The Purpose of Advertising is to get Results

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

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

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

WLS has an accepting, believing, loyal audience who have made the station the Midwest's most powerful advertising buy. Ask your John Blair man to show you evidence of the proven power of WLS to get results...and at a profit-making cost.
KENTUCKIANA'S ONLY COMPLETE RADIO NEWS STAFF

assures QUALITY OF PROGRAMMING

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

Only the 7:45 CBS World News Roundup is available . . . better see your Petry man now.

No other program, local or network, in competition with WHAS news can top the rating of these newscasts

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

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

P.M.
12:30-40 Paul Clark

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

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
UNITED STATES STEEL
again presents the

NBC SYMPHONY
SUMMER CONCERTS

World-famed Conductors & Distinguished Soloists

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

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

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

GEORGE HICKS speaking for U. S. STEEL

SUNDAY EVENINGS
8:30 NBC NETWORK
P.M. (EDT)
Closed Circuit

FORD FOUNDATION, half-billion dollar philanthropy which has made several grants to educational groups for educational radio and TV, may change course and promote educational programming through commercial televising. James Webb Young, veteran J. Walter Thompson executive and consultant to foundation, has discussed question with network and NARTB officials, has told them if practical plan can be evolved, Ford Foundation would put "substantial" funds into it.

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

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

IN RE EDUCATIONAL reservation problem, Comr. Frieda B. Henness, who is still plumping for 25% instead of 6% of time of some top educational stations, may throw another surprise by proposing that schools in given areas be awarded facilities cooperatively and share costs on pooled basis.

AT LEAST four advertising agencies have been asked to submit bids for Lever Bros. Pentadont Division's $30 million advertising account. Agencies are Kenyon & Eckhardt, Ruthrauff & Ryan, W. A. Ayer and McCann-Erickson. Account is handled by Foote, Cone & Belding and recently dropped sponsorship of My Friend Irma on CBS.

OFFICIAL and emphatic denial from Commr. Mortimer W. Loewi that he has any intention of resigning as director of DuMont TV network failed last week to halt flow of reports that Mark Woods, ABC vice chairman, would shortly replace him. Mort Watters, general manager of WCPO Cincinnati, also was named as possible new operating head of DuMont. DuMont spokesmen point to repetition of "M. W." initials and insist it's all case of mistaken identity. Adding to confusion, Mr. Woods recently reported to DuMont it's probable broadcast media post with major advertising agency.

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

BROADCASTING

... at deadline

Upcoming

June 10-13: Advertising Federation of America, Annual Convention, Hotels Chase and Park Plaza, St. Louis.
June 11: Deadline for replies to initial comments on FCC Revised TV Allocation Plan.
June 15: Hearing on Radio-TV coverage of Congress, Senate Executive Expenditures Committee, Senate Office Bldg., Washington. (More Upcomings on page 74)

Bulletins

NCAA TV Committee after meeting Friday refused to retreat from its insistence upon "experimental" televising of college football this fall (story page 34). U. of Pennsylvania, meanwhile, is asking Big Ten ruling that school was in bad standing as result of its decision to have its games telecast.

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

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

RED GOOSE TV SHIFT

RED GOOSE SHOES (Friedman Shelby Division of International Shoe Co.), St. Louis, understood to be launching network TV show, Kids & Co., Saturdays 11-11:30 p.m. on DuMont Network starting early September. Shoe firm is handled by Westheimer & Block, St. Louis, and show will be produced by agency's New York office, Wyatt & Schuebel. Account is reversing its former policy of sponsoring local TV shows. This switch relocates its advertising budget so Westheimer & Block increases its billing share of Friedman Shelby business.

GE Sees UHF Ready for Wide TV Coverage

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

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

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

Unofficial guess is new UHF transmitter can be delivered 16 to 18 months after order. GE has 12 to 15 such units now in production, delivery expected September-October 1952.

P. L. Chamberlain, GE sales manager, who read statement from GE Vice President Dr. W. Richard Holman, before National Executive Committee standards resolved by Ad Hoc Committee of National Television System Committee (see early story page 65), explained GE's new 12-kw UHF transmitter and 25-gain antenna which now reads 26-cycle views on air. GE is maximum allow by FCC in revised TV allocation plan. He envisioned grass roots TV stations possible through low power, low cost UHF units also soon available.

L. R. Fink, engineer in charge GE broadcast receiver division with UHF set situation, explained while noise factor of UHF tubes is greater than VHF, antenna gain of UHF sets.

Business Briefly

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

MCLEAN STATES FAITH IN FUTURE OF RADIO

NBC President Joseph H. McConnell assured radio-wide affiliates Committee Friday, he has "great faith in the future of radio," is conducting aggressive sales and promotion campaigns, and with committee of affiliates has undertaken "a broad and comprehensive eco-

LUCKY BUYS EARLY AM

IN FIRST USE of early-morning radio, American Tobacco Co. (Lucky Stripes) signs for two five-minute strips on Mutual: Arthur Van Horn and the News, Monday through Friday, 8:55 to 9 a.m. E. B., featuring Happy Felton, Monday through Friday, 10:55-11 a.m., effective July 2. Van Horn to be rebroadcast for west coast at 1:56 p.m. New York time. Agency is BBDO, New York.

(Continued on page 98)
Here's the successful result of one 15-minute program on Station WGAL-TV
The Kranich Brothers and the International Jewelry Co. sponsor "Red Kain Comments on the News" each Sunday, 6:00—6:15 P.M. A recent program included two live announcements—one on watches, and another on boudoir lamps at $3.95 a pair.

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

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

**Cost of program—$132.00**

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

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

Tell your sales story... show your product... in a proven Buying Market! Let WGAL-TV get you profitable results!

WGAL AM  FM  ROBERT MEEKER ASSOCIATES  Chicago  San Francisco  New York  Los Angeles
BOSTON BLACKIE GETS RESULTS

NOW IN 6TH YEAR
IN MINNEAPOLIS, consistently outraging important network shows on all stations.

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

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

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

FREDERICK W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio

BROADCASTING

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

IN THIS BROADCASTING

Census Finds 40 Million Radio Homes
NABT Board Completes Reorganization
Freeze Lift Delay Urged by Benton
Transit Radio Appeal to SCOTUS Seen
RTMA Warned of Manpower Shortage
Ad Budget Safe, OPS Assures Industry
Miller, Fellows Inducted into NABT Posts
Industry Pays Tribute to Johnny Gillin
Businesswise Bankers Find Radio Top Medium
New NAB Campaign Unveiled by Ryan
ABC-UPN Merger Delays Seen
Pembroke Hits Local 802 ‘Elise’
Mason Urges Free Enterprise Defense
Radio-TV Hill Coverage Study Is Set
NFA Studies Replacement Priorities
Penn. U. Defies NCAA

TELECASTING Starts on Page 63

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SOL TAISHOFF, Editor and Publisher

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Bruce Robertson, Senior Advertising Director.
ADVERTISING: S. J. PAUL, Advertising Director; Alexander W. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 460 N. Michigan Ave., Zone 1, Central 6-4125; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU 7998 Van Buren Bldg., Hollywood 60, California 85; William H. McGowan, West Coast Manager; Jack Augur.

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

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., under the title: BROADCASTING—the News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 95c Per Copy
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE....in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

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

TOTAL BMB FAMILIES (From 1949 BMB Survey)

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<tr>
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<th>DAYTIME</th>
<th>NIGHTTIME</th>
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<tr>
<td>KGW</td>
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TOTAL BMB FAMILIES (From 1949 BMB Survey)

PORTLAND, OREGO
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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

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

Come and get it!

SELL THE WHOLE 14-COUNTY MARKET

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

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

ARTHUR J. DALY, radio-TV director, Peck Adv. Agency, N. Y., ro Geyer, Newell & Ganger, same city, as TV program manager in radio and TV department. Currently he is working on Nash-Kelvinator's Paul Whitman TV Teen Club, ABC-TV, Sat., 8-9 p.m.

CHAMP HUMPHREY, ROY S. LANG and JOHN H. LEACH elected vice presidents Gardiner Adv. Co., St. Louis. Mr. Humphrey is director of media and research, and Messrs. Lang and Leach are account executives.

THOMAS L. GREER, J. Walter Thompson, N. Y., to Harry B. Cohen Adv. Co., N. Y., as vice president in charge of all media departments. EDWARD ALESHERE, coordinator of creative work, appointed executive vice president in charge of general planning and contact functions.

HARVEY H. STROBUSCH, vice president and Pacific Coast manager Knox-Reeves Adv. Inc., to Frederick Seid Adv., S. F., as management associate.

DON E. JORDAN, copy chief, Grant Adv., N. Y., to Morey, Humm & Johnstone, same city, as member creative staff.

CLAYTON GOING, BBDO, N. Y., transfers to firm's S. F. office as account executive.

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

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

At Y&R he worked in production and in research under Dr. George Gallup. In 1939 he became space buyer on Lever Brothers, General Foods and several other accounts. Then came the war, and he left the agency in August 1942 to join the Army as a private. He ended his service as a captain, operating finally as Information and Education Officer of the 33rd Infantry Div. in Japan. Previously he had received a Bronze Star for his service in the Philippines, with the 33rd Artillery Div.

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

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

The family, Mary Pardoll and son Bruce, 1½ years old, live in Manhattan where Mr. Pardoll has been active in organizing welfare clubs for needy children. As a classical scholar Mr. Pardoll has earned, besides the Noyes Cutter Award, the Sterling Memorial Scholarship and a richly prized Louis F. Robinson Latin Award.

BROADCASTING • Telecasting
J. C. SNAPE, account manager, G. M. Banford Co., N. Y. and Cleveland agency, elected vice president.

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


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

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

WALTER F. McNIFF, Foote, Cone & Belding, S. F., joins Army. He is succeeded by WALT GRANBERG, McCann-Erickson, S. F.

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

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

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

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


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

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

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

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


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

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

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

Obviousl
OUTSTANDING...

BRADLEY . . . One of America's Fastest-Growing Universities

WMBD Dominates the Rich Peoria Area Market

Peoriareans are justly proud of Bradley, a strong, mediumsized University. Its scholastic standards are high . . . its basketball teams invariably among the "top ten" . . . its pioneer Horological School the World's largest. A truly outstanding community asset.

Outstanding, too; is WMDB's dominance of the Peoria market. The latest Hooper Index (Oct. '50 thru Feb. '51) shows that WMDB has more listeners than the next two stations combined, and at many periods more than 50% share of audience. It's the No. 1 BUY in the Nation's No. 1 Test Market.

WAYNE WEST

"500 Pounds of Entertainment" one of the biggest men in radio. A full time staff personality since 1941, Wayne has a tremendous following in the area. In addition to his own Mon.-Fri. "Wayne West Show", he is director-producer of WMDB's weekly "Juvenile Theatre".

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

WMDB FIRST in the Heart of Illinois
CBS Affiliate 5000 Watts

June 11, 1951 • Page 11
NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
KRNT
THAT
KNOW-HOW
GO-NOW

STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

* Leads Morning, Afternoon, and Evening (C. E. Hooper
  Audience Index, Oct. '30 thru Feb. '31).

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

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

"AT HOME with CATHERINE DANIELS"

Local and national advertisers alike can vouch for Catherine Daniels’ terrific following ... for the amazing sales job she does. Just completing her fifth year, she’s become Indianapolis’ authority on "things of interest to women." Her loyal audience literally jumps at her suggestions. She produces the kind of advertise results every radio station dreams of. She’s a very important reason why SALES ARE UP IN THE AFTERNOON, in Indianapolis.

WISH
INDIANAPOLIS 1310 K.C.
Owned and Operated by UNIVERSAL BROADCASTING CO., Inc.
Represented Nationally by THE BOLLING COMPANY

---

**Spot • • •**

UNN-RUSH SHOE Co., Milwaukee, appoints recently-affiliated W. Earl Bothwell and Hamilton Adv. agencies, N. Y. and Chicago, respectively, to handle all radio and TV advertising, effective July 1.

SPECIAL FOODS Co., Chicago (Jay’s potato chips), and BURKE MOTORS, same city, name Ollan Adv., Chicago, as agency, ROBERT ROSS account executive. Jay’s uses radio and TV; Burke uses TV locally.

SAAL MASTER of CALIF., Oakland (kitchen utensils), appoints Richard N. Meltzer Adv. Inc., S. F. TV will be used.

TRADE-RITE Co., Cincinnati (distributor of merchandise direct to the home), appoints Guenther, Brown & Berne Inc., Cincinnati, to handle advertising. Radio and television campaign will be conducted in Cincinnati, Dayton and St. Louis.

JOST BROTHERS, N. Y. (gold jewelry), names William Warren, Jackson & Delaney, same city, to handle advertising. TV will be used.

SECURITY FINANCE, San Jose and Oakland, appoints Richard N. Meltzer Adv. Inc., S. F. Radio will be used.

ACOUSTICON DICTOGRAPH Co. of Canada Ltd., Toronto (hearing aids), starts three-weekly, five-minute religious program on CPOS Owen Sound, Ont., as test. Agency: F. H. Hayhurst Co. Ltd., Toronto.


**Network • • •**

MILES LABS, Elkhart, Ind. (Alka-Seltzer), to sponsor Alka-Seltzer Time, Mon.-Fri., 12:12:15 p.m., on MBS starting June 18. Mutual show will be repeat of program now on CBS (Mon.-Fri., 4:45-5 p.m. CDT). Use of money for new purchase reportedly came from savings resulting from recent CBS rate cut. Agency: Geoffrey Wade Adv., Chicago.


LONGINES-WITTNAUER Watch Co., N. Y., today (Monday) starts Longines-Wittnauer Chronoscope, weekly discussion series, on CBS-TV, 11-11:15 p.m. Agency: Victor A. Bennett Co., N. Y.

ESSO STANDARD OIL Co., N. Y., renews The Alan Young Show, Thursday, CBS-TV. Show will take eight-week summer hiatus to be filled by television version of Your Eso Reporter. Agency: Marschalk & Pratt Co., N. Y.

BROWN SHOE Co., St. Louis, returns Say It With Acting to network TV effective Aug. 3, when it moves the show to ABC-TV for five Fridays, 8:30-7 p.m. CDT. Starting Sept. 7, the program will alternate bi-weekly with Life With Linkletter, sponsored by Green Giant Co., LeSueur, Minn. Naturalizer shoes and Green Giant canned goods will be advertised. Agency: Leo Burnett, Chicago.


NOXZEMA CHEMICAL Corp., Baltimore to sponsor Cameo Theatre Mon., 8-8:30 p.m. on NBC-TV starting June 18 for summer in time vacated by Paul Winchell-Jerry Mahoney Show sponsored by Speidel Corp. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

(Continued on page 88)

BROADCASTING • Telecasting
By buying WABY covering Albany, Troy, Schenectady, Watervliet, Rensselaer, Cohoes, Waterford.

1/8¢ per radio family

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

1/5¢ per radio family

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

For Albany County Radio Advertising

this is approximately...

1/4 th

the cost per listener

of any other Tri-Cities station

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

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

Tops in Listeners, Promotion, Advertising Results.

L. B. S. Affiliate

EXCLUSIVELY CARRYING N. Y. GIANTS BASEBALL; ARMY FOOTBALL, YANKEE AND RAMS PRO FOOTBALL

WABY
ALBANY, NEW YORK

June 11, 1951 • Page 15
HOW a routine Congressional hearing was telecast by a single station, WFBM-TV Indianapolis, has been recounted on Capitol Hill by Rep. Charles B. Brownson (R-Ind.).

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

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

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

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

ONE might say that Clayton Sanders, advertising and display director for Peoples Drug Stores, Washington, found proof of the value of radio advertising in a bowl of chili.

When Peoples, under Mr. Sanders' direction, returned to airwave advertising last fall after many years absence, soda-fountain chili was the test item.

Sales of chili are usually highest when the temperatures are low. This test took place in Washington's October when the days are golden and the air is anything but chilly. Nevertheless, during the two weeks test, sales of chili were doubled.

Mr. Sanders found these results gratifying and he was encouraged to begin television advertising last December.

When meeting Mr. Sanders, one is apt to be reminded of that noble beast, the St. Bernard dog.

This advertising director's blue eyes epitomize sincerity, are almost sad. He is huge—205 pounds are well-placed over a 6-foot 2-inch frame. He is steady, dependable and friendly.

As supervisor of 75 employees, he directs the placing of the $1 million current annual ad budget for Peoples. This drug chain has 145 stores in six states and the District of Columbia, which is home office headquarters. The six states are Ohio, Pennsylvania, Maryland, Virginia, West Virginia and Tennessee.

Of the $1 million budget, Mr. Sanders is pouring $75,000 into radio and $75,000 into television. And he finds both investments rewarding.

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

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

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

It was through his father's friendship with the founder of Peoples Drug Stores, Indiana, has been recognized.

Mr. Sanders (Continued on page 26)
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT...

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

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

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

AM: Year after year, WKZO, Kalamazoo, and WJEF, Grand Rapids, have done such an outstanding audience job that nobody even questions their superiority any more. In addition, the 1949 BMB Report proved that WKZO-WJEF have greatly increased their unduplicated Audiences—up 46.7% in the daytime... 52.9% at night, over 1946! In the Grand Rapids area alone, for example, WJEF gets an unduplicated coverage of more than 60,000 homes. Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

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

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

EDITOR: Dave Mohr is right [OPEN MIKE, May 28]. Professionalization of broadcast personnel will in the long run do more to raise the standards of the industry than either codes or rules and regulations. The process of professionalization may not have advanced to the point where Mr. Mohr's summer replacement problem can be solved, but a good start has been made by the University Assn. for Professional Education, which includes most of the universities which offer serious and comprehensive professional training in radio and television broadcasting.

UAPRE has started exploring with NARTB the possibility of setting up a clearing house for personnel. Something of the kind has already been achieved on a local level in Miami through the formation this year of a Radio-TV Advisory Council.

