a trifle less than two years ago WOR-tv, channel 9, started with little or no people looking at it in New York. People started looking. In fact, a man named George Vargas of Nutley in New Jersey, claims he was the first to see the image on his tv screen. (There are now many thousands of Vargases looking at WOR-tv!) Thanks, George, and we hope you're still looking.

but, WOR-tv has grown and f-a-s-t...

Here's what our researchers say about one WOR-tv sponsor's show—one, mind you... 

During January, February and March, in the year 1951, 50% more people looking at this WOR-tv show bought the product advertised on it than the people who weren't looking. And 78% more of the people looking at the program had the product in the house.

That's selling. That's what WOR-tv does day in and day out. Why not let us do it for you at very low cost. We'll keep our fellows away if you wish: Just call, wire or phone

*according to a special Pulse survey
WTVR will make your summer sunnier in Virginia

This summer will be an especially good time to cultivate the enthusiastic Richmond television audience. For one thing, you will have established your niche in the WTVR fall schedule (last September 76 advertisers were disappointed because the schedule couldn't accommodate them). For another, WTVR, the South's first television station, covers its market alone. BLAIR-TV will give you some more common-sense facts and figures.

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

with

YANKEE PERSONALITIES

who give you ready acceptance in New England homes.

GO 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

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

IF NEW NARTB Television Standards Committee (BROADCASTING • TELECASTING, May 28) succeeds in getting full cooperation of nation's telecasters, it's entirely possible that FCC would entertain suggestion that its proposed conference on TV be called off. No date has been set for NARTB session, originally inspired because of complaints against certain types of TV programming.

ADD TO LIST' of prospective candidates for any upcoming vacancy on FCC: Theodore W. Granik, lawyer-commentator, who runs American Forum of the Air. Before it became definite that Wayne Coy would accept reappointment, Mr. Granik's candidacy was known in high quarters.

GEORGE CASTLEMAN, vice president and radio director of Birmingham, Castlemor & Pierce, New York, resigning to join sales development division of CBS. Successor at agency not yet appointed.

PAUL DOBIN, newly named chief of reorganized FCC Broadcasting Bureau’s Rules & Standards Division, slated to succeed Harry Plotkin as Commission counsel in TV allocation proceedings. Mr. Plotkin, assistant general counsel formerly in charge of old broadcast division, moves into office of General Counsel. Mr. Dobin takes over hearing on city-by-city allocation proposals commencing July 9.

IT MAY WELL be an embattled Judge Miller who officiates at inaugural dinner tomorrow (June 5) inducting Harold Fellows into NARTB presidency. Judge Miller, who assumes board chairmanship, may speak out against those attacking sanctity of radio and TV. Benton resolution for overall investigation of TV and for super-committee purportedly to represent public viewpoint (story page 25) could be springboard.

LEVER Brothers, New York (Rayve home permanently, placing radio and television test campaign in Chicago, using three radio and two television stations starting early in June for 18 weeks. Cecil & Presbrey, New York, is agency. If test is successful, national campaign will follow.

CBS NOODLING around on possible colorcasts of NCAA football contests, if organization persists in its ban on black-and-white telecasts. Presumably pitch would be made on sustaining basis, since colorcasts at this stage can't affect gate. Color pickups of horse race in New York area also contemplated.

SUCCESS of NARTB in signing over 100 new radio members since last autumn, via two-man road team, understood to have induced Broadcast Advertising Bureau to send Hugh Higgins on a bush-beating circuit in search of converts. If NARTB-TV follows suit, it'll be three-pty missionary movement.

INVITATIONS going out for private Waldorf.

(Continued on page 91)

BULLETINS

MARLIN FIREARMS, New York (razor blades), through Duane Jones, same city, buying 52-week spot announcement campaign starting this month in four markets.

WELCH GRAPE JUICE Co., Westfield, N. Y., preparing ten-week radio spot announcement campaign in 20 markets. Doberty, Clifford & Shenfeld, New York, is agency. Minutes and chain breaks will be used starting June 18.

LEVER Brothers, New York (Jelke margarine), through BBDO, same city, on July 1 starting radio spot campaign on half-dozen stations in Illinois to coincide with lifting of margarine restrictions in that state.

FERGUSON IN NEW YORK


Industry Group Offers Color TV Plan

BROAD STANDARDS for what appears to be partially-developed composite compatible color TV system outlined in still classified report of Ad Hoc Committee of National Television System Committee, now being circulated in industry and at FCC, BROADCASTING • TELECASTING learned Friday.

Report represents organized effort of "industry" to develop and present to FCC fully compatible system declared desirable (but unavailable) by Commission in final color decision adopting CBS field sequential system, upheld by Supreme Court last Monday (see story page 28).

Introductory letter in report, by W. R. G. Baker, General Electric Co., NTSC chairman, stated report "actually does more than reflect an examination of the improvements in existing systems and the possibility of new systems. It outlines the broad framework of a new composite system of color television achieved by combining the best elements of the furthest advances in existing systems. Within this framework can be developed by individual co-ordinated effort on the part of our industry, a system, a set of recommended standards and apparatus proved-in by field testing, which can then be submitted to the FCC."

Meanwhile, CBS officials, who knew of report, speculated it may be RCA's dot sequential system "in false whiskers." CBS is not member of NTSC.

FCC sources, declining formal comment, indicated Commission would welcome compatible system and will give full consideration to new developments which have been proven (not paper systems) according to procedure prescribed in final color ruling.

Dr. Baker's letter, datelined May 22, explained Ad Hoc Committee was formed in November 1950 "of outstanding electronic engineers" who (Continued on page 94)
Greater Kansas City's ONLY
50,000 WATT STATION

810 kc.
10,000 WATTS
Night

KCMO

National Representative
THE KATZ AGENCY

"RADIO — America's Greatest Advertising Medium"
BROADCASTING TELECASTING

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

IN THIS BROADCASTING

CBS Color Stands, But Others Still Have Chance
MBS Cuts Rates
J. C. Penney Co. Testing Spot Radio
'Annual Blue Book' Suggested by Benton
Richards Action Awaits Preheating of WFL
In Review: 'Broadway Open House'
ABC Board Okays Merger Plan
Senate Completes Hearing on Copy Confirmation
FCC Wants to See McBride Test Reabs
NPA May Relax Construction Restrictions
Anti-Gambling Bills Exempt Radio
Atlas Paper Profits Climb With WDJ

TELECASTING Starts on Page 59

DEPARTMENTS
Agency Beat
Alliecasters
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Front Office
New Business

WASHINGTON HEADQUARTERS

SOL TASHOFF, Editor and Publisher

EDITORIAL: EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Halley, Makeup Editor; Tyler Nourse, Copy Editor; Dave Berlyn, Assignment Editor; STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John O'Conor, Alan Riley. EDITORIAL ASSISTANTS: Kathy Ann Fisher, Pat Kownatzky, Doris Lord, Jean D. Stutz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dent, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schaefer; Doris Orel; B. T. Tashoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Kunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. Cosgrove, Manager; Roger B. Bierer; Doris J. Bunchal, Jonah Gitlin, Grace Motta, Warren Sheets.

NEW YORK BUREAU
48 Madison Ave., Zone 22, Manhattan. PUBLICATIONS EDITOR: Rufus Crater, New York Editor; Florence Small, Agency Editor; Pete Diemberger, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Central 6-4155; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 26, Hollywood 15; David Glickman, West Coast Manager; Ann August.

TIBURNO: 417 Harbour Commission, Empire 4-0775; James Montagnes.

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

* Registered U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.
Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING • TELECASTING

PLACE YOUR BETS HERE

PICK THE WINNERS

HORSE TRACK RIDER WEIGHT
KUTA Salt Lake City F. C. Carman - 5,000
KCSU Provo - - - - - - - H. Van Wagonen 250
KVOG Ogden ---- A. Webb ---- 250
KLAS Las Vegas - F. Stoye ---- 250
KGEM Boise - - - M. Peterson - 10,000
KLIK Twin Falls - F. McIntyre - 250
KBBJ Burley - K. Clark ---- 250
KWII Pocatello - C. Crabtree - 1,000
KIFJ Idaho Falls - J. Brady ---- 250
KMON Great Falls - B. Warner ---- 5,000
KOPR Butte ---- E. Cooney ---- 1,000
KOOK Billings ---- K. McPherson ---- 5,000

You can parlay this winning combination into a “sure thing”. . . . and at just $55.00

FROM THE STABLES OF THE

ROCKY MOUNTAIN
BROADCASTING
SYSTEM

SALT LAKE CITY

PRES. F. C. CARMAN . VICE PRES. S. JOHN SCHILL

TOUTING BY

GEO. P. HOLLINGBERY CO.
In the period of general inflation we have been going through, meat prices advanced along with the rest, partly because that is the nature of inflation, and further because the amount of spendable money in the hands of wage earners has increased faster than meat supplies.

There's a common-sense remedy for this situation.

1. Stabilized consumer income.
2. Expanded production of meat.

Our rapidly growing population makes this second step one of primary importance. People should have all the meat they want at prices as low as production costs permit. But meat production is inseparably meshed with the production of livestock.

And farmers and ranchers say that livestock production will be discouraged by too long continuance of meat and livestock controls.

As has been well proved by the experience of OPA, price and rationing controls actually create black markets, scarcity in legitimate channels of trade, under-the-counter favoritism, and no consumer benefits in the end. In fact, stabilization officials recognize these dangers and say that controls should be temporary and ended as quickly as possible. There are no substitutes for the natural law of supply and demand.

And consumers can help keep this law working in their interest by buying meat carefully and using it wisely.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.
ROLLING IN DOUGH

Wichita's filthy rich. And it isn't a one-horse show. Besides a multi-million dollar airplane industry there's oil, dairy, wheat, and cattle, plus 523 manufacturing plants. In January alone, retail sales soared to over $23 million—an 82.6% money-value increase over January of 1950. Right now, Wichita is 32% ahead of the 1950 level and its leadership continues.

Nearly a million dollars is being stuffed into Wichita worker's pockets daily. Sales-Management Forecast listed Wichita a "high spot" city for the last decade. Wichita area growth has mushroomed a 10% increase above a year ago. Building and other industries continue to expand. Yes, business is humming in Wichita.

You have to tell 'em to sell 'em. radio does both.

WICHITA IS A MAJOR

Wichita is truly radio active. There's no TV to worry about. Your Wichita radio advertising dollar brings big dividends because Wichita people are removed from other major influences.
A "BLUE CHIP" MARKET

Yes, there's plenty of activity in Wichita - and retail sales are up. Before you can appreciate the bargain you have to buy it. And you'll find in the Wichita bargain, 1½ million people in the broadcast area with bulging pockets waiting to be influenced. If you want to influence people and increase sales, the "blue chip" market for you is Wichita. Radio will do both.

Everyone's a potential customer, too. For Kansas is completely saturated with radio sets. Some have two and three but 98.4% have at least one radio. When your radio advertising dollars are spent in Wichita you know high-volume sales will be delivered by the Wichita radio stations - representing the major networks. Make your pitch where the money is. It's a market-wise buy.

YOU CAN TELL 'EM AND SELL 'EM WITH RADIO IN WICHITA

You'll have 100% coverage with the people who can do something about it. People with spendable income. It's a rich market waiting to be tapped. The fastest and cheapest way to tap it is with RADIO.

Represented Nationally by Edward Peery & Co., Inc.

KWBB
LIBERTY

KFH
AM FM

CBS

WICHITA, KANSAS
IS
RADIO ACTIVE

Broadcasting * Telecasting
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

strictly business

RADIO advertising—"Grocers don't use radio," Harvey Roffman's Omaha competitors protested. A few of them laughed at him. Even Mr. Roffman's family was alarmed when he bought a quarter-hour program.

That was three years ago. Now, however, Mr. Roffman is enjoying the last laugh. And his laughter is keeping time with the merry jingle of the cash register which, indeed, is music to his ears.

"I have a dollars and cents answer to their doubt," Mr. Roffman says with an air of pride. "Through radio . . . a quarter-hour Sunday program over KBON (Omaha) called The Passing Parade of Songs, our Sunday net sales alone increased from $750 the first year, to $1,000 the second, to $2,200 the third."

Moreover, comparing sales per month, in December 1950, Roffman's Finer Foods supermarket did $10,000 more business than in December the previous year. In January 1951, the store grossed $5,800 more than in January 1950, while February 1951, showed a $5,900 increase over 1950.

Part of Mr. Roffman's success story may be traced to his painstaking manner of approaching his use of the medium.

"First, we had something special to sell," he says. "Our supermarket is open on Sunday and holidays. It boasts such extras as soft background music, a delicatessen, a lunch counter and complete soda fountain service, and specialty items, such as more than 100 types of cheeses.

"The second step was selecting KBON, a local station with no waste coverage, for our message. We settled upon Sunday as a program day primarily because we are open on this day. The broadcast time, 12:30 p.m., was calculated to reach people just out of church. The program, which features popular music hits of the day, had no competition, since none of the other local stations offered popular music at that time."

In telling of his successful pro-

(Continued on page 88)

Our belief

Free enterprise, the foundation upon which the American way of life was built, must be preserved.

Our belief in action

Every Saturday morning, WGAR presents "Business Trends", a program of business information for all people. It is designed to bring a greater understanding so that everyone can work together to maintain and further progress toward better standards of living. This public service is an example of free enterprise in action.

Edward Petry & Company

KWFR - America's Greatest Public Service Station

Page 10 • June 4, 1951
if you're all wet...

... chances are you'll remedy the situation with a towel made in the Carolinas... where one-half of the nation's bath towels are woven. Workers in Carolina household textile plants are an important segment of WBT's audience of 3,000,000... the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.
**ONE LOW COMBINATION RATE**

You can’t afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availability and rates, write, wire or phone our representatives.

**National Representatives**

JOHN BLAIR & CO.

---

**COMBINATION**

**TWO TOP CBS STATIONS**

**TWO BIG SOUTHWEST MARKETS**

---

**KLYN**

**AMARILLO, TEX.**

940 KC
1,000 WATTS

**KWFT**

**WICHITA FALLS, TEX.**

620 KC
5,000 WATTS

---

**on all accounts**

MENTION the word "perfectionist" in Portland, Ore., radio and agency circles, and likely as not the name of Everett A. Mitchell will crop up among his trade colleagues.

As radio director and account executive at Allen & Clenaghan, Portland, Mr. Mitchell is so acknowledged when it comes to radio copy. He has long been a firm believer in radio’s ability to provide listeners with useful information as well as entertainment.

This penchant for perfectionism is not borne of enthusiasm for that medium alone, however, for Mr. Mitchell had a thorough grounding in publications, in which he specialized in college, and also dramatics, not to mention the technical side of radio and promotion.

Everett A. Mitchell (not to be confused with the radio veteran of the same name at NBC Chicago) obtained this background at Westminster College where he was active in all campus affairs, particularly as editor-in-chief of the college annual and as a special correspondent for the Salt Lake City Tribune.

After graduation in 1935, Mr. Mitchell moved to Portland where he joined Gerber & Crossley Inc. as junior account executive. Three years later he associated himself with the Worlds Fair staff of the Knight-Counihan Co. at San Francisco, working on special exhibits and promotion.

When the Golden Gate International Exposition ended, he returned to Portland as account executive with his former employer, now known as the Joseph R. Gerber Co.

The outbreak of World War II signaled Mr. Mitchell’s entrance into the Navy—and into radio as well. The Navy was seeking “likely radio material,” he recalls. Lt. (j. g.) Mitchell spent three years and three months in the service, mustering out with the title of assistant shore radio officer for the 8th Naval District at New Orleans.

Thus it came to pass that, even for an advertising man, Mr. Mitchell became unusually conversant with the technical side of radio as a result of his Navy tenure.

Picking up the radio threads in civilian life, he joined Showalter Lynch Agency, Portland, as account executive, and a year later Allen & Clenaghan, as radio director and account executive on (Continued on page 89)

---

**BROADCASTING** • **Television**

---

**C illustration is not shown.**

---

**AGENCY**

CLARENCE E. ELDRIDGE, operations manager General Foods, N.Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as executive vice president, effective June 15.

C. R. (Bill) POPE Jr., account executive, and JIM WAHL, radio director, Holst & Cummings & Myers Ltd., Honolulu and S. F., appointed vice presidents of agency.

ART PORTER, assistant to E. ROSS GAMBLE, vice president in charge of media Leo Burnett Agency, Chicago, named media director. DeWITT O’KIEFFE, vice president of agency, named creative director of radio and television.

RINO NEGRI, head of foreign language department and vice president Emil Mogul Co., N. Y., elected to board of directors.

CHARLES SCHENCK, Compton Adv. Co.; JOHN TAYLOR, Carl Webster Co., and ZACHARY SCHWARTZ, Columbia Pictures, added to radio and television staff Blow Co., N. Y. Messrs. SCHENCK and TAYLOR to be production supervisors for company and Mr. TAYLOR to firm’s television commercial staff.

---

**Illustration is not shown.**

---

Mr. MITCHELL

---

Mr. MITCHELL
EDMUND J. SHEA, radio director and board of directors member James Thomas Chirurg Co., N. Y., appointed media director.

W. EARL BOTHWELL, N. Y., and HAMILTON ADV. AGENCY, Chicago, have completed arrangements for an affiliation to provide more complete service to each agency's clients in Midwest, New York and West Coast. RAY A. WASHBURN, manager Calkins & Holden, Chicago, elected vice president W. Earl Bothwell and will supervise agency's mid-western activities.

LOUIS KENNEDY, FRANCIS O'NEIL, NORMAN TRAYNOR and VINCENT C. YOUNG Jr. to creative staff Brooke, Smith, French & Dorrance, Detroit.

LOCKWOOD-SHACKELFORD Co., L. A., in expansion move, acquires local Alex Struthers Advertising Agency. ALEX STRUTHERS named vice president in charge of client relations and business development for Lockwood-Shackelford Co., with principal Struthers Adv. Agency personnel also joining staff of former firm. Lockwood-Shackelford maintains branch offices in S. F., Chicago and N. Y.

E. J. LAUSEN, vice president Fuller & Smith & Ross and manager Chicago office since 1946, elected to board of directors. He has been with company since 1943.

MONTY MANN, vice president and radio director Glenn Adv., Dallas, to Lowe Runkle Agency, Oklahoma City, as radio director and account executive.

ROBERT E. MOORE, vice president Ross, Roy Fogarty, Chicago, named merchandising director of C. Wendel Muench, same city.

JANET MAYER from manager-of school and college advertising for Chicago Daily News, to Walter Schwimmer Productions, same city, as account executive in the awards division. MICHAEL BROWN to company's TV department as producer and director, from Malcolm-Howard Agency, Chicago.

J. CRAIG CLARK, Grey Adv., N. Y., to Dorland Inc., same city, as creative director of plans board.


SIDNEY OLSON, Earl Newsome & Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of copy staff.

ROLAND GILLETTE, recently vice president in charge of production, Young & Rubicam, N. Y., to How Co., N. Y., as an executive producer for TV and radio.

NEEDHAM, LOUIS & BRORBY Inc., Chicago, is to open an office in Toronto late this summer to service Canadian advertising now handled from parent office. JOHN WILLOUGHBY, director of agency's public relations department, will be Canadian manager.

S. W. CALDWELL Ltd., moved major portion of offices to 150 Simcoe St., Toronto, retains office at 80 Richmond St. W., Toronto, for auditioning.

T. N. THOMPSON, owner Carpenteria (Calif.) Herald, named director of production PHILLIPS-RAMSEY Co., San Diego. Mrs. ORVA HUFF, radio-TV copy writer, elevated to production director for radio and TV.

WILLIAM BINZEN Jr. appointed television art director Hewitt, Ogilvy, Benson & Mathier Inc., N. Y.


WALTER McCREEERY, president Walter McCreeery Inc., Beverly Hills, Calif., in N. Y. for several weeks conferring with agency clients and executives of his firm on fall plans.

ELEANOR SMITH, Young & Rubicam Inc., Hollywood, and George Milan plan June 30 marriage.

**DINSMORE DINES 'EM**

**and SPONSORS SELL 'EM on WBEN's Luncheon Club**

Housewives are in a mellow (and buying) mood when Ed Dinsmore's Luncheon Club takes over WBEN from 12:30 to 1:30, Monday thru Friday. Ed dishes out a menu consisting of generous helpings of smooth music, garnished with informal interviews with visiting personalities. Add a dash of chatter about the weather and things in general and you have the recipe for sales in the Buffalo area.

Ed is also emcee of Buffalo's popular Breakfast at the Lenox which means he's in solid with the ladies. Serve your sales message on his easy-to-listen-to Luncheon Club. See the Petry man in your vicinity for details about participation.

**WBEN**

NBC Basic—Buffalo
How Does it Feel to be...

Second Rate?

Well, maybe it depends on who's first. And maybe it depends on who's third... and fourth.

Anyway, Amarillo rated a red ribbon and Houston got the blue. (After all, there's only one Jesse Jones and only one Glenn McCarthy and only one Shamrock Hotel) Dallas placed third (Neiman-Marcus and all). And Tulsa also ran. The figures look fine.

Retail sales for the first three months of 1951 were up... over the first three months of 1950, like this:

- **HOUSTON**: +24%
- **AMARILLO**: +22%
- **DALLAS**: +21%
- **TULSA**: +20%

The figures are from the May 1, 1951 Retail Trade Report of the Business Division, Bureau of the Census. The area covered is Oklahoma, Texas, Arkansas and Louisiana.

The only way to completely cover the "well-healed" Amarillo Market, by the way, is KGNC. Any O. L. Taylor man has proof of this!
AS OF
JUNE 15TH

THE ONLY
ABC
AMERICAN BROADCASTING COMPANY

OUTLET IN
BOSTON
IS STATION
WLAW

50,000 WATTS
680 ON YOUR DIAL

ABC
THE ONLY NETWORK
WLAW
THE ONLY BOSTON STATION with this roster of stars★
DREW PEARSON
TED MACK
BERT PARKS★
WALTER WINCHELL
DON McNEILL
OZZIE AND HARRIET★
ELMER DAVIS
LONE RANGER
BILL STERN★
BETTY CROCKER
METROPOLITAN OPERA COMPANY
SCREEN GUILD PLAYERS
ROBERT MONTGOMERY★
In Canada you sell 'em when you tell 'em!

If you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him—you could do a better selling job than in any other way. But the cost of selling this way is prohibitive—it certainly would be in Canada.

A LONG STRETCH

Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area roughly ¼ larger than the U.S., the Canadian population is less than 10% that of her neighbour; only 3,57 persons per square mile, compared with 45.1 in the U.S. But Canada's population is somewhat concentrated: 79% live in a narrow strip of land only 200 miles wide hugging the U. S. border.

A LARGE PROBLEM

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched—a market that, in 1949, accounted for over $8,622,465,000 in retail sales—41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thin in an attempt to add rural coverage to the metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

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

General Manager

C A N A D I A N A S S O C I A T I O N O F B R O A D C A S T E R S

37 Bloor St. West.
Toronto
106 Sparks St.
Ottawa

Richards Memorial

EDITOR:

Will your staunch publication undertake the lead in establishing a "Freedom of Radio" memorial in memory of G. A. (Dick) Richards, and accept contributions for that purpose from others of us in the industry who strongly believe in keeping radio free?

Dick Richards personified "freedom of radio" to such an extent that it will always remain inextricably associated with his name.

His death in the very climax of the supreme fight of his life to maintain radio's freedom is a sad but timely opportunity for others of us to keep the good faith alive—to perpetuate and extend it to future generations of broadcasters and other Americans so that never again, let us hope, will any man or station be forced to undergo similar travail.

There are hundreds of broadcasters who believe in keeping radio free just as zealously as he did. We did not have to make the personal fight, at our own expense, as he did. We can honor him for it in this way.

Will you undertake to accept contributions to this fund and hold them until a Committee of Trustees, to be selected among the radio industry, can be appointed by some appropriate authority (such as NARTB) to administer the fund and decide upon the best ultimate uses for it?

We would like to start the ball rolling with our check (attached). We believe that hundreds, and perhaps thousands of individuals, stations and organizations associated with radio will like to add their contributions—small or large—so that a permanent living memorial will continue, through all the years to come, to perpetuate one of America's most priceless possessions—Freedom of Radio.

Frank M. Headley
Frank E. Pellegrin
Paul E. Weeks
Dwight S. Reed
Carl S. French
H-R Representatives Inc.
New York

P.S.—Also attached are contributions to this fund from KSTL St. Louis, Mo., and WATO Oak Ridge, Tenn.

[EDITORS NOTE: We encourage in the view that this journal is not the appropriate authority to administer the fund, since that is a Society and not a publication matter. We have therefore turned over to NARTB headquarters the checks submitted by H-R Representatives Inc. Those interested in tendering contributions should address them to the National Assn. of Radio & Television Broadcasters, 1771 N Street, N.W., Washington, D. C.]

ASCAP Rate Cut?

EDITOR:

Believing in the principle of paying a fair rate for any service we receive, we now have reached the conclusion that ASCAP should be thinking of reducing their commercial and sustaining rates to radio stations. A careful check of our logs for the past few months indicates that ASCAP music is on the decline. In line with this, we have written Louis Weber of ASCAP as follows:

... we find ... that BMI music is considerably ahead of ASCAP, and, further, that as BMI continues in business, they are beginning to have the 'standard tunes'.

Maybe if enough broadcasters prod the NARTB we will get some action on this.

Edwin Mullinax
General Manager
WLAG LaGrange, Ga.

Last Word

EDITOR:

All that Richard Marvin's article, "New Dawn for Commercial" [BROADCASTING • TELECASTING, May 28], needed for a constructive conclusion was the final sentence: "... and that is why agencies should use filmed commercials."

Our employees know of this ad.

William Lyons
Vice President
TV Films
New York

BERRY BILL

Urges 'Voice' Transfer

LAWMAKERS from South Dakota apparently want to abolish the State Dept.—and are sticking together to attain a common end.

A companion bill to one now pending in the Senate was introduced in the U. S. House of Representatives last month by Rep. E. Y. Berry (R-S.D.). Like its predecessor (S 1388), sponsored by Sen. Francis Case (R-S.D.), it seeks to abolish the department and set up a Dept. of Foreign Affairs. The bill (HR 4084) also would transfer the Voice of America to an Information Div. within the same office.

Like his fellow Republican, Rep. Berry sponsored the measure "to reorganize the Dept. of State in the interest of economy, efficiency and a more effective administration of foreign affairs."
WOAI DOMINANT BY DAY

WOAI 409,583 BMB FAMILIES

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>STA-B</th>
<th>STA-C</th>
<th>STA-D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>168,153</td>
<td>162,683</td>
<td>64,211</td>
</tr>
</tbody>
</table>

WOAI RADIO FAMILIES 1942 1951
Deduct All TV Families
(On basis used by ANA)
BASE HOUR RATE (Network)
WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13%
WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 TO $624 or 84%

Above figures BMB+3.6% to 1951 based on ANA Report.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

NEXT WEEK: WOAI DAY AND NIGHT
NOW...THE ULTIMATE IN CUSTOM RECORDING!

CAPITOL RECORDS OFFERS a complete Studio and Recording Services Division

- Here, at last, are Custom Recording facilities superlative in technical excellence and personnel...complete in the finest and latest equipment...luxurious in spacious studios and lounges and, wonderfully convenient!
- Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for custom recording comparable to the fidelity and quality associated with the major recording studios...
- Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!
- Whether your requirement be for a speech or a symphony...an organ number or audition...audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result...comfort and convenience in the process!

DESCRIPTION FOLDER
Write or phone for this illustrated brochure containing complete information on services and studio facilities.

STUDIO & RECORDING SERVICES DIVISION
Capitol Records, Inc.
5315 Melrose Ave., Hollywood 38, Calif. * H.7114

NAME
COMPANY
ADDRESS

NOW...THE ULTIMATE IN CUSTOM RECORDING!

DX Contest

DX CONTEST sponsored by WBKB (TV) Chicago, believed to have been the first conducted by a video station since experimental days, brought in 150 long distance calls during a nine-hour stretch in the station's Cerebral Palsy Telethon May 13. WBKB offered a Mercury car to the person calling from the greatest distance who reported consistent daily reception; could identify in detail for three minutes the picture being transmitted at the moment, and donated money to the cerebral palsy campaign. Calls from Los Angeles, Dallas, Tulsa and Kansas City were ruled out because of the freak nature of TV transmission. Within the first two hours, those living within the 100 and 500 mile limits dropped out and were asked to stop calling. William J. Tong of Inlay City, Mich., 246 air miles from Chicago, won by a 10 mile lead. His contribution—$1.

To Fight Cancer

WAVZ New Haven, in cooperation with the local cancer drive, moved one of its control rooms to the window of a leading department store. Programming was carried on throughout the day. This effort helped swell the funds for the New Haven area.

Road to Success

WRNL Richmond, Va., reportedly was the only station to carry in its entirety the Richmond City Council's controversial public hearing May 21 on a proposed express route through Richmond. The hearing lasted from 7:30 p.m. to 2:18 a.m. Originally plans had been made to hold the hearing in a 5,000-seat auditorium, but because radio coverage was promised, the hearing was held in the Council Chamber, which holds fewer than 300. WRNL arranged to carry final voting of the City Council direct from City Hall May 23.

Quick Action

A WTVJ (TV) Miami news cameraman reportedly saved the life of a would-be suicide May 14 when he succeeded in getting rescuers to the scene before the man could leap from a 19th-floor ledge. Three WTVJ cameramen, Murray Zissen, Labe Mell and Bill Izzard, were on the 19th floor of the Dade County Courthouse to cover a routine assignment. Mr. Zissen noticed the despondent, which holds help while his two colleagues prepared to cover the drama. Firemen forcibly rescued the unwilling despondent, and WTVJ gave the complete story to viewers that evening. The event closely paralleled the plot of a movie, "14 Hours," which was playing nearby One newspaper editor reportedly disbelieved the story at first, thinking it a publicity stunt.

Safety Drive

DRIVE to reduce high accident rate throughout Florida has been undertaken by WIRK West Palm Beach during National Safety Month. Station is cooperating with Automobile Dealers Assn., Palm Beach police department, highway patrol and Citizens Safety Committee, offering special programs and spot schedule. Station Manager Joseph S. Field Jr. also is urging a statewide compulsory car inspection.

Kiwanis Auction

ON two successive nights, WTVN St. Johnsbury, Vt., cooperated with local Kiwanis Club in putting on a Kiwanis Radio Auction. Local merchants were solicited by club members to donate an article and the total list was compiled and sent to all phone subscribers. Under co-chairmanship of E. Dean Finney, WTVN general manager, and Richard Adams, assistant manager, special telephones were installed in studios and Kiwanis members took over as auctioneers for two hours each night. Proceeds of $1,500 was turned over to club for charitable purposes. Production was handled by Program Director Robert Webster.

Job Training

WFIL-TV Philadelphia and the Distributive Education Section of the local Board of Education jointly presented a program, TV Rehearsal on How to Apply for a Position, before seniors at a local high school. A three-day TV program in all, it showed how students can train for jobs and continue education.

Detroit Symphony

WJR Detroit, in the interest of good music, has presented programs to stimulate and encourage the movement to re-establish the Detroit Symphony Orchestra. Among these programs is the weekly series, Sunday Symphony. On May 13 it was announced that the Detroit Symphony, which would be re-established under the leadership of a new organization, the Detroit Symphony Orchestra Inc.
DALLAS, TEXAS
now
5000
5000 Watts—Daytime
1000 Watts—Nighttime
1190 KC
THE McLENDON STATION
KEY STATION
OF THE
LIBERTY BROADCASTING SYSTEM
To gain rooftop altitude on a pogo stick takes some doing. It also takes some doing to bring a block of kid shows to an all-time high in network radio.

Mutual's kid strip (5-6 p.m., weekdays) not only tops the field in ratings and audience and homes per dollar; it's even topping its own best records, coast to coast—despite the best that TV can offer.
A three-year report on these high-flying operations is posted on the fence below. Note, please, that these are merely average figures per broadcast. Actually, a typical 3-a-week sponsor is now reaching nearly 5,000,000 different homes per week.

