into a single high school football broadcast on the station. Its success was immediate and resulted in a schedule of high school sports casts which has continued for 21 years. This schedule continued on KFJZ until four years ago when network problems made it necessary for that station to give it up. The program now is heard on KXOL.

Deciding to expand their schedule after these initial ventures, Leonard's hit on the western and "hillbilly" type programming as of particular interest to its customers. The store employed the disc jockey technique and put the show on from a central point in the store. Full use was made of store personnel and department heads and money-saving specials of the day were featured. Called Shopping at Leonard's, the show filled an hour in mid-morning and another hour in mid-afternoon, Monday through Friday on KFJZ.

Western Musical Show Presented Seven Days Weekly

After three years the disc jockey show was shelved in favor of a western group under the wing of Mark Williams, an early day NBC star. Mr. Williams and his western band built up a good following. The program was presented seven days a week on KFJZ, featuring western ballads on week-days and hymns on
Sunday. This feature continued for more than two years.

Leonard's has constantly expanded radio advertising and has tried nearly every kind of program. It has also taken full advantage of spots on all available stations. During the war the store sponsored a we-are-remembering GIs special on Friday at 5:30 a.m. on KFJZ with chit-chat by George Erwin six days a week. The program featured popular recordings and a 15-minute news summary at 6:45. Appealing to a rural as well as a city audience there were frequent weather forecasts and temperature readings.

In this same department store followed through to "put 'em to bed" with a 10 o'clock news roundup on KFJZ. About five months ago, with defense plant activity at an all-time high, the station received more than 1,200 requests for the candy. Another feature of the program is a standing Friday night gift of $25 in merchandise to name selected from those writing in to the "Listeners Club."

Supports Promotion Of Special Articles

Leonard's maintains its own radio division within the advertising department. The department follows the "beamad program" technique in seeking to promote particular lines being pushed in the store. As an example a carefully thought-out campaign on ladies' lingerie recently brought a 22% increase in that department. The buyer said "We feel the full credit for this increase belongs to station KFJZ."

Another promotional job was done with an audience participation program from 8:15-8:45 each morning for several weeks. Contestants in the store in the interest of getting shoppers to come to the store early. Contests, which are changed often, feature this program. One used a "Secret Sign" at strategic spots in the store. If picked contestants had seen the secret sign and could name the item or items where it was displayed they were awarded merchandise prizes.

A highly successful radio-promoted traffic builder was the "Candle-Car" contest. With a free Buick as the prize, contestants were asked to guess how long it would take a huge candle to burn to a certain point. More than half a million people took part in the contest.

Leonard's is still experimenting with TV. A first try with high school football was not entirely successful and was dropped. It then tried a staff-produced program built around a musical comedy situation which has proved of value. At present it has a quarter-hour, five-day-weekly daytime shopping show on WBAP-TV. The Leonard's advertising budget 11% goes into radio and television. About 68% of this budget goes into radio and the rest to TV. Over 50% of the radio budget is spent on KFJZ.

A NOTHER believer in "beamed" programming is Weinstock-Lubin & Co. of Sacramento. Established 1874, this department store does over $8 million gross in a city of 135,000.

"Radio does a fine job for us in keeping our name before the public," says Lawrence Ellis, president. "We have used radio as an institutional advertising medium and, more important, we have used the radio to do a strictly merchandising job. We have had some very excellent results from it."

The firm's radio schedule includes a 7 a.m. newscast, six days a week, The World Today. This is followed by a five-day-a-week 7:15 a.m. program, The Sporting Extra. At 4:45 p.m., Monday through Friday, the store presents The Adventures of Scooter. Saturday the store sponsors ABC's No School Today. All of these programs are on KFBR.

The 7 a.m. program features a review of spot morning news and includes commercials spotlighting Weinstock's downtown store and general merchandise for the whole family. The Sporting Extra is handled by KFBR's manager of sports and special events, Tony Koester, who has a wide following for his broadcasts of the Pacific Coast League baseball games. Commercials feature the men's department. The Adventures of Scooter promises merchandise from the Youth's Center. The story is about a modern good fairy whose antics have a strong appeal for all age groups. Locally written the show is voiced by KFBR staff announcer Bert Barry. The program has been endorsed repeatedly by parents and parent-teacher associations. It ranks consistently higher than similar shows in rating surveys.

As an extensive radio user of considerable experience the firm has kept a consistent radio policy of avoiding "soap" copy and has donated a great deal of radio time to promote charitable organizations and cultural events. The friendly, casual atmosphere which makes customers feel secure in the store is projected into the advertising policy.

The store management had inaugurated a technique similar to that studied by Jorke's of Texas before NAB studies were made there.

From time to time special promotions are publicized through the "satisfaction" technique of spot announcements. During these periods the store often buys most of the available time on KFBR for a three or four day period.

In the years it has used radio, Weinstock's has sponsored various institutional programs including ABC's co-op, America's Town Meeting of the Air, and MGM's Theatre of the Air. Last winter it presented Information Please on Sunday afternoon. For a number of years the store sponsored a school program called The Campus Reporter, which was voiced by the store's personal representative at Sacramento Junior College and featured news of students and their activities.

In Omaha, Philip's Department Store has found radio is admirably suited to advertising all of its lines.

The store, owned by Sam and Henry Greenberg, has used radio for the past 13 years. During that period the store volume has increased from $300,000 to more than $2.5 million. "Radio has been a big factor in this increase," according to Sam Greenberg. His brother, Henry, says "Whether it be leader item advertising, general merchandising or institutional good will, KOIL has done and is doing a wonderful job."

The store's present radio format includes: Three 15-minute programs, 6:45-7 a.m. Monday, Wednesday and Friday. Good Morning From Philip's; three 8-8:15 a.m. news programs, both on KOIL. On KBON two 15-minute programs are beamed toward the South Omaha area. Called South Omaha Salute, the program features polka music, requests and dedications.

Philip's Department Store came into being in 1915, when Philip Greenberg, its founder, saw the need for a progressive store in the fast-growing livestock and industrial area.
COMMENT ÇA VA À QUÉBEC?

How are things in Quebec? Never better, thank you! Business is good! Sales were never higher. Before you send your sales force to sell in Quebec, paste these facts and figures in their chapeaus:

1. Quebec's four million population is 82% French-speaking.

2. It's a big and lucrative market—22.4% of Canada's retail sales are made in Quebec. Effective buying income is 24.5% of the Canadian total.

3. Quebec families are larger than the average for Canada—4.4 persons per family as compared to the national average of 3.9.

4. The Quebec family is a "home-loving" family—finding much of its entertainment in the home. It likes to listen to its own French-speaking radio shows, its own stories, its own announcers and commentators. Radio means more in Quebec than anywhere else in the world.

5. The distribution of printed material is substantially less than average in Quebec. Radio, in some areas, is the sole means of communication.

6. In Quebec, you sell 'em when you tell 'em—tell 'em in their own language—thru the most effective medium. In Quebec, that medium is radio.

Like any worthwhile marketing area in Canada, Quebec presents individual problems to the salesman. Your advertising will pay off only when you know these problems and draw the only logical conclusion:

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

TOP EXECUTIVES involved in the reorganization of ABC into four divisions [Broadcasting * Telecasting, June 25] are (I to r): Ernest Lee Johncke, named vice president for the Radio Network Division; Alexander Stroonch Jr., vice president for the Television Network Division; Slocum Chopin, vice president for Owned TV Stations and Television Spot Sales, and James Connolly, vice president for Owned Radio Stations and Radio Spot Sales. The reorganization, announced by ABC President Robert E. Kintner, becomes effective today (Monday).

** ABC Changes **

Promote Three Executives

PROMOTION to new positions in ABC research and sales development of Dean Shaffner, Don Coyle and Eugene Accas was announced by Oliver Treys, director, last week on the heels of ABC's reorganization move separating radio and TV functions [Broadcasting * Telecasting, June 25].

Mr. Shaffner, a sales presentation department writer, will be manager of the television sales department; Mr. Coyle, manager of the network research department, and Mr. Accas, manager of radio sales development.

Mr. Shaffner, who joined the network in 1949, previously managed radio and television research for the Bloor Co., New York, for five years. Earlier he was associated with the Grosby and Hooper organizations.

Mr. Coyle, before joining ABC in 1950, was in the credit analysis and new business development department of the Commercial Bank & Trust Co.

Mr. Accas has been a writer in the ABC sales presentation department, and earlier was assistant account research supervisor for Foote, Cone & Belding.

The appointments followed the preceding week's reorganization of ABC into four divisions.

** SCHEDULE SHIFT **

ABC Realigns Morning Shows

ABC will realign its morning radio schedule to feature a full hour of daytime serials, Leonard Reeg, radio programs vice president, announced last week in New York. Effective today (Monday) the network's morning schedule will feature: 10:45, Modern Romances; 11, Romance of Evelyn Winters; 11:15, David Amity; 11:30, to be announced; and 11:45, Lone Journey.

"This basic change in the network's programming policy," Mr. Reeg said, "has resulted from long study of the ability of time-tested programs such as these to attract and hold large audiences over long periods of time. Our network has experimented with various types of programs during this segment of the broadcast day and we believe that this type of coordinated program presentation is the best way for a mass medium to attract a mass audience."

The empty 11:30-11:45 slot will be filled with "an outstanding daytime serial of proven strength and listener appeal which will be integrated into the new morning hour of radio presentations," the announcement said. It added that negotiations were going on for Portia Faces Life, now on NBC.

Saying the new serial had "proved themselves to be the leaders in their field," and that in presenting them "ABC is joining forces with some of the outstanding experts in this field," Mr. Reeg indicated the network might further expand the time devoted to such programs.

** SELLING DRIVE **

WCAU Unveils New Programs

IN the belief that "radio is still the advertiser's best buy," Joseph T. Connolly, vice president in charge of radio for the WCAU Philadelphia stations, has announced a drive "to sell radio next fall as it has never before been sold in Philadelphia."

Opening gun of the drive was the announcement of new package shows and programs tailored to specific advertisers. WCAU said it plans to center many of its new programs around prominent Philadelphians to add to community interest.

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.
HADACOL CANCELS
Revising Radio Copy

LeBLANC Corp., Lafayette, La., making and marketing Hadacol tonic, has ordered stations on its schedule to discontinue all announcement and programs and has tacitly admitted negotiations are under way for sale of the company [CLOSED CIRCUIT, June 26].

In a letter "to all radio stations," George Dupuis, director of radio advertising, observed the company is "in the process of revising all of our advertising at this time because we are not satisfied with the effectiveness of our present copy. It will be approximately 30 days before this new copy is approved and transcriptions processed. Every effort is being made to have this material available at the earliest opportunity."

Mr. Dupuis said there is nothing definite in rumors that several offers have been made to buy LeBlanc Corp. "Should such a sale be consummated," he continued, "the corporation will continue under virtually the same management and the same promotional and merchandising methods employed in the past will continue."

HUNTINGTON OUTLET
WGSM Plans Aug. 1 Opening

WGSM Huntington, L. I., N. Y., plans to start operation approximately Aug. 1. The 1 kw independent on 740 kc is managed by Edward J. Fitzgerald.

Jack Elsworth, formerly with WHM and WFCI Providence and WVNJ Newark, has been named program director. Other staff members include Lee Fremault, formerly with WBZ Boston and WFCI Providence; Walt Neiman, from WDEM Providence, and Ted Withall, who has been with Hollywood stations.

THE BRANHAM COMPANY

BANK DAY
KRNO Airs Bank's Opening

The staid offices of the newly-formed Fontana National Bank became studios of KRNO San Bernardino, Calif., when the station helped publicize the bank's opening day.

Officers of the new bank decided they wanted something new in the way of an opening. Arrangements were made with KRNO to broadcast directly from the bank during the entire opening day.

KRNO's disc-jockeys, staff announcers and program director moved en masse to Fontana. Regular commercials were carried and interviews were conducted with bank visitors. R. N. McCook, bank president and manager, reported very satisfactory results.
SET PRODUCTION

Radios Up 3% in May
Telesets Fall 28%

PRODUCTION of radio receivers increased 3% in May, compared to
April, whereas TV set output fell off 28% for the month and 54% below the monthly average during
the first quarter of this year, ac-
cording to Radio-Television Mfrs. Assn. Figures apply to both member
and non-member companies.

May radio production totaled 1,-
372,609 sets compared to 1,387,042
in April and a first-quarter aver-
age of 1,411,998 sets. TV output in
May totaled 339,132 sets com-
pared to 469,157 in April and a
first-quarter monthly average of
733,223.

FM production constituted 12%
of the May home set output, or 75,-
337 receivers. Another 15,679 FM
circuits were turned out in the form
of TV sets with audio circuits tun-
ing the FM band.

Sales of radio receiving tubes fell off in May, totaling 34,074,356
compared to 36,889,657 in April. Total number of tubes sold in the
first five months of 1951 was 188,-
235,226. Of May tube sales, 21,-
187,968 were sold to radio-TV set
manufacturers; 2,580,936 to pro-
ducers of other electronic devices;
8,113,122 for replacements; 1,930,-
983 for export, and 261,353 sold to
government agencies.

Radio-TV output during the first
five months of 1951 is shown in the
table below.

Population Increase

TOTAL population of the United
States, including armed forces
overseas, was about 188,900,000 as of
May 1, 1951, according to Roy
V. Peel, Director of the Census. The
figure represents a gain of
2,785,000, or 1.8%, over the esti-
mate for April 1, 1950, according
to Mr. Peel.

Radio-TV Output for Five Months 1951

<table>
<thead>
<tr>
<th></th>
<th>Television</th>
<th>Home Radios</th>
<th>Portables</th>
<th>Auto Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>645,716</td>
<td>780,410</td>
<td>75,294</td>
<td>346,799</td>
</tr>
<tr>
<td>February</td>
<td>679,319</td>
<td>795,377</td>
<td>79,859</td>
<td>437,779</td>
</tr>
<tr>
<td>March</td>
<td>874,434</td>
<td>1,027,745</td>
<td>147,037</td>
<td>545,297</td>
</tr>
<tr>
<td>April</td>
<td>449,137</td>
<td>644,927</td>
<td>150,494</td>
<td>548,021</td>
</tr>
<tr>
<td>May</td>
<td>399,132</td>
<td>604,904</td>
<td>164,171</td>
<td>603,534</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,007,958</td>
<td>3,856,963</td>
<td>616,055</td>
<td>2,475,430</td>
</tr>
</tbody>
</table>

HOME RECEIVERS

Three Firms Cut Output

CUTBACKS in production of home
Television and radio receivers and
full-scale output of government
equipment had been an-
nounced last week by RCA and
Philco.

In addition, Emerson Radio &
Phonograph Corp. said that
radio production may reduce its
output as much as 50%.

RCA said it would cease produc-
tion of home television receivers
in its Camden plant, and in the fall
would begin manufacturing radar
and other electronic equipment for
the armed forces.

Production of home TV receivers
will continue, however, in an RCA
plant in Indianapolis. Another
plant, at Bloomington, Ind., still is
making receivers but also has been
making electronic equipment.

Philco President William Balder-
ston explained that "While Philco
will continue full-scale production
on automobile radios, and all stra-
gegic government equipment . . . .
it's home radio and television pro-
duction will be temporarily cur-
tailed."

The Philco executive said that
the move was necessary to balance
inventory with sales, starting the
latter part of this month (June).

"In addition," said Mr. Balder-
ston, "the entire capacity of Phil-
co's Philadelphia Plant 50 will be
made available to the government
and for production of high priority
marine, aircraft and ordnance
equipment."

Charles Robbins, Emerson vice
president for sales, said that to
"best utilize the material now
available for the manufacture of
civilian receivers" his company
had decided to concentrate for
1952 on a few basic chassis and a
limited number of models.

Mr. Robbins announced a series
of regional dealer meetings to be
conducted by field sales representa-
tives.

Kaufman Honored

SEVEN first place awards in vari-
ous media were won by Henry J.
Kaufman & Assoc., Washington, at
the 20th annual conference of Na-
tional Advertising Agency Network
a fortnight ago in Highland Park,
Ill. Awards by Kaufman clients
included Arthur Murray Dance
Studies, Washington-Baltimore, for
a TV program, and WMT Cedar
Rapids, for a business paper cam-
paign. Others include:

Peoples Drug Stores, institutional ad-
vertising; Chestnut Farms Dairy, TV
spot campaign; Christian Heurich
Brewing Co., radio spot announce-
ments; and Laurel Race Course, Laurel,
Md., radio spots. It also was announced
that Mr. Kaufman, managing partner
of ad agency, was elected chairman of
National Advertising Agency Network
steering committee, which will guide
operations in coming year.

“A Craftsman Is Only

—Benjamin Franklin

SOUNDCAST CORPORATION

REEVES SOUNDCRAFT
10 East 52nd Street, New York 22, N. Y.
HYDE ON NARBA
Answers Craig’s Criticism

"ALL pertinent facts" about the North American Regional Broadcast Agreement will be brought out in hearings before the Senate Committee on Foreign Relations, declares FCC Comr. Rosel H. Hyde in the current Julius Klein Newsletter. The bylined article answers charges made in the May issue of the same publication by Edwin M. Craig, president of National Life & Accident Insurance Co. and board chairman of WSM Inc., Nashville [Broadcasting • Telecasting, May 3]

"The principal and virtually only opposition to the treaty arises from the Clear Channel Broadcasting Service, a small group which is composed of a bare majority of the Class 1-A stations on the 25 clear channels," writes Comr. Hyde. "The other half of the Class 1-A stations operating on clear channels either approve or do not oppose the agreement."

Four of the six 1-A stations, whose channels will be shared on a second basis by Cuban operations, are not opposing the agreement, the Commissioner says, pointing out that the remaining two of these stations, members of CORB, would receive "substantial benefits" under their present operation.

The article says NARBA would eliminate interference on nine of 15 channels, where such trouble exists, and maintains that the remaining six will be afforded protection "much higher" than that which now prevails.

Comr. Hyde denies Mr. Craig's contention that Article 44 of the International Telecommunications Convention provides a vehicle for settlement of existing interference problems. The provisions are "much too indefinite to be effective," he contends.

Comr. Hyde admits it would be "desirable" to have Mexico and Haiti signatories to NARBA, but points out that Cuba, rather than Mexico, has created the most difficult problems to U. S. radio reception. "In any event, how can the temporary absence as signatories of Mexico and Haiti eliminate the great advantages which are gained to the United States from stabilizing our other radio fronts?" questions the article.

Aid Evaluation

Disclosure of the facts to the Senate, which must ratify the agreement, will aid that body in evaluating NARBA, Mr. Hyde says. "I am confident that no small pressure group will succeed by the use of glittering generalities in seriously prejudicing the future of United States radio listeners and the bulk of United States radio industry."

AUTO RADIOS
Owned by 45.5% — Pulse

IN A SURVEY based on 15,000 interviews in 15 major markets during May 1951, The Pulse Inc. found that 45.5% (4 million of 9 million families) in the areas owned automobiles with radios. A similar survey was conducted by Pulse in January in New York City, which indicated a "potential car audience of well over 1 million families" in the metropolitan area.

Figures for the individual markets were:

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Car Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic City</td>
<td>71,100</td>
</tr>
<tr>
<td>Birmingham</td>
<td>66,700</td>
</tr>
<tr>
<td>Boston</td>
<td>388,200</td>
</tr>
<tr>
<td>Buffalo</td>
<td>138,400</td>
</tr>
<tr>
<td>Chicago</td>
<td>716,700</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>130,900</td>
</tr>
<tr>
<td>Dallas</td>
<td>301,900</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>857,900</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>171,500</td>
</tr>
<tr>
<td>New Orleans</td>
<td>81,300</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>320,600</td>
</tr>
<tr>
<td>Richmond</td>
<td>43,600</td>
</tr>
<tr>
<td>St. Louis</td>
<td>334,400</td>
</tr>
<tr>
<td>San Francisco</td>
<td>350,100</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>151,300</td>
</tr>
</tbody>
</table>

KATY Joins ABC

KATY (formerly KMNS) San Luis Obispo, Calif., operating on 1340 kc with 260 w, has become a bonus affiliate of ABC. The station is licensed to and operated by San Luis Broadcasting Co., Morden R. Buck and John R. Rider are co-owners, with the latter also general manager.

As Good As His Tools!

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

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.
Presenting the handsome Hollywood singing personality, Allan Jones, plus England's 60-voice Luton Girls Choir and 40-piece concert orchestra directed by Sidney Torch—30 minutes, every week for 52 weeks.

The name "Allan Jones" conjures up numerous moments from Hollywood's silver screen: remember "A Night at the Opera"... "The Boys from Syracuse"... "The Firefly"... "The Great Victor Herbert"? They were all starring vehicles for Allan Jones.

Star-studded entertainment—a brilliant 30-minute musical presentation of show tunes, standards and outstanding novelties—complete with voice tracks by Allan Jones opening and closing the show and introducing many of the featured numbers.

"The Allan Jones Show" is big-time! The listener appeal is universal. Available in September over all Lang-Worth affiliated stations—30 minutes, every week for 52 weeks. Send for your illustrated brochure now.

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57TH STREET, NEW YORK 19, N.Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto
The fresh, youthful voices of 60 girls from 10 to 16 years old, blended and molded into professional precision and excellence—England's famous Luton Girls Choir.
Those Credit Risks

WE have received numerous reports from stations that have been given bum checks by an agency which is notorious for its cut-rate deals.

Naturally we're sympathetic with stations that got stuck, but we can't help feeling that most of these credit losses could have been avoided if the stations had been more cautious. Propositions from unrecognized agencies should be investigated. Even if the product and copy are acceptable, the credit standing of the buyer should be checked.

In such circumstances, it seems to be a good rule to operate on a cash-on-the-barrel-head basis until the account or the agency has established its reliability.

TV's Already Teaching...

THE New York Times' series of articles on television's influence on American life (see page 66 this issue) is the most comprehensive jobs of its kind we've seen and contains invaluable information. No part of it, however, can be more gratifying to telecasters than the survey of working educators, a majority of whom believe that TV is benefiting the children of this country.

We emphasize that these are "working" educators who are in daily contact with children. Their views are at astonishing odds with those that have been expressed by higher-level educators who do their thinking in sanctuaries remote from the classroom and who have about the same intimate association with small fry as do Trappist monks.

The Times turned up some other intelligence that cannot be comforting to those who have asserted, without adequate research, that TV is creating a generation of illiterates. The Times learned that TV was enlarging children's vocabularies and also was stimulating youngsters to read more books.

We applaud the industry of the Times and its radio and television editor, Jack Gould, for doing a craftsmanlike job of reporting an intricate subject.

... And Will Teach More

The educators who told the New York Times that they thought commercial television was already benefiting American children feel that there is still a bigger TV educational job to be done. Most of them favor the reservation of television channels for education.

Commercial telecasters have a chance to make a completely favorable record with these educators—if the promises of the Ford Foundation grant for educational programming materialize.

The Ford grant will be forthcoming only if the telecasters recognize the extraordinary opportunity it offers and exert their most serious efforts to develop a workable plan. The best brains in the field—those trained not only in practical programming but also academics—should be assigned to work with the Ford Foundation on this project.

The success of such a project would elevate commercial telecasting to a cultural level equal to that of our greatest universities. Were the project to fail because of the fault of broadcasters, the failure would present the advocates of non-commercial TV with an unanswerable argument.

We are sure that these facts are obvious to alert telecasters and that the Ford Foundation may appropriate funds in the confidence that they will enormously enrich the cultural life of this country.

Barton Robert McLendon, chairman of the board of the Liberty Broadcasting System, entered radio under turnabout circumstances.

Instead of a son following in his father's footsteps, Barton McLendon was brought into radio through his son, Gordon. Gordon felt so strongly the lure of radio that his parents permitted him to withdraw from study of the law at Harvard. U. Barton and Gordon possess an unusually close father-son camaraderie. There is little that Barton would not do for his son. If Gordon wanted a career in radio, his father would help him.

So Barton in 1946 bought for Gordon KNET Palestine, Tex. Later Gordon tried unsuccessfully to obtain a job announcing sports at a Dallas station.

After this disappointment, young McLendon persuaded his father to finance construction of a new Dallas station. Thus was born KLIF Oak Cliff in a Dallas suburb. This was in 1947.

In 1948, Gordon launched major league broadcasts over KLIF and immediately found other stations anxious to take the programs. That was the birth of LBS, which today boasts some 400 stations in about 40 states, Hawaii and Alaska. KNET was sold in 1949 and KLIF is today the only station owned by the McLendons.

While his father serves as chairman of the LBS board, Gordon actively fills the position of LBS president.

At 51, Barton McLendon can look back on a very busy life. Radio is his seventh successful career. There has been little time for play and today his hobbies are said to consist of only his work and, of course, his son.

Born in State Line, Miss., March 21, 1900, Barton was the only child of Maggie and Jefferson Davis McLendon, who are still living. He received his formal education from public schools in Oklahoma and Texas where his lawyer-father moved a few years after Barton's birth.

Barton McLendon left high school to start on his varied business career. His first employment placed him in charge of shipping and delivering bundles for a laundry company in Sherman, Tex.

After a year of this, he entered the insurance business, still a young boy. At 20, he owned one of the largest insurance agencies in southeastern Oklahoma, with a premium income of $50,000 annually.

While in insurance, Barton began studying law at his father's office in Ichabod, Okla. His industriousness was rewarded. He passed the

(Continued on page 50)

Page 48 • July 2, 1951
WHOSE BIRTHDAY IS THE FOURTH OF JULY?

It's America's birthday, for one thing—Independence Day.

And for another, it's the birthday of Giuseppe Garibaldi, the father of Italian independence. He was born on July 4, 1807. In his own country he is revered as we revere Washington.

So it is altogether fitting that his statue in New York should stand in Washington Square...uniting the fame of the two great patriots, Washington and Garibaldi, on common ground.

Everywhere you go, in and around New York, you'll find equally apt reminders of the importance of the Italian-American population of this area. More than 2,000,000 consumers, with a yearly purchasing power exceeding $2,300,000,000, make this the most important single economic group in greater New York. Both sales research and advertiser experience show that WOV is the sole medium you need to reach these consumers—and sell them.

Let us tell you how inexpensively you can open this door to sales success in the New York area. You'll profit by seeing WOV's fast-moving new sound film, "Three Million People." We'll bring it right to your office!
Our Respects to
(Continued from page 48)

bar, sold his insurance business and joined his father's law firm.

Law was interesting but insufficient to contain Barton's driving
energy. While practicing law, he became interested in the theatre
business and bought the Idabel movie-house.

It was typical that one theatre was not enough for Barton. Soon
he had six small-city theatres.

His father retired from active law practice in 1930, and Barton
decided to close the law firm and devote full time to the rapidly
expanding theatre chain.

Today there are 25 movie houses in his Tri-States chain—in Okla-
ahoma, Texas and Louisiana.

In 1918, Barton married Jeanette Eyster, of Los Angeles, whom he'd
met when she visited her sister in Oklahoma. Mrs. McLendon works
side by side with her husband, trying to make sure he doesn't
overwork himself.

In addition to Gordon, the couple have two daughters, Mrs. Lester L.
May, also of Dallas.

Although Barton takes little time for recreation, he belongs to the
Dallas Country Club, the Athletic Club, Lakewood Country Club
and is a Shriner.

One would imagine that after such a succession of careers, that
Barton would be willing to slow down. But if ever such a willing-
ness shows itself friends will begin to worry, because Barton wouldn't
be himself if he wasn't trying to push forward.

Barton, shoulder-to-shoulder with his son, is determined to make
Liberty the top network for sports and news. Does he plan to enter
television? Definitely!

Newsmen to Meet

ANNUAL convention of the Caro-
olina Radio News Directors Asn.
will be held July 27-29 at Ocean
Forest Hotel, Myrtle Beach, S. C.
Speaker at the July 28 banquet
will be Robert K. Richards, NARTB
public affairs director, according to
F. O. Carver Jr., WSJS Winston-
Salem, association president.

L. J. APPEL
WSBA Owner Dies

LOUIS J. APPEL, 87, owner of theSusquehanna Broadcasting Co.,
licensee of WSBA-AM-FM York,
Pa., died suddenly June 23 at his
home, 1208 E. Market St.

A prominent industrialist and
banker, Mr. Appell was stricken
on the eve of a departure for a summer
residence in Maine.

An active Democrat, Mr. Appell
knew President Roosevelt and en-
tertained President Truman, then
a senator, at his York country-
estate.

Surviving are his widow, the former Helen Pfaltzgraf; three
children, Louis Jr., George and
Helen; and his mother, Mrs. Nellie
Appell, York.

Funeral and burial services were
held in York.

VICTORY JAUNT
WDKA Marks Record Sales

WDKA Columbus, Ga., supplied its
answer to the network-recruiting
deal by taking to the air.

Celebrating the most successful
month in WDKA's eight-year his-
tory, Allen M. Woodall, WDKA
director, assembled the entire
staff, plus husbands, wives, and
dates, for a two-day vacation titled
"Operation Victory."

Instead of a jaunt to the nearby
hills, staff members were break-
fasted and led to the airport where
a chartered airliner flew them 350
miles to Daytona Beach, Fla.,
where a two-day round of entertain-
ment had been arranged.

John Calvin Wilever

JOHN CALVIN WILEVER, 86, a pioneer of the telegraph indus-
try, died June 24 following a week
of illness at his Carville, N. J.
home. After a career of 63 years
with Western Union, he had re-
tired as first vice president of the
company in 1943. He continued for
two years thereafter as a director of
Western Union, and at the time
of his death was a director of two
subsidiaries, the American District
Telegraph Co. and Teleregister
Corp. Services were held Wednes-
day in East Orange, N. J.