Sydney W. Head  
Chairman  
Radio and TV Dept.  
U. of Miami

Mockery of Freedom?

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

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

Freedom of Radio—or freedom of expression—is among our most treasured liberties. If a memorial is to be created and dedicated to this great fundamental right—it's not make a mockery of it.

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

EDITOR:  
For a long time I have wanted to commend BROADCASTING & TELECASTING upon its coverage of every phase of radio and television news development. Through the years you have done an increasingly better job and as the bulk of the things that must be handled has grown you have shown real perception in breaking down its length to manageable proportions without eliminating any essential facts.

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

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

Squelched Savior

EDITOR:  
When is a fact a fact, and just how long can some people continue to deceive themselves? I refer to your editorial "Expansion and Contraction," May 28) . . . The current crisis in broadcasting is the beginning of a shake-down process, etc., etc. All due to the willy-nilly handing out of licenses, which now total some 3,000 AM and FM stations.

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

Chet Petersen  
Hollywood Assc. Producers  
Hollywood, Calif.

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

EDITOR:  
Robert Concic of KKHK Pullman, Wash., in discussing my question "are networks necessary?" misses the point [OPEN MIKE, May (Continued on page 60)
### WOAI Radio Families

<table>
<thead>
<tr>
<th>Network</th>
<th>1942</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>STA-B</td>
<td>160,559</td>
<td>168,153</td>
</tr>
<tr>
<td>STA-C</td>
<td>143,248</td>
<td>162,683</td>
</tr>
<tr>
<td>STA-D</td>
<td>61,404</td>
<td>64,211</td>
</tr>
</tbody>
</table>

**Deduct All TV Families (On basis used by ANA):**

- STA-B: 160,559 - 41,500 = 119,059
- STA-C: 143,248 - 41,500 = 101,748
- STA-D: 61,404 - 41,500 = 19,904

**BASE HOUR RATE (Network):**

- STA-B: $300
- STA-C: $340
- STA-D: $340

**WOAI RADIO FAMILIES INCREASED 108%:**

- BASE HOUR RATE INCREASED ONLY 13%.
- WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 TO $624 or 84%.

San Antonio represented nationally by EDWARD PETRY & COMPANY, INC., New York, Chicago, Los Angeles, St. Louis, Dallas, San Francisco, Detroit.

Above figures BMB +3.6% to 1951 based on ANA Report.
From where I sit by Joe Marsh

Might Say

The Birds Got "Nettled"

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


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

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

Joe Marsh

Traffic Safety

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

Mystery Solved

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

Emergency Transportation

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

Canteen Books

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

Cancer 'Telethon'

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

Dedication Disc

DEDICATION ceremonies for a late USAF officer at Fort Dix, N. J., were tape recorded by WTOP Washington to accommodate the widow of Maj. Edwin P. Doty. She was unable to attend the dedication of an athletic field by his organization, a Personnel Processing Group. When Maj. Doty died last month and she was unable to leave Hyattsville, Md., the Air Force arranged with George Hartford, WTOP commercial manager, to tape-record proceedings and give her private audience. Group's PIO termed action "an excellent reflection on the entire broadcasting industry" and said WTOP had gone out of its way to accommodate one listener.

Children's Friend

KLWN Lawrence, Kan., through public service efforts has brought joy to a shut-in 3½-year-old boy, recuperating from burns in Lawrence Memorial Hospital. The youngster was showered with greeting cards, toys, candy and money as result of a request by KLWN for cards to ease his loneliness. Another 3-year-old boy, lost for three hours, was reunited with his family in 15 minutes after KLWN broadcast his description, the station reports.

On to Richmond

WHEN the Orangeburg, S. C., high school's mixed chorus was invited to sing before the Southeastern Music Educators' Conference in Richmond, it was necessary to raise $2,500 for expenses before the invitation could be accepted. An "On to Richmond" fund, sponsored by WTND Orangeburg and its newspaper affiliate, raised the money in short order. Daily programs featured the 80-voice choral group and requested donations, which were acknowledged on the air.
SPECIAL MINE OPENED AS PROVING GROUND FOR NEW MINING MACHINERY.

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

BIG TONNAGES OF U.S. COAL GOING OVERSEAS.

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

STAINLESS STEEL CONVEYOR TO SPEED CONTINUOUS MINING.

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

FEDERAL POWER COMMISSION REPORT SHOWS COAL AS FAVORED FUEL.

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

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

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

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

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

Write direct or ask The Branham Company for the whole KWKH story.
40 MILLION RADIO HOMES

Census Bureau Figures Show

By J. FRANK BEATTY

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

The actual figure, based on a preliminary estimate by the bureau, was 40,008,000 radio homes, out of the 42,520,000 occupied dwelling units in the nation.

On a percentage basis, 96.5% of occupied dwellings had one or more radios. In the 1940 census over 99% of farm homes had radios. Of 8,362,000 rural nonfarm homes, 7,790,000 had radios last year. Of 5,791,000 rural farm homes, 5,563,000 had radios in 1950.

First survey of radio homes was taken in 1930 by the Census Bureau. That count showed 12,878,545 homes had sets out of 29,890,146 families, or 40.8% of all homes.

Saturation in 1930 ranged from only 5.4% of Mississippi homes to 68.3% in New Jersey.

The number of radio homes thus doubled between 1930 and 1940. From 1940 to 1950 the number of homes increased 48%. The 1940 saturation ranged from 95.9% of radio homes in Mississippi to 96.2% in Massachusetts.

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

About three-fourths of the TV homes were found in the Northeast and North Central regions, according to the bureau, with few farms having sets. The Census Bureau's housing count showed that 94% of total dwelling units had electric lighting compared to the 96% of homes that it found that about 80% of homes had mechanical refrigeration and about 10% had ice refrigerators.

Saturation of urban dwellings units had electricity compared to 90% of rural nonfarm homes and 78% of farm homes.

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

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

(Continued on page 88)

NARTB BOARD ACTION

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

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

Detailed problems of realigning NARTB to serve both radio and TV were worked out by the board. Judge Justin Miller was formally sworn in as board chairman and Mr. Fellows was installed as president at a dinner held Tuesday evening (see story page 27). Over 400 prominent government, legislative, civic and broadcasting leaders attended.

Among the board's major steps were:

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

Brown Is TV Head

- Approved district meeting schedule (story page 39).
- After hearing a report from its convention committee pointing to the disadvantages of New York as a convention site the board decided to return to the Stevens next year, influenced by the hotel's ability to handle the load of multiple meetings and exhibits.

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

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

Severity of the operator shortage was outlined in a report submitted by a special committee headed by William C. Grove, KFBC.
RADIO’S VALUES

NEED for “a searching study of the (true) values” of radio—“second to none in sales effectiveness”—was stressed by Mutual President Frank White last week in a letter explaining Mutual’s time-cost reductions (Broadcasting • Telecasting, June 4).

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

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

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

Two ‘Clear’ Facts

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

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

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

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

Year-Around Sponsors

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

ABC COMBINES

Research, Sales Units

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

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

The realignment becomes effective Friday.

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

WSAT Joins ABC

WSAT Salisbury, N. C., will become 296th ABC affiliate, effective June 15, the network announced last week. John Smith Jr. is WSAT manager. The station is owned by Mid-Carolina Broadcasting Co., and operates on 980 ke with 1 kw.

Benton’s Never-Never Land

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

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

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

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

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

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

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

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

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

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

Sen. Benton’s proposal for a continuance of TV delay is serious enough, but it is second in ominous implications to his advocacy of a

AN EDITORIAL

National Citizens Advisory Board.

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

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

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

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

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

BROADCASTING • Telecasting
FREEZE LIFT DELAY

Urged by Benton Plan

By JOHN OSBON

TRANSIT RADIO

By JOHN OSBON

Broadcasters are taking careful notice of the new Benton Plan because of its implications on programming. Many are fearful that the so-called "Blue Book"—or guide to programming—would be perpetuated and subject to constant surveillance and whim of a semi-governmental body.

Meanwhile, Sen. Benton's office has reported continuous correspondence from educational institutions in response to some 300 letters circulated by Sen. Benton's office, calling for action in support of the Senator's proposals, according to his office.

Sections in the letters ask for comments on the advisability of Congress pursuing the grant of federal funds for radio-TV purposes. However, it was acknowledged that these "unsolicited" individuals have written the Senator in appreciation that perhaps a supercensorship board would be created.

Sen. Benton, however, disclaims this as his purpose, pointing out that the citizens advisory board's recommendations would not be compulsory for the FCC or Congress to follow.

While feeling on Capitol Hill has not yet crystallized on Sen. Benton's far-reaching legislation, observers and broadcasters have drawn his battle lines with the strategy of an old campaigner.

Specifically, they point to (1) the continuing appeals to the public and to the President's Office and (2) the manner in which Sen. Benton has been marshalling support for his measure in the upper chamber.

It is noted, for example, that Sen. Benton has drawn from various political shades in both parties for support of his proposals.

Sen. Benton is running a liberal-_attrsloc abolition with Sen. Hunt approximating that position in the Democratic party although he is more of a middle-of-the-road. Sen. Benton, himself, is of the so-called liberal wing of the Democratic Party, while Sen. Saltonstall fills that designation in the Republican ranks.

Still to come are comments from both FCC and U. S. Office of Education, which have been referred to various panels on the original Benton resolution by the Senate Commerce committee staff.

The service, which gave Capital Transit Co. "not only a franchise but a virtual monopoly" of mass transportation, and from governmental action of PUC.

In the District of Columbia "most people" have to use Capital Transit and hear the broadcasts.

"No occasion had arisen until now to give effect to freedom from "forced listening" as a constitutional right," and exploitation of this "unnatural phenomenon" posing issues not previously "implied."

The profit of Capital Transit Co., as prospective Radio and television appeal of the service by one passenger group "cannot justify depriving another group of passengers of their liberty."

"Impartial" surveys showing

From Washington Evening Star

Stop the Music!

(Continued on page 97)

June 11, 1951  Page-25
MANPOWER SHORTAGE

By JANE PINKERTON

SHORTAGES of technically trained manpower eventually may become "as difficult a problem as shortages of materials," whose full impact was emphasized by T. Gibson, Acting Defense Production Administrator, who told the nation's electronic makers last week.

Mr. Gibson's address highlighted the broader implications of the Thursday convention of the Radio-Television Mfrs. Assn. at the Hotel Stevens in Chicago.

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

Sprague Re-elected

Robert C. Sprague, president of Sprague Electric Co., was re-elected RTMA's first board chairman Thursday. Mr. Sprague, RTMA's first board chairman, has been a director since 1943 and was named as president until April 1 when Mr. Daniel was elected the first paid president.

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

No RTMA members made public their views on President Truman's plans to adapt their production lines to CBS color sets. Apparently, only those manufacturers who have publicly said they will "go along" with the CBS plans are planning set production in the near future. They include Hytron, Air King, John Meck and Muntz TV.

RTMA's target date for completion of field tests on color systems and equipment has been set at Jan. 1, after which the established stand of the color tests will be aired before the FCC. Eight new panels will be added by the NTSC at its next meeting in New York June 18. Mr. Daniel said he has no doubt that manufacturers can deliver to the military as many end-products as are necessary "on schedule" and commended the industry as one of the "most continuous" and "vigorously" which "continually rise to new levels of achievement."

Stressing the need for productivity, Mr. Daniel said "controls are simply a means to an end, and the end is production." By 1953, "unless we are attacked," the U. S. should enjoy military security and expanded productive capacity, with high level civilian economy.

Meanwhile, "complex electronic equipment requires a vastly greater skill of labor and engineering by the end-product manufacturer than a comparable home television combination," Mr. Gibson stated. As an example, he said that about 86% of the price of a typical 17-inch TV set represents purchased materials and components, while labor is only 14% of the remainder. He also observed:

You have not been asked to discontinue civilian production entirely to war production. We are asking you to consider that in defense mobilization, we are preparing for readiness and not for all-out war.

Television, "which is here to stay and has a universal appeal," is nowhere near the saturation point, Mr. Sprague said Thursday in his announcement of the annual meeting.

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

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

He reminded set makers that "all past records" on commercial sales were broken in 1950, when equipment and parts produced were valued at more than $2.25 billion on the manufacturer's level.

Impact on Profits

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

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

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

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

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

Such an undertaking was classed as "an unfair trade practice" under the code. A general public hearing for testimony would be held in Chicago, along this fall or winter. The TV code an (Continued on page 88)

AD BUDGETS SAFE

ADVERTISING budgets should not be sliced because of price ceilings imposed on manufacturers, an Office of Price Stabilization economist said last Thursday.

Charges that OPS regulations—Ceiling Price Regulation 22 in particular—tend to curtail advertising expenditures were labeled "fallacies" by Mr. W. E. Baker, OPS economist, address
to a meeting of TV set manufacturers.

Mr. Baker asserted that the official statement of OPS was issued as the result of a surfeit of complaints and inquiries following attacks on CPR 22 by such critics as James D. Shouse, vice president of Aveo Mfg. Corp. and board chairman of Crosley Broadcasting Corp. [Broadcasting • Telecasting, May 28].

Mr. Ackley, acting as OPS standard bearer, offered the following points to allay fears of "manufacturers and advertising men":

- Assurance that "no OPS regulations will be issued which will in any way restrict the use of advertising with the purpose of informing the public of the actual conditions of the market for TV sets."

- Purpose of the regulations is to set ceiling prices for manufactured products that will be in effect.

- Fact that neither advertising nor other overhead costs increases are taken into account does not mean that OPS regards them as any less legitimate or essential than other kinds of costs.

- All "available evidence" underlines profitable operation for manufacturers under ceiling prices set by the regulations.

- "Even if profits are in some cases reduced, it is inconceivable that any manufacturer would imperil his future market position by cutting down on his advertising budget."

- Best way for him to increase profits is by expanding sales, where operating in older mar-

kets or in fixed ceilings. "This can often be done only by the effective use of all advertising media."

- OPS "recognizes the important role of advertising in the American economy."

Mr. Shouse's opinions were regis-

tered forcibly in an address to the American Marketing Assn. in New York, May 24. Mr. Shouse said: "In the field of TV sales, OPS regulations have been aimed at "siphoned off" by reducing costs by price-regulation, to the detriment of the public."

To this argument OPS answers that the formula was issued to "save at a manufacturer's price," to the detriment of the consumer.

Helps Cut Costs

Far from adding to the cost of an article, Mr. Ackley said, large-scale advertising "often makes it possible to reduce costs by selling more.

For advertisers and advertising men involved in OPS regulations, it will take advantage of the economic mass production."

Arguments that increased advertising is not taken into account in pricing are "completely unwarranted," he asserted.

For advertisers and advertising men involved in OPS regulations, it will suffer from being "excessive, over-all advertising expenditures by not recognizing advertising costs is to misunderstand both the regulations and the nature of the advertising itself, Mr. Ackley said.

In reviewing the regulation, he said, "The formulas do not permit increases in general overhead costs to be taken into account for a number of reasons, one of the most important being that overhead costs vary with volume."

OPS Assures Industry

Page 26 • June 11, 1951
NARTB formally inducted Judge Justin Miller as chairman of the board and Harold E. Fellows as president in ceremonies held Tuesday night at the Hotel Statler, Washington.

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

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

Proceeds of the $20-a-plate dinner went to the Johnny Gillin Memorial Fund and Mr. Miller's dinner guest list page 40). With the inauguration NARTB completed a reorganization set in motion last winter (see board story page 23).

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

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

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

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

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

Praise to Congress was paid by Mr. Morency for keeping inviolate provisions of the law forbidding censorship and holding to the idea that radio must be kept as free as the press. A vigilant trade association, he added, must guard against forays of power-hungry bureaucrats who might urge licenses for the "public welfare." He doubted if national, state and local governments will invest heavily in television in view of the fact that governmental officials have no desire to add to their already adequate housing and salaries for schools. Integration of academic thinking and the realities of life is needed.

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

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

He commented on the recent decision by the Circuit Court of Appeals in the transit radio case (see page 24) and said "a decision of abridgment based on an anachronistic idea. It is interesting to speculate on the possibilities of the doctrine enunciated by the court, how we should be able to stop crying babies, barking dogs (Continued on page 86)

Industry Pays Tribute

Those of us who are directly concerned with broadcasting, as well as those who have joined with us here, in sympathetic interest, realize the significance of that professional spirit in broadcasting which is personified in the life of Johnny Gillin; and in the tribute containing which we are charged in its administration. This is the point at which comes the only effective answer to those who see and condemn the "a-biding evil, the awkwardness and the occasional venality of broadcasting.

Demand for governmental restraints, controls and disciplines are always evidence of inadequacy, or because too much of the profession is charged with responsibility. Members of the older professions are well aware that one shyster, one malpractitioner, can give a profession a bad name in a community.

They are aware, also, that honest, forthright efforts on the part of the organized professional group to correct and prevent abuses are accepted by the public with faith and good will. More power to men like Johnny Gillin. May we have more such occasions to honor more such men.

Mr. Fellows eulogized Mr. Gillin in these words: "...Johnny Gillin—ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime."

With Mr. Morency on the memorial committee are John Blair, John Blair Co. of Cincinnati; Carl Haverlin, BMI; Clair R. McCollough, WGAL Lancaster, Pa.; Frank E. Mullen, consultant; J. James Neale, Dancer-Fitzgerald-Sample; Wesley Nunn, Sample; Wesley Neale, Dancer; William B. Ryan, BAB; Frank Silvernail, BBD; P. A. Sugg, WKY Oklahoma City; Niles Trammell, NBC.
Businesswise Bankers
Find Radio an Outstanding Medium

SAVINGS AND LOAN associations across the nation have found that advertising dollars spent on radio pay big dividends in customer returns. While programming may differ because of management policies and local listening habits, associations from Massachusetts to Oregon are using broadcasting as one of their principal methods of getting new business.