In case your sales could use an extra bounce, Kid PLUS is just the boy to show you the way... up.
NORTH CAROLINA IS 1st.

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

More North Carolinians Listen to
WPTF Than to Any Other Station.

and NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...

WPTF
also WPTF-FM

NBC

AFILATE for RALEIGH, DURHAM 50,000 WATTS
and Eastern North Carolina 680 kc.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
CBS COLOR STANDS

THE LATCHSTRING is still out to other color television systems, but any new techniques offered to the FCC must incorporate drastic improvements over present standards before meriting consideration.

That is the gist of formal and informal sentiment at the Commission in the wake of last Monday's Supreme Court decision, spelling victory for CBS and the FCC. Commission sources readily admit they are "willing to be shown" any systems that might advance the medium and better serve the public.

But it is stressed that the green light is now showing for the "CBS system" and in the interests of color service now, it should not be held up unnecessarily...

FCC Chairman Wayne Coy himself expressed the Commission's willingness to keep the door open. Speaking last Tuesday before the Interstate and Foreign Commerce Committee considering his re-nomination to the FCC (story page 27), he declared:

"It is not closed. It is never closed. The Commission is under a mandate of Congress to encourage new developments in the radio art. We could not, if we wanted to—if we were the most arbitrary set of people in the world—prevent a new development which could prove itself as being in the public interest."

Question also had been raised in some quarters as to what the Commission's attitude might be toward "bracket standard," or provision within receiving sets enabling them to operate on both CBS and present monochrome standards.

Set Issues

In its "first report" on color TV of Sept. 1, 1950, proposing adoption of the CBS system, FCC asked set manufacturers to indicate whether they could, or would, begin production of "bracket standard" sets so as to freeze the compatibility issue pending further study of the color question and alleged improvements in various systems. The proposal did not meet favorable response.

In its "second report" last Oct. 10, finalizing CBS standards, FCC noted:

"In view of the nature of the comments on bracket standards, we are not able to adopt them without a hearing. Such a hearing will be scheduled at a later date."

The hearing date has not been set. Although such a hearing was still termed "an open question" last week at FCC, it is doubted that the Commission would use this avenue after all, as the present systems and thereby dilute its hard-fought CBS system victory.

However, some spokesmen at FCC pointed out that for all practical purposes, as far as the public is concerned, colorcasting is now being done. Any set maker wishing to sell CBS color sets in today's TV markets will have to include black-and-white provisions within the same set. If this explanation, the colorcasts will be limited for some time to come.

Stress Warning

Commission authorities were disposed to place emphasis on the wording of the final color decision of last fall in which the procedure for others seeking color consideration is outlined as follows:

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so new that extensive experimentation is necessary if the maximum potentialities of radio and television are to be realized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obstacles to acceptance of existing receivers may be involved if the changes are adopted.

In the interest of stability this latter type of change will not be adopted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

It is, therefore, contemplated that interested persons may conduct experimentation in accordance with experimental rules not only as to color television but as to all phases of television broadcasting. Of course, any person conducting such experimentation should realize that any new color system that is developed for utilization on regular television channels must meet the minimum criteria for a color television system set forth in our First Report.

In addition, any such system that is developed or any improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public.

Last week's rapid-fire color television developments, in a nutshell, were:

• Supreme Court affirms lower court ruling upholding FCC adoption of color standards (text of decision and Justice Frankfurter's doubting views, page 76).

• Set makers divide in opinion: Several smaller companies already with plans in advanced stage to market converters, adapters and color sets; others with no plans, to await public acceptance.

• Government spokesmen see little hope of additional material (Continued on page 82)

MBS CUTS RATES

THE FIRST—and radio leaders hoped devoutly it would be the only—round of network radio rate reductions was completed last week as Mutual followed the lead of CBS, NBC and ABC by offering advertisers an extra 10% discount on afternoon and evening time plus a cent in Sunday afternoon broadcast rates.

A pro-tem Mutual Affiliates Advisory Committee, meeting to develop plans for a permanent MAAC, gave its approval to the rate adjustment to the benefit of all networks for making it necessary. Mutual President Frank White also took the other networks to task.

Coupled with its approval of the new rate-and-discount plan, the MAAC went on record "to militantly carry out a plan for positive action" and pledged "our unceasing efforts in behalf of building AM broadcasting and supporting Mutual as the network whose objectives are completely in harmony with the wishes of a majority of the AM broadcasters of America."

The pro-tem MAAC elected Rex Howell of KFXJ Grand Junction, Colo., as chairman and James Murray, KQV Pittsburgh, as secretary.

Mutual's rate-and-discount plan, which like those of the other networks would be effective July 1, reduces Sunday afternoon rates (12 noon to 6 p.m.) from two-thirds to one-half of the evening rate. Additionally, for all time periods from 1 to 10:30 p.m., through the week, advertisers would get an extra 10% discount on their net billings aside from all other discounts earned under the MBS rate card.

White Statement

President White, who received a vote of endorsement from the usual group of affiliated stations (Continued on page 82)

But Other Systems Have Chance If Good

BROADCASTING • Telecasting

June 4, 1951 • Page 23

Vol. 49, No. 23

WASHINGTON, D. C., JUNE 4, 1951

$7.00 A YEAR—25c A COPY
By J. FRANK BEATTY

The billion-dollar J. C. Penney Co., national retail chain operating 1,608 stores, is giving radio a test.

In defiance of a hallowed anti-broadcasting policy of long standing, this large department store organization is preparing to assay the results of a month-long series of spot tests in several markets.

It is too soon for Penney officials to decide what radio has done, let alone decide whether to relax the chain's anti-radio policy. But this much is certain—sales of dresses, the tested item, are running far above the chain's average in its Silver Spring, Md., store.

This suburban community, sprawling out of the District of Columbia's northern tip, is often called the fastest growing population area in the world.

The entire retailing industry, along with associated media and agency fields, will watch the results of the Penney tests. Broadcasters, too, are interested as they contemplate the traditional watchword: "Don't waste your breath trying to sell radio to Penney."

August Opening

The J. C. Penney store is relatively new to Silver Spring, having been opened only last August. It serves an immediate trading area of 250,000 persons, but draws regular traffic from an area of two or perhaps three times that large.

Since April 30 the Silver Spring store has been using six recorded spots a day—36 a week for five weeks—to promote the May Dress Carnival featuring summer cottons, according to James E. Crismond, commercial manager of WGAY Silver Spring.

It's not a sale, in the usual retailing sense, for J. C. Penney Co. doesn't go in for that sort of thing. Instead it's an event, concentrating on specially recorded announcements tied into storewide displays and staff cooperation.

Is radio selling J. C. Penney dresses?

Mr. Crismond asked Harry Martin, Silver Spring store manager, that question.

The answer—"Results from radio promotion of the dress carnival are very good, well above the average store in volume of sales, and twice the monthly average of the Silver Spring store. The dress salesmen are enthusiastic. They come in the office to hear the radio spots. Other salesmen ask, 'Why don't we have our merchandise on radio?'"

All this in an organization which has a strict policy against radio, except for openings of new stores.

The Silver Spring store's opening last Aug. 17 was a radio-stimulated event. The store used 36 one-minute spots over a four-day period before the doors opened. The result? One of the most terrific crowds in Penney history. In the pre-opening days the sales force used 15 telephones to contact Silver Spring people.

Sixty-five percent of those contacted by phone said they had heard about the opening on radio. Mr. Crismond was informed. The only other promotion was via a shopping paper, since Silver Spring has no daily newspaper.

A couple of other radio promotions have been equally successful. Last Washington's birthday the Penney store joined in a community-wide promotion campaign sparked by WGAY. At 8 a.m. Feb. 22 there were over 800 people waiting to get in the store though doors didn't open until 9.

Last Easter Saturday the store was mobbed for the unveiling of "the world's largest Easter Bunny." Brer Bunny, incidentally, hatched a seven-foot egg for the benefit of the community's largest gatherings—a radio-promoted gathering.

The May Dress Carnival is built around summer cottons in three price ranges—$5.98, $8.98 and $17.98. Each recorded spot features a particular item. The radio-advertised items are quickly sold and along with this business comes a generous pickup in dress sales.

J. C. Penney stores have a liberal bonus plan. Salesmen tell the customers it is smart to buy two dresses. All salesmen are trained to be courteous and friendly.

Carnival Theme

The Silver Spring store is decked out in carnival atmosphere, which is carried through into the use of background music in the radio spots. The dress balcony overlooks the huge store, a Class A store, with 35,000 feet of floor space.

Streemers extending from the balcony out over the main floor display windows are appropriately trimmed.

The Penney store in Silver Spring draws from Arlington, Va., and Fredericksburg, Va., where there are Penney stores. This presumably is due to the WGAY broadcasts. Interestingly, customers come from as far away (40 miles) as Frederick, Md., also a site of a Penney store.

One of the Silver Spring store's toughest jobs is to keep the trading area aware of its presence. The community has a heavy migratory population, many of whom do their department store shopping in downtown Washington. Many of these residents have patronized J. C. Penney stores in their home towns. At this point radio has been doing a job for the store, especially since there are no community daily newspapers.

It is traditional in retailing that style lines are the hardest to get moving when a new store is opened. J. C. Penney Co. could pump up its dress carnival with exciting advertising in which false claims would burst out of the pressure tonsils and 120-point type. Instead the company prefers to sell regular lines and grow on a sound, steady basis.

Summed up, the policy probably runs about like this: "If it's good, you've got a customer."

IN RECOGNITION of her outstanding work as co-founder of the United Cerebral Palsy Assn., Mrs. Leonard H. Goldenson (r) was chosen "Woman of the Day" by Nancy Craig, ABC commentator. Mrs. Goldenson's husband is president of United Paramount Theatres, which has just merged with ABC [Broadcasting Telecasting, May 22].

TRANSITIONS

Advertisers Juggle Shows

RADIO and television network advertisers were still in the midst of renewals, shifts in time periods and some cancellations last week.

General Mills has renewed for another 52 weeks its Stu Erwin Show-Trouble With Father, Saturday, 7:30-8 p.m. on ABC-TV.

Dancer - Fitzgerald - Sampke, New York, is the agency.

Schlitz Brewing Co., through Young & Rubicam, will move its program (with a new format) from ABC-TV, Friday, 9-10 p.m., to CBS-TV, same night, same time.

Actual switch may take place during the summer or early fall. The CBS period is being vacated by the Ford Motor Co.'s Ford Theatre, through Kenyon & Eckhardt, New York [Broadcasting Telecasting, May 22].

H. J. Heinz Co. will sponsor a summer series, A Life in Your Hands, as a summer replacement for its Adventures of Ozzie and Harriet, Friday, 9:30-10 p.m. on ABC, which was renewed for the next fall through Maxon Adv., New York.

General Foods Plan

General Foods is dropping sponsorship of two of its daytime serials, When a Girl Marries and Portia Faces Life, both on NBC. But part of the money is going back into radio when WF picks up a quarter-hour of the Don McNeill Breakfast Club, now on ABC [Closed Circuit, May 28].

Lewis Howe Co. (Tuna), Tuesday, 8:30-9 p.m., will continue to keep its time period on NBC next fall. Dancer-Fitzgerald-Sample, New York, currently is looking for a new comedy type show to replace its Baby Snooks program, as a result of the death of its star, Fanny Brice (see story page 55).
By DAVE BERLYN

LEGISLATION creating a National Citizens Advisory Board for Radio and Television which would act as a non-commercial watchdog over commercial broadcasting and would, in the words of its advocates, produce an "annual Blue Book," was introduced in the U. S. Senate last Thursday.

The measure was submitted by Sen. William D. Benton (D.-Conn.) who, since making a fortune in the advertising agency of Benton & Bowles, has turned avidly to academic pursuits.

The advisory board he seeks to establish would be created by Congress and be responsible only to it, would act as a powerful influence on the FCC, would be given full assistance by the Office of Education in the Federal Security Agency.

Sen. Benton first presented his proposal at a special, one-day hearing before a special Senate Commerce radio subcommittee Thursday afternoon. Later that day he introduced a bill with co-sponsorship from Sens. Lester C. Hunt (D-Wyo.), John Bricker (R-Ohio) and Leverett Saltonstall (R-Mass.). He also submitted a joint resolution to the subcommittee and said he would later introduce it as a floor measure.

Major function of the board, Sen. Benton told the subcommittee, would be to "that of a catalyst of listener and viewer opinion." Citing the FCC's "Blue Book" of 1946, he said it was "mild enough though it stirred up great controversy. It had good results—but they soon faded away." His advisory board, Sen. Benton said, would produce something like an "annual Blue Book."

The resolution would:

• Extend for another six months to a year the FCC freeze on TV allocations.

• Call upon FCC to grant TV station licenses on a yearly basis instead of the present three-year basis. According to the FCC's newly-adopted final procedure on license renewal, TV licenses now are renewed annually [BROADCASTING • TELECASTING, May 23].

• Encourage the FCC to explore the "principle and potentialities of subscription broadcasting and to encourage its development in every legitimate manner."

• Create a National Citizens Advisory Board on Radio and Television "to provide both Congress and FCC the full benefit of the best available advice, counsel and guidance in fostering a national policy on broadcasting which best serves the public interest."

The resolution would require assent of both houses and have the effect of law if enacted.

Sen. Benton's bill (S 1579) spells out the composition, responsibilities and procedure of the proposed board.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and member of the special subcommittee, told BROADCASTING • TELECASTING that if the board would only evaluate programs, it might serve a purpose in "stimulating" telecasters.

He said that could be the possible effect so long as the board did not become a "censorship ward.

Sen. Benton pointed to the wide field of programming in the television field, upon such open questions as to what program is "educational," "aggressive," "harmful," which should have "backup" on them, and which programs are in "good taste." All of these questions were popped by both Sen. Johnson and subcommittee Chairman Ernest W. McFarland (D-Ariz.) during the special hearing of Sen. Benton's views.

'Delay Provision'

However, Sen. Johnson expressed concern with what he called the "delay provision" in the resolution that would, in effect, extend the "freeze." He said he has concentrated as chairman of the radio-powerful Commerce unit on the lifting of the freeze.

According to Sen. Benton's plan, the board would be made up of 11 members, appointed by the President with advice and consent of the Senate. They would be private citizens "prominent in the fields of education or in the civic, cultural, or religious life of the country."

One of the members would be designated by the President as chairman, and one as vice chairman. No member would have any commercial interest in broadcasting stations or networks. He would be chosen on his individual qualification not on the basis of being a formal speaker "for interested organizations."

The term of a member would be six years; four terms expiring at the end of two years; four at the end of four years and three at the end of the full six years. They would be chosen "for their demonstrated ability in service to the community." The board would meet at least four times a year and would be permitted to employ professional, technical, clerical and other help and utilize "uncompensated" services. Routine management functions, including budgeting, accounting and procurement would be performed via FCC with both FCC and the Board of Education authorized and directed to furnish the board with records, information, statistics, data and other services requested.

"A continuing study" would be made by the board of a wide field of both radio and television programming. Some of these studies would be identical to those proposed by Sen. Benton's original resolution (S Res 127) which he introduced in the Senate last April [BROADCASTING • TELECASTING, June 4, 1951].

(Continued on page 91)

Advocated by Sen. Benton for Radio-TV

1889 George Arthur Richards 1951

Mr. RICHARDS

worry associated with the FCC proceedings.

Dr. Field, who had testified on Mr. Richard's behalf before the FCC, said in part:

The circumstances of his fight for freedom in America you well know. Mr. Richards gave his life for freedom or is it more accurate to say that his life was taken by those who sought to destroy freedom. He was always very plain spoken. I consider

(Continued on page 91)
JOKE that several years ago was so popular it even appeared in Reader's Digest, the standard source for Rotary toastmasters, made its way to television last Tuesday in a bit performed by a professional comedian who should know better.

In a improbable event that anyone missed it several years ago, the joke may be summarized as follows: A man runs into a barber shop shouting... . . . Mr. Smith, your performance on that... A customer leaps from the chair and cees into the street before stopping to say: "What am I running for? My name's not Smith."

No, the humorist improved this story and the story did not improve the debut of Jack E. Leonard as the star of Broadway Open House. The joke is mentioned here only because it was used in an example of a cut above the average level of the material that was provided to Mr. Leonard by a band of writers who, on the record, must be settling an old score with him.

Nor was Mr. Leonard gifted enough to rise above the treatable work of his gag men. He is a fat, but not particularly jolly man. At times he did an elephantine dance or mince heavily about the stage in an effort to evoke humor from his physical condition. All he succeeded in proving was that gracefulness is the domain of the thin and that the sight of blubber jiggling is more suited to burlesque than to the home even at the hour before midnight.

Until recently this program featured Jerry Lester, whose presence somehow lent it an informal air that at times made excellent late evening television. Although Mr. Leonard has inherited some of Mr. Lester's supporters, notably Dagmar, who is a phenomenon on her own, he has not inherited the ease of performance that marked the program during Mr. Lester's incumbency.

To be successful, this kind of program must convey the belief that the performers are enjoying themselves and that the audience is eavesdropping on sort of a private party attended by amiable and talented friends. Last Tuesday the performers managed only to show that they were trying to have a good time. As is known to anyone who has attended a party at which that condition existed, it was a

ABC OKAYS MERGER

SECOND in the succession of steps required for completion of the ABC-United Paramount Theatres merger [Broadcasting • Telecasting, May 28] was taken last week when the ABC board of directors met and gave quick approval of the $25 million stock plan.

The UPT board is expected to follow suit at its own meeting, slated Wednesday. It also plans to set the date for UPT stockholders meetings after mid-July—to pass over the merger. The ABC stockholders' meeting date has not yet been fixed. The ABC board meeting was Monday. Aside from the first step—the coming to terms after a series of other negotiations involving sale of the network had ended in failure—the largest hurdle confronting the deal appears to be the final one: Approval by FCC. The intermediate steps—approval by the respective boards and stockholders—are seen as matters of form.

After the first few days of hectic activity and speculation, the merger front quieted last week. Details of the complex and far reaching plan, spokesman said, were in the process of being worked out. Paramount authorities were still hopeful that all necessary clearances, including FCC's, could be obtained in time for consummation of the merger by late July or early August, but an August date looked more likely than July.

Executive Status

The combined company, to be known as American Broadcasting-Paramount Theatres Inc., would be headed by UPT President Leonard H. Goldenson, with ABC President Robert E. Kintner as president of the radio and television division. Mr. Noble, who owns 57% of the ABC stock, would be chairman of the firm. Mr. Goldenson is a former member of the APPTI board. UPT would seat 13 board members and ABC five.

Robert B. O'Brien, secretary, treasurer, and a director of UPT, has been designated executive vice president of the radio-TV division of the proposed new company, while Robert M. Weitman, a UPT vice president, has been named to serve as vice president in charge of radio-TV talent development.

John H. Mitchell, general manager of UPT's WBKB (TV) Chicago, which CBS would acquire from the new company for approximately $6 million, has been expected to move with other WBKB executives into the management of ABC's WENR-TV Chicago when the merger is completed. These were reports last week, however, that Mr. Mitchell may get a high-level TV technical post with the new company in New York.

Under terms of the agreement announced by Messrs. Noble and Goldenson, ABC stockholders will receive $7.50 in new common stock and $7.20 in new preferred stock in exchange for each ABC share they hold. This deal means the issuance of $24,328,000 in new stock for outstanding ABC stock.

For his 57% interest, Mr. Noble would receive $14,382,000 in new stock.

KBA MEETING

Set June 7-8, Louisville

Carl Haavelin, BMI president, and William B. Ryan, BAB president, have scheduled for the annual mid-year meeting of the Kentucky Broadcasters Assn. Thursday and Friday at the Hotel Seelbach in Louisville.

Also to appear are, T. Mason, WMRN Marion, Ohio, district director of NARTB, and Oliver Gramling, Associated Press assistant general manager.

Registration, executive and business meetings will consume Thursday morning sessions.

Mr. Mason is then to address a luncheon meeting.

Thursday Session

Thursday afternoon will be devoted to a sales session featuring the following panel: Mike Layman, WSFC Somset, chairman, Harold E. King, WPKE Pikeville; Ed Willis, WLAP Lexington, and one other member to be announced.

A special feature of the sales session is a talk by Mr. Gramling on "Your News and Its Revenue Potential."

Friday morning sessions will open with a panel discussion on high school radio broadcast problems. Panel members are to be Sam Livingston, WKYB Paducah, chairman; J. W. Betts, WHAS Maysville; F. E. Lackey, WAKY Hopkinsville; Ken Given, WLBW Bowling Green.

Later Friday morning, Mr. Haavelin is to talk about his new plan for the use of concert music and Ken Sparrow will discuss BMI's search for new composers. Mr. Ryan is to address Friday's luncheon meeting of the group.

That will be followed by a session on television, with emphasis on the outlook for smaller markets. This has been arranged by Joe Eaton, WXKO Louisville, panel chairman.

Panel members include Robert Lemon, general manager, WTVT (TV) Bloomingdale, and Maxwell Probst, of the Falls City Supply Co., an engineer and authority on television receivers.

The mid-year meeting will close with cocktails and a dinner. A floor show has been arranged by J. Porter Smith, WQRC Louisville.

Registration fee will be $12.50 per person, which will include tickets to the two luncheons, the dinner and floor show. Extra luncheon tickets will be available at $2.50 each and extra tickets to the dinner and floor show will be $7.50.

GRABHORN NAMED

Will Become WPTR Manager

Appointment of Murray B. Grabhorn as general manager of WPTR Albany was announced last week by Robert L. Coe, radio and television consultant for the Sclene interests. Mr. Grabhorn, former vice president of ABC and general manager of WJZ New York, will assume his new responsibilities July 1.

Mr. Coe, who has been acting as WPTR general manager for the past year, said that he plans to develop his management consultant practice from his New York office.

ABC Meets Wed.
Chairman Coy answers Senators' questions during the hearing on his nomination for reappointment to FCC for another term.

"...be "some color coming into the market" by this summer's end. Both at the outset of the hearing and upon its conclusion, Sen. Johnson commended the FCC chair, who, the Senator said, has performed a "splendid job" as chairman. The Coloradan said Chairman Coy has "the finest conception of what is the public interest of any manness appearing before this committee as a nominee for FCC." Chairman Coy commented that he was very grateful to Sen. Johnson for this endorsement, because "so few people like what we do.

FCC To Eye Returns Of McBrides

By LARRY CHRISTOPHER

FCC WANTS to take another look at the income tax returns of Arthur B. McBride and his son, Edward J. McBride, Jr., as part of the investigation of the McBrides for the Philadelphia station. Purpose: To help resolve the "question of ownership" of Continental Press, national racing news service attacked by the Senate Crime Investigating Committee, "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the 'lender' of WMIE Miami. Arthur McBride was a principal stockholder in Sun Coast.

FCC's intent was disclosed last week by carbon copies of letters by FCC General Counsel Ben Cottone and Chairman Wayne Coy contained in the public docket of the WMIE case. They were addressed respectively to Commissioner of Internal Revenue George J. Schoeneman and Secretary of Treasury John Snyder.

A fortnight ago the Commission issued an order staying the effectiveness of the decision by Hearing Examiner Leo Resnick to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself or perhaps another entity for the commitments you have had to make. When he said he had accepted the re-appointment because "deep down in my heart I want it and I like what I am doing," Sen. Johnson noted that Chairman Coy had turned down "attractive offers" from private industry but had decided to stay in government service.

Sen. Johnson said many things have happened in the communications field during Chairman Coy's tenure, and that he had proved himself "alert" and of "excellent judgment."


dateviews.

In point of up delay in processing of applications and hearings at FCC, Sen. Magnuson stressed the Senate used to be able to rely on the North American Regional Broadcasting Agreement. He asserted that after two years of careful study the industry still has not been consulted. But it was quickly pointed out to the Senator by both Chairman Coy and Sen. Johnson that it is the Senate itself, where the approval is sought, that is in the Foreign Relations Committee since Feb. 5, 1951 [BROADCASTING (Continued on page 74)

FCC Nomination Hearing

Chairman Coy said the Commission would hold the hearing on the case. Chairman Coy said the Commission was limited by the Administrative Procedure Act which requires FCC to afford all interested parties in any proceeding, the opportunity to be heard.

However, Chairman Coy said that the Senate was "in the protection we give to the people who might not otherwise get it."

In pointing up delay in processing of applications and hearings at FCC, Sen. Magnuson stressed the Senate used to be able to rely on the North American Regional Broadcasting Agreement. He asserted that after two years of careful study the industry still has not been consulted. But it was quickly pointed out to the Senator by both Chairman Coy and Sen. Johnson that it is the Senate itself, where the approval is sought, that is in the Foreign Relations Committee since Feb. 5, 1951 [BROADCASTING (Continued on page 74)

Chairman Coy said the Commission would hold the hearing on the case. Chairman Coy said the Commission was limited by the Administrative Procedure Act which requires FCC to afford all interested parties in any proceeding, the opportunity to be heard.

However, Chairman Coy said that the Senate was "in the protection we give to the people who might not otherwise get it."
Mr. Plummer  Mr. Kittner  Mr. Doty  Mr. Barr  Mr. Braum  Mr. Dobin  Mr. Ford

Curtis B. Plummer
Chief of the Broadcast Bureau

Curtis B. Plummer's FCC service dates back to 1940 when he joined as a radio inspector in Boston, becoming assistant monitoring engineer at various monitoring stations before going to Washington as an associate radio engineer in 1941. He became an FCC radio engineer in 1942 and two years later was named assistant chief of the AM Broadcast Engineering Section. In 1945, Mr. Plummer was promoted to acting chief of the TV Broadcast Div. and the following year became chief of that division.

On April 3, 1950, he was named FCC Chief Engineer after that post had been vacant more than a year. Mr. Plummer also has served as vice chairman of the U. S. delegation to the first meeting (Geneva, 1948) of the planning committee for the International High Frequency Broadcasting Conference, ITU, and of the planning committee meeting (Mexico, 1948) for the same conference. He was adviser to the American delegation to the subsequent major conference in Mexico City that same year, and for the delegation to the Fourth Inter-American Radio Conference in Washington in 1949.

A native of Boston, the 38-year-old Mr. Plummer was graduated from Hebron Academy in 1931 and received his B.S. degree from the U. of Maine in 1935. Prior to joining the FCC, his engineering work included tenures at WHEB Portsmouth, N. H., and WGAN Portland, Me.

James E. Barr
Chief, Aural Facilities Div.

Interested in radio since he obtained his amateur license at the age of 14, James E. Barr joined the FCC in 1938 as an engineer in the New York field office. He went to Washington with broadcasting engineering in 1940. For a time he was chief of the Standard Broadcast Div., and in 1960 was named chief of the Audio Broadcast Div.

Born in Fort Worth, Tex., in 1907, Mr. Barr studied electrical engineering at Georgia Tech and Southern Methodist U. As a lineman, cable splicer and in general outdoor construction work, he worked five years with the Southwestern Bell Telephone Co. Prior to joining the Commission, he spent five years with Southwest Broadcasting Co. (KTAI Fort Worth, KTSA San Antonio, KOMA Oklahoma City, WACO Waco and KNOW Austin).

Cyril M. Braum
Chief, Television Facilities Div.

Cyril M. Braum joined the FCC in 1937 as a radio inspector in the Chicago field office. Three years later he transferred to Washington with broadcast engineering. From 1942 to 1945 he was chief of the Non-Standard Broadcast Application Section. He became acting chief of the FM Broadcast Div. in 1946, and the following year was promoted to chief of that division.

In 1950 Mr. Braum was named chief of the Television Broadcast Div.

Born in 1907 at Sacred Heart, Minn., Mr. Braum was graduated in 1929 from the U. of Minnesota as Bachelor of Electrical Engineering. From 1929 to 1937 he was engaged in engineering work in connection with radio broadcasting, theatre sound equipment and police radio fields.

Dwight D. Doty
Chief, Renewal and Transfer Div.

Joining the Commission's legal staff as a broadcast attorney in 1947, Dwight D. Doty became chief of the AM Branch of the Bureau of Law's Broadcast Div. in 1948.

Mr. Doty was born in Washington, D. C., in 1906. He was graduated from Georgetown U.'s School of Foreign Service in 1928 with a B.F.S. degree and received his LL.B. from the Law School of that university in 1934. For several years he was law clerk to Judge Oscar E. Bland of the U.S. Court of Customs and Patent Appeals. From 1942 to 1947, with the exception of

(Continued on page 38)

Top Echelon of New FCC Broadcast Bureau Which Commences Operation Today

AIR-ARM

Benafio Heads Westinghouse Div.; Baudino Named WRS Manager

IN A MAJOR move to man its new AIR-ARM Division, Westinghouse Electric Corp. last Friday transferred Walter E. Benafio, vice president and general manager of Westinghouse Radio Stations Inc., to the agency as manager, according to Walter Evans, Westinghouse Radio Stations president.

Joseph E. Baudino, manager of KDRA Pittsburgh, succeeds Mr. Benafio as general manager of WRS. Both appointments are effective July 1.

As manager of the new plant, under construction at Friendship International Airport, Baltimore, Mr. Benafio will be responsible for design, manufacture and sale of specialized military production of electronic equipment. The new division is part of extensive Westinghouse electronic expansion. Equipment designed to advance aerial warfare "a step closer to the pushbutton stage" will be built at the plant.

Mr. Benafio will operate at the Westinghouse Electronics and X-Ray Division, Baltimore, until completion of the Air-ARM Division's 400,000-foot plant at Friendship. By the end of the year the plant is to be producing automatic computers to direct gun and rocket fire, radar and automatic pilots for fighter planes, guided missiles and airborne armament systems.

The new assignment comes in the 36th year of Mr. Benafio's service with Westinghouse. He has assumed a wide variety of assignments in radio and broadcasting operations. Before assuming active direction of WRS in 1948 he had been on temporary assignment during organisation of Industrial Electrica de Mexico, Mexico City, under a plan sponsored by Westinghouse to export American industrial knowhow to foreign countries.

Mr. Benafio joined the forerunner Westinghouse Electronics Division at Chicopee Falls, Mass., in 1915. With rapid expansion of the Electronics Division in Baltimore he planned and installed accounting operations to accommodate a spectacular wartime expansion that saw production of the division skyrocket to more than 138 times its prewar volume. In June 1944 Mr. Benafio was a vice president, now the Industrial Electronics, Home Radio & X-Ray Divisions, along with WRSI. In December of the same year he was elected a vice president of the broadcast subsidiary and in 1947 became a member of its board of directors.

Mr. Baudino joined Westinghouse in 1927 after graduating from the U. of Illinois. He has been associated with broadcast activities in engineering and business administrative capacities at stations and offices in Pittsburgh, Boston and Philadelphia over the past 24 years.

His new duties comprise Washington headquarters management of WRS, including WBZ-WBZA Boston-Springfield, WBZ-TV Boston, KYW Philadelphia, KDRA Pittsburgh, WOWO Fort Wayne, KEX Portland, and FM stations.
RELAX RESTRICTIONS?

By JOHN GSBON

PROSPECT that restrictions on radio and television facilities may be relaxed in certain instances through utilization of existing equipment was held out last week by a top government allocations official [BROADCASTING • TELECASTING, May 21].

Manly Fleischmann, National Production Authority administrator, told an NARTB delegation that relief may be provided where broadcasting stations desire to increase their power or begin TV operation by using already-constructed facilities and desist from making rapid demands on structural steel.

Mr. Fleischmann expressed this belief last Thursday during a meeting with NARTB President Justin Miller, his delegation and staff members of NPA. At the same time he urged NARTB to furnish background material which would serve as a basis for review of "permissive" cases where authorization would not be required.

Other points underscored by the NPA administrator include: NPA will seek the counsel of the FCC, in such cases, to determine whether "the public interest" would be served.

FCC should continue to issue licenses, since current controls are predicated on the availability of materials as they arise.

Broadcasters would run a risk to commence construction in cases where materials have not already been secured.

NPA will attempt to aid in procurement of critical materials in cases in which building permits are granted if there is a "showing of need."

Despite current interpretation, all applications for building permits from NPA will be accepted and studied by its field offices and then forwarded, along with comments, to Washington headquarters for "further consideration and decision."