Get Results
KWIK
IN
Eastern Idaho
POCATELLO. IDAHO
ABC & RBS affiliate
Rocky Mountain
Broadcasting System

In Greater Grand Rapids
...the most ears
are WOODpecked!

Strictly Business
(Continued from page 14)
cepted beverage, a part of the
dinner menu, and is considered so by
housewives. Women have become a
major factor in the bidding in-
dustry with the increased home
consumption of beer, Mr. Gantner
said.

A client who never "buys on
ratings," he tenderly watches over
commercial copy. In sports, for
example—which Meister Brau has
bought extensively—"It's hard to
sell if the audience is high-pitched
and enthusiastic about the game,
because people resent the inter-
ference."

Although Peter Hand uses both
radio and TV, "radio has a distinct
advantage, as viewers get tired of
seeing the same faces. When this
happens, they don't bother watch-
ing or listening." In radio, people's
imagination sustains interest in a
commercial. "It's easier to find
voices that are pleasing than faces
that match good voices."

Mr. Gantner, who told station
men three years ago "you will see
the day when morning time will
become your Class A time," startled
other brewers recently by buying
an early-morning (7:30-7:45) six-
week show on WBBM Chicago.

VERY HAPPY at outdoor steak barbecue held on WNAX Yankton, S. D.'s
transmitter grounds, to celebrate station's first day as a CBS affiliate, were
standing (l to r): Peter Lund, Geoffrey Wages Agency, Chicago; Bob Gordon,
and Bill Quarton, WMET Cedar Rapids, Iowa; Bob Tinchera, WNAX manager;
Roy Miller, Tom Flanagan and Frank Fitzpatrick, Katz Agency; (kneeling),
Art Martz, Advertising Age; Lew Van Nostrand, WMET; Don Sullivan, WNAX.

With it "we are reaching an un-
tapped audience with commercials
gearied to the time and the compo-
sition of listeners."

Peter Hand traditionally has
favored sports and mysteries. In
1946, when BBDO was named its
agency, The Whistler received the
highest ratings of any locally pro-
duced program ever broadcast in
the city, reaching a peak Hooper
of 73.2.

Meister Brau's ad manager is a
native Chicagoan, who learned pic-
torial and scenic design while work-
ing for his father, and commer-
cial art at the Art Institute and Acad-
emy of Fine Arts. A speedboat
racer most of his early life, he
joined Peter Hand after encour-
aging the company to sponsor him
in a Chicago boat show. He made
boat history when his craft's tank
was refueled from an airplane for
the first time. He was hired soon
afterwards as a Peter Hand sales-
man. As city and sales advertising
manager in 1942, he left to join the
Army engineers and served in the
South Pacific. He returned as a
lieutenant colonel in 1945 to re-
sume duties as ad manager.

Now a Park Ridge suburbanite,
Mr. Gantner's compulsive hobby is
plucking dandelions from his
lawn, for which he attempts to
draft his youngsters, Andy Jr., 12;
Carolyn, 10, and Joanne, 4. His wife
is the former Avellina Bednar of
Chicago. He is a member of the
Chicago Press Club, Veterans of
Foreign Wars and American
Legion.

Government Procedure

SENATE has passed a bill ($17)
that would set up a board to study
what rules of practice and proce-
dure should be followed by federal
agencies. In approving the legisla-
tion, which now must be passed by
the House, the Senate voted $25,000
for the board to consider judicial
proceedings for the enforcement or
review of agency action [BROAD-
casting • Telecasting, June 25].

NEW 5000 WATTS
NBC
GRAND RAPIDS, MICHIGAN
ALSO WOPD, FLINT; WBOA, EVANSVILLE; WFMN, INDIANAPOLIS • KATZ AGENCY

Page 50 • July 2, 1951

BROADCASTING • Telecasting
CLINTON H. FOWLER, assistant manager KUOA Siloam Springs, Ark., appointed manager KGER Los Angeles. STORM WHALEY will serve as general manager of Brown Schools radio stations (KUOA-AM-FM and KGER).

RICHARD H. RUDOLPH, sales staff WITH Baltimore, appointed general sales manager. GEORGE SHAFFER, sales staff, appointed local sales manager. Mr. Rudolph has been a member of the station's sales force for many years, and Mr. Shaffer has been with the station since it began operations.

JOHN W. DOSCHER, account executive WOR New York, to ABC Radio-Spot Sales department, as account executive.

Mr. Rudolph

Mr. Shaffer

KOLIN HAGER named general manager of WENT Gloversville, N. Y., effective June 18, to succeed I. F. TEETSELL, resigned. Mr. Hager's radio career began in 1921 with his appointment as studio manager and chief announcer of WGY Schenectady, the General Electric station. Subsequently he became vice president of the Buffalo Broadcasting Corp., returning to WGY in 1931 as general manager. In 1946 he became assistant to the president of Sesac Inc., New York, a position he left in 1949 for re-association with General Electric in its Strategic Material Divs., where he remained until his current appointment.

FRANCIS MARTIN Jr. appointed account executive of Blair-TV Inc., N. Y., TV stations representatives, effective July 2. Mr. Martin, associated for past year with DuMont Television Network as spot salesman, earlier represented Music Corp. of America in 29 cities. Other experience includes organization of the Harlem Broadcasting Co., N. Y., and service as WOR New York recording studio sales manager and sales manager of WLCR Torrington, Conn., WATR Waterbury, Conn., and WNAK Bridgeport, Conn. Also he served during 1946-47 as assistant to the radio department chief of Abbott Kimball Co., New York.

WALTER V. TURNER appointed manager KWBY Hutchinson, Kan. Mr. Turner has been with the station during his 15 years in radio.

JIM MCCORD, commercial manager KAYL Storm Lake, Iowa, appointed general manager, succeeding TOM SHUMATE, who has resigned to become production director at KICD Spencer.

RAY TROTTER appointed to sales staff WNJR Newark. He was with station relations staff of Progressive Broadcasting System.

Mr. Turner

PEL SCHMIDT appointed local sales manager WAAM (TV) Baltimore. He was with WITH same city.

WARD GLENN, announcer-newscaster WIRE Indianapolis, named adv. sales promotion and public relations director. He succeeds JAMES N. WILLINGHAM, resigned.

DOUGLAS CAMPBELL, general manager WHRV Ann Arbor, Mich., appointed to sales staff WXZD Detroit. RALPH DAWSON, radio sales staff WXZD, to TV department.

EDWIN J. TURNER, chief announcer and director of students, WNYU (FM) New York, Fordham U. station, appointed station manager.

ADAM J. YOUNG Jr., N. Y., appointed representative for WMIE Miami, Fla. Station will become LBS affiliate effective Oct. 2.

GUY CARON appointed general manager CJNT Quebec. He was with CIBR Rimouski.

H. A. SEVILLE, manager WCAV Norfolk, Va., has severed connection at WCAV.

LEE GORMAN, advertising manager WABI Bangor, Me., elected to board of directors Community Broadcasting Service (WABI). Other members of the board are HORACE HILDBRETH, ex-governor of the state; MURRAY CARPENTER, manager of WABI; JAMES WHITE, and GEORGE EASTON.

HOMER GRIFFITH, commercial manager KAFP Petaluma, Calif., to KBBS-KMAR (FM) Bakersfield, in same capacity.

H. MALCOLM STUART, account executive for American Weekly, to ABC Radio Network Sales Dept., as account executive.

TOM W. JUDGE, sales staff WBZ-AM-TV Boston, named account executive on television sales staff CBS Radio Sales.

FLOYD FARR, general manager KEEN San Jose, Calif., appointed member executive committee, San Jose Chamber of Commerce Advertising Bureau. . . . ROBERT KLEIN, general manager WNAS Philadelphia, has received his Master's degree in Education at Temple University.

DOUGLASS M. BRADHAM, general manager WTMA Charleston, S. C., named director Charleston County Tuberculosis Assn. . . . E. J. (Mike) HUBER, general manager KTRI Sioux City, Iowa, re-elected president of Advertising Club. . . . TOM DAISLEY, sales representative WIS Columbia, S. C., named one of "Key Men" by Columbia Junior Chamber of Commerce.

"Moo-la" Buys Your Stoves in Wisconsin

AND WKOW TURNS ON THE HEAT!

There's a warm reception waiting for your product in America's richest dairyland . . . a half-billion dollars' worth of milk checks that Bossy will earn this year. Get your share of this "moo-la." Take advantage of WKOW's concentrated, low-cost coverage — a half-million dollar area.

A HOT SPOT FOR RESULTS

WKOW-CBS

MADISON, WISCONSIN

Blankets the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!
RTDG CONTRACT
Signed With KNBH

CONTRACTS providing for increases ranging from 22% to 40% for directors, assistant directors and floor managers and KNBH (TV) Hollywood were signed last week by Radio & Television Directors Guild. Signing followed nine months of negotiations between the guild and NBC and its Hollywood outlet (KNBH).

Retroactive to Dec. 1, 1950, the contract covering 12 men extends to May 31, 1952. It covers minimum payments for workers on local and network shows. Minimum payment for directors on a network show is $140 plus commercial fees, for which no pattern has yet been set; for assistant directors and floor managers, sliding scales ranging from $70 to $80 per show on local shows, and $85 to $100 for network shows, plus overtime in both show categories.

The contract further calls for a five day week, eight hour day plus overtime compensation for assistant directors and floor managers; and two weeks vacation with pay after one year’s employment for all three categories of directors.

The guild currently is negotiating with CBS Hollywood and its recently acquired outlet KTSL (TV) for similar contracts. Approximately five men are involved at the network, about 12 at the station.

FILM TRANSMISSION
WHAS-TV, AP Testing Wirephoto Facilities

USE of newspaper wirephoto facilities for the transmission of television newscasts is being tested by WHAS-TV Louisville and Associated Press.

While the technique is in the early experimental stage, enough progress has been made to offer hope that newscasts eventually can be transmitted by wirephoto equipment. Such a process would offer a fast and economical means of compiling daily newscast programs for TV, according to Dick Oberlin, news director of WHAS, who conceived the idea.

First tests were started about six months ago by H. B. (Goldie) Little, AP photographer in Louisville, with the approval of Oliver S. Gramling, assistant to the general manager for radio at AP.

In a transmission of a newscast strip from one machine to another in the Louisville AP bureau the transmission was compared favorably with a newspaper wirephoto of 15 years ago though it showed scanning lines and was not sharp. The strip was intelligible, however, offering hope for marked improvement in quality as experiments proceed.

The tests have been conducted with 35mm film since the wirephoto equipment cuts the size of transmitted photos in half. Actual size of the delivered strip was 17 1/4 mm, an engineering detail which the developers believe can be worked out in view of the almost universal use of 16mm film by TV stations.

With the growing demand for speed in TV newscasts, Mr. Oberlin believes the process offers hope for quick and economical completion of such programs. He suggested two cameramen could be assigned to New York, Washington and Chicago, as key points in a wirephoto network. These teams could cover much of the top news of the day, with each providing two or three minutes of programming.

Present wirephoto equipment could handle this volume of traffic in about 20 minutes. The films could be put on the wire as late as 5 p.m. for use on dinnertime newscast programs.

ROSELL NAMED
Film Firm Vice President

SID ROSELL, formerly executive on the committee in charge of studio operations and executive producer, RKO Radio Pictures Inc., last week joined the merged Official Film Inc.—Jerry Fairbanks Productions operation as vice president and general manager in charge of studio operations.

According to the long-term contract finalised in New York, Mr. Rosell will be in complete charge of the Official-Fairbanks studios, reporting only to Jerry Fairbanks, who is in charge of production. His headquarters will be at the firm’s Hollywood studios.

Immediate plans for the film pioneer include working on expansion plans with Mr. Fairbanks for the mass production of television films. Firm has available over $5 million for its planned TV film production program.
A Service of Broadcasting Newsweekly

IN THIS ISSUE:

TV's 10th Commercial Year Marked
Page 54

CBS Commercial Color Well Received
Page 55

TV Benefits Children, 'Times' Survey Finds
Page 56

Latest Set Count By Markets
Page 67

KTLA THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

MAY 1951

SHARE OF TELEVISION AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>TV SETS IN USE</th>
<th>TV Station &quot;A&quot;</th>
<th>TV Station &quot;B&quot;</th>
<th>TV Station &quot;C&quot;</th>
<th>TV Station &quot;D&quot;</th>
<th>KTLA</th>
<th>TV Station &quot;E&quot;</th>
<th>TV Station &quot;F&quot;</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN. THRU SAT. 6:00 P.M.-10:00 P.M.</td>
<td>42.1</td>
<td>14.1</td>
<td>4.5</td>
<td>11.8</td>
<td>17.7</td>
<td>33.8</td>
<td>8.8</td>
<td>9.1</td>
<td>0.1</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.</td>
<td>24.1</td>
<td>8.5</td>
<td>4.5</td>
<td>26.9</td>
<td>4.4</td>
<td>44.5</td>
<td>0.8</td>
<td>10.4</td>
<td>-</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.</td>
<td>9.7</td>
<td>18.1</td>
<td>-</td>
<td>26.7</td>
<td>2.7</td>
<td>59.3</td>
<td>1.8</td>
<td>0.9</td>
<td>0.5</td>
</tr>
</tbody>
</table>

1,038,750 TV Receivers in Los Angeles area, May 1, 1951

KTLA Studios · 5451 Marathon St., Los Angeles 38 · Hollywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · Bryant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK
PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
TV'S 10TH COMMERCIAL YEAR

COMMERCIAL television was 10 years old yesterday. On July 1, 1941, four advertisers became the first full TV sponsors in broadcast history by buying time on WNB'T, NBC's video station in New York. Only that day had this TV station discarded its 11-year-old experimental call of W2XBS and issued television's first rate card in celebration of its new commercial license.

(A far cry, this, from last Monday's inauguration of commercial color: TV just 10 years minus one week later, when 16 advertisers joined in sponsoring the afternoon 60-minute colorcast on a five-station CBS video hookup.)

A baseball game between the Brooklyn Dodgers and the Philadelphia Phillies was the first item on WNB'T's schedule for the day, but viewers saw the first original Bulova video time signal, which was repeated to close the day's telecasting at 11 p.m. In between, three other advertisers helped make TV history: Sun Oil Co. put the camera on Lowell Thomas as he did his evening newscast on NBC-Blue for the first sponsored simulcast; Lever Brothers Co. presented Uncle Jim's Question Bee, and Procter & Gamble Co. brought the audience a special telecast of Truth or Consequences.

The possessors of New York's 4,000 TV sets, their families and their friends on that first day of July in 1941 were possibly not as greatly thrilled at the beginning of sponsored TV as they were by the new opportunity to choose their program fare from the offerings of three stations, CBS's WCBW, another pristine call replacing the experimental W2XAB, and Dumont's W2XWV joined WNB'T in offering the New York audience the first three-way choice in video history.

Revenue to WNB'T

Television's revenue from the sale of time on that first day of commercial operation, however, all went to WNB'T. CBS decided to devote its station to program experimentation for the time being and did not begin to sell time until Nov. 1, 1940, when it adopted its present identification of WCBS-TV. W2XWV continued with experimental operation until May 2, 1944, when its commercial license as WABD became effective.

Not that WNB'T's first day's take was anything to rave about—$60 each for the two evening half-hour shows, $30 for the quarter-hour newscast and $12 for the time signals (24 daytime, 28 evening) gave total time sales for the day of $162. Even if the studio charges $90 for the half-hour big studio programs, $30 for the small studio quarter-hour and $5 for each spot—were added in, the aggregate is still only $88.2. But after years of no revenue at all even that small sum seemed to the TV broadcasters a long step in the right direction.

They felt also that it was a step that was long overdue and possibly too late to do much immediate good. More than a year before the Commission had authorized limited commercial operation for television as of Sept. 1, 1940, but that grant had been promptly withdrawn when an aggressive sales campaign for RCA receivers had aroused fears that TV standards might be prematurely frozen on that company's system, which was vigorously opposed by some other manufacturers, notably Dumont. An all-industry National Television Systems Committee devoted most of 1940 to research and field testing and, early in 1941, presented to the FCC recommendations that commercial operation be licensed on what was practically the RCA system of the year before. The two major proposed changes were from 441-line picture definition to 525 lines and transmission of the aural signals accompanying the pictures by FM instead of AM. The Commission accepted the NTSC proposals and set commercial operation for July 1, 1941, on which date it began.

War Cuts Hours

But war was drawing ever closer to our shores and already the electronic industry was fully engaged with defense orders and had little material or manpower to devote to the production of TV sets to provide circulation for this new advertising medium. When 1942 saw the commercial operation requirement for 15 hours of programming a week cut to four hours for the war's duration, WNB'T and WPTZ (TV) Philadelphia—which had issued a rate card asking $60 an hour for its time, day or night, on Sept. 16, 1941, date of its commercial license, were the only time sellers of the seven U.S. video stations then in operation.

WGB (TV) Schenectady, whose history dates back to 1928, was in 1941 rebroadcasting many of WNB'T's programs, including sponsored shows, picked up direct by a

(Continued on page 71)
COMMERCIAL COLOR KICKOFF

CBS Show Well Received

CBS INTRODUCED color television to commercial broadcasting last week (see IN REVIEW, page 23). The move, which was greeted by many as a major step, was followed by two half-hour delays, while the controversy over CBS color vs. compatible color of the RCA type continued undiminished.

Coincident with its color opening, CBS accused RCA of trying to "confuse" the public and industry by resorting to "sheer distillation" of "psychological" claims. It also thought it noteworthy that Allen B. DuMont Labs. "whose opposition to color television is well known," had already given a sample of RCA's tri-color tube while CBS had not, though RCA had promised samples to all its licensees and Columbia too is a licensee.

CBS President Frank Stanton disclosed that Peter C. Goldmark, vice president in charge of engineering research and development, who developed the CBS color system, is in Europe working for adoption of the CBS standards there. He is in Geneva, conferencing with the International Radio Consultative Committee (CCIR), an advisory group of the International Telecommunications Union.

Dr. Goldmark, President Stanton reported on the kickoff colorcast, is "trying to make sure that the people of Europe too can enjoy this great advance in television."

Other Demonstrations

RCA meanwhile went ahead with plans to begin public demonstration of its own system, on an experimental basis, in New York next Monday, while DuMont Labs. rehubbed in a last minute attempt to secure FCC postponement of CBS commercial colorcasting [BROADCASTING • TELECASTING, June 25], staged its own demonstration of the RCA tri-color tube and also a color converter pickup of the initial CBS color broadcast.

CBS spokesmen estimated that 35,000 to 40,000 persons in five markets—including "several thousand" persons watching on home-built color converters—witnessed Monday afternoon's opening color show "premieres." The show was originated by WCBS-TV New York and fed to a network composed of WNAC-TV Boston, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WTOP-TV Washington. These stations, except WTOP-TV, also carried WCBS-TV's daily 4:30-5 p.m. program and all aired the 10:30-11 a.m. color program, which started Tuesday and Wednesday, respectively, spokesmen said.

In addition to special showings in five of the five cities carrying the opening color show, Color tone Inc., New York, reported more than 400 dealers watched on sets installed in its New York headquarters and Muntz-TV, also in New York, demonstrated its CBS color companion set to the public. Color tone officials said they were turning their full facilities over to production of CBS-type adapters and expected to have 3,000 units in distributors' hands by last weekend.

CBS Vice President Adrian Murphy reported at a pre-broadcast luncheon for newsmen on Monday that about 20 manufacturers—none of them "major" manufacturers—had approached CBS for patent licenses to build CBS color equipment. He also disclosed that Columbia's newly acquired Hytron tube division is working on a tri-color tube, along with many others in the industry, and reported that he knew of two manufacturers who are planning to offer CBS a tri-color tube.

Color time charges, Mr. Murphy reported, were worked out last September and consist, for the present, of 10% of the then effective black-and-white rate. In New York, this amounts to $250 an hour. Additionally, the advertiser pays program costs and, in facilities charges, $225 per hour for studios, etc., as compared with $275 an hour for black-and-white productions.

For its initial program, CBS had what it believed to be the largest group of advertisers ever to sponsor a single network broadcast—16. In addition, General Mills (one of Monday's 16) also sponsored the first broadcast of the regular 4:30-5 p.m. series, The World Is Yours, a nature show. The succeeding broadcasts in this series, and also the 10-11 a.m. spray, Modern Homemakers, were unsold.

Will Help Set Dealers

President Stanton told newsmen at the pre-broadcast luncheon that TV set dealers should "applaud" the introduction of color. It gives them "something new to talk about" in their stores. Rather than suffering from recently slow sales, he explained, pointing out that their present black-and-white inventories can be adapted into new sets by conversion of color signals as well as standard monochrome.

He predicted that many new stations in the future will begin broadcasting in color rather than black-and-white.

"Far more than just a handful of stations will broadcast color."

(Continued on page 60)

UHF CONVERSION

THE JOB of converting the average VHF TV receiver for UHF reception will be "relatively simple and inexpensive," judging by observations of Glen McDaniel, president of Radio-Television Mfrs. Assn., and by inspection of a series of converters demonstrated Friday at Bridgeport, Conn.

No present TV set will be made obsolete by UHF, Mr. McDaniel said.

Under RTMA sponsorship UHF converters and other reception devices were demonstrated for the benefit of FCC officials, manufacturers and others. The idea was suggested by FCC Chairman Wayne Coy, who voiced a desire to see what progress manufacturers have made in preparing for the UHF services expected in early 1962 under FCC authorization.

Eight manufacturers showed their latest developments in the Barnum and Stratfield Hotels, Bridgeport. Five Commissioners and five FCC staff members saw the demonstrations.

"These demonstrations make it clear that owners of VHF television receivers have nothing to fear from UHF," according to Mr. McDaniel. "Manufacturers will be ready with simple and relatively inexpensive conversion equipment once the FCC is prepared to issue construction permits for UHF television stations."

UHF Conversion

Reminding that many VHF set owners may not want UHF reception facilities for some time inasmuch as present VHF services are not slated for curtailment and supply all network programs in many areas, Mr. McDaniel added: "But even in areas which now have inadequate service and where UHF stations will supplement VHF telecasting, there is no need for anyone to wait for VHF-UHF combination receivers."

"The industry is agreed that UHF telecasting is satisfactory from a technical point of view and will be a welcome addition to our present limited VHF telecasting channels. It will make possible a nationwide telecasting system, eventually embracing as many as 2,000 TV stations. Consequently, we look forward to its early entry into the television field."

Considerable time will be required for any extensive development of UHF telecasting, even after FCC opens UHF channels for commercial operation, Mr. McDaniel said. He felt it may be a long time before UHF stations are built in cities now well served by VHF outlets.

"Regardless of the timing," he said, "no present television set will be made obsolete by the advent of UHF telecasting. Where UHF stations are added to present VHF stations, ample converters and devices will be available. Meanwhile, anyone who awaits for UHF-VHF sets will be depriving his family and himself of many hours of enjoyment."

Among those at the demonstration (Continued on page 61)
THE NATION'S school officials an "overwhelming majority" of them—think television is "benefitting youngsters in many different ways and is not having significantly adverse effects."

This contradiction, among favorite contentions of "pure" educational TV stations was reported by The New York Times last week in what was regarded as one of the most exhaustive studies of the effects of television yet undertaken.

The study covered TV effects on radio, politics, education, sports, theatre, reading, civic meetings, retail businesses, and other phases of the social and economic scenes.

In one of seven articles on reporitual study conducted by more in 100 Times correspondents, including those in all TV markets, Times Radio-TV Editor Jack Gould reported:

"In a remarkable unanimity of opinion, which undoubtedly will go down as a major heresy throughout the television industry, state superintendents of school systems, principals and teachers agree that at least children under 7, who are already screening excessively or neglect other activities, but that they soon return to their old habits and maintain their scholastic standing. . . . "Use of television to introduce children to many personalities, events and topics to which they otherwise might not be exposed, a large number of school officials said, actually was contributing to the education of the younger generation, according to correspondents of The New York Times.

"Improved vocabularies for children in TV programs throughout the country as a new tool of learning that has vast potentialities for shaping democracy's future." But "a preponderance of educators were critical of the cultural quality of today's general run of commercial video programs and a majority favored the reservation of special TV channels for non-commercial and educational use."

Nevertheless, the study found educators who see good in some of the prime targets of the organized proponents of educational-channel reservation.

Dr. Phillip Polatin, assistant clinical professor of psychiatry at the College of Physicians and Surgeons at Columbia U., was quoted as saying that cowboy films, despite general parent disapproval, are "an excellent outlet" for children's hostility and aggression. But another, thought TV is leading children to "confuse violence with strength, low necklines with femininity, sin with sex and criminals and police."

Woolf Colvin, principal of Seward Park High School on New York's lower east side, was described as seeing TV as a factor which widens attention and experience, though he also wondered whether it isn't also withdrawing children too much, from home-work and open-air.

The Times noted that a parent-teacher organization at Garden City, Long Island, had come up with a survey of TV effects which showed:

<table>
<thead>
<tr>
<th>EFFECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERESTS</td>
</tr>
<tr>
<td>Beneficial Uninfluenced Harmful</td>
</tr>
<tr>
<td>Intellectual 56.4% 35% 8.6%</td>
</tr>
<tr>
<td>Creative 17.8% 64.2% 9.6%</td>
</tr>
</tbody>
</table>

Despite a number of more critical appraisals of TV's effects, Chicago's general superintendent of schools, Herold C. Hunt, was quoted as saying that particularly in the lower grades, students with television sets seem to be more aware, have a somewhat larger vocabulary and seem to have greater sense of the world at large.

On the negative side, he found frequent cases of "over-identification" with Hopalong Cassidy or Howdy Doody and said some youngers appear at school with "TV habits." With respect to educators' reactions, Mr. Gould also reported that the Times study showed that "cities in the East having some extensive experience with university and school video programs— notamment Philadelphia, Baltimore and Syracuse—report public reaction to TV has been favorable. Similar verdicts on educational TV came in from Detroit and Minneapolis, among others."

The Times study, undertaking to evaluate television's effect on "social life," got under way Sunday, June 24, and continued through Saturday, June 30.

In a opening report Mr. Gould said the newspaper's inquiries showed that TV is "influencing the social and economic habits of the nation to a degree unparalleled since the advent of the automobile."

Cites Effect of TV

TV's effect, he reported, extends to "the way the public passes its leisure time, how it feels and acts about politics and government, how much it reads, how it raises its children, and how it charts its cultural future. The country never has experienced anything quite like it."

In a subsequent article Mr. Gould noted that "established evening habits of the American people are undergoing drastic revision in the wake of television's upward surge. Playing an almost equal part, however, is the rising cost of living."

He said major radio network (Continued on page 71)

---

**WSB-TV CASE**

PRINCIPALS in the proposed transfer of WSB-TV Atlanta last week denied there was any basis for the contention of WGST Atlanta that the television license should be surrendered. [BROADCASTING • TELECASTING, June 25]

Atlanta Newspapers Inc. and Broadcasting Inc., transferor and transferee, respectively, filed answer to WGST, which is operated by Georgia Tech under the University System of Georgia.

ANI, a merger of the Atlanta Journal and WGST (licensed on Channel 8) and the Atlanta Constitution (permitted of WCON-TV in the Atlanta-constituent) of WCON-TV, has completed the Channel 8 license would then be assigned to Broadcasting Inc., a new corporation of leading local citizens.

The joint document last week answered WGST to this effect:

1. There is no law, rule, regulation, policy or precedent to legally sanction or support the WGST petition.
2. The FCC has abolished its Avco rule, requiring filing of competitive applications for Commission's consent to transfer or assignment of a license, and is assuming in any proceeding to comply with the rescinded Avco rule.
3. There is no basis that requires ANI to surrender its TV license, nor was there anything ANI to offer to surrender its license. The reasons which actually ANI in offering to sell and enter into an agreement to sell the TV station in

---

**ANJ Files Answer To WGST**

THE NEW YORK TIMES report on television's effects on "majors segments of American life," published in a series of articles last week, was acclaimed as one of the most comprehensive appraisals yet attempted in this field. For it, the Times called upon more than 200 of its correspondents in cities, towns and throughout the U.S. —including all TV markets—in addition to members of its principal departments in New York and additional help from its major bureaus. Radio-TV Editor Jack Gould's series of seven articles, published June 24-30, was distilled from some 110,000 words of copy filed by the correspondents based on their grass-roots interrogations.

---

**Uses 100 Correspondents**

---

**Keisler's New Show**

JACQUES KEISLER Mfg. Co. (wrist watch bands), is sponsoring a new series, "Tales of Tomorrow," alternate Fridays, 7:30-10 p.m. over ABC-TV, beginning Aug. 3. The program replaces Keisler Bandstand on ABC-TV Wednesday, 8:30-9 p.m. which left the air June 6. The agency is Hirsch-Garfinklin Inc., New York.

---

**Teletasking • Broadcasting**

---

**Page 56 • July 2, 1951**
**BOX OFFICE BALM**

MOTION-PICTURE theatre operators, looking for a cure for retarded box office, get two apparent boosts from television last week: (1) Disclosure that NBC has a TV-program film project for theatres in the thinking stage, and (2) the results of theatre group's second experiment with theatre-TV networking.

The NBC plan, which authorities said still has several hurdles to clear before the program was to become official comment, would involve the filming of the best sequences of top TV performers' network programs for distribution and showing in theatres on a regular fullfeature basis.

For the most part, it was understood the films would be made from "live" re-encasts of the delayed portion of the original TV shows. Kinescopes would thus be used.

**FILM PRODUCERS**

Urge Subscription Video

MARKING the first motion picture industry approval of a general plan of subscription television systems, the Society of Independent Motion Pictures (SIMPP) at its annual convention in Los Angeles last week unanimously passed a resolution urging FCC to "speedily license exemplary systems of subscription television.