Here are typical examples:

- The Portland, Ore., Benjamin Franklin Savings & Loan Assn. credits its Bob Hazen Show, on KEX Portland, with bringing in $1 million in deposits.
- During one 10-week period the Boston Federal Savings & Loan Assn. opened 375 new accounts totaling $460,000—most of which were a direct result of radio advertising on WEEI Boston.
- Ten years' use of a radio news program on KVVO Tulsa coincides exactly with the increase in assets of the Home Federal Savings & Loan Assn. of Tulsa from just over $6 million to more than $26 million. The firm now uses additional news programs on KTUL Tulsa.
- "Radio has done, and is doing a job," for the Worcester (Mass.) Federal Savings & Loan Assn., according to Vice President Al Graham. The firm uses WTAG Worcester for the majority of its programs and spots.

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

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

Franklin Theme Dominates Firm's History

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

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

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

Beside the two Hazens, officers of the firm include E. N. Bellus, vice president; Rex Parsons, treas-

Vice President Bob Hazen, of Benjamin Franklin Savings & Loan Assn., Portland, is the voice of the Bob Hazen Show on KEX.

* * *

most of them were a result of radio advertising, according to Herbert F. Taylor Jr., president.

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

(Continued on page 82)

Some of the personnel behind Worcester Federal's radio promotion success are: Seated (1 to r) President Raymond P. Havel; WTAG Commercial Manager Bob Brown. Standing, Johnny Dowell, who plays their "Man from Friendship Room" and is the Johnny of Julie 'n' Johnny program; Al Graham, vice president in charge of advertising; WTAG Program Director A. J. Brissette; and Julie Chase, other half of Julie 'n' Johnny team.

* * *

Window displays tie in with the 10-minute news program on WEEI to make radio the best medium for Boston Federal Savings & Loan Assn.

Page 28 • June 11, 1951
NEW BAB CAMPAIGN

BAB's plans and projects for supplying its member stations with the kind of promotion material that will get them more dollars from day to day were unveiled Friday in Chicago, according to Mr. Ryan, BAB president, in a hard-hitting talk to the Kentucky Broadcasters Assn. (see separate story page 32).

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

In addition to continuing and improving all of its current sales aid services, BAB is now taking on four 'new vital projects,' Mr. Ryan said. First is the publication, for the exclusive use of BAB members, of 51 of the most compelling studies of Audience Research Bureau, Inc., proving conclusively the superiority of radio over newspapers as a traffic and sales getter for retail stores. Reports on these studies will be distributed as fast as they can be tabulated and printed, he said. He noted that Macy's in New York and Marshall Field's in Chicago are among the latest stores to sign for ARBI tests.

A series of controlled clinical tests, to be conducted "with the cooperation of a major national agency, one of its clients and station operators in selected markets," will comprise the second new BAB project. These tests are designed, Mr. Ryan explained, "to determine for broadcaster and buyer the best copy techniques, the best and most appropriate methods of merchandising the radio advertising and the resultant sales achieved for a branded, nationally advertised product of the BAB type.

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

If the first tests turn out as well as anticipated, they will become a continuing BAB project, he said.

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

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

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

Indexing Statistics

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

As of May 31, BAB had 831 members. "The membership gains give the organization an annual income of $213,600," Mr. Ryan said. Of the total, 796 are NARTB members who joined BAB under the special dues schedule by pledging 30% of the NARTB dues to BAB. The other 35 stations, which do not belong to NARTB, pay monthly dues to BAB equal to one-half their highest hourly rate. These 35, signed by BAB since the middle of March, including seven CBS O&O stations, six Westinghouse stations and 22 independent stations.

CONFIDENCE VOTE

Given by Ky. MBS Group

A KENTUCKY MBS affiliates group agreed last Thursday to support Mr. Ryan for the vice-president position of Associated Broadcasters, Inc., (see separate story page 32).

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

Muzak Elects Mitchell

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

BROADCASTING • Teletesting

Unveiled by Ryan

ABC-UPT MERGER

Various Delays Seen In Finalization

PROSPECTS for completion of the $25 million merger of ABC and United Paramount Theatres before last week as spokesmen said the applications which need FCC approval not be filed until after stockholders' meetings in late July.

UPT officials had thought earlier that the necessary clearances from the stockholders and the Commission might be approached simultaneously, and had hoped for final approval by late July or August.

The UPT board of directors gave its formal approval to the deal at a special meeting last Wednesday and simultaneously set July 27 as date for the UPT stockholders to meet and pass on the plan. The ABC board approved it the preceding week but has not yet scheduled a stockholders meeting, though this, too, is expected to come in July.

The FCC's normal time schedules, coupled with its expected call for a hearing on a transfer of this magnitude, left little hope that the final clearance could be secured before late summer or early fall.

In a side deal the ABC-UPT group—to be known as American Broadcasting-Paramount Theatres Inc.—would sell UPT's WBKB (TV) Chicago to CBS for $6 million, since ABC already owns WENR-TV there. Presumably the application for FCC approval of the transaction will be met with the ones covering the merger, but dependent upon the merger's winning Commission sanction.

June 11, 1951 • Page 29
LOCAL 802 ‘ELITE’ HIT

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

"There's a little bit of communism in my place," said a 19 opening address Monday. "This committee is a little bit painted red. You know how Communists work. They come into a good organization and start disintegration.

Out of 30,000 members of the local, only 700 attended the meeting which voted to strike. Mr. Petrillo urged the two strikewriters not to quarrel with the bulk of the membership or Local 802 officers, who had been cooperative.

"But speaking generally to the "union brothers," 20 who were in the hall "someplace," he said, the AFM chief declared that "we're not going to take away the charter of this local. We'll take you one at a time and throw you out into the street alone, without company."

"Calling the March agreements with the networks "the best I ever put my signature to" as a labor leader, and "the best any labor leader ever secured," he said that "you can't bluff the companies today. They're lousy with money, and the government protects them with slave labor laws."

Hitting the steel, automobile, railroad and coal strikes of recent times, he said that leaders of those strikes could not "faithfully say they won their strikes."

"This is the Petrillo I used to be," Mr. Petrillo continued. "Well, I'm not. And thank God, I'm not. When you elect a news leader, make sure he's honest. I did this way 20 years ago" and that's good enough today."

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

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

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

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

Films Pacts Expire Soon

Although no discussions with major film companies had been held as yet, Mr. Petrillo pointed out that AFM-film company contracts expire next Labor Day. "What's going to happen, Mr. Petrillo told the audience, "is that the networks will buy the pictures, and the film companies will do the cutting of the film-price and the TV stations will buy the programs, and the film companies will cut the TV programs back."

Mr. Petrillo urged "mothers and fathers of the United States and Canada" to prevent their children from taking music lessons and "starting out on the road to starva- tion," instead of "letting them study music until such time as the government permits musical culture to live," he said.

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

Petrillo Elected

Mr. Petrillo was elected to his 12th term as international president without opposition. Also returned to office were: Charles L. Bagley, Los Angeles, as vice president, and four incumbents of the union's international executive board: Herman D. Kenis, Portland, Ore.; Stanley L. Ballard, Minneapolis; George V. Clancy, Detroit; and Walter J. Jankowski, Chicago. A new member, Charles R. Lucci, New York, was elected in a close race over William J. Bradstreet, a race John L. Parks, Dallas, who resigned.

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

LEGEND FREE ENTERPRISE

Defend Free Enterprise

KBA Told

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

The war against threat of Congressional censorship by legislation and by FCC in the form of punishment by licensing procedures by R. T. Mason, WMEN Marion, Ohio, in a luncheon address at KBA at the Seelbach Hotel. Mr. Mason is NARTB Distinguished Service Award winner for the year, and his address was given by WCIU Ashland, Ky., presided by KBA president.

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

BROADCASTERS, like anyone else, need a voice of their own — "your voice — use it," Mr. Mason reviewed the benefits of the Voice of Democracy contest, sponsored annually by NARTB Radio-Television, Mid-Western Assn. and the U. S. Chamber of Commerce, as well as the Freedom Foundation campaign.

There is no perhaps other group greater qualified as American broadcasters to serve as "the voice of freedom," Mr. Mason told KBA delegates. "If radio is powerful enough to check the philosophies of governments within other countries, it should be able to speak directly to a local audience and make itself heard."

BROADCASTING • TELECASTING, March 9.}

To Sponsor Peggy Lee

REXALL DRUG CO, Los Angeles, to sponsor The Peggy Lee Show, on CBS, Sunday, 7:30-8 p.m., as a summer replacement for Amos 'n Andy, also sponsored by Rexall. The agency is BBDO, Los Angeles.

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IN IOWA, WHO IS THE PREFERRED Sports Station

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

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

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
EMERGENCY PLAN

Majority of Stations Willing to Cooperate

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

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

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

Broadcasters have been told that they may elect to take part in the system or to remain silent in the event of enemy air attack [Broadcasting & Telecasting, April 23]. The order may be rescinded by the President.

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

It will, of course, serve notice to the Chief Executive that a certain branch of the government previously had certain needs on a routine matter and which shortly will review a redraft of the order based on agency suggestions. The White House is the next and last step [Broadcasting & Telecasting, April 23]. The order may be rescinded by the President.

The directive already has been analyzed by broadcast representatives which compiled comments from all government agencies as a routine matter and which shortly will review a redraft of the order based on agency suggestions. The White House is the next and last step [Broadcasting & Telecasting, April 23]. The order may be rescinded by the President.

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You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself . . . and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.
PENN DEFIES NCAA

ORGANIZED effort of the nation's colleges to operate a sports monopoly was shaken last week. The jolt came Wednesday when the U. of Pennsylvania defied the National Collegiate Athletic Assn. experimental plan for limited telecasting while the NCAA announced it would continue its policy of telecasting its contests.

Thursday NCAA countered by suspending Penn and another major college as punishment for breaking the NCAA agreement.

Penn had cited the Sherman Act as one of the reasons for deciding to join the ABC fold. ABC, which is composed of 300-membership body.

On Capitol Hill, Chairman Emanuel Celler (D-N.Y.) of the House Commerce Dept. will be brazenly declared that Penn is "greedily in error" in refusing to comply with the NCAA agreement.

Anti-Trust Aspect

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

Penn cited the NCAA agreement as one of the reasons for deciding to join the ABC fold. ABC is composed of 300-membership body.

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

"The claim is not very realistic," he said. "I think the action is unfounded. Penn has a right to refuse to comply with the NCAA agreement. Penn is a member of the NCAA, and its boycott threats to force Penn to act in conformity with the NCAA agreement are unfounded."

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

Would Break Moratorium

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

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

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

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

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

The telegram asked for a special meeting to reconsider the restriction and said Pennsylvania will carry on as an obligation to its athletic department. Penn added that it would cooperate in studying and reporting to the NCAA on the effects of telecasting but would not join in a ban on television.

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

sets Self Apart

"By breaking away, Penn is setting itself apart from the community of colleges and incidentally taking advantage of the artificial upswing that is being used for the purposes of other colleges to pass up financial gain this year."

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

Asa Buchbinder, ECAC commissioner, pointed out that the ECAC constitution includes a firm agreement among member colleges that they will conform their competition to conference rules and resolutions.

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

Columbia said the contract for the Oct. 20 game had not been signed and that it had notified Penn that it will not cooperate unless Penn abided by the NCAA and ECAC resolutions.

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

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

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

Notre Dame, not a Penn opponent, but university which is sacrificing much revenue for the 1951 season by conforming to the NCAA plan, expressed surprise at the Penn move but would not take sides at first.

Later Orrin C. Krueger, graduate manager of athletics at West Point, said, "Everything points to the fact that we will play Penn." He said Army would resume telecasting its home games if the NCAA plan broke down. "A lot depends on that little school out in Indiana (Notre Dame)," he said.

Dartmouth indicated it would abide by the NCAA and ECAC agreement. It has not yet signed a contract for the Penn game.

The Naval Academy said it had signed a contract with Penn but issued no comment on the stand it would take.

SPORTS INQUIRY

Judiciary Groups Get Anti-Trust Bills

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

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

Meanwhile, the Justice Dept.'s probe, which has been under investigation for some time, has begun its far-reaching probe of alleged restraints placed upon baseball play-by-play policies and other sports in the wake of a "substantial breach of commitments," many of them from broadcasters.

The House monopoly inquiry is tentatively slated for July 9, though no agenda is planned at the moment, and the baseball's anti-trust nature—whether the sport is within interstate commerce by virtue of broadcasts and telecasts or on other grounds—also will be explored.

TECH REQUESTS

Asks Conferences Drop Ban

GEORGIA TECH has officially asked the Southeastern Conference to drop its organized opposition to telecasting of football games by member colleges.

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

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

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

In a letter to the Southeastern Conference, President Van Leer said Georgia Tech is not in sympathy with the conference attitude against football telecasts. He voiced hope that conference will change its position but added that Georgia Tech would go along with conference policy despite its desire to open the gridiron.

Georgia Tech football games have traditionally been sponsored by the Atlanta Coca-Cola bottler.

NBC LAND BID

To Buy 19 Acres in Burbank

NBC BID of $263,287 for 19 acres of Burbank (Calif.) city-owned land, to be used as part of a proposed new $2 million West Coast radio-TV center, was accepted by the city council last Wednesday.

As a matter of form, the acreage will have to be sold at public auction, which the stipulation that a radio-TV center be erected there, thus paving the way for the NBC proposal. Public bids are now open. Richard H. Graham, NBC Hollywood attorney, submitted a $10,500 check signifying the network's intention to participate in the bidding.

Land is adjacent to 30 acres which NBC is buying from Warner Bros. for $750,000.

NBC Hollywood executives have insisted the land buy was simply a "hedge" against future needs. They declared there were no immediate plans for developing the land and seceded at reports of a $25 million radio-TV center being considered. Deluxe the decision, construction will start by mid-1953, according to Burbank officials. NBC will move its major facilities from the present headquarters at Sunset Blvd. and Vine St. in Hollywood, to the new center, which will cover the 49-acre site, it was said.

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

<table>
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<tr>
<th>TIME</th>
<th>RADIO SETS IN USE</th>
<th>KFH-KFH-FM CBS</th>
<th>B (Net)</th>
<th>C (Net)</th>
<th>D (Net)</th>
<th>OTHER AM and FM</th>
<th>HOMES CALLED</th>
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<td>15.5</td>
<td>3.2</td>
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</tbody>
</table>

* Base: Random Homes Called.
** Base: Total Radio Program Identifications in Random Homes.
NARTB Inaugurals
(Continued from page 27)
dogs, street traffic noises—includ-
ing crows, elevated railroads, street
speakers—everything except music;
that—whether you like it or not—
apparently does not come within
the protection of the newly dis-
covered Constitutional amend-
ment.”
Mr. Fellows spoke humbly “in
the presence of many notable
men,” and then said, “to serve is
a purpose of mankind.”
Radio and television offer great
opportunity for service, he said,
“in a world where truth and under-
standing are sorely lacking.”
He lauded the role of the sales-
man in America’s progress. “Sel-
dom has this great brotherhood
failed to move off the shelves the
prodigious production of a great
economy,” he continued. “I find
special pride in being identified
with the greatest medium that has
ever been invented for mass selling
in the American tradition.

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April. In the intervening weeks he
has kept in close touch with asso-
ciation affairs, but did not take
office until last week.
Mr. Fellows’ five-year contract
calls for an escalator salary start-
ing at $35,000 and rising to $50,000
the fourth year. Mr. Fellows has
signed a three-year contract scaling down from $35,-
non to $25,000 a year. His original contract as president had been signed March 1, 1946.
Members of the inaugural dinner
committee, beside Chairman Russell,
were Everett Billard, WASH (FM)
Washington; Frank WARL Ft. Worth;
W. C. M. Jansky, Jansky & Bailey; Mr.
M. Morency; William B. McAndrew,
WRC-WNBW (TV) Washington; Wil-
liam Porter, president, Federal Com-
munications Bar Asn.; Mr. Strouse.
Robert K. Richards, NARTB public
relations director, made the neces-
sary arrangements for the associa-
tion.

Trade Press Issue
President Fellows departed from the
position taken by his predecessor at
the NARTB April convention in
his approach to the role of trade
publications in association affairs.
At that time Judge Miller chided the
publications, scoffing at their
rhetorical attainments and ques-
tioning their sincerity.
Instead Mr. Fellows said he wel-
comes the spirit of ‘friend-
ship’ looking to them "for guid-
ance—for honest reporting of the
news, which is their purpose; for
honest and fair criticism when we
are wrong, which is a possibility
that should be anticipated."
He extolled the role of women in
broadcasting, with special refer-
ence to FCC Comm. Frieda Hen-
nock.
Concluding, Mr. Fellows made this
pledge—
I pledge to the nation’s broadcast-
ers my full energies, my loyalty and
my continued respect and affection.
To Judge Miller—my highest
esteem and determination that my
performance will reflect credit on
the accomplishments of this coura-
geous administration.
To those in government who must
direct the lawmaking and licensing of
this industry in deep respect and
constant availability.
And to Johnny Gillis—ever a mem-
ber of the people, to whom he
stood, and all devotion to the profes-
sion in which he spent a noble life-
time.
In 1947, Fellows was selected for the
NARTB presidency last April 2. He
headed his first industry appear-
ance at the NARTB convention in

BLACKLIST
Is Charged by RWG
HITTING at the CBS “loyalty
questionnaire” and charging that
“employers blacklist is rapidly
evolving,” a RWG radio industry
union head is urging members to
aim their employment practices
more at the public television and
radio industries than at any
other. Mr. Marion wrote FCC
Chairman Wayne Coy that “the
loyalty questionnaire and moles
clause which . . . (CBS) . . . is
designed to force employees, includ-
ing writers, are a flagrant violation
of the basic and inalienable
privacy of rights and freedom of
telling one’s self.
“They are in no way justified in
the interests of national security,”
he continued, “because all written
material is very thoroughly
screened before being approved for
broadcast.
“Moreover, an employers’ black-
list is rapidly evolving, based on
the principle of the public radio
and television channels, Red Chan-
nels. These self-appointed judges
have assumed the right to brand
others as ‘subversive,’ the result is
that with no hearing for those
hearing persons listed in this pub-
lication are being deprived of their
right to earn a living,” he said.