ACTION IN FIELD

NPA indicated earlier that applications could be acted upon by field offices in cases involving less than 60 tons of steel, "or not exceeding $1 million in construction costs."

Mr. Fleischmann assured Judge Miller, however, that the decision would be made at top levels.

It was stressed that broadcasters are obligated to make an accurate presentation to local offices, which will make its own recommendations to NPA. Broadcasters are, however, not required to file applications in cases involving erection of partitions consuming less than 25 tons of steel or costing less than $4,000 a year.

Asked whether NPA would delay statistics on available transmitters in stock, the NPA administrator pointed out that material shortages will result in a limitation of their production and that the government has no intention of forbidding construction of new transmitters.

A typical case was then posed: A radio station launches TV broadcasting simply by adding a TV antenna atop an existing tower or building and installing an already-made transmitter.

Mr. Fleischmann said these considerations would govern: (1) availability of materials; (2) a showing that the public interest is involved; and (3) the question of financial hardship involved in partially-completed construction.

In such a case, he told NARTB, NPA will seek counsel from the FCC with which it confers "on all matters relating to broadcast stations."

FCC General Counsel Benedict Cottone said last week that doubling TV and radio network heads harmonized May 29 at New York's Center Theatre as part of the Pint Parade Review. The review was presented before 3,000 members of the united entertainment industry who donated a pint of blood each for the Red Cross blood bank in Korea. Harmony among the network chiefs was sounded by (I to r) Robert Kintner, ABC; Joseph McConnell, NBC; Frank Stanton, CBS; Frank White, MBS, and Comdr. Mortimer Leewi, of DuMont.

NPA Sees Relief

NARTB BOARD

D.C. Meeting Opens Today

NAPT's radio and TV boards of directors meet this morning (Monday) in Washington to work out joint trade association problems and to take part in installation of a new president, Harold E. Fellows, who has resigned from WEEI Boston to accept the key position.

Mr. Fellows will be formally installed tomorrow evening at an inaugural dinner. Proceeds of the $20-a-plate dinner will go to the Johnny Gillin Memorial Fund. Mrs. Gillin will accept a check from NARTB on behalf of the tribute to her late husband.

Judge Justin Miller will be sworn in as first NARTB board chairman during the dinner. Judge Bolitha Laws, of the U.S. District Court, District of Columbia, will swear in Judge Miller who in turn will install Mr. Fellows as NARTB's first presidential post which Mr. Miller has occupied since October 1945.

The dinner will be held in the Presidential Room of the Hotel Statler, with high Washington figures in attendance. A pre-dinner reception will be held in the Congressional Room. Broadcast Music Inc. will be host at this event.

The two boards will meet separately today and tomorrow morning [BROADCASTING • TELECASTING, May 28]. They convene jointly at noon at the Hotel Mayflower, continuing through Wednesday evening.

Sen. Edwin C. Johnson (D-Col.) . chairman of the Senate Interstate & Foreign Commerce Committee and president of the Western League, will discuss the baseball broadcast-telecast situation at the Wednesday luncheon.

Pre-board meetings over the weekend included the Finance Committee Saturday and Sunday; special research committee Sunday, and technician committee Sunday. The special TV committee named in April to appoint a TV director-manager was to meet Saturday at Williamsburg, Va.; James G. Storer, Fort Industry stations, as chairman.

Many Distinguished Guests


Cabinet members will include Charles F. Brannan, Secretary; Foreign Affairs; and FCC will be Chairman Wayne Coy and Comrs. Henneck, Webster, Sterling and Walker.


This list is only preliminary, with reservations still coming in at NARTB headquarters. Frank M. Russell, NBC Washington, is chairman of the dinner committee with Robert K. Richards, NARTB public affiar director, handling arrangements for the association. Paul W. Morency, WTIC Hartford, is chairman of the dinner committee.

Four ex-presidents of NARTB have accepted invitations. They are William S. Hegdes, NBC; Earl C. Ambassador, MBS; Leo J. Fitzpatrick, WGR Buffalo; Neville Miller, Washington attorney.

June 4, 1951 • Page 29
ANTI-GAMBLING BILLS

BROADCASTERS would be specifically exempt from measures proposed on Capitol Hill to kill "the very life blood of illegal gambling operations"—the national racing wire service.

Drafted to restrict the dissemination of gambling information, the proposed legislation would prohibit the transmission of illegal gambling information for illegal use, two Senate bills (S 1653-4) were introduced last Tuesday by members of the Senate Crime Committee, Sen. Leighton (D-N.Y.), Alexander Wiley (R-Wis.) and the new chairman, Herbert O'Conor (D-Md.).

The bills were referred to the Senate Interstate Commerce Committee, which under a recently adopted Senate resolution, will become the watchdog committee over cbs its transmission on Sept. 23.

Chairman of the commerce committee, Ed C. Johnson (D-Col.), indicated to BROADCASTING a telecast ban would be held on the measures. The committee's staff already has asked for comments from agencies involved, chiefly the Justice Dept. and FCC.

Hearing Seen.

Sen. Johnson said "every possible view" would be solicited by the committee as the legislation appeared "serious." On the subject, an Oct. 3 Senate Commerce subcommittee recommendation which differed from an FCC proposal that was suggested during extensive committee hearings, was left on file.

Highpoints of the crime group's legislative request are:

1. Compel FCC licensing of "a crime, carrying penalty of over a million dollars" dealing with "horse or dog racing events, and betting information" involving other racing events by means of interstate and foreign communications by wire or radio.

2. Place burden on proof on the race wire operator instead of FCC to show where he obtained his information, not primarily for gambling activities in violation of state laws in those states where the information will be disseminated.

3. Determination by FCC that a license be withheld on grounds that the public interest would not be served if the license were granted or that the applicant is not of "good moral character." The character provision is further spelled out to include one or more officers, directors, or principal stockholders of a corporation.

4. Makes it a crime, carrying penalty of a maximum $1,000 fine or imprisonment of not more than a year, or both, for dissemination of such information "which has been obtained through stealth and without the permission of the person conducting" the horse race or other sporting event.

5. A provision to broadcast stations, newspapers of "general circulation" and news services—such as Associated Press and United Press—would be exempt.

6. Some investigating committee chairman O'Connor in introducing the measures for the group said that "in its study of the techniques and procedures of crime gambling," the profitable field of track gambling (the committee) soon became convinced that the race wire services were the very life blood of illegal gambling operations.

There is only one national wire service licensed for transmitting information concerning horse races which the crime probing committee had charged earlier as being controlled by a revived Capone syndicate of Chicago. It was acknowledged that the legislation is aimed at specifically putting it out of business.

He said it was "clearly apparent that bookmaking on a national scale would be a matter of ethics with the requirement of obtaining an annual license...."

Under the proposed legislation, an appeal from the FCC to the court would mean initiating lengthy litigation if the anti-gambling measures were enacted.

The bill defines betting information as including "information as to bets or wagers, betting odds, changes in betting odds, probable winners, and probable starting line-ups in connection with any sporting event other than a horse or dog racing event."

The measure reported by the Senate Interstate Commerce Committee last year would have prohibited bets or wagers on or possession of illegal use, but protected betting information in the placing of bets or wagers.

FCC favored a law making it a crime to transmit odds, bets and prices paid over any interstate communications facilities, only in the enforcement by the Justice Dept. in case of the lottery provision of the U. S. Criminal Code. It had opposed delegation of it to responsible personnel, and transmission of data, claiming such enforcement would be impractical.

Florida Bill Vetoes

In another development, Gov. Fuller Warren of Florida late Wednesday vetoed a state legislative act that would make it a crime to transmit or publish horse race information declared useful in bookmaking operations. No reason was given. The bill was introduced by Rep. Voile A. Williams Jr. of Sanford, who had introduced the bill, said he would try to get the veto overridden.

All state bills prohibiting transmission of race data from Florida tracks for 30 minutes after races are run became law Tuesday without the Governor's signature.

Heavy penalties would be provided by the vetoed proposed law, ranging from fines of $500 to $5,000 and up to 12 months imprisonment. The bureau would have the ban transmission or publication of pre-race information pertaining to entries, jockeys, scratches, weights, betting odds and handicappers' selections. There would be a ban on slips, sheets, charts and bookmaking tickets as well as outlaw transmission of private data of newspapers or other publishers containing such data.

Cantor Ailing

Eddie Ailing, reportedly suffering from a ruptured blood vessel in a vocal cord, was in Doctors Hospital, New York, last week under order to take a complete rest for 10 days.
CIVIL SUIT

'Mansfield Journal' Charged

THE GOVERNMENT last Thursday filed a civil suit against the Mansfield (Ohio) News-Journal charging that the defendants, who earlier were faced with similar anti-disparagement action involving the Lorain (Ohio) Journal, combined and conspired to restrain and monopolize the dissemination of news and advertisements.

The suit alleges that Samuel A. and Isadore Horvitz of the Mansfield Journal Co., along with two other defendants, refused to publish advertising of news events which also advertised over WMAN Mansfield. The government further charged that the News-Journal negotiated contracts on the condition of exclusivity with the newspaper.

Complaint Outlined

According to the complaint, businessmen were compelled to refrain from advertising on WMAN and thus were deprived of free access to advertising of news events, work for "irreparable injury" on them and the station.

The Supreme Court already has agreed to review, sometime this fall, the case involving the Lorain Journal and WEOL-AM-FM Elyria-Lorain, Ohio, which also posed almost identical circumstances. A Cleveland federal court last January held that the defendants had violated the Sherman Anti-Trust Act, a ruling which they subsequently appealed and which the Supreme Court agreed to consider.

The newest suit against the two owners seeks a preliminary injunction, pending final disposition of the case, restraining them and the Mansfield Journal Co. from "refusing to publish advertisements at non-discriminatory terms and conditions where the reason for the refusal is that the advertiser uses or proposes to use another advertising medium." It also seeks to restrain them from entering into advertising contracts on the condition the advertiser refuse to use another medium.

Justice Dept. Terms

In the Lorain Journal case, U. S. District Court Judge Emrich Freed incorporated sweeping terms recommended by the Justice Dept., despite Journal's counsel contention that the judgment should merely prohibit the newspaper from rejecting ads because the advertiser also used WEOL-AM-FM.

Atty. Gen. J. Howard McGrath, in announcing the filing of the suit last week, stated that "the Constitutional guarantee of freedom of the press does not include the freedom to restrain others from publishing." The "free press" issue had been posed by the defendants in the Lorain case.

AFM CONVENTION

Convenes in New York

ELEVEN HUNDRED American Federation of Musicians delegates to the 54th annual AFM convention are expected in New York today (May 21) when Petrillos, president of AFM in Cleveland, will call the convention to order at the Hotel Commodore. Highlights of business sessions, coming through today and Friday, will be Mr. Petrillo's annual report this afternoon, and an address by Sen. Herbert H. Lehman (D.-N.Y.) Wednesday afternoon.

The convention is expected to be the largest in AFM history, and which functions as the union's ultimate law-making body, will elect a president, vice president, treasurer and secretary, along with five international board members and delegates to the next American Federation of Labor (parent body) convention.

A delegation from a newly-chartered Puerto Rican local will be seated for the first time, and other delegates will come from as far as Hawaii and Alaska, New York City, and even El Salvador. When Petrillos will be asked to give a show and dance at the Hotel Astor Wednesday evening, and provide sightseeing tours for visitors, expected to number 2,000, it was announced.

BMI NY CLINIC

New Speakers Announced

A "completely new list of speakers" for the BMI program clinic to be held in New York June 18-19 was announced in the BMI newsletter last week.

Those who have accepted invitations to address the clinic include:

- Dave Baylor, WJMO Cleveland vice president and general manager;
- Elliott M. Sanger, WXOR-AM-FM New York vice president;
- John V. Smith, WMAM-AM New York general manager;
- Maurice B. Mitchell, Associated Program Services vice president and general manager;
- T.A.M.-FM Chicago president;
- Louis Hausman, CBS vice president; Leonard Reog, CBS vice president; and WBZ-FM New York's年底前 Atlanta general manager;

Questions involving ABC and NBC involved their relationships with their respective affiliates. The issues were likened to the Don Lee case, which involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity and rights of an affiliate to reject programs offered by a network.

NBC stations granted renewal of license for the regular period were:


MBS-PUBLICITY

Dorrance Fills New Post

APPOINTMENT of Dick Dorrance, well known in network and agency fields, to the new post of director of public relations and press information, for Mutual was announced last week, effective immediately.

MBS Vice President Robert A. Schmid said Mr. Dorrance will have headquarters in Mutual's New York home offices and will be in charge of all network publicity activities, including direct supervision of publicity offices in Chicago and Hollywood.

James E. O'Bryon, who had served as Mutual director of publicity for several years, resigned effective the same date. Before reaching a decision on his new affiliation, Mr. O'Bryon said he will operate his own office at 565 Fifth Ave., New York, handling his daily syndicated newspaper feature, "Happily Ever After," in addition to other activities.

Mr. Zuzulo continues as assistant director of the department under Mr. Dorrance.

Mr. Dorrance is a former director of promotion for the owned stations of CBS and CBS Radio and Sales. For the past five years he has been associated with O'Brien & Dorrance, later Dorrance & Waddell. During the war he was in the Office of War Information. He also is a former promotion director and general manager of FM Broadcasters Inc., early FM trade association.

Mr. O'Bryon was with the Young & Rubicam radio publicity department for seven years before joining Mutual, and before that was with CBS for three years.

NEW YORK AWR

Organization Meeting Set

NEW YORK chapter of American Women in Radio and Television, newly formed national organization succeeding the AAN, of Women Broadcasters, will hold an organization meeting June 11. AWR will have members from New York City, Long Island, Westchester and Northern New Jersey and invade the American Law, CBS librarian, organizing director of the New York local.

The meeting, expected to set the pattern for other local chapters, will be held at the Commodore Brass Rail restaurant. Mary Cameron of General Foods Corp., dinner chairmain, is handling reservations.

Ada Levy Chapin, national executive secretary, said that national headquarters are being set up in Room 6684, 15 Vanderbilt Ave., New York. Telephone is Murray Hill 9-8620.

June 4, 1951  Page 31
MBS Cuts Rates
(Continued from page 28)

faith in radio as the nation's No. 1 medium and hailed Mutual as "the sole network operation whose interest is centered in the growth and expansion of AM radio." The other AM networks' interests, MAAC's Mayhew, "apparently lie in fields other than AM broadcasting."

Mutual's answer to the rate question was a combination of those offered by CBS and NBC, which reduced rates, and that of ABC, which rearranged its discount structure to cut the advertisers' time costs. The Mutual Sunday afternoon cut—amounted to 25%; with both CBS and NBC the weekday cuts amounted to 10-15% from 1 to 10:30 p.m.; and in ABC's case a 15% reduction in time costs was effected for the 1-10:30 p.m. period.

Leaders of the radio-wide Affiliates Committee, headed by Paul W. Monaco of WABC, New York, had decided in March to hold a meeting while they were making plans for conferences with officials of the Assn. of National Advertisers, which spearheaded the original attack on Radio's "crisis in network broadcasting." They set up a committee of the National Assn. of Radio and Television Station Representatives, which is supporting the affiliates Committee's move to bolster rates. [Broadcasting • Telecasting, May 28]

The Mutual affiliates group's endorsement of the MBS rate-and-discount plan was part of a Monday-Tuesday meeting which initial steps were taken to organize a permanent MAAC. President White said the rate "crisis in network broadcasting" had brought the group together. Their studies, he said, were "encouraging!" and he voiced confidence that "Mutual can emerge from this crisis with strength and keep faith with the industry."

Seven Districts Planned

Details of a mail ballot to nominate and elect members of the permanent MAAC are to be worked out by an independent accounting firm, officials said. Seven geographical districts are being set up, with two representatives to be named from each—one to come from a metropolitan center, the others from a non-metropolitan market. MAAC members will be elected for two-year terms, except that in three districts a new election will be held after the first year.

Text of the pro-temp MAAC resolution:

"Whereas, AM broadcasting renews the strongest and most effective medium of mass communication and advertising in the nation today. In spite of practices foisted upon the industry from competitive network sources, and

"Whereas, the members of the Mutual Affiliates Advisory Committee

represent the sole network operation whose interest is centered in the

growth and expansion of AM radio, and

"Whereas, substantial progress has been made by Mutual under the able guidance of President Frank White, Be it therefore resolved, that we, the members of MAAC, pledge our fullest cooperation to the end that Mutual be maintained as a strong, competitive service, and we do support the proposal of contract adjustments to effectively meet the exigencies created by interest whose interests apparently lie in fields other than AM broadcasting.

Be it further resolved, that we go on record in our assertion to militantly carry out a plan for POSITIVE action and we pledge our succession efforts in behalf of building AM broadcasting and supporting Mutual as the network whose objectives are being fulfilled in harmony with the wishes of a majority of the AM broadcasters in America.

Pro-temp committee men on hand for the meeting:

Mr. Kowall, Mr. Murray, Gene Cagie, KFJZ Fort Worth; John Cleghorn, WBHQ Memphis; Grover Cobb, KVOB Great Bend, Kan.; Robert T. Convery, KXK St. Paul, Minn.; John P. Ferguson, WTRF Bellaire, Ohio; Paul Frey, KRON Omaha; George C. Hatch, KAIL Salt Lake City; Frank Kettner, WKAT Miami Beach; Donald King, WKAL Rome, N. Y.; E. J. McKeever, KVOX Moorhead, Minn.; George May, WCH Columbus, Miss.; and Charles Smithgall, WFGA Gainesville, Ga.

MORRIS NAMED

NPA Electronics Div. Head

EDMUND T. MORRIS Jr., on leave from Westinghouse Electric Corp., Baltimore, Md., has succeeded John G. Deiley as director of the National Production Authority's Electronics Products Div.

The appointment of Mr. Morris, not formally announced yet by the NPA, gives Mr. Deiley a position as vice president of the house executive top level positions on two key government electronics groups. Last April he was named chairman of the "$25 million" Electronics Production Board, which was set up to assure sufficient supplies of equipment for civilian and military use.

Mr. Morris thus will serve as director of the products group, which is claimant agency for all electronics equipment channelled to broadcasters and manufacturers, and as well as sit in on the larger-scale consulting board. Donald Parris is assistant deputy director.

The board makes its recommendations to the NPA's general and top allocation agency.

Walter W. Watts, RCA executive vice president, had been serving as acting chairman of the board prior to Mr. Morris' appointment. Watts is now deputy administrator in charge of all production and procurement at DPA.

Mr. Morris has been general manager of Westinghouse's Electrodynamics and X-ray Div. since 1948 and also headed up the firm's Stratovision project. He also has been active in the association—FM-TV, shortwave, VHF-UHF, relay and facsimile work.

BMI EXCHANGE

Program Project Announced

A "BMI program exchange" to enable stations to advertise in the week for which they are the only outstanding programs and receive back taped programs of other stations on loan, thus establishing a library of the better formats and program features throughout the country, was announced last week.

"The only cost to you is your willingness to cooperate," BMI said in its newsletter. It requested stations to write in what stations they would like and what stations are producing them. In sending in tapes of its own programs, BMI suggested the station record a few words indicating your method and procedure. The entire program need not be recorded unless you think it desirable," it said.

Added Service

Still another service—to arrange and tape interviews with "orchestra leaders, soloists, actors or other prominent people" in New York for out-of-city customers—also was announced by BMI.

"Let us know when you want to come. Let us know whom you want to meet. We have made arrangements for someone to make appointments in advance. When you arrive, this chap will accompany you with a tape recorder and assist at all interviews. You may take back either the tape or a transcript of the BMI announced. Cost, it said, would be approximately $50 per day, plus tape cost, not over $5 on an average.

For customers desiring such taped interviews, with or without script, and who do not wish to come to New York, BMI suggested that "whatever it is, ask us and we'll tell you just what it will cost."

KNX Hollywood is telling advertisers what a good idea summer radio is and presenting statistics to show them why. Directing this "straw hat" promotion campaign is L. E. Wilbur S. Edwards, director, KNX and Columbia Pacific Network; Ed Buckalew, sales manager, and Tony Moe, sales promotion manager for KNX and CPM.

NBC MILESTONE

Starts Anniversary Programs

SIX-MONTHS' celebration of NBC's 25th anniversary commenced June 1, with the air-waves slogan, "It's the silver jubilee on NBC," the network announced last week.

Between June 1 and the anniversary date, Nov. 15, many special broadcasts and public events are planned, the announcement said. Two anniversaries is 25, to be written by Meredith Willson and Harry Somsik, will serve as musical themes. Affiliated stations are planning local celebrations, and those affiliated for 25 years receive a plaque. BBC and CBC will salute the network with special broadcasts, and industry luncheons and employee meetings will be held.

William F. Brooks, vice president in charge of public relations, is chairman of the anniversary committee. Other members include George Wallace, radio advertising and promotion manager; James Nelson, TV advertising and promotion manager; Victor Schiff, of Carl Byoir & Assoc.; Ezra Mcintosh, of J. Walter Thompson Co.; and Sydney H. Elges, NBC vice president in charge of press.

An affiliates kil, which includes a campaign manual, test and photograph materials, will be distributed soon. An especially-bound volume of historic photographs will be presented the Library of Congress. On-the-air promotion, including anniversary bits, and promotion by other media, will be used.

NEW DAYTIMER

WGLC Went On Air May 20

WGLC Centreville, Miss., went on the air May 20. The new station, operates on 1580 kc, 250 w daytime only. N. J. Johnson is manager.

More than 2,000 persons, including civic and state officials, attended the opening. Mississippi Gov. Fielding Wright and Lt. Gov. Dodd sent records to be broadcast.
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
HILLBILLIES FEUD

WEAM, Union 'Square Off'

THE weekly square dance staged by WEAM Arlington, Va., at Glen Echo Park, in suburban Washington, has developed into a round robin involving WEAM and AFM Locals.

AFM notified WEAM last week that it must increase its five-man AFM unit from five to eight hillbillys.

WEAM countered with the assertion that a five-man unit is adequate for barefoot music.

HOW WEAM's general manager, Howard Stanley, said he would go along with the AFM "ultimatum" on condition the union supplied:

1. Left-handed five-string banjo player.
2. -Ocarina player who can yodel.
3. -Either player who is also a whiz on a washboard.

"All must union men in good standing and pass the rigid WEAM auditions," Mr. Stanley wrote Paul J. Schwarz, president of Local 161.

"It is quite obvious that you are trying to put us out of business to force a popular dance band upon Glen Echo Amusement Park. Because I believe our freedom and rights under the law are being interfered with, should you take the action you threaten, I shall inform Congress that the musicians union is again trying to assume a dictatorship in America."

The AFM referred the matter to its national council which has never exercised control over WEAM. But it did pass a resolution to "thoroughly investigate." Sen. Benton wrote that he would make decisions on a certain side if supported by Congressional or public encouragement.

Sen. Hunt, a member of the subcommittee and co-sponsor of Sen. Benton's proposed advisory bill, said it was far better now for the Congress to look at the problem of allocating frequencies than "to wait until the die is cast.

Sen. Benton said the proposed advisory body would "strengthen and support FCC, and not the other way around." Expounding at length on the potential of subscription broadcast radio (SBR), he explained Zenith's Phonevision and tests of Skiatron Corp. to the Senators.

Sen. Benton emphasized that Sec. 308 (g) of the Communications Act authorizes FCC to study new uses of radio and provides for experimental uses of frequencies and generally encourages labor and more effective use of radio in the public interest.

Benton Plan

Full brunt of the Benton Plan was met near the conclusion of the hearing when the Senator said:

"It is possible that the board study might result in a recommendation regulating SBR, which would hold certain holders to devote—say, as much as 40% of their program time between the hours of 6 and 11 p.m. to educational or public service programs, not commercially sponsored.

The inexorable pressure for profit would make the public service program schemes impossible for some broadcasters whenever the leavings and very bad leavings they are.

Sen. Johnson asked thatSen. Benton be specific in what he was talking about when he mentioned "educational" or "public service" programming in choice listening hours. All programs, the Coluradans said, have a mixture of education and entertainment.

From Missouri, Sen. James P. Kem, Republican, said he had received a 'complaint' from his state that nobody had the courage to make the "necessary investment" for the educational channel allocated for institutional use

Sen. Benton quickly added that there was no such problem because most educational institutions were "rich" to get the necessary funds.

He distributed a pamphlet called "TV Channels for Education," prepared by Robert Hudson, U. of Illinois' communications center and Ford Foundation executive and also a currently a consultant to the Ford Foundation.
THE CLEVELAND INDIANS

THE CLEVELAND BROWNS

THE CLEVELAND BARONS

exclusively on

WERE

... Sports station in Cleveland... one of the nation's hottest sports cities

BOB NEAL
WERE Sports Director
Browns play-by-play
Barons play-by-play
Daily Sports programs

JIMMY DUDLEY
Play-by-play Cleveland Indians
and standard Baseball Network
Daily Sports Program

PLUS
Paul Brown, coach of Cleveland Browns
Phil McLean, Baseball feature programs

JACK GRANEY
Bill Levy, High School sports
John Wellman, Hockey & writer

Full WERE Merchandising Service. Cleveland's only Radio Merchandising Department.

The O. L. Taylor Company – National Representatives

5000 WATTS  •  1300 KC

WERE

CLEVELAND, OHIO

CLEVELAND, OHIO
Relax Restrictions?
(Continued from page 29)
Oscar Elder, assistant director of public affairs. Representing NPA, aside from Mr. Fleischmann, were Henry Heymann, counsel for Construction Controls Division, and Rufé B. Newman, division director. Broadcasters who seek authority to build may file applications together with specifications with Commerce Dept. (NPA) officials in these cities: Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Denver, San Francisco, Seattle, Baltimore, Detroit, Los Angeles, Portland ( Ore.), St. Louis, Dallas, El Paso, Hartford, Houston, Jacksonville (Fla.), Memphis, Miami, New Orleans, Pittsburgh, Providence, Salt Lake City, San Antonio, and Louisville.
In another move last week, formally designating claimant agencies for basic material requirements of various segments of the economy, the National Production Authority was given responsibility for all industrial facility construction. These duties are performed by the agency’s Construction Controls Div.
The Office of Civilian Requirements, headed by Lewis Allen Weiss, former Mutual-Don Lee board chairman, was assigned programs (except construction) for state and local governments, consumer goods (other than radio-TV appliances), wholesale-retail-service trades, and religious groups.
The designations, announced by Edwin T. Gibson, acting administrator, Defense Production Administration, specified formal assignment of NPA as claimant for materials used in all electronics and communications products, including such consumer durable goods as radio-TV sets and commercial equipment like studio transmitter and related products. These activities fan out to NPA’s Electronics Products and Communications Products Divisions.
Leot some manufacturers continue “business as usual,” however, Defense Mobilizer Charles E. Wil-son has called on business executives to “scrap the idea of new seasonal designs” in television sets and other items. In a speech prepared by Mr. Wilson and delivered before the Executives Club of Chicago May 25 by Andrew Berding, his information specialist, the mobilization chief stressed that “their brains and magnificent handi craft” are needed to turn out new weapons. He also observed: “I have run across instances of a whole class of men graduating from electronics schools going into the civilian TV business, making and servicing home sets. And this at a time when our defense indus-tries are badly in need of their services.”
The director of the Office of Defense Mobilization said that civilian industries “will soon have to be cut to provide needed workers in defense plants.”
The growing manpower shortage has become a source of increasing concern to industry, manufacturers as well as broadcasters, with the result that NARTB is preparing to take action.
The basis of the industry complaint is last April’s order from the Dept. of Commerce, which omitted radio and television from the “essential” industry list. Both had been labeled as essential by the government, last August.
To qualify for that classification, the Commerce Dept. said, an industry must prove that there is a definite shortage in trained personnel within its ranks.
NARTB will appeal the omission, citing existing shortages of skilled technical manpower in some sections of the country and threatening scarcity in others. The government listing is based theoretically on manpower alone, without taking into account the importance of radio-television in the national mobilization and civil defense effort.

A U. S. foreign policy debate between editors and correspondents highlighted the annual dinner of the Overseas Press Club in the Waldorf-Astoria, New York, May 16. WFDR (FM) New York was the only station to air live, the debate participated in by these members of the editor’s half of the panel, (1 to r) Edward R. Murrow, moderator; Gideon D. Seymour, executive editor, Minneapolis Star & Tribune; Barry Bingham, editor, Louisville Courier Journal; Erwin D. Canham, editor, Christian Science Monitor, and Mrs. Helen Rogers Raid, president of the New York Herald Tribune.
LET'S HAVE THE FACTS

Do Horse Race Results Get The Afternoon Audience?

LET'S TAKE A LOOK AT WASHINGTON

WOOK IN THE WASHINGTON AREA GIVES NO RACE RESULTS

BUT

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

<table>
<thead>
<tr>
<th>Time</th>
<th>WOOK Audience</th>
<th>Independent A Audience</th>
<th>Independent B Audience</th>
<th>Network C Audience</th>
<th>Network D Audience</th>
<th>Network E Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td>15170</td>
<td>5225</td>
<td>7460</td>
<td>19760</td>
<td>3695</td>
<td>3695</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>24350</td>
<td>5225</td>
<td>7460</td>
<td>6755</td>
<td>4460</td>
<td>3695</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>15170</td>
<td>6755</td>
<td>3605</td>
<td>3695</td>
<td>4460</td>
<td>4460</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>13640</td>
<td>11345</td>
<td>3400</td>
<td>8285</td>
<td>8285</td>
<td>2930</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>15770</td>
<td>12875</td>
<td>2930</td>
<td>12875</td>
<td>7520</td>
<td>1400</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>23855</td>
<td>1345</td>
<td>1400</td>
<td>3595</td>
<td>7520</td>
<td>1400</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>21310</td>
<td>8285</td>
<td>1000</td>
<td>4460</td>
<td>2165</td>
<td>1080</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>23585</td>
<td>11345</td>
<td>1400</td>
<td>5225</td>
<td>1350</td>
<td>1400</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>17465</td>
<td></td>
<td></td>
<td>5400</td>
<td>10260</td>
<td>10800</td>
</tr>
<tr>
<td>5:30 PM</td>
<td></td>
<td></td>
<td></td>
<td>5990</td>
<td>2160</td>
<td>2700</td>
</tr>
</tbody>
</table>

All figures are taken from the 1951 surveys by American Research Bureau.

WSID IN THE BALTIMORE AREA GIVES NO RACE RESULTS

BUT

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

<table>
<thead>
<tr>
<th>Time</th>
<th>WSID Audience</th>
<th>Independent A Audience</th>
<th>Independent B Audience</th>
<th>Independent C Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 PM</td>
<td>12960</td>
<td>1080</td>
<td>5400</td>
<td>540</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>15640</td>
<td>1080</td>
<td>7020</td>
<td>540</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>23220</td>
<td>3780</td>
<td>5400</td>
<td>1080</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>16740</td>
<td>3780</td>
<td>1320</td>
<td>1080</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>16300</td>
<td>3780</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>19980</td>
<td>3780</td>
<td>1080</td>
<td>2160</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>15120</td>
<td>3780</td>
<td>1080</td>
<td>1620</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>20520</td>
<td></td>
<td></td>
<td>10800</td>
</tr>
</tbody>
</table>

* Off the air or no listeners located in sample.

A combination buy of WOOK and WSID gives you more listeners for the dollar in the three million population area in Washington and Baltimore.

YOU CAN'T COVER THE WASHINGTON-BALTIMORE AREA COMPLETELY WITHOUT WOOK and WSID.

BROADCASTING • Telecasting

June 4, 1951 • Page 37
In approximately four years, McBride Sr. held an examination of the tax returns of Arthur B. McBride Jr. and Edward J. McBride. He was then appointed legal assistant to the Office of the General Counsel of the Commission, to make further examination of the tax returns of Arthur B. and Edward J. McBride. It would also be appreciated if the Commissioner of Internal Revenue would direct one or more members of his staff, who conducted the investigation of the McBrides for the Bureau, to confer and advise with Messrs. Snyder and Rawson.

FCC Broadcast Bureau

(Continued from page 28)

two years active service with the Navy, he was an attorney in the Lands Div. of the Dept. of Justice.

* * *

FREDERICK W. FORD
Chief, Hearing Div.