The motion picture market should be expanded "without artificial limitation or restriction," the resolution stated.

Anxious to explore new approaches and avenues for the utilization of television for the "greatest good to the greatest number," the association urged adoption of a subscription system which the public would be afforded a "more abundant opportunity to enjoy quality feature length pictures, educational, and cultural programs."

No particular system was recommended by the group. Any methods or methods that would provide additional revenue for films, it felt, should be released for general use. The question of whether films would be released simultaneously in theatres and for television would await FCC approval of a subscription plan and testing by producers in various places.

Coming in for criticism at the convention by SIMPP members was the treatment given old films being commercially telecast. Editing of films to fit required time slots in engineered telecasts, they said, also, the public's appetite for motion pictures is dulled by the insertion of commercials during telecasting.

Producers also were urged to release feature films on closed TV circuits, as another opportunity for additional revenue. Such release, it was felt, would not affect regular theatre business.

**Two Silver Linings Seen**

A committee of NTCP members. "We are not trying to make this a closed thing," Mr. Marks went on. "Anyone who feels the way we do we is welcome. In fact, we may try to interest prominent attorneys more experienced in such questions than we are in the committee."

**LUTHERAN SHOW**

Spends $750,000 for TV

LUTHERAN CHURCH—Missouri Synod, which has two million members, has approved a plan to spend $750,000 on a television show with a documentary-dramatic format. This was announced last week by the Rev. Oswald C. J. Hoffmann, Synod public relations director who heads headquarters in New York.

The Rev. Mr. Hoffmann, in outlining the plan to members of the South Wisconsin District, said, a fortnight ago, described the venture as the largest ever to be undertaken in television by a Protestant church group.

In the plan, noted that the Seventh Day Adventists recently appropriated $350,000 for the medium.

A non-profit organization, Lutheran Television Productions, will be incorporated soon in New York, and will handle all production details. The group plans a series of 26 half-hour shows, which may be put on film. No details have been worked out, but the TV group hopes to find "an entirely new format" which will combine fiction and documentary techniques, the Rev. Mr. Hoffmann said.

Purpose of the show will be to attempt to point to the Christian faith and to the Bible as solutions for mankind's problems, he said. The money will be collected in a special membership fund drive.

**'BOSTON BLACKIE'**

Sold in 21 TV Markets

ZIV TELEVISION Programs Inc., New York, last week announced it already has sold its Boston Blackie rights in 33% (21) of the TV markets, and expressed confidence that the transmitted program would be sold in all markets by the time it is released Sept. 11.

Southern Biscuit Co., through Dan Lindsay Adv. Co., Richmond, will sponsor the program over WTVR (TV) Richmond WTAB-TV Norfolk, WRGB (TV) Schenectady, as well as Washington, D.C.

Two separate legal questions, one relating to Telemeter and Phonevision and the other to "closed circuit" telecasts such as the theatre project, were among the questions, he said, adding that research on each already had been begun by

**ARCHITECT'S drawing of how Television Square, proposed television production center of WOR-TV New York, will look from the 67th St. and Columbus Ave. corner. Designed exclusively for video production, present plans are to have the building completed late this year [BROADCASTING • TELECASTING, May 21].**

July 2, 1951 • Page 57
FILM PRODUCTION

QuARTERLY FORUM of the National Television Film Council, which is celebrating its third anniversary, was held in New York Wednesday, with 15 speakers leading kaleidoscope discussions of the subject of TV films.

Beginning with "Television Station Forum," presided over by WCBS-TV New York Film Director David Savage, the council heard Stan Parlin, broadcast film director for NBC, discuss station film production. A radio show, Mr. Parlin said, under the right circumstances is "merely a tape of a television show." He said some programs were better filmed than telecast "live," because of production cost factors. He cited script or aerial shows, five of which could be filmed in two days, at substantial savings in comparison with five "live" telecasts.

Mr. Parlin urged "serious consideration" of the claim that the networks had spent millions on facilities for telecasting "live" shows, and were not anxious to "compete against themselves" by going into film production.

Suggesting that best results were obtainable with 35mm rather than 16mm film, Mr. Parlin said that the latter lost about 15% in picture, and 25% in sound quality.

Gordon Kinney, the Advertising Council's radio and TV director, described the Council's difficulties in extending emergency public service campaigns to television film spots, because of the inelasticity of current TV film programs. He asked his listeners to call upon film producers to make more allowance for spots.

Clearance Covered

Speaking on "Film Clearance—Legal and Music," Theodore R. Kuppersman, NBC attorney, said that "three basic problems" of clearing TV films were literary rights, personnel rights and music rights. Every film should be examined for a copyright notice. If it carried none, the film might be in the public domain, although that was a matter to be checked, he said. Personnel rights and music rights each contain numerous points to be considered, he continued, adding jocularly that from a legal standpoint the ideal film would be one from the silent era, all performers in which were dead.

Mr. Savage presided over a period devoted to "resolutions, recommendations and gripes" of NTFC members present.

During the luncheon period, C. Edward Carrier, president of Hollywood Enterprises Inc., spoke on "Extra Program Revenue Through Commercial Exploitation and Licensing." After citing examples of successful film exploitation, he urged his listeners to consult a "good firm specializing in the field" of exploitation, which, he said, usually would accept an account on a percentage basis.

Mel Gold, NTFC founder and past president, in reviewing the council's three years of existence, pointed out that its growth reflected the increased importance of film in television. And August is being set for nominating officers during the coming year, and a proposal to establish annual NTFC awards now being considered, also were reported by Mr. Carrier.

At a "Distribution Forum" following luncheon, Saul Torell, Sterling Films Inc. president and chairman of the distribution committee, presented the committee's report. He was followed by Archie Meyers, Unity Television Corp. president, who discussed "Phases of Film Distribution," and Isabel Leighton, authors and Town Hall board member, who talked about "Educational Film and TV, A Distribution Problem."

Production Problems

Larry Gordon, Vidicam Picture Corp. president and chairman of the council's production committee, presided over a "Production Forum" after that. Norman Matthews, Rithruff & Ryan producers, discussed "Production Breakdown"; John Battison, Dan- cer-Fitzgerald-Sample TV commercials director, spoke on "TV Film Commercials"; Marshall Grant, Rithruff & Ryan director, on "Producer-Client Relations"; Mr. Gordon on "The Raw Stock Situation." A demonstration of "The Editola," a cutting, editing and production machine, was conducted by David Deesares and Egon Neilon.

COAST FOOTBALL

Delayed TV Fact Signed

KTTV (TV) Los Angeles, in negotiations with the NFL, has acquired exclusive West Coast sales and distribution rights for delayed telecasting of films of 1951 Pacific Coast Conference football games. The price is undisclosed, was signed last week. The contracts were signed by Frank G. King, KTTV sales manager, and W. J. Parry, president, Sportsvision Inc., which will film the games.

Station plans to telecast home and road games of the two local universities, U. of Southern California and U. of California at Los Angeles, and to sell films of games of the other seven PCC schools to other local stations where the particular colleges are located.

Plastics TV Drive

PLASTICS MFG. Co., Dallas, appoints Product Services Inc. for a nationwide TV campaign for its Texas lines of plastic dinnerware. The campaign starts Aug. 1 in 16 key cities.

On the dotted line...

HAZEL BISHOP Inc. (lipstick) nears $2 million ad budget with Freddy Martin show on 62-station NBC TV network starting July 12. Completing arrangements are (seated) Hazel Bishop and George Frey, NBC v. p.; standing (l to r) Raymond Spector, pres., Raymond Spector Co., Bishop agency; Robert Button, NBC salesman, and Band Leader Martin.

McALPIN CO. is sponsoring Peggy's Guest House on WCPO-TV Cincinnati under contract signed by R. Nelson Shaw (seated), McAlpin pres. and gen. mgr. Standing (l to r) are Peggy Sherwood, emcee; William Levi, acct. e.o.; Robert Acomb Agency, and Harold Parry, WCOP-TV.


On the dotted line...
Two passengers who witnessed reception of KRON-TV signal aboard UAL Stratacruiser were H. A. White, president of Hawaiian Pineapple Corp., and his daughter, Pat. Signal was received up to 500 miles from station's transmitter.

**STRATA TESTS**

KRON-TV Reports Results

"OUTSTANDING" results have been reported to KRON-TV San Francisco which collaborated with United Air Lines in a test designed to provide trans-Pacific passengers with regular commercial TV shows.

A standard RCA home TV receiver was installed in the lounge of UAL's Stratacruiser Flight 49 to Hawaii last month. The Stratacruiser's regular antenna was used to pick up telecasts from KRON-TV operating on Channel 4. Special technical personnel from the air lines company and the station accompanied the flight to measure results.

KRON-TV received three messages from the plane which reported reception ranging from "good" for 17,000 feet to "fair to poor" for 20,000 feet. Reception faded on the latter, possibly due to expiring signal strength or curvature of the earth. Measurements on "statute miles" varied from 165 to 306.

**TELEMENDION**

Film Scenery Leasable

TELEMENDION SYNDICATE of America has been organized to develop and lease to TV stations the Telemension Suspended Image System. Headed by Stevens Macey, firm is headquartered at 550 Fifth Ave., New York.

Developed by Emil H. Frank, the system employs transparencies, thus creating the impression of scenery around live, moving figures, it was explained. It is designed to cut the cost of program scenery through the use of film. Equipment is available to stations on a lease basis only, with all film to be processed through Telemen- sion laboratories. Charges will be computed on a to-be-determined percentage of stations' Class A card rate, Mr. Macey said.

WEST Philadelphia Chamber of Commerce honored WFIL-TV Philadelphia for station's "excellence in programming" at organization's 10th annual meeting. Scroll was given Roger W. Clipp, general manager.

**RE-TELECASTS**

New FCC Problem Growing

A NEW and growing problem involving illegal re-broadcast of existing television programs may be facing the FCC. Already approximately 16 cases have been called to the attention of the FCC's monitoring staff wherein teletasts have been picked up off the air and re-amplified without the use of wires to certain areas.

Eight of these situations have been reported in West Virginia, involving such communities as Logan and Marmet. It is believed that many of the cases are in honest ignorance of the law and stem from confusion about community antenna system. The latter operation, involving pickup of signals off the air and transmission to homes by lines, is a legal function not needing FCC approval.

**JOINT FACILITY**

Congress Must Give Go Ahead

IF CONGRESS wants to give the green light and possibly additional funds, television will be added soon to the Joint Radio Facility, it has been learned.

Ralph R. Roberts, House Clerk, said if Congress orders by resolution that the facility pay for TV equipment out of its reserve fund, it will be done. However, Mr. Roberts said it would be helpful if funds were appropriated. This Congress thus far has failed to do.

Reason why an appropriation would help the facility, operated by its superintendent, Robert Coar, is that the cost of TV equipment may go as high as $65-85,000, Mr. Roberts said.

It has been revealed during testimony before an appropriations sub-committee that the facility, which currently records Congressmen's reports for broadcast station use, has built up a $100,000 reserve in the past 2½ years.

Estimates have been received in answer to advertisement of bids. Lowest was $61,000, it was disclosed. Mr. Roberts has told the subcommittee that he and Senate Secretary Leslie Biffie are ready to proceed with expansion of the radio service to television.

**SMPTE Convention Set**

SOCIETY of Motion Picture & Television Engineers will hold its 70th semi-annual convention at Hollywood (Calif.) Roosevelt Hotel, Oct. 15-19. W. C. Kuzmann, convention vice president, is in Hollywood conferring with Peter Mole, president of the society, and other officers, on convention plans. They anticipate an attendance of 500 members from all parts of the world.

**IT'S RESULTS that count...**

One of WGN-TV's newest local advertisers, a sporting goods firm, sponsors an 11:00 P.M. feature film on Thursday nights...

**Results of the first program...** More than 600 balls and gloves sold in two hours the next day.

**Results of the second program...** More than 2000 DOZEN golf balls sold the following day.

If it's results you want... you need WGN-TV in Chicago

(P.S. The company has signed for an additional film program)

**THE CHICAGO TRIBUNE TELEVISION STATION**

July 2, 1951 • Page 59
Commercial Color

(Continued from page 58)

a CBS statement said. "Most of our own affiliates carry any number of our network programs. Some television stations already have color equipment on order so that they can broadcast color programs."

Major manufacturers who have refused to build CBS-type sets, Columbia asserted, "will either change their minds because the public and the television dealers will insist that they do, or they will no longer be large manufacturers."

Mr. Stanton reported that CBS has been "besieged" with calls from manufacturers and dealers wanting to get necessary equipment. He reiterated Columbia's estimate that its own color-monochrome sets—CBS-Columbia, formerly Air King—would reach the market by Sept. 1. The CBS statement said these sets would be of two types: one with internal adaptation to permit reception of CBS color in black-and-white, slated to sell for "only a few dollars more than" the present prices; the other capable of reproducing CBS color signals in color. Both types will also receive standard monochrome telecasts.

In the CBZ statement quoted RCA officials as having testified, in FCC's color hearings, that the RCA tri-color tube could be used with CBS sets. 

Yet RCA's determination to keep the public and the industry confused on this point is clearly shown by the fact that at last week's tube symposium in New York, RCA refused to discuss the application of the tri-color tube to the field sequential (CBS) system, the statement asserted.

Noting that RCA had delivered a sample tube to DuMont Labs, but had not yet to CBS, the statement, released Monday, declared, "Actually there is no great rush in view of the fact that the tube cannot be produced for at least two years."

The new "composite" color system proposed by the National Television System Committee, CBS added, is a searching system at all. It is no more than a vague outline on paper. . . .

On Monday's opening commercial colorcast, CBS Board Chairman William S. Paley hailed the event as "a landmark in television history" and the beginning of "a new dimension" which will exert a "long-lasting influence in a relatively short time.

FCC Chairman Wayne Coy, who appeared on the program with Messrs. Paley and Stanton, called it "a day of fulfillment," marking "an hour of triumph" for CBS scientists who developed the color system and for the owners and executives of CBS. "Whoever invented television, the faith and the courage to fight the long, uphill battle to develop the system and secure its adoption as the only system authorized. . . ."

Mr. Stanton paid tribute to Dr. Goldmark, developer of the system. "This day certainly belongs to Dr. Peter Goldmark and the men and women in his laboratory," he declared.

Johnson Commends

Mr. Paley read a telegram from Sen. C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, who called it "a historic day in the progress of man," and offered congratulations for "your persistence in the public interest in fighting the good fight for improving the art of television."

Meanwhile, at its Passaic laboratories DuMont Labs was picking up the CBS program for showing to newsmen, and also demonstrated the RCA tri-color tube using DuMont equipment.

The tube demonstration consisted of a succession of color slides, shown simultaneously on three sets. The color set and a companion black-and-white set received the "program" by wire, while a third black-and-white set received the same "program" from a small, intra-laboratory transmitter. Quality of the color picture and its companion black-and-white wire-fed picture was good, but that of the transmitter-fed black-and-white picture was somewhat less so.

Sets Compared

Following the tri-color tube demonstration, which was under the direction of Dr. Thomas T. Goldsmith, Jr., director of research, management and engineering, was a call made for news¬men to watch the CBS "Premiere." Pour receivers were lined up—a black-and-white set tuned to WCBS-TV, another black-and-white set tuned to WNET (TV), a color set using the CBS rotating wheel, and a fourth color set using a rotating drum.

When the CBS program started, it appeared on both color sets, although somewhat less crisply on the "drum" receiver than on the "wheel" receiver. Incompatibility was demonstrated on the black-and-white set tuned to WCBBS which, of course, did not show the telecast. The other black-and-white receiver produced the WNET (TV) program for purposes of comparison.

Dr. DuMont, who watched the CBS color telecast with newsmen, commented on the studio lighting difficulties involved, and called attention to what he considered the unnatural complexion of Ed Sullivan as the latter's image appeared on the color receivers.

Dr. Goldsmith said that "we believe the significance of this broad¬cast (CBS "Premiere") can be better appraised when considered in comparison with the possibilities of other systems and experiments which have been under way by the best engineers of the entire television industry."

With respect to the tri-color tube demonstration, he continued, "the pictures reproduced on this direct-view color tube possess the same line and field scanning standards which are employed for black-and-white commercial broadcasting."

After its initial broadcast, CBS said reports from all cities carrying the program indicated it was "a technical as well as artistic success."

In New York, where almost 400 persons watched in a studio equipped with eight color sets, the introduction of the Bern¬ard Baruch as calling color "a vast improvement . . . over black-and-white television."

Other quotes reported by CBS included:

FCC Comm. George E. Sterling—"This is the day I have been looking forward to for a long, long time. I think it was great."

Stanton—"Mr. Tobey (R-N. H.), another member of the Senate's Commerce Committee—"I'm confused. I think it could be, but I'm not really sure."

Sen. James F. Kern (R-Mo.), also on the Senate Commerce Committee—"I wish it could have been done better, but it is in the right direction."

Henry J. Kaufman, CBS Associate, Washington agency—"This is by far the best color demonstration we have come to the product actually in the market."

Dorothy B. McCann, vice president of McCann-Erickson Agencies—"An excellent step forward."

William H. Weintraub, president, William H. Weintraub & Co. Agency—"Color brings a third dimension. Today's broadcast by CBS was a breath of fresh air. The third dimension is practical—exciting—and effective."

Henry Legler, vice president, War¬wick & Legler Agency—"Color opens a whole new field for television advertising for television."

William H. Lewis, vice president, Kenyon & Eckhardt Agency—"Color can make any message more meaningful."

Alex W. Grifhith, radio and TV direc¬tor, Al Paul Leffton Agency—"The possibilities for advertising displays of major products is tremendous."

Edward Ingle, radio and TV direc¬tor, Remington Rand, Inc.—"It's truly marvelous . . . just look what it's going to do to our product candidates."

Tobin Holt, general manager, WAPI and WAFM (TV) Birmingham—"A wonderful presentation. . . ."

COLOR SPOT

CBS Provides Fact Sheet

WHAT DO spot announcements cost on CBS color TV? The answer is provided in a CBS color fact sheet supplied by the network to its salesmen. At present, the salesmen were told, the only local availability on WCBS-TV New York, which will originate the color shows, are an eight-second announcement with shared station identification, the same format as in black-and-white.

Costs: Eight second—$50 flat; 20 second—$75 flat. Cost for preparing of each flip card at WCBS-TV (art work)—$60.00 flat. A staff announcer off camera will be provided at no charge.

An eight-second spot appears on camera but does not speak (demonstrates while off-camera voice narrates) figure is given in monochrome sets, and figure in color for monochrome sets.

If actor speaks on camera up to five lines, cost per announcement is $4.75 flat. If actor on camera speaks more than five lines, $4.00 per line.

On special occasions, subscription rates for broadcasters are available, $4.50 per line. Advertiser must use continuous schedule of 18 spots.
UHF Conversion
(Continued from page 55)

tion were these FCC officials: Chairman Coy and Vice-chairman Paul A. Walker, and Comr. Rosel H. Hyde, Edward M. Webster and George E. Sterling. FCC staff members were engineer, general counsel; Cyril Braun, chief of TV Facilities Division; Virgil R. Simpson, assistant to chief engineer; E. W. Chapin, chief of the Research Division; and William C. Boes, chief, High-Frequency Radio Branch.

John W. Craig, Crosley Division, chairman of the HTMA Set Division, conducted the demonstration in Bridgeport. He was host at a luncheon to FCC officials, exhibitors, the press and other guests. UHF demonstrations were geared to the experimental transmissions of NBC from KC2XAK Bridgeport. Guests visited the station after receiving equipment had been demonstrated.

List of manufacturers who took part in the demonstrations and the type of equipment demonstrated follows.

Crosley - Funston Corp., Fort Wayne, Ind. - Demonstrated the ease of converting a set that is a standard TV set to UHF reception, the demonstration test was conducted about four miles from the transmitter on a regular television channel.

Converters used in the demonstration were described as "engineers' models" by company executives, who said they were not available at this time to say what the converters would sell for or when they would be available to the public. Crofley could not consider the CBS system the final answer to color telecasting, the Avco executives said that Crosley is cooperating with other companies in trying to develop a compatible color system, but that in the meantime the company is preparing to enable the purchasers of its monitors to convert to UHF by accepting the system when they are receiving CBS colorcasts if they want to do so by adding converters to these sets.

Crosley Division of Avco Mfg. Corp. on Thursday gave its New York dealers and newsmen the first public demonstration of reception of commercial color telecasts through a converter attached to a standard TV set.

CROSCLEY SHOW
Color Converter Used

CROSLEY DIVISION of Avco Mfg. Corp. on Thursday gave its New York dealers and newsmen the first public demonstration of reception of commercial color telecasts through a converter attached to a standard TV set.

This converter is capable of operation from 460 to 800 mc and uses a tuned low-noise germanium crystal mixer. The input (at 63 mc) feeds into channel 3 or 4 of any present day TV set. A cascode amplifier provides an overall gain in signal strength without addition of circuit noise.

Philo. Corp., Philadelphia - While Philco has been experimenting with several types of UHF converters, it has concentrated only on one of its models at the Barnum Hotel. It consisted of a Hallcrafters color converter with continuous tuning which may be attached to any Philco TV set. It covers the full range of proposed UHF channels and is easily attached.

RCA Victor Divisions, Camden, N. J. - RCA Victor's latest high-quality converter designed to bring in all UHF channels and suitable for attachment to current receiving receivers, was demonstrated at the Barnum Hotel. An outgrowth of RCA's intensive exploratory use of UHF for the past several years, the converter is designed for quality performance, giving pictures that compare favorably on every respect with UHF reception. On the face of the attractively designed converter there are two knobs and an easily read dial. Tuning of the converter is sufficiently simple to be within the comprehension of an instant reading from the average set owner.

General Electric Co., Schenectady, N. Y. - Stromberg-Carlson Co. demonstrated a small UHF converter at the Barnum Hotel. The converter, provided simplified tuning of all 76 channels in the UHF band. It will operate on all UHF channels, and is designed for modern designs of all other manufacturers. It may be installed by the custom-er in a few minutes time. The unit is small and of pleasing appearance.

Wigmore Radio Corp., Chicago - Wigmore Radio Corp. demonstrated its current UHF converter at the Barnum Hotel. Actual addition of the UHF strip to tuner receivers is shown to illustrate that the conversion of a VHF set for UHF reception requires a very few minutes time that no other change in the set is required.

VETERANS of Foreign Wars' buddy poppy scroll was presented to program of Camden College, over the Dumont TV network, in recognition of program's service to hospitalized veterans.

HOURS TRIMMED
Strike Hits KFI-TV

FIVE more hours weekly have been trimmed from the dwindling program schedule of KFI-TV Los Angeles as the TV strike against the station goes into its 13th week.

The latest loss was the hour-long, five-weekly Songo show, removed when the program's sponsor, Del Moore, and Producer Hy Heck, who own the program, were declared unfair by the union which charged them with strikebreaking and threatened union action if they continued working on the station.

The program was sponsored on a cooperative basis by California Songo Merchants Assn., Los Angeles, through Mr. Heck's advertising agency.

Mr. Heck has since signed the TVA code and has been removed from the union's 'unfair' list effective June 24. Mr. Moore, on the other hand, was the object of the first disciplinary action taken by the union since its Charter Day strike a year ago. Declared guilty of strike breaking the TVA national board at a recent meeting, he was fined $500 and "severely reprimanded."

Now on the air 36 hours weekly, the station has lost approximately 28 hours weekly since inception of the strike April 4 which still shows no signs of ease. Early meetings have been held in the past several weeks between the union and station which has been holding out mainly on a closed shop issue - Station Owner Earel C. Anthony insists on an open shop. In the meantime station affairs are further complicated by its being in the process of being sold, subject to FCC approval, to General Electric Co. [Broadcasting & Telecasting, June 11]. The fear is that settlement of the strike may have to await completion of the sale.

MECK CONVERTER

Priced Less Than $150

ATTACHMENT which will convert black-and-white to color and sell for less than $150 retail will be delivered to customers in August by John Meck Industries, President John S. Meck, President of the company today.

The company's new "Add-A-Color" unit will have a 14-inch picture tube, and can be plugged in all existing sets made since January and other brand sets with addition of a connector socket and some wiring changes.

Mr. Meck, in a letter to distributors, predicted that color TV will stimulate the retail business and bring added importance to the TV market. "Sometime, some day a complete electronic color system will be created that gives all color images without rotating discs. ... Many people will want color television, and it can be best brought to them now by optional color accessory units."

 Participating spots in some of our Best Rated Shows still available.

EDWARD LAMB, Pres.
Healy-Head - Nat'l Rep.
NBC-CBS-ABC-DUMONT

WIGU
Channel 6
ERIE, PA.

Channel 6
ERIE, PA.

Closely affiliated with WDTD, Toledo, Ohio and WTVN, Channel 6, Columbus, Ohio.

July 2, 1951 • Page 61
 ENTIRE personnel of WLWD (TV) Dayton, Ohio, was kept busy last Wednesday morning scooping water and mud from the main studio building. A "terrible storm" struck at 7 a.m. Soon there were two feet of water in the film room. Studios and offices also were flooded. At 11 a.m., WLWD was again on full operation at supplementary studios. Operations were expected to return to the above building by week's end.

EDUCATIONAL TV Programming Unit Formed

NATION'S educators last week took initial steps to provide a cooperative educational television program service.

Meeting in Washington at the offices of the American Council on Education, university presidents and public school administrators followed through on a unanimous decision of a June 20 conference of educators that such a cooperative service was of prime importance.

Dr. Arthur S. Adams, council president, announced appointment of a drafting committee to work out specific procedures whereby the cooperative television program service can be formed.

Members of this committee include Dr. John R. Richards, Wayne U., chairman; the Rev. John J. Cavanaugh, Notre Dame president, and Dr. L. A. Wilson, commissioner of education, New York State.

Sylvania Awards

CHIEF AWARD of the Sylvania Television Awards Committee will go to that TV program considered by the judges to have "outstandingly met its social responsibilities to the community and the nation," as well as having "blazed the most notable creative television technique trail between Jan. 1 and Aug. 31, 1951," Don Mitchell, Sylvania Electric Products president, announced. Supplementary awards will go to all categories of TV personnel, from actor to make-up man, he said.

ROGERS SUIT

Asks Protection on Films

ROY ROGERS has filed suit in U. S. District Court, Los Angeles, asking Republic Productions Inc., and subsidiary Hollywood Television Service Inc., be restrained from issuing any of his starring Westerns in a manner whereby the cowboy actor's name and that of his horse Trigger are used for commercial purposes.

With Republic planning to release a backlog of Mr. Rogers' Westerns for television through HTS, the suit is in the nature of a test. It will determine the legal position of the cowboy actor and other motion picture personalities whose films might be released to video. Contention is that the use of his old Westerns on television would convey the impression that he is endorsing products advertised.

The suit, if successful, could set an important precedent for the film industry, observers declare. Unless the cowboy actor's contract with Republic contained special motion picture-television clauses, the granting of the injunction could mean that studios could not offer their backlog of old films to video without consent of the players appearing in them, it was pointed out.

Gene Autry, singing cowboy star, once under Republic contract, also has threatened suit if that studio releases any of his old starring Westerns to video. Inasmuch as he is now making his own television films, charges would include unfair competition.

TV-A-SAG VOTE

Ten N. Y. Firms to Pick

PERFORMERS of 10 New York film companies will choose as their bargaining agent either Television Authority or Screen Actors Guild in an election to be held by mail between Sept. 15 and Oct. 15, according to a stipulation signed by both sides in New York, under supervision of NLRB Attorney Eugene M. Purver.

With announcement of the stipulation, which marks a third major step toward settlement of the year-and-a-half-old dispute, SAG President Ronald Reagan issued a statement in Hollywood denouncing TVA. In consenting to the New York area election, TVA had chosen to "challenge the entire jurisdiction of the Screen Actors Guild," he said.

In New York, George Heller, TVA national executive secretary, said that if TVA wins the election, it will offer to "give back" non-TV film actors to SAG.

Auctions Banned

USING an auction sale to establish a market place for a mass selling of TV receivers has been banned in New York by License Commissioner Edward J. McCaffrey. In a statement he warned two licensed auctioneers who conducted a four-day sale in New York last month.
When Keith McKenney decided to "get in on the ground floor of television", he really went all out—spent three years as camera man, stage manager, program supervisor, production manager and script-writer, and then added three more years in television sales, before joining F&P. Today, Keith obviously qualifies as a true Television Specialist, and is anxious and ready to serve you.

"Serving you" is the main reason our TV department has grown so tremendously in the past few years, even though these years have of course been ones of enormous growth for television in general. New men, new accounts, new highs in billing—they're all a reflection of F&P's basic philosophy that our biggest job is to help you get the greatest possible value for your TV dollars.

We think a visit with any one of our "Colonels" will convince you that we really work at that job — and that we do it well, here in this pioneer group of radio and television station representatives.
<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>6:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>6:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>6:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>7:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>7:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>7:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>7:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>8:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>8:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>8:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>8:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
</tbody>
</table>

**Monday - Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>9:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>10:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>11:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>12:00 N</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>12:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>12:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>1:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>1:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
</tbody>
</table>

**Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>1:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>2:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>2:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>2:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>2:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>3:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>3:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>3:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>3:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>4:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>4:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>4:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>4:45</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>5:00</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>5:15</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>5:30</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>5:45 PM</td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
<tr>
<td>TIME</td>
<td>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>--------</td>
<td>----------------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THURSDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRIDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CBS**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

**DuMont**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

**ABC**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

---

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THURSDAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRIDAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>DuMont</td>
<td>ABC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CBS**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

**DuMont**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

**ABC**

- Thursday: Captain Jim L
- Friday: Captain Jim L
- Saturday: Captain Jim L

---

**Programs in italics, sustaining; Time, EDT. L: live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; N, noninterconnected stations.**

**ABC**

- 7-7:30 PM, M. Tu., Shenley, Andy & Delta Russell; F, Shenley, Cook's Champagne Party.