Six Elections
Kany of AP New President
HOWARD KANY, AP, and Grif-
fing Bancroft, CBS commentator,
were elected president and vice
president, respectively, of the
Washington Professional Chapter
of Sigma Delta Chi, journalistic
fraternity last Wednesday. Thir-
teen new members were initiated.
Other officers named at the meet-
ing included:
Richard Fitchpatrick, Dept. of State,
secretary; Wallace Hinkle, Food, Drug
and Cosmetic Reports, treasurer; John
C. O’Brien, Philadelphia Inquirer,
and Lawrence Sullivan, assistant coordi-
ator of Information, U. S. House of
Representatives, members of the board
of governors, Sa Tashoff, editor and
publisher of Broadcasting • Tele-
casting, who is retiring president, was
elected ex-officio.

CBS Cancels
Scrap Barry Gray Plans
CANCELLATION OF The Barry
Gray Show, a CBS version of which was
to be scheduled on to go on the
air July 2, 7-7:45 p.m., was an-
nounced by the network last week.
A CBS spokesman said that upon
re-examination of the program it
was decided the network could not
alight with Mr. Gray’s latitude he
offered, and they had agreed mutu-
ally to cancellation.
Mr. Gray’s show, which has been
carried by WMCA New York for
more than a year and is contracted
for until June 1953, is broadcast
with local participation sponsor-
ship five nights a week from mid-
night to 3 a.m. from Chandler’s Restau-
rant in New York. There Mr. Gray’s
interviews of guests lead into unrehearsed discussion of
topics ranging from anti-trust cases to Communism and emas-
culated mint. A CBS spokesman
revealed that as “an open forum to
talk about people, personalities and politics—and frequently
the people want to get something off
their chests.”

Radio and television got three
cents of the department store’s ad-
vancing dollar in 1950, compared
to 56 cents spent for newspaper
space, 13 cents for display adver-
tising and five cents for direct mail,
according to the 1951 edition of
Merchandising and Operating Re-
results of Department and Speciality
Stores, published by the Control-
ors of the National Ret-
Dry Goods Assn.

Cans of volume of business, the figure shows department stores
with annual sales of $1-$2 million spending five cents of their
1950 publicity dollar for broadcast
media, the sum dropping to three
cents for stores with a $2-$5
million annual volume and amounting
to four cents for the $5-$10 million
group and two cents for stores with
gross sales of over $10 million.
Specialty stores with sales of more
than $1 million a year spent one
cent of their publicity dollar on
radio and television. The 1950 all
department store AM-TV figure
for 1950 was the same as for 1949,
but specialty stores dropped from
two cents in 1949 to one cent in
1950.

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

SPECIALTY STORES "N" GROUP

DEPARTMENT STORES "S" GROUP

BROADCASTING • Telecasting

ART THOMAS
Former WJAG Mgr. Dies
FUNERAL services were held last
Wednesday for Art Thomas, 66,
former manager of WJAG Norfolk,
Neb., who died in a local hospital
June 3. He had been associated
with the station for 19 years prior
to his retirement.
Mr. Thomas went to Norfolk from
Virginia in 1932, succeeding Karl Stefan, now
manager of the U. S. House of Repre-
sentatives, as news commen-
tator. The former WJAG execu-
tive, whose son Robert succeeded
him at the station, was credited
with having launched the famous
Voices of the Street programs in the
early 30’s. He is survived by his
widow, one son and two daughters.
WJR
the GREAT VOICE of the GREAT LAKES

WJR DETROIT ★ CBS 50,000 Watts Clear Channel

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

For thorough coverage and penetration in the rich Great Lakes area, your best bet is WJR—the Great Voice of the Great Lakes. Remember... First they listen... then they buy!

Represented nationally by Edward Petry & Company

Radio—America's greatest advertising medium.
SALES of home, portable and car radios doubled in 1950 from 1949, and the 1950 model was introduced in December by the factory.

By June 30, 1950, 1,689,700 units were sold between January and June, compared with 1,282,550 units sold in 1949, a 31.9% increase. In 1950, over 44,490,000 home and portable radios were sold, producing $837,127,480, an increase of 600,000 and $1,717,075,480, respectively, over the 1949 period.

Radios were produced, selling for $1,717,075,480, and 7,604,700. These figures apply only to RTMA members, although the overall production to retailers for the industry as a whole, Mr. Mansfield explained.

During 1950, RTMA statistics were used to include estimates for the entire radio-television industry and not just reports from member companies. Mr. Mansfield reported. He said TV set shipments to dealers are reported for all counties, and are now compiled quarterly. A monthly report on TV shipments includes all counties with more than 25 sets sold monthly, and the final 1950 report listed 1,210 counties with TV out of the 3,075 counties in the country.

Estimated industry data for 1950, fiscal start of which was last June included the following figure: Production of TV sets other than portable, 8,174,000.

Ms. Mansfield's committee estimated that 8,174,000 home sets other than portable were produced between January and December 1950, with 8,213,000 factory sales. There were 129,000 in factory inventories at the end of the previous year, or 8,174,000 in total. In 1950, the annual total was 1,674,300, and 7,356,100 were sold by the manufacturer.

Distributors' inventories in December totaled 440,400 for home sets other than portables, 1,500 for TV receivers and 363,500 for TV receivers.

Of the 7,463,800 TV sets made in 1950, 756,120 carried financial.

### Establishing New Records

**Mansfield Reports**

RADIO and television sets nearly a fiscal year starting June 1950 "had established new records in the electronics industry." This was reported in a message from the chairman of Sylvania Electric Products, chair of 702,180 were phonograph combinations; 282,000 were console or console with conventional radio (AM or FM or both) and 5,586,000 were console or console without radio; 2,888,960 were table models without radio, and 52,600 were table models with radio. Largest production centered in 14 or 15-inch table model without radio and on the 16, 17 or 18-inch console or console without radio. Most popular phone combinations had a 12, 13 or 14-inch tube.

Electric table model radios totaled 3,527,400 in the under-$15 class, 2,714,900 in the over-$15 group. In the console class, 5,600 of which were FM only models, were produced. This sample was divided into five sub-samples of approximately equal size; one average, one that was full of FM and represented all FM models. These figures, with 1,674,700 portables, brought total home radio production to 9,840,300.

### All-Industry Committee Launched by NARTB

**Work Committee**

NARTB's TV Board lauded the committee for its pioneering work in cooperation with the industry on the TV tax legislation. But the board recognized the need for continued action by asking Mr. Storer to keep up the work. The support of NARTB headquarter personnel and facilities was pledged to the Storer committee.

Because of the TV tax problem is that fact that-excess profits credits often are meaningless, it was explained. The ceiling rate is now 62% and will become 70% under an amendment just proposed by the House Ways & Means Committee. This means, it was noted, that the major part of TV station earnings are being taxed at 77% and may be taxed at 83%.

Such rates do not take into account the fact that depreciation allowances are figured on investment dollars rather than replacement dollars. The new committee feels many TV broadcasters are really paying around a 100% rate on part of their income, a threat to their independent existence. There are many TV stations with a staggering debt load, based on the view of many operators, and the constant new developments will require further borrowing. Thus, unless they are allowed to make a fair profit, many stations may be unable to have present debt let alone future borrowing.

No comparable industry has been given such a beating, it is contended.

The TV position is that operators took their first inquiries in the hope they would recoup taxes, but the excess profits tax law says, in effect, that the losses show the industry had no right to look forward to better days.

TV operators argue it is fair or reasonable to use an unprofitable development period as a yardstick of what constitutes excess profits.

One suggestion is that TV broadcasters be given the right to apply to 1949 total assets the profit ratio of 1946, last representative year, adjusted so their sum would equal the estimate of total dwelling units.

The 1950 housing data, including radio and TV, are based on sample data. The housing questionnaire sections were asked on one out of every five returns. Greatest possible sampling error that could occur in the radio home figure is 1% in any report. This error is about 349,000 in the case of TV homes.

Through the bureau's current figures are based on data transcribed from the 1950 census, there may be differences between the data in the present report and the data to be published in the final 1950 data. All these differences caused by the sampling variability. Main reason is that preliminary estimates do not include all of the refinements that result from the examination of the schedules and tables that will occur before publication of the final report.

** Extension of one established for radio in 1939.**

The FM committee, headed by John W. Craig, reported to the membership that most dealers and distributors have adequate stocks of AM-FM combinations, and that preliminary information garnered in their surveys there will be no shortage.

RTMA will continue with its campaign to cooperate with sports promoters, and sports broadcasting. Committee chairman, J. B. Elliott, reported baseball attendance has increased notably this year since RTMA's campaign last year to sell attendance at the game primarily and watching it on TV secondary. The committee hopes to extend the project to other sports.

Two new directors and 12 former directors were elected Thursday morning at annual meeting of RTMA's five divisions, set, tube, parts, transmitter and amplifier and sound equipment. Division chairmen, as vice presidents representing each division.

Three divisions elected new chairmen. They are: Set, John W. Craig, succeeding G. W. Thompson; tube, R. E. Carlison, replacing past president, Max F. Balcom; and amplifier and sound equipment, A. K. Ward, succeeding A. G. Schifino. R. G. Zender and H. J. Hoffman were re-elected as half of the parts and transmitter divisions.

Mr. Craig and Mr. Carlson also were elected vice presidents for the set and tube divisions. A. D. Plamondon Jr., W. J. Barkley and Arie Liberman were re-elected vice presidents for the parts, transmitter and amplifier and sound equipment divisions.

James D. Seecrest was re-elected to serve as secretary-treasurer as general manager and secretary, and John W. Van Allen was re-appointed general counsel. Leslie F. Muter returns as treasurer. As general manager and secretary, Mr. Craig also re-appointed Dr. W. R. Baker, General Electric, as director of the engineering department.
NBC's MacDonald Resigns as V.P.-Treas.

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

Mr. MacDonald, one of NBC's original four administrative vice presidents, has been with the network for a period of 16 years.

In announcing the resignation last Monday, President McConnell said:

My associates at NBC join me in expressing regret over Mr. MacDonald's decision to leave our company. His 16 years of service with NBC have contributed greatly to the growth of our business. We wish him all success in his new undertaking.

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

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

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

Rapid Promotions

At NBC he progressed to budget officer and on to business manager of the radio-recording division, assistant treasurer and assistant to the vice president and general manager, becoming a vice president in December 1942. He was named administrative vice president in charge of finance and budget matters, and supervisor of a number of related departments, in August 1947.

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

WHOM Studios

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

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

DESPITE a four-month layer of dust on the proposed NARBA, "especially in rural areas of Northern Pennsylvania and Western New York."

"The nub of the problem is Havana, which has 29 AM broadcasting stations, far more than any other city in the world," charges Better Farms.

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

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

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

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

In 1946, at the expiration of the original NARBA, Cuban threats similar to those made or implied in the recent negotiations caused the then United States delegation to make concessions on four of its 1-A channels in violation of the 600-mile rule. The surrender was accomplished at a secret midnight session, was in violation of a clear understanding between the then delegation and industry representatives, and was the subject of vigorous protests by CBBS and by various organizations of farmers and others.

The resulting three-year agreement was never submitted to the Senate for ratification. Cuba obviously got more than its delegation expected or needed, for it never made use of the four clear channel positions during the three-year period.

During current negotiations, Cuba was willing to accept the equivalent of the 650-mile rule and to agree not to put any stations on a U. S. 1-A channel other than those on which Cuban assignments were specifically recognized, the Grange publication asserts.

Charging other concessions, which it said Cuba had been willing to make, the article declares: "What caused the United States delegation to surrender on issues on which it had already won accord from Cuba is difficult to understand."


Radio Buyers want . . . fast facts

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

Takes to Farm Papers

Radio Buyers want . . .

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

June 11, 1951 • Page 41
ATTENDING the LBS meeting were, seated (1 to r), Gordon McLendon, president; Barton R. McLendon, chairman of the board; Harold Vertel, national sales coordinator; Virgil Wescoat, station relations; Glenn Douglas, program director; Tom Carr, Southeastern Division vice president. Standing: Bob Bumpas, programming and production vice president; Bruce Collier, director of station relations; Glenn Collison, engineering vice president; Joe Solfirth, acting vice president, North-Central Division; Sewall Cutler, station relations; John M. Dunnavan, vice president, Piedmont Division; Edmund Burke, vice president, national sales; Benton Paschall, vice president, West Coast operations; James Foster, executive vice president; James Kirksmith, station relations vice president.

LBS RATES
Increase Considered

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

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

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

"Our particular emphasis on

BASEBALL RULE
Legality To Be Tested

LEGALITY of baseball's rule 1-D will be tested at a later hearing in U. S. District Court, according to H. H. Heminger, manager of WFIR-AM-FM Findlay, Ohio. The court on May 28 had denied a temporary injunction to WFIR-AM-FM, which had unsuccessfully sought permission to broadcast Cleveland major league games while the Lima, Ohio, team was playing at home [Broadcasting, June 4].

Mr. Heminger last week advised that "the validity of 1-D was not tested" in the earlier action despite published reports and that the injunction had been denied on the grounds that the station had signed a contract, accepting the limitation on the broadcasts.

Rule 1-D permits major league clubs to prohibit stations from broadcasting its games where there would be overlap with minor league games.

strength outside the major television markets has enabled us to offer a sales picture superior to any other organization in the field and we feel the recent sponsorship acceptance of our network, reflected in the Army, General Mills, Dr. Pepper and Falstaff orders, is indeed encouraging. With this in mind, we are appropriating large additional funds for overall network expansion."

The meeting, held May 15-19, was the first at Liberty's new half-million-dollar headquarters in Dallas.

AID NEWS FLOW
Double-Censorship Ends

PROBLEMS involving the flow of information from the Korean theatre took a new turn last week as the Far East command in Tokyo announced cessation of double-censorship procedures effective June 15.

The move followed drastic censorship restrictions imposed June 2 by the Eighth Army Headquarters in Korea. The restrictions were eased last Monday after correspondents lodged concerted protests.

As now contemplated, censorship will center at Eighth Army Headquarters rather than in the field. Radio and other news correspondents will no longer be permitted to telephone some stories to Tokyo from Korea as they have in the past. Some of these stories have been recorded by CBS and other networks at Tokyo for news broadcasts. Censorship previously had been imposed in Tokyo as well, before being reassigned to field censors.

Bulk of war copy now will be teletyped from Korea GHQ to Tokyo, with provision for telephoned reports in cases "concerning the immediate tactical situation or releases covering unusual events."
Here again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

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

1. **Triangular**—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

2. **Uniform in Cross Section**—because radio engineers proclaim this feature a distinct asset in broadcasting.

3. **Strong**—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

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

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

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

**FREE CATALOG**

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

Macy Spends $8,000

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

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

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

Station Lineup

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

- WCBS, Jack Sterling, This Is New York and Tommy Riggs; WNBC, Skitch Henderson, Andre Baruch, and Skitch Henderson (room show); WJZ, Sweeney & March, early and later morning shows, and The Fitzgeralds; WOR, Roughing With Gambling, McCann at Home and Martha Deane; WQXR, Weather Report and Breakfest Symphony.

In television: WNET, Kathi Norris, Josephine McCarthy, and Easy Does It; WCBS-TV, Margaret Arlen, TV Telephone Game and The Real McKay; WPIX, Maittene Movie, 7-7:15 news and Ted Steel; on WJZ-TV, The Fitzgeralds, Nancy Craig, Club Seven; on WABD, Your TV Shopper, 12:18 p.m. news; WOR-TV, boxing (9-11 p.m.), Buster Crabbe and news (8:45-7 p.m.).

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

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

Recording Standards

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

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

SALES CLINIC

Slated by ABA For Aug. 5

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

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

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

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

RCA TUBE PLANT

Formal Dedication Today

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

Frank Folsom, RCA president, will unveil a permanent plaque honoring his long-time friend, Mr. Wilson. The plant will be devoted exclusively to the manufacture of miniature and subminiature electron tubes. Harold A. DeMoe is plant manager.
Once upon a time there was an advertiser who bought a buy on a radio station. He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leaned back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn’t pull for him. He knew because he tested it.*

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

MORAL: Let the Marconis do the experimenting with radio.

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

BROADCASTING • Telecasting

June 11, 1951 • Page 45
RTMA Urges Flexibility

Sen. Pat McCarran (D-Nev.) last week introduced a bill (S 1871) that would limit employment of a government official or attorney by any person outside the government concerned with actions of the particular agency involved.

The measure presumably would affect FCC as well as other government agencies.

It would amend the U. S. Code, by making it unlawful for a person or party concerned with an agency's activities to directly or indirectly promise to employ or "to pay or to tender, offer, or promise any office or employment, fee, salary, or thing of value to any person who is or has been a member, officer, attorney, or employee of any agency."

It also would be illegal for any present or former agency member, officer, attorney or employee to "seek, negotiate for, or procure any promise to accept any employment, payment, offer or promise or tender of any office or employment with, or any fee, salary, or things of value" directly or indirectly from any person or party subject to the agency's "regulation, rule or order, adjudication, sanction, relief or decision."

The bill would not affect (1) any person whose appointment ceased or terminated with the agency two years before the bill becomes law, (2) if the person is not in any position to influence policy related to that person outside the government, or (3) if the person leaves the agency to return to the same position he held with a former employer before taking the government job.

Violators, upon conviction, would be subject to a maximum fine of $5,000 or two years imprisonment, or both.

The bill was referred to the Senate Judiciary Committee, of which Sen. McCarran is chairman.