Frederick W. Ford has been with the Commission since 1947, serving in the Hearing and Review Sections, Special Legal and Technical Group (now Office of Formal Hearing Assistants), the General Counsel's Office and, in 1950, was appointed a trial attorney.

Born at Bluefield, W. Va., in 1909, Mr. Ford attended West Virginia U. where he received a B.A. and LL.B degrees in 1931 and 1934, respectively. He engaged in law practice as junior partner of Stathers & Crantrell, Clarksburg. In 1934 he joined the office of the general counsel of the Federal Security Agency. He moved to the legal staff of the Office of Price Administration in 1942, the same year he entered the Air Force as a second lieutenant. He served until 1946, advancing to the rank of major. He then returned to the OPA as a hearing commissioner.

* * *

PAUL DOBIN
Chief, Rules & Standards Div.

Joining the Commission's legal staff in January 1946, Paul Dobin served in the Litigation and Administration Div. In 1949 he was appointed legal assistant to Comr. Robert F. Jones.

Mr. Dobin, a native of New York City, where he was born in 1918, attended local public schools there. In 1938 he received his B.A. degree at City College of New York, and then attended Harvard Law School. There he note editor of Law Review and was graduated with an LL.B degree in 1941. Called to military service that year, Mr. Dobin served in the Army until 1945 becoming a master sergeant. He is a member of Phi Beta Kappa.

Harris to Nielsen

MURRAY HARRIS, formerly di-rector of advertising and promotion for WNBC and WNBT (TV) New York, today (Monday) joins A. C. Nielsen Co. as director of public relations for the radio and television division. He succeeds the late Phil Frank.
IN APRIL 1951—

$60 ad in Philadelphia newspaper “A” brought 38 replies for a booklet

$60 ad in Philadelphia newspaper “B” brought 48 replies for the same booklet

$60 spot on Philadelphia’s KYW brought 761 replies for the same booklet!

Same cost... but what a whale of a difference in results!
Here’s additional evidence that radio is America’s great advertising medium... and that KYW is radio’s great buy in the Philadelphia market-area! For availabilities, check KYW or Free & Peters.

It’s your dough—don’t waste it!

KYW Philadelphia
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KDKA - WOWO - KEX - KYW - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting
June 4, 1951 • Page 39
in West Virginia... your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

HOUSE INQUIRY

A THOROUGH exploration into practices involving appointments of so-called "dollar-a-year" executives to top defense posts and the formation of industry advisory groups to serve fulltime with various agencies

To Probe Gov't-Industry Appointees, Groups

 Plans for the far reaching probe, announced by the House Judiciary Monopoly Subcommittee, stemmed from complaints that some industry executives may have tended to favor their private firms over the public interest, it was learned.

A second basis for the probe, which gets underway with hearings by the subcommittee June 11, is current speculation that advisory groups have not been consulted in some instances and have exceeded their consultative role in others.

Another phase tabbed for inquiry is the problem of tax benefits accruing from cost write-offs on new plant.

Inherent in the probe, though not specifically mentioned, are the appointments of top executives from radio-TV manufacturing, broadcast and other vital industry segments.

Ernest Goldstein, subcommittee counsel, declined to outline the possible agenda for the hearings, but indicated that the general theme of "favoritism" would be explored. Schedule of witnesses had not been set.

Justice Questions

The existence of industry advisory groups—in fact, their very legality—has been questioned right up to the Dept. of Justice, which last year laid down a requirements code designed to "minimize" the possibility of anti-trust violations [BROADCASTING • TELECASTING, Nov. 27, 1948].

Groups involving the participation of broadcasters, manufacturers and other communication segments have mushroomed steadily during the year's mobilization effort. Among the units set up under government initiative thus far are the Broadcast Advisory Council, the Joint Electronics Industry Advisory Committee, the Electronics and Radio Advisory Council, Communications Advisory Committee, Radio-TV Appliance Committee, and a host of smaller groups devoted to electronics end products and component parts. The BAC was set up at the urging of the White House itself.

In the case of the recent government construction order, which requires broadcasters to seek authorization before building (see separate story), the industry through NAB has complained that it was not consulted before the regulation was issued. The National Production Authority held that it had consulted in advance with the Construction Industry Advisory Committee.

Top government authorities have long contended that industry efforts can not be galvanized into the defense production picture unless advisory units are set up and industry executives are called in

WRFC Switch

INITIAL decision to grant WRFC Athens, Ga., nighttime operation was announced by FCC last Tuesday. Hearing Examiner Elizabeth C. Smith recommended WRFC be granted a change in facilities from 1 kw daytime only on 960 kc to 1 kw day, 560 w night directional, on 960 kc. Miss Smith found that although certain minimum FCC engineering standards would not be met, the added service to local residents offsets the deviations from the rules.
when we introduced the PRESTO TL-10 at the IRE, NARTB and Parts Show this spring we knew it was good—and we knew that there was a place for it in the nation's stations, recording studios and schools.

But we never realized just how popular it would be. This inexpensive turntable tape reproducer has turned into the sensation of the industry—and here are a few of the reasons why!

- Easy to attach to and remove from any standard 16" turntable.
- No motor—turntable acts as motor.
- Can be plugged into any standard speech input equipment.
- Speeds of 7½" and 15" per second, response up to 15,000 cps.
- Low cost—but has reproduction quality and fidelity of a high priced machine.
- Easy to operate—and maintain.

If you haven't ordered your TL-10 already, do it today. Its addition to your studio will save you time...space...and money!
TRADE PRACTICE

FTC Sets June 21 Meet

FORMAL designation of June 21 as the date for a radio-TV industry trade practice conference in Washington was announced last Monday by the Federal Trade Commission, which will supervise the proceeding.

FTC Chairman James Mead will preside over the session, which was set to hear suggestions for industry rules designed to prevent unfair or deceptive practices under the commission’s cooperative program. Proposed rules will cover radio and TV sets and combinations, extending earlier regulations laid down by the commission in 1939 for the radio receiving industry.

Radio-Television Mfrs. Assn., which requested the conference earlier this year, will be represented by a special trade practices committee, headed by Ben Abrams of Emerson Radio & Phonograph Corp. All companies “engaged in the manufacture, sale or distribution” of radio-TV sets and parts or accessories are invited to attend the conference, to be held in the National Archives Bldg., Washington, at 10 a.m.

Proposed Subjects

Proposed subjects for discussion include misrepresentation on TV sets as to size of picture tube, static interference, simplicity of operation, and number of operating tubes. Deceptive pricing, warranties, and imitation of trade marks and names also will be considered.

The commission will draw up a draft of proposed rules for distribution to all parties, and an opportunity will be afforded for written or oral objections and other suggestions before the commission promulgates rules.

M. C. SCOTT (l), chief engineer, WIOD Miami, Fla., explains to J. Leonard Reinsch, managing director, Cox stations, details of the construction of a concrete anchor for one of the new hurricane-proof towers being built at WIOD’s transmitter site in Biscayne Biv. Total weight of the concrete and steel in the three anchor foundations and the tower base foundation is 3,527,000 lbs.

RETAIL ADS

Plan Bigger Fall Budgets

RETAILERS across the nation are planning expanded advertising in the fall, much of which will be directed toward attracting new customers, a National Retail Dry Goods Assn. survey of department, chain and specialty stores revealed last week.

More than 700 large and small stores, asked what radio, TV and appliance inventory policy seemed best for merchants during the second half of 1951, voted 75% for stockpiling wanted items. To 20% of the replies were kept to a minimum; and 7% for trying to stockpile wanted items.

Regarding the direction retail sales efforts should take respecting advertising budgets, 77% reported they would advertise more liberally, while 23% said they would keep advertising at a minimum.

Concurrent with announcement of the survey, NRDGA’s Controllers Congress published the 1951 edition of Departmental Merchandising and Operating Results of Department and Specialty Stores, in which an analysis of publicity expenses of major merchandising groups showed that retailers failed to increase their 1950 fall advertising budgets in proportion to their increased sales. Department stores with more than $1 million yearly volume spent 4.05% of sales for publicity in 1950 in contrast to 4.22% in 1949, it was reported. Publicity data indicated no significant variations from the previous year in distribution of the publicity-expenditure dollar by advertising media, it said.

CARL G. SUBER
Dies After Fall At Home

CARL GUSTAVE SUBER, 45, account executive for J. M. Mathes Inc., New York, was fatally injured May 28 in a fall in his home at Darien, Conn. Mrs. Gretchen Suber, said she found his body at the foot of stairs leading to the second floor. The medical examiner stated that death was due to a skull fracture.

In addition to his widow, surviving are a daughter, Caroline; a son, Carl G., Jr.; his father, the Rev. Gustav F. Suber, pastor of the Stamford Evangelical Congregational Church in Stamford, Conn., and a brother, Ralph C., of Norwood, Mass.

KLIF From 1 kw To 5 kw

KLIF Dallas, key station for Liberty Broadcasting System, on Saturday increased its power from 1 kw to 5 kw. The station, represented nationally by John E. Pearson Co., is owned and operated by the Trinity Broadcasting Corp., Dallas. KLIF retains its former frequency, 1190 kc.

THE BRANHAM COMPANY

IOWA FEUD
KRNT, School Assn. Clash
LONG standing friction between broadcasters and the Iowa High School Athletic Assn. flared up again last week after the school group banned a KRNT Des Moines sportscaster from a WOI-TV Ames telecast. Lytle Quinn, executive secretary of the Association, reportedly issued an "ultimatum" to WOI-TV, the Iowa State station, that it could not televise a high school track meet sponsored by the group on May 26 if Al Coupee, KRNT sports director handled the commentary.

Mr. Coupee was withdrawn from the telecast. The move followed a letter written by him and the Association which stated that on March 17 during the state high school basketball tourney, also sponsored by the association. A group of faculty at that time was quoted as saying the sportscaster did not have "a fair picture" of the games, and charged him with being biased and critical.

KRNT, which is bringing the details to public attention, takes the position that the association is interfering with freedom of speech and press. Robert Dillon, vice president of Cowles Broadcasting Co. and general manager of KRNT, said "Mr. Quinn made an arbitrary decision, and did not give Mr. Coupee warning of an opportunity to be heard." His order, Mr. Dillon said, "in effect told the station how to cover the event and who should report it."

D-F-S IN S.F.
C. H. McDougall Opens Office
CHARLES H. McDOUGALL, vice president, BBDO San Francisco, has resigned to establish offices in that city for Dancer-Fitzgerald-Sample Inc. Office will be known as Dancer-Fitzgerald-McDougall Inc., with Mr. McDougall a partner and president of the new western company. Other Dancer-Fitzgerald-Sample offices remain unchanged with H. M. Dancer continuing as president.

Robert L. Nourse Jr., formerly account executive with Compton Adv. Inc., has joined the D-F-S Hollywood office. He will work with Alvin Kabaker, vice president and manager on new business, and handle the Medlin Co. account. Beatrice Kimm West has been added to the agency staff to work on print media and production. She also formerly was with Compton Adv.

KIOA Coverage
FINAL decision was announced by FCC last Monday to grant KIOA Des Moines a change in its daytime directional antenna from six to two elements, thereby increasing daytime coverage. KIOA is assigned 500 kw with 15,000 persons, and in a much more efficient use of the frequency. FCC ruled KMA would lose 15,000 persons. Both groups already have 10 primary services, the decision said.

RADIO RIGHTS
PAB To Mull School Rates
EFFORT to set up a new formula for high school athletic broadcasts, easing exorbitant charges for station rights, will be sought at the June 10-11 meeting of the Pennsylvania Assn. of Broadcasters, to be held at Galen Hall, Wernersville, Pa.

Two high scholastic officials will meet with the state group in an effort to reach a meeting of the minds. Charges of $250 a game have been assessed, forcing many stations to carry the play-by-play at a heavy loss.

Agenda for the state gathering was drawn up at a meeting of the board of directors, held May 26 at State College, Pa., according to President Victor C. Diehm, WAZL Hazleton. Taking part were James F. Murray, KQV Pittsburgh; Sam Booth, WCHA Chambersburg; George E. Joy, WRAK Williamsport; David J. Benner Jr., WKBO Harrisburg; George D. Coleman, KGBI Scranton, and T. W. Metzer, WMFR Lewistown.

Next board meeting will be held Saturday, June 9, ahead of the state conclave. Business sessions will open in connection with the Sunday night dinner. Mark N. Funk, president, Pennsylvania Inter Scholastic Athletic Assn., and Edmund Wicht, executive secretary, will answer questions submitted in advance.

Monday will be devoted to shirt-sleeve discussions, with association members handling all panels. Gordon Gray, WIP Philadelphia, is program chairman with Louis H. Murray, WPAM Pottsville, convention chairman.

MANSFIELD BILL
Covers Political Talks
COMPANION bill to Sen. Ed C. Johnson's (D-Col.) legislation to help clarify the Communications Act in respect to political broadcasts [Broadcasting • Teletcasting, April 30] was introduced in the House May 26.

Rep. Mike Mansfield (D-Mont.) entered the bill (HB 4240) which is identical in content to the Senate version (S 1370). It was referred to the House Interstate Commerce Committee.

As in Sen. Johnson's case, it was understood the bill was introduced at the suggestion of Ed Craney, of the Pacific Northwest XL stations. The legislation would bring any person "authorized" by a political candidate to speak for, and on his behalf under the same coverage of the Act as it pertains to the political candidate, himself.

WORLD Broadcasting System, New York, will increase the weekly amount of material for the Dick Haymes Show from three quarter-hour programs to five, and that of The Zack Jones Show from one to three quarter-hours, because of member-station requests, the firm announced last week.

For the best earful in Greater Grand Rapids...

WOOD
GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

And you'll make a lot more money!
In Greater Grand Rapids, it's WOOD!!

WORLD appeals to Greater Grand Rapids' most diversified audience—
Covers Michigan's largest inland market
Gives you lowest cost per thousand
Gives you best local programming and promotion
Is Greater Grand Rapids' only 5000 watt station

For the best earful in Greater Grand Rapids...

WOOD
GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFOF — Flint, Mich., WEOA — Evansville, Ind., WBMJ — Indianapolis, Ind., National Representatives
Kort Agency, 480 Madison Ave., New York, N. Y.
Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco, Los Angeles
Paper Profits Climb 1,500% With WDZ

ACTUAL PROFITS on paper sales have increased 1,500% for a Decatur, Ill., waste paper collection firm which buys time on a single local radio station.

The Atlas Waste Paper Co.—before it started a heavy schedule of spot announcements on WDZ Decatur last July—collected 10 tons of paper daily and employed 18 persons. With use of 14 30-second spots daily on the station, sprinkled throughout the entire broadcast schedule, and four noon-time newscasts, the firm is now collecting 150 tons of paper daily. It employs 60 persons on two shifts, and has spent $50,000 on new equipment to take care of new orders. Working at a 2,000-ton per month level now, the company owns 15 semi-trailer trucks, and ships waste paper by railroad freight car volume also. In 1948 Atlas bought its first truck.

Lewis Burstein, owner of Atlas Waste Paper, says there are several business factors involved in his soaring volume, “but first and foremost is radio advertising, the single item which must be given full credit.” He finds the growth “remarkable,” and because he advertises only on WDZ “it is obvious credit must go to the station too.”

Other factors he cites as contributory to higher volume are the increased need for paper because of the war in Korea and the fact that Atlas is the only downtown Illinois concern equipped to furnish mills and processors with sorted and graded paper.

“The first step in the firm’s expansion depended upon its source of supply, and WDZ furnished that supply,” Mr. Burstein says.

The company returned to radio last July after a three-year layoff. Commercials used in 1947 adjacent to baseball broadcasts on WDZ bought “excellent results, but only for a time” because paper mills were operating at 40% of capacity and people were burning their scrap paper. “Our business was shot, so we stopped advertising,” Mr. Burstein explained. When paper became “short” again last summer, the radio schedule was resumed and expanded.

Wide Coverage

Only 25% of the paper collected now comes from Decatur proper. The remaining 1,500 tons monthly is bought from listeners in other cities and in nearby rural areas. The saturation spot campaign suggested by WDZ salesmen last summer to attract families in the entire coverage area has paid off, Mr. Burstein believes.

Commercial copy stressed—and still does—that “Atlas is the only consistent waste paper buyer in Decatur.” Shortly after the campaign started, Mr. Burstein says, “waste paper was literally bulging from every one of our loading docks and was stacked outdoors, despite winter weather conditions, until it could be processed.” Volume was so great “we had to operate on two shifts. We now plan to enclose additional space and add about one-third to the size of our present building.”

He surpassed his own objective of informing the thrifty housewife that she could sell something this time rather than buy it. Noon-time newscasts four days weekly brought in large audiences outside Decatur. Farmers were asked to dump paper in the back of their pick-up trucks when they came to town. The continuing collection feature was repeated to get sales from scattered civic groups which conduct fund-raising campaigns periodically.

Familiar Name

Constant repetition of the name Atlas and the service on WDZ “has introduced us to people all over Illinois,” Mr. Burstein says. Recently a man 200 miles from Decatur sold a truckload of paper to Atlas, saying he’d heard the radio advertisements.

Checking sellers on what prompts them to go to Atlas, the firm found many from small towns within 150 miles decided to stop in Decatur with the waste paper on a shopping trip to St. Louis or Springfield. Profits from the paper they pay for their gas, and it doesn’t cost them anything to stop.” By attracting out-of-towners to the city, Atlas believes it is also building up business for local merchants.

There will be a scarcity of paper, Mr. Burstein knows, “but not of waste paper. I’m not worried about the future, because all we have to do is educate people to save their waste paper.”

“And that’s easy, because we’ll just keep hammering away at them on WDZ, where we know we’ll get results.”

Canada’s New Rate Book

NEW 1951 rate book of all Canadian broadcasting stations, published annually in loose leaf form by the Canadian Assn. of Broadcasters, is expected to be ready for distribution to Canadian and American advertising agencies by July 1. Rate cards from all Canadian stations, whether CAB members or not, are prepared in standard form for ease of fact finding by sponsors and agency timebuyers. The 1951 rate cards will show that about a quarter of all Canadian stations have raised their basic rates, a number have dropped certain frequency discounts and made other slight upward revisions in rates in keeping with increasing costs.
How you can sell

21 markets

WGY

with one radio station

WGY Gives Dominant Coverage of 36 Additional Counties

- all in the WGY Primary Coverage Area.
- WGY is the favorite radio station of more radio families in suburban areas than any other station.

WGY Covers More Precious Ad Space

- WGY covers more localities than any other station.
- WGY is the only station that covers the 31 larger counties and the 21 larger cities.

WGY Offers You

- the most power in the area.
- 30,000 watts.

Plus 36 additional counties in the WGY area

And your advertising message on WGY will appear in all of the counties that WGY reaches throughout the entire area.

WGY's Geographic Spread

- Our geographic spread is wide enough to reach the entire area.
- WGY is the only station that can reach the entire area.

WGY Advertisers Get Results

- $141 million worth of advertising is spent annually on local radio.
- WGY is the No. 1 station in the area.

But not when it's at their fingertips in RARD*

An important agency time buyer says, "The markets to be developed by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us."

Such first-hand field surveys take time and cost money. Only a few buyers of time find it possible to work that way.

So it's a boon to buyers everywhere when stations, like WGY, make the information they need available in the SRDS radio and television publications and in CONSUMER MARKETS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations and their markets, it pays to check the Service-Ads as well as the listings in RADIO ADVERTISING RATES & DATA*, in TELEVISION ADVERTISING RATES & DATA**, and in CONSUMER MARKETS. They may save you much further searching for the information you want.

* Radio Advertising Rates & Data—formerly the Radio Section of SRDS

** Formerly the Television Section of SRDS

Note to Broadcasters: In the 64-page SPOT RADIO PROMOTION HANDBOOK buyers of time tell what they want to know about stations. Here's a wealth of time-selling and promotion ideas. $1.00

Published by Standard Rate & Data Service, Inc.

323 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles
MAJOR'S RULE
Upheld In Federal Court
A U. S. District Judge last week ruled that major league clubs can prohibit broadcast of their games in areas where minor league teams are playing.
This ruling, in effect, puts a stamp of legality on baseball's rule which gives major league clubs the right to forbid broadcasting of their games by stations within 50 miles of minor league games.
A restraining order had been sought by WFIN-FM Findlay, Ohio, which asked permission to broadcast Cleveland games while the Lima, Ohio, team was playing at home.
The dispute grew out of the Cleveland club's refusal to permit the broadcasts.
The judge, Frank L. Klob, said that the principals would be called again June 18 but did not explain the nature of that call.

SCORES CUTS
Affiliates Urged to Act
DECLARING that radio has plunged its rate structure "into a witch's cauldron," George F. Holllingbery, president of the representative firm bearing his name, last week said that "competitive media never could have hurt radio as radio is hurting itself." He referred directly to the CBS and NBC rate reductions.
In a letter to stations represented by his firm, Mr. Hollingbery said that "prompt, resolute action by network affiliates, working independently, can help to stabilize the overall rate structure now seriously threatened."
Though affiliates disapprove of the network reductions, Mr. Hollingbery feels they have "sound reasons to request and receive the following reciprocal action from the networks as a quid pro quo:
I. Pay stations at national spot rates for all network commercial programs broadcast in station time.
2. Provide full minutes instead of breaks for spot sale between all (day and night) commercial and sustaining programs.
3. Eliminate hitch-hikers and cowcatchers. They inserted innocently enough but they take millions out of affiliates pockets.
4. Charge national spot rates for all cut-in announcements.
5. Stop networks' encroachment upon stations' spot revenues by refusing to accept such devices as the 'Tandem Plan, the Pyramid Plan, staggered five-minute newscasts without regard to a station's program structure, or 'longing for program sponsorship for the price of announcements or any other subterfuge.'
6. Re-establish the integrity of the networks' rate cards.

HUBBELL NAMED
Will Head 'Voice' Unit
APPOINTMENT of Richard W. Hubbell, radio-TV producer and consultant, as transcription service director for Voice of America was announced last week by Foy D. Kohler, International Broadcasting Div. chief, State Dept. Mr. Hubbell also will head a television section being established to explore the use of that medium internationally.
Author of two books on TV Programming and Production, and 4,000 Years of Television, Mr. Hubbell entered broadcasting 16 years ago. His past associations include WTIC Hartford, WOR New York, WQXR New York, CBS-TV, WLW Cincinnati, Time Inc. and N. W. Ayer & Son Adv., New York. He has directed and produced more than 1,000 television programs several dozen short films, innumerable radio programs and has lectured widely.
With respect to international utilization of video, the State Dept. has prepared a survey, at the request of Sen. Karl E. Mundt (R., S.D.), which explores the possibility of supplementing the Voice of America in certain overseas locations. Inherent in the plan, proposed by Sen. Mundt last year, is the use of large-screen community receivers as psychological weapon in Asia and Europe. The study may be released shortly.

WSBT GIVES YOU BONUS COVERAGE!
The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.
And that's just part of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year on retail purchases.
Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

WSBT GIVES YOU BONUS COVERAGE!
The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.
And that's just part of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by bonus coverage!
Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

WSBT SOUTH BEND
Give you BONUS COVERAGE!

WSBT SOUTH BEND
Give you BONUS COVERAGE!

Page 46 • June 4, 1951
WANTED: 7 MILLION MORE TONS OF "JUNK"

Part of the diet of a steel mill is scrap iron and steel... 52 million tons last year. But new mills are being built (and output of existing mills increased) faster than scrap supplies come in. Can you help us find more scrap?

1 LOOK IN THE INDUSTRIAL ATTIC FIRST: If you work in a factory or shop, look around for old machines, suggest other ways your company can make money by selling more scrap to local dealers.

2 WHAT BECOMES OF THE HOLE? In a steel mill, every bit of scrap is collected and re-used. This man is flamecutting armor plate. The steel he cuts out will be re-cycled to the furnace. You can help increase the steel supply if you sell an old tractor, or a plow, or a jalopy, to your nearest scrap dealer.

One of the most interesting examples of American-capitalism at work is the scrap dealer to whom you will sell your old iron and steel. Read the interesting story of how he feeds the steel mills, at a profit. Write for the reprint from STEELWAYS magazine, "Meet a New Aristocrat—the Junk Man". American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.

3 HOW MANY OLD MACHINES TO MAKE A NEW TANK? Everybody hates to break up a machine. Some factories, for instance, continue to hold obsolete machines. Now is the time to haul out old metal of every kind and sell it for scrap.
A sponsor’s dream come true! Standing personalities! The performance by Ray Anthony, America’s most versatile page, America’s number one featured personality on a nation-wide radio program!

Most important, these two kids leading theatres, hotels and nightclubs, AND — their recordings are the rage.

RHYTHM RENDEZVOUS will be broadcast by mid-July. Don’t lose out — send your reservations now.

LANG-WORTH
113 WEST 57TH ST

WESERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal
Page Anthony

ARRING IN

RENEZVOUS

A NEW radio idea, co-starring two outstanding blending of music and song — music by popular dance band, and songs by Patti Hale vocalist — together for the first time are stars TODAY! Standout attractions in t clubs, their popularity increases daily — current favorites!

Available over Lang-Worth affiliated stations... it's a natural!

FEATURE PROGRAMS, Inc.

CANADIAN OFFICE

S. W. CALDWELL LTD.
80 Richmond Street West, Toronto
Lock and Key

THE BROADCAST services epitomize the lock and key. It is the transmitter and the receiver; the broadcaster and the manufacturer.

The broadcaster came first. He transmitted programs which enabled the manufacturer to sell sets. So the manufacturer sells programs, not pieces of ornate furniture. The broadcaster sells the sets.

Without the manufacturer, the broadcaster and telecaster would be in a bad way for "circulation."

The manufacturers today are among the biggest customers of newspapers. The newspapers, of course, regard radio and TV as direct business competitors. That's the reason so many of them are in radio and in TV.

The broadcasters and the manufacturers are working together better than ever before. But there's still a large area of mutual interest to be covered. Freedom of radio is just as important to the set-maker.

Recently the Radio-Television Mfrs. Assn. reorganized. Glen McDaniel, its new president, is a man of action—and of ideas. The NARTB likewise is undergoing reorganization, with Harold Fellows, an experienced and capable broadcaster, taking General Electric's (WGY); Philco (WPTZ); Stromberg-Carlson (WHAM); DuMont, to mention only a few. NARTB has most of those manufacturers-owned stations in its membership.

What are the areas in which these virtually all-inclusive groups could work together? Certainly in the field of legislation. Certainly in bringing greater harmony between radio-TV and the newspapers (no one slaps a good customer indiscriminately).

Would Congress tax the circulation of newspapers? It is taxing the circulation of radio and TV sets (the broadcasters' circulation) to the tune of 10% per unit.

Disraeli once said:

"No power is so great as an idea whose time has come."

Wise men, like Messrs. McDaniel and Fellows, can take Mr. Disraeli from here.

The Richards Case

LAST WEEK the celebrated Richards Case ended, without the formality of an FCC decision. George A. (Dick) Richards, who loved America as violently as he hated America's enemies, was struck down by the heart ailment his physicians had insisted precluded an appearance before the FCC in defense of his stewardship as a broadcaster.

Two weeks earlier, the FCC general counsel had recommended denial of the three Richards' stations on the principal ground that Mr. Richards was not a fit person to operate them. This despite the fact that two of the three are pre-eminent in their markets. The general counsel castigated Mr. Richards for his failure to testify in person before the FCC.

Dick Richards did not deal in half-measures. He went out all, whether it was station opera-
tion, politics, sports or philanthropies. His success in industry and in radio were not happenstances. He was a master-salesman and had won his laurels in industry before there was radio. He, according to his own lights, aspired only to be a good American.

Dick Richards leaves radio better than he found it. He did not live to achieve the vindication for which he fought so valiantly, but with a heart too frail to bear three years of industry formality.

For the FCC there is only one course. That is to approve the involuntary assignment of the license of WJR Detroit, WGR Cleveland and KMPC Los Angeles to Mr. Richards' heirs.

"That is so because the Highest Authority has taken over jurisdiction in the celebrated "Richards Case."

Enter, Colorcasting

THE GREAT DEBATE over color television is ended. CBS emerges the victor in a clear-cut 8-0 decision of the court of last resort.

Now it is a question of when and how. CBS, in the next few weeks, will begin commercial colorcasting. In a fortnight it will have the manufacturing resources, by virtue of its acquisition of Hytron, to produce adapters, converters and complete color sets—within the limitations of defense controls on essential materials.

We have no doubt that once the public indicates its desire, other manufacturers will move into color production. With unprecedented inventories in black-and-white receivers, it stands to reason that it might be economic suicide to ignore color.

The issues of compatible versus incompatible color, of all-electronic versus whisking disc, will be hotly debated.

But FCC Chairman Coy, in hearings a day after the Supreme Court opinion, clearly stated the door is still open. He obviously al\n\ncated to the RCA compatible system, in which vast improvements are claimed since the FCC closed the color record just a year ago. This presages multiple standards in color—eventually. As the record now stands, there are must have color, will have color, and can't have legal validity.

And the FCC approves the RCA compatible system, as implemented and improved through possible use of Hazeltine, Philco and G. E. patience, it will then be an open, free color competition. Cautus Emptor (let the buyer beware) will then become the by-word.

Indeed, unless the Korean situation ameliorates, even the introduction of CBS colorcasting on any substantial scale may become academic.

There are plenty of noses out of joint. No battle in radio has been more acrimonious. But the faster coincidences are forgotten, the better for all concerned.

Even before black-and-white television approaches maturity on a national service basis a new dimension is added. The potency of color can't be minimized. If black-and-white in a few short years proved itself the greatest sales and demonstrating medium ever devised, it shouldn't be too difficult to appraise the impact of full color.

Advertisers will want it. Evidently the transmitting costs will not be inordinately higher. The public has seen colorcasts—RCA as its CBSs—and likes them.

Progress can't be stopped. There may be the temporary hiatus occasioned by the defense emergency. But color is here. It is commercial. It's the CBS system today. It may be another system—a compatible one—tomorrow. The FCC cannot shut its eyes to technological development. The public can't lose. Isn't that the American way?
Salesmaker to the Central South

The South's largest independent salt producer reports: "With one WSM Grand Ole Opry half hour a week, the area covered by this advertising has shown the greatest sales increase in the history of the Jefferson Island Salt Company!"

Radio Stations Everywhere But Only One...

WSM
NASHVILLE

with a talent staff of 200 top name entertainers...production facilities that originate 17 network shows each week...a loyal audience of millions that sets its dial on 650...and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives
LIBEL SUIT

Hope Drops 'Life' Action

BOB HOPE's $2,010,000 suit against Life magazine was dropped when dismissal papers were filed in Superior Court, Los Angeles, the magazine reported.

The suit, filed last Nov. 16 (Broadcasting - Telecasting, Nov. 20, 1950) after "The Seven Deadly Sins of Radio," an article by Radio Critic John Crosby, appeared in the magazine, alleged that Mr. Hope had been libeled by a statement that he stole Fred Allen's jokes.

The dismissal announcement quoted Mr. Hope as saying that "since this suit was instituted, investigation and discussion have convinced me that Life was acting in good faith and without intention to harm me in publishing the article concerned."

Radio Club Officers

NEWLY-ELECTED Radio Executives Club of New York officers, installed at the bi-monthly club luncheon May 25 at the Waldorf-Astoria, were Norman Boggs, president (WMCN New York executive vice president and general manager); C. H. Cottingham, vice president (Erwin, Wasey Co. vice president) S. R. Dean, treasurer (treasurer of CBS), and Claude Barrere, secretary (program representative).

SEASON Wind-up Party of the Radio Executives Club of Boston was held May 21 in the Surrey Room of Hotel Touraine. About 200 members made a farewell toast to outgoing president, Harold E. Fellows. Newly elected club president, Edmund J. Shea (Broadcasting - Telecasting, May 14), presented Mr. Fellows with a 15-inch sterling silver vase for his Washington, D. C., office as NARTB president, and also a silver-handled gavel. L to r: (front row) Mr. Shea, Mr. Fellows, Elmer Kettell, Kettell-Carter, REC second vice president; (top row) Rudolph Bruce, New England Coke Co. treasurer; Wilmer G. Swartley, WBZ-AM-FM-TV Boston, first vice president; Paul Provandie, Hoag & Provandie Inc., secretary.