**CBS**

- 3:15-3:30 PM, T., Th., Bride & Groom; Th., Hudson Paper Co.
- 3:30-4 PM, M-W-F, All Around The Town, s.
- 3:30-4 PM, T., Meet Your Cover Girl, s.

**NBC**

- 5:30-6 PM, M-F, Firms listed sponsor Howdy Doody in 15 min. segments.
Eyes and Ears of a GOOD CITIZEN

You don't declare yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George F. Hollingbery Co.

WHIO-TV

is currently supporting these worthy organizations

Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Green Cross Safety Campaign
Community Chest
Social Security
Montgomery Co. Ministerial Assn.
Dayton Council on World Affairs
U. S. Air Forces
St. Elizabeth Hospital Fund

Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
St. Joseph Orphanage
Boy Scouts
Girl Scouts
Public School Activities
Paint-Up and Clean-Up Week

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.
FOR the first time in four years of checking, sales of television sets in Videtown, undisclosed test community, have been lower in volume than for the corresponding period of the preceding year.

Fewer sets have been sold in Videtown thus far in 1961 than were sold during the same period in 1960.

This was revealed in a fourth annual survey by Cunningham & Walsh Inc., New York, of Videtown, a secret test community of 40,000 inhabitants.

The agency has used Videtown as a research lab to measure TV statistics since 1958. This is the same community year after year, Cunningham & Walsh feels that its reports offer a comparison of behavioral patterns.

In Videtown, 50% of the families now have TV sets. During the year ending Dec. 31, 1960, ownership increased 11%. The agency attributes this to the last—the recent decline in set sales to the buying spree last fall.

C&W predicts, however, that set sales for the whole of 1961 will be lower than the 1960 figure. This is because (1) the second set market has not materialized; (2) sets are still too new to produce a large volume from the replacement market; (3) with half of Videtown's families now owning sets, interest in buying is diminishing.

Set ownership is highest in the middle income group, where 54% now have telesets. Buying is falling off in the upper income group—just not interested—and in the lower income group which often does not have sufficient cash for the increased down payment. It was indicated that most of the non-owners in the lower income group would like to buy a set when they can afford it.

Color television was not found to affect sales to any considerable degree. Only a handful gave that reason for not buying a set this year. It was pointed out, however, that color television might prove a stimulant to sales when it becomes popularly priced.

To C&W, the most important fact uncovered in its four years of studying the effects of TV on community life is the respect mothers have acquired for the television set.

Mothers feel that it is a deterrent to juvenile delinquency—"it keeps the kids off the streets"—and that it strengthens the family group—"it keeps my husband home at night."

As far as school homework is concerned, many mothers used television as a reward for homework completed.

Another interesting value of TV, the survey points out, is that Videtown mothers are able to keep children off streets during polio season and resting on very hot afternoons.

G. W. Tasker, director of C&W research, emphasized these other aspects of the survey:

On the average weekday evening, 66% of the new owners watched television more than three hours.

In these new-owner homes, radio listening dropped 88%; among adults, visits with friends dropped 74%; evening entertainment in the home fell 87%; movie-going was off 77% as compared with movie attendance by these same persons before they acquired a television.

In the over-all picture, C&W found a slight downward trend in televiewing. Yet, the agency added, when persons do watch television, they spend more time at it now than formerly. Set-owning families are definitely engaging in fewer activities which take them out of their homes.

* * *

Heat Taking Viewer Toll On Early Shows—ARB

DAYTIME and early evening viewing was most affected by the summer weather during June 1-6, but most of the top network programs maintained relatively high ratings. American Research Bureau TV-Nationals indicated last week. Many programs presented at 9 p.m. showed relatively small rating losses.

Television Station Coverage Areas—July 2, 1951, Telecasting Survey

**Weekly Television Summary—July 2, 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>KOB</td>
<td>8,400</td>
</tr>
<tr>
<td>Annapolis</td>
<td>WDI-TV</td>
<td>16,161</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB, WSB-TV</td>
<td>15,900</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAM, WSB-TV</td>
<td>297,658</td>
</tr>
<tr>
<td>Bangor</td>
<td>WJAR, WJAR-TV</td>
<td>40,113</td>
</tr>
<tr>
<td>Blowing Rock</td>
<td>WBFM, WBFM-TV</td>
<td>46,200</td>
</tr>
<tr>
<td>Boston</td>
<td>WBM, WNEC-TV</td>
<td>87,476</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGRS, WGRS-TV</td>
<td>74,964</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WTVI</td>
<td>19,463</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBB, WIN-TV, WGN-TV, WBB, WIN-TV, WNBO</td>
<td>1,975,300</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TV, WRC-TV, WLWT</td>
<td>215,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNCW, WNCW, WJXU</td>
<td>407,196</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCBN, WCBN, WTVM</td>
<td>176,541</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRXL-TV, WFAA-TV, WSB-TV</td>
<td>179,068</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WDRG</td>
<td>36,384</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ, WWJ, WXYZ</td>
<td>510,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WICU</td>
<td>55,890</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>KRLD-TV, KRLD-TV</td>
<td>117,068</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>KOMA</td>
<td>115,068</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WLAW-TX</td>
<td>60,100</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>80,110</td>
</tr>
<tr>
<td>Huntington</td>
<td>WGLD</td>
<td>46,100</td>
</tr>
<tr>
<td>Inland Empire</td>
<td>WAGS</td>
<td>118,000</td>
</tr>
<tr>
<td>Jackson</td>
<td>WWMB</td>
<td>52,000</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WJTV</td>
<td>67,500</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAI-TV</td>
<td>133,125</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KLAS</td>
<td>121,832</td>
</tr>
<tr>
<td>Lexington</td>
<td>WJTV</td>
<td>97,105</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>49,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>WPXW</td>
<td>977,421</td>
</tr>
</tbody>
</table>

**Estimated Sets in Use 12,458,000**

**Editor's Note:** Totals for each market represent estimated sets within television area. Where separate area sets overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Tantal sets in all areas are necessarily approximate.

---

**Fourth Survey Released On 'Videotown'**

(Report 170)

---

**Weekly Television Summary—July 2, 1951, Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVL-TV, WNAS-TV</td>
<td>90,556</td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCN</td>
<td>97,871</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVI</td>
<td>170,904</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV, WTMJ-TV</td>
<td>242,193</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KSTP-TV, WOTC-TV</td>
<td>354,000</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSM-TV</td>
<td>31,471</td>
</tr>
<tr>
<td>New Haven</td>
<td>WNNC-TV</td>
<td>152,192</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WDSU-TV</td>
<td>63,150</td>
</tr>
<tr>
<td>New York</td>
<td>WABD, WPS-TV, WJZ-TV, WNB</td>
<td>2,350,000</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WTV-17, KTV-17</td>
<td>69,130</td>
</tr>
<tr>
<td>Phoenix</td>
<td>WPXG</td>
<td>89,729</td>
</tr>
<tr>
<td>Providence</td>
<td>WHAS</td>
<td>83,077</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRAV</td>
<td>56,384</td>
</tr>
<tr>
<td>Rochester</td>
<td>WABC</td>
<td>96,400</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KDUL-LTV, KSL-TV</td>
<td>46,600</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KTVL-LTV, WTV-37</td>
<td>57,364</td>
</tr>
<tr>
<td>San Diego</td>
<td>KMBX-LTV, KMBX, KFMB-LTV</td>
<td>97,500</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KOCO-TV, KOCO, KXRN</td>
<td>196,449</td>
</tr>
<tr>
<td>Seattle</td>
<td>KTVL</td>
<td>172,500</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KDSC-TV</td>
<td>293,000</td>
</tr>
<tr>
<td>Syrian</td>
<td>WHEN, WSYR-TV</td>
<td>125,671</td>
</tr>
<tr>
<td>Toledo</td>
<td>WTVN</td>
<td>123,000</td>
</tr>
<tr>
<td>Tucson</td>
<td>KTVI</td>
<td>74,140</td>
</tr>
<tr>
<td>Waco</td>
<td>WACV</td>
<td>65,900</td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>KWSW</td>
<td>363,000</td>
</tr>
<tr>
<td>Washington</td>
<td>WLTV, WTV-9, WFTV-9, WTVG-9, WTVT</td>
<td>51,900</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>WGTW</td>
<td>66,100</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>WGST</td>
<td>363,000</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEL-TV</td>
<td>51,900</td>
</tr>
</tbody>
</table>

**Now there are 117,068 Television Homeowners in KRLD-TV's Effective Coverage Area**

---

**The CBS Station for Dallas and Fort Worth is KRLD-AM/FM-TV.**

---

**KRLD-AM/FM-TV Effective Coverage Area**

---

**The Times Herald Station National Representatives The Brannham Company**

---

**July 2, 1951**

---

**Page 67**
mission order directing the station to show cause why its frequency should not be changed from Channel 4 to Channel 7 and requested a separate hearing, an order required by the Communication Act.

Leaving off those supporting the Commission’s allocation authority, FCC General Counsel Benedict F. Cottone argued that the commis-

sion’s decision on this issue would affect the fundamental legality of comparable authority in virtually all other service classes.

Mr. Cottone argued FCC’s basic authority is clearly and specifically spelled out in Sec. 303 of the Com-

munications Act, where Congress has delegated the appropriate power to FCC, in these subsections, to:

- Classify radio stations;
- Prescribe the nature of the ser-

vice to be rendered by each class of
licensed stations and each station within
any class;
- Assign bands of frequencies to the various classes of stations, and assign frequency spacings, individual frequencies, and determine the power which each station may have and the manner in which it may operate;
- Recommend station allocation classes to be used with respect to its external effective range, control of the emissions from each station and from those operating adjacent to it;
- Make such regulations not inconsis-
tent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act; PROVIDED HOWEVER, that in selecting or in the times of operation of any station, shall not be made without due regard for the public interest, convenience or necessity; the provisions of this Act will be so interpreted as to discourage interference and promote public convenience and safety and if the public interest, convenience or necessity so requires the same, such stations may be assigned for operation at such times of the day as the Commission may designate.

(c) Assign bands of frequencies to be used with respect to its effective range, control of the emissions from each station and from those operating adjacent to it.

(d) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act; PROVIDED HOWEVER, that changes in the frequencies, authorized to the operation of any station, shall not be made without due regard for the public interest, convenience or necessity.

(e) Study new uses for radio, provide for experiments with various devices, and generally encourage the larger and more effective use of radio in the public interest;

(f) Have authority to establish areas or zones for regulatory purposes.

(g) Make such rules and regulations and prescribe such restrictions and conditions as the Commission in its discretion may deem necessary to carry out the purposes and provisions of this Act, and of the National radio or wire communications transmission laws, including, but not limited to the use of radio, to which the United States is or may hereafter become a party.

Mr. Cottone explained the only exception was detailed by Congress in Sec. 303 (f) where a hearing must be afforded an existing station whose operation would be changed.

The general “cover-all” provision cited by Mr. Cottone was Sec. 4 (i) of the statute:

“The Commission may perform any and all acts, make such rules and reg-

ulations, or take such orders, not in-

consistent with this Act, as may be

necessary in the execution of its func-

tions.”

“We think that language is very plain,” he stated.

To the FCBA argument applied

by the works to be selected at a

fair hearing under Sec. 309 (a) of the act if FCC were to fix by rules a pre-determined allocation for that station, the

Commission has been upheld in favor of FCC by the courts in comparable cases. He said the courts “have consistently

sustained the authority of the Com-

mission to adopt general rules and

regulations in connection with its

licensing functions.”

Hearing Right Issue

He said under the FCBA argu-

ment, an applicant for a broad-

casting license must show that fre-

quencies could demand a hearing

on his application, and if denied, appeal under Sec. 309 (a).

In his memorandum brief on this subject, the Commission contended that the FCBA contention respecting rights to hearing under Sec. 309 (a) would prevent the Commission from adopting any general rules which define and declare elements of the public interest in advance of individual licensing proceedings and “is, therefore, a contention not consistent with the provisions of the Communications Act but one squarely in the teeth of every judicial decision bearing upon the subject.”

The brief continued:

It would necessarily follow from the contents of petitions that no rule or statement of policy, which may be

adopted by the Commission, could fore-
close an applicant’s right to a full

earing in a hearing of this nature.

This necessarily means that the Com-

mission, in promulgating any effec-
tive general policy, by rule or statement, must determine whether the public interest would be so affected as to warrant a

rule-making proceeding.

Moreover, all of the Commission’s rules would be transformed into a mere ad-

visory declaration. However, it has

been consistently held that the Com-

mission’s Rules and Regulations are not merely tentative advisory pronuncia-

tions, but have the force and effect of

law.

Mr. Cottone explained that under FCC’s proposal anyone wanting a change of call letters or the al-

location table may petition for a

change in the rule to provide such a

channel if available. If the peti-

tion is granted by the Commission, he explained, the party has full justiciable rights provided under Sec. 402 (a) of the act.

The one-year limitation on filing of such petitions, he stated, is a “reasonable limitation” imposed by act of Congress, which has been upheld in comparable circumstances by the courts in such decisions as the Ashbacker case.

He contended FCBA’s chief objection to FCC’s proposal was in Section 4 (b) of the act. Mr. Cottone argued there is nothing in this section which prohibits the rules proposed.

There would have to be “pretty
CBS’ "feels unwise," he said, CBS "tries to distinguish between what we don't like and what we believe is illegal."

Effects Described

Alternatives to a fixed plan were held "unattractive" by Mr. Salant. He thought adding the issue of which city merited the allocation of a channel to the normal issues of a comparative hearing would multiply the complexity of the case innumerable times.

If FCC were to junk its fixed plan and proceed on a strictly application basis, Mr. Salant said CBS "would be held up at Chicago would create a chain-reaction involving cities after city ranging from Norfolk, Va., to Grand Forks, N.D. He termed this illustration an "extremely limited example."

Com. Robert F. Jones questioned Mr. Salant at length whether the published plans for channels not listed in the fixed table once it is set by the Commission. The attorney replied in substance "almost written" he will be unable having their hearing and due process "now" on such issue, in the oral argument and in the forthcoming hearing on city-by-city hearing. It also was noted the right appeal is provided after the table is made final.

George O. Sutton, appearing for several existing TV stations and other applicants, said all of his clients support FCC's authority to make a firm allocation but he would not comment on the educational issue.

"Neither do we question the authority of the Commission to make such reservation," he said. Mr. Sutton informed FCC none of the existing TV stations he represents, whose frequencies the Commission proposes to change, oppose the city-by-city hearing. Mr. Sutton mentioned WDEL-TV Wilmington, WBRK-TV Birmingham and WAGL-TV Lancaster, Pa. He also appeared for WBFG Altoona, Pa.; KOKX Kokomo, Ind.; KOAM Pittsburg, Kan.; KFVS Cape Girardeau, Mo.; WDBO Orlando, Fla.; WKG Mobile, Ala.; WVA; and KFBU Columbia, Mo.

James A. McKenna Jr., appearing for ABC, stated the network supports FCC's allocation authority. It opposes the city-by-city complex hearings would ensure if a fixed plan is not adopted.

Similarly pointing out the long proposed city-by-city plans, they are leashed in a flood of new applications upon hearing of the freeze, Vernon L. Wilkinson told FCC that "to cut the Gordian knot there must be an allocation." He appeared in support of FCC's position on behalf of WBRK Pittsburg, Mass.; WFTL Ft. Lauderdale, Fla., and KING-TV Seattle.

Other attorneys concurring in support of the FCC plan includedペンス秀, Philadelphia; Maurice R. Barnes, for Michigan State College; and Ernest W. Jennes, for Lowell Cooperative Broadcasting Association.

William A. Porter, president of FCBA, opened the afternoon session in opposition to FCC's allocation plan by rule. But it is "the mistaken idea that FCC has general powers of allocation and rule making but the bar group does oppose a table of fixed allocation by rule."

He saw court litigation on a fixed plan by rule delaying TV service to the whole country. FCBA does not oppose an allocation plan, but Mr. Porter, Chairman. In fact, he said, "we urge that one be adopted." Such a plan must not be by rule, however. He added:

"Discard' His Plan"

When plans were set according to rule, Mr. Porter indicated, FCC at its own discretion can decide who shall have a hearing on a request to allocate a channel not listed in the table. "If it is a reasonable plan, it is his discretion is unlawful, he indicated, since all applicants must be afforded hearing.

As an example of such discretion being used against an applicant, he cited the University of New Hampshire's effort to acquire Channel 10 at Bridgeport and to be included in the Hartford-New Britain comparative process.

The FCBA president noted the FM allocation is only a tentative plan and has been changed every now and then to meet a particular change; Mr. Porter, Chairman. He noted FCC has been issuing notices of proposed rule changes in FM during the past three years, however.

"If that same liberality could be applied to the television allocation," Mr. Porter stated, "there would be much less trouble with it."

Mr. D. M. Webster, Mr. Porter, thought the FM allocation would be "illogical" if finally fixed by rules.

"Our position is not one of obstruction," Mr. Porter advised the Commission, noting, "we have been accused of that." He explained FCC feared further delays otherwise which he deplored.

To Chairman Coy's inquiry respecting "intimidation," Mr. Porter replied there "absolutely" was no "intimidation" involved. FCC merely "fearing possible upset later."

"We couldn't intimidate you if we wanted to," Mr. Porter commented.

"Quite agree with that," Chairman Coy retorted.

"We are officers of your court," Mr. Porter told the chairman, explaining it was for this reason FCC should advise FCC on the legality problem.

The FCBA spokesman explained the "general language" of Sec. 303 of the act "is modified by the specific language of later sections," namely Sec. 307 (b); (c) and 309 (a).

Referring to FCBA's views on shortcircuiting the further procedure to expedite a lifting of the freeze, Mr. Porter said, "I think you should look up applications now. Take out one step."

This step to be omitted is the city-by-city hearing, he indicated.

Com. Porter inquired whether FCC should "take a long term lease on the Chicago stadium" in order to hold comparative hearings on applications. Mr. Porter replied a slight degree which will be necessary. Not based on applications.

He explained he did not feel all who filed comments would come forth with firm applications because of the cost of TV and other considerations. So many comments were filed, he indicated, because all parties felt FCC proposal was the "last chance" to get into TV. Such would not be the effect under FCBA's proposal, he argued.

Mr. Porter indicated four or five times as many applications may be filed as there were comments. Initial comments totaled about 700, and replies about 300.

"We are the pessimist on this, aren't you?" Chairman Coy asked Mr. Porter.

"No, I'm not," was the reply, as Mr. Porter stressed the high rate of application was itself "will separate a lot of wind from the substance." He emphasized he believed the so-called "allocation and rule delay" problem of comparative hearings would therefore wash out.

Chairman Coy suggested FCBA might be more concerned over channel scarcity than other broadcasters, but Mr. Porter disagreed, stating again the fear of a law suit which would tie up the entire country.

Mr. Porter then referred to Chairman Coy's comments that before, Mr. Porter, Chairman Coy interjected sharply.

"We see a threatened ease of controversy here," Mr. Porter commented, "and it's on television for a 'very long time.'"

No Education Comment

When asked about the educational reservation issue, Mr. Porter stated he was not authorized by FCBA to comment, but personally felt the "asterisk" (reservation) in channel plans was now so tagged, but would be open on "equal basis" to all applicants.

"Now that will really be lucky, wouldn't it," Chairman Coy tautly observed. "Others would really be showing "good faith" to educators by such policy."

Mr. Porter explained he thought educators should have facilities but they should be on "equal basis" with all other applicants.

"You feel that is real generous," Chairman Coy suggested.

Mr. Porter replied he did not think FCC had the right reserve channels.

To Com. Webster's inquiry whether the FCBA view on allocation legality would apply to all other services equally, Mr. Porter replied, "I think so."

Com. George E. Sterling asked if an applicant could take the allocation-by-rule plan to court when he had not proven a "flexibility" channel could not be leased. Mr. Porter answered he felt an applicant has the right to apply for a "specific channel" and may apply if denied that facility.

W. Theodore Pionier, appearing for several applicants, stated his clients opposed both the allocation and reservation proposals, although not all of them oppose or have

(Continued on page 88)
Effect on Adolescents

SURVEYED BY USC

EFFECTS of television on adolescents’ home life and family relationships are covered in a one year survey made at U. of Southern California School of Education by Lindon G. Leavitt Jr., radio-television instructor of Pasadena City College.

Encompassing 222 boys and girls from six junior high schools the survey shows that 30% like their homes more because of television. Only 7 out of the 322 reported video has been a bad influence in their home. Some 75% said they stay home more now because of video and 22% admitted enjoying companionship of their parents more since the family acquired a set.

From the parental side, 85% stated their parents gave them the same amount of attention they received prior to television, but 5% reported receiving less attention. There has been no change in the way members of the family treat each other was the opinion of 85%. It was the belief of 15% that the family seemed to get along better since they got TV.

Berle Tops Ratings

In Trendex Report

TOP 10 TV shows was headed by Texaco Star Theater according to Trendex Ratings covering interconnected network programs in 20 cities for the week of June 1-7. Survey lists the top 10 as followed:

Star Theatre---Barret 49.1 NBC
Godfrey's Talent Scouts 40.2 CBS
Frieside Theatre 37.7 NBC
Your Show of Shows 36.4 NBC
TV Playhouse 35.7 NBC
Godfrey 'n Friends 32.8 CBS
Your Hit Parade 31.3 NBC
Martin Kane, Private Eye 30.9 NBC
Star Theatre 28.8 NBC
Private Eye 28.5 NBC

Barrel Tops

Wade, production supervisor at the show, will report to Mr. Shawn. Mr. Munson also announced appointment of Robert J. Wade, production services manager, as executive coordinator of production development for the production services department. Mr. Wade, he said, will concentrate on “developmental activities in all stages production areas, with emphasis on new techniques and on color. . .”

Reporting to Mr. Kovach will be Ernest V. Theiss, broadcast operations supervisor; Stanley Parlin, broadcast film supervisor; William Ervin, studio operations supervisor; Hugh Graham, production coordinators' chief coordinator.

Robert Brunton, who will report to Mr. Webster, has been appointed supervisor of staging services' stage special effects. Also under Mr. Webster's direction will be M. M. Ewell, art director in charge of design, and Walter Giebelhaus, scenic production supervisor.

Bona fide Cancels

BECAUSE of CBS-TV’s no-haust policy Bonafide Mills Inc. (floor coverings), New York, is canceling its ’Bunny Maid Versatile Varieties (CBS-TV, Sunday, 11:30 a.m.-12 noon) for this summer. Since the show's talent consists of children and amateurs, most of whom are away at camp during the summer, Gibraltar Ad., New York, agency for Bona fide, said the move was necessary. Agency said the show will return to the air in September, on a network and at a time to be set.
special receiving array at the WRGB transmitter site in the
Helderberg Mountains. But WRGB did not begin charging for its own
time until Dec. 1, 1947. WRGB (TV) Chicago, which began tele-
casting programs in March 1941 and received its commercial license in
October 1942, did not go commercial until 1946. WTSI (TV) Los
Angeles, which as W6AXO began electronic TV operations in
December 1931, delayed the start of its commercial career until May 6,
1948, when it telecast a kinescope recording of the Old Gold Original
Amateur Hour.

Study Medium

These bare dates alone, however, do not give any thing like a com-
plete account of pictorial advertising on the air, even in the prewar
period of video experimentation. As soon as the television experimenters put
recognizable images on the air ad-
ersizers began to study this new
means of communication, which
soon was seen as a potentially
powerful advertising medium. In-
dustrial films, made for showing in
schools, factories, clubs and dealer
meetings, were freely offered to the
pioneer telecasters, who were glad
to receive this ready made program
material to augment their meager
supply of video entertainment.

Other advertisers advertised their
radio programs, but not nearly
as freely as sound broad-
casting. A few even developed
special programs for video pre-
sentation, paying the program costs
when the stations contributed their
facilities without charge in a
mutual campaign of advertising ex-
perimentation. NBC's W2XBS, in
the 15 months following its in-
saguration of regular programming
on April 30, 1939, telecast experimen-
tal commercial programs in coopera-
tion with 73 individual ad-
vertisers whose TV-promoted items
ranged from disinfectants to steam-
ship cruises.

In the fall of 1941, WPTZ's tele-
casts of the U. of Pennsylvania
football games, which had started
the previous year, acquired a spon-
sor, Atlantic Refining Co., which
has continued its sponsorship of the
Penn grid games on WPTZ each
fall since then. But although
WPTZ had a rate card in 1941, its
arrangement with Atlantic was for
the oil company to pay for the an-
nouncers, spotter and incidental
program expense, while the station
contributed the facilities and tech-
nical personnel necessary to trans-
mit the football pictures from the
gridiron to the Philadelphia view-
 ing public. It was not until 1946
that a straight time charge was in-
stituted for these telecasts.

DuMont Offers

Early in 1946 DuMont offered
advertisers and agencies the use of
W2XWV (now WABD) without
charge as a laboratory for experi-
mentation in video advertising
techniques. First to accept was
Benton & Bowles, which put on a
series of ten-minute dramatic
sketches for Post Tens, a General
Foods assortment of breakfast
cereals. Another of these early
quasi-commercial telecasts on the
DuMont station was a Chesterfield
program featuring Fred Waring
and his vocal ensemble; APM
would not permit instrumental
musicians to perform before the
TV cameras at that time.

As the war neared its climax,
TV programming schedules were
expanded and advertisers began to
prepare for full-fledged video ac-
tivity in the postwar era. NBC
launched an extensive schedule of
sports telecasts, installing sets in
service hospitals to bring these pro-
grams to invalided fighting men.

In 1947 WPTZ, which became the first
regularly affiliated station of the
NBC-TV Network, aired them in
Philadelphia, and WRGB in Schen-
tady, as well as WNBT in New
York.

Television's postwar expansion, from seven to 107 stations, from
a few thousand receivers to well over 12 million, from a handful of spon-
sors to thousands of regular video clients, needs no recounting here.
Its commercial growth can be epo-
tomized best, perhaps, by a com-
parison of WNBT's Rate Card
No. 1, with a base rate of $120
per evening hour and a night-
time one-minute announcement at
$8 each, and that station's current
rate card (No. 9), which calls for
$3,250 per evening hour and quotes
20-second announcements at $675

The Times reported that "sev-
eral broadcasters expressed the
view that while radio and TV were
now compared economically, the growing disparity in rates would
soon make radio virtually a 'new
low-priced medium' that could
stand on its own."

The Times also said that lower-priced radio programs was noted, along
with the radio networks' reductions in time charges effective (Sunday).

In Cleveland it was reported
the "asking price for one large station has skidded from $3,000,000 to
$1,250,000 in a year."

The Times noted that the "at
theues has dropped 20 to 40% since the intro-
duction of television. Many
film distributors believe the national
decline is roughly 7%.

In contrast, representative cities
that do not have television report business is holding up well and at-
tribute at most a 10% decline to the
higher cost of living."

In contrast to the number of the-
atre closings, the Times notes, have
been the approximately 800 new
drive-in theatres which were opened
during the past year. At drive-ins,
(Continued on page 72)
TV Benefits Children
(Continued from page 71)

it is pointed out, “customers can avoid parking charges, baby-sitter fees, and traffic congestion, and can dress as they please.”

The Times study found that “isolated and highly tentative reports...give the first hints that veteran video viewers are beginning to resume the movie-going habit after a steady dose of TV.”

Referring to experiments in the theater television area, Mr. Gould says that “by fall perhaps more than 100 houses will have theatre TV equipment and will be in a position to outbid an advertising sponsor on home video.”

“But,” he said, “overshadowing all other considerations in the relationship between television and the motion-picture world is the fact that television is still only in its relatively early stages of development.”

The Times found sports especially concerned about the effects of TV. In the case of high schools particularly it was found “loss of revenue from football and basketball is jeopardizing other sports and such extra-curricular activities as drama clubs, school newspapers, and student bands.” From a college standpoint, it was pointed out, 24 institutions have abandoned football since TV came in.

Yet on a national basis, the Times reported, TV’s effect on sports “does not follow a consistent pattern, and varies widely in different locations.”

The round-up found that “the surge of fan interest from the inroads of TV is what always has been the basic test for success in sports—a winning team or a championship participant.”

For instance, it was pointed out that the New York Yankees, Brooklyn Dodgers, and New York Giants baseball teams “are drawing large and sell-out crowds” for their top games, “and sale of the TV rights is just that much added revenue.”

Minor league, high school, semi-pro, and neighborhood events are suffering from top collegiate and professional telecasts, the newspaper reported, because “with big games on TV, people won’t go to little games.”

Book-reading in general, the study revealed, “has withstood the onslaught of television and the printed word at present is not seriously endangered.”

Mr. Gould reported that “sale of books to adults has fallen off in most cities, but public libraries in the main report an upward trend in the lending of books.” Mr. Gould concluded: “A major surprise in the reports on reading habits is a refutation of the persistent assumption that the young books reader would be lost to television. An overwhelming majority of public libraries reported that children, once they were accustomed to having TV, actually were reading more books, not fewer.”

The Times also pointed out that the inflationary spiral’s effect on magazine reading brought a divided answer, and in the case of newspapers it was reported that circulation “has been sustained or even increased in telecasting cities, but distributors said that early editions of morning papers and the very late editions of afternoon newspapers were affected in some communities.”