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McGARRAN BILL Would Outlaw 'Job-Jumping' SEN. PAT McCARRAN (D-Nev.) last week introduced a bill (S 1871) that would limit employment of a government official or attorney by any person outside the government concerned with actions of the particular agency involved.

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Unemployment Issue

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

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

The retailers' stake in the current radio-TV set sales depression was expressed by W. G. Pierce Jr., president of the National Assn. of Electrical Distributors, representing 100,000 dealers, which NED classifies as "clients." Dealers, Mr. Pierce, who accompanied Mr. Taft at the hearing, said, are in a "precarious position" because of their high inventory of appliances, particularly television sets.
New Hooper Area Report proves that for radio announcements:

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

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

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

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

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

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

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

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

*Embracing all counties common to the SBA areas of all Cleveland network stations.
Hill Panel ‘Sounds Out’ Media
On Subversive Influence

A CONGRESSIONAL subcommittee last week to Broadcasting • Telecasting
force had been assigned the FCC as an agency to be “investigated.”

According to the spokesman, who asked for anonymity, the hearings being conducted in New York are for the purpose of finding out whether “there is need to investigate radio and television media” for Communist or subversive activity.

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

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

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

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

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

HUMOR ON AIR
Careful Use Urged

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

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

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

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

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

AREA HOOPERS
For Single-City Group

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

Both quantitative and qualitative research was used in the study, according to Hoover, which secured its quantitative data from current coincidental telephone samplings of the cities of Cleveland, Akron and Canton, and its qualitative data from listener diaries both inside and outside these cities. Only purpose of the qualitative data, Hoover explained, is to “establish the ratio between WTAM’s ‘inside’ city audience and that in its ‘entire’ area.” The WTAM report is the first in a series of “Area Hoopering” surveys, Hoover stated.

UNTERMEYER OUT
Cerf, Others Hit Allegations

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

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

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

Stoppelte and its agency, Earle Ludgin, reportedly consider Mr. Untermyer’s statements “the highest integrity and noblest purposes,” and “without blame or guilt.”

REDA PROBE

The DETROIT Area’s Greater Buy!
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc. National Rep.
J. E. Campeau President
Guardian Building Detroit 26
UBC IS MUST TIMEBUYERS SAY TODAY

4 OUT OF AMERICA'S 150 Millions Live in the 150 Miles between Greater Baltimore and Greater Richmond

You can reach this rich market with

**One order—one transcription—one package price**

*Through*

**UBC**

with your message on the five UBC Stations

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<th>Serving the Washington Area</th>
<th>Serving the Baltimore Area</th>
<th>Serving the Richmond Area</th>
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<td><strong>WOOK</strong> 1590 ON YOUR DIAL</td>
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**WFAN**—100.3 MC—WASHINGTON, D. C.

You can't afford to neglect this Five Station Package

because it offers

U) The Lowest Listener price Per dollar spent in the Washington-Baltimore-Richmond area

B) The surest way to reach the vast Mid-Atlantic mass market

C) Five stations for the price of one major market

Wire collect for details to

**UBC**

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

wise advertisers choose the Fort Industry station

markets. Top programming in the public interest

THE FORT INDUSTRY COMPANY

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

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

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

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

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

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

Despite the moderate success of some stations, FM has had a tortured existence from the start. The FCC has gone to great lengths to make the radio industry "the whole sordid story. It's enough to recall that the FCC practically forced AM licenses into FM and that it evolved the ill-begotten "plug-in" provision and license limitation.

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

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

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

Even with the facts at hand, however, it seems to us the FCC might well determine now what to do with the vast expanse of spectrum, adjacent to the present VHF TV band, earmarked for, but not being fully used by FM. There are 20 megacycles (88 to 108 mc.) provided in the long and short length of the VHF TV band, or Channels 2 through 6 are assigned to 54 through 88 megacycles, which immediately abut the FM band.

Substantial engineering opinion supports the view that a station with 2 megacycles might well be accommodated in two megacycles or 10 channels. The remaining 18 megacycles would provide three additional VHF TV channels, or increase the number from 12 to 15.

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

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

These problems should not be insoluble. Would the courts hold transit unconstitutional, for example, if a possible FM stations might well be accommodated in two megacycles or 10 channels? The remaining 18 megacycles would provide three additional VHF TV channels, or increase the number from 12 to 15.

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

WTOP's Eddie Gallaher now attracts twice* as many listeners as ever before on Saturday afternoons ... 

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

*Pulse (3-4 p.m. Saturdays, March-April) 1951-7.5 vs. 1950-3.6

THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
W. CARTER Jr., WTRY Troy, N. Y., named station manager succeeding WILLIAM A. RIPLE, resigned [BROADCASTING • TELECASTING, May 14]. Mr. Carter was assistant manager of station seven years and previous to that was station program manager. He started in radio 21 years ago, writing, producing and selling his own programs freestyle.

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

Mr. Carter

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

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

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

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

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

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

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

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

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

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

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

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

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

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

“A Craftsman Is Only

Benjamin Franklin

[Image: Reeves Soundcraft Corporation]
As Good As His Tools!

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

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.
BILL MOSHIER, KJR Seattle farm director, was honored by his sponsor, the Puget Sound Power & Light Co., on the occasion of his 3,000th consecutive morning broadcast. Present were, seated (L to R) Karl Dimmitt, PS&L farm electrification director; Mr. Moshier; Art Kreamer, PS&L advertising director; standing, Frank Swearingen, formerly PS&L advertising director now with the Dept. of Agriculture; Pat Johnson, PS&L vice president; Don Reed, KJR publicity director; Paul Moore, KJR account executive; Arthur Gerbel Jr., KJR sales manager, and Glenn Cushing, PS&L& agriculture engineer.

MONOPOLY HIT
Celler Asks Newsprint Fight

REP. EMANUEL CELLER (D-N.Y.) last week called on newspapers throughout the country to "rise in wrath" against certain monopolistic practices of Canadian and American newspaper companies.

In a speech on the House floor last Tuesday, Rep. Celler observed that the Abitibi Power & Paper Co., third largest producer on the continent, had announced an increase of $10 a ton on newsprint effective July 1—bringing the cost to $116 per ton. Earlier, Rep. Celler asked the Office of Price Stabilization to set "just and reasonable prices" for newspaper. Sen. Ed C. Johnson (D-Col.) expressed similar sentiments.

Rep. Celler, whose House Judiciary Monopoly Subcommittee has just completed an inquiry into the newspaper situation, told colleagues he had not seen "a peep in any of the newspapers . . . complaining of this operation." The price boost, he added, will have a "very deleterious effect" on smaller newspapers, forcing many to discontinue operation, he added.

At stake in the newspaper issue, over the long range view, are not solely price boosts, described as "gouging" by Rep. Celler and Sen. Johnson, but also a growing newspaper shortage which could fan out through the whole American advertising structure. The effect would be manifested on media expenditures of national advertisers and, logically, in broadcast advertising, authorities point out. Moreover, about 25% of the nation's radio outlets are newspaper-owned.

Development of substitute processes for newspaper production would provide a welcome source of additional supplies, a strongly competitive factor in the newspaper industry, and replacement for essential natural resources in the

WAGE FREEZE
Exemption Question

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

Radio-TV labor representatives were heard last Tuesday. Panel members included Sol P. Pryor, representing the American Federation of Radio Artists, and Television Authority. Also heard was a representative of the American Federation of Musicians and Frank B. Murdock of AFL's International Alliance of Theatrical Stage Employees (IATSE).

Radio and television come under the category of services which are exempt from the price freeze but generally are affected by wage control.

ALCOHOL ADS
Radio-TV Cited in Ruling

RADIO and television have been construed by the State of Maryland as falling within the scope of its regulations covering relations between manufacturers and wholesalers of alcoholic beverages and non-resident dealers.

In a ruling by J. Millard Tawes, Comptroller of the Treasury, it was held that "advertisements, promotions and announcements by or for persons holding manufacturers or wholesalers licenses involving reference to a retailer or in any manner identifying his place of business through the medium of radio, television, magazines and like mediums employed in contacting the general public, fall within the provisions of Sec. 56 of Article 2B and are unlawful especially when the proportionate cost of time or space used exceeds a value equivalent for the value of any mass display or other form of advertisement exceeds $5.

"This is true though the form of advertisement, promotion or announcement may or may not be furnished or intended to be furnished for the benefit of such retailer. It is obviously to the advantage of the retailer mentioned or publicized and also has a tendency toward the development of a tied house. Such actions have the effect of stimulating the trade of the particular retailer in preference to others."

The regulation as applied to media in general has been on the books a long time, it was indicated. Penalties are subject to revocation of license, and, on conviction, fine of not over $5,000 and imprisonment not over two years, or both.

FCHM Toronto has added Press News service to its newcasts which already had British United Press and full local coverage.
This is it in a nutshell!...

Graybar recommends the sensational 21B microphone

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

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

**ATLANTA**
100 W. Stone, Cypress 1751

**BOSTON**
6 Park, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 6-4100

**CINCINNATI**
W. H. Hanfner, Main 6065

**CLEVELAND**
W. S. Rockwell, Cherry 1-3500

**DALLAS**
C. C. Ross, Randolph 6454

**DETROIT**
P. L. Gundy, Temple 1-5500

**HOUSTON**
R. A. Asbury, Atwood B-4571

**JACKSONVILLE**
W. C. Winfree, Jacksonville 6-7611

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

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

**MINNEAPOLIS**
W. G. Pire, Newton 1621

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

**PHILADELPHIA**
G. I. Jones, Walnut 2-5405

**PITTSBURGH**
R. F. Grossett, Allegheny 1-4105

**RICHMOND**
E. C. Lack, Richmond 7-3491

**SAN FRANCISCO**
K. G. Morrison, Market 1-5131

**SEATTLE**
D. L. Craig, Mutual 0123

**ST. LOUIS**
J. P. Lenker, Newstead 4700

Graybar brings you the best...

Manufactured by...

1. Altec Lansing
2. Ampex
3. Blaw-Knox
4. Bryant
5. Communication Products
6. Continental Electronics
7. Crouse-Hinds
8. Doven
9. Fairchild
10. General Cable
11. General Electric
12. General Radio
13. Hickey
14. High Lyons
15. Karp Metal
16. Machtett
17. Mallman
18. National Electric Products
19. Proximity
20. Standard Electronics
21. Triad
22. Webster Electric
23. Western Electric
24. Western
25. Whitney Blake

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**SEATTLE**
D. L. Craig, Mutual 0123

**ST. LOUIS**
J. P. Lenker, Newstead 4700

Distributor of Western Electric products via Graybar
EQUIPMENT FOR SALE!

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

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

| Situations wanted, 10¢ per word ($1.00 minimum) |
| Help wanted, 20¢ per word ($2.00 minimum) |
| All other classifications 25¢ per word ($4.00 minimum) |
| Display ads, $12.00 per inch |

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
A committee of CAB directors met at Toronto June 2-4 to review the report and compile recommendations for a general meeting of directors at Toronto on June 18. Attending the meeting were D. Malcolm Neill, chairman of CAB board, and manager, CPNB Fredericton; William Guild, CJO Lethbridge, CAB board chairman for the past two years while Royal Commission hearings have been held; Ralph Snegrove, CKBB Barrie, CAB director and president, Central Canada Broadcasters Association; T. S. Apparel, CAB general manager, Ottawa.

CAB statement pointed to the "very practical, down-to-earth minority report" of Commissioner Arthur Strouse, of Montreal, which recommended CAB plan for an independent regulatory body. The CAB statement said the Surveyer recommendation "would form the basis of a highly practical and workable plan for Canadian radio."

The association said it is satisfied with the chief recommendation of the Royal Commission which gives independent stations recourse to the courts from CBC board rulings, extended station license from three to five years and cancellation of the "just cause," suggested revision of CBC regulations, and gives right of independent stations to appear before CBC board.

A B pointed out that "we had hoped that independent stations would be allowed to share the expense and adventure of pioneering the new field of TV. The commission has recommended against this, and has suggested that all TV be controlled by CBC for the state, at the expense of the taxpayer. The suggestion involves tremendous tax expenditures which will be burdensome to the taxpayer, while independent station would be able to bring TV to Canadians free."

Mr. Caldwell expressed hope that Congress will recognize the importance of an "informed, organized and trained public" and make a decision quickly. "It's time to stop fiddling," he added. A sum of $6,768,000 was allotted for training and education, with roughly $500,000 of that sum set aside for activities in radio, television and other media activities.

FM Set Meeting

JOINT meeting to discuss availability and demand for FM receivers will be held June 26 at NARTB headquarters in Washington by the NARTB FM Committee and the FM Policy Committee of Radio-Television Mfns. Asn. Members of the separate broadcasting industry FM committee are invited. Chairmen of the NARTB FM group is Charles Strouse, WWDJ Washington. John W. Craig, Creole Division, heads the RTMA committee. Last meeting of the three groups was held March 13 in Washington.
...The passengers are known in the industry as a "captivating audience." Formerly they were free to read, talk, meditate, or relax. The broadcasts have given rise to a situation of attention with forced listening. Most people have to use mass transportation. In the District of Columbia this means they have to use (Capital) Transit and hear the broadcasts. Even as between the District and the city of Alexandria in Virginia the Supreme Court has said: "...most government employees, in going to and returning from their work, were compelled to begin or complete their trips by utilising buses or streetcars of Capital Transit." The forced listening imposed on Transit passengers results from government action. By authorising Transit and forbidding others to operate local streetcars and buses, Congress made it necessary to hear the broadcasts. (They) cannot operate in any city streets without a franchise. Congress has given Transit not only a franchise but a virtual monopoly of the entire commercial business of mass transportation of passengers in the District of Columbia. Furthermore, the forced listening has sanctioned by the governmental action of the (Public Utilities) commission. If Transit and the others had not been given a public comfort or convenience, or otherwise, it would have stopped. Because the commission decided otherwise it continues.

No occasion had arisen until now to give effect to freedom from forced listening as a constitutional right. Short of imprisonment, the only way to compel a man's attention for many minutes at a time is to surround him with sound that he cannot ignore in a place where he must be. The law of nuisance protects him at home. At home or at work, the constitutional question has not arisen because the government has taken no part in the conditions. If wireless radio was developed and someone realized that the passengers of a transportation monopoly are a captive audience, there was no profitable way of forcing people to listen while they travel, between home and work or on necessary errands.

Exploitation of this audience through assault on the unenforceable sense of hearing is a new phenomenon. It raises "issues that were not implied in the means of communication known or contemplated by Franklin and Jefferson and Madison." But the Bill of Rights...can keep up with anything an advertising man or an electronics engineer can think of. If Transit obliged its passengers to read what it liked or get off the car, invasion of their freedom would be obvious. Transit obliges them to hear what they likes or get off the car. Freedom of attention, which forced listening destroys, is a part of liberty essential to individuals and to society. The Supreme Court has said that the constitutional guarantee of liberty "embraces not only the right of a person to be free from physical restraint, but the right to be free in the enjoyment of all his faculties. That right is subject to no exceptions excepted by the Constitution."

The demand from forced listening, like other freedoms, is not absolute. No doubt the government may compel attention, as it may force speech. Freedom of speech, however, is a right not without reasonable relation to some purpose within the competency of the state. Freedom of attention is not a right that may be forced upon persons to hear broadcasts. The state has no business to tell the public what to think or to listen to. The state has no right to force its ideas upon the public. The state has no right to make the public hear what they don't like, but a sense of outrage at being compelled to hear whatever Transit and Radio (Transit Radio Inc.) chooses.

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

It has been argued that when freedom of attention is abridged freedom of speech and press are abridged, and that when Transit sells the forced attention of its passengers to Radio for advertising purposes it deprives them of property as well as liberty. Also, it may well be doubted whether Transit can perform its statutory duty of providing comfortable service for all by giving more than comfortable service to some and less than comfortable service to others. But we need not consider these issues. In the present case, there is no evidence that forced listening deprives passengers of liberty without due process of law. Service that violates the rights of a minority is not reasonable service. It follows that the (Public Utilities) Commission erred as a matter of law in finding that Transit's forced listening is not inconsistent with public convenience, in failing to find that they are unreasonable, and in failing to stop them.

This decision applies to "commercial" and to "announcements." We are not now called upon to decide whether occasional broadcasts of music or the press or "announcements" would infringe constitutional rights.

The judgment of the District Court is therefore reversed with instructions to dismiss commission's order and remand the case to the commission for further proceedings in conformity with this opinion.

Reverend

Open Mike

(Continued from page 18)

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

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

Gustav K. Brandborg
Asst. General Manager
KVOO Tulsa

Prairie Isn't Lone

EDITOR:
Noticed recently in Broadcasting + Telecasting where someone was stating radio signals did not have as high strength in summer as in winter. In the primary-fringe area this becomes an asset in reducing same-channel interference problems. The rule was each station actually gets out farther in summer than in winter.

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

Bud Crawford
President
RCNI Broken Bow, Neb.

RCA Deliveries

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

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

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

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

Naval Service

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

After leaving the Navy as a lieutenant commander in early 1946 Thad Brown Jr. started practicing law in the office of Roberts & McNiss, well-known Washington firm. Then he took over the TBA account and was associate counsel for DuMont. Through the postwar years, radio and television have gone through the regulatory wringer and have emerged in various states of promoted and arrested development. Mr. Brown has lived through all the hearings and arguments and bickering that have characterized the postwar electronic years.

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

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

Chosen By TV Board

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

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

Besides Thad III the Browns have a second child, Bettina Simp- son Brown, Jr. Thad Brown Jr.'s mother, now Mrs. Howard Coffin, has continued her political activity since marrying the former midwestern Congressman.

W. E. WHITMORE

N. M. Radio Pioneer Dies

WALTER E. WHITMORE, 66, founder of four New Mexico radio stations and president of KGPL Roswell and KWEW Hobbs, died June 3 following an illness of several weeks. He had been an active broadcaster as late as last summer when he handled baseball play--by-play broadcasts.