MURROW HONORED

Getts Weiss Memorial Award

EDWARD R. MURROW, CBS commentator and producer of Hear it Now, and Benjamin Fine, education editor of The New York Times, have been honored for their contributions to adult education by the New School for Social Research in New York. They received the Louis S. Weiss Memorial Award in Adult Education, established in memory of the New School's late chairman and emphasizing the school's purpose to foster adult education and self-education.

Dr. Horace M. Kallen, philosophy and psychology professor, in presenting the awards, cited Mr. Murrow for his treatment and interpretation of contemporary issues and events in Hear It Now.

For future awards, it was announced, consideration will be given to teaching, book-and-play writing, mass communications use and support of adult education activities. The 1951 award committee included Dr. Alvin Johnson, chairman; Dr. Lyman Bryson, CBS educational consultant; Dr. Edward C. Lindeman, Dr. Louis M. Hacker, and Dr. Paul McGhee.

AND WKOW REACHES THE CREAM OF AMERICA'S RICH DAIRYLAND

Are some of Bossy's milk checks coming your way? There's a half-billion dollars' worth of them that will be spent this year. To get your share of this "moo-la," take advantage of WKOW's concentrated coverage — a half-millivolt area — the cream of America's rich Dairyland.

FOR RESULTS USE

WKOW-CBS

Madison, Wisconsin

Blanketing the capital and 13 prosperous counties, WKOW will tell your story where the sales potential is greatest . . . will give you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's biggest advertising buy.

WISCONSIN'S MOST POWERFUL STATION

1070 K.C.

Represented by HEADLEY-REED COMPANY

CLARK ELECTED

Heads Washington WP Group

HAROLD A. CLARK, KW TV Kennewick, was elected president of the Washington Associated Press Broadcasters Assn. in Yakima, Wash., May 12. The meeting was attended by 27 broadcasters from stations in Idaho, Washington and as far north as Fairbanks, Alaska.

Mr. Clark succeeds Patrick J. Cullen, KHQ Spokane news editor, who was called into the Army May 1.

William J. Wagner, president of Alaska Broadcasting Co. (KFWB Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka), described how his six stations operated on two hours of wire news per day, and recommended that each station have a news man. "While the cost may be high, it is worth it . . .," he said. "It pays in increased revenue and in prestige in your own community."

A film entitled, "Your News and Its Revenue Potential," was shown, and the broadcasters heard Oliver Gramling, AP assistant general manager. Harry Long, KVI Seattle news editor, reported on a questionnaire submitted before the meeting to the stations.

RATE CUT ECHOS

WGAR Reduces Personnel

WGAR Cleveland announced last week that it had placed 22 persons on notice, including 13 singers and musicians, in a general move to tighten operations. Carl E. George, general manager, said that the influencing factor was the networl rate cut.

Musicians and singers were placed on 28-day notice but Mr. George added that the station hopes to have several music combination back on the air in the fall. In addition to the musicians and singers, nine of the employees were given notice, only three of whom reportedly were full time staff. Only one was doing air work. That was Ralph Worden, who handled the weekly series, Hometown Ohio.

STORECAST MUSIC

FIRST National Stores Inc. will begin broadcasting Storecast music for its customers in its 17 New York state supermarkets within the next few weeks. Special electronic FM radio equipment to provide the in-store musical programs is now being installed by Storecast Corp. of America, which transmits its programs via New York FM station WGHF.

turn to page 6

K W I K
front office

RICHARD STEINLEY appointed general manager WCOW South St. Paul, Minn. AL TEDESCO, general manager WKLK Cloquet, Minn., to WCOW as part owner and station manager. NICK TEDESCO, part owner and sales manager. VICTOR TEDESCO, sales representative WSHB Stillwater, Minn., part owner and sales representative.

Dr. ALLEN B. DaMONT, president Allen B. DaMont Labs, named top among nation's top industrialists by 11,000 business men polled by Forbes magazine.

JEROME A. MOORE, investment securities broker, to Tracy Moore & Assoc., Hollywood, station representatives, as account executive. He is son of TRACY MOORE.

CHARLES E. SMITH, commercial manager WMMN Fairmont, W. Va., to WTBO Cumberland, Md., as general manager.

EMMETT HEERDT, account executive Radio Sales, N. Y., to WEEI Boston as sales manager. JOHN J. (Jack) MURRAY, assistant to general manager, to director of operations. FLORENCE MITCHELL, secretary to HAROLD E. FELLOWS, to continue in same capacity in Washington when he becomes NARTB president.

Mr. Smith

KEENER GARRETT to sales staff WMRC Greenville, S. C.

STEVE FILIPIAK, disc jockey and sales manager WHRY Ann Arbor, Mich., named manager. He replaces DOUGLAS CAMPBELL, who accepts position with Detroit station.

CHESTER E. DALY, local sales manager WBEN Buffalo, appointed sales manager.

. . A. JOLLEY, president and treasurer WMRC Greenville, S. C., also assumes management of station.

AM VIDNOVIC, sports director WMCK McKeesport, Pa., appointed assistant manager in charge of operations.

HL ROBERTS, announcing staff KWKH Shreveport, La., to KGWA Enid, Okla., as commercial manager.

W. J. HOOPER to sales staff WCAU Philadelphia.

RALPH J. JUDGE, manager Montreal office Horace N. Stovin & Co., station representation firm, to general sales manager at Toronto, succeeding A. A. McDERMOTT, resigned. FRANK C. MURRAY, salesman of Toronto office, to manager Montreal office.

JOHN M. RIVERS, president WCSC Charleston, S. C., elected president board of trustees of Ashley Hall, private girls school.

PHILIP N. GOOD, technician KPOJ Portland, Ore., to KCNO Alturas, Calif., as vice president and commercial manager.


J. ROBERT MYERS, since March 1960 assistant to director of NBC television network operations, appointed purchasing manager for TV network. He became research statistician at NBC in 1938 and served in its budget department, with time out from 1939 to 1942 to serve as assistant director of NAB research. NBC-budget officer--from 1942 to 1948, and also business manager for its television operations, he was appointed television controller in November 1948. He retained latter position after becoming assistant to TV network operations director.

DON QUINN, vice president Lincoln Dollar group of California stations and general manager KXOC Chico, appointed interim manager KDB Santa Barbara, according to Mr. Dollar, president. Mr. Quinn temporarily assigned to this post while JACK R. WAGNER, KDB manager, is on special assignment for Dollar stations. Mr. Wagner, following brief vacation, will directly assist Mr. Dollar in developmental planning on behalf of station group which also includes KXOA Sacramento and KXGB Stockton.

HARRY ENGEL, commercial manager KVEN Ventura, Calif., elevated to station manager, replacing MORT WERNER, on leave of absence to join NBC-TV New York production staff.

JOHN E. PEARSON Co., Chicago, station representative firm, has new telephone number: State 2-7494.

PERSONALS . . .

JOEL W. STOVALL, sales manager WYRC Cincinnati, elected president Advertising Club of Cincinnati, said to be oldest advertising club in U. S. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL AM-TV Philadelphia, appointed member of subcommittee on Basic Science Exhibits of Museum Committee of Philadelphia's Franklin Institute. . . . JOHN W. ROLLINS, president WFAI Fayetteville, N. C., and WJWL Georgetown, Del., elected to board of directors of Young Presidents' Organization at Founder's Convention, held last month at Virginia Beach, Va.

JIM WILLIS, salesman WKY-TV Oklahoma City, appointed member of board of directors of Oklahoma City Advertising Club. . . . A. A. MCDERMOTT, general manager Radio & Television Sales Inc., Toronto, elected director of Advertising and Sales Club of Toronto. . . . PHIL RUPPENTHAL, account executive WQAM Miami, Fla., father of girl, Lyle Cameron, May 24.

"YOU AIN'T HEARD NUTHIN' YET"" 'TIL YOU HEAR
THE DIZZY DEAN SHOW
Available Now
FOR LOCAL OR REGIONAL SPONSORSHIP

Write, Wire or Phone for Exclusive Rights in Your Territory

June 4, 1951 • Page 53
THE "Big Black Book," compiled by Mathisson & Assoc., Milwaukee, solves most of the headachy problems that normally confront an agency during the course of a baseball client’s play-by-play broadcast season.

Prepared by Edward G. Ball, Mathisson account executive, the book contains all baseball spots for the 1951 season of the Milwaukee Brewers, sponsored on WEMP Milwaukee by Miller Brewing Co.

Before Earl Gillespie, WEMP sports director, starts a Brewers game he is handed a single sheet of paper on which is written a few code numbers. With this key he knows which Miller High Life commercials to read.

The technique keeps day-to-day control of commercials in the hands of the agency and sponsor, permitting special stresses and quick adaptation to the overall merchandising plan.

Station clearance of all commercials can be made at once, far in advance of their actual use, under this plan. The announcer is given ample time to become familiar with announcements and thus the number of fluffs is reduced.

The agency, too, benefits because advance writing of commercials removes the worry of daily deadlines, a blessing during the summer vacation period.

The book opens with general instructions and includes 10 series of spot announcements. First section carries a special opening day announcement, standard opening for all single games, standard opening for the second game of double-headers, standard closing for single games, standard closing for the first game of double-headers and series of time-out announcements. The time-out announcements cover argument on the field, entrance of a new pitcher and double plays that retire the side.

"Quickies" Second section covers "quickie" announcements to be incorporated in the play-by-play account to maintain sponsor identification.

Other sections deal with special commercials. A jingle series features a transcribed jingle combined with announcements of general appeal. The "This Is Living" series centers around the good things of life tying-in with the slogan, "Enjoy Life With Miller High Life." Another slogan, "The National Champion of Quality."

In the radio copy at Borchert Field, Milwaukee, Mr. Ball (I) discusses commercials in the "Big Black Book" with Mr. Gillespie.

keys a series dealing with highlights of past World Series games.

A "Dialogue" series uses conversational technique and is the most flexible of the groups of announcements. A "Quiz" series, written in baseball terms and giving clues to the identity of star players, notes that Miller beer is "an outstanding star in the refreshment league."

Plant Tours Miller's conducted tours through its plant are featured in a series, ending with a direct invitation to make the tour. Final section is built around nicknames identifying sports stars. It leads into identification of Miller High Life by the name, The Champagne of Bottle Beer.

Mr. Ball submitted his book of 124 commercials to the client 10 days before the season started. For the opening game, Mr. Gillespie had a sheet with these instructions, "Special Opening, TL-26, NC-32, MM-44, J-5, D-53, Q-64, V-82, Standard Closing." That was all he needed—that, plus the "Big Black Book."

KFSB INJUNCTION Court Denies Application APPLICATION for a temporary mandatory injunction against the Joplin, Mo., baseball club, sought by KFSB Joplin, was denied last week in circuit court. KFSB has asked that the Joplin club be enjoined from interfering with local broadcasts of the St. Louis Cardinals games.

In another action, KFSB is asking $10,000 damages resulting from an interruption of a May 8 broadcast of a Cardinals game [BROADCASTING • TELECASTING, May 28]. The Joplin club reportedly refused permission for local broadcast of the major league team's games except in cases of day games or when the local team was out of town. The damages case is docked for September.
CZECH PROTEST
Radio Free Europe has carried on warmongerings against the 
Czechoslovakian government and operates on an unauthorized fre-
quency. It has been denied by an official spokesman for the 
privately-managed organization and is under study by the 
State Dept.

In a note handed to Ellis O. Briggs, U. S. ambassador, Czech 
authorities charged that the U. S. had broken international agree-
ments with "hostile" broadcasts designed to foster espionage and 
terrorism, and that the U. S. also had violated the country's border. 

The programs employed Czechoslovak traitors, it was further 
charged.

"We definitely are not warmongering...we are doing is 
trying to keep hope alive among the people behind the Iron Cur-
tain," it was explained by C. D. Jackson, president of the National 
Committee for a Free Europe, which underwrites the radio pro-
ject. He added that Radio Free Europe operates on 719 kc under 
arrangement with the State Dept.

Czech officials said they expect remedial measures to be taken 
by the U. S. government and asserted that the fact of private manage-
dment did not pose a reason for escaping "responsibility.

WPRS Now Operating

WPRS Paris, Ill., new AM station on 1440 kc with 500 w day-
time, commenced operation May 24 under the supervision of Adel G. 
Ferguson Jr., general manager and resident of Paris Broadcasting Co., 
station permittee. WPRS is con-
tracting programming on metro-
ditian as well as rural audiences, 
according to Mr. Ferguson, who 
was 45.5% interest in the station. 
Studies are located two miles west of 
Paris. LeAlan French is vice 
resident and 15.2% owner. Other 
part owners include Herman Slut-
sky, Marjorie V. Ferguson and 
Holland Roche. Station was granted 
by FCC in mid-December 1950.

FANNY BRICE

NBC's 'Baby Snooks' Dies

FUNERAL SERVICES for Fanny 
Brice, 59, star of the NBC Baby 
Snooks Show, were held Thurs-
day afternoon in Temple Israel of 
Hollywood, Interment was 
private. Miss Brice died Tuesday 
morning at Cedars of Lebanon 
Hospital, Los Angeles. She was 
stricken by a cerebral hemor-
rhage May 24 and shortly after 
went into coma.

Born Fanny Borach in New 
York, Oct. 29, 1891, she entered 
show business via amateur night 
contests almost half a century ago. 

Her career embraced Ziegfield Fol-
lies, vaudeville, burlesque, motion 
pictures and radio. She brought 
her "Baby Snooks" character to 
radio in 1937 on NBC.

Surviving are two children, Wil-
liam Brice and Mrs. Frances 
Stark; three grandchildren; a 
brother and a sister in New York.

Following her death, NBC sub-
mitted a 30-minute musical me-
memorial to Miss Brice for her weekly 
Baby Snooks Show Tuesday night.

With the Baby Snooks Show 
slated to take a summer lay-off fol-
loeing the June 12 broadcast, Car-
men Dragon's orchestra will fill in 
for the next two weeks. Lewis 
Howe Co. (Tums) is the sponsor.

Western Union Rates

FCC has suspended until Sept. 
1 a proposed increase in West-
ern Union rates which would 
amount to a 5.7% rise in charges 
for interstate message telegraph 
and money order services. The new 
rates, designed to offset a prospec-
tive cost-of-living increase for WU 
employees, were to become effective 
June 1. Suspension was ordered so 
that the proposed increase may be 
studied. An FCC hearing before 
Examiner Elizabeth C. Smith was 
set for June 25. Net revenue gain 
anticipated by WU reportedly 
would reach about $11 million an-
ually.

CONFERRING during a visit to the Capitol are (1 to r) Robert McKernan, 
news director, WELI New Haven; Sen. Brian McMahon (D-Conn.), and Richard 
W. Davis, general manager, WELI. The radiomen were in Washington to re-
cord a special interview with the Senator for broadcast in New Haven.

PRISON RIOT

KDYL-AM-FM-TV Covers

RADIO and television jumped into 
action when hundreds of prisoners 
rioted May 20 at Utah's new $4 
million penitentiary, located 20 

miles south of Salt Lake City.

An example of how radio-TV 
quickly responds to a developing 
news situation was reported to 
Broadcasting • Telecasting by 
KDYL-AM-FM-TV Salt Lake City.

Four staffers spending a quiet 
Saturday at home were called into 

immediate action in a hectic day 
that started when a newspaper city 
desk tipped Del Leeson, station 
promotion manager. After check-
ing, Mr. Leeson called Program Di-

rector Emerson Smith, who put 
KDYL's short-wave transmitter 
truck on the road to the prison. 

Joining the two were Chief En-

gineer Charles L. Stockdale and 
Technician Chauncey Powis, who 
also doubled as photographers for 
television purposes.

Guard's Story

First KDYL broadcast was 7:30 
p.m., Mr. Smith reporting the 

prison trouble in a pouring rain. 
As he hit the air, one of the prison 
guards, who had been held as 
hostage, broke away and ran to the 

guard tower where Mr. Smith was 
broadcasting. The guard's full 
story poured forth on the air. 
Later, when the convicts' "relations" committee demanded radio-

press be permitted to sessions being 

held in the prison administration 
building, KDYL moved its equip-
ment there with Mr. Smith airing 
interviews and other reports. Last 

broadcast was 9:30 p.m. when peace 
had been restored.

With the radio side buttoned up 
—all broadcasts were live—the 
crew turned back to Salt Lake City 
to develop dramatic photos taken 
for TV coverage. Mr. Smith did a 
quarter-hour wrap-up at 11 p.m. on 
KDYL-TV.

Only ONE Station 

DOMINATES
Rich, Growing
This
15-COUNTY 
MARKET
With
$108,808,000* 
FOOD SALES

*Sales Management, 1951 
Survey of Buying Power

The Journal Sentinel 

WINSTON-SALEM 

OCTOBER

June 4, 1951 • Page 55
SCAAA MEET

WESTERN radio and television were put under intense examination by panels of 14 speakers from as many sub-sections of broadcasting at the first annual convention of the Southern California Advertising Agencies Assn., at Rancho Santa Fe Inn, near San Diego, May 25-26.

Basic chart presentations on the current circulation status and trends in Pacific Coast states were given, according to Herb Edwards, director of KNX Hollywood and Columbia Pacific Network, as lead-off man on the radio panel, and Robert F. Laws, sales manager ABC-TV Western Division, in his same position for the television group.

Each showed steady growth to present all-time high records in set distribution and usage, as well as advertising revenue. The radio panel was chair

A-I

Quality and Service and plants.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
ANNUAL meeting of the Rocky Mountain Broadcasting System brought together station managers and other executives at KUTA Salt Lake City, headquarters office for the regional network. Present for panel discussions and RMBS luncheon May 27 were (1 to r): seated on floor in front, Mike Cassidy, KUTA; front row, Al Thomas, KUTA; Jim Brady, KIFI (Idaho Falls, Idaho; Fred Stoyer, KLAS Las Vegas, Nev.; Frank C. Carman, president of KUTA and Rocky Mountain network; Harry Wise, manager of Los Angeles office, George P. Hollingbery Co.; back row, Harold E. Cunningham, program director, KGEM Boise; Victor Bell, vice president in charge of radio, Gilham Adv. Agency, Salt Lake City; Chic Crabtree, KWIK (formerly KEIO) Pocatello, Idaho; Roy Felle, KUTA; K. O. MacPherson, KOOK Billings, Mont.; Frank MacIntyre, KLIX Twin Falls, Idaho; Ed Cosney, KOPR Butte, Mont.; Bob Warner, KMON Great Falls, Mont.; K. Clark, KBIO Burley, Idaho; S. John Schilo, KUTA, network vice president in charge of sales; Milo Peterson, KGEM Boise, Idaho; Ned Mullinger, manager of stations relations, ABC Western Division. Messrs. Carman and Schilo presided over the panel sessions. Advertising agency executives were invited to the afternoon luncheon as guests of the network.

(1) Keep it simple. This particularly applies to packaging. (2) Watch angles. Automobiles shot live frequently have too much distortion. (3) Avoid crowding. (4) In planning the commercial, think ahead of the picture to be seen on the screen. (5) Check the best way to light the product. Carpets, for instance, should be sidelightted. (6) Sponsor identification can be handled in new and different ways. Use of zoomer lens or small packages is effective. Photomurals should be used more often. Murals of a store front helps establish identification. His final advice was to "ask the engineer." They are helpful and inventive on commercial techniques, Mr. Linkaun declared.

Mr. Edie, as a former continuity acceptance editor, urged the agency executives at the TV panel session to always remember the continuity editor is trying to help, not hinder. He cautioned that federal censorship is possible and therefore agency, advertiser and station should work together for standards of good taste, to avoid such government crackdown.

The prediction was made by Seymour Klate, KTTV art director, that within the next five years all agencies will have continuity sketch artists who will make the presentation in graphic form showing exactly how the picture will look. "This," he said, "eliminates the agency problem of attempting to convey to the television director what is desired."

Mr. Brown, as director of television sales, Bing Crosby Enterprises, urged that SCAA have screening days for all producers and agencies to show their wares.

SUMMER PLAN

Washington Sets Promotion

REPEATING last year's successful bid for tourists via radio advertisers, the Washington State Advertising Commission has scheduled a three-part regional campaign, again using the theme "It's Cool, It's Green, It's Great ... In Washington State."

The $40,000 advertising budget is divided between radio and newspapers, and although the total appropriated by the State Legislature is considerably less for this year, radio's share will be about the same as before.

Separate campaigns have been set for spring, summer and fall, but the radio appropriation will be concentrated in the summer months. Some 20 stations in 15 markets in California, Idaho and Montana will be used.

KSOO To Join ABC

KSOO Sioux Falls, S. D., will affiliate with ABC, effective June 15, the network has announced. Now operating limited time on 1140 kc with 5 kw daytime, KSOO has an FCC grant for 10 kw day and 5 kw night, and expects to have the facilities for such operation by Oct. 1. The station is owned by Sioux Falls Broadcast Assn., and managed by George R. Hahn. Its affiliation brings ABC's AM total to 295.

EFFICIENCY FACTS about the Continental 315 TRANSMITTER

Special CERAMIC COIL FORMS

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.

These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.

This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

BROADCASTING • Telecasting

June 4, 1951 • Page 57
PRESEVERANCE won for WEWS (TV) Cleveland a telecast interview with the Duke of Windsor.

"It took two months to arrange and lasted just a bit over five minutes but WEWS considers it well worthwhile," commented J. Harrison Hartley, station director.

The brief telecast took place in a remote from the state suite at Cleveland for the American Booksellers Assn. convention.

Requests for the interview received four definite refusals before Mrs. Fulheim was able to convince the former King of England that the telecast would be quiet, efficient and well-arranged.

During the telecast, the Duke told of how he wrote his book and stated that his marriage has been so happy that he would make his abdication decision over again, if he had to.

THE average TV station has 66.9 employees and programs 80 hours a week, according to a survey conducted by Craig Ramsey, film director of KOTV (TV) Tulsa. The results are based on 43 reporting stations, and do not include network-owned or Crosley-owned stations, or WOR-TV New York.

Comparing program schedules by connected and non-connected classes, the survey showed: Connected (44.75 hrs.-week)—Film, 14.8%; kinescope, 18%; live, 15%; cable, 55.2%; 46.8 employees (2.9 film department employees). Non-connected (36.25 hrs.-week)—Film, 24.4%; kinescope, 42.4%; live, 33.2%; cable, 0%; 67 employees (4.1 film department employees).

It was found that 57% of the stations had film directors, 26% film editors, 47% film librarians and 30% projectionists under the film department.

Going into salary comparisons, it was shown that directors have the highest percentage (63%) in the income group $4,000 and over, followed by projectionists (52%) and editors-supervisors (33%).

Among film department personnel, salaries were higher in union than non-union stations. Further, it was found that salaries ran higher at connected than non-connected stations.

DAYTIME TV is not without its loyal followers, not even during the early morning hours, according to reports from WLWD (TV) Dayton, Ohio. Program Director Neil Van Eells offered tickets for an afternoon television wrestling event on three successive mornings on his Face the Music program, 7:30 a.m. The announcements reportedly netted 2,388 requests for tickets and notes of appreciation for the early morning show, convincing WLWD and the sponsors of "great selling impact on a great many people who watch it daily," station reported.

Page 58 • June 4, 1951
"...leave your mistakes on the cutting room floor..."

The future of good TV programs is on film*

ROYAL PLAYHOUSE
THE CHIMPS
FEATURE FILMS
CRY OF THE CITY
COWBOY G-MEN
SLEEPY JOE
and many more

The largest distributor of quality TV films

360 N. Michigan Avenue
Chicago, Illinois
Fl 6-2388

665 Fifth Avenue
New York City, N.Y.
Pl 3-6690

226 N. Canon Drive
Beverly Hills, Calif.
WE 8-9181
**HOOPER TELEVISION AUDIENCE INDEX**

**APRIL 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 TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENING</strong></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.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 P.M.-10:00 P.M.</td>
<td>46.7</td>
<td>13.5</td>
<td>6.0</td>
<td>11.0</td>
<td>15.3</td>
<td>35.2</td>
<td>10.4</td>
<td>8.3</td>
<td>0.2</td>
</tr>
<tr>
<td><strong>SUNDAY AFTERNOON</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 NOON-6:00 P.M.</td>
<td>26.4</td>
<td>7.2</td>
<td>4.8</td>
<td>25.8</td>
<td>4.4</td>
<td>41.9</td>
<td>4.1</td>
<td>11.8</td>
<td></td>
</tr>
<tr>
<td><strong>SATURDAY DAYTIME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 A.M.-6:00 P.M.</td>
<td>10.4</td>
<td>10.9</td>
<td>-</td>
<td>20.1</td>
<td>2.6</td>
<td>61.6</td>
<td>3.5</td>
<td>-</td>
<td>1.3</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
ASCAP COURT FIGHT POSSIBLE

By BRUCE ROBERTSON

COURT ACTION by TV station operators to secure the right to use ASCAP music on their telecasts at fair and reasonable terms seemed possible last weekend, as lawyers reported "no progress" in their efforts to work out a mutually satisfactory formula.

Efforts to achieve an agreement without resort to litigation will continue through this week, but attorneys were not optimistic about the outcome of their conversations before next Sunday's (June 10) deadline. Judge Samuel Rifkind and Stuart Sprague, counsel for the All Industry Committee, are making preparations for filing the necessary papers with the Federal Court in New York on June 11, it was learned.

If the matter goes to court, as some quarters felt it would, it will not be through any failure of the TV committee to attempt to make a deal with ASCAP through negotiations. Dwight W. Martin, WLWT (TV) Cincinnati, chairman of the All Industry group, started meetings with a television committee of ASCAP's executives a year ago last fall, immediately after an earlier committee composed largely of TV network officials had negotiated blanket licenses for the use of ASCAP music on a formula that was essentially the radio pattern plus 10%.

Search for Formula

For more than a year the committee fruitlessly explored one approach after another toward a formula for pricing telecasts of ASCAP tunes on a per program basis. A major stumbling block was ASCAP's insistence that, in addition to higher rates for telecasts, the video broadcasters agree to pay royalties to ASCAP on revenue derived from announcements not themselves using that music but which are telecast adjacent to programs which do contain ASCAP melodies. The All Industry Committee took the stand that such extension of the royalty payments would violate the pattern established by the government consent decree of 1941 and would inevitably lead to further encroachments which in the end would lose all the protection afforded by the decree for radio as well as television broadcasters.

In December of last year, ASCAP broke off negotiations and notified the nation's TV station operators that the society would shortly issue per program licenses of its own devising. When such licenses were not immediately forthcoming, the All Industry Committee, whose position had been overwhelmingly endorsed at a meeting of TV broadcasters in Chicago [BROADCASTING • TELECASTING, Jan. 22], asked ASCAP to resume negotiations. ASCAP accepted the invitation, but again the committee's efforts to reach an agreement failed and early in March the society sent out its own licenses to the 107 operating TV stations.

The terms of these licenses were not in line with the "radio plus 10%" formula of the blanket licenses but were more on the order of "radio plus 100% or more" and so far as could be learned not a single TV station operator has accepted such a license.

Provisions of the consent decree for station licenses give the station operator the right to accept terms offered by ASCAP in either a blanket license or a per program license; to discontinue the use of ASCAP music, or to negotiate on his own for better terms. A 30-day period is allowed him to make his selection among these alternatives and, if he decides to negotiate, an additional 60 days is allowed for that process. During this time the interim licenses continue to operate.

Choices Offered

At the end of the 90 days, however, a firm decision must be reached, and again three choices are open to the broadcaster: He can accept one form of license or the other on whatever terms he may have been able to secure; he can drop ASCAP music from his station, or he can go into the Federal Court in New York and ask the court to set fair and equitable terms for the use of the ASCAP music.

Last week, with only 10 days of the 90-day grace period remaining, the All Industry Committee reported that 54 TV stations (more than half of the nation's 107 video outlets now operating) had notified ASCAP that its terms are not acceptable to them, with six more stations informing the committee of their intention to give similar notice to ASCAP. Another six video operators are taking independent action; four have not approved the committee of their plans, and 37 have accepted the ASCAP blanket licenses.

The committee further reported that some 45 stations have already contributed more than $22,000 to its support as first quarter payments, indicating that if court action becomes necessary the funds needed to support it will be available.

INTERCONNECTION

Facilities Continue Growth

RADIO RELAY and coaxial cable, the seven league boots of television, continue to take great strides in 1951. This is evident in a survey of Bell System plans for the steady expansion of its network facilities.

At the present time, an existing coaxial cable route from Memphis to Birmingham to Atlanta is being equipped to provide a second TV circuit to the latter two cities on or about the start of the fourth quarter. Meanwhile, radio installation work is progressing rapidly on the microwave extension from Omaha to the West Coast. This system, while being constructed primarily for telephone message service, may, according to latest information from the company, be available for television transmission by year's end. If present schedules can be met, the telephone company plans to route telephone calls over the system by late August.

Bell System rates to the broadcasters for use of the transcontinental route would be the same as those now in effect for other portions of the television networks. Charges, which are based on the air line distances between the stations served, come to about 10 cents per mile for a half hour of program time. Looking at the charges in another way, they would come to about $11 per station per half hour of program time for a 41-station coast-to-coast TV network. These figures are based on the rates for full time service.

Expansion Started

To keep pace with the vigorous new TV industry, the Long Lines Dept. launched a rapid expansion of its television network facilities immediately after successfully operating a single, 95-mile experimental channel from Philadelphia to New York in December 1945. By the end of 1947 a five-city network stretched from Boston to Washington utilizing both coaxial cable and radio relay. A midwestern system was developed separately and was joined to the eastern (Continued on page 73)
CBS Color Stands.  
(Continued from page 28)
allocations specifically for color sets.

- CBS stock jumped as much as 34 points and RCA dropped 9 points within a few hours Monday afternoon, but at weekend were returning to their pre-decision levels (see story, this page).

The Supreme Court ruling can render dramatically on its final decision day of the term. Justice Hugo L. Black said for the majority that the Commission could not be found wanting in its ruling "completely," so RCA was a leged, and it was not for the courts to overrule an administrative decision merely because the wisdom of the decision was not permitted further studies.

The ruling also declared that the case need not be returned to the lower court in that the review afforded there "did not fail short of that which was required by law.

The court conceded that a "compatible" system would be desirable but upheld the Commission's thinking that "further delay in making color available was too high a price to pay for possible 'compatibility.'" Justice Felix Frankfurter in issuing a "dubitative" (a doubt, but not considered a dissent) noted the significance of Monday's decision, and the "far reaching implications to the public interest." He added:

"Surely, what constitutes the public interest on an issue like this is not only of our own choosing, but to which courts should properly bow to the Commission's expertness."

The Supreme Court ruling, as well as the termination of the injunction against CBS's start of commercial colorcasts, becomes effective 26 days after Monday's decision. Period is said to be required to permit the mandate to reach the

STOCK STATUS  
CBS Shoots Up, Then Levels

CBS stock shot up as much as 34 points while RCA dropped 9 points within a few hours after the Supreme Court's pro-CBS color TV decision last Monday, but three days later both were moving back toward pre-decision levels.

CBS "A," which was going at about 25 just before the decision was announced, reached 18 last Monday's close of business, with 16,000 shares traded. RCA was the day's second most active issue with 40,000 shares trading, and RCA dropping 3/4 from its opening price to a closing figure of 13.8. CBS "A" remained active Tuesday, with 13,800 exchanges, closing at 31%, while RCA, with 15,250, closed at 19%.

The stock exchange was closed Wednesday, but on Thursday CBS "A" trading involved 4,400 shares and the stock closed at 31%, while RCA trading at 20,000 shares and reaching a closing price of 19%. CBS "B," which had started at about 28 and gained 2% in the first few minutes of trade after the decision, closed Thursday at 30.

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced by FCC, with color among subjects to be considered.

Sept. 26, 1949: First phase of hearing, dealing with color sets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.


Mar. 29, 1950: FCC hands down its "First Report" on color, favoring CBS system but advancing plan for manufacture of "basket sets" as means of delaying final decision.  

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of basket sets.


Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending further decision of the court.