For the ‘Record’

FIRST two of The New York Times seven articles, written by Jack Gould, on the effect of television on American life were reprinted in the Tuesday, Dec. 10, 1956, issue of the Record. The story was headlined: “Most Important Fact of New TV Age.”

The Times reports on TV’s effect on reading habits, television’s effect on the theater, and the “Yankees’ $266.50” were the other items reprinted in the Record.

The Times reported that a New York group was willing to pay $266.50 for a copyright to televise a football game as it progresses.

COURSE 1:

TV AND COMPUTING

This introductory course deals with the fundamentals of business communication via the telecast of programs. The course is designed for participants who wish to develop the skills necessary to participate in the new field of professional telecasting. It is offered in three formats: individual, group, and self-study.

COURSE 2:

TV AND LEGALITIES

This course focuses on the legal aspects of professional telecasting. It covers such topics as copyright law, contract law, and the regulations governing the broadcast of programs.

COURSE 3:

TV AND TELEVISION PRODUCTION

This course provides a comprehensive overview of the technical aspects of television production. It covers topics such as camera and lighting techniques, sound production, and editing.

COURSE 4:

TV AND TELEVISION EDITING

This course focuses on the techniques and skills necessary for effective television editing. It covers such topics as storyboarding, editing software, and post-production processes.

COURSE 5:

TV AND TELEVISION DIRECTING

This course provides an in-depth look at the role of the director in the television production process. It covers topics such as shot selection, timing, and rehearsal techniques.

COURSE 6:

TV AND TELEVISION MANAGEMENT

This course focuses on the management of television production and broadcast operations. It covers topics such as budgeting, scheduling, and personnel management.

COURSE 7:

TV AND TELEVISION PROMOTION

This course covers the techniques and strategies for promoting television programs. It includes topics such as marketing, public relations, and advertising.

The courses are taught by experienced television professionals who have held key positions in the industry. They bring a wealth of knowledge and practical experience to help participants understand the challenges and opportunities of working in the realm of professional telecasting.

SWG Cautions Members

DISCIPLINARY Committee of Screen Writers Guild has cautioned members not to accept less than the SWG minimum of $500 for two weeks' work on television writing. Minimum had been $375 until recently when the rate was raised. With two members having been fined for working for less than minimum, SWG is now stressing the fact that future violators may be given stiffer fines.

* This map shows airline mileage to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. districts.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.
WORD SWITCH

Move to 910 kc Proposed

SWITCH from 1400 kc to 910 kc and power increase from 250 w to 1 kw directional for WORD Spartanburg, S. C., were favored in an initial decision issued by PCC Hearing Examiner Elizabeth C. Smith last week. WORD would continue fulltime operation.

In favoring WORD's application for the change, the initial decision asserted the proposed operation "would provide a new primary service, daytime, within its interference-free contour over an area of 1,824 square miles with a population of 115,683 persons and, nighttime, over an area of 72.2 square miles with a population of 24,759."

Moreover, Examiner Smith found the new assignment would enable WORD to furnish a secondary primary service to 35% of the city of Spartanburg at night and give "residents of the area a choice of locally operated stations."

The initial decision noted the switch does not directly comply with the Commission's rules and standards of good engineering practice "in that objectionable interference will be received within its normally protected contours. . . While the daytime interference is within the tolerance contemplated by the standards, nighttime interference is substantially in excess of such standards."

"However," the decision continues, "the increased number of persons who would receive service from station WORD, both day and night, and especially the extension of the station's nighttime interference-free service to a substantial portion of . . . Spartanburg as well as adjacent areas which now receive only one primary service, justify the deviation from the standards."

The examiner could find no basis for the objections of WJHL Johnson City, Tenn., and declared "no objectionable interference within the normally protected (6 mv/m) daytime contour of station WJHL would result from the proposed operation." She also found that the proposed switch "would not cause objectionable interference to any existing domestic station or any such station proposed in a pending application . . . (or) any foreign station."

WORD agreed to accept a grant conditioned by the provision that it bear any expense necessary to eliminate re-radiation problems with WSPA Spartanburg.

IBA To Meet Aug. 23

FIRST SUMMER meeting of the Illinois Broadcasters Assn. will take place Aug. 23 at Pere Marquette State Park, President Ray Livesay of WLBB Mattoon has announced. The park is located on the Illinois River 30 miles north-west of Alton.

WHEC helps clear up the Rochester picture for time buyers

The WHEC Service Ad illustrated here gives useful information not covered in the regular SRDS listing and is available or inaccessible at the time when you're weighing radio advertising opportunities.

The Service Ads of many other stations, too, are making the suggestion one radio director made when he said: "When radio stations tell me something about themselves in their ads—something their SRDS listings do not tell—I welcome it, and I use it."

You, too, probably find that such additional on-the-spot information in the SRDS Radio Book saves your time . . . makes your job easier. And Service Ads near their market listings in CONSUMER MARKETS go to make that selection job even easier.
**The Circus plays Waterbury, Conn. every day on W B R Y**

**ROD HUFF'S**

**"Melody Circus"**

Mon. thru Fri., 4:30 to 5:45
Sat., 4 to 6

When Ringmaster Rod opens the tent-flap, W B R Y really takes a straw-heel on top Pulse rating.

Avery-Knodel's man will tell you about the new Waterbury Pulse. The Pulse will tellyou what Rod sells watches, furniture, free pianos, auto accessories, soft drinks, drive-in movies, etc. What can he sell for you to Waterbury's 30,000 radio families?

**W B R Y**

5,000 Watts
CBS in Waterbury, Conn.

---

**J**.

- **D. (Jack) FUNK, program director-commercial manager KCHI Chillicothe, Mo.-appointed program director KTOE Mankato, Minn.
- **JIMMIE DOLAN** starts The Ram-bit's Jimmie Dolan Show on KLAC-TV Hollywood.
- **AL LEVITT**, Continuity Department, KDKA Hollywood, and JOHN HAMMOND, EMPC Hollywood, to announcing staff KEEN San Jose, Calif.

**Mr. Funk**

**Pulse** will tell about

- **GEORGE SNELL**, movie producer, director, and Rosemary Hodgkiss, State Program Affairs Department, as public relations officer, as staff writer.
- **FRED GARRIGUS**, director of staff affairs, as program director.
- **WICHT**, program director, as associate producer, as staff announcer.
- **WICH**
- **producer** ABC-TV The Rugrats Show, in New York on month's combined business and pleasure.

**WILLARD WIENER**, writer, to publicity department ABC Western Div., assigned to trade press beat.

**ROBERT RAISBECK**, producer of ABC-TV The Hugabug Show, in New York on month's combined business and pleasure.


**ROLLY FORD**, manager CHUM Toronto, now editing monthly house organ Zep Dog CKNW New Westminster, B.C., which gives local news, features aired by CKNW, and round-up of news of Canadian radio personalities.

**LYNN POOLE**, director of public relations for Johns Hopkins U., Baltimore, and creator of The Johns Hopkins Science Review on WAAM (TV) Baltimore, and DuMont Network, presented "outstanding achievement award" from American College Public Relations Assn. Award is made annually to the ACJRA member who has done the most for the advancement of educational public relations during the year.

**FRANK CARTER** named to announcing staff WENP Philadelphia. He was with WCAU Philadelphia.

**JOHNNY LANE**, Western ballad singer KEYL (TV) San Antonio, signed to contract by MGM Recording Co., Hollywood.

**MONA McCORMICK**, radio student State U. of Iowa, to continuity department WDEE Cleveland, as summer replacement.

**JANE HARDEN**, program director, and **STEVE LIBBY**, publicity manager WIS Columbia, S. C., named two of "Key Men" by Columbia Junior Chamber of Commerce.

**ULLY NICK PANOS**, advertising department Oklahoma Publishing Co., Oklahoma City, to WKY-TV Oklahoma City, as artist.

**JOE AGNELLO**, producer-director KTTV (TV) Hollywood, father of girl, Francesca, June 19.

**JERRY DEVINE**, producer-director ABC This Is Your FBI, in Europe again for six weeks tour of continent.

**WICH**

- **director** public relations ABC Western Div., assigned to trade press beat.

**ROBERT RAISBECK**, producer of ABC-TV The Hugabug Show, in New York on month's combined business and pleasure.


**ROLLY FORD**, manager CHUM Toronto, now editing monthly house organ Zep Dog CKNW New Westminster, B.C., which gives local news, features aired by CKNW, and round-up of news of Canadian radio personalities.

**LYNN POOLE**, director of public relations for Johns Hopkins U., Baltimore, and creator of The Johns Hopkins Science Review on WAAM (TV) Baltimore, and DuMont Network, presented "outstanding achievement award" from American College Public Relations Assn. Award is made annually to the ACJRA member who has done the most for the advancement of educational public relations during the year.

**FRANK CARTER** named to announcing staff WENP Philadelphia. He was with WCAU Philadelphia.

**JOHNNY LANE**, Western ballad singer KEYL (TV) San Antonio, signed to contract by MGM Recording Co., Hollywood.

**MONA McCORMICK**, radio student State U. of Iowa, to continuity department WDEE Cleveland, as summer replacement.

**JANE HARDEN**, program director, and **STEVE LIBBY**, publicity manager WIS Columbia, S. C., named two of "Key Men" by Columbia Junior Chamber of Commerce.

**ULLY NICK PANOS**, advertising department Oklahoma Publishing Co., Oklahoma City, to WKY-TV Oklahoma City, as artist.

**JOE AGNELLO**, producer-director KTTV (TV) Hollywood, father of girl, Francesca, June 19.

**DEAN MARTIN** and **JERRY LEWIS**, stars of The Colgate Comedy Hour, over the Mutual Network, were named "Comedians of the Year" by Gagwriters of America in their annual poll, the National Laugh Foundation announced last week. The gagwriters polled are members of the Gagwriters' Institute and Gagwriters Protective Assn.

**News**

- **RON MILLER**, news editor WSAZ-TV Huntington, W. Va., appointed news editor WOWO Ft. Wayne.
- **GERRY WRIGHT**, women's news editor New York, was elected president of the Woman's Association of the Press. Herbert S. E. Fouts, Tex., won the woman commentator contest recently conducted by "Wendy Warren and the News," over CBS weekdays, with an unusual human interest story about a handicapped child of her community, it was announced last week.

In A "move to add speed and flexibility to AP radio coverage in the northwest," the Spokane bureau of AP has become a filing point on the service's radio wire, it was announced in New York last week. Spokane bureau files will be coordinated with that of Seattle, main regional filing point for Washington, Idaho, and Alaska, the announcement said.

**JOHN ROLFSON**, KGVO Missoula, Mont., to news staff WNLX Yakton, S. D.

**GORD SINCLAIR Jr.,** announcing copywriter for WOAM Seattle, Washington, to news staff CFCF Montreal.

**RAY WATERS** named to news staff WJRT Newark. He was with WMTR Memphis, Tn.

**JACK McCLEAN**, news editor WGBH Boston, appointed news editor-announcer WXRA Kennewick, N. Y.

**FRED EDGE** appointed roving European correspondent of CKEX Toronto, and CKBO Ottawa. He will tape recordings with important Europeans and descriptions of events, and air them back these week.

**BILL O'HALLAREN**, newspaperman and radio analyst, to new room staff ABC Hollywood.

**MERRILL MUELLER**, news commentator for NBC, leaves for five-week tour of world to visit major news centers his itinerary will include Korea, Japan, London, Manila, Hong Kong, French Indo-China, Singapore, India, Iran, Palestine, Rome, Paris, and New York. In his absence, BOB LETTS, KNBC San Francisco, will substitute for Mr. Mueller on his regular NBC Western Network news analysis program.

---

**Improve Your Selling!**

**radio sales training school**

**New England Area**

**New England Area**

**will be held July 17-18-19**

Boston, Mass.

**give your salesmen this training—Better tools to work with—**

A Bonus for both salesman and station.

**Write or wire for information and reservations**

**THE FRED A. PALMER CO.**

WORTHINGTON, OHIO

**broadcasting ♦ telecasting**
Beamed Programming
(Continued from page 41)

trial center. Since the name Green-
berg would not fit in appropriately
large letters across the top of the
windows of his first store building
he took his first name, Philip, as the
trademark of his business.
The store prospered but did not
use radio until 1939 when a fire
destroyed the original building.
When Philip's was rebuilt radio
was used to advertise the opening.
Spots were credited with pulling
some 6,000 people into the store
opening day.

Spots were continued until 1941
when the store bought the 6:15-8:50
am segment three days a week and
three quarter-hours weekly at 8:15
a.m. All six carried Philip's Open
House, which followed the musical
clock format, with light music,
time and weather reports. In 1946
the name of the programs was
changed to Liberty Bell and were
devoted almost entirely to the war
war effort until the war
ended.

Coinciding with the store's first
use of radio was its inauguration of
the Green Stamp premium plan.
Its success was credited largely to
the continued promotion received
on the program.

Among the more conspicuous ra-
dio success stories which the Green-
berg brothers credit to radio are:

Four announcements on Good
Morning, from Phillips sold 11,000
yards of 29 to 35 cent cotton per-
cale in two days at the special
price of five yards for $1.

Four announcements on the same
program sold 1,000 men's shirts at
three shirts for $5 in one day.

A gross of multi-colored sports
shirts were sold for $3.98 each after
announcements on one 6:45 a.m.
program.

Philip's plans to keep the present
program lineup supplemented by
spot schedules for special promos.
Advertisting is handled by the
Universal Adv. Agency of Oma-
aha. The KOIL account executive, who
has handled the account for
13 years, is Margaret Crogan.
Better than 60% of the store's
$3,500 advertising budget goes into
radio.

Sam Greenberg feels that beamed
programming is the best answer
to the true radio format. The early morning
format of music, club news, time
and weather appeals to housewives,
office workers and laborers who
all listen in the same areas. Omaha
surveys show peak unloading time
downtown to be 7:45 a.m. The
8 a.m. news reaches the professional
groups.

Evidence of the popularity of the
Philip's shows is found in ratings
for October 1950 through February
1951, which, according to KOIL,
indicate that Good Morning From
Philips has better than 50% of the
early morning audience for the area
and has almost 50% for the 8 a.m.
news segment although seven sta-
tions compete for the audience dur-
ing these time segments.

Another radio success story, which,
while not strictly in the full field of
beamed programming, is pro-
appropriate to outline briefly here.
It is that of the Montgomery Ward
catalog office in Tulsa.

A year ago this May the office
produced a special promotion on
KTUL, advertising catalogs for
salesmen, according to KTUL vice
president and general manager
John Ewas. This first spot brought
360 immediate calls, swamping the
telephone.

Francis Samuelson, office man-
gager, felt that the response indi-
cated the money was well spent and
increased the spots to three a week.
Now, a year later, Miss Samuel-
son is able to report a 26.7% in-
crease in business. Although Mont-
gomery Ward's company policy
forbids the use of radio except in
a few isolated instances, this ex-
periment has proved so successful
that all newspaper advertising has
been canceled and radio is being
used exclusively in this market.

The schedule on KTUL has been
increased to 10 spots a week.

Says Miss Samuelson: "We're
KTUL fans—and very pleased
with the results of radio advertising."

CAPITOL RECORDS
Moves to N. Y. July 1

CAPITOL RECORDS Inc., effective
July 1, moves its national sales
headquarters to New York. The
announcement was made last week
by Glenn Wallichs, president of the
firm, at the annual meeting of re-
gional vice presidents and sales
promotion men in Hollywood.

Directing sales in New York as
general sales manager will be Wil-
liam H. Fowler, vice president
and treasurer of Capitol. Mr. Fowler
has been with the organization
for the past seven years, heading
over that group of sales departmen-
ts manufacturing, personnel, purchas-
ing, market research and systems
engineering.

Also being transferred to New
York will be Paul Featherston,
vice president of Capitol Records
Distributing Corp., Western Divi-
ision, who will take over special
sales duties under Mr. Fowler; and
WILLIAM T. MILLER, Merchandise
manager. Floyd Bittaker, executive
vice

president, will take the position of
vice president of the Western Divi-
ision, choosing to remain in Holly-
wood.

In line with the proposed strength-
ening of the company's merchandising
program, Mr. Wallichs also announced
the following appointments: Jack
Coerner, as advertising manager; Lou
Schurman, manager of protective serv-
ces; Ray Polley, manager of produc-
tion services; Bud Freeman, ma-
ger of publications and West Coast
publicity; Dick Linke, national pub-
licity manager, with headquarters
in New York. The Eastern offices are
at 250 W. 57th St.

PRICE ORDER
OPS Issues Changes

The PRINCING order that sets the
pattern of Office of Price Stabili-
zaion ceilings at the manufacturers' level
during the so-called "interim period" that followed the govern-
ment's general price freeze has been amended to permit certain
readjustments.

OPS' summary is herewith re-
produced in part:

The amendments to the two orders of RRA 32 (for suppliers) and CPA 30
(machinery regulations) permit
manufacturers to consider their in-
creased cost, between the end of their
periods, for the five months ended
by required payments under the Fed-
eral Insurance Contributions Act, the
Federal Unemployment Act, and any
state or local unemployment com-
pensation law.

It is also made clear that retroactive wage
increases granted after March 15, even though before the date the
regulations were issued and even though prior
wage increases had been included in labor
cost adjustments. The regulations have already been interpreted.

The amendments provide additional
costs of manufacturing material.

Manufacturers now may use the net price
per unit of material shown on the
invoice for the last delivery date
and any increase over the pre-
scribed cutoff date. Also, they may
use the price in the last contract
or written offer even though made
more than 60 days before the pre-
scribed cutoff date.

H
ic system will enable
manufacturers to compute permitted
prices without applying to OPS on
the grounds they cannot determine
the last delivery date. The codes of
manufacturers arexxx permitted
to calculate for the prescribed date
because of deliveries, contra-
to, or arrangements.

Manufacturers who have already filed
Forms 8 are now permitted to deter-
mine the last delivery date resulting
from CPR 22 or CPA 30 by the codes
and interpretations and to file new forms. In case of redetermination because of the ex-
ception of the effective date of the regula-
tions, the forms must be filed by July 2.

SALES RIGHTS
Acquired by Goodman

SMALL BUSINESS

The Western Theatre, Mary
Mystery Daughter, Jim
Montgomery, and
ted, Western Theatre, Mary
Mystery Daughter, Jim
Montgomery, and
n B...
On All Accounts
(Continued from page 19)
products, he handled Derby Foods’ Peter Pan peanut butter, spending most of his time on the leading item in the Swift line. From 1943 until 1961, while he was account executive, Peter Pan was carried to the top of its field and gained much of its appeal to children through use of radio and TV. Peter Pan bought Stag King and Jack Armstrong on ABC, and was the first Chicago sponsor to sign for a network video show, Super Circus, on ABC-TV; Maple Slate on NBC-TV was purchased the day Mr. White resigned. As a farewell gift, NL&N employees signed a full-page color layout for the peanut butter, which is now a focal point on a wall of Mr. White’s office.

Married to the former Helen (Hank) Ortstadt, Mr. White is the father of two sons and a daughter. Lyman, 23, is a senior at the U. of Illinois, and was a member of the Byrd Antarctic expedition. David, 21, is a backup star in his junior year at the U. of Indiana, and 17-year-old Priscilla is a junior at Oak Park H High School, the suburb in which the family lives.

Mr. White is state publicity chairman for the American Cancer Society for the second year, a member of the board of directors of the University Club and a member of the Television Council. He is a former lecturer in advertising at Northwestern U.

Fisher To Europe
BEN S. FISHER, partner in the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, leaves for Paris by plane July 3 to attend the 2,000th anniversary celebration of the founding of Paris. He is one of two official delegates from the District of Columbia. Planning to stay in Europe until early September, Mr. Fisher is to survey television operations and developments in France and England for the American Bar Assoc.’s Communications Committee, of which he is chairman. He will be accompanied by Mrs. Fisher and their daughter, Nancy.

STEEL, IRON SCRAP DRIVE
Radio-TV Called to Aid Defense Project

RADIO-America’s crackerjack salesman, has another man-sized job cut out for it on the defense scene.

Availability of steel and iron scrap on the industrial supply counter may get as scarce as a non-appropriated gold ingot. While as precious and valuable to the nation’s productivity, and, incidentally to radio-TV industry’s health as well, iron and steel scrap unfortunately is dul] in drama to the average American, like the ingot is to the eye.

Use Commercial
U. S. Steel and other steel companies have begun emphasizing the scrap drive on their radio commercials. It can be expected that other sales muscles will be flexed in the broadcast media. The story certainly is easy to explain. Basic to top-level production both for defense and for domestic consumption are the sprawling steel mills.

Scrap is needed to feed hungry furnaces which turn out this steel. And lately these furnaces have been consuming scrap at a terrific pace, threatening to outstrip the scrap supply on hand.

Meltng figures down, the Iron and Steel Institute finds inventories of heavy industrial iron and steel scrap dangerously low. “Supplies recently have been fluctuating between days and only a few weeks compared with the normal safe-working inventories of about 60 days,” Robert W. Wolcott, chairman, AISI’s committee on scrap iron and steel, has informed BROADCASTING * TELECASTING.

Radio-TV’s stake in this drive is greater on the projected front than on the alarm late scene. As pointed out by this publication in an editorial June 25, steel not only provides for military and defense-rated uses but also to supply consumer items, most of which find their way along radio sales channels.

Yet another relationship is the continued supply of adequate repair and replacement parts for broadcast services, both transmitting and receiving. In addition, there’s the question of materials to physically hold any lifting of the TV freeze.

As easy as it is to explain the scrap shortage—it came about because (1) we sent between 110-120 million tons of steel overseas without getting back the tonnage which became scrap and (2) steel production now is running about 10 million tons above the World War II peak. It also is not difficult to see how we expect to get more scrap.

The steel producers are appealing to “administrative officials in business, industry, agriculture and other fields” to conduct “an emergency inspection of plants and properties and channel idle, obsolete machinery and equipment to the nearest scrap dealer.”

In other words, if there’s an old piece of steel or steel machine that has seen its best day and is work-unworthy, turn it in. It will help industry in general, radio-TV, too.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS
(Season’s A. Area, Including Smog-town, Farm and Urban Homes—and including Telephones and Non-Telco Homes)

REGULAR WEEK MAY 20-26, 1951

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program (Network)</th>
<th>Rating</th>
<th>Sales Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>7.0</td>
<td>1,700,000</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS)</td>
<td>6.8</td>
<td>1,100,000</td>
</tr>
<tr>
<td>3</td>
<td>My Friend Irma (CBS)</td>
<td>6.3</td>
<td>1,000,000</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy (CBS)</td>
<td>6.2</td>
<td>900,000</td>
</tr>
<tr>
<td>5</td>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>6.1</td>
<td>850,000</td>
</tr>
<tr>
<td>6</td>
<td>Jack Benny (CBS)</td>
<td>5.9</td>
<td>800,000</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Keen (CBS)</td>
<td>5.7</td>
<td>750,000</td>
</tr>
<tr>
<td>8</td>
<td>Peter Windchill (ABC)</td>
<td>5.6</td>
<td>700,000</td>
</tr>
<tr>
<td>9</td>
<td>Radiator Light (CBS)</td>
<td>5.3</td>
<td>650,000</td>
</tr>
<tr>
<td>10</td>
<td>Mr. Chalmason (CBS)</td>
<td>5.2</td>
<td>600,000</td>
</tr>
</tbody>
</table>

WEEKLY (Average For All Programs) (1.8)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Sales Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sada (CBS)</td>
<td>6.3</td>
<td>750,000</td>
</tr>
<tr>
<td>Lone Ranger (ABC)</td>
<td>5.0</td>
<td>600,000</td>
</tr>
<tr>
<td>Club 13</td>
<td>4.7</td>
<td>550,000</td>
</tr>
</tbody>
</table>

WEKENDAYS (Average For All Programs) (4.6)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Sales Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romance of Helen Trent (CBS)</td>
<td>8.7</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Our Gulf, Sunday (CBS)</td>
<td>8.3</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Mal Perkins (CBS)</td>
<td>8.2</td>
<td>1,050,000</td>
</tr>
<tr>
<td>Big Steer (CBS)</td>
<td>8.1</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Wendy Warren and the News (CBS)</td>
<td>7.9</td>
<td>900,000</td>
</tr>
<tr>
<td>Arthur Godfrey (Liggett &amp; Myers)</td>
<td>7.7</td>
<td>850,000</td>
</tr>
<tr>
<td>Rosemary (CBS)</td>
<td>6.9</td>
<td>750,000</td>
</tr>
<tr>
<td>Aunt Jenny (CBS)</td>
<td>6.8</td>
<td>700,000</td>
</tr>
<tr>
<td>Guiding Light (CBS)</td>
<td>6.7</td>
<td>650,000</td>
</tr>
<tr>
<td>Pepper Young’s Family (NBC)</td>
<td>6.5</td>
<td>600,000</td>
</tr>
</tbody>
</table>

DAYS, SUNDAY
(Season’s A. Area, Including Smog-town, Farm and Urban Homes—and including Telephones and Non-Telco Homes) (1.8)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Sales Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martin Kane, Private Eye (CBS)</td>
<td>7.9</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Two Detective Mysteries (CBS)</td>
<td>7.2</td>
<td>900,000</td>
</tr>
</tbody>
</table>

DAYS, SATURDAY
(Season’s A. Area, Including Smog-town, Farm and Urban Homes—and including Telephones and Non-Telco Homes) (4.5)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Sales Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huddle Up (CBS)</td>
<td>4.9</td>
<td>850,000</td>
</tr>
<tr>
<td>Armstrong Theatre (CBS)</td>
<td>4.7</td>
<td>800,000</td>
</tr>
<tr>
<td>Gypsy Rose Lee (CBS)</td>
<td>4.6</td>
<td>750,000</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the “NIELSEN-RATING” (% to 41,903-homes” for variation of States Radio Homes.

NEW HOME for WCAE
NEW HOME next year for WCAE-AM-FM Pittsburgh is being planned now, President Leonard Kapner announced last week. It will be located on the fifth floor of the new Carlton House, still under construction, at 500 Grant St. Station currently is in the William Penn Hotel.

AT&T GROUPS
Long Lines Dept. Changes
TO SET UP common boundaries for its various departments, to decentralize some of its operations and to place higher levels of supervision closer to field activities, AT&T’s Long Lines group this week appointed general managers of its newly formed eastern, central and western divisions. Carl E. Wideberg, former general traffic manager, on July 1 became general manager of the eastern area, comprising the New England states, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Harold A. White, former general commercial manager, was appointed general manager of the central area, which includes Michigan, Indiana, Ohio, Kentucky, Tennessee, North and South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida. Central area headquarters are in Cincinnati.

Vernon B. Bagnall, former director of personnel, was made general manager of the western area, comprising the other states, with headquarters in Kansas City, Mo.

George E. Jones, former general plant manager, on July 1 became director of personnel for the entire Long Lines organization, with headquarters in New York. Area legal staffs also were established, effective that date, with E. F. Krause named eastern area attorney, J. C. Higgins central area attorney and P. C. Elvis western area attorney.
PRESENT CRISIS
KPWB Hollywood, The Dope Traf- 
fo, Sun., 10:10-11 p.m. (PST).
Weekly series of panel discussions by prominent local citizens on
the narcotic problem in Los Angeles
area. Permanent panel consists of
Raymond V. Darby, member L. A.
County Board of Supervisors; Judge
Cairns, Retired. W. L. Superior Court Judge; Lt. Ray Hu-
er, of Sheriff's Office, in charge of
Narcotic Detail; Joe Micicche,
also program moderator.

COVERS LAUNCHING
WTAR-TV Norfolk used micro-wave 
relay to start the launching of the S.
United States, largest passenger liner ever built in this
country, June 23. Some sources re-
ported that it was the first launching
ever telecast live. Station of-
ficials estimated that about 240,000
300,000 viewers witnessed the
launching and festivities.

FREE TICKETS
WVO New York is offering its lis-
teners free tickets to The The-
atres' showing of "The Great Car-
uso" upon submission of a grocer's
receipt of purchase of gallon can
of Caruso Olive Oil. Cooper-
ting with the station is a product
Products Corp., sponsor of Room 18
program on which offer is made,
and Loew's Theatres, N. Y.

TEACHING BY TV
TVTJ(TV) Miami, in cooperation with U. of Miami, presenting six-
week education serial show entitled
Sculpture, June 19 to July 26. 
Program designed to combine seri-
ous art education with cultural
recreation. "Telestudents" may
register for summer "telecourses" for
$1.00 and receive outline guide to
lessons, recommended lists of
reading and related studies, and on
vidence of satisfactory results a certi-
ficate of completion. Show is
produced by students studying tele-
vision production in workshop courses under direction of O. P.
Kiddier and associate professor of
radio and television.

MARKET BULLETIN
WFBP Baltimore sending trade and
advertisers colored booklet based on
Baltimore market. Booklet gives
data on different industries that are
located in city, population, retail
sales, coverage maps and the
amount of monies spent in area.
It also has short history of station
along with different programs that
appear on station. Part of piece is
devoted to letters received from ad-
visers praising station for its
pulling power. It has short section
on station promotion and public
service programs presented.

PRE TOURNEY SHOW
WDY(TV) Pittsburgh, Golf Pro
Party, 8 p.m., June 25, sponsored by
Kauffmann's Department store.
Show will interview pros about to
participate in national PGA Tour-
nament on Sunday. Commentators
will show their wares to the viewers.
Sam Snead, Lloyd Mangrum and
Gene Sarazen are a few of the pros
that will appear.

programs promotion premiums

‘WELCOME MAT’
MBS is distributing stiff-backed,
illustrated promotional booklet in color having appearance of a
"welcome mat," which serves as
the theme of the sales message
giving information of the factor
sales within "Hometown America,
" as contrasted with "Big Town Amer-
ica." Contents give major high-
lights from two Crossley studies
(April and November 1950).