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

Mr. Whitmore was survived by his widow, Theresa, and two sons, Walter Jr. and Ralph.

AFTER AGENDA

Ryan, Hooper to Speak

BAB PRESIDENT William S. Ryan is among the top radio and television speakers slated for the 48th annual convention of the Advertising Assn. of the West at the Cosmopolitan Hotel, Denver, June 17-21.

Mr. Ryan will highlight the June 19 radio session with a talk titled "I Hear It's Going to Rain." Robert J. McAndrews, managing director, Southern California Broadcasters Assn., Hollywood, is to chair the session.

C. E. Hooper, president of C. E. Hooper Inc., New York, will lead a panel discussion on "What Is Television Doing to Advertising?" J. Neil Reagan, Hollywood radio-television manager, McCorm-Erickson Inc., will handle the question and answer session that follows. Haan J. Tyler, KFI-TV Los Angeles manager, will chair this television departmental June 20.

Chad Hall Jones, account executive, KRKD Los Angeles, will preside over a special breakfast meeting June 20, with guest speaker to be announced. Karthefie Richin, KALL Salt Lake City, is chairman of the traditional three-minute speaking contest held on the second day of the convention.

Annual awards for best radio commercials produced in the West, both programs and spots in large and small cities, is being handled by a committee headed by H. Quinton Cox, general manager, KGW Portland.

There also will be talks by Thomas A'Arcy Brophy, chairman, Ken- yon & Eckhardt Inc.; James Booth, advertising director, The Tea Bu- reau; G. W. Purell, advertising di- rector, Van de Kamp's Bakers Inc.; Pallen Flagler, The Nestle Co.; H. Charles Bartlett, secretary, Macy's (San Francisco).

CHICAGO AD CLUB

Organization Session Held

ONE HUNDRED young advertising executives in Chicago met May 28 to organize the Advertising Club of Chicago. W. S. Kirkland of the agency of the same name, president, and introduced the guest speaker, Spencer Allen, director of the WGN-TV Chicago news department.

Membership in the professional club is limited to men and women directly engaged in advertising on an executive or semi-executive level, although a few members will be taken from service-supply and media fields, Mr. Kirkland said. A lounge room and dining facilities are being made available at the Pearson Hotel. The next meeting is scheduled for June 25.
Strictly Business

(Continued from page 16)

At present, Masoris, Pharmaceutical ing first Sanders are discharge and Charleston, ing camps was post exchange rector became advertising departments. He worked also as a clerk, in window display, the warehouse, and the reclamation and sales promotion and advertising departments. He became advertising and display di-rector in 1940.

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

Mr. Sanders lives across the Potomac River from Washington in the pleasant Virginia community of Arlington. His home, a five-room, semi-bungalow dwelling, is shared by Mrs. Sanders, the former Grace Phares, and 3,600 books. The Sanders are childless.

Book Collection

Of these 3,600 books, 2,000 are first editions, which he collects. He is particularly interested in American authors.

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

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

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

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

Peoples had tried radio unsuccessfully in about 1937. In 1940, radio advertising was discontinued. "It wasn't much of a fault," Mr. Sanders explained, "we just felt that we didn't know how to use it.

But Korea came. And ominous world developments glued the na-
ton's ear to a loudspeaker. In Mr. Sanders' words, "News became a primary factor in everyone's life.

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

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

Is this airwave advertising paying off? Mr. Sanders thinks so. Peoples net sales in 1960 were $47,298,000 and it's too early to give the annual sales for 1951. But the first quarter figure of $11,456,000 for 1961 is $36,000 above the figure for the same period in 1950.

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

CONSORTIUM, net profit of $5- 266,491, before federal income and excess profits taxes, reported by Em-
erson Radio & PhonoGraph Corp. and subsidiaries for a 52-week period ended May 5, 1951, as against $5,131,942 for the same period a year ago. After taxes, fig-
ures were $3,686,542 ($1.22 a share) compared with $5,069,648 ($1.87 a share) in same 1950 period.

NEW BUILDING

KPIX-KSFO Home Underway

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

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

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

Engineering features were de-
sign ed and supervised by Engineer-
ing Director A. E. Mathiesen of KPIX. Rich-

ard Bell, assistant to the president, is supervising the over-all con-
struction.

The main lobby, of modern de-
sign, will include black walnut panelled walls, a mammoth tele-
vision screen on one side of the room, terrazzo floors, indirect light-
ing, fish pond, and hanging garden. All doors from the lobby into stud-
ios and other portions of the building will be electrically con-
trolled. An outside deck, complete-
ly equipped with technical facilities for outdoor telecasts, will occupy a major portion of the roof-top.

ADS Convention

RADIO-TV's future will be dis-
cussed by NARTB President Har-
old E. Fellows at the Alpha Delta Sigma national convention June 23. The national advertising fra-
dernity's biennial meeting will be held at Cape Cod June 22-24. In addi-
tion to Mr. Fellows' talk on "The Future of Radio and Televis-
ion," the convention will hear a panel discussion of "Advertising in War Time." The ADS chapters at Boston U. and Babson Institute will be hosts to the convention.

FRAUD BILL

House Passes Radio 'Code'

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

The so-called "radio fraud bill" (HR 2948) was passed by the House on consent calendar. Ob-
jectives of the measure is to "elim-
inate fraudulent radio advertising in the same manner as schemes to use the mails to defraud are pres-

The proposal was reported by the House Judiciary Committee last April. [Broadcasting • Telecast-
ing, April 30]. It would apply to any person transmitting or causing transmission "by means of inter-
state wire or radio communication" any fraudulent advertising scheme. It also would affect television trans-
misions.

Rep. Rogers explained that "the original bill as offered before the committee provided that the radio station owner who knowingly per-
mits such a fraudulent scheme would be in the same category as the one who perpetrated the fraud.

This bill eliminates reference to the radio broadcaster since the con-
sciousness and accessories of the Criminal Code now apply to him" [Broadcasting • Telecast-
ing, April 23].

In answer to a query by Rep. R. Gross (R-Towa), Rep. Rogers said NARTB endorsed the new bill.

Justice Miller was instrumental in effecting changes by the commit-
tee, principally the changes which absolved broadcaster liability.

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

Ladd Organizes Firm

ALAN LADD, film star, has or-
ganized Ladd Enterprises Inc. to produce motion pictures, TV films and radio shows, but it will not start functioning until completion of his Paramount Pictures contract in November 1952. This enterprise was said to be independent of the film actor's current non-exclusive contract negotiations with Warner Bros. Stipulations concerning tele-
vision rights, sought by Mr. Ladd, are expected to be compromised. He would do a certain amount of television work a year when it does not interfere with motion pic-
ture activities.

PROTECT YOURSELF, your STAFF, your CLIENTS

while a special, tailored-to-the-risk insurance.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.
what, no hopalong?

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

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

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

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

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

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

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

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

DON'T BE SPOTTY WITH YOUR SPOTS

ALL ALL ALL

The Fabulously Rich Fort Worth-Dallas Market

Waxahachie, another city in the series of great market plus delivered by WBAP-TV.

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

By LARRY CHRISTOPHER
NO COMMENT had issued from FCC by late Thursday on Sen. Ed- ward H. Johnson (D-Col.) letter of Monday to Chairman Wayne Coy questioning legality of fixed allo-
cations by rule-making, but the Commission is expected to discuss the
matter today (June 11) and reply promptly.

The letter from the chairman of the Senate Interstate and Foreign
Communication Committee, which origi-
nates radio legislation, indicated that while Sen. Johnson continues to
be vitally interested in promptly lifting the TV freeze, he also has
become very concerned with the legal dispute over the fixed TV
allocation plan, opposed by the Fed-
eral Communications Bar Assn.

"I am not a lawyer and do not
propose to pass upon the merits
of the legal principles involved in
the contentions of the Bar Assn.," Sen.
Johnson wrote, "but, if I did not
indicate that I am impressed by
the force and logic of their arguments."

Sen. Johnson asked FCC to give
immediate consideration to the
legal issue as urged by FCBA in
order to save needless waste of
time and energy and to prevent
further delay in lifting of the
freeze.

FCBA fortnight ago renewed its
request for oral argument prior to
commissioning the TV freeze and the renewed activity in the
color television field, initiated by the
report of the Ad Hoc Commit-
tee of the National Television Sys-
tem Committee (Broadcasting - Telecasting, June 4) (also see
color story this page).

It presently appears FCC may
modify its early proposal and de-
cline opening of the UHF band to
new station grants in certain areas
because the UHF allocation is so
intermixed with VHF. But the
Commission is expected to proceed
as far as possible to granting new
VHF outlets in the U. S. terri-
tories and to granting of improved
facilities to certain existing VHF
outlets in the U. S. [Broadcasting
- Telecasting, May 28].

Meanwhile, replies began to
trickle into FCC last week in oppos-
tion to initial comments filed
earlier on the new TV allocation
plan. But the bulk of the replies are
expected to be filed today, June
11, the final deadline.

Other new developments:
• Repeals for substitution of
UHF channels for VHF channels
are contained in amendments filed
to pending TV applications of
WHK Cleveland, WEXL Utica N.
Y., WSBA York, Pa., and Home
Newspub Co., New Brunswick,
N. J.

Color TV will be wired by
WHK's proposed outlet, "as soon
as standards for color television
have been approved finally, and
equipment is available."

Applications for new
station in UHF were filed by WEXL
Royal Oak, Mich.

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

The proposed UHF station would
be $567,678 to build, WHK stated,
and $270,000 to operate the first
year. Initial revenue of $100,000
was estimated. RCA 5-kw equip-
ment is planned to be used, with
antenna gain of 24.

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

WSBA, whose pending bid seeks
VHF Channel 8, requests UHF
Channel 43 with ERP of 70 kw
visual, 26 kw aural. RCA 5 kw
transmitter also is contemplated.
Grade A contour is estimated to
include 1,740 sq. mi. and population
of 502,332; Grade B, 4,210 sq. mi.,
770,482 population. Construction
cost of the WSBA UHF outlet is
estimated at $244,600, with an
operating cost set at $9,500 and
revenue $5,000. FCC's new TV plan
allocates Channels 43 and 49 to
York.

Channel 3 bid of WIBX was re-
vised to request UHF Channel 19,
with ERP of 88.7 kw visual, 44.36
kw aural. General Electric trans-
mitter and antenna (20 gain) are
proposed to be employed. WIBX's
estimated its Grade A service area
would include population of 290,-
526 and its Grade B service area
population of 379,079. Antenna
height above average terrain would
be 680 ft. The Utica-Rome pro-
posal includes Channel 19.

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

(Continued on page 74)

COLOR CONTROVERSY

GE Reveals Test Plan

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

On the other hand, CBS made
further preparation for commence-
ment of commercial colorcasting
June 25, viewing the "composite"
system of the NTSC committee
[Broadcasting - Telecasting, June 4] as
an attempt to stall ac-
cceptance of the Columbia system.

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

"We are modifying our labora-
tory and studio equipment," Dr.
Baker stated, "which we have been
using to test other systems to per-
mit transmission on a standard
television broadcast channel."

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

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

"Composite" System

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

CBS, however, branded the com-
posite system "a desperate attempt
to offer another paper system" as
a barrier to acceptance of the
"standard." CBS Vice Presi-
dent Adrian Murphy said it was
either the rival RCA system in an
other guise, or that it meant RCA
did "ditch" its method.

Columbia, he reported, is plan-
ing to initiate commercial color-
casts on Monday, June 28, will start
with about five hours of color-
programming a week on WCBS-TV
New York and increase gradually,
and hopes to have both advertisers
and sponsors involved in the proj-
ee, as stations lined up from the
beginning.

RCA, which is one of the com-
panies represented on the engineer-
ing group at work on the com-
posite system, meanwhile said the
Ad Hoc Committee's report, filed
with FCC a short time ago, "reaf-
firms that compatibility is the es-
ential basis of any sound color
tv system."

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

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

Charles J. Hirsch, chief engineer of
the research division of Hazel-
(Continued on page 78)
Telefile: WHAM-TV

Rochester’s Pioneer Outlet Marks Its Second Year

BEING ‘first’ with television in Rochester seemed to us a perfectly logical development,” William Fay, vice president of Stromberg-Carlson, the parent firm, and general manager of WHAM-TV Rochester, N. Y., says.

“We have the oldest AM station in Rochester and we were first with FM. Why not pioneer in TV also?”

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

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

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

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

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

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

Experienced Young Men Guide WHAM-TV

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

Charles Siverson, program director, is 43 and a veteran of 21 years at WHAM; John W. Kennedy Jr., sales manager and administrative assistant to Mr. Fay, is 47, with 25 years experience; Kenneth Gardner, director of engineering, is 44 and now in his 25th year at WHAM; George Driscoll, 41, and Alfred Bailing, 49, transmitter supervisor, have each compiled 22 years service at the station.

Mr. Driscoll is the only member to have shifted entirely into television as supervisor of TV studio engineering, but the others maintain dual responsibilities in both AM and TV, except for the sales department which is split.

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

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

In programming, Mr. Fay at the outset decided to operate seven days a week, using local live origination and network service. To achieve this, the station had to acquire costly studio equipment and also invest in a mobile TV unit.

Acquisition of network service also called for capital outlay because when the station went on the air, the AT&T connection terminated at Buffalo, 70 miles away. This problem was solved by construction of an air relay booster mid-way between Buffalo and Rochester, taking programs direct from WBEN-TV Buffalo’s transmitter. The arrangement continued six months until AT&T put up its own microwave relay between the two cities and tied Rochester in to the coaxial cable from Cleveland and Erie.

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

WHAM-TV’s program schedule has increased from an average 36 1/2 hours per week during the first month’s operation to 78 1/2 hours per week at present. It programs 11 a.m. to midnight, Saturday and Sunday, and 1:00 p.m. to midnight, Monday through Friday. It is affiliated with all four networks.

Programming Stresses Educational Productions

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

Several months ago, the station cleared all commercial commitments

(Continued on page 80)
THEATRE television shook an unglued commercial fist in the face of broadcast TV last week by outbidding the broadcast interests for exclusive rights to the Joe Louis-Lee Savold heavyweight boxing bout while planning to carry a series of other matches to be staged this summer.

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

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

In the case of the terms of the contract were not disclosed, it was known the managers had insisted upon $100,000 for broadcast rights and reportedly had turned down an offer of $50,000 by a local television station. The theatre group was believed to have approximated the $100,000 demand.

Theatre Outbid TV

TOA PLAN HIT TV Threat Seen

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

"Without these FCC grants to provide this service, he said, adding that Zenith has carried on a lone crusade for the building and presentation of television in the theatre through Phonevision.

"He pointed out that 90% of American theatres in metropolitan areas are within two miles of a telephone exchange and that at $50 per 100/free per mile.

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

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

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

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

THEATRE GROSS

"The $64 dollar question in the public mind about our industry today is the effect of television on motion pictures," Barney Balaban, Paramount Pictures Corp. president, reported to the annual stockholders of $8, and after setting forth estimated earnings for the first quarter of 1951.

"The KEO Keith's in Washington, Loew's Century in Baltimore, the Alhambra in Los Angeles, the RKO Palace in Cleveland, Balaban & Katz' Tivoli and State Lake in Chicago, and the boxing Club officials looked hopefully upon theatre television as a means of offsetting the loss of box office which has attended many recent telecasts.

James D. Morris, president of IBC, took the view that "the potentials of theatre television are large for major sports attractions, while holding forth the assurance of maintaining the sports structure itself.

Test Interest High

He said IBC is "looking forward with keen interest to the testing of theatre television in the Louis-Savold and other major fights," which he said "will mark the historical first network of theatre television.

Representatives of the theatre group estimated that various theatres would place orders which will assure upwards of 100 TV-equipped theatres by the end of the year.

Those already scheduled to carry the Louis-Savold fight—with seating capacities reportedly ranging from 1,600 to around 4,000—and.

The RKO Keith's in Washington, Loew's Century in Baltimore, the Alhambra in Los Angeles, the RKO Palace in Cleveland, Balaban & Katz' Tivoli and State Lake in Chicago, and the Balaban Weighs TV Effect

broadcasting station KTLA in Los Angeles, has fully demonstrated the successful application of these principles to television broadcasting," Mr. Balaban said.

"With the further expansion of television," Mr. Balaban said, "we can expect its increasing influence on our business.

"Citing Paramount's long recognition of the possibility of a "high-inter-relation" between film industry and television, he pointed out that the company's original investment in television was the giving of "substantial and profitable stake in the television field.

The "showmanship and know-how" applied by Paramount in films could be "equally effective in television," he continued.

"Our television
how to buy television...

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

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

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

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

THE KATZ AGENCY,

NEW YORK • CHICAGO • DETROIT • LOS ANGELES
at savings up to 19%!

They clear time more readily . . . cooperate wholeheartedly.

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

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

you can do better with Spot. Much better.

INC. Station Representatives

SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
**WFKN SALE**

SALe of KFI-TV Los Angeles to General Tire & Rubber Co. for $2,600,000 was consummated last Friday, agreement was reached after weekend conferences between Earl C. Anthony, head of the license earle General Tire & Rubber, vice president and director; Louis G. Caldicott, of the law firm of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Piersen & Ball (for purchaser).

Negotiations were for the non-network TV property only and Mr. Anthony will retain KFI, which he purchased from Mutual Broadcasting System in 1952, and the clear channel outlet on 640 kc is NBC affiliate for Los Angeles.

Personal plans were not divulged. George A. Whitney is general manager of both the radio and television stations.

The transaction for the three-year-old KFI-TV on Channel 9 is regarded as a springboard on which Mutual Broadcasting System can enter the national television network field. General Tire & Rubber Co. owns the Yankee Network.