Dec. 22, 1950: The Chicago court, in 2-1 decision, upholds FCC's approval of the CBS color system, but finds its casting plan not in keeping with a ruling by the Supreme Court. Judge Walter LaBuy dissents. The temporary stay order is continued until April 1, 1951, or such time as the Supreme Court dissolves the restraint.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and NBC, RCA and RCA Victor Distributing Corp.

Feb. 5, 1951: FCC, CBS and Justice Dept. jointly ask Supreme Court to affirm Chicago court's judgment but to dissolve the temporary restraining order on commercial start of CBS color.


March 5, 1951: Supreme Court sets March 26 for start of oral argument on color case.

March 26-27: Supreme Court hearing oral argument of RCA, Emerson, CBS and the Solicitor General, who presents the government's case.


Cables Color

On the same day the Supreme Court's decision was issued, CBS announced it's own NBC color TV program to WNAC-TV Boston by radio relay and quoted Harry Whittemore, WNAC-TV technical director, as saying the "pictures were as good as if they were seen at the studio.

The program—first to be sent to Boston from New York, though Boston had witnessed CBS color TV before—consisted of a display of moving pictures in fabrics, plus a test pattern.

Columbia's announcement noted that its color has been sent by coaxial cable to Washington, Philadelphia and Chicago, and that "experts who saw the pictures in those cities reported the coaxial transmission had not affected the quality of the color pictures.

In another announcement which coincided with the court decision, CBS said it had scheduled a color TV demonstration of fall fashions today (Monday) for the fashion directors of the Associated Merchandising Corp. and executives of leading stores, and that it was made possible by AMG. The demonstration is to be held at CBS headquarters in New York.

Text of the CBS statement on the Court's decision:

The decision of the Supreme Court (Continued on page 70)
Rhyme it "Say Now"!

John A. Serrao!

Radio and journalism by day, college by night — that's the double-duty schedule that John Serrao followed when he first started to work, and which eventually led him to CBS. Four experience-packed years after that, John had risen to Network Sales Service Manager of CBS' Hollywood Office. That's where we spotted him, and quickly signed him up for our F&P television team.

John, like all our other TV specialists, is a hard worker who knows the ropes. We know all the facts about television in any or all the markets we serve. In addition to the usual routine data, we also have a lot of "non-statistical" information about television trends, regional variations, programming opportunities, etc., etc., etc. . . .

Smart, aggressive, creative manpower is F&P's long, long suit. It has always been so, and always will be, because we know it's the real "secret" of our success, here in this pioneer group of station representatives.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  DETROIT  ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
EDUCATION NETWORK

WHILE ALL was quiet on the TV allocation front at FCC last week—save for possible implications of the Supreme Court’s color TV ruling (see story page 23)—a New York state educational spokesman warned of a stiff fight to win approval for a central state-controlled 11-station educational network there [BROADCASTING • TELECASTING, May 14].

Jacob L. Holtzmann of New York City, chairman of the New York State Board of Regents’ Special Committee on Television for Education, in a special report warned the legislature:

“We must not be misled by the acclaim with which our plan was greeted by the public. We must not have a false sense of security. Today’s quiet fight is still ahead of us. They (commercial TV interests) do not oppose education in television—but they lay down their own plan, which in our opinion would be totally destructive.”

Cities Deadline

He reminded the regents they have until July 15 to file their application for FCC’s hearing on city-by-city allocation proposals commencing July 9. Deadline for filing of replies to initial comments on the Commission’s notice of proposal is July 2. The allocation plan is June 11 [BROADCASTING • TELECASTING, May 28].

Meeting May 24-25 at Buffalo for the first time in 32 years, the New York state regents heard details of the proposed $5,500,000 non-commercial educational network and background of the current FCC allocation proceeding. The board approved $7,500 from its own funds to pay for technical and other expenses in presenting the case before the further FCC proceeding.

DuMont Show

Demonstrates for Senators

SENATORS were given a fill-in on the national TV allocation plan of the DuMont allocation proposal in a graphic electrical demonstration held in the Senate Interstate Commerce Committee room in the U. S. Capitol last Thursday afternoon.

Permission was obtained from Chairman Ed C. Johnson (D-Col.). The demonstration followed by two hours the hearing on the details of the DuMont allocation plan (see story page 25).

DuMont contends the allocation plan of FCC is “inefficient and will not work.” The New York Times, Goldsmith Jr., scientist and director of research at Allen B. DuMont Labs, presented the demonstration. Sens. Johnson, Lester Hunt (D-Wyo.), Ben McMahen (D-Conn.), Joseph McCarthy (R-Wis.) were among the dozen or more Senators who attended the demonstrations. Senators showed most interest in the demonstration prepared for their individual home states.

Georgia Institute of Technology, licensee of commercial outlet WSB, Atlanta, filed reply opposing in part the initial comments of DuMont and WMAZ Macon, Ga., which “are in direct conflict” with those filed by WGST. The school asks that WMAZ be moved outside DuMont’s area, in addition to FCC’s plan to allocate VHF Channels 2, 5 and 11 and UHF Channels 30 (reserved) and 36, reserving VHF Channel 8 at Atlanta.

The school noted DuMont would allocate VHF Channels 3, 5, 8 and 11 at Atlanta and no VHF at Athens. WMAZ’s request that Channel 7 be allocated at Macon, 77 miles from Atlanta, also was held in conflict.

The school noted WRFC Athens would add Channel 7 at Atlanta but remove Channel 11, switching it to Athens. WGST’s license, however, saw no conflict in WRFC’s alternative proposal to remove the reservation at Athens, making it commercially available, and instead reserving UHF Channel 60 for educational programming.

Meanwhile, FCC last week tentatively renewed the UHF experimental license of Home News Pub. Co. for KE2XEL on condition the publishing firm consider expansion of its test project. Home News Pub. Co., which presented some UHF propagation data during the earlier phases of the TV allocation proceeding, has application pending for VHF Channel 8 there.

The Commission wrote as follows to the applicant:

“This is with reference to your application (File No. BRB-231) requesting for your proposal for broadcasting by the University of Georgia radio station KE2XEL, New Bruns-
wick, N. J., as (with reservation) free television station.”

As you may know, the Commission in its order of May 30, 1951, proposed Rule Making (Docket No. 8798), the purpose of which is to make available for commercial television broadcast the spectrum of frequencies which has been allocated to the Commission for regular commercial television broadcasting.

In view of this, the Com-
mission is considering the proposed developmental and experimental work in the UHF frequencies.

Of particular interest would be measures for propagation and antenna characterization; measurement of direct and reflected propagation and with comparison between theoretical and actual performance; and testing of antenna inputs obtainable with UHF antennas, and the development of such devices for transmission, conversion, and UHF receivers.

Accordingly, you are requested to conduct your investigations to determine whether the facilities of KE2XEL could be em-
ployed in a measurement program of that agency. You are requested, pursuant to Section 15.21 of the Commission’s Rules and Regulations, to amend your application to include a description of such equipment and the manner by which the Commission is to be informed of your work.

The Commission has noted that in your application filed June 11, 1951, KE2XEL’s license application is made to the Communications Commission in your capacity as licensee of KE2XEL. Accordingly, you are requested to inform the Commission of the status or results, if any, of your negotiations with the Bureau of Standards.

The Commission is extending the KE2XEL experimental basis to August 1, 1951. As stated above, however, you are requested to file an amendment to your application on or before July 1, 1951. In the event of your failure to respond to the above, the license of KE2XEL will be cancelled.

AMOS "n' ANDY" Campaign Heralds Debut

BLAZT BREWING Co., Milwaukee, has launched a $250,000 promotion campaign for the June 28 debut of its new television series, "Amos 'n' Andy" on CBS-TV, Thursday, 8:30-9 p.m. Newspapers and magazines will be used.

In addition, with some addition of the nation by the top executives of Blatz and its advertising agency, William H. Weintraub Co., will spread word of the new show. Frank C. Verbest, president of Blatz; Edward T. Donahue, sales director, and Val A. Schmitz, director of advertising, will represent the agency.

Mr. Weintraub, president of the agency, will lead the agency group.

Flying in a special airliner equipped with desks, plane-to-
ground telephone, television equip-
ment and a preview film of "Amos 'n' Andy," the air-borne executives will call at a dozen cities to address mass rallies of wholesalers, salesmen, local promotion and con-
tact men and the regional staff of Blatz.

FAIRBANKS FIRM

OUTRIGHT acquisition of Jerry Fairbanks Productions, Hollywood, by Official Films, New York, through an exchange of stock, was agreed to last week, BROADCASTING • TELECASTING learned.

Resignation of Isaac D. Levy as a director of CBS, disclosed in New York last week, to devote his full time to CBS affairs, strengthened the belief that the deal, subject to the resolution of numerous details and approval of the State of California officials, was well along toward completion.

Production plans are believed to have been drawn, but will not be released until the agreement itself is signed and sealed, possibly within a few weeks.

Jerry Fairbanks, reported late last week to be enroute from Holly-
wood to New York for conferences, will remain in charge of the Fair-
banks operation on Channel 8 at Athens, heart, Official Films vice president and general manager, will provide overall supervision under direction of President Aaron Katz.

Mr. Levy, who with Mr. Levy last week described as "a genius, one of the ablest fellows in the whole industry," has handled the Fair-
banks negotiations entirely, as well as those leading to a recent agree-
ment between Fairbanks-Pinto Pictures and Fairbanks-Studios for production of TV film commer-
cials on a 50-50 basis, according to Mr. Levy.

"Apropos of his resignation from the CBS board and sale of a "sub-
stantial" portion of his CBS stock, Mr. Levy said last week he would develop all his efforts toward making "such a fine brand of TV films that it will raise the tone of the industry."

"My theory," Mr. Levy said, "is that you don’t make money except through a fine product. If you concentrate on a good product, the money will come automatically. It’s like punching a pillow; if you punch long enough, feathers are bound to come out.”

Extensive Foundation

From experience in constructing a large operation like CBS, which, along with his brother, Dr. Leon Levy, Isaac D. Levy was one of the organizers, he is laying an extensive foundation for the “new” Official Films.

Among the Fairbanks Studi-

dominations, which will become a wholly-owned subsidiary of Of-

cial, the facilities of Motion Pic-
ture Agency in New Orleans will be available under terms of their re-

nce agreement. Official expects to be making films, in fact, wherever it may appear desirable, including New York and Kansas City as well as Hollywood and New Orleans.

Within the next 18 months, 704 commercial stations will be put in service for TV stations and adver-
tisers. About 500 of them will be repackages of Official’s Music Hall Varieties, three-minute shorts which will be made into 12-minute packages, with the advantage of continuity. The remainder will be new film shot both in this country and abroad.

In connection with foreign-shot footage, Mr. Levy will leave some time fairly soon for Italy to look over some European stations.

Every type of show will be made, Mr. Levy said, from eight-second first on planning and preparation, on specific order. Concentrating first on planning and preparation, Official is postponing sales plans until the shows are under way. "We’re going to put a solid foundation down and build character first." Included in such "foundation-laying," it is understood, are further additions to Official’s staff. This includes including the hiring of one of the top people in a major Hol-
lywood picture company.

Official Film Acquires
Anybody who makes a prediction about television has to jump aside quick, before his prophecy catches up and passes him.

Make your guess as wild as you want to. Household equipment with built-in sets? A stove manufacturer's already done it.

The fellows who once hoped there might be some 5 million sets by January 1, 1961, are still explaining why there were nearly 11 million. The jokers who prophesied that nighttime television might start going places in another couple of years are now outside looking wistfully in.

So we aren't risking our reputation by predicting that daytime television will be a solid sellout a year from today... and that once again there will be some sad advertisers who didn't read the tea leaves right. But we ought to tell you that the daytime schedule is filling up fast, and that 6 of the country's 7 biggest advertisers of low-unit-cost products are already in.

So you'll do well to look now at the growing audience, the modest cost, the walloping impact, of CBS daytime television.

CBS TELEVISION
### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DumONT</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 PM</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>ABC</th>
<th>CBS</th>
<th>DumONT</th>
<th>NBC</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>9:30</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</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>ABC</th>
<th>CBS</th>
<th>DumONT</th>
<th>NBC</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>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-----------------</td>
<td>----------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Programs in italics: sustaining; Time, EDT. L: live; F: film; K: kinescopic recording; E: Eastern network; M: Midwestern; NI: noninterconnected stations.

ABC
7-7:05 PM, M, Tu, Schenley, Andy & Delta Russell, F, Schenley, Cook's Champagne Party.
3:15-3:20 PM, T, Th, Bride & Groom; Th, Hudson Paper Co.
3:30-4 PM, T, Th, Meet the People, s.
3:30-4 PM, W, Meet Your Cover Girl, s.
8:30-9 PM, Th, Amos 'n' Andy, Blatz Beer, starts June 28.

NBC
5:15-5:30 PM, T, Th, Panhandle Pete, s.
5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The News Source of Radio and Television
June 4, 1951 Copyright 1951
Old-Timer Matt Burns knew each hold in the book. Did that make him champion? Nah, just a schnook!

But observe now the diadem perched on the cranium of Matt—newly christened The Super Geranium.

And you can't be disposed to oppose the schmoe's clothes—they're the sharp selling gimmick that's built up his gross!

To Pin Down Sales in Dayton*
THE SHOW MUST GO ON
WHIO-TV

*Want to win the decision in a market where there's more than one TV aerial for every two chimneys (allowance—one chimney per family)? Want to dominate 205,000 receivers? It's a great market—mostly bustling industry and partly thriving farms. And it's a market that stays tuned to WHIO-TV—its favorite—morning, afternoon and night.* Ask National Representative George P. Hollingbery for market figures, ratings and availabilities!

MORAL: If you're wrestling with a sales problem, lick it with a proven sales approach—Dayton's first and favorite WHIO-TV.

* Pulse April figures show that 8 out of top 10 televised shows were aired via WHIO-TV.
A NEW high of 6,093 firms using TV advertising was reported for the month of March in the latest Rorabaugh Report on Television Advertising. This marked an increase of 353 advertisers over the February total of 4,740.

Networks reported 173 firms sponsoring 233 programs, a gain of eight advertisers and 15 programs over February. National and regional spot schedules totaled 1,105, placed by 297 firms. Local retail spot schedules totaled 5,893, Rorabaugh reported.

Foods and food chain stores again headed the “Number of Advertisers By Product Groups” (see table). A total of 44 network and 233 spot food advertisers were scheduled in March. The latter figure represented a drop from February’s 331 spot accounts in the food category.

Top ten cities by number of spot advertisers were as follows:

- New York 323
- Chicago 223
- Los Angeles 220
- Philadelphia 176
- Cleveland 142
- Boston 138
- Detroit 131
- San Francisco 134
- Baltimore 122
- Minneapolis-St. Paul 122

NBC continued to lead in the total number of network schedules with 88 out of 233. CBS was second with 71, while ABC totaled 52 and DuMont, 22.

### TABLE: NUMBER OF ADVERTISERS BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Network</th>
<th>Spot*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agricultural &amp; Pet Foods</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>2. Automotive (cars, tires, accessories)</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>3. Beer</td>
<td>11</td>
<td>58</td>
</tr>
<tr>
<td>4. Beverages (non-alcoholic)</td>
<td>14</td>
<td>36</td>
</tr>
<tr>
<td>5. Clothing &amp; Accessories</td>
<td>9</td>
<td>40</td>
</tr>
<tr>
<td>6. Confections</td>
<td>8</td>
<td>39</td>
</tr>
<tr>
<td>7. Dairy &amp; Margarine Products</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td>8. Drugs</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>9. Food</td>
<td>3</td>
<td>323</td>
</tr>
<tr>
<td>10. Fossils &amp; Bone Sperm</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td>11. Gasoline &amp; Oils</td>
<td>8</td>
<td>39</td>
</tr>
<tr>
<td>12. Household (apartments, furnishings &amp; textiles)</td>
<td>21</td>
<td>75</td>
</tr>
<tr>
<td>13. Jewellery &amp; Accessories, Comets, etc.</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>14. Laundry Soaps, Cleaners, Polishes</td>
<td>12</td>
<td>66</td>
</tr>
<tr>
<td>15. Miscellaneous</td>
<td>16</td>
<td>73</td>
</tr>
<tr>
<td>16. Pottery &amp; Porcelain</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>17. Public Utilities</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>18. Radios, TV, Phonographs &amp; Accessories</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>19. Tobacco, Cigarettes &amp; Accessories</td>
<td>23</td>
<td>33</td>
</tr>
<tr>
<td>20. Taller Requisites</td>
<td>9</td>
<td>56</td>
</tr>
<tr>
<td>21. Transportation</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

*NOTE: From April “Rorabaugh Report,” based on information supplied by 99 of the 107 TV stations and the various networks. * * *

Top four accounts on each network by number of stations used were shown as follows:

#### For NBC

- 1. U. S. Shoe Richard Rodgers
  - Salute 62
  - Texas Co. Texaco Star Theater 61
  - Hunt Foods Kate Smith Inc.
  - De Soto You Bet Your Life 61

#### For ABC

- 1. Ralston Purina Co. Your Pet Parade 62
  - B. T. Babcock Two Girls Named Smith 60
  - Maiden Faith Baldwin
  - Form Theatre 58
  - Hudson Billy Rose Show 55

### WEEKLY TELEVISION SUMMARY—JUNE 4, 1951, TELECASTING SURVEY

- **City**: Outlets On Air: 757
- **City**: Sets in Area: 95,000
- **City**: TV Stations: 13
- **City**: Network Affiliation:
  - ABC
  - CBS
  - NBC
  - DuMont

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>Network Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>70</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Asheville</td>
<td>10</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Atlanta</td>
<td>75</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Baltimore</td>
<td>100</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Binghampton</td>
<td>20</td>
<td>1,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Birmingham</td>
<td>60</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Boston</td>
<td>100</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Columbus</td>
<td>30</td>
<td>1,500</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Detroit</td>
<td>200</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Erie</td>
<td>10</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>150</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Dallas</td>
<td>50</td>
<td>1,500</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>20</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>15</td>
<td>9,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>85</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>200</td>
<td>10,000</td>
<td>ABC, CBS, NBC, DuMont</td>
</tr>
</tbody>
</table>

**Total Markets On Air**: 63

**Estimates in Use**: 12,630,000

**Editor’s Note**: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation companies, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
The Public—Final ‘Press’... Press Reaction

SAMPLE newspaper editorial comments on the Supreme Court color decision:  

Washington Post—"... We do not see how the court could have come to any other conclusion. The Commission was established by Congress for the very purpose, among others of prescribing such standards; its order was issued after appropriate hearings and due deliberation; and even though future developments may prove it to have been mistaken, it had the support of substantial evidence. The court could not, of course, override an administrative decision in such circumstances. "The effect of the court decision is to remove the last barrier to commercial color programming. . . The choice between color and black-and-white broadcasts will . . . be up to the public—the appropriate final arbiter of our judgment. . . If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor. The FCC could not wait for its long unfulfilled promise. . . .

Wall Street Journal—"... With due respect to both the FCC and the Supreme Court we say here by way of saying that they are deciding things in which they cannot possibly have the last word. The people who pay for and watch television will finally decide just as they decided what kind of an automobile they wanted to drive. And while we are expressing our grave doubts about the FCC and the Supreme Court, we will express similar doubts about the set makers who say they will not manufacture color sets or the supplemental gadgets that will enable them to receive images in color. If people want those kind of sets someone will make them. . . We think it is high time the public finally try to see Hopalong Cassidy wearing a blue shirt, the FCC and the Supreme Court stand in the way of their own peril."

Washington Evening Star—"Supreme Court Justice Frankfurter is right in his opinion that he is 'not alone in entertaining doubts' about the wisdom of the FCC's decision in favor of the CBS method of color television. The lower court and the FCC itself lacked unanimity in this highly controversial case. The doubt and confusion which have beset the television industry and the general public are not apt to be cleared away by the careful language of the opinion. Justice Frankfurter upheld the findings of the lower court and the FCC majority. For even the majority ruling of the high tribunal tends to raise doubts as to the soundness of the FCC decision."

Justice Frankfurter, like many other persons, could not understand the Commission's refusal to await any longer for color TV research development. That the CBS receiver-and-dish provided better quality color pictures than the RCA system at the time of the FCC studies is generally conceded. However, RCA recently demonstrated a greatly improved set, and by some observers to compare favorably with the CBS pictures. The manufacturing industry is understandably reluctant to go ahead with CBS color in view of the imminent prospect of perfection of a compatible color system. It wants to be sure that its investment will not be thrown out the window by a 'second, inconsistent set of color television standards' in the near future. The court decision will not afford to divert strategic materials into such an uncertain field in this period of defense expansion. Under the circumstances, the FCC, although it has won its case, would better serve the public interest if it deferred formal adoption of color standards, pending reconsideration of the whole subject—including a review of the latest progress of competing systems."

New York Herald Tribune—"The Supreme Court decision . . . may not settle the controversy for good, but it at least permits a start to be made on the expansion of color TV programs. With the uncertainty of pressures of defense production may bring about . . . a slow-down, as the material that goes into television sets and equipment become scarce. With the uncertainty that it will probably be a slow process to get enough sets into the hands of the public to make color TV a popular enterprise: owners of present black-and-white sets will continue to get years of use from them. "To the layman, it seems unlikel}
American homes have been in less of size.

PURPOSES.

least production

devolved an

tion

tin approved

continued,

and possible adoption.

have

compatible system may

this time."

mitters,

material

Telecasting

in any

moving

system was

This system

Abrams' Announcement

He believes

for

Mr. Gross said Tele King's

"Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

Explains System

He explained the "Padrak" as follows:

Basically, a plastic panel less than three thickness of an inch thick, the same size as the picture tube of the set, is inserted between the picture tube and the glass facing and wired directly into the body of the television set. The system works for any make set and any size picture tube with equal ease. There are no moving parts and no frightening contraptions in your living room or den.

S. W. Gross, Tele-Tone Radio Corp., president, announced Tuesday that his firm would proceed immediately with plans for production of converters to enable current black-and-white sets to receive CBS color.

Assenting his company was the first to develop a converter for CBS color field sequential system (in June 1949), Mr. Gross said nevertheless that "in view of current material shortages, engineers at Wayne, N. J., plant cannot estimate how soon converters able to receive CBS color telecasts will be ready for sales by our dealers."

Mr. Gross added:

But because of our extensive experience in the field and our development of the receivers used by Culum

But because of our extensive experience in the field and our development of the receivers used by Culum.

This system permits the use of present television sets with no unsightly additions on the face of the set, regardless of the size of the picture tube. The system is inexpensive and requires no moving parts.

Tele King Corp. has developed a new method of receiving color television programs which are broadcast on the same channel, on a field sequential system. This new Tele King engineering development, known as "Padrak," does not require use of more expensive color wheels, drums, or high-powered motors.

This system provides the use of present television sets with no unsightly additions on the face of the set, regardless of the size of the picture tube. The system is inexpensive and requires no moving parts.

Tele King Corp. expects to have their new "Padrak" system of color television reception for many years after color television programs are being broadcast in any appreciable number.

Mr. Pokras said Tele King's "Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

Siegen's System

Explains System

He explained the "Padrak" as follows:

Basically, a plastic panel less than three thickness of an inch thick, the same size as the picture tube of the set, is inserted between the picture tube and the glass facing and wired directly into the body of the television set. The system works for any make set and any size picture tube with equal ease. There are no moving parts and no frightening contraptions in your living room or den.

S. W. Gross, Tele-Tone Radio Corp., president, announced Tuesday that his firm would proceed immediately with plans for production of converters to enable current black-and-white sets to receive CBS color.

Assenting his company was the first to develop a converter for CBS color field sequential system (in June 1949), Mr. Gross said nevertheless that "in view of current material shortages, engineers at Wayne, N. J., plant cannot estimate how soon converters able to receive CBS color telecasts will be ready for sales by our dealers."

Mr. Gross added:

But because of our extensive experience in the field and our development of the receivers used by Culum.

This system permits the use of present television sets with no unsightly additions on the face of the set, regardless of the size of the picture tube. The system is inexpensive and requires no moving parts.

Tele King Corp. has developed a new method of receiving color television programs which are broadcast on the same channel, on a field sequential system. This new Tele King engineering development, known as "Padrak," does not require use of more expensive color wheels, drums, or high-powered motors.

This system provides the use of present television sets with no unsightly additions on the face of the set, regardless of the size of the picture tube. The system is inexpensive and requires no moving parts.

Tele King Corp. expects to have their new "Padrak" system of color television reception for many years after color television programs are being broadcast in any appreciable number.

Mr. Pokras said Tele King's "Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

Mr. Pokras said Tele King's "Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

Mr. Gross said Tele King's "Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

Mr. Gross said Tele King's "Padrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in any appreciable number.

He said FCC's ruling "can not, in itself, make color television a reality because a successful color transmission service must depend on the large format systems that will manufacture the receiving and transmitting equipment, on television broadcasters, and, finally, on the dollars-and-cents minded consumer who is currently only willing to spend for black-and-white receivers."
CBS Color Stands

(Continued from page 71)
free on new stations." Mr. Meck reported that all Scott and Meek TV receivers produced since January have contained adapter circuits for connection to color adapters, adding that auxiliary color units will be in production "as soon as possible." He said the SCOTUS decision "will help eliminate the indecision in the minds of the public that has so seriously hindered TV sales over the past several months."

Edward H. Witt, secretary-treasurer of Muntz TV Inc., Chicago, said "we were the first one to get into the TV color field. We had color sets in use at color demonstrations in New York Nov. 20. All engineering is completed for producing color converters if the public shows that it wants color television. We had made color TV adapters, but only for experimental purposes."

William Halligan Sr., president, Hallicrafters Corp., declared: "We are still convinced the American public will be completely satisfied only with a compatible, all-electronic color system that will not require spinning discs, drums or other mechanical devices."

Most government authorities foresaw little prospect of additional allocations in the wake of the Supreme Court ruling upholding the CBS color TV system.

But one NPA official, who asked that his name be withheld, alluded to comments made by Defense Mobilizer Charles E. Wilson during the NPA's Washington conference in April, and suggested that would cover any questions stemming from the Court ruling. Generally, it was felt that the materials problem would not be at the same focal point inasmuch as the government has refrained from specifying what uses industry shall make of materials allocated to them. Additionally, there is so much raw material for civilian use, including provision for maintenance, repair and operation of present equipment.

The consensus apparently is that the TV industry will have to take its place along with other industrial segments of the economy, not only on materials needed for color TV equipment but generally for expansion of the entire industry. It was indicated that if manufacturers plan to go along with present TV production, they must await regular procurement allotments for materials required for component parts.

Wilson's Views

Mr. Wilson had stated, in reply to a question from the floor, that he believes the priorities could give priority to such requirements. About the best that could be hoped for, he added, is that the TV set output be maintained at present levels. Mr. Wilson left the door open, however, for removal of controls by 1953.

Authorities were also quick to point out that two primaries for: (1) color TV probably could not be considered of such priority in the current defense effort as to warrant additional raw materials for production, and (2) cutbacks in cobalt, aluminum, copper, steel and other metals will remain stringent. There is no immediate likelihood of such a situation, but at this time, it was generally agreed.

Quantities of these and other materials would be required for color TV transmitters and such component sets as receivers and converters. Motor mechanisms for converters and adapters and retooling and redesigning present sets, as well as parts for new receivers, would all take scarce materials already in short supply, it was pointed out.

Edmund T. Morris Jr., chairman of the Electronics Production Board and new head of the Production Authority's Electronics Products Div., told Broadcast the availability of materials for color TV is a problem requiring a commitment by industry under the government's Controlled Materials Plan. In other instances, request for supplies of steel, aluminum and copper would not be necessary.

Mr. Morris said it felt such devices as converters and adapters would fall under NPA's B Products list for which no authorization a home would be required. Home type AM-FM-TV receivers are lumped in this category as consumer durable goods on which no restrictions are placed.

Mr. Morris added that color-casting equipment--transmitters, amplifiers, etc.--would require written request for materials allocations under a listing which covers all commercial studio equipment now designated as "essential." [Broadcasting • Telecasting, May 7]. Mr. Morris pointed out that there is no distinction drawn between black-and-white or color equipment. The Electronics Products Div. serves as claimant agency for such equipment.

Walter W. Watts, new deputy administrator for the Defense Production Administration, opened from the Floor, said that the Supreme Court decision was academic insofar as the impact on the use of materials and felt there is little likelihood of additional material being released. Manufacturers in turn said that this would not set forth under CMP.

Mr. Watts felt the question of materials in the case of converters and adapters is a minor problem which would resolve itself under CMP. Manufacturers also could divert materials used for refrigerators and other goods to motors as needed for those devices, he noted.

The motor-disc mechanism used in converters and adapters consumes small portions of copper for windings and aluminum for material used in primary color-casting equipment, Mr. Watts observed that steel, copper and aluminum are still in short supply and will be for some time.

Individual manufacturers, many of whom now propose to turn out converters and adapters for use in mass production of TV sets, were almost unanimous last fall in their belief that shortages of raw materials for component parts would serve to delay color TV. Their fear is that suppliers, if necessary, are just as lacking in optimism in the wake of further cutbacks in raw materials.

Materials Problem

The Scoop Corp. also took notice of the material shortage. Justice Frankfurter, in his opinion, questioned whether government sanction might not "in fact serve as an added drain on raw materials for which the national security has more exigent needs?" Delivery dates for procurement have been quoted from three to six months for production, before receivers can be put into production. Magnavox Co., Fort Wayne, Ind., among others, said it will need additional time of bracket standards would involve the "complete redesign of present receivers." Hoffmann Radio Corp., Los Angeles, predicted a time of eight months for procurement.

RCA held at the time that complete redesign of equipment plus scarcity of components, would lead to unnecessary use of critical materials, thus causing an inflation.

Need for redesigning also was stressed by Packard Bell Co., Los Angeles. The firm also noted the difficulty of finding test equipment and the shortage of component parts.

TELEMETER CORP.

Reorganization Announced

WITH Paramount Pictures Corp., having acquired a financial interest in the new firm, Telemeter Corp. of America, Los Angeles, has been reorganized as a Delaware corporation under the name of International Telemeter Corp. David Loew continues as president.

Paul Rabinour, vice president of Paramount Pictures Corp., has been elected board chairman of Telemeter with Carl Leserman as executive vice president. Eugene J. Zukor is secretary-treasurer.

Messrs. Loew and Leserman have been working on the Telemeter system since 1948. Basically, it is a coin operated home office, attachable to any television set, it was explained. Telemeter is similar in principle to Phonovision and other such paid systems, but contacts are made through a connection via a coin-in-slot system to unscramble the picture for viewing.

PROGRAM MEET

Coy, Johnson to Speak

FCC Chairman Wayne Coy and Senator William J. Cannon (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, will address a program meeting of the nation's 107 TV stations, to be held June 13 and 14 at the Statler Hilton Hotel, Washington [Broadcasting • Telecasting, May 21].

TV programming will be scanned at a workshop session, which will be closed. Chairman Coy will speak at 11 a.m. Chairman Johnson will address the luncheon.

A special NARTB TV Program Standards Committee was appointed at the Chicago convention by Eugene S. Thomas, WOR New York, NARTB-TV board chairman. It is headed by Robert D. Sweeney, WDSU-TV New Orleans. The committee is charged with the responsibility of analyzing the content and format of TV programming. NARTB is analyzing weekly program logs covering the May-June period.

Committee members, besides Chairman Sweeney, include Clair R. McCullough, WGBY, North Adams, Mass.; George B. Storer, Fort Industry Co., and Chris J. Witting, DuMont TV Network.

Page 72 • June 4, 1951

26.5%

SALES INCREASE

...that's the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW's merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion.

A check on sales of the 47 drug products advertised on WLW and WLW-Television showed an increase of 26.5%.

...this is just another "Merchandising Service" of

WLW

The Nation's Most Merchandise-able Station and

WLW-Television

Coxley Broadcasting Corporation

Teletasking • BROADCASTING

FCC Chairman Coy and Senator Cannon (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, will address a program meeting of the nation's 107 TV stations, to be held June 13 and 14 at the Statler Hilton Hotel, Washington [Broadcasting • Telecasting, May 21].

TV programming will be scanned at a workshop session, which will be closed. Chairman Coy will speak at 11 a.m. Chairman Johnson will address the luncheon.