WINDOW BROADCAST
WCUE Akron, Your Patrol, 
daily, 5 to 9:30 a.m., June 15
presented its early morning show
from display window of local
department store in-
volved in the recent price
war. Art Ross, colorful emcee
of show, slept in window fit-
ted with striped pajamas, and
evolved with pot of coffee.
He entertained the onlookers
who watched from the out-
side, and talked with persons
requesting more information
on price cuts offered by store.
Station reports that traffic
became jammed with motor-
ists who stopped to watch
Mr. Ross while listening to
him on their radios.

EDUCATIONAL TV
ABC-TV has set aside two-hour
period, Mondays, 5-10 p.m., for
"immunity education on past and
present history" with series of pro-
grams—Marshall Plan In Action,
March of Time Through the Years,
Everybody's Business, On Not, and
On Trial—starting July 2. 
Successively the programs will
include films taken throughout the
18 Marshall Plan nations to show
results of U. S. aid; reviews of
latest phases of American life; new
developments in health, education
and public service; interviews of
U. N. delegates and world leaders
on timely issues; and discussions of
both sides of problems of major
importance to nation.

BASEBALL SCOOP
WWPA Williamsport, Pa., regis-
tered a scoop for local baseball
fans by interviewing Tommy
Holmes 15 minutes after the news
broke that he had just been ap-
pointed new manager of Boston
Braves. Bill Gardner, WWPA
sports director, called Mr. Holmes
in Elmira, N. Y., where his Har-
ford team was playing, and inter-
viewed him via the phone, using
special telephone recording equip-
ment.

SWORN STATEMENT
KDKA Pittsburgh sending adver-
sisers promotion piece headed "6
Case Histories from the file of one
America's greatest salesmen." 
Inside on first page is notarized af-
didavit asserting facts revealed
are true. After each case his-
tory on selling via KDKA is pre-

tened there is a comment on the
procedure used.

STATION MAGAZINE
CKNW New Westminster now pub-
lishing monthly magazine entitled
Top Dog. The pocket sized publi-
cation is edited and styled for quick
informative reading, featuring stories
pictures, listeners' surveys and
business and sponsor reports.

OPERATING WITH RADIO
WJNO West Palm Beach, Fla, pre-
senting new public service program
using interviews with local service-
men serving here and abroad. After
interview, Announcer Pat Mc-
Guinness, took a recording of in-
terview and his tape recorder and
visited wife of man interviewed,
to present the recording and get
few comments. The wife, a nurse
at a local hospital, was on duty in
the operating room. Forseeing she
could not get to a radio, she took
one with her into the operating
room. The surgical group with
the exception of the patient, who was
having a hernia removed, heard
the program, and her comments
produced some good humor for
the first show.

CLIENT-SERVICE RELATIONS
WWJ New Orleans, June 9, pre-
sented talent show taped at Borden
Co.'s New Orleans plant in con-
nection with observation of Na-
July Month. Talent from the
station appeared on the show
entertaining nearly 300 Borden em-
ployees who attended. Advertis-
ements were placed in newspapers
calling attention to the National
Dairy Month Show.

ANNOUNCING THE SWITCH
WNAX Yankton used almost every
promotion stunt to inform listeners
of its switch to CBS. Nearly 25
CBS stars recorded "welcomed" an-
nouncements for use on station.
News stories were sent to 1,010
newspapers in the area. Screen
trailers were used in 43 movie
houses. Advertising space was
bought on taxicabs in Sioux City
and billboards were leased in Sioux
Falls. Clowns hired for $5,000
saying, "WNAX now CBS." Full page newspaper ads were
used, letters were sent out
to interested groups and program
schedules were sent to listeners
who requested them. This was just
part of what station did to inform
listeners of the change.

BROADCASTING • Telecasting
July 2, 1951 • Page 77
**NBC's 25 Years**
(Continued from page 96)

of listening habits conducted for NBC by Dr. Daniel Starch.

April 4: NBC receives first TV station CP.

Oct. 27: First broadcast of National Farm and Home Hour.


Dec. 4: Voice of Firestone first heard, still on NBC in 1931.

Dec. 23: Coast-to-coast 58-station NBC network put on permanent basis.

1929

Jan. 18: Crooning goes network with Rudy Vallee radio debut on NBC.

Feb. 1: First shortwave broadcast relayed by NBC—symphony concert from London.

March 4: Inauguration of President Hoover and Vice President Curtis broadcast, with presidential ceremonies marking first time microphone had been admitted into Senate Chambers.

Aug. 19: Amos 'n Andy become first network serial program.

November: NBC chimes introduced.

1930

March 27: First broadcast from ship at sea to listeners on shore.

April: California Packing Co. starts first nationwide commercial program originating on Pacific Coast.

April 1: Mobile unit first used in Bronx Zoo broadcast.

May 12: First use of parabolic microphone.

June: Plans announced for erection of $250 million Radio City in New York.

July 7: NBC's first telecast (mechanical system).

Sept. 14: First broadcast from NBC studios in Merchandise Mart, Chicago.

Sept. 18: American Legion program includes pickups from nine cities.

Sept. 29: Lowell Thomas starts new commentaries.

Oct. 1: First premium offer on NBC.

1931

April: First integration of announcer into program format when James Wallington becomes straight man for Eddie Cantor.

June: NBC starts facsimile broadcasts over W2Xl New York.

June: Empire State Bldg., world's tallest skyscraper, chosen as site for NBC's New York TV transmitter.

Oct. 11: American Album of Familiar Melodies starts on NBC.

Oct. 30: Start of 100-line TV transmission from W2BS atop Empire State Bldg.

Dec. 25: First regular Metropolitan Opera series starts over combined Red-Blue hookup, with "Hansel and Gretel."

1932

March 2: Report of Lindbergh baby kidnapping followed by hourly bulletins, description of child and appeals to kidnappers, with intense network coverage through March 8.

April 29: One Man's Family enters radio.

May 2: Jack Benny starts first NBC series.

July 27: First product price mentions on NBC daytime programs.

Sept.: First product price mentions on NBC nighttime programs.

Sept. 6: Maxwell House Showboat commences star-studded series.

1933

Feb. 1: Adolf Hitler outlines policies in address rebroadcast here.

Feb. 11: Pope Pius XI and Senator Marconi heard during inauguration of new Vatican radio system. 

March 4: Roosevelt inauguration most elaborate radio set-up to date, a seven-hour broadcast, shortened over seas via five international transmitters.

March 9: Opening of 74th Congress marks first broadcast from floor of House of Representatives.

March 12: President Roosevelt makes first " Fireside Chat" in broadcast on banking moratorium.

April 11: George Bernard Shaw heard via NBC in only American talk.

May 12: Hitler appears to Reichstag, announcing Germany's foreign policy under Nazi regime, translated by NBC.

Aug. 5: Bob Hope's radio debut.

Aug. 9: NBC starts regular interchange of programs with Canada.

Aug. 19: WLS National Barn Dance starts on network.

Oct. 15: Start of Chicago Round Table.

Oct. 20-22: Graf Zeppelin—first broadcast from over ocean during flight from South America to Miami; NBC's first long-range flight; landing at Akron; cruise over Chicago's Century of Progress.

Oct. 30: First broadcast from Radio City, with M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. C. G. Goodwin, Secretary of Health participating as well as top flight entertainers.

Dec.: NBC Radio City guided tours begun.

1934

Jan. 30: Combined networks of NBC join nation in the President Roosevelt Birthday Ball in honor of his 50th birthday.

July 15: Gulf Oil Co. launches first regularly sponsored series of international broadcasts.

Sept. 15: Gibson Family broadcast, first musical comedy with music special written for radio.

Sept. 22: First voice broadcast round the world in fraction of second demonstrated by shortwave station W2XAP Schenectady and broadcast by NBC.

Oct. 4: Mussolini talks in Milan on Italian radio and exclusive NBC broadcast with an English summary.

Nov. 29: Kraft Music Hall premieres on NBC.

1935

April 16: Fibber McGee & Molly begins NBC careers.

May 30: Start of America's Town Meeting of the Air.

Dec. 14: U. S. Army maneuvers at Pine Camp, N. Y., covered by NBC in most extensive field broadcast history to date, four to five hours from all fronts demonstrating use of radio during war conditions.

Oct. 27: Most comprehensive international hookup to date arranged for Youth Singers Across Borders nationwide broadcast with pickup from 31 countries.

Nov. 11: Stratosphere Balloon Explorer II's entire record-breaking flight broadcast exclusively on NBC, including special broadcast linking Capt. A. W. Stevens and Capt. O. A. Andersen in 12-hour flight (137 miles) with China Clipper flying over California coast and an English editor at his desk in London.

Dec. 7: NBC opens Hollywood studios.

1938

Jan. 1: Lenox Riley Lohr becomes NBC's first music producer.

April 12: Top-hat transmitter, miniature micro-wave unit, used by George Hicks, NBC announcer, to describe New Year's Easter Parade up Fifth Avenue.

June 10: Bell System provides first coaxial cable for TV use between NBC studios in Radio City and transmitter on Empire State Building.

June 29: RCA and NBC start TV tests between transmitter and experimental receivers in homes.

July 7: Public demonstration of RCA electronic system of TV witnessed by radio manufacturers.

Nov. 4: NBC demonstrates TV live and film programming on 7½-by-10-inch screen.

Nov. 15: NBC's 10th birthday celebration included two radio "firsts": Conversations of RCA President David Sarnoff at his desk in Radio City with Giuseppe Marconi on his yacht in the Mediterranean, with Robert Jardillier, French Minister of Communications, on an airliner between New York and Washington, and with Maurice Rambert, president of International National Broadcast Union, in another plane flying the same route; and a world-wide program with 13 pickup points, ranging from an undersized boat to a squadron of planes, featuring a broad chain of voices of different languages. Streamlined planes traveling in New England and in Germany.

July 12: NBC's first pickup from Nanking, China, as day's headlines focus on kidnapping of Marshal Chiang Kai-Shek.

Nov. 4: Kraft Dinner-Congressman Kimball, finance minister and acting head of Nationalist government, addresses American listeners in the exclusive NBC presentation.

1937

Jan.: South American stations start rebroadcasting NBC's Metropolitan Opera programs.

March: Hindenburg disaster at Lakehurst, N. J., covered with interviews and on-the-scene post-accident de- statements. Eye-witness accounts of fire and crash made by Herb Morrison of WLS Chicago and recorded by Charles Nehlsen for that station, subsequently broadcast by NBC, first transcription ever put on that network.

May 9: Edgar Bergen and Charlie McCarthy make their radio debut.

May 12: First coronation broadcast—King George VI and Queen Elizabeth of England.

Oct. 14: TV on 3-by-4-foot screen demonstrated to Society of Motion Picture Engineers.

Nov. 4: NBC Symphony Orchestra, first ever assembled and maintained by a U. S. broadcasting company, starts weekly series of full-length concerts.

April: Vincenzo and Toscannino conduct NBC Symphony Orchestra in first of a 10-concert series.

March: Mobile TV vans operated by NBC make first remote pickup in New York.

March 12-14: Complete coverage of absorption of Austria by Germany from Vienna and other European capitals. For more than 24 hours NBC provided only radio link between Vienna and the United States.

June 22: Joe Louis-Max Schmeling championship fight given most extensive coverage in sportscasting history to that time—an NBC exclusive on 146 stations in the U. S., plus five short-wave stations to practically entire globe except Orient, with live sets of announcers describing fight in English, Spanish, Portuguese and German.

Sept. 12: NBC's final 25 minutes of network time to Hitler's Nuremberg address.

Sept. 29: Bob Hope starts radio series.

Sept. 29: NBC broadcasts full official announcement of Japanese surrender 46 minutes ahead of its nearest competitor, with Max Jordan reading the communiqué in English.

1938


Feb. 9: First broadcast account of passing of a Pope—Pope Pius XI.

July 11: Covington and Greysolon's Pope Pius XII—first ceremony of its kind on air.

April 22: World premiere of The Old

---

**KGW**

**BROADCASTING • Teletasking**
Maid and the Chief, opera commissioned by NBC and written especially for radio by Gian-Carlo Menotti.

April 30: NBC starts regular daily TV program service in America with telecast of opening of New York's World Fair by President Roosevelt, first video broadcast of a Chief Executive.

May 3: First studio program from Radio City over W2OS (now WNBT) in regular public service.

May 8: Duke of Windsor breaks two-year silence to plead for peace in exclusive NBC broadcast from battlefield of Verdun.

May 19- June 15: Series of 34 broadcasts covering American visit of British King and Queen.


May 29: First U.S. TV relay over telephone wires—Indianapolis Six Day Bicycle Race from Madison Square Garden.

June 1: First telecast of a professional boxing contest—Louis Nova vs. Max Baer at Yankee Stadium.

June 20: Inauguration of 10-hour weekly TV schedule.

July 13: NBC first major network to apply for FM station.

Aug. 26: First major league baseball game telecast—Brooklyn Dodgers vs. Cincinnati Reds at Ebbets Field, Brooklyn.

Aug. 29: NBC sends Hilmar B Fahr at European first network to send wire correspondent abroad.

Sept. 3: British declaration of war on Germany broadcast by Prime Minister Chamberlain. France's declaration of war broadcast by Premier Daladier, W. L. McEntire King, Prime Minister of Canada, broadcast that Canada would answer the call of her sovereign.

Sept. 30: First football telecast—Fordham vs. Wayneburg—from Tri- borough Stadium.

Nov. 15: United Fruit Co. starts first sponsored series to Central America over NBC's International facilities.

Dec. 24: First broadcast through automatic relay over first TV network of WNBT New York and WRGB Schenectady.

May 10: Neville Chamberlain broadcasts resigitation as Prime Minister.

May 19: Winston Churchill makes first broadcast as Prime Minister.

June 10: Mussolini heard from Rome as Italy declares war on Allies.

July 17: Marshal Petain of France broadcasts French capitulation to Germany.

July 23: German-French Armistice proceedings described from Compiagne Forest, France.

July 24: Coastal cable used for first time in program service by NBC in telecasting in New York the Republi- can National Convention in Philadelphia.

July 12: Niles Trammell elected NBC president.


Nov. 2: First telecast of Presidential election returns.

1941

Jan. 24: NBC's mobile TV relay units transmit program from Camp Upson, L. L, to New York via RCA automatic radio relays. Program simultaneously received in New York theater where images 10-by-20-feet are projected on a motion picture screen.

April 4: First radio flash of German invasion of Yugoslavia and Greece.

April 15: NBC Sports Department formed under direction of Bill Stern.

May 6: Bob Hope plays first Armed Forces Camp Show (March Field, Calif.).

June 21: NBC first broadcast news of German invasion of Russia.

June 27: NBC publishes first TV rate card.

July 1: Commercial television starts, with four sponsors buying time on WNBT (formerly W2BS) New York, first time-selling TV station.

July 23: Listening post established at Bellmore, L. I., to monitor news broadcasts from Western Europe and European Russia.


Oct. 4: Weekly shortwave broadcast of major football games begun for benefit of military personnel throughout hemisphere.

Dec. 7: Radio alerts nation after Pearl Harbor.

Dec. 8: President Roosevelt's war message to Congress and the declaration of war broadcast on world-wide hookup.

Dec. 8: Eyewitness account of first Jap bombing raid on Manila broadcast against background of anti-aircraft fire.

1942

Jan. 9: Blue Network separated from NBC and established as Blue Network Co. Inc.

Jan. 23: First mass education by TV initiated by NBC- RCA in training Navy's WAVES, and sold by ABC.

April 5: Army Hour—official weekly radio report of War Dept. to publie-

May 22: TV schedule cut to four hours a week as wartime measure.

July 6: NBC University of Air begins first end at U.S. network history to provide systematic subject matter with existing class-room institution in American universities.

Nov. 1: All shortwave operations taken over by government through OWI.

1943

Jan. 26: John McVane's eye-witness account of Roosevelt-Churchill meeting at Casablanca read on air from London by Stanley Richardson.

May 10: John McVane, first radio man to enter Tunsia after its fall, broadcasts from Algiers.

Aug. 18: First use of wire recorder in combat, bombing raid of Germand held Bouget Field in France recorded in Flying Fortress and broadcast from London.

Aug. 25: First TV series of Madison Square Garden sports events for special benefit of wounded servicemen in hospitals equipped by NBC with video receivers.

1944

March 1: NBC announces plans for nationwide TV network.

June 6: NBC first with flash on al- l-invasion of Europe. In addition to commerci- nal programs canceled for uninterrupted flow of news from Normandy beaches, President Roosevelt leads nation in D-Day prayer.

June 13: NBC's special bond day—212 continuous broadcast climax with 90-minute all-star show stars NBC's Fifth War Loan campaign.

Oct. 10: "Welcome Home" Auditions, offered free to members and former members of Armed Forces, with audi- tion records sent to NBC affiliate sta- tions in homes of persons auditioned.

1945

Feb. 1: Bert Silen, announcer lib- erated from German, broadcasts reception of Manila on NBC.

April 12-15: News of death of Pres- ident Roosevelt followed by 3½ days of broadcasting confining to appropriate music, news and memoriâs, with schedules disrupted and all commercials cancelled.

May 8: VE Day celebration takes over network, with all commercial pro- grams cancelled for the day.

Aug. 14: Max Jordan again scores heat with broadcast from Nels, Swit- zerland, of arrival there of Jap surrender papers.

Sept. 1: NBC Reportor Merrill Mueller broadcasts "on the spot" description of Japanese surrender on the deck of the USS Missouri in Tokyo Bay.

Sept. 8: NBC telecasts films of Jap surrender.

Oct. 25: NBC gives first public demon- stration of RCA-developed ultra- sensitive image orthicon TV camera tube.

Dec. 1: Army-Navy football game telecast on WNBT from Philadelphia via coaxial cable.

1946


June 12: Louis-Cuget heavyweight championship fight at Yankee Stadium

(Continued on page 84)

A value ... PLUS in "BRUSH CREEK FOLLIES" with HIRAM HIGSBY on KMBK KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season PLUS TWO—Playing again to a live audience from the stage of the huge new KMBK studio and control room PLUS THREE—A great new arrange- ment on commercials for advertisers PLUS FOUR—An outstanding new promotion and merchandising plan PLUS A DOZEN—Write, wire or phone KMBK-KFRM or your nearest Free and Peters colonel!!
WEAW Policy

No Functional Music Pacts

"ALTHOUGH we feel that such service is within the rules and regulations of the Commission," Edward A. Whiting, president of WEAW (FM) Evanston, Ill., last week stated WEAW "does not now have, and has never in the past had any arrangement with anybody for the provision of program service on a functional music service basis."

WEAW was incorrectly listed among stations which hold or have held contracts for functional music service in the June 11 BROADCASTING * TELECASTING * STORY on Court of Appeals action in the transit radio case in Washington, D. C. FCC currently is studying the functional music services and has under consideration statements on such operations from about a dozen FM outlets [BROADCASTING * TELECASTING, May 31].

WLBJ Now on 1410 kc

WLBJ Bowling Green, Ky., now operates on 1410 kc with 5 kw day, 1 kw night. Shift of the station, owned and operated by Green Bowling Broadcasting Corp., was completed June 17 from its old frequency of 1540 kc, 250 w. WLBJ, which celebrated its 11th anniversary last Tuesday, is an MBS affiliate and is owned by L. B. Jenkins. Manager is Ken D. Given.

FCC Actions

JUNE 22 THROUGH JUNE 28

June 25 Applications — ACCEPTED FOR FILING

AM—900 kc

KFAL Fulton, Mo.—CP to increase power from 350 w to 1 kw and install new trans.

AM—1400 kc

Freeport, Tex.—CP for new AM station on 1490 kc 250 w unl. AMENDED to change location from Kelly Bell and J. C. Stailings d/b/a Broadcast Bystg. Co. to Kelly Bell, J. C. Stailings and H. F. Twombly d/b/a Broadcasting Co. and change from 1490 kc 250 w unl. to 1490 kc 500 w d.

Modification of CP

KBSM St. Genevieve, Mo.—Mod. CP to change location of completion date to WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WUCM-FM Cumberland, Md.—Same.

WHCA (FM) Schenectady, N. Y.—Mod. CP new TV station for extension of completion date.

VTIV (TV) Bloomington, Ind.—Mod. CP new TV station for extension of completion date to 1-1-52.

License for CP

WEVD-FM New York—License for new FM station.

FM—106.1 mc

WSPT-FM Salisbury, N. C.—CP to change from 106.5 mc 20 kw to 106.1 mc 20 kw.

APPLICATION RETURNED

KDIL Del Rio, Tex.—RETURNED application for assignment of license to a new partnership.

KHM0 Union

NLRB Dismisses Petition

A UNION petition involving representation of five announcer-control room operators of KHM0 Hanhible, Mo., was dismissed last week by the National Labor Relations Board.

The union, IBEW, Local 1272, AFL, sought to represent the five employees as a unit separate from straight announcers or, alternately, to have these five employees added to the unit of radio engineers the union currently represents. KHM0 contended that all employees with announcing duties should be included in the same unit and not added as ancillary employees.

After reviewing duties of the employees, NLRB found that their principal job was announcing and that the appropriate representation was the embracing all announcers. NLRB concluded that since the local had not made a sufficient showing of representation as to announcers, it therefore dismissed the petition.

June 26 Decisions — ACTIONS OF COMMISSION

By Comr. E. M. Webster

WJBF Augusta, Ga.—Denied petition insofar as it requests dismissal without prejudice of application, but petition granted insofar as it requests dismissal of said application.

WOL Washington, D. C.—Denied petition to dispose of for 30 days without prejudice of application, in re its application for renewal of license for synchronous amplifier located in Silver Spring, Md.

WHIP Mooreville, N. C.—Granted petition to dismiss without prejudice his application.

WJDX Jackson, Miss.—Granted petition for extension of time to 11:59 p.m. July 26 for new FM station.

WNGE New Orleans, La.—Granted petition for dismissal of application and dismissed as moot motions for dismissal of application and dismissed in re his application and those of WING, WNOF, WRNO and WAAS.

Suburban Beasts, Jackson, Mich.—Granted petition to dismiss as moot petition to extend period of grant of renewal of license of WJIM Inc. Lansing, Mich.

Waldo W. Primm, Sanford, N. C.—Dissolved as most petition to reconsider petition to reconsider application of Royal Bing, Lancaster, Pa., filed June 9, 1950, and also dismissed as moot petition to extend period of grant of renewal of license of WJIM Inc. Lansing, Mich.

KBMN Mason City, Iowa and KEYD Minneapolis, Minn.—Granted petition of KSSN to dismiss without prejudice its application; and Commission on own motion, revoked hearing from hearing docked and turned to Commission to render conclusion of hearings re clear channel and daylight service of key stations.

Chief, Broadcast Bureau—Granted petition of JAY B. Topkes, New York, for extension of time to June 11 within which to file proposed findings and determination of KHOW, Pasc. Calif.

American Communications Assoc. and The U.S. of America—Granted petitions for leave to intervene in proceeding in re application of KMO—2, stations to be assigned to AM Band.

By Hearing Examiner Elizabeth Smith

911—-Granted petition to dismiss as moot petition to extend period of grant of renewal of license of WJIM Inc. Lansing, Mich.

Radio California, Sacramento, Calif.—Granted petition insofar as it requests continuance of consolidated hearing for a period of not less than 30 days, for its application and that of Capitol Radio Enterprises Inc. and hearing was continued from July 9 to Aug. 8, during which time it oppositio petition of Capitol Radio Enterprises Inc. to change place of hearing and last hearing.

By Hearing Examiner J. D. Bond

WRBO Gardner, Mass.—Granted petition for leave to intervene in proposed change of call letters, for extension of time to June 26 to July 24 in Washington re application and that of City Restor. Corp.

By Hearing Examiner Fannyny N. Litvin

WSBK New Smyrna Beach, Fla.—Denied petition for extension of time to June 29 for new FM station.

By Hearing Examiner Hugh R. Hatchison

KLMM Lamar, Col.—Granted petition for extension of time to June 29 for new FM station by including therein a subscribed Exhibit B showing proposed drainage and boundary pattern, etc., and application, as amended retained its original status.

By the SECRETARY

WSBH New Smyrna Beach, Fla.—Granted license for AM station on 1350 kc 100 w unl.; cond.

KONO San Antonio, Tex.—Granted petition to install new FM trans. (alternate) for night only; cond.

WPST-Pt. Clote, Ga.—Granted petition to install new FM trans.

WPUL Louisville, Ky.—Denied license for noncommercial educational FM station.

WFNC Fayetteville, N. C.—Granted petition to install new FM trans.

WBSD Lufkin, Texas—Returned application for temporary authorization of new FM trans. at a frequency of 1500 kc.

WFRC-AM Atlanta, Ga.—Denied license for auxiliary trans.

WBBF Rock Island, Ill.—Granted petition to change type trans. to; cond.

WCHS Charleston, W. Va.—Returned application for new FM trans.

KEKO Everett, Wash.—Denied petition for change to in re application for new FM trans. (alternate) for night only, cond.

KWNX Crystal City, Tex.—Returned application for petition for extension of time to June 19 within which to file proposed findings and determination of KBBB, Corpus Christi, Texas.

WBFM-FM Findlay, Ohio—Granted petition to change ant. height from 240 ft. to 240 ft.

KDGN Santa Cruz, Calif.—Granted petition to install additional Class B station at present location of new trans. to be used as repeater for Class D station, cond.

The Radio Voice of New Hampshire (KSNJ) Tyngsboro, Mass.—Granted request to cancel license and delete remote pickup KA-287.

Chamberlain, S. Dak., Chamberl,Pa.—Granted request to cancel license and delete remote pickup KGB-378.

June 26 Applications — ACCEPTED FOR FILING

AM—1580 kc

WHIT Butte, Pa.—Special service authorization for two towers, four days, to surprise for period ending 3 a.m. May 1, 1953.

AM—740 kc

WBAH Montgomery, Ala.—Mod. CP new AM station to increase power.

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

A complete service for 6 years.

For immediate service phone

JACKSON 5550

P. O. Box 7031

Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Consulting Engineers
1339 Wisconsin Ave., N.W.
Washington, D. C.
Member AFCCE*

JAMES C. MCNARY
Consulting Engineer
National Press Blvd.
Washington, D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colten & Foss, Inc.
927 15th St., N. W.
Washington, D. C.
Member AFCCE*

LYNNE C. SMEBY
“Registered Professional Engineer”
3116 G St., N. W.
Washington, D. C.
Ex. 8073

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
ARCADIA, CALIF.
(A Los Angeles suburb)

RALPH K. BILLET
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7651

Member AFCCE*

GEORGE P. ADAIR
Consulting Radio Engineers
5757 Connecticut Avenue, N.W.
Washington, D. C.
Member AFCCE*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Blvd.—Riverside 7-3153
Arlington, Texas

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Washington, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcasting, Communication and Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 8-1602

from 250 w to 50 kw on 740 kc etc.
AM—790 kc
WGRA Cairo, Ga.—CP to change
from 1380 kc to 780 kc etc.
AM—1230 kc
KBSJ Glendale, Tex.—CP to change
from 1430 kc to 1230 kc 1 kw. to
500 w—N DA-N AMENDED to change
the station.
License for CP
WMYE Manistique, Mich.—License for CP
new AM station and specify studio location.
WIOD—FM Miami, Fl.—License for CP
new FM station.
WMRN—FM Ft. Paul, Minn.—License for CP
new FM station.
Modification of CP
WBEN—FM Buffalo, N. Y.—Mod. CP
new FM station for extension of completion
date.
Modifications of License
WLAW-FM Lawrence, Mass.—Mod.
license to specify additional main station
in Boston.
License Renewal
WKRC—FM Cincinnati, Ohio—Renewal for CP
new FM station.
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

June 27 Applications . . .
JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.

WELDON & CARR
WASHINGTO, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
Wichita, Kan.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

By Hearing Examiner
Elizabeth C. Smith
Acting Chief, Broadcast Bureau—
Granted petition for extension of time
from June 25 to July 16 within which
file proposed findings re applications
of Ionics Corp., Co., Ionics, Mich.,
and Seneca Radio Corp., Fort Worth, Texas.

June 27 Applications . . .
JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

June 27 Applications . . .
JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

June 27 Applications . . .
JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.

JUNE 27 Decisions . . .
APPLICATIONS RETURNED
KSWS Yuma, Ariz.—RETURNED application for mod. CP
new AM station for approval of auxiliary trans. and studio
locations.
WMME Menomonee, Wis.—RETURNED
application for license to renovate
CP new AM station.
Help Wanted

Managerial

Help Wanted

Reliable, steady commercial manager for broadcasting station, City 3000. Draw and commission. Box 1046, BROADCASTING.

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with superior ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 176, BROADCASTING.

Permanent sales position. One station market. Station on air over 25 years. Preferred is a man in the 25 to 45 age bracket. Must have lived 50 miles of Chicago area, 15% commission with guaranteed draw. Box 59K, BROADCASTING.

Salesman, one who can offer honesty, neatness and pleasant personality combined with sales experience. Exchange for extremely pleasant position. Reliable, best commercial manager's job. Salaried and full opportunity for advancement. Preferred is a man who has lived in the eastern seaboard area. Box 489, BROADCASTING.

Salesman or sales manager. 250 watt middle east network affiliate. For Riley, Box 168K, BROADCASTING.

Head salesman wanted—New England area. 15% commission. Reply Box 198K, BROADCASTING.

Have opening for salesman who wants a chance to broaden his experience. Relocation to Detroit. 3 oil refineries of major companies located here. Must have good contacts. Full first letter. WDDY, Cumberland.