**UAW-CIO BID**

Seeks UHF Channel in Detroit

Plans of the United Auto Workers-CIO to seek a UHF channel in the Detroit area were announced last week by President Walter P. Reuther, who said that in the meantime UAW-CIO will sponsor a weekly documentary on WWJ-TV through June 19.

The union plans to extend its work in television into other areas but is initiating it in Detroit, which has the greatest concentration of UAW-CIO members, Mr. Reuther said.

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

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

UAW-CIO, through a broadcasting subsidiary, has long sought an AM station in the Detroit area. The channel to be sought in the TV application was not identified. UAW spokesmen said the TV operation would be nonprofit and the union was prepared to carry the station on a non-commercial basis if necessary.

The documentary to be sponsored on WWJ, Mr. Reuther said, will be a 15-minute Tuesday feature, and will be produced by Guy Nunn, UAW commentator. The contract, for 52 weeks, was signed through Luckoff, Wayburn & Frankel Detroit.

**'COLORVISION' SETS**

Air King Announces Full Production Plans

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

Deliveries in "late summer or early fall" are scheduled for a $499 deluxe console and a $399 open-faced console model, both with effective 12½-inch screens, with lower-priced versions to come later, it was announced.

The cost of additional components to add color to black-and-white receivers will "dwindle to the vanishing point" with mass production, Mr. Cogan said. "Perhaps $1.50 in extra materials are used," he asserted.

Tri-Color Tube

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

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

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

There are many questions to be answered.

The new receiver is 36½ inches high, 32 inches across and 22½/t/10 inches deep, with 12 tubes, including rectifiers and a 10-inch picture tube, which replaces the 12½-inch tube and permits a smaller cabinet and color disc. The picture is magnified to an effective 12½-inch screen size.

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

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

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Your G-E broadcast representative...

... is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write General Electric Company, Section 263-11, Electronics Park, Syracuse, N.Y.

![Performance chart](chart.png)

You can put your confidence in—

GENERAL ELECTRIC
He puts ’em on your trail!
To a huge posse of television youngsters in New York, WCBS-TV's Sheriff Bob Dixon is the law in these parts. What he says goes.

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

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

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

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

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

WCBS-TV Channel 2

Columbia Owned • New York

Represented by Radio Sales
FCC Reply Delayed

(Continued from page 65)

of 14.4 kw visual, 7.4 kw aural. Channel 47 has been allocated there in FCC's new plan.

Royal Oak Broadcasting Co., licensee of WEXL, filed a new station application for UHF Channel 62, proposed by FCC to be allocated to nearby Detroit. Station requests ERP of 73 kw visual, 36.5 kw aural and a antenna height above average terrain 444 ft.

Estimated cost of the UHF outlet was given as $194,000, with first year operating cost cited as $96,000. Potential revenue was given as "unknown." The outlet's Grade A service area would include a population of 2,542,773.

Several new VHF applications also have been filed (See FCC ROUNDUP, page 96).

Among those to file replies early to initial comments on the Commission's new plan, announced in late March [BROADCASTING • TELECASTING, March 28 et seq.], WKTAT Miami Beach reiterated its contention that a VHF channel can be added there without violating FCC standards. WKTAT asked addition of Channel 9, which conflicts with a request for Channel 9 at Fort Lauderdale by WFTL there. Also in the Miami area, but from an educational interest, the Dade County Board of Public Instruction, here's the picture...

For the total week-day and night...

the three WLW-TV stations have an average rating of 11.2 as compared to 8.4, the combined average of the leading competitive station in each of the three areas.*

And each individual WLW-TV station has a higher rating for each time segment - morning, afternoon and evening - than its local competitor.

This overall superiority of 33% in total ratings is a substantial win for WLW, but not too far behind was the third station in the market which is making a determined effort to increase its share of the market.

WLW-TELEVISION

WLW-T WLW-D WLW-C

CHANNEL 4 CHANNEL 5 CHANNEL 3

CINCINNATI DAYTON COLUMBUS

First in Ohio's largest TV market

*Videodex April, 1951.

to...
Mr. E. K. Jett  
Television Station WMAR  
Sun Square  
Baltimore 3, Maryland

Dear Jack:

I like to write notes like this.

On behalf of the client and my agency, I wish you would express to all the members, individually and collectively, of your production and technical crews my appreciation and thanks for the truly excellent telecast of last Thursday's Orioles game.

It was big league in every respect.

The camera work, direction and overall production equalled—if not surpassed—any baseball telecast I have ever seen.

Again, thanks and keep up the good work.

Cordially,

T. Wells

WMAR-TV

CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC.  NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO  
CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
"Watch and Win!"—KPIX's telephone quiz game—is still drawing top mail response, which numbers about 12,000 monthly; and sponsor, Aluminum Company of Canada, Ltd., reports that the sales of their new Gold Label Beer are moving at a fast rate.

Starring Ben Alexander, voted outstanding TV personality by Academy of Television Arts and Sciences, and his lovely wife, Lesley, "Watch and Win" is a unique tele-quiz in which viewers’ write-in cards are selected by Ben and Lesley for telephone calls and other prizes and prizes.

BASEBALL

Biggest news to baseball fans is the fact that KPIX is now leasing the San Francisco Seals' Saturday afternoon home games. The daily schedule includes a series of eight games, are under the direction of Sandy Spillman and Dave Keas, with Don Klins on milk side. KPIX's Saturday games are simulcast over KSFO!

NARCOTIC SERIES

The three week series on narcotics, recently featured on KPIX's "KMA 6" has been loudly acclaimed as an outstanding service to the community.

Handled by Inspector John Kane and L. Alvin Nielson, the programs, which were presented in cooperation with the San Francisco Police Department, covered the entire subject of narcotics as a police problem and an ever-increasing menace to society.

AED AIRINGS

KSFO now features Robert Montgomery in "Freedom Is Our Business" for the S. F. School of Nursing three mornings a week. The Edify Corporation in sponsoring "Children's Hour" on KPX Wednesdays at 11:00 P.M.

KOYER SHIFTS

Teletcasting to BROADCASTING

The San Francisco Examiner Co., told Teletcasting * BROADCASTING that the company plans to develop a "color system, as a result of a suggestion made by Ben Ed Johnson (D-Col.), who stated the industry should be capable of "making out a satisfactory compatible color system."

Mr. Hirsch said the composite system is not a dot sequential system—the name given to RCA's—and that color is added to the black-and-white picture by "interleave" components. The RCA system also adds color to black-and-white pictures, he added.

Black-and-white pictures, he explained, can be utilized as the black and-white pictures, but can be extracted in a color receiver to add color to the black-and-white picture."

Mr. Hirsch continued:

"The system is capable of giving better color pictures over the full depth of present-day black-and-white pictures, and can be extended into color harmonics.

"In the character of the eye, which is to say that the eye is more sensitive to variations in brightness than to variations in color, the color of a single channel is more important than variations in color."

"In the character of the eye, which is to say that the eye is more sensitive to variations in brightness than to variations in color, the color of single channel is more important than variations in color."

The demonstration consisted of six different color channels, with reception on a CBS 17-inch color drum receiver, described by the network as "the largest display of color television ever shown."

Miss Rene Cowley, fashion director for Bullock's Downtown, Los Angeles, was quoted as predicting great store use of color TV. Miss Virginia Harris of Boston's Filene's store said, "color gives the first real opportunity to promote fashion in television." Miss Helen Tupper, New York color consultant, literally considered color TV "potentially the greatest sales tool that ever has been invented," and foresaw 35,000 color stores within the next five years.

Two years later he was elected assistant treasurer of that division.

City of San Francisco

N. E. Page

BETWEEN,

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'ONE WORLD' AWARD
Advertisers Are Candidates

A "ONE WORLD" Television Advertisers' Award, in addition to the One World Awards in press, radio, motion pictures and international statesmanship established in 1944, will be distributed this year, Jacques Farrand, executive secretary of the One World Award Committee, has announced. The awards consist of a trip around the world to promote international understanding.

Explaining that "television has fully demonstrated its enormous power to arouse many millions of Americans to an acute consciousness of national and international issues," Mr. Farrand said the free enterprise system places "a unique responsibility for good or evil" upon the advertisers in their selection of what is telecast. "Their courage and civic-mindedness," he continued, "may help make of television a medium which does not only channel sales but also sells democracy and understanding." As a consequence, he went on, the committee has established the award to encourage advertisers to "back programs of lasting value to the U. S. and to the world."

TAP OFFICERS
Vanda Heads Philly Assn.

NEW officers of the Television Assn. of Philadelphia for 1951-52 have been elected. They are Charles Vanda, president; Frank Roberts, vice president; David Smith, treasurer; Ethyl Foster, corresponding secretary, and Po Jack, assistant secretary.

Members of the board include:

W. Wallace Orr, W. Orr Adv. Agency (2 year term); J. Cunningham, Cox, J. Cox Agency (3 years); Martha Gable, Board of Education (3 years); Mort Parr, President of National Appliance and TV dealers (2 years); Robert Jawer, WPTZ (2 years); Walter Erickson, Gray & Rogers Agency (2 years); Kenneth W. Stowman, WPTL (1 year); Art Borowsky, TV Digest (1 year); Ruth Weir Miller, WCAU (1 year); Col. Edward A. Davies, former president of TAP, chairman of the board; Edward Barker, W. Orr Agency, legal counsel for the association.

TYLER CONSULTANT
For Educational Network

I. KEITH TYLER, Ohio State U. radio education director, was named last week as consultant to the U. of the State of New York in connection with its proposed statewide 11-station noncommercial educational television network (Broadcasting * Telecasting, June 4, May 14).

Dr. Tyler was appointed to serve for 30 days in studying various possibilities for the TV project, including plans for two- or three-station operations, use of time on commercial stations and networks, and closed-circuit on-campus telecasting. Spokesmen said Dr. Tyler's findings will be presented to FCC in connection with university applications for approval of the network plan, which contemplates a $3.5 million outlay for construction of the 11 stations.

Let us PROVE to you that WOW-TV has the LARGEST audience nearly 7/3 of the time—Both Day and Night!

• Yes...ask us to PROVE it. This is no "guesswork" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV set-owners. This is the FIRST survey ever made in this market giving information so complete.

Full details of this survey — how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers — all these, and other important data, are available to you in our presentation of the Survey, sent at your request.

You can't judge the Omaha area TV market (now OVER 75,000 sets) without this vital information — these FACTS. Write, wire or telephone to WOW-TV.

WOW-TV LEADS IN 19% OF THE 31 HOURS it is on the air!

WOW-TV LEADS IN 20% OF THE 32 HOURS it is on the air!

For Availability call any Blair TV Office or WEBSTER 3400
OMAHA, NEBRASKA

Frank P. Fogarty - General Manager
John Blair TV - Representatives

June 11, 1951 * Page 79
TELEPICTURES Inc., Hollywood, film distribution firm, has (on a two-year leasing basis) 26 theatrical feature films of Robert L. Lippert Productions to KTLA (TV) Hollywood and CBS-TV New York, with permission to telecast each motion picture eight times. KTLA reportedly is paying $69,000 for the package, while cost to CBS-TV is $70,000. Similar two-year deal is being worked out with WGN-TV Chicago, with price of film package $67,500. All films involved in the three deals were made between 1946 and 1949, for theatrical release.

STERLING TELEVISION Co., New York, is beginning distribution of 30 films produced for the Indian government, Sterling President Saul J. Turell announced last week. Through arrangement with Dr. M. Moulik, director of information, Government of India, Sterling has obtained exclusive TV distribution rights on variety of films including Indian customs, culture, dances, in addition to several films concerning India's domestic and international problems.

SUPERMAN Inc., Hollywood, subsidiary of National Comics Publications, which owns rights to comic strip "Superman," will produce series of half-hour shows based on Superman radio series. Initial series of 26 films form into production in mid-June. Firm has headquarters at RKO Pathé Studios, Culver City, Bernard Lubber, TV producer, and Robert Maxwell have joined firm. Flamingo Films, New York, will distribute the series.

NEW system and techniques on acetate dyes which improve dye image, and sharply reduce costs for sound recording of TV films has been developed by sound department staff of Samuel Goldwyn Studios, Hollywood. Currently being used on Premiere Theatre, series of 30-minute TV films being produced by Williams Productions, it reduces sound costs by around 25%, according to Gordon Sawyer, film studio sound head and Rene Williams, president of production firm.

MARSHALL-HESTER Productions, New York, announces official endorsement by the American Museum of Natural History of its Treasure House of Adventure TV series. Endorsement includes rights to museum's facilities and use of its materials, including an extensive film library. Series will depict experiences involved in expeditions sponsored by museum, and in securing exhibits for its numerous collections. Prominent scientists and explorers will appear as guests. Completed films are expected to be released this fall.

Truman Brzee  David E. Keesler
Asst. Sales Mgr.  News
for TV  Director
Bob Turner  Armin N. Bender
Sports  Promotion-Publicity
Director

From the Genesee Valley Players, a western New York professional group, Program Director Charles Siverson obtained first TV rights for this widely-known radio play. A successful and locally sponsored origin was the station's version of Cinderella Weekend, with Ross Weller as the master of ceremonies. Other local favorites: Bob Turner's Wednesday night sports show; Ask the Kids, with Ralph Collier the m. c.; Speak Up, discussion forum that has been aired continuously since September 1949.

Strong feature of the station's operation, according to WHAM-TV Art Picture Department, managed by David Manning, a professional photographer. Mr. Manning and his two assistants have complete laboratory and studio facilities for screening and servicing film and for making stills, motion pictures, and copy art. The AM-FM-TV Stromberg-Carlson operations are housed in a modern, $1 million Radio City opened three years ago. The building has six studios, the largest with a floor space 44' x 45', seating 370 studio visitors. But already need for more operating space is apparent.

WHAM-TV operates on Channel 6 (72-58 mc) with 16.7 kw visual and 8.95 kw aural power. Under the proposed FCC revised allocation...
DAGMAR SUIT

NBC-TV Star Is Sued

FORMAL SUIT for damages against Dagmar (Jennie Lewis), of NBC-TV's Broadway Open House, begun in Chicago by Dagmar Blair, a burlesque queen, cannot be completed until the TV Dagmar visits Chicago and can be presented with a court summons. This is expected to be within the next few weeks, when she is scheduled to make a personal appearance at the Chicago Theatre.

Miss Blair brought suit in Chicago Superior Court for $50,000. The suit is of the Rialto Theatre, Harold Minsky, also in suit for an additional $25,000. Miss Blair charges the television star has no right to the name, as she was not born with it and was given it by Jerry Lester, Broadway Open House comedian, whom Miss Blair described as a "friend." Dagmar Blair says she was born with Dagmar as her given name, and that both her mother and grandmother used it when appearing in vaudeville.

She charges Miss Lewis was given the name Dagmar by Jerry Lester because of her "slight resemblance" to the burlesque dancer. The latter, however, charges the "dynamic medium of television" raised Jennie Lewis to stardom overnight and has caused the dancer "great confusion, embarrassment and loss of bookings." Mr. Minsky, who employed Dagmar the dancer in Chicago recently, is suing on the claim that attendance is affected adversely by public confusion.

Miss Blair, described as a standard show business attraction, has appeared in night clubs, vaudeville and burlesque throughout the country. She claims the name Dagmar on a marquee "keeps the customers away" because they think she is the TV personality, "who is not as pretty or talented."

SDG OFFICERS

De Lacy Heads TV Council

PHILIPPE DE LACY, KTTV (TV)

Los Angeles director, was elected national president of the Television Council of the Screen Directors Guild of America at its annual meeting in Hollywood.

George Cahan, KECA-TV Los Angeles director, was made first vice president, with Robert S. Finkel, KECA-TV director, elected second vice president. Elected secretary was George Giroux, assistant director, KTTV (TV) Los Angeles, with Arthur Thompson, KECA-TV assistant director, named treasurer. Messrs. De Lacy and Cahan automatically become members of SDG's national board of directors, representing TV.

Elected to the council's board of directors were Joe Agnello, Robert Breckner, Bruce Saterlee, James S. Young, KTTV; Philip Booth, KECA-TV; Gordon Minter, KTLA (TV) Los Angeles; Seymour Berns, J. Walter Thompson Co.

SEEBACH NAMED

By ATS Nominating Group

JULES SEEBACH, program vice president of WOR-AM-FM-TV New York, has been chosen as candidate for president of the American Television Society for the 1951-52 season by the ATS nominating committee, normally take-​​mount to election. Other officially proposed officers for the coming year are:

Warren Caro, executive secretary, Theatre Guild, vice president; Claude Barrere, program representative, secretary; Arch Branfald, accountant, treasurer.

For the board of directors the committee proposed: F. Ralph MacFarland, division commercial manager, AT&T; Glenn Gundell, director of advertising, National Dairy Products Corp.; Carl Haverlin, president, BMI; Eugene Katz, executive president, The Katz Agency; George Shupert, vice president, Paramount TV Productions; Chris J. Witting, general manager, DuMont TV Network; Jay Boxfield, executive vice president, BKO Radio Pathe; John Fox, president, Special Purpose Films; N. C. Rorbaugh Co.; Caroline Burke, NBC-TV producer; Big Mickelson, director of public affairs, CBS.

Election will be held June 15 with induction of the new officers and board members at a luncheon meeting June 18.

BARRY BINGHAM (l), pres., WHAS Inc., Louisville, and Victor A. Sholis, vice president and director, WHAS-AM-TV, taste first birthday anniversary cake of WHAS-TV, station marked milestone in March.

N. W. Ayer & Son, marking 10th year in production of TV commercials, opened exhibit in Philadelphia. L to r: Donald R. Jones, motion picture expert; Clarence L. Jordan, exec. v. p., and Norman Tate, TV art dir.

DON BILLSTONE (l), McCann-Erickson acct. exec.; Barbara Britton, film star, and A. A. Drewspool, Wamsutta Mills v. p., chat at rehearsal for firm's Easter Parade over CBS-TV.