A special NARTB TV Program Standards Committee was appointed at the Chicago convention by Eugene S. Thomas, WOR New York, NARTB-TV board chairman. It is headed by Robert D. Sweeney, WDSU-TV New Orleans. The committee is charged with the responsibility of analyzing the content and format of TV programming. NARTB is analyzing weekly program logs covering the May-June period.

Committee members, besides Chairman Sweeney, include Clair R. McCullough, WGBY, North Adams, Mass.; George B. Storer, Fort Industry Co., and Chris J. Witting, DuMont TV Network.
Continued from page 51

\textbf{INTERCONNECTION}

network in January 1949. Several later additions brought to 25 the number of cities interconnected by the end of that year.

Continued expansion in all directions produced 1,844 channel miles for the industry's use at the close of 1950 and made network programs available to 42 cities. In the spring of 1951 Binghamton, N. Y., was connected to the network and in Ohio additional channels from Toledo to Dayton, Columbus to Dayton, and Cincinnati to Dayton were placed in service.

Indicating that network growth will continue, the Bell System has recently filed applications with FCC for authority to extend its radio signals from Washington, D. C., south to Atlanta, and to expand existing upper New York state facilities.

In both instances, the growing demand for telephone message service provides the primary reason for new construction. The Bell System makes its channels available for network television subject to the priority given the nation's telephone communications needs.

\textbf{SOUTHBOUND CHANNEL}

The Washington - Atlanta route, in addition to providing hundreds of telephone circuits, initially, is expected to provide one southbound channel for TV from Charlotte, N. C., directly to Atlanta. At present network telectas reach Atlanta through a coaxial cable run via Jacksonville, Fla.

The expanded New York state facilities would make available a six-channel system across the state with two west-bound channels carrying network television programs to the major cities along the Albany-Buffalo route. The other four broadband channels, two in each direction would provide, at the start, about 560 long distance telephone circuits between Albany and Syracuse and 400 between Syracuse and Buffalo. At present, Buffalo and Rochester are connected to the TV network by a single channel coming from Cleveland via Erie, Pa. A two-channel system has been carrying network programs along the Albany-Syracuse route since December 1949.

Later this year, an additional TV channel will be provided from Detroit to Toledo by means of coaxial cable.

\textbf{PRIVATE SAFETY}

\textbf{PRICE SAFETY}

\textbf{Firms Reassure Dealers}

WHILE the industry was still studying the Supreme Court fair trade decision, three set manufacturers last week made announcements affecting prices.

Forebodings of "price cutting" and "a return to free selling" followed the Supreme Court ruling invalidating certain provisions of state fair trade laws [BROADCASTING • TELECASTING, May 28].

Of the three companies which made price announcements last week, only Magnavox mentioned the Supreme Court decision specifically. Magnavox's announcement tended to stabilize pricing, as did one from DuMont. The third firm, Emerson, increased prices.

Magnavox Co., Fort Wayne, Ind., said that it "anticipates no dealer price cuts" from the decision.

Stewart Roberts, director of merchandising and assistant sales director, noted, however, that as a result of the decision, "Magnavox is asking its unsigned dealers in fair trade states to sign agreements."

A guarantee against price reduction and introduction of any new models which would affect sales has been extended to dealers by Allen B. DuMont Labs' New York factory distributor for the period, May 29-Sept. 10.

Emerson Radio & Phonograph Corp. announced increases ranging from $30 to $60 on the list prices of its television sets.

Benjamin Abrams, Emerson president, said that another price rise may be made later.

The raises partially offset the $30 to $170 reductions made May 1 to spur sluggish sales. Mr. Abrams announced two weeks ago that the cuts had been so successful that some increases would be put into effect June 1 [BROADCASTING • TELECASTING, May 21].

\section*{NO GREATER FACILITIES AVAILABLE IN CHICAGO THAN AT WGN-TV}

- 19 RCA image orthicon cameras
- 2 complete remote trucks
- 4 film chains
- 2 35 mm Simplex projectors
- 2 16 mm projectors with 3,000 foot reels
- 3 rear screen projectors
- 2 complete kitchen sets
- 7 ultra modern, floating studios

\section*{IT'S NO WONDER THE TOP ADVERTISERS ARE ON WGN-TV}

Studio 1A, seating 400 people, is equipped with rigging fly system, elevator, 40 foot loft and 45 x 45 foot stage. Indoor bandshell for large musicals.
Coy Nomination
(Continued from page 27)

- TELECASTING, Feb. 12], that has been stalling NABBA's progress.

Sen. Johnson, citing the cost to the license applicant in the hire of attorneys and still other fees involved, pointed out that continual delay in the FCC causes unnecessary delays and investments to be tied-up. He said he did not think any other government commission had more delay than the FCC in processing matters before it.

The Senate said that if the McFarland Bill (S 658) to realign FCC procedures, was passed in the Senate, the "mechanical procedures could be speeded up." He emphasized that the Senate had passed the measure four times.

Chairman Coy said that an ideal time for the public to get color would be 60 days for processing an applicant where no opposition is encountered and from four to six months wherein full hearings are necessary.

Pace of the hearing was quickened as the Senators moved their questioning to the broad and as unexplored application of color TV to the broadcast field.

Color Service

Chairman Coy said he saw color as a new-type television service, with beginnings as in black-and-white, and expected that some color broadcasting would be forthcoming in the next 30 days with CBS being first to start "even a minimum of programming," with "fringe programming, at the outset."

He said he was certain that set manufacturers would be making all or one of the types of sets necessary by the public to get color in "reasonable time."

To support this assertion, Chairman Coy cited CBS' entry into the manufacturing business by its acquisition of Hytron Radio & Electronics Corp., maker of Air-King radio-TV sets.

Chairman Coy also said that demonstrable statements by manufacturers that they would not make color sets even after the courts cleared the color question, was sure that some of these same firms will find it "to their competitive advantage" to manufacture the receivers. They would not permit some "upstart manufacturing firm to come up and manufacture color sets" in a field where they have been the leader, he said.

Answer to the current glut of TV sets on the market, Chairman Coy said, could possibly be (1) a reduction in the prices of sets by producing cheaper receivers and (2) putting color in receivers to stimulate public incentive to buy.

Another effect of color, Chairman Coy speculated, may be dissipation of the resistance of some sports promoters to telecasts which, they maintain, hurt the gate. As in the early days of black-and-white television, he said, the promoter may find good advantage in colorcasting because of the profit incentive—i.e., a greater profit when sets are few but liability in permitting telecasts when sets have reached the saturation point in markets.

Chairman Coy shrugged away mention of Sen. Magnussen of the some 12 million sets now in use by stating that the use of color will be gradual or transitional along with a high turnover of sets. "Remember," Chairman Coy said, "we had four wheel brakes in our automobiles for a long time."

Chairman Coy thought up the question of whether the FCC decision and upholding of that decision by the Supreme Court would foreclose future development in color. He said that as he read Associate Justice Frankfurter's "dubtante opinion," he seemed fearful that the art or science of television would not have the freedom of development because of the court's decision. At this point, Chairman Coy carefully reviewed the history of TV as it day by day before the Commission and the final outcome.

FCC exercised sound judgment by taking the position that since it was going to allocate all the space in the spectrum with the allocation of television channels both in the UHF and VHF, it must make provision for color. While this urgency for deciding the color question was relatively simple for the FCC, it was more difficult in the practical application.

Sen. Johnson said he was in agreement with Chairman Coy that the FCC decision and the court opinion would have a compatible system rather than delay such a preferred development.

Taking up the UHF-VHF allocations plan as projected by FCC, the following pointers were made:

(1) In a case where an applicant that is a network radio affiliate is an applicant for a TV channel, that applicant will not get priority except that normal if the Commission would let how in the broadcast art would be in his favor.

(2) FCC favors local management and ownership of stations and diversification of the ownership of communications media. There is a five-year limit on ownership in television, but only custom in the radio field whereby status quo has been maintained in multiple ownership.

(3) Sen. Johnson brought up the question of whether FCC has the legal right to allocate a block of channels on a "basis," rather than than give them out "to people who apply." He said they thought it would save time and space the removal of the "basis," if the Commission would let "prospective operators come in and say what they want."

Allocation Views

The committee chairman also said he was sending a letter to the Commission asking the FCC to do away with the TV allocation problem along with the reaffirmation that the proposed allocating for Colorado was "bad." He said he had no doubt that the situation would be "corrected" by the Commission [TELECASTING, May 14].

BASEBALL BACK Returns To S. F. Stations

SAN FRANCISCO bay area baseball fans have now given up on the ghost of their argument that television is death on attendance.

Last week both the San Francisco Seals and the Oakland Oaks clubs went back on the TV screens in an attempt to bolster flagging gate receipts.

Both teams were on television for two years—1949 and 1950—but the development of television set owners in recent years they blamed the TV bogyman and refused to permit telecasting this year.

The season so far has shown almost 25% lower attendance than last year when the games were telecast. That is a larger percentage drop than the team suffered in both 1949 or 1950.

So Saturday, May 26, the Seals went back on KPIX (TV) San Francisco and the Oaks announced they would be back on KGO-TV San Francisco June 9.

Oaks' President Brick Laws said frankly he was making the move in mid-season in an attempt to bolster sagging attendance. He said he received many letters from fans urging the games be telecast that he was "at least half convinced that TV will help."

The first game on KPIX with the Seals went May 26 when sponsored by Regal Beer Bar, the same sponsor the Seals had on TV last season, and the company that picks up the check for the baseball broad-
DuMONT PROFIT

Drops in First Quarter

A DROP of 48% in net profits despite a 25% increase in sales was reported last week by Allen B. DuMont Labs, television manufacturer and TV network operator, for the 12 months ended March 25 as compared with the same period of 1950.

In a letter to stockholders, President Allen B. DuMont said net profits for the 12-week period this year totaled $1,082,000 after taxes, or the equivalent of 42 cents a share on common stock, as against $1,967,000 (92 cents a share) for the first 12 weeks of 1950.

"The lower ratio of net profits to sales," Dr. DuMont said, "resulted from increased cost of certain critical components; increased wage rates, and the higher income tax rates. Profits could not be raised during this period to compensate for these increased costs because of government regulations."

Dr. DuMont said "the usual seasonal slump in the radio-television industry is expected to be more pronounced this year." Government contracts, he reported, "are not sufficiently advanced to offset the decrease in anticipated sales and profits."

Sales to May 25 this year aggregated $18,851,000 as compared with $15,113,000 during the corresponding period last year, Dr. DuMont reported.

LUBCME QWITS

Pioneer to Be Consultant

HARRY R. LUBCME, West Coast TV pioneer, and associated with KTSL (TV) Hollywood since its inception, resigned last week to establish a consulting practice restricted to video and electronics at 2443 Creston Way, that city. With Don Lee Broadcasting System as head of TV for more than 20 years, Mr. Lubcke is credited with putting W6XAO (now KTSL), the nation's first video station, into operation in 1931 on an experimental license. When KTSL was sold last year to CBS, he joined the new owners as television consultant.

Mr. Lubcke holds安全生产 television patents in the United States and abroad. Ten years ago several of them were made available to the industry on an interchange with RCA. He has many TV "firsts" to his credit and has been cited numerous times by the War Department and industry groups for his contributions to video.

FAMILY CODE

PTA Urges Early Adoption

EARLY adoption of a "code of standards for television programs acceptable to the American family" has been urged by the National Congress of Parents and Teachers, meeting in Miami Beach. The resolution was addressed to NARTB.

Thomas D. Rishworth of Austin, Tex., PTA radio-television chairman, said that programs included "too many cheap vaudeville, crime, wrestling and mediocre movies." PTA contended that many programs have been unsuitable for children.

THEY advertiser, the agency, and the star. Attending the premiere night of Ford Festival over NBC-TV are (l to r) Henry Flower Jr., vice president and director, J. Walter Thompson Co.; Stanley Resor, president, J. Walter Thompson Co.; Ernest Breech, executive vice president, Ford Motor Co., and James Melton, singer.

Film Report...

THERE are 38 programs being filmed in Hollywood especially for TV and shown weekly on stations throughout the country, according to survey by Jerry Fairbanks Pro-
ductions. Totaling 19 hours of film per week, or 888 hours a year, this is a significant figure inasmuch as during all of the past year, the theatrical film industry produced only 855 hours of film, it was pointed out. This is based on last year's output of 450 theatrical features and 550 short subjects. With 25 more filmed programs already scheduled for fall production-release, this will make a total of 68 regular weekly shows on film from Hollywood, bringing figure to 1,612 hours.

MUTUAL TELEVISION Productions, Los Angeles, has arranged to make a series of half-hour TV films based on the 506 short stories from Whit Burnett's anthology, This Is My Best, and some of his other collections. Production begins June 25 in Hollywood. Some also will be produced in New York. Each program to contain a brief introduction by Mr. Burnett and his wife. United Television Programs, distributor for the agency, plans national distribution.

CORNFELL FILM CO., New York, offers three new TV documentaries, portraying history and culture of Rome, and features in New York. Each film features highlights and includes arts, crafts and architecture of the city with glimpses of streets and daily life today. They are available in 16mm sound.

TELECOMICS Inc., Hollywood, is setting up an eastern syndicate operation for Peul Pinkerton's first animated cartoon feature series. The show is a broad take-off on the melodrama format. It will be produced as a daily 15-minute episode series.

TELEVISION SCREEN Productions, New York, is stepping up production of its TV film series, Jim and Judy in Teleland, with plans for completion of 39 episodes in the next month.

FRANK WISBAR Productions, Hollywood, has started shooting first in a series of eight TV films for Festival Theatre in Yuma, Ariz. The rest will be filmed on Eagle-Cliff in a lot in Hollywood. Joseph Mischel, executive assistant to Frank Wisbar, is writing the new 30-minute series.

INS-TELENEWS, New York, announces that WABD (TV) New York has signed for its weekly review in a half-hour format.

VOGLIN Corp., Hollywood, has completed first half-hour filmed children's TV fantasy Once Upon A Dream. Leith Stevens arranged music. Irving Pickel, stage and motion picture director, was signed by film to direct new TV film series dealing with gardening, built around Jimmy Gleason.

RALPH ROSE, former CBS producer-director, planning series of 26 half-hour television films starring Artie Auerbach, "Mr. Kitzel" of CBS Jack Benny Show. En
titled Here Comes Mr. Kitzel, series will go into production within a few weeks.

AMERIT-TELECOM Corp., Hollywood, has been organized by Mr. Frankovich, film producer and former announcer, and Dr. William Szekely. Group plans to film a series of 13 quarter-hour TV programs based on The Decameron Tales. Series will be made in Rome starting in October.

AGENTS TELEVISION Corp., Los Angeles, is producing first of a new TV film series, Bed and Board, featuring Actors Charles Coburn and Spring Byington. It is produced by Mr. Wein through Colonial Pictures Co. at General Service Studios, Hollywood. Ralph Murphy directs. ATC also planning early filming of Zorro stories.
No. 565—OCTOBER TERM, 1950.


No. 174—MARCH TERM, 1950.

Radio Corporation of America (RCA) and two of its subsidiaries brought this action in a three-judge District Court in New York and set aside an order of the Federal Communications Commission prescribing standards for transmission of color television.1 The effect of the challenged order was to reject a color system proposed by RCA and to accept one proposed by another subsidiary, the National Broadcasting System (CBS).2

The basis of RCA's complaint was that the order had been entered arbitrarily and capriciously after insufficient and unsubstantiated evidence, against the public interest, and contrary to law. Appellants thereby sought to reverse the District Court entered summary judgment sustaining the Commission, one Justice concurring, and the other plaintiffs took this Court to be the variously denominated Act of October 21, 1950, U. S. C. § 3253 (b).

At the outset we are faced with RCA's contention that the District Court failed to review the record as a whole in determining whether the Commission's order was supported by substantial evidence; it is urged that for this reason we should summarily reverse and remand the case for further proceedings by that court. RCA's premise were correct, the course which it suggests might be followed should not be taken out by any court, in considering the question of sufficiency of evidence to support the order. The District Court must and does rely largely on a first reviewing court's conclusion.

Universal Camera Corp. v. Labor Comm'n, 310 U. S. 45 (1940) indicated that, however, need not be returned for the same reason why we are not required to examine the evidence by way of dictum here. We have therefore, but not foremost, no right to review the record which we might have deferred, that did not fall short of all which is required.

The District Court heard oral argument, but retained the case for further proceedings for about five weeks before handing down its decision. Both the majority and dissenting opinions show a sense that the record before us, while exceeded by any in the majority or minor one as well that could have come only from careful scrutiny of the case. To be sure, there was a casual statement in the majority opinion susceptible of the interpretation that the court in reaching the decision made as good a showing as one could which it is clear was and should have been.

Fairly construed, however, the remark, while perhaps unfortunate, is not misleading. It appears to me that the cases in which we are satisfied was given this record by the District Court. We therefore pass to the question of validity of the Commission's order.

All parties agree, as they must, that given a justifiable fact situation, the Commission has power under 47 S. C. § 316 of the Federal Communications Act of 1934 to act, and to reject precisely what it did in this case, namely, to promulgate standards for color television and in the course of doing this result in rejecting all but one of the several proposed systems. Moreover, it cannot be contended seriously that the question is whether a course was without evidentiary support for its refusal to adopt the RCA system at a time and in a manner and for purpose of such that the Commission as a matter of law erred in concluding that the CBS color system had reached a state of development which justified its acceptance to the exclusion of RCA's and that of others.

We sustain the Commission's power to act on this point and uphold the challenged order, because as it is by the District Court's approval. To explain our conclusion it is unnecessary to repeat the detailed statement of facts made in the majority and minority opinions of the Commission and District Court.

Standards for black and white television broadcasting were set forth by the Commission in 1941. RCA's complaint alleges, and all apparently agree, that "The quality of television, the picture in black and white, the improvements and reductions in price to the public that have been made, the incredible expansion of the industry as a whole, are all due to the fact that manufacturers could build upon a system set for long-range high-quality standards." From 1941

The facts found by the Commission appear in two reports on Color Television Broadcasting: First Report and Order, Color Television Broadcasting, Commission September 1, 1950, 3 F. C. C. 201; Second Report and Order, Color Television Broadcasting, Commission, October 10, 1950, 1 F. C. C. 411. The District Court described the proceedings before the Commission as follows:

"The hearings, participated in by a number of the Commission, commenced September 26, 1949, and ended December 1, 1950. During the period of the hearing, and the hearing lasted a total of 29 days. The Commission heard testimony from 36 witnesses and received 487 exhibits. Of the three proposed systems, the RCA System was supported by the Commission in its October 10, 1950, decision. The CBS System was rejected by the Commission, and the Western Electric Company, Inc., proposed a system which was not supported by the Commission."

"The three proposed systems were made of different dates until May 17, 1950."

"Emphasis added.

In Atlantica, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by ROBERT MEKER ASSOCIATES

Page 76 • June 4, 1951

Telescasting • Broadcasting

The effect of the challenged order was to reject a color system proposed by RCA and to accept one proposed by another subsidiary, the National Broadcasting System (CBS).2 The basis of RCA's complaint was that the order had been entered arbitrarily and capriciously after insufficient and unsubstantiated evidence, against the public interest, and contrary to law. Appellants thereby sought to reverse the District Court entered summary judgment sustaining the Commission, one Justice concurring, and the other plaintiffs took this Court to be the variously denominated Act of October 21, 1950, U. S. C. § 3253 (b).

At the outset we are faced with RCA's contention that the District Court failed to review the record as a whole in determining whether the Commission's order was supported by substantial evidence; it is urged that for this reason we should summarily reverse and remand the case for further proceedings by that court. RCA's premise were correct, the course which it suggests might be followed should not be taken out by any court, in considering the question of sufficiency of evidence to support the order. The District Court must and does rely largely on a first reviewing court's conclusion.

Universal Camera Corp. v. Labor Comm'n, 310 U. S. 45 (1940) indicated that, however, need not be returned for the same reason why we are not required to examine the evidence by way of dictum here. We have therefore, but not foremost, no right to review the record which we might have deferred, that did not fall short of all which is required.

The District Court heard oral argument, but retained the case for further proceedings for about five weeks before handing down its decision. Both the majority and dissenting opinions show a sense that the record before us, while exceeded by any in the majority or minor one as well that could have come only from careful scrutiny of the case. To be sure, there was a casual statement in the majority opinion susceptible of the interpretation that the court in reaching the decision made as good a showing as one could which it is clear was and should have been.

Fairly construed, however, the remark, while perhaps unfortunate, is not misleading. It appears to me that the cases in which we are satisfied was given this record by the District Court. We therefore pass to the question of validity of the Commission's order.

All parties agree, as they must, that given a justifiable fact situation, the Commission has power under 47 S. C. § 316 of the Federal Communications Act of 1934 to act, and to reject precisely what it did in this case, namely, to promulgate standards for color television and in the course of doing this result in rejecting all but one of the several proposed systems. Moreover, it cannot be contended seriously that the question is whether a course was without evidentiary support for its refusal to adopt the RCA system at a time and in a manner and for purpose of such that the Commission as a matter of law erred in concluding that the CBS color system had reached a state of development which justified its acceptance to the exclusion of RCA's and that of others.

We sustain the Commission's power to act on this point and uphold the challenged order, because as it is by the District Court's approval. To explain our conclusion it is unnecessary to repeat the detailed statement of facts made in the majority and minority opinions of the Commission and District Court.

Standards for black and white television broadcasting were set forth by the Commission in 1941. RCA's complaint alleges, and all apparently agree, that "The quality of television, the picture in black and white, the improvements and reductions in price to the public that have been made, the incredible expansion of the industry as a whole, are all due to the fact that manufacturers could build upon a system set for long-range high-quality standards." From 1941

The facts found by the Commission appear in two reports on Color Television Broadcasting: First Report and Order, Color Television Broadcasting, Commission September 1, 1950, 3 F. C. C. 201; Second Report and Order, Color Television Broadcasting, Commission, October 10, 1950, 1 F. C. C. 411. The District Court described the proceedings before the Commission as follows:

"The hearings, participated in by a number of the Commission, commenced September 26, 1949, and ended December 1, 1950. During the period of the hearing, and the hearing lasted a total of 29 days. The Commission heard testimony from 36 witnesses and received 487 exhibits. Of the three proposed systems, the RCA System was supported by the Commission in its October 10, 1950, decision. The CBS System was rejected by the Commission, and the Western Electric Company, Inc., proposed a system which was not supported by the Commission."

"The three proposed systems were made of different dates until May 17, 1950."

"Emphasis added.

In Atlantica, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by ROBERT MEKER ASSOCIATES

Page 76 • June 4, 1951

Telescasting • Broadcasting
until now the Commission has been engaged in consideration of plans and proposals looking toward promul- 
gation of a single set of color stand-
ards. CBS apparently made quicker progress in developing an acceptable system than did others.2 It was soon attacked, however, on the ground that it was utilizing old knowledge highly 
useful in the realm of the physical sciences and in mechanical practices but incongruous in the new fields of elec-
tronics occupied by television. This is in 
still the core of the objection to 
the CBS system, together with the objection that existing receiving sets are not constructed in such a way that the changes involved in tolerable adjustments, receive CBS color broad-
casts either in color or black and white. The color television standards required before a CBS color broad-
cast can be received in black and white in existing sets makes this sys-
tem "incompatible" with the millions of television receivers now in the hands of the public.

One of the most important questions is that a "compat-
ible" color television system would be desirable. Recognition of this fact seems to be the controlling reason 
why the Commission did not long ago approve the "incompatible" CBS sys-
tem. In the past, it has postponed recognition of the fact that a satisfactory "compatible" color 
television system would be developed. But after some experience, the Commission thought that further delay in making color 
receivers more widely available was justiciable to 
possible "compatibility" in the future, despite RCA's claim that it was on the verge of discovering an 
acceptable standard.

The Commission's special famil-
arity with the problems involved in 
adopting standards for color televi-
sion is amply attested by the record. It has determined after hearing evi-
cence on all sides that the CBS sys-
tem will provide the public with color of good quality and that television viewers should be given an oppor-
tunity to adopt some improvement.3 This determination cannot be 
held capricious. It is true that the 
choice between adopting standards now or at a later date was not free 
from difficulties. Moreover, the wis-
dom of the decision made can be 
tested as is shown in the dissenting 
opinions of two Commissioners. But courts should not overrule an admin-
istrative decision merely because they 
disagree with its wisdom.4 We can-
not say the District Court was appre-
chanced or misapprehended the proper 
judicial standard in holding that the 
Commission's order was not arbitrary 
or against the public interest as a 
matter of law.5

Whether the Commission should issue a new 
revision of its decision permitting 
RCA to offer proof of new dis-
covers for its system was a question 
within the discretion of the Commis-
sion which we find was not abused.6 We have considered other minor con-
tentions urged by the District Court, and they are satisfied with the way the District Court disposed of them.

The District Court's judgment sustai-
taining the order of the Commis-
sion is

Affirmed.

[May 28, 1951]

DUBITANTE BY
MR. JUSTICE FRANKFURTER

Since I am not alone in entertain-
ing doubts about this case they had 
been raised at the beginning. The 
issue is the function of this Court in re-
vieving an order of the Federal Com-
mission. The Commission, on October 
10, 1950, whereby it promul-
gated standards for the transmission 
of color television, was held to be a 
opération of the "incompatible" color televi-
sion, that is, a system requiring a change 
in existing receivers for the reception of black and white as well as 
colored pictures. The system sanc-
tioned by the Commission would require the addition of an appropri-
ate gadget to the millions of out-
standing receiving sets at a vastly 
estimated, but in any event substan-
tial, cost. From the point of view of 
the public interest, it is highly desir-
able to have a color television system 
that is compatible. The Commission's 
order sanctioning an incompatible system is an action of actual uncompatibility and 
unattainable of a compatible sys-
tem, nor even on a forecast that its 
feasibility is remote. It rests on 
the Commission's discretion. Incompat-
ibility has not yet been achieved, while a workable incompatible system 
has been shown. The sacrifice of cost, 
however intrinsically unsatisfactory, 
ought no longer to be withheld from 
the public.

After hearings on the Commission's 
proposals were closed, the Radio Cor-
poration of America, persistent pro-
ponent of the "incompatible" system, 
objected to the Commission further 
consideration of the progress made 
by the others. The Commission had 
the matter under advisement in May, 
1950. To be sure, this proffer of 
relevant information concerning progress 
toward the desired goal was made by 
an interested party. But within the 
Commission itself the need for fur-
ther speedy progress was urged upon 
throughout the rapid development that had been made since the Commission's hearings got 
underway. The decision that progres-
s was thus put by Commissioner Hennoch: "It is of vital importance to the 
public that the Commission do its utmost to make every effort to gain the time 
necessary for further experimenta-
tion leading to the perfection of a compatible color television system."

The Commission did not rule out 
reasonable hope for the early attain-
ment of compatibility. Indeed, it gave 
ground for believing that success of 
experimentation to that end is im-
minent. But it struck off the further 
quiry into developments it recognized had 
grown apace because in its "sound 
determination" it concluded that the de-
ye in reaching a decision with 
respect to the adoption of standards 
for color television service . . . would not be conducive to the 
expeditious dispatch of the Commis-
sion's business and would not 'best 
service the public.'

The real question, as I have indi-
cated, is whether this determination of 
the Commission, considering its 
character and its construction, is 
above judicial scrutiny.

I am no friend of judicial intrusion 
into the administrative field, but I do 
not believe in a construction of the 
Communications Act that would cramp 
the broad powers of the Communi-
cations Commission. See National

Broadcasting Co. v. United States, 319 U. S. 198. I have no doubt that if Congress chose to withdraw all 
review from the Commission's 
order it would be economically 
free to do so. See Stark v. Wickard, 
321 U. S. 256, 312. And I deem it 
essential to the vitality of the ad-
ministrative process that, when even 
subject to judicial review, the Com-
mission be allowed to exercise its 
powers unhampered by the restrictive 
procedures appropriate for litigation in 
the courts. See Federal Communica-
tions Commission v. National Broad-
casting Co., 319 U. S. 239, 248. But so 
long as the Congress has deemed it 
right to subject the orders of the 
Commission to review by this Court, 
the duty of analyzing the essential 
issues of an order cannot be escaped by 
too easy reliance on the conclu-
sions of a district court or on the 
disputable formula that an exercise of discretion by the Commission is 
not to be displaced by a contrary exercise of judicial discretion.

What may be an obvious matter of 
judgment for the Commission in 
one situation may so profoundly affect 
the public interest in another as not 
be given the same freedom of 
judicial discretion. Determinations by the Commission are not abstract deter-
minations. We are faced with a par-
ticular order of great significance. It 
is not the effect of this order upon 
commercial rivalries that gives it

(Continued on page 78)

WBRY is No. 1 in 35 out of 48 daytime hours

(7 A.M. to 7 P.M.)

In only 4 out of 48 does 
any local station rate 
ahead of WBRY

Get the whole story of 
this revealing new 
Waterbury Pulse from 
your Averey-Knodel man

WBRY

5000 Watts

CBS in Waterbury, Conn.

June 4, 1951 • Page 77
moment. The Communications Act was not designed as a code for the adjustment of conflicting private interests. It is the fact that the order originates color television, with far-reaching implications to the public interest.

The assumption underlying our system of regulation is that the national interest will be furthered by the fullest possible use of color television. At some point, of course, the Commission must fix standards limiting competition. But once the standards are fixed, the incentive for improvement is relaxed. It is obvious that the money spent by the public to adapt and watch color television if those standards would outmodе receive sets adapted to the system already in use. And even if the Commission is willing to adopt a second, inconsistent set of color television standards sometime in the future, the result will be economic waste on a vast scale.

And all to what end? And for what overall gain? Of course the Commission does not intend to wait for the millennium. Of course it does not have to withhold pictures from the American public indefinitely because new improvements in color transmission will steadily be perfected. That is not what is involved here. What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concretely will promote the public interest more than the system that is authorized. Surely what constitutes the public interest on an issue like this is now one of those expert matters as to which courts should properly bow to the Commission's expertise.

In any event, nothing was submitted in this proceeding to support the argument, nor do I find anything in the Commission's brief of 150 pages, which gives any hint of the evidence which breaks no delay in getting color television even though the method by which it will get it is intrinsically undesirable, inevitably limits the possibilities of an improved system or, in any event, leads to potential great economic waste. The whole of this haste is that the desired better method has not yet proved itself and in view of past failures there is no great assurance of early success. And so, since a system of color television, though with obvious disadvantages, is available, the requisite public interest which must control the Commission's authorization is established. I do not agree.

One of the more important sources of the retardation or regression of civil liberties is the temptation to use new inventions indiscriminately or too hurriedly without adequate reflection of long-range consequences. No doubt the radio enlarges man's horizon. But by making him a captive listener it may make for spiritual impoverishment. Indiscriminate use of the radio denies him the opportunities for reflection and for satisfying his own needs that will be acceptable when silent prayer is only one manifestation. It is an uncritical assumption that every form of reporting or communication is equally adaptable to every situation. Thus, there may be a mode of what is called reporting which may defeat the purpose of justice.

Doubtless, television may find a place among the devices of education: but its long-headed thought and patient experimentation are demanded lest uncontrolled use may lead to hasty jettisoning of hard-won gains of civilization. The rational process of trial and error implies a wary use of novelty and a critical adoption of change. When those who have already made it into a career can seriously suggest, not by way of irony, that some time there will be no need of people believing in the fine arts, the saving of wasteful labor—one gets the idea of the possibilities of the new barbarism parading as scientific progress.

Man forgets at terrible cost that the environment in which an event is placed may powerfully determine its effect. Disclosure conveyed by the limitations and power of the camera does not convey the same things to the mind as disclosure made by the limitations and power of pen or voice. The range of presentation, the opportunities for distortion, the impact on reason, the effect on the looker-on as well as the lookers-in, and the differences may be vital. Judgment may be confused instead of enlightened. Feeling may be agitated, not guided; reason deflected, not enforced. The use of the Orson Welles process—has its own requirements, met by one method and frustrated by another.*

What evil would be encouraged, what good retarded by delay? By haste, would morality be enhanced, insight deepened, and judgment enlightened? It is even possible that the advantage to be given governmental sanction to color television at the first practicable moment, or a wait to see as fact serve as an added drain on raw materials for which the national security has more exorbitant need?