Aggressive salesman who knows the broadcasting business and is anxious for opportunity to make money with a lively network station. Full first letter. Replies to "Manager, WJLI, Niagara Falls, New York."

Salesman, metropolitan market, 15% draw. Contact Willard Boto, WJTH, East Point, Georgia.

Announcers

Singing announcer—Southeastern station putting accent on live talent wants announcer who can sing and act. Will entertain on the mike, combining pop vocals with routine announcements and deejay work. Adequate salary to start, with increasing salary phases. Best producing results for station. Box 188, BROADCASTING.

Staff announcer, qualified for all-round duty by experience or education. Must have good voice and ability to produce by progressive 1000 watt independent network. Good opportunity for advancement. Personal interview essential. Box 109, BROADCASTING.

Announcer-engineer first phone, 250 watt Mutual, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Radio announcer leading midwestern regional radio-television station. Prefer voice, experience, State age, family, military, station affiliations, temperament, short references. Box 195K, BROADCASTING.

Announcer-engineer for Louisiana station. Experience desired but not necessary. Box 160K, BROADCASTING.

Help Wanted (Cont'd)

Wanted, announcer-copywriter for one thousand watt fulltime midwest affiliate. Excellent opportunities. Box 190K, BROADCASTING.

Do you live in Oregon, Washington or Idaho? If so, are you a professionally trained announcer who would like to move your position? Northern California 5 kw network affiliate seeks an experienced announcer with a professional talent and one news room staff. Local holiday news. Experience desirable. Box 179K, BROADCASTING.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Excellent opportunity for security. Call Mrs. Shop in Virginia 860 for discussion and further information.


Announcer-engineer. Starting salary $70.00 week, with increases to follow determined by performance. Carefully selected applicant only. Radio station KLX, Monroe, La.

Announcer-salesman: Excellent opportunity for aggressive "salesgenter" on 1 kw Indie in major southern market. Twenty single family homes in area. Must sell house and real estate. Send tape or photo sales references and all personal particulars. Box 170, BROAD- WY, WHOK, New Orleans, La.

Experienced announcer for 1000 watt daytime independent. Letter of recommendation must accompany details to WDBL, Springfield, Tenn.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired with ability to handle varying situations in 1st letter. WDKX, Atlanta, Georgia.

Experienced announcer. One of America's pioneer stations has opening for experienced announcer strong on news and features. Openings for news director, and with a good audience, and photo letter of qualification, call 1st letter. WURL, Boston, Mass.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in Ohio. Florida. No engineering experience required, but must hold first class license. Good voice and good judgment. William F. Lee, WLAK, Lakeland.

Wanted—dependable, conscientious announcer. His career is his own. Must have at least one year experience, sound details, audition. WPIC, Sharon, Pa.

Sound opinion needed announcer with first class ticket. Permanent position. Full information on request. Send full details, Manager, WTVN, St. Johnsbury, Vermont.

Technical


Engineer, first class ticket. No experience necessary. Permanent job. Virginia. Box 1913, BROADCASTING.

Engineer or combination, 250 watt. 90 miles from N. Y. Box 196K, BROADCASTING.

Wanted: Chief engineer for fulltime commercial station in northeastern states. Must have thorough technical training and experience in maintenance of radio and television equipment. Good references. Must have experience with Westinghouse television and audio equipment. Box 107K, BROADCASTING.

Local South Carolina network station needs first class operator. Experience not necessary. No announcing. Complete details first letter. Box 197K, BROADCASTING.

Help Wanted (Cont'd)

Engineer, mature, experienced, capable of taking charge of 1000 watt station. One man, work-in-progress management job on maintenance. Must have car. Position may be near Atlanta or in central states. Good salary and conditions in attractive town. Box 183K, BROADCASTING.

Wanted—Engineer, announcer-engineer, preferred experience with network. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFPL, Floydada, Texas.

Wanted—Combination first class engineering, sales. Salary according to ability. Market-Baby. Personal interview essential. Box 190, New Bern, N. C.

Wanted—Combination first class engineering, sales. Salary according to ability. Market-Baby. Personal interview essential. Box 190, New Bern, N. C.

Announcers

Situations Wanted

Manager

Manager—sales manager, 20 years complete radio management, sales, advertising, station operation. Mature, professional, responsible, dependable, capable manager with good record of increasing profits. National agency contacts. Family man. Must have own car. Immediate opening. Station manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all sales radio operator college graduate, promotion and civic minded. Has been successful in contract AM operation. Prefers tough market. Box 158B, BROADCASTING.

No genius—just thoroughly experienced in all phases of good clean radio work. Well experienced 10 kw independent with 250 watt network affiliate and 1 kw station in midwest area. Married, one child. Best references furnished. Nothing experimental. Very good opportunity. Any one interested return letter to BOX 69K, BROADCASTING.

Salesmen

State Manager, looking for station with very strong market to make biggest deal. Will travel anywhere. Also interested in small market in midwest or Southeast. Relocating. Reply Box 90K, BROADCASTING.

Manager, sales manager. 16 years broadcasting experience. Constructed and sold. Also network affiliate experienced Engineer. Presently employed as manager. Desires position in Southwestern. Mature, responsible business man. Family man. Write Box 115K, BROADCASTING.

Assistant manager at established station, preferably in midwest or Pacific area. Twenty years in radio, including station operating, announcing, sales, copywriting and management. Desires position to supervise and accept responsibility. Will guarantee good, steady and reliable salary and opportunity to learn new and progressive management practices. Available soon. Box 158B, BROADCASTING.

Manager who can produce more profits. Seventeen years in broadcasting in all phases of station operation, announcing, engineering, programing, announcing, engineering, programing, announcing, engineering, programing, announcing, engineering. Box 168K, BROADCASTING.

Announcers

Announcer—salesman, clean record, details by letter, audition. Box 120K, BROADCASTING.

Salesman—announcer. Presently employed at station where commercial manager, salesman and announcer for 2 years. Young, good voice, reliable, best of references, veteran, cares nothing for hours but gets results. Before answers will be returned after hours answering appreciated, but preferred. Box 189K, BROADCASTING.

Announcers

Top dirt! Cheap dirt! Draft exempt young man desires to train as announcer or in sales. Will work long hours, produce results, and photo. Box 946J, BROADCASTING.

Experienced, versatile announcer, broad background. Good voice, versatile, able to develop special aptitude of broadcasting. Needs opportunity to show skill to smooth board and team man. Effective writer. Little experience. Box 171K, BROADCASTING.

Available July 15. Box 82K, BROADCASTING.

Top newscaster and editor with 13 years experience. Good results in permanent job eastern city. Family man. Reply Box 168B, BROADCASTING.
Situations Wanted (Cont'd)

Announcer-salesman: Familiar with all phases of radio including control board. Known announcer, married, no children, willing to travel. Box 146K, BROADCASTING.

Announcer and/or copywriter. Thoroughly experienced in all phases of programing, traffic, announcing, writing, live auditions, off-air. Five years experience. 28, New England only. Box 102K, BROADCASTING.

Staff announcer. Experienced, College graduate. Teenage Rheumatoid Arthritis. Veteran, Young, prefers east or south. Box 104K, BROADCASTING.

Frankly speaking: Three years' radio, drama, radio, disc, TV, day-time, sales, retail. If opening definite, $400 minimum. Box 19K, BROADCASTING.

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 154K, BROADCASTING.

Available July 1st! Two metropolitan New York announcers, draft exempt, both family men. Off-air, any locale. If opening definite, $200 weekly. Will travel. Box 14K, BROADCASTING.

Announcer, versatile, vet, family, college. Employed, American Metropolitan station. Personal interview. Box 146K, BROADCASTING.

Ratty but right. Experienced radio and TV announcer. Married, with family. Strong voice, present or disc, will re-enter business for right job. Box 146K, BROADCASTING.

Announcer, experienced in all phases of radio broadcasting, declares steady dependable work available. Immediate draft exempt. Age 26, married. Does not want a mobile job. Box 132K, BROADCASTING.

Try me! Disc specialty, hillbilly, pop, 30, married, seven years experience. Friendly, dependable. Will go anywhere for $100 weekly. Box 15MK, BROADCASTING.

Hillbilly DJ, Announcer, news, commercials. Musical knowledge, know and like hillbilly. Looking for tight permanent spot. No "stuffed shirt" or "star." Immediate draft exempt. Box 101K, BROADCASTING.

Staff announcer. Experienced, responsible. Have clean-cut disc show of air which would be your own. Looking for tight permanent job. No "stuffed shirt" or "star." Write for disc. Box 15MK, BROADCASTING.


Experienced announcer in all phases of radio, presently employed, draft exempt. Draft just ahead, expresses no desire to serve in any position. I'm looking only for my voice and one thing, the job I want. Presently employed $500 week network station. Six years experience. For story and picture see Page 89 BROADCASTING. June 25th. Veteran not subject to military service. Box 181K, BROADCASTING.

Experienced, draft exempt, newscaster, DJ-announcer. First phone ticket. Car, Touhy, six months. Formerly involved in programing and engineering Milwaukee stations. Six years experience. AKG or N. Y. C. or Southern California, but consider any location. Box 136K, BROADCASTING.

Versatile announcer-sportscaster, strong play-by-play all sports and newscasting. Three years' experience. Draft exempt. Ken Sanford, 2035 Cress Ave. NW, Yorkshire, N. Y.

Technical

Twenty years experience, Highly qualified. Permanent, south west, $400 minimum. Box 14K, BROADCASTING.

Phone first, salary, hours, first letter, available. Box 30K, BROADCASTING.

Situations Wanted (Cont'd)

Northeast-midwest: Licensed engineer, veteran, 27, six years experience mostly on commercial TV and FM and one year in TV transmitting. No combination, twenty-four hours, sixty-five weekly after two weeks' no-bond. Permanent. Box 166K, BROADCASTING.

First class operator, draft exempt. Single. Preferably low wattage station. Box 134K, BROADCASTING.

First class operator, draft exempt. Prefer New England, small station. Box 172K, BROADCASTING.

1st phone combo, Experience 5 kw Board work, married vet. State salary, hours, living conditions first letter. Southwestern. Minimum $60. Box 178K, BROADCASTING.

Available after July 15. First phone, single, age 26, draft exempt. New employer. Box 19K, BROADCASTING.

First opportunity, graduate top school. Married Draft exempt. Wants combo job Wisconsin or nearby. Available one week. contestant. Box 162K, BROADCASTING.


Radio operator with thirty-two months experience. For location and schedule, no announcement written. Sold home. Immediate draft exempt. Box 101K, BROADCASTING.

Production-Programming, others

Program director, experienced all phases including publicity-promotion, programming, progress, looking for permanent position. Married, two children. Box 13K, BROADCASTING.

Staff organist—thoroughly experienced. Write Box 106K, BROADCASTING.

Versatile continuity writer, woman's voice. Experience with radio, TV, film. Excellent references. Southwestern location. Box 177K, BROADCASTING.

Advertising executive presently employed as assistant radio-TV director of medium market. Desires position with major metropolitan or minor Southern city. Desires return to the South or South West, position not a must. Box 191K, BROADCASTING.

15 years of solid commercial radio and broadcast experience. Draft exempt. Box 168K, BROADCASTING.

wanted. Box 126K, BROADCASTING.

Want more than just a JD? You can have all phases of programing and writing for top midwestern stations. This experience has paid off for other JD's. Write Box 126K, BROADCASTING.

Wanted to Buy

Equipment etc.

Stand-by AM transmitter 100-1000 watts. Reply CBP, Saint John, N. B.

Will buy any one good kw transmitter. Contact RTAN, Wichita Falls, Texas.

Tower self-supporting, approx. 180' new or used Trupen preferred. Jones, 3793 Oak Street, Youngstown, Ohio.

Wanted to buy: 250 kw FM transmitter. Contact RTCA or monitor and buy. WVOV, Vidalia, Georgia.

Employment Service

OBSOLETE TIME SALESMAN BECOMES STATION MANAGER

A successful salesman of a hard-to-sell station came to Broadcasters' Employment Service wanting to sell for a larger station in a larger market. We thought he was management material but after a few weeks we found a station owner who agreed. The result was an immediate increase of 35% in earnings, plus a share of profits, plus a management assignment. We may be able to assist with the next move in your executive career. Every inquiry receives prompt, confidential and personal attention.

If you own or manage a station large or small, AM or TV, we probably have your next move. We are interested in positive and productive vacancies in your organization.

Howard S. Frazier

Broadcasters' Executive Placement

726 Bond Bldg.
Washington, D. C.

Help Wanted

Announcers

Are You a Good Announcer?
- USed Voice
- 1 year experience
- Air mail letter of application to:
KWXX, Waco, Texas

Situations Wanted

Managerial

Three top-level men available
Manager: employed 1000 watt, fulltime, network, west coast stations. Fifteen years' cumulative management.

Program-Production: analysed station 24, television and film, or radio; sales, traffic, and station events a specialty. Every fifth month.

Announcer-Producer: a. i., promotion and publicity, Payola-Free, five years. Available as team or individually. Box 183K, BROADCASTING.

Announcers

NOW AVAILABLE
One of America's most experienced symphonic music announcers; also solid, successful newscasting background.

BOX 135K, BROADCASTING

Production-Programming, Others

AVALABLE JULY 31

PROGRAM DIRECTOR
[fees, production, television, education, merchandising, station administration] Currently employed major metropolitan station.

BOX 133K, BROADCASTING

(Continued on next page)
ABC's 25 Years
(Continued from page 79)
telecast in New York, Washington, Philadelphia and Schenectady via NBC, marking first use of suitable equipment with image orthicon cameras on a regular TV program.
June 30: NBC newsmen report Operation Crossroads from Bikini, with bombardier of B-29 heard over the target and scenes following explosion described.
1947
Jan. 2: NBC TV camera enters Halls of Congress for first time at opening of 80th Congress.
May 7: KrafT Television Theatre begins series still running.
Oct. 5: First telecast from White House.
Nov. 9: Charles R. Denny Jr., joins NBC as vice president and general counsel after resigning as FCC Chairman. Elected executive vice president of NBC July 2, 1948.
Nov. 13: Bell System radio relay set-up between New York and Boston proves successful carrier of TV programs.
Dec. 27: Howdy Doody debuts on NBC-TV.
1948
Jan. 12: Kubia, Fran & Ollie join NBC-TV with completion of cable connection with eastern and midwestern TV hookups.
March 20: Toscanini conducts NBC Symphony Orchestra to its first televised concert. June: "College by Radio" plan announced as part of vast adult education project. Controlled experiments started by WAVE Louisville and the U. of Louisville.
June 8: Fenno Star Theatre and Miltie Foster present show on NBC-TV.
June 21 and July 12: National political conventions at Philadelphia get full TV coverage. NBC devoting 54 hours of TV time to GOP, more than 41 hours to Democratic sessions.
Oct. 21: Ultra-Fax demonstrated in Washington. A million words a minute transmitted from WNBW (TV) to demonstrate results of combined efforts of RCA Labs, NBC Engineering Department and Eastman Kodak Co.
Oct. 31: WNBK, NBC's TV station in Cleveland, starts commercial operation.
1949
Jan. 20: Truman's inauguration is first one to be televised.
April 9: Milton Berle raises $1,100,000 in pledges for Damon Runyon Memorial Cancer Fund in 16-hour marathon telecast on NBC-TV.
July 21: Films of Sen. Tom Connally (D-Tex.) announcing Atlantic Pact ratification processed and shown on NBC-TV stations later, setting a new speed record.
Oct. 7: Niles Trammell elected NBC board chairman. Joseph S. McConnell elected president of NBC.
1950
Feb. 25: Saturday Night Revue starts on NBC-TV.
April 9: Bob Hope makes network TV debut.
July: NBC sends accredited news-reel correspondents to Korea, a TV "first.
July 6: The Quick and the Dead, NBC's four-part documentary on the atomic and hydrogen bombs, begins.
Nov. 3: NBC inaugurates new sales concept with Operation Tandem, enabling networkers to buy participation in a group of evening programs.
Nov. 4: The Big Show with Tallulah Bankhead premieres as 90-minute Sunday evening radio series.
DUTCH PROGRAMS
Recorded Series Offered
NETHERLANDS Information Service, an agency of the Netherlands Government, is offering to radio stations a transcribed series of diversified Dutch music entitled Holland Calling. Series consists of 26 programs, 14:30 minutes each. Holland Calling is produced in The Netherlands and pressed in New York by Gotham Recording Corp. There is no charge for the series. Records are available for $10 prepaid. Stations may retain the records for their library, or for donation to a school. Some 300 stations are now using the service, and NIS reports. Address of the information service is 10 Rockefeller Plaza, New York 20.

STATION BREAKS
WCBG Announces New Policy
WCBG New York will sell station break announcements on a "fixed position basis," effective today (Monday), G. Richard Swift, general manager, announced last week. The "repeating station breaks policy" will be abandoned, he said.
Also announced was the availability of nighttime radio station breaks for 20 seconds transmitted or 45 1/2 "live" words, which reduces night-time signal availability to five seconds or 12 1/2 "live" words, at 50% of the base station break rate of $200 Class A time. Present rate of $100 for daytime station breaks and time signals will continue. First choice of fixed station-break availabilities will be given to current advertisers, Mr. Swift said.

FOR SALE
Southern Network Station
$55,000.00
One of the old established network properties located in an excellent and rapidly growing market. Station has always made money in spite of absentee ownership. With a down payment of $25,000.00, we can finance the balance on reasonable terms.
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

--FOR SALE--
1. GE transmitter console for 1 kw transmitter type XT-1-A
2. GE FM exciter type box 4-B1A1
3. GE FM 3 kw amplifier type BT-3-A model 4-B2A1
4. GE AM 1 kw amplifier type XT-1-A model 4XT1A
5. GE frequency monitor FM type BMA model 4BE1A
6. GE frequency monitor OM type BM 3A model 4B1A
7. GE regulated power supplies for frequency monitors, type BP2A model 4BP2A1
8. GE program amplifiers type BP2A model 4BA2A1
9. GE monitoring amplifier type BA4C model 4BA4G1
10. Table holding GE console
11. 6 ft. racks, holding frequency monitor, etc. GE racks
12. GE console type 4FS1A1 monitoring speaker
13. GE speaker base model 4P121A1 (for above unit)
14. GE monitoring amplifier model 4G1C type BA4C
15. GE crystal thermocell Cat. 32C401G63 213.657 kcs
16. GE utility input amplifier type BA10A
17. GE Channel console
18. 8 ft. GE rack
19. GE relay assembly (4 relays)

BOX 165K, BROADCASTING

WAGE POLICY
Panel To Report July 5
WAGE policy in the radio and television field may be determined this summer with a target date tentatively set for July.
A panel, appointed by the Wage Stabilization Board to consider wage stabilization in industries exempt from price ceilings, meets in Cincinnati July 6 to report on hearings it conducted in Washington early in June.
Radio-TV stations as well as a number of other industries and services are specifically exempted from price controls under Sec. 402 (e) of the Defense Production Act.
Majority of witnesses who appeared before the wage panel favored lifting of the wage freeze in those industries which do not come under price controls.
A widely circulated news report last week claimed that the panel would recommend the lifting of the wage freeze in the exempt industry category. WSJ could not confirm this report and pointed out that the board, and not the panel, had the authority to "make final determinations on the problems on which it [the panel] received testimony."

Page 84 • July 2, 1951
AUTRY CONVERTS

Hollywood Offices

WITI remodeling cost reported as "under $250,000," Gene Autry is converting a recently purchased Hollywood building at 6920 Sunset Blvd. into 52 offices to headquarters his radio-television and other enterprises. Space, on a rental basis, will be available to independent TV production units.

Formerly a one-story supermarket, occupying more than 9,000 square feet of floor space, it will be a two-story structure upon completion. Included will be a completely equipped sound stage to be used by his Flying A Pictures Inc. in the production of TV films. Occupancy is expected by late August.

CENSOR DANGER

Warned in 'Redbook' Article

A WARNING that thoughtless censorship may mean "a diet of movies, radio and television programs so unrepresentative of life as it is really lived that you're almost sickened by the unreal" was voiced by Collie Small in "What Censorship Keeps You From Knowing," published in the July issue of Redbook Magazine.

Saying that "censorship is on the increase in America," Mr. Small attributes it to larger numbers of competing minorities groups, to "the growing fear on the part of publishers and motion picture and radio producers of offending such groups," and to "the appearance of television—which creates a new medium to be censored," and to "political insecurity."

BBM Elections

CHARLES R. VINT, president of Colgate-Palmoive-Peet Co. Ltd., Toronto, has been elected president of Bureau of Broadcast Measurement, Toronto, at a meeting of BBM held at Toronto fortnight ago. Horace N. Stovin, president of H. N. Stovin & Co., station representative, Toronto, was re-elected vice president. Charles J. Follett, Ass'n of Canadian Advertisers, Toronto, was elected executive secretary, and Athol McQuarrie, general manager of ACA, re-elected treasurer of BBM.

WNEN New York will carry a summer water-safety spot campaign featuring transcribed personal messages, produced under American Red Cross auspices, volunteered by Esther Williams, Buster Crabbe, Eleanor Holm and Johnnie Mullinder, together with three swimming champions of the Women's Swimming Assn. of New York.

EDWARD ROBERTS CARROLL, president, WABC TV Network teletypewriter department head, appointed vice president and general manager of Vidicam Pictures Inc. SHERMAN GREGORY, veteran broadcast executive, appointed chief of technical operations for Radio Free Europe's stations in transmitting West Germany. He will leave the United States July 2 for his new headquarters in Munich, from which he expects to supervise the technical operations of the RFE stations in Frankfurt and Munich and their transmitters, as well as other RFE stations now in the planning stage whenever they are ready to begin operations. He will report directly to Richard J. Condon, European director of RFE.

CHARLES SEAYER, Chemical Rubber Co., Cleveland, to editorial staff of The Jam Handy Organization, Detroit.

STORECAST Corp. of America added 24 new sponsors, including General Foods Corp., Allegheny Ludlum Corp. and Kraft Foods Co., during month of May. Thirty-nine new sponsors and renewal by 25 old ones during April and May also were reported.

CHARLES DORCKER, operator of own advertising agency, to Sales-O-Matic, as San Francisco representative. Firm sells and leases point-of-sale tape recorded commercials.

BENNETT S. ROSNER, advertising and promotion manager Custom Records Div. RCA Victor, father of girl, Druanne Gale.

Equipment . . .

JAMES W. SHACKLEFORD, southeast regional sales manager, Scott & Mack Televisi on, named southeastern district sales manager for radio & television divisions of Sylvania Electric Products, Inc. Mr. Shackelford will establish his headquarters in Atlanta, Ga., to cover Georgia, Alabama, Louisiana and Florida.


THE TURNER Co., Cedar Rapids, Iowa, announces new television booster, model TV-1, capable of covering 50 channels from 2 to 14.

RAY A. MORRIS, assistant sales manager Industrial Development Engineering Assoc., Indianapolis, appointed chief engineer.

ROGER B. TEPSEN, executive department manager, research division General Electric, Syracuse, appointed manager of research division for Tube Divisions. He makes his headquarters in Schenectady.

FEDERAL TELECOMMUNICATION Labs, Nutley, N. J., research unit of International Telephone & Telegraph Corp., announces new television picture monitor which will "cut into" picture signal resolution. Described as "especially useful in the laboratory and production testing of television video amplifiers," with a picture size of 14 inches, the new monitor, FTIL-84a, has a "revolving power . . . designed for operation well beyond the specified 600 horizontal line minimum." Deflection circuits of the monitor, designed to operate stable and independently of the "separately driven pulse high-voltage supply," permit horizontal linearity and size adjustments without regard to the effect on high voltage of 16 kV.

SANDERSON SMITH, assistant advertising manager, Radio Apparatus Co. Ltd., S. F., to Varian Assoc. (microwave electronics), San Carlos, Calif., as advertising and public relations director.

NATIONAL UNION RADIO Corp., Orange, N. J., announces new portable checker for picture tubes. The new checker may tube checkers for incoming and outgoing, or for use both in the shop and in the customer's home. It also can check tubes while still in cartons, making it easy to check for damage in transportation.

LEO G. SANDS appointed director of public relations and advertising Benxia Radio, Phila.

GENERAL ELECTRIC Tube Div. announces new heavy-duty thyatron tube for control application. Designed for airborne electronic control equipment, the GL-6044 provides both electrical connection and mechanical support.


M. J. STREHLE, assistant manager of replacement tube sales General Electric, Syracuse, appointed intra-company sales manager for the G.E. tube division.

IDECO, division of Dresser Equip- ment Co., has announced contracts for construction of two of world's largest television towers. Towers will be built for WTMJ-TV Milwaukee and WBEN-TV Buffalo and are being furnished through RCA by IDECO of Columbus, Ohio.

Technical . . .

LAWRENCE J. SCANLON, WIBX Utica, N. Y., rejoins engineering staff WFLA Lawrersh Mass.

WALTER THOMPSON, engineer WGN Chicago, on leave of absence, was re-elected president of International Brotherhood of Electrical Workers (AFL), Local 1320, for another two-year term at recent members' meeting. M. A. (Maxie) BAER and JOHN BAKER, also of WGN, were elected vice president and treasurer, respectively. JAMES FELIX, WJJD, and KURT DARR, WBBM, were re-elected recording and financial secretary, respectively.

EDWARD EDISON, manager San Francisco branch RCA Service Co., to engineering staff KLAC-TV Hollywood, as assistant to director of engineers, ROBERT CONNER.

July 4 Features

INDEPENDENCE DAY will be an occasion for special programs for all Lang-Worth affiliates, Lang-Worth Feature Programs Inc. has announced. Special programs planned included A Summer Day, a half-hour show utilizing words and music in a patriotic vein. Another Independence Day—1951 also runs 30 minutes and interprets July 4 with brass band and choral singing. An informal show about baseball was also announced —A Sidelight on the Baseball Story, allowing for introduction of local baseball scores and stories.

NEARLY 30 YEARS
Enough Is Enough

EDITOR:
After reading the editorial of June 11 entitled “FM’s Aches, TV’s Balm?” . . . we are writing as representatives of the FM listening public. We wonder why your publication continually persists in knocking the best means of sound broadcasting—FM . . .
Bruce Elving
Richard Gottschald
Duluth, Minn.

EDITOR:
. . . I have noted with interest your replies to Ed Wheeler and Mr. Adams [Open Mike, June 25, 18] in regard to your statement, attributed to engineers, that FM could be accommodated on two mags. You state in only the densely populated areas such as their markets it might work. Please then explain what would happen in your area (Washington population 12,000) to the 15 or 16 FM stations that are listened to with regular consistency by the people of this area . . .

You say, with a twang of bitterness, there are only 700 FM stations on the air five years after the advent of radio? How many TV’s after five years? What industry or business can invest what we have in a new business, speaking of the FM broadcasters, and expect it to give an immediate return? We who have stations on for three or four years are getting on our feet, much to the consternation of those who like to see us die . . .
Please don’t try to add insult to injury by stating that anyone who thinks your publication is opposed to FM hasn’t read it very closely. I have long defended you of these charges, but now it is so obvious that it is indeed an insult, even though we have shown our lack of intelligence by staying in FM, a thing we believe in, and even some of us have run with it.

Robert E. Williams
Station Manager
WFML (FM) Wash., Ind.

EDITOR:
I am sorry to have to say that Broadcasting & Telecasting certain things indiscriminately against FM broadcasting. Invariably, Broadcasting & Telecasting calls aural broadcasting AM instead of Radio. The letters AM mean amplitude modulation and so exclude the frequency modulation segment of the broadcasting art. Your reference to radio as AM is grammatically wrong, too. This is of course a calculated deliberate, cutting slur of the superior FM medium.
Richard F. Lewis Jr
/licensee
WFEL (FM) Wincheste, Va.

EDITOR:
. . . Upon carefully re-reading your editorial [“FM’s Aches, TV’s Balm?” June 11] and the comments given to Edward Wheeler’s letter [Open Mike, June 18], I agree with you that in substance BROADCASTING & TELECASTING has not come out against FM. However, I do feel you have actually denying that there is any future to FM; that someday there might be broadcasters clamoring for space on your FM spectrum. The suggestion is a bit far-fetched, perhaps, but you know what I mean.

There are broadcasters who are making money by providing a listener program (advertising with Storecast, Air Music, etc.) on strictly an FM basis. WBIB, WABF, and several others can be cited as examples. Sol Chain and Ira Hirschman and others have the hope that someday others will join them. By reducing the FM band, they are denying that chance; for presently, the FM spectrum will never be regained. FM growth may be slow, but it’s steady. Let’s plan for a brighter FM future, and leave $5 to 105/me int.

George W. Hamilton
Maplewood, N. J.

[EDITOR’S NOTE: We’re glad that Mr. Hamilton’s fears for one scuttling FM, as expressed in his letter, have not been realized. OPEN MIKE last week has been reprinted in many parts of the country. To Mr. Hamilton and to other avid FM partisans who misinterpreted the intent of the editorial, a final word: BROADCASTING & TELECASTING desires no end to FM but believes the fact that the FM spectrum is not fully occupied justifies a consideration of the question of converting some spectrum space to TV . . .

Old Wheeze

EDITOR:
As a theatre operator [The Georgetown Theatre in Washington] and as a public relations advisor on films and television, I can’t quite agree with your premise you outline in your editorial, “Theatre TV No Knockout” [June 25 issue] . . .

And frankly what makes television so sacrosanct that you, in your omnipotence, can blithely, and carelessly, insist that “the retail price of a radio or television set should be the last consideration to those building the programs on the air”?
Especially when you know that the customer is paying for the show in the form of a pitcher’s approach to “hurry, hurry, hurry,” to buy a sponsor’s product . . .