PLANNING for 10th annual NBC-Northwestern U. Summer Radio-TV Institute in Chicago are Arthur Jacobson, NBC Chicago TV pdg. mgr.; Homer Munch, NBC Chicago radio pdg. mgr.; Miss Judith Walter, NBC Chicago dir. of public affairs and education, and Donley Feddersen, chairman of radio-TV dept. at Northwestern's school of speech.

Its RCA transmitter is located on Pineapple Hill, a mile and a half by direct line of sight from Rochester Radio City. Antenna height is 497 ft. above average terrain, which the station says permits a strong signal over all parts of metropolitan Rochester and outlying areas.

How well this signal has been received both as a commercial and public service operation in the homes of Rochesterians is attested by the estimated count of television receivers. When WHAM-TV made its debut, there were some 1,200 sets in the area. As of May 1, the Electrical Assn. estimated 81,417 sets or approximately 37% saturation of a potential 217,000 homes in the coverage area.

Seebach was named by the ATS Nominating Group for president of the American Television Society. He is a candidate for the position along with Warren Caro, executive secretary, Theatre Guild, vice president; Claude Barrere, program representative, secretary; Arch Branfald, accountant, treasurer.

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New Business
(Continued from page 11)

**Adpeople . . .**

RUSSELL Z. ELLER, advertising manager California Fruit Growers Exchange (Sunset oranges, lemons), elected president Advertising Club of Los Angeles. He succeeds RAZAN J. TYLER, manager KFI-TV Los Angeles.

GLENN RAY, assistant general sales manager Picttsweet Inc., Mount Vernon, Wash., named advertising and merchandising manager for Langendorf United Bakersies, S. F.

HARRY ROGERS, advertising manager, Langendorf United Bakersies, S. F., resigns. No successor named as yet.

LEE WENGER, advertising manager, Davidson & Licht Jewelry Co., Oakland, and E. Sugarman Inc., S. F., also named advertising manager, Beauty Mart and Portigol's juvenile department store, both S. F.

Agency Beat
(Continued from page 11)

arettes), on three-month tour of Europe. He will tape record various attractions while there for radio series planned next fall.

**ERIC W. COSTER,** San Francisco Chronicle, to Pavia Agency, S. F.

JAMES D. FARRIS, account executive Caples Adv. Co., Omaha, and KAY Wilkins, associate director of women's activities for Perfax Co., Shenandoah, previously women's director KFAB Omaha, married May 29.


MARK NAPIER, vice president J. Walter Thompson Co. Ltd., Toronto, elected chairman Canadian Advertising Research Foundation Inc., with FRED S. AUGER, director of advertising Procter & Gamble of Canada, Toronto, as vice chairman.

C. AUSTIN MOORE, sales and promotion manager CFNB Fredericton, to radio director Imperial Adv. Ltd., Halifax.

WALTER ENGWER, general manager Toronto office Hutchins Advertising Co. of Canada Ltd., promoted to vice president of agency, not to McKinn Adv. Montreal., as reported in Broadcasting • Telecasting, May 28.

**WEINBERG QUITS**

Was ODM Special Assistant

RESIGNATION of Sidney J. Weinberg as special assistant in the Office of Defense Mobilization was accepted May 31 by Defense Mobilizer Charles E. Wilson. Mr. Weinberg has agreed, however, to serve in a consulting capacity.

Mr. Wilson commended Mr. Weinberg for his "exceptional help" in launching the ODM and for "wide and influential friendships" which he said "were invaluable in inducing outstanding men to come to Washington to work with us." Mr. Weinberg, who came to Washington originally for a 90-day term of service ending March 15, will return to private practice. Gen. Lucius Clay, who was appointed along with Mr. Weinberg, has resigned as special assistant earlier this year.

**WKOP CRUSADE**

Outlet Plugs Radio's Role

ANDREW JAREMA, general manager of WKOP Binghamton, N. Y., and Wally Buman, WKOP program director, have shouldered a crusade to promote radio listening.

The station has prepared listeners with spot announcements, key-noted by the slogan, "Don't Take Radio For Granted. Radio Is Your Best Companion."

Minutes, chainbreaks and participation spots are being utilized whenever time permits.

**Businesswise Bankers**
(Continued from page 28)

three mornings a week on WEEI. The newscasts are made by Charles Ashley, popular air personality in Boston and New England communities. The early morning time costs the Boston Federal $7,500 yearly out of its total advertising budget of $10,000.

During much of the period covered by the broadcasts, Edmond F. Dagnino, vice president, has been in charge of radio and other advertising. Since Mr. Dagnino is an former professional hockey player with the Boston Hockey Club, sports have played an important part in the radio format. More recently supervision of advertising has been in charge of Arthur A. Perrin Jr., assistant treasurer and secretary.

Often the broadcasts tie in facts about the institution or call attention to its window displays which also feature the sports angle. This year, for example, the WEEI program of April 16 carried this message:

This year the Braves celebrate their 75th anniversary and the Red Sox their 50th anniversary. To welcome both teams, the Boston Federal Savinants has installed special Red Sox and Braves window displays. The broadcast also features interview, player and team photographs and baseball equipment. When in Boston, stop by and see these colorful displays—convenient for stations or home loans to step into the Boston Federal.

The Boston Federal's advertising is handled by the Boston office of Doremus & Co., which was one of the first agencies to recommend and place radio advertising for banking and other financial institutions.

FOR 10 years News On The Hour has been broadcast 10-10:15 each evening for Home Federal Savings & Loan Assn. on KV ОО Tulsa. During that period the assets of the company have risen from just over $6 million to more than $25 million.

This year, in connection with the tenth anniversary, President Louis W. Brant of the savings and loan firm wrote WKOP President Gus Brandborg:

I'm sending you a copy of our "News From Home" for I thought that the graph on the front page would be of particular interest to you. It charts the growth of Home Federal over the past 10 years . . . the 10 years, coincidentally, that we have sponsored the 10 p.m. news on your station.

We have told you many times how valuable we feel the 10 o'clock news program has been in building our business. Of course, particularly among the people who become our customers, either as savers or as borrowers, mention specifically the message that brought them to us. Many do, however, refer to the 10 o'clock news. And most of the mail inquiries that we receive can definitely be attributed to this source . . .

The 15-minute newscast is prepared by the KV ОО news room under the direction of News Editor Ken Miller. While announcers change, Ben Avery has been one of the most frequent in recent months, and Frank Muskat has handled the editing job for the station.

Beside KV ОО, troops have used an 8 a.m. news program on KTUL, appropriately called News from Home, and some one-minute film spots on KOTV (TV) at 10 p.m.

Phyllis Edmonds, assistant vice president in charge of public relations and advertising, summed up her feeling about radio in the following statement:

"We like radio newscasts. Because they have universal appeal and reach a large, general audience, we think them particularly appropriate for our business. Practically everyone, regardless of age, interests, and except in a small percentage of cases, financial status, is a potential savings account holder. We want to get our story to all of them."

Too, we think that the "tone" of news broadcasts is well adapted to financial institutions.

We like the identification of Home Federal with a particular radio program. And we have sponsored programs for that reason. For instance, most folks who listen to the 10 o'clock news each evening on KV ОО refer to it as the Home Fed- eral News rather than KV ОО news. One loyal listener even went so far as to add: "I won't even listen to anybody else's news. . . ."

SINCE 1937 when Worcester Federal Savings changed its name and reorganized under a federal instead of a state charter, it has used radio as an important part of the advertising budget.

At that time its resources amounted to $12 million. Today they are $60 million, an increase of . . .
LANG-WORTH CAMPAIGN

Firm to Aid Local AM Advertising

LANG-WORTH Feature Programs Inc., New York, is conducting an intensive campaign on behalf of all L-W station customers to make local AM broadcasting more attractive to advertising agencies and advertisers.

In a letter to all customer stations, C. O. Langlois, L-W president, said: "It is not within our province to sell time. We are neither authorized nor qualified for the job.

"However, nobody should object to our assisting in the sale of time by devising ways and means to make local AM broadcasting more attractive to advertising agencies and advertisers."

Explains Drive

Mr. Langlois explained that his corporation has embarked on an aggressive campaign with national and regional agencies to encourage use of L-W special programs over the customer stations.

The firm is pushing Rhythm Broadcasts, a syndicated program with Ray Anthony; Canzadecode of Music with D'Artega, and The Cote Glee Club. Brochures on each of these are for sale at a nominal price to stations. And L-W announced that it is preparing an Alan Jones Show to be promoted next month.

To help in putting over the campaign, Mr. Langlois asked customer stations for their cooperation.

"You can help," Mr. Langlois suggested to subscribers, "by writing to those agencies whose clients have distribution in your community. Tie in with the Lang-Worth campaign.

"Tell them you are a Lang-Worth subscriber and can make all of these programs available to them over your station. Tell them about programs of your own invention utilizing the Lang-Worth service."

The L-W president stated that station cooperation was not only asked but expected. "We will deliver the mass attack...it's up to you and your representative to do the sharp-shooting."

CHICAGO's Central Church, which pioneered religious broadcasts on KFYW in 1925, has restructured its radio schedule. Interdenominational services are conducted in tower of Stevens Hotel and aired weekly by WCFL, Chicago Federation of Labor station.

WORKSHOP PANELS

Industry Joins S. F. College

SAN FRANCISCO radio and television industry and San Francisco State College teamed up May 25 for a first annual Radio Industry Workshop on the college campus.

The daylong schedule included a tour of the school's radio department, panel discussions and a banquet, with Arthur Hui Hayes, CBS vice president and general manager of KCBS San Francisco, as principal speaker.

One panel discussion on "What should be included in the College Broadcast Curriculum?" was conducted by Stanley Breyer, commercial manager of KJBS San Francisco; Harold Sec, director of television for KRON-TV San Francisco; and Marvin Larson, business manager of IBEW Local 202. A second panel study on "The Responsibilities of Radio and Television" was directed by Gayle Crubb, general manager of KGO-AM-TV San Francisco; Howard J. Smiley, general manager of KSFO San Mateo; Henry Loff, of AFRA, and John Thompson, director of news and special events for KNBC San Francisco.

Dr. J. Paul Leonard, president of the college, spoke briefly welcoming the industry representatives and introducing them for their participation in the workshop. William Pabst, general manager of KFRC San Francisco, responded on behalf of the industry people.
air-casters

REGINA BESS, assistant promotion manager and radio copywriter for Wiebold Stores Inc., Chicago, to KQED, San Francisco as head of new promotion and merchandising department.

LEA SHEPP, WNWV (TV) Washington, appointed film editor. LEE ADLER is his assistant.

BILL RODDY, KNBC San Francisco announcer, returns to U.S. Maritime. PHIL WALKER, KNBC relief announcer, succeeds Mr. Roddy.

ROBERT C. MICHEL, announcer WYAY, Syracuse, recalled to active duty in Navy.

BILL SHOMETTE, program director WOAI-AM-TX San Antonio, in Mexico City last week covering meeting of International Federation of Agricultural Producers.

MARIORIE PRICE, women's program director WILM Wilmington, Del., to WHR radio, Philadelphia as "peggy Towne" on women's program What's Cooking.

MARY F. GRAHAM, CKY Winnipeg, to attend International Advertising Conference, London, England, July 7-13, as one of ten Canadian delegates.


DON SIMS, producer CBC Toronto, resigns to move to Rochester, Minn., where his child is being treated at Mayo Clinic.

"FOREMAN BILL" (Bill Mackintosh), disc jockey-composer, to Lincoln Delbar stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KXRJ-FM Redding), Mass., as special program assistant.

NANCY GRAHAM, formerly of CJOR Toronto and Ft. Lauderdale, Phila., to announce staff of CCFR Philadelphia.

DICK Ewart, singer, signed as featured vocalist with Hofman Hayride on KGO-TV San Francisco. Mr. Ewart was named permanent member after winning five weeks' competition in "Sing Down" contest.

DON MASON, CKY Toronto announcer, to CKOY Ottawa.

DOROTHY COOKE of CBS' People's Platform, Cross-Section USA, and You and the World, to Lisbon, Portugal, where he will broadcast series of special survey programs covering Portugal's economic and political conditions, and attend International Chamber of Commerce convention.

BARBARA McKnight, Santa Rosa Junior College, to KCBS San Francisco script department.

WAYNE KEARL, public service editor KRLA-AM-TV Salt Lake City, appointed stations' promotion manager, replacing Sherrill W. Taylor, appointed sales promotion manager for KNX Los Angeles and Columbia Pacific Network.

PAUL KANE, WAAAM (TV) Baltimore, named senior producer and studio production supervisor. ED SAWAY named senior producer. KEN CALKEE promoted to director, and HARVEY JEROME and FRED WHEELER become assistant directors. DICK LUSHER and ALLEN HOLMES added to camera crew. KENN SMITH named staff projectionist.

CLIFFORD ST. JAMES, disc jockey WVTX Rochester, N. Y., and WTMJ Milwaukee, and William Manzer, married June 4.


FRANK TAYLOR, WCKY Cincinnati disc jockey, and Helen Todd of Maysville, Ky., married June 3.

JEAN COLBERT, director of women's activities WTIC Hartford, and James M. Clemens married.

HOWARD MILLER, WIND Chicago announcer, and Barbara Spindler married May 19.

BOYCE (Blue) WRIGHT, KFG-TV San Francisco program director, father of girl, Martha Nell.

FRED GADETTE, KPIX (TV) San Francisco production staff, father of girl, Jill.

PAUL BARNETT, announcer WGCN Gulfport, Miss., father of boy, Daniel Allen, Jr.

RALPH MANZA, comedian on Del Courtney Show, KPIX (TV) San Francisco, and independent producer, father of girl, Cynthia.

STANLEY NOONAN, KCBF San Francisco singer, father of boy, Timothy Wallace.

RAY MITCHELL, announcer WBBN (TV) Washington, father of girl, Nancy Jean.

DON OTIS, Hollywood disc m.c., father of girl.

NORMA SHEARER, continuity writer WCKY Cincinnati, resigns. JANICE GORDON, new to radio, to WCKY continuity department.

Hazel Markel, CBS women's commentator, presented U. S. Treasury Dept.'s Liberty Bell Award for "... splendid service given in the promotion of U. S. defense bonds."

GERALD LEWIS, WCSS Portland, Me., announcer, and Joan Steinberg married June 6.


Mr. Gramm

Dave Kees, technical director KPIX (TV) San Francisco, promoted to production manager.

Jack Sebastian appointed publicity director WCPO-TV Cincinnati.

Bob Pugh, publicity director CFKX Toronto, named program director Margaret IMKIE appointed publicity director.

Joe Girard, WHTH Hartford, Conn. awarded plaque from Lullaby Club of Hartford for his children's program, Songs and Stories.

Mr. Gramm

Dave Kees, technical director KPIX (TV) San Francisco, promoted to production manager.

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Joe Girard, WHTH Hartford, Conn. awarded plaque from Lullaby Club of Hartford for his children's program, Songs and Stories.

Renewed Six One-Half Hours Weekly for Another Year with Ernie "The Whip"... Another Proof that WMRY Sells Goods in New Orleans' Vast Negro Market.
AUTO RADIO HABITS

WGAR Reports on County Owners, Listeners

WGAR Cleveland last week announced the results of a survey embracing a “distinctive listening audience which is big, exclusive, largely adult and exclusively radio”—the owners of automobile radios.

The study is the first in a series of reports on the out-of-home audience, which the station claims is “much too big” to be classified as merely “bonus,” and covers daytime auto listening in Cuyahoga County, home area of Cleveland. According to the survey, 81 out of every 100 autos in the county have auto receivers which are kept on 74% of the time they are being driven. The station projected the auto survey to existing surveys and came up with its own claim of 411,706 daily individual listening hours in the period 7 a.m. - 7 p.m.

Other findings by WGAR: (1) 51% of auto radios are turned on one hour or less, the remainder for more than an hour; (2) music, news, sports, variety and drama are preferred fare, in that order; (3) each car has an average of 1.6 passengers; (4) 79% spend two hours or less in their cars daily, 30% over two hours.

Calling on the Traffic Engineers Dept., City of Cleveland and Cleveland Auto Club for figures, WGAR's study checked over 6,280 automobiles in 64 different locations for percentage of car radios and passengers per vehicle. In addition, it mailed 4,278 postcards to drivers at these locations requesting data on driving hours, use of radios and program preferences. Cards mentioned no stations by call letters, WGAR said.

In distributing the findings, WGAR concluded that “for the first time in the history of radio in the Greater Cleveland area, an advertiser, agency or any interested person can determine with reasonable accuracy the total daytime automobile radio listening audience.”

Cities National Average

The 81% figure—representing 6,070 out of 6,284 autos checked—is actually “higher than the national average of 68% based on passenger automobile and automobile radio manufacturers’ figures,” according to WGAR. Drivers have a selection of eight local stations, it noted.

The postcard survey asked three questions: How many hours do you spend in your car daily? How many hours is your car radio turned on? What type of programs do you like to hear on your car radio? Total of 439 respondents—or 10%—had filled in the queries. Study was conducted last April.

AMERICAN FEDERATION of Radio Artists, Los Angeles chapter, holds its third annual frolic June 28 at the Los Angeles Breakfast Club. Proceeds from affair go into union’s Sick and Benefit Fund.

SOVIET RADIO

Reds Increase Programming

SOVIET RUSSIA has increased its foreign radio output for the coming summer by 25% over a year ago, despite the current cost of its radio jamming operations, according to the State Dept.

Radio Moscow has doubled its schedule for English language programs to North America and German language services in recent months, the State Dept. said. Output to both the United Kingdom and to France, as well as to Latin America, also has been increased. The Kremlin apparently is satisfied with its programming to satellite countries, having increased only its transmission of Hungarian language programs.

BMI Clinic

BROADCAST MUSIC Inc. will stage an all-day clinic in Hollywood July 51. Similar to those held this spring for state broadcaster associations in the South and Midwest, it will feature six outstanding broadcasters and