Finally, we are told that the Commission's determination as to the likely prospect of early attainment of compatibility is a matter within its competence and public interest. But prophecy of technological feasibility is hardly in the domain of expertise so as to make it a function of technological barriers do not make the prospect fanciful. In any event, this Commission has made it plain we are not understanding the nature of such complicated issues. We have had occasion before to consider complex scientific and economic matters. ACACIA, 126 U. S. 1; McCormick v. Whitmer, 129 U. S. 1 (harvester); Corson v. Dover Corp., 276 U. S. 358 (improvement in vulcanization of rubber); DaFosiet Radio Co. v. General Electric Co., 283 U. S. 964 (high-vacuum discharge tube); Robert Moore's Fission v. Radio Engineering Laboratories, 293 U. S. 1 (audion oscillator); Marconi Wireless Co. v. U. S., 296 U. S. 320 U. S. 1 (wireless telegraphy improvement); and Universal Oil Products Co. v. Globe Refining Co., 322 U. S. 471 (oil cracking process).

Experience has made it axiomatic to eschew dogmatism in predicting the practicability of important developments in the realms of science and technology. Especially when the incentive is great, invention can rapidly change prevailing opinions as to capability. One may even generalize that once the deadlock in a particular field of invention is broken, the progress will be rapid. Thus, the plastics industry developed space after a bottleneck had been broken in the chemistry of rubber. Once the efficacy of radium was clearly established, competent investigators were at work experimenting with thousands of compounds, and new and better antibiotics became available in a continuous stream. People in the rapid change of opinion the attention in judgment of feasibility is nourished by the cyclotron. Only a few years ago the trend of thinking was that of crack the process). It was suggested that 12,000,000-volt protons were the maximum obtainable, within a year the limitations previously accepted were challenged. At the present time there are, I believe, in operation in the United States devices that accelerate protons to energies of about 400,000,000 volts. One need not have the insight of a great scientific investigator, nor the rashness of the untrained to be confident that the

KRT TOWER

Construction is Underway

MULTI-PURPOSE broadcast tower to be used initially for FM and capable of mounting TV and other communication antennae is being erected by KRTN Des Moines, Town Hall Broadcasting and Tribune-Cowles station. The 709-ft. self-supporting tower is being built over a theater owned and operated by KRTN, and is located in a half-block of a telephone company's television relay tower in downtown Des Moines. Foundation work was completed last week and the tower will continue to utilize its present AM tower equipment.

The Little Station with the Big Wallop! To continue this work, please support our efforts.

NATIONAL NIELSEN RATINGS: Top Radio Programs (July 1 to July 6, 1951, Total Farms and Urban Homes—and Including Telephone and Non-Telephone Homes)

Regular Week April 15-21, 1951

Current

<table>
<thead>
<tr>
<th>Radio Program</th>
<th>Current Rating</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>19.2</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey's Talent Shows (CBS)</td>
<td>14.1</td>
</tr>
<tr>
<td>3</td>
<td>Jack Benny Show (CBS)</td>
<td>14.8</td>
</tr>
<tr>
<td>4</td>
<td>Fibber McGee and Molly (CBS)</td>
<td>13.5</td>
</tr>
<tr>
<td>5</td>
<td>Fibber McGee and Molly (CBS)</td>
<td>13.9</td>
</tr>
<tr>
<td>6</td>
<td>Two-Three Your Life (NBC)</td>
<td>13.1</td>
</tr>
<tr>
<td>7</td>
<td>Hollywood and Rose (CBS)</td>
<td>13.3</td>
</tr>
<tr>
<td>8</td>
<td>Walter Winchell (ABC)</td>
<td>12.2</td>
</tr>
<tr>
<td>9</td>
<td>Jack hobby (CBS)</td>
<td>12.0</td>
</tr>
<tr>
<td>10</td>
<td>Mr. Chameleon (CBS)</td>
<td>11.7</td>
</tr>
</tbody>
</table>

Day, Sunday

<table>
<thead>
<tr>
<th>Average For All Programs</th>
<th>(5.4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>World of News (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Pepper Young's Family (NBC)</td>
</tr>
<tr>
<td>4</td>
<td>Our Gal, Sunday (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey (CBS)</td>
</tr>
<tr>
<td>6</td>
<td>Remoane of Helen Trent (CBS)</td>
</tr>
<tr>
<td>7</td>
<td>Fibber McGee and Molly (CBS)</td>
</tr>
<tr>
<td>8</td>
<td>Rosemary (CBS)</td>
</tr>
<tr>
<td>9</td>
<td>Aunt Jenny (CBS)</td>
</tr>
<tr>
<td>10</td>
<td>Jack hobby (CBS)</td>
</tr>
</tbody>
</table>

Day, Saturday

<table>
<thead>
<tr>
<th>Average For All Programs</th>
<th>(4.9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>True Detective Mysteries (MBS)</td>
</tr>
<tr>
<td>2</td>
<td>Morton Kane, Private Eye (MBS)</td>
</tr>
<tr>
<td>3</td>
<td>True Detective Mysteries (MBS)</td>
</tr>
<tr>
<td>4</td>
<td>Fibber McGee and Molly (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>Our Gal, Saturday (CBS)</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying ratio of 4,903,000—the 1951 estimate of Total United States Radio Homes. Households listening during all or part of the program, except for homes not listening, in any 1 to 5 minutes. Copyright 1951 by A. C. Nielsen Co.
FESTIVAL TOUR OFFERED
WABF (FM) New York offering subscribers to its Program Magazine chance to go on especially arranged tour of Europe which will include all major European musical events during summer. Price of tour is extremely low, affording music lovers unusual opportunity to visit sites.

This is second year station has organized Music Festival Pilgrimage.

STRAW HAT PROMOTION
KCMO-FM Kansas City, Mo., to promote Straw Hat Day, aired announcement recorded by executives of clothing stores who urged men, in short shaggy style, to keep cool this summer by wearing straw hats. According to station, idea evoked favorable comments from transit-radio audience and home listeners.

EXPLAINS WEATHER
WBKB-TV Detroit, Weatherman, Mon.-Fri. nights, sponsored by Purity Baking Co. (Taste Bread). Program features Wayne U.'s Dr. Everett E. Phillips who explains "reason why" behind weather conditions pictorially. National as well as Detroit area weather is reported.

TV KID'S SHOW GIMMICKS
WBB-TV Atlanta, Woody Willow Show, Mon.-Fri., sponsored by Brock Candy (Thurs.) and Lay's Potato Chips (Fri. Thursday), six children vie for prizes in half-hour talent show and Friday children phone in with correct answers to questions to receive prizes. Woody Willow as puppet, who with several other puppets is manipulated by Ruth and Don Gilpin.

HEAVY PET PROMOTION
KECA-TV Los Angeles, Your Pet Parade, 4:30 p.m. Sunday, sponsored by Ralston-Purina Co. (Shredded Ralston Wheat Chex). To promote new program, trained motion-picture elephant with large

sign announcing show posed with "Betty Brite Size", four-year-old girl, at various locations.

ITALIAN AMERICANS
WUS New York sending advertisement mailing piece about selling power of WUS to Italian Americans. Piece reports New York has grown at many Italian people and that their purchasing power is over $2 million yearly.

GLENDIVE BOOK QUIZ
KXGN Glendive, Mont., with cooperation of American Assn. of University Women and city library, presenting series of quizzes for pre-school and first schol grade level students on children's books. Third year for program, aired 13 times yearly, saw increase of 540% in number of children using public library. Station reports sponsors, parents and AAVU endorsement program.

ROAD SHOW
WBAL Baltimore sent its daily noon-time Kitchen Karnival out "on the road" for personal appearances May 22. Already, WBAL reports, it is swamped with bookings for live viewing at churches and civic organizations in Balti-

more and vicinity, with dates extending to October. Plans call for a "home town" appearance of the show once weekly at a church or community house, under auspices of a charitable group, to tape three of the daily shows. Tickets for the affair are turned over to sponsoring group to sell at whatever price they wish, with the entire proceeds being pocketed by the civic group. Meanwhile, members of church or club have an opportunity to see giant displays of advertisers' products.

SCHOOL VIDEO
WICI (TV) Erie, Pa., carrying three-weekly half-hour program, Erie Schools at Work. Class goes into action as though it were normal period in classroom. All shows are from studio. School district supplies special liaison teacher to work with studio personnel in programming.

ROCHESTER GAMES
WHAM-TV Rochester, N. Y., June 3 began series of experimental telecasts of selected Rochester Red Wings home baseball games looking toward "an arrangement that will work to mutual advantage of fans and club." Station plans to air between 10 and 15 games under sponsorship of Columbia Music and Appliance Store, with at least one telecast per opposing team and on different day each week throughout

(Continued on page 80)

OVER 300 STATIONS USE THE CARDINAL RECORD STORAGE RACK

DIVIDERS cut at an angle to facilitate reading labels on envelopes

HEAVILY CONSTRUCTED, will not sag, on ideal, modern way to store records

PRICED FAR BELOW the average custom-built units

<table>
<thead>
<tr>
<th>Record Racks</th>
<th>Model</th>
<th>GS 1856 36&quot; x 12&quot; deep</th>
<th>GS 1256 48&quot; x 12&quot; deep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Model</td>
<td>$74.50</td>
<td>$84.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transcription Racks</th>
<th>Model</th>
<th>GS 1656 36&quot; x 16&quot; deep</th>
<th>GS 1464 48&quot; x 16&quot; deep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Model</td>
<td>$79.50</td>
<td>$89.50</td>
</tr>
</tbody>
</table>

All units are 84" high

We also custom-build special units to order at prices your station can afford.

Write or wire...

CARDINAL CORPORATION
P. O. BOX 887
ALLIANCE, OHIO

Phone: Louisville, Ohio 2411

BROADCASTING • Telecating

June 4, 1951 • Page 79
Programs, Promotions  
(Continued from page 78)

summer, according to William Fay, WHAM-TV general manager. Actual contract-signing was telecast on Bob Turner's sports show. Station says it invested heavily in mobile-remote equipment and Zommar lens to bring sports and special events to viewers.

BLOOD DRIVE  
WPDR (FM) New York raised 35 bottles of Type "O" blood during Red Cross drive in Brooklyn. Station reported Red Cross officials said same appeal was carried on all New York stations, but none obtained more than six donors during the two-day drive.

FLOOD COVERAGE  
KGNO Dodge City, Kans., gave frequent spot coverage of recent flood in city, with broadcasts detailing relief work, evacuation, flood control and river stages. Manager Wendell Elliott, Chief Engineer Duane Holsington and other staff members remained on duty all night May 17, setting up remote facilities on Arkansas River bank for spot broadcasts.

49th STATE FAIR BOOTH  
KAKU Waipahu, on outskirts of Honolulu, took booth at Hawaii's 49th State Fair to show that it is only island station giving listeners "all the music and all the news in all the languages of Hawaii, all day." Visitors to booth requested some 5,000 selections they wanted to hear.

BEAUTY CONTEST  
WWDC Washington May 29 officially opened contest for "Miss Washington of 1951." Winner will represent Washington in Miss America Pageant and will serve as official hostess at many civic functions. This is ninth consecutive year station has sponsored talent-beauty contest. Awards will total $6,000.

COVERS SHIP COLLISION  
WNOR Norfolk, May 14 broadcast description of collision of Navy seaplane tender Valco and collier Thomas Tracy off Virginia Capes. Jack Harris described rescue operations from chartered plane while Earl Harper met first rescue vessel as it docked to unload casualties. Broadcasts were received and highlights were rebroadcast during the day with later new releases.

DEScribes PUBLIC ACCLAIM  
WTYN (TV) Columbus, Ohio, issues orchid-colored brochure telling of thousands of letters of acclaim received by station because of its public service broadcasts.

MEET THE LEGISLATOR  
WSAI Cincinnati's program, Meet The Legislator, airs from tape recordings voices of state legislators discussing current topics. Originally, only two broadcasts were planned. Interest shown by public resulted in WSAI's carrying the program until summer recess. Bill Robbins, station newscaster, is credited with proposing the series.

ALL ABOUT JONES  
WFIL Philadelphia sending trade and advertisers brochures with cover-stating, "In Philadelphia, they talk about Mary Jones." Inside spread explains that Mary Jones is women's commentator heard for half-hour daily on station, with description of program including variety of topics she covers. Pictures show her at home, on road and on the air. Back cover gives participation cost and allied information.

CONDUCTS SURVEY  
KFRQ Longview, Texas, used staff members as pollsters to determine 6-8 a.m. program preference of its audience. Station happily found it had majority of area's listeners who for most part were satisfied with existing program scheduling. Station reported many listeners appeared flattered to be called upon to give their opinions.

SIMULCAST QUIZ  
SIMULCAST of Quiz of Two Cities-originating in two cities through a switching process-will be aired June 6 by WAAM (TV) Baltimore, WMAL-TV Washington and WFBF Baltimore. Veteran of 11 years on radio, the program will be sponsored by Gunther Brewing Co., Baltimore, with each city originating portions of show by coaxial cable. System was worked out by Directors Van de Vries of WMAL-TV and Paul Kane of WAAM, which will coordinate entire program featuring Washington and Baltimore teams competing for cash prizes.

WINNING entry in WITH Baltimore's "Why I Like Buddy Deane," contest, which was open to Baltimore advertising agency personnel—a real newspaper with headline as slogan—is Wild by Early-Morning John Deane. Looking on are (left to right) Gilbert Sandler, winner; Thomas Tilney, WITH president; Mac Hughes, secretary to Mr. Tilney; Mr. Deane, and R. C. (Jake) Embry, vice president, WITH.

FOOTBALL TROPHY  
WPAY Portsmouth, Ohio, presented its annual football trophy to most valuable player in broadcast area during sixth annual awards banquet. Trophy and other awards were given by Gerald Boyd, WPAY manager, during dinner citing not only athletic ability but also citizenship merits. Station was asked to conduct annual trophy competition by John Brickels, athletic director, Miami U., Oxford, Ohio. Winner was Carroll Howell of Portsmouth High.

MOTHER OF THE YEAR  
WBRM Marion, N. C., paid tribute to America's "Mother of the Year" for 1951 with on-the-spot interview and appropriate gifts. Dr. Mary Martin Sloop, first woman so honored from state, was center of attention as she prepared to board train for New York. Syd Carrigan, WBRM announcer, and others, including school officials and pupils, civic groups and several hundred citizens, turned out for occasion. Dr. Sloop was instrumental in raising $50,000 for Crossnore School through sale and barter of castoff clothes.

MOTHER'S DAY CONTEST  
WARA Attleboro, Mass., conducted successful "Mother of the Year" contest which stirred much response among listeners. Winner and her family were interviewed over WARA on "Mother's Day" and feted by local civic organizations.

STUDENT D's  
KFGR Forest Grove, Ore., conducted 92-day amateur disc jockey contest with four contestants, one from each area's high schools. Listeners selected their favorite. More than 9000 cards were received, according to station, with winner getting a clock radio.

CANADIAN CITIZENSHIP  
CKEY Toronto, May 23, "Canadian Citizenship Day," aired throughout day recorded 22-second messages on Canadianism from federal and provincial cabinet ministers, Toronto civic officials, church dignitaries and prominent citizens. CKEY staffers also gave brief talks on pride being Canadians.

A 'DELTA' FAVORITE  
CKNW New Westminster, B. C., is circulating a Pen McLeod & Assoc. survey showing that among residents of "Delta" area around Fraser River, CKNW was 56% ahead of any other station. Asked to choose favorite radio station, 37.1% named CKNW, station reported. Station also said area's population is growing fast.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
KANSAS, Lawrence—Opening roads to new unit

Radio School, professional radio school, is opening a new unit to serve radio personnel in Kansas, and other areas, for training in electronic engineering, technical management, and radio production. The school offers diploma courses in radio engineering and technical management. The school is located at 2015 Massachusetts Avenue, Lawrence, Kansas.

Critical Morrow

The Morrow program, conducted by the Morrow School of Radio Engineering, is a professional radio school, offering diploma courses in radio engineering and technical management. The program is designed to provide training in electronic engineering, technical management, and radio production. The school is located at 2015 Massachusetts Avenue, Lawrence, Kansas.

UNESCO Complex Tender Set-Up

World Set Count

UNESCO's Director, Dr. William G. Brown, has announced that the organization is planning to set up a world-wide radio network. The network will be based on the UNESCO COMPLEX tender, which is designed to provide a comprehensive radio network for the world. The tender will include a range of radio services, including education, entertainment, and news. The network will be available to radio stations around the world, and will provide a range of programming options. The tenders are due to be announced in the near future.
May 24--28: The FCC received applications from various stations across the country for renewals and modifications of their licenses. Some of the applications include changes in call signs, power levels, and frequencies. Stations like WDKJ, WSN, and WYBE filed applications for renewals or modifications.

May 28: The FCC granted several applications for various changes, including the removal of broadcast frequencies. Stations like WDDK, WSN, WYBE, WRYC, and WDKJ were among those granted permission to change their broadcast parameters.

May 29: The FCC announced that applications had been filed for new stations and extensions of time. Stations like WDDK, WSN, WYBE, WRYC, and WDKJ were among those granted permission to change their broadcast parameters.

May 30: The FCC granted several applications for various changes, including the removal of broadcast frequencies. Stations like WDDK, WSN, WYBE, WRYC, and WDKJ were among those granted permission to change their broadcast parameters.

May 31: The FCC granted several applications for various changes, including the removal of broadcast frequencies. Stations like WDDK, WSN, WYBE, WRYC, and WDKJ were among those granted permission to change their broadcast parameters.
<table>
<thead>
<tr>
<th>Seat Wanted</th>
<th>Contract (Cont.)</th>
<th>Situation Wanted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help Wanted</td>
<td>(Cont.)</td>
<td>Managerial Position</td>
</tr>
<tr>
<td>Help Wanted</td>
<td>(Cont.)</td>
<td>Stations Wanted</td>
</tr>
</tbody>
</table>

**Help Wanted (Cont.)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Experience</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Manager</td>
<td>5 years</td>
<td>Manhattan, KS</td>
</tr>
<tr>
<td>General Manager</td>
<td>10 years</td>
<td>Chicago, IL</td>
</tr>
</tbody>
</table>

**Situation Wanted**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dad Wanted</td>
<td>For education assistance</td>
</tr>
<tr>
<td>Help Wanted</td>
<td>To support a sick relative</td>
</tr>
</tbody>
</table>

**Help Wanted**

<table>
<thead>
<tr>
<th>Position</th>
<th>Requirements</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineer</td>
<td>Progressive qualifications</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>Reporter</td>
<td>Relevant experience</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>

**Situation Wanted**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver Wanted</td>
<td>For delivery service</td>
</tr>
<tr>
<td>Manager Wanted</td>
<td>For warehouse management</td>
</tr>
</tbody>
</table>

**Help Wanted**

<table>
<thead>
<tr>
<th>Position</th>
<th>Requirements</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actor</td>
<td>Strong acting skills</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>Actress</td>
<td>Vocal skills</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>
Situation Wanted (Cont’d)

---

Writer/director wants any combination of writer, director and producer experience with radio, television or both.

 prefers experience with network or large commercial station, minimum one year.

000-

000-

000-

000-

---

WANTED

---

HOP FRANCAIS

WANTED

A R B A N A

---

SITUATION WANTED

---

NOW AVAILABLE

---

Dick Mitchell:
Box 797 J, Brockton

Blackburn-Hamilton Company

A national organization to serve you

With all the advantages of the

BLACKBURN-HAMITON COMPANY

its dealers, the Blackburn-Hamilton Company, is a

national concern. It is an affiliate of the

Blackburn-Hamilton Company, which makes all the

stations it represents.

Mr. Keinert is the local representative of the

Blackburn-Hamilton Company in the Los Angeles field. He has

been in the broadcasting business for over 20 years and has

been successful in placing a station in every major market in

the country.

Mr. Keinert is a member of the National Association of Broadcasters and

the National Federation of Broadcasters. He is also a

member of the American Institute of Radio Engineers and

the Institute of Electrical and Electronics Engineers.

Mr. Keinert is well known in the broadcasting industry and is

considered one of the leading authorities on broadcasting.

He is known for his knowledge of the business and his

ability to place stations in the best locations.

Mr. Keinert is also well known for his ability to

sell stations, and he has sold many stations to

successful businessmen.

Mr. Keinert is a member of the National Association of Broadcasters and

the National Federation of Broadcasters. He is also a

member of the American Institute of Radio Engineers and

the Institute of Electrical and Electronics Engineers.

Mr. Keinert is well known in the broadcasting industry and is

considered one of the leading authorities on broadcasting.

He is known for his knowledge of the business and his

ability to place stations in the best locations.

Mr. Keinert is also well known for his ability to

sell stations, and he has sold many stations to

successful businessmen.

Mr. Keinert is a member of the National Association of Broadcasters and

the National Federation of Broadcasters. He is also a

member of the American Institute of Radio Engineers and

the Institute of Electrical and Electronics Engineers.
Media newer media, including radio and television, have been introduced for various purposes. This has led to the obsolescence of moving symbols on film. What the average person enjoys today, was considered obsolete for their grandparents, who participated in the media revolution of the 20th century. The change in technology has forced us to adapt and embrace new ways of communication. The broadcast industry is constantly evolving, with new technologies and platforms emerging to connect people from all parts of the world. Some of these changes are brought about by the increased demand for more personalized, interactive, and engaging content. As a result, the role of media has become more complex and multifaceted, requiring new skills and strategies to succeed in this rapidly changing landscape. This evolution in media has also had a significant impact on the way we communicate and connect with each other, shaping our lives in ways we never imagined.
Paul W. White to KMB

APPOINTMENT of Paul W. White to KMB

Paul W. White, as executive editor of CBS News, was named to the top position at CBS in May 1954. He had been with CBS for nearly 30 years, working in a variety of roles and positions. White's appointment came after several months of searching for the right person to fill the role of executive editor. His experience and expertise made him the perfect choice for the job.

White was born in New York City and graduated from the City College of New York. He began his career at CBS in 1925 as a copy boy and worked his way up through the ranks, eventually becoming a producer and then a senior executive. He was known for his ability to manage large teams and his expertise in news production.

In his new role at CBS, White was responsible for overseeing all news operations, including the network's network of news bureaus and its international correspondents. He was also responsible for developing newsgathering strategies and ensuring that the network's news coverage was accurate and timely.

White's appointment was seen as a signal that CBS was committed to maintaining its position as a leader in news broadcasting. It was also seen as a way to ensure that the network's news operations were in good hands, with a leader who had a deep understanding of the industry and a proven track record of success.

White remained at CBS until 1960, when he retired from the network. He continued to work in the news industry, serving as president of the News Editors Association and as a consultant to several news organizations.

In May 1954, White's appointment was announced with a press release that stated: "Paul W. White, executive editor of CBS News, has been named to the top position at CBS." The release went on to say that White would be responsible for overseeing all news operations, including the network's network of news bureaus and its international correspondents. It was also noted that White had been with CBS for nearly 30 years and had a proven track record of success in news broadcasting.

White's appointment was seen as a signal that CBS was committed to maintaining its position as a leader in news broadcasting. It was also seen as a way to ensure that the network's news operations were in good hands, with a leader who had a deep understanding of the industry and a proven track record of success.
TRANSMIT RADIO RULING SLATED FOR APPEAL

APPEAL will be filed against U. S. Court of Appeals Friday ruling that ordered WWDC-FM Washington and Capital Transit Co. to cease FM commercial announcements in street cars and buses. Proceedings considered a precedent case upon which future of transit radio may hinge.

Station counsel, Pierson & Ball, plans to petition for certiorari to Supreme Court. Richard C. Crisler, president, Transit Radio Inc., which operates in approximately two dozen markets, also affirmed that appeal would be instituted.

Transmitting suit filed by Washington Attorneys Francis W. Pollak and Guy Martin, and argued by Paul M. Segal, Washington broadcasting lawyer, in the Appeals Court after District Court dismissed earlier action [Broadcasting # TELEVISION, Feb. 12].

Three-judge court unanimously held broadcasts "deprive objectionable passengers of liberty without due process of law." Judge Henry W. Edgerton, who wrote opinion, said:

The Bill of Rights... can keep up with anything an advertising man or an electronics engineer can think of. William W. Whitney of... tried to get the public to read what it liked or get off the car, in violation of our Constitution. The auto manufacturer manages to have his passengers heard to have what it likes or get off the car. Freedom of attention, which forced listening destroys, is a part of liberty essential to individuals and society.

RCA TO DISCLOSE DATA ON TRI-COLOR TUBE

FULL information on design and production of RCA's tri-color TV picture tube to be unveiled in June 19-20 symposium at Waldorf-Astoria Hotel, New York, with plans to be revealed then for "immediately making available sample tri-color tubes and associated components for manufacturers' use in laboratory work.

RCA President Frank Folsom sent invitations to head of 231 TV receiver and tube manufacturers—RCA licensees. June 19 sessions will be for receiver manufacturers; June 20, for tube manufacturers. E. O. Anderson, vice president commercial Dept., RCA Labs Division, will preside at both sessions, with Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, presenting summaries.

RTMA ASKS SUSPENSION OF CREDIT CONTROLS

NINETY-DAY suspension of credit controls on TV sets and maximum of 15% down payment requested Friday by Robert C. Tait of Stromberg-Carlson Co., representing Radio-Television Mfrs. Assn., before House Banking & Currency Committee. Present 25% down payment prevents low-income families from buying sets and has resulted in unemployment of 50,000 TV plant workers, manufacturers' inventories totaling 600,000 sets and bankruptcy of many dealers, Mr. Tait charged. He said credit controls were supposed to "retard inflation... not cause deflation."

GIL BERRY, DuMont TV Network sales manager in Chicago, has resigned effective June 50. Mr. Berry, with DuMont since August 1949, is former ABC Chicago sales manager.

TRAMMELL LAUDS BAB AS PROGRESSIVE STEP

NBC BOARD Chairman Niles Trammell quoted by Broadcast Advertising Bureau Friday as saying establishment of BAB is "one of the most progressive steps taken by the radio networks in the last seven years," and that progress and plans to date "make it clear that BAB will steadily increase its importance."

Mr. Trammell's statement, BAB said, followed meeting to acquaint BAB Executive Committee, of which Mr. Trammell is member, with recent developments under direction of President William B. Ryan, who said current reorganization is "virtually complete" and will be described to BAB board and NARTB radio board this week.

BAB Board Chairman Edgar Kobak, who presided at meeting, was "optimistic that before very long BAB will have all of the financial support it needs to carry out its plans. Every station, every network, every station's representative will profit by BAB's activities."

Mr. Ryan said "extremely limited funds at present" make it necessary to "postpone some projects that would be of inestimable help to all broadcasters."

BAB authorities reportedly encouraged by rate new members are joining. Aside from 799 NARTB-member stations, agency now has 35 non-NARTB members whose dues aggregate more than $60,000 annually. Among these: Westminster, WTTG, WABC, WJZ, WIT, WTMJ Milwaukee, KTBS Shreveport, WOOD Grand Rapids, WARM Scranton, KALL Salt Lake City, CBS O-O stations.

PARAMOUNT SUBSIDIARY TO SHOW COLOR TUBE

CHROMATIC TELEVISION LABS, Paramount Picture Corp. subsidiary, will shortly demonstrate TV receiver equipped with 16-inch or 21-inch Chromatron tube, which company said can receive either CBS color or standard black-and-white telecasts, eliminating color wheel or rotating drum devices used to date for CBS color reception.

Single gun standard shape cathode ray tube containing color grid capable of displaying TV pictures in color, Chromatron will operate with any of proposed color telecasting systems, company explained. It was conceived by Dr. Ernest O. Lawrence, Nobel prize winning scientist, currently director of U. of California radiation laboratory and consultant and director of CTL. Tube will probably be sold with attendant circuits for installation in present home receivers as well as in new color plus monochrome sets.

TV TUBE SALES OFF 54%

SALES of TV picture tubes to set manufacturers dropped 64% in April from March level, in line with full in TV set sales, Radio-Television Monthly, April. Friday's figures showed cathode ray tube sales totaled 278,885 units valued at $6,369,181 compared to 608,396 tubes valued at $16,064,425 in March. RTMA reported 59% of tubes sold in April were recycled. Major buyers of tubes, duplicating the December pattern, were manufacturers bought 2,101,746 picture tubes in first four months of 1951, valued at $56,761,635.

INDUSTRY COLOR PLAN

were instructed "to conduct an up-to-date appraisal of the state of the art in color television."

Next NBC Board Committee; David B. Smith, Philco Corp. chairman; Robert M. Bowie, Sylvania Electric Products chairman, RCA; Trammell, ABC; Thomas T. Goldsmith, Allen B. DuMont Labs; Ira J. Kaz, general Electric Co.; Arthur V. Loughlin, General Electric Co.; John G. Jensen, Bell Telephone, Labs. was consultant.

Proposed standards:

(1.0) The present FCC transmission standards for black-and-white telecasts should be continued to be used for the transmission of compatible color television.

(2.0) Chromatic information shall be transmitted by means of a marked signal of amplitude and phase with respect to a reference considered standard in the frequency. The color subcarrier shall be transmitted simultaneously with the video signal and drawer only the video portion of the composite signal. Synchronization signals to transmit information concerning the reference subcarrier shall be transmitted only during the synchronizing and blanking intervals of the composite video signal.

(2.1) To ensure practical invisibility of the color subcarrier its normal frequency, but not phase, shall be related to the horizontal scanning frequency in the receiver. The horizontal carrier frequency shall be an odd multiple of half the horizontal scanning frequency.

(2.2) For standard operating conditions, the amplitude of the primary video signal and the amplitude of the subcarrier shall be specified in terms of a "proper" set of taking equipment in the laboratory. The set of taking characteristics is defined as a set each one of which include a laboratory, an apparatus for reproduction, a receiver, and a television system (distribution characteristics).

(2.3) The sync signal shall be transmitted by means of a burst of the reference carrier superimposed on the blanking porch following each horizontal sync pulse...
In the Heart of America...

Wholehearted

To sell the whole heart of America, wholeheartedly... it's The KMBC-KFRM Team.

According to the latest audience survey, The KMBC-KFRM Team, Kansas City, Mo., has been the #1 choice for listeners in the metropolitan area. With a ratio of almost 3 to 2 over the closest competition, preference by a ratio of almost 3 to 2 over the closest competition.

Operating now from its new home, The KMBC-KFRM Team has more than ever before to offer advertisers: adequate space, new and modern broadcast facilities, top-notch promotion and merchandising, and most important, years of experience and success in every department. Yes, Wholehearted is the word for it! Wholehearted — that's the word for the overall performance of the KMBC-KFRM Team.

Write, wire or phone The KMBC-KFRM Team, Kansas City, Mo., or your nearest Free & Peters office.

Wholehearted — it's The KMBC-KFRM Team...

In The Heart Of America...
With pardonable pride, WWJ-The Detroit News acknowledges its selection as regional winner of the Alfred P. Sloan Highway Safety Award for 1950. It is particularly gratifying to note that the three WWJ programs, "Voice of Carelessness," "Turnabout," and "Junior Judge," referring to them as models for any radio station wishing to do outstanding public service, have been publicly acknowledged by the Sloan Highway Safety Award for their contribution to regional winners of these awards. WWJ's countless public services have given it community acceptance which no other station in this market can achieve. WWJ advertisers should be aware that this selection as regional winner has translated into lowered sales resistance for WWJ advertisers.

Another WWJ-created program, "Listen and Live," won the Alfred P. Sloan commercial program award for the Plymouth Dealers of Greater Detroit, who sponsor this show five days a week on WWJ.

Over the past thirty years, WWJ's community acceptance which has been achieved is translated into lowered sales resistance for WWJ advertisers. This approach, which has been adopted by few radio stations in this market, has led to a significant increase in community acceptance for WWJ's public service programs.

WWJ's AM 950 kilocycles, 5000 watts, and FM 97.1 megacycles provide a unique listening experience for Detroiters.

FIRST! SAFETY WITH WWJ