Al Sherman
Washington, D. C.

[EDITOR’S NOTE: No viewer of commercial TV is obliged to buy a sponsor’s product unless he wants to. The difference between the show and buying a ticket at a box-office before being admitted to a show is obvious . . .

AAMA CONFERENCE

Marketers Meet in Detroit

SEVENTEEN “circles of information” climaxed the three-day conference of the American Marketing Assn., at the Hotel Statler fortnight ago in Detroit. This innovation made the last day of the conference into an open forum, where those with specific questions and problems could talk directly to a table containing three to five experts in a particular category.

Two of the “circles” were devoted to radio and TV problems. At the table headed “Radio and TV as a Source of Marketing Information” were: Robert J. Anderson, ABC; Warren Middleton, WLS Chicago; Donald L. Miller, Crosley Broadcasting Corp., and Edward Shurick, of CBS.

Under “Marketing Advertising Effectiveness on Radio and TV” questions were being covered by Thomas Coftn, NBC; Sydney Roslow, The Pulse Inc.; E. E. Sundquist, A. C. Nielsen Co., and G. Maxwell Uele, of Kenyon & Eckhardt.

The success of this new idea was measured by the fact that well over half of the 400 delegates took advantage of one or more of the 17 roundtables. The theme of the meeting was “Marketing For Tomorrow,” with future techniques being discussed in the light of today’s indications of future conditions.

Advertising’s place in marketing was well covered at one morning session, when the delegates were addressed by John L. McQuigg, of Geyer, Newell & Ganger; H. K. (Ken) Jones, vice president and director of research for Brooke, Smith, French & Dorrance, and Walter B. Booth, account executive for Campbell-Ewald.

BROADCASTING & TELECASTING
FCC Actions

(Continued from page 81)

Applications Cont.: completion date.

License Renewal

WTVL, Waterville, Me.—Request for extension of completion date of 11/15/53, to June 1956, for power to 5 kw, installation of new trans., change antenna, & installation of DA-DMN on 1150 kc.

Application Granted

WCAM Camden, N. J.—Upon petition, hearing, & grants, & granted application to change trans. location, from old studio system of WCAM subject to contention that proposed tower be painted and lighted in accordance with specification 16-16 plus temporary lighting.

WKBX Dubuque, Iowa—Granted application for CP to replace expired CP, to maintain present frequency from 790 to 600 kc, & install new tower.

Designated for Hearing

WELS Kinston, N. C.—Designated for hearing in consolidated proceeding with application of WELX to change facilities, & application of WTMC to change facilities—the application of WELS for consent to relinquish negative control of licensee by B. E. Lockard, & applications of F. J. Siegel and Robert Wason to Leroy Arnold, et al.

Extensive Extended

Crosley Broadcasting Corp.—Extended temporary authority to operate experimental station W2DS, violating KGBS-1 on KQF-4A, now providing Crosley with additional rights to operate stations in Dayton and Columbus, Ohio, for one month until July 31.

BY THE COMMISSION

License Granted

General Electric Co., Syracuse, N. Y.—Grant of extension of developmental station KEECVX license on temporary basis for period ending Sept. 1.

Freedom Essay

ABE PLOUGH, owner of WMPS Memphis, and president of Plough Inc., wanted to develop employ interest in a $5 million pharmacetical plant, but was forced to abandon his plans. To that end he announced a scholarship award to children of radio-pharmaceutical employers in a competition for the best essay on a subject, entitled, "Freedom Is Everybody's Job." The contest was won by Richard Lee Keelstein, 14-year-old son of Harold R. Keelstein, vice president and general manager of WMPS.

A CHAS. MICHELSON HIT!

Phil Brito in "a Date With Music"

15 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.,
15 WEST 47TH ST., NEW YORK 19

BROADCASTING  Telecasting

Box Score

SUMMARY THROUGH JUNE 28

Summary of Authorizations, Stations on the Air, etc.

Class: On Air Licensed
cp On Air
AM Stations .......... 10 526 50 10 127
FM Stations ......... 532 532 31 1 32
TV Stations ....... 107 107 28 28

On the air.

Docket Actions . .

FINAL DECISIONS

Otawa, Ill.—Announced final decision of May 22 which, as amended, granted registration of license and granted extension of permit for a new AM station at 1430 kc, 100 w, daytime; condition June 21.

INITIAL DECISIONS

WORD Spartanburg, S. C.—Hearing Examiner Elizabeth Smith recommended decision favoring grant of application for the frequency of 1295 kc, 250 w, fulltime to 910 kc, 1 kw, fulltime, directional; decisions June 21.

MEMORANDUM OPINIONS AND ORDERS

WTUX Wilmington, Del.—By order, granted temporary authority to continue temporary operation, to August 1 on or before night Sept. 15, 1953, pending action on new application filed October 15, 1952, for full license; denial of renewal of license. Order June 21.

KGBS Harlingen, Tex.—By memorandum opinion and order, vacated and set aside initial decision of Nov. 21, 1951 recommending grant of application for a frequency of 1125 kc, 230 w, fulltime to 850 kc, 5 kw, daytime, for employing same nighthalf day, re-directional, in order to allow time for processing directly, remained for examination for further. Also authorized applicant to conduct proposed survey on 850 kc with 190 w, unmodulated signal to be identified every half-hour; order June 21.

Kansas City, Mo.—Adopted order requesting Kansas City City Council to approve permit for proposed St. John's Church of Jesus Christ of Latter Day Saints, Inc., and make necessary amendments to issues specified by order at oral arguments scheduled for July 16, in addition to issues raised by their exceptions. Order June 21.

Sacramento, Cal.—Adopted memorandum of AM-FM Station KKOM, licensee, change of ownership (AM) and order denying petition of Capitol Radio Enterprises for review of examiner's ruling on May 31 which denied request to change plan and date of initial construction by 90 days, proceeding involving its application for license of Radio California. Order June 21.

Non Docket Actions . .

AM GRANTS

Marion, Ala.—Neely Beigun Co., 2/1/53, 1 kw, daytime; condition. Estimated construction cost $177,250. Rome partners. Lester M. Neely and Kathleen W. Neely are owners.

Grants, Transfers, Changes, Applications


WJER Dover, Ohio—Granted assignment of license from Anne Sevee Green to Dover Beigun Co. Inc. owned 99% by Anne Green, 1% by R. A. Rense and 1% by Jane O. Rense. Granted June 18.

WDYK Columbus, Md.—Granted assignment of license from Robert E. A. Rense to The Western Maryland Beigun Co., owned 99% by Robert E. Rense and 1% by James A. Avrett, attorney, Mr. Avrett pays a commission to Rense. Granted June 19.

WLA Chicago—Granted assignment of control Prairie Farmer Pub. Co., sole owners, WLA, license from Gus A. Holt and five others, individual and as trustees of the Burridge D. Butler Memorial Trust of Chicago through transfer of 1750 shares from Thomas Murphy and James E. Edwards, co-executors of the will of Burridge D. Butler, mother. Granted June 18.

Lake Charles, La.—Granted involuntary assignment of license from Robert R. Thomas to Dennis W. Sepaugh 6/3 as California Beigun Co. to T. B. Lanford, L. M. Sepaugh, R. M. Lanford and the Viola Lipe Trust through its trustees d/b as Califusn Beigun Co. Acting receiver by grant of R. M. Dean's wife in accordance with Louisiana community property laws. No money involved. Granted June 19.

KRM-D-FM Shreveport, La.—Granted involuntary assignment of license from Robert R. Thomas to Dennis W. Sepaugh 6/3 as California Beigun Co. to T. B. Lanford, L. M. Sepaugh, R. M. Lanford and the Viola Lipe Trust through its trustees d/b as Califusn Beigun Co. Acting receiver by grant of R. M. Dean's wife in accordance with Louisiana community property laws. No money involved. Granted June 19.

WINGLI-AM-FM Shreveport, La.—Granted involuntary assignment of license from Robert R. Thomas to Dennis W. Sepaugh 6/3 as California Beigun Co. to T. B. Lanford, L. M. Sepaugh, R. M. Lanford and the Viola Lipe Trust through its trustees d/b as Califusn Beigun Co. Acting receiver by grant of R. M. Dean's wife in accordance with Louisiana community property laws. No money involved. Granted June 19.

(WFRO -A - M - F Fremont, Ohio—Granted assignment of license from Robert F. Wolfe Co. Inc. to Wolfe Beigun Co. a formality designed to separate Robert Wolfe's broadcasting interests from his office supply interests.

FCCroundup

New Grants, Transfers, Changes, Applications

When Its "Bim" Up Yours

Another "Bim" "Pin Up" Hit—Published by BMI

BECAUSE OF YOU


On Transcriptions: Mindy Carson—Associated; Comeston Grove Orch.—Standard; Monica Lewis—World.

July 2, 1951 — Page 87
Moves to Speed Thaw (Continued from page 69)

views on educational reservation."

Going into details of the Yankee network's unsuccessful efforts to get Channel 10 at Bridgeport, Mr. Pierson attacked the provision of "arbitrary denial" he held is involved in FCC's proposal. He said that broadcasters should follow it in the public interest.

He saw FCC's plan for a final guide now and commencement of application hearings following cancellation of discouraging litigation later which would delay TV indefinitely. He saw a worse "chain reaction" in its plan than that of FCCB.

Mr. Pierson argued the "last chance" nature of FCC's proposal makes greater the desire to take a denial to court, whereas under the FCCB plan an applicant has as many chances as he wishes to take and his ingenuity can devise.

He pointed out litigation under FCC's plan could confuse the whole of the U.S. while any litigation under the FCCB plan would be confined to only one area.

Under FCCB's plan applicants would forego unduly complicated "alternate proposals" and work out mutual compromises as they do in AM, he suggested.

Mr. Pierson appeared in behalf of WTTM Trenton, N. J.; WEEK Peoria, Ill.; WIND Chicago; WIRE Indianapolis; WINS Des Moines; WAO-Salt Lake City; WWST Wooster, Ohio.

Paul D. P. Spearman, who called television "God's greatest radio gift to man," held FCC can't assume any authority except that "affirmatively" granted by the Communications Act. Even through the FCC may act as a court, which he indicated it is, FCC is obliged to follow the intent of the law as originally legislated in 1927.

Mr. Spearman argued that Sec. 305 (c) of the act allows FCC to assign frequencies to classes of stations, but says nothing about assigning multiple types of stations to the same frequency.

Asked by Chairman Cott or if FCC could take Channels 2 through 8 and assign them as a block to education, Mr. Spearman agreed this was lawful although doubt the wisdom of such action. "Take Channels 2 to 13 and allocate them to education," Mr. Spearman suggested, adding, "Mess it up good.

Mr. Spearman sympathized with Mr. Cottle for being "made" to argue in support of FCC's policy rather than to submit his advice. He charged Mr. Cottle took "poetic license" with his brief and in quoting authority contained in provisions of Sec. 307 (b) of the act, he continued, "in considering applications FCC must allocate equitably among the states.

Mr. Spearman agreed television must have some jumping off place from which to measure minimum engineering standards, and felt the statute supports a skeleton plan for about 50 cities.

He urged strongly that once the engineering standards are set that FCC stick to them firmly.

"Let's protect television as we didn't protect AM. There's something worth protecting in television," Mr. Spearman concluded.

Mr. Spearman argued in behalf of WIB Kansas City; WSMB New Orleans; WAGE Syracuse; WCKY Cincinnati; WMJ and WFDM Atlantic City, Ala.

Robert M. Booth Jr., appearing for WKMH Dearborn, Mich., urged limitation of litigation to specific area. His use of a guide plan rather than FCC's fixed rule plan. Asking FCC to request all parties to take shortcuts to ending the freeze quickly, he said WKMI had a plan which would be submitted this week if desired. WKMI also opposes as illegal the "preferred status" accorded educators.

Thomas W. Wilson directed his appeal to FCC's report for educational reservations. He felt FCC legally can allocate a certain number of frequencies to education, but argued it is illegal to reserve them. He appeared for WIBC Indianapolis, WMBD Peoria, Ill., and WIP Philadelphia.

NARTV-View

Thad H. Brown Jr., arguing for NARTV-view, fully supported CBS' claim that radio is "transformed" and ironed, fixed allocation plan. He considered such a plan "extremely wise." Mr. Brown, however, argued that FCC has no authority to reserve educational channels in view of the history and intent of Sec. 307 (c).

E. D. Johnston, appearing for DuMont, pointed out that although in the legality of compelled location is agreed to by DuMont, corrective legislation on the subject has been submitted to Congress in view of the questioning of this authority. He argued that compulsory location, however, is illegal and such principle would apply to all services as well.

FCC Roundup (Continued from page 87)

licences of WDBT Cairo, Ga. Filed June 22.

TV APPLICATIONS

Duluth, Minn., Radio Inc., Ch. 6 (82-88 mc), 15.8 kw visual, 7.9 kw audio, antenna 125 feet; estimated cost $255,000; operating cost $25,775 annually; station proposed for Bridgeport, Conn.; filed June 22.

Richardson, Ind., licensee of WIBC Indianapolis, filed appeal of FCC's decision that FCC's March 24, 1953, decision to deny a request by Ridder Pub., Inc., to own WTMN-AM-FM-TV, is controlled by Ridder Pub., Inc., the owner of WTMN-AM-FM-TV Minneapolis, and owner of controlling interest in KILG Grand Forks, N. D., and KBXQ St. Paul, Minn., filed June 22.

FCC roundup (Continued from page 87)

Barnes, D. F., licensee of Wrencroft, Corp., Ch. 60 (170-176 mc), 22 kw visual, 10 kw audio, antenna 350 feet; estimated cost $182,500; operating cost $100,000; revenue $125,000. Applicant is William T. Barnes, a resident of the Greater Bangor, Maine area, filed June 20.

Huntsville, Ala., licensee of WHB Radio, Ch. 13 (210-216 mc), 10.3 kw visual, 5.15 kw audio, antenna 500 feet; estimated cost $170,299.50; operating cost $80,000; revenue $175,000. Applicant is Robert A. Pierson, a resident of Huntsville, Ala., filed June 20.

WEST SARASOTA, Fla.—An application for assignment of license from partnership of Antonio G. Fernandez, Charles J. Fernandez, William P. Casey and Gonzalo Fernandez to BKZ, 2153 N. Gulf St., New York, for WSNF, Ch. 7/B as Sarasota Best, Co. The other three stockholders are in A. G. Fernandez's interest. Filed June 23.

NEW YORK.—Application for assignment of license from Harold W. Cassil to Cassil Radio Corp., owner 100%, by Mr. Cassil, licensee, filed June 26.

KEW, Batesville, Ark.—Transfer of control White River Beets, Inc., licensee of KXON, Ch. 7/B, WBOC, to Mr. Lee H. Grigg, to owner Lampanas Feed & Elevator Co.; Vice President. File June 24. Filed June 25.

KVOE, Monahans, Tex.—Involuntary transfer of control from Charles W. Stuckey, owner, to Robert W. Stuckey. Mr. Stuckey was 50% owner. Filed June 22.

WGCG, Cleveland, WJR Detroit and KMPC Los Angeles—Involuntary transfer of control from A. Richards, deceased, to his widow, Mrs. Florence A. Richards, as owner of the real estate. Mr. Richards owned 64.996% of stock in KMPC, filed June 22. Filed June 22.

KVMN, Marion, Ill.—Assignment of license from Harley L. Grisham and George A. Johnson, licensees, to George W. Dodds for $18,000. Filed June 27.

ANTITRUST SUIT

FILED AGAINST BLAW-KNOX CO.

JUSTICE Dept. last week filed a civil antitrust suit against Blaw-Knox Co., Pittsburgh, manufacturer of radio-TV equipment, charging it with unfair trade in cast metals rolls. Suit was filed in the U. S. District Court, Pittsburgh.

Attorney General J. Howard McGrath, Washington, is taking part in an international cartel agreement, which said, he had the effect of restricting both export and import of cast metals rolls. These rolls, according to Mr. McGrath, are vital products "in this period of defense preparation." The court was asked to cancel all international laws with Blaw-Knox and four other firms in England.
Radio Tops Papers

(Continued from page 28)

 ance on the fourth day, accounting for 54.8% of traffic that day com-
pared to 22.6% for newspapers. This was construed as an indica-
tion that radio did a better selling job than the newspaper story
would indicate, in view of its superior carry-over effect.

In each of the Woodward & Lotthrop and Jelleff’s studies only a
few related items were adver-
tised. The use of repetition on
radio instead of newspaper adver-
tising methods was found to sup-
port the broadcasting contention
that it can rarely produce super-
ior sales results for the same ad-
vertising dollar.

Interviews Incorporated

ARBI’s technique is built around
close measurement of store traffic,
along with detailed interviews
directed at point of sale. Four types of
customers were interviewed—radio,
newspaper, both and other. Trained
interviewers contact store traffic in
the tested lines, obtaining com-
ments on reasons for appearance in
the store. The interviews were care-
fully checked to show what each medium
produces from a dollar volume standpoint.

One Woodward & Lotthrop test
was built into two-day parking
with $273 spent in the Washington
Sunday Star for one display ad
and $269.19 on WRC for 16 an-
nouncements. Detailed results fol-
low:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Radio Paper Both Other Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>% In City</td>
</tr>
<tr>
<td>% In City</td>
<td>38.5</td>
</tr>
<tr>
<td>% Outside City</td>
<td>35.3</td>
</tr>
<tr>
<td>% Unascertained</td>
<td>3.1</td>
</tr>
</tbody>
</table>

* These figures include all purchases made in the big underwear section by customers who were interviewed.

One of the Jelleff’s tests dealt
with $26 misues and juniors suits.
The store used Evening Star-space
at a cost of $321.40 and spent
$313.07 for 15 announcements
on WRC. Results follow:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Radio Paper Both Other Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>% In City</td>
</tr>
<tr>
<td>% In City</td>
<td>38.7</td>
</tr>
<tr>
<td>% Outside City</td>
<td>35.3</td>
</tr>
<tr>
<td>% Unascertained</td>
<td>3.1</td>
</tr>
</tbody>
</table>

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

Second Jelleff’s test was based on
women’s robes selling for $10.95
and $12.95. Two advertising
cost $320.10 were used, in the
Tuesday Evening Star and Thurs-
day morning Post, and $329.08
was spent for a total of 15 an-
nouncements on WRC Tuesday
through Friday. Results follow:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Radio Paper Both Other Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>% In City</td>
</tr>
<tr>
<td>% In City</td>
<td>39.5</td>
</tr>
<tr>
<td>% Outside City</td>
<td>36.7</td>
</tr>
<tr>
<td>% Unascertained</td>
<td>3.8</td>
</tr>
</tbody>
</table>

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

In the test at Brooks, newspapers
were slightly more effective in pro-
ducing traffic and in dollar value
of purchases, but radio was slightly
ahead in percent of customers buy-
ing the advertised merchandise,
women's robes and brunch coats.
Four newspaper advertisements
were carried, using all of the
Washington newspapers, for a total
cost of $614. Ten announcements
were used on WRC at a total cost of
$219.34.

The Woodward & Lotthrop
and Jelleff’s tests showed newspaper
traffic declining rapidly by the end
in the case of Brooks the newspaper
traffic increased whereas radio traffic
declined. The Brooks newspaper advertising
utilized the small-space repetition
technique, an adaptation of the ra-
dio announcement method where the
value of repetition is effective. The
Brooks radio copy sacrificed considerable sales impact to include
detailed instructions for phone
and mail orders, include tax and
shipping charges plus telephone
telephone number.

Details of the Brooks study fol-
low:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Radio Paper Both Other Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>% In City</td>
</tr>
<tr>
<td>% In City</td>
<td>34.9</td>
</tr>
<tr>
<td>% Outside City</td>
<td>35.1</td>
</tr>
<tr>
<td>% Unascertained</td>
<td>3.1</td>
</tr>
</tbody>
</table>

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

EXTENSIVE selling campaign by
KOFM (FM) to attract of KFRE
Fresno, Calif., increased advertis-
ing volume 500% in 30 days, ac-
cording to Paul R. Bartlett, pres-
ident. The station has started
publication of a program schedule
covering its good music service.

“We chose the policy of good
music not because we believe ev-
eyone is interested in the high-
quality aspects of FM reception
but because there is no other sta-
tion between San Francisco and
Los Angeles providing such a sched-
ule,” Mr. Bartlett said.

“Surveys in this area indicate
FM set ownership of approxi-
mately 27% of the total homes. We
believe the future of our station
and of all FM stations, depends	hon not the high-quality charac-
teristics of FM broadcasts, or the
static-free qualities, though these
are desirable, but upon the ability
and willingness of the station to
provide a kind of programming not
available elsewhere.

“We broadcast programs for
the reception of the public as a whole.
We are in the broadcasting, not the
wired music business. In selling
the station we stress the impor-
tance of using all kinds of media.
Even tobacco companies with their
mass advertising use slick paper
magazines like the New Yorker
desire to show their products to
be cool, and popular magazines
like the Post and Life. Most
advertisers using newspaper and
AM radio in our area could also
afford the luxury of some small
portion of their budget to the class
audience we serve.”

ABC has acquired the rights to
Holly-
wood Star Playscene, weekly dramatic
show currently heard over CBS. ABC
announced last week. First ABC per-
formance is scheduled for July 25, 8:30-9 p.m.

July 2, 1951 • Page 89
...at deadline

DuMONT SAYS DEFENSE HITS TV SET OUTPUT

ALLOCATION of materials for defense already affecting production of video receivers, Allen B. DuMont, president, Allen B. DuMont Labs., told stockholders Friday at annual meeting. Company has defense orders totaling about $90 million.

Dr. DuMont said production has been cut since April 1 and that output of receivers might be expected to run at 40% of 1950 rate for rest of year.

For first five periods of 1951 (Jan. 1-May 20), DuMont sales of all products totaled $235,970,334, compared to $252,474,682 year ago. Fruits are down despite increased sales, however, with Jan. 1-May 20 profits of $522,118 before taxes and $497,618 after taxes. In same time of 1950, profits before taxes were compared to $5,885,166 and $2,300,886.

Predicting black-and-white telecasting will remain backbone of video industry for some years, Dr. DuMont called CBS system interim measure which will last "at the most, one or two years." He reaffirmed conviction final answer will be all-electronic fully compatible system. Stockholders saw a demonstration of field sequential and tri-color systems at DuMont Laboratories in Passaic.

Full slate of officers and directors reelected.

KTHS OBSTACLES REMOVED
WAY cleared Friday for FCC consideration of KTHS Hot Springs move to Little Rock, Ark., with 50 kw operation on 1090 kc. KGRH Fayetteville, Ark., also seeking 60 kw on 1090 kc and participant in the week-long hearings last week, requested FCC permission to withdraw without prejudice (see picture, page 32).

Paul A. Porter, KGRH counsel, explained cost of installation was higher than originally estimated and it was felt advisable to drop application. KGRH New Orleans, originally party in hearing, withdrew before June 25 start of sessions. KTHS represented by Fly, Shuebruk & Blume. John D. Ewing, owner of KSWB Shreveport and publisher of Shreveport Times, also owns KTHS. Henry B. Clay is KWKH general manager. B. G. Robertson, KWKH assistant manager, slated to become manager of KTHS in Little Rock.

AMA RADIO-VIDEO PROJECT
AMERICAN MEDICAL ASSN., which plans to continue its campaigning against the government's socialized medicine proposals, considering recommendation of Russell M. Seeda Agency, Chicago, to use "high-level" radio and TV drama series. Shows would be networked, reportedly paid for by "contribution" of $100 from each of nation's 45,000 physicians. Seeds handled AM-TV billing during AMA's national saturation campaign last fall.

WISCONSIN BILL NOW LAW
Wisconsin Am. Radio & TV set law Friday after publication in Wisconsin State Journal (early story page 28). Interpretation of law will be outlined by group of experts to members of Wisconsin Broadcasters Assn. July 13 in Northern Hotel, Green Bay, at special meeting called by President Ben Laird, WDUZ Green Bay.

COY URGES FACTORIES TO 'ROAD SHOW' UHF DEVICES
FCC Chairman Wayne Coy declared Friday, after seeing demonstrations of UHF television converters at Bridgeport, Conn., that manufacturers should make "road show" demonstration to let more prospective telecasters "have a look at what can be done with the UHF." (See early story page 55.)

Such demonstrations, he said, might contribute to lifting of freeze in addition to selling UHF to dubious telecasters. He praised industry for UHF progress to date, and said public can now be told that "here is a service that is excellent and in some ways superior to VHF." His remarks came at luncheon given by J. V. Craig, vice president and general manager of Aveo's Crosley Division, for more than 100 industry representatives and visitors at demonstration.

Several industry members echoed Mr. Coy's suggestions for future production shows to telexcasters. Possibility of having such demonstration at early broadcasters convention has been broached to NARFTB officials, it was learned. Visit to RCA-NBC experimental UHF transmitter, employed for demonstrations, and trip to New Haven to show pick-ups from greater distances (about 18 miles) followed Bridgeport showing.

Besides showing converters, RCA Service Co. announced it had developed new UHF receiving antennas during Bridgeport tests. They were called "highly satisfactory."

TWO SEEK TV SEGMENTS
TWO major advertisers currently battling to buy remaining half-hour time to telexcast in network, reports on Your Show of Shows, Sat., 9:10-30 p.m. on NBC-TV. They are Bymart Inc. (Tintair) and Revlon polish. Lehn & Fink (Lysol) signed late last week to sponsor half-hour every other week. Other sponsors are Camel cigarettes for first half-hour, and Benrus watches, Scotch Tape and SOS sharing middle half-hour.

MILLER RESUMING TOUR
JUSTIN MILLER, NARTB board chairman, embarks late this week on remaining leg of Latin American inspection tour on behalf of Dept. of State and U. S. Advisory Commission on Information, of which he is member. Judge Miller is surveying and evaluating U. S. information programs, especially the Voice.

VAN LINES ON ABC
NORTH AMERICAN VAN LINES, Fort Wayne, Ind., sponsoring Jay Stewart Show, Friday, 4:4-8 o'clock on 268 ABC stations, beginning July 5. Combined with Network contract is Joseph Castor & Assoc., Los Angeles.

GENERAL MILLS SERIES
GENERAL MILLS sponsoring new adventure program Silver Eagle, 7:30-8 p.m., Thurs., over ABC beginning July 5. Agney, Knox, Reeves Adv., Minneapolis.

BROWN BROTHERS, advertising agency, Nashville, preparing to open New York office. Firm has Gloria Swanson radio show.

Closed Circuit (Continued from page 4)
area to be operated in conjunction with his existing three AM stations.

THOM McAN Shoes, New York, through Neff-Rogow, same city, preparing radio spot campaign for fall in Negro markets only, similar to its schedule last year.

FORD MOTOR CO. preparing six-week radio spot campaign, effective July 16, in Texas. J. Walter Thompson, New York, is agency.

APPLICATIONS for transfer of ABC's radio and TV station licenses to newly formed American Broadcasting-United Paramount Co., which would consummate $25 million merger, were to be filed this week with FCC. Also to be filed will be proposed $6-million sale of WBKB (TV) Chicago, by United Paramount's subsidiary Balaban & Katz to CBS, as part of overall transaction. Applications will be filed contingent upon stockholder approvals at meetings scheduled for July 27 of ABC-United Paramount merger.


ZENITH RADIO Corp., sponsor of Phonovision circulating letter on Capitol Hill that challenges theatre TV acquisition of rights to sports events.

PROCTOR & GAMBLE CO., Cincinnati (Drene), increasing its current radio spot schedule from three to five times weekly, effective early in July. Compton Adv., New York, is agency.

READY for private showing is battery-driven portable television receiver, almost as easily moved about as larger portable radios.

STATE ASSOCIATION ORGANIZED IN IOWA
BROADCASTERS from 23 Iowa stations, on call of William B. Quartm, WMT Cedar Rapids, unanimously voted Friday to organize state association and approved writing of ethical code.

Code was termed positive approach to that set for radio men by outside group, Iowa High School Athletic Assn., with which stations have had many policy run-ins. High school group, private union of public school principals, "censors" sportscasts and makes illegal demands on broadcasters, radio men charge. Principals recently banned KNRT Des Moines sportscaster from appearing on high school track meet telecast because of his comments [BROADCASTING • TELECASTING, June 4]. Broadcasters charge high school group not authorized officially by school boards and does not have representatives from public.

TRUMAN ON NETWORKS
PRESIDENT TRUMAN's Independence Day address will be carried by four radio networks and four TV networks, July 4, from Washington, D. C. ABC, ABC-TV, CBS, MBS and DuMont will air program from 9:30-10 p.m. (time President is scheduled to speak); NBC, 11:30-12 p.m.; NBC-TV, 11:15-12 p.m.; and CBS-TV (kinescope) 10:45-11 p.m.

KGFT Fremont, Neb., denied increase from 100 w to 250 w on 1340 kc unlimited on interference grounds, FCC announced Friday.

BROADCASTING • TELECASTING
Television impressions as low as \(64\text{c} \) per thousand!

Brochures explaining this unique operation have been mailed out. If you haven’t received yours, write or call your nearest WLW sales office—
On radio stations in 18 leading markets, a manufacturer recently offered a booklet.

Not for free. For 10¢ in cash!

KDKA's "Shopping Circle" (9:30 AM Monday through Friday) sold more booklets than any other station...more than the second and third stations combined!

That's the kind of result you can expect on 50,000-watt KDKA...the station that's a tradition to more than 7 million people in the bustling, tri-state Pittsburgh area. For further information, get in touch with KDKA or Free & Peters.

50,000 WATTS
NBC AFFILIATE
KDKA PITTSBURGH

Westinghouse Radio Stations Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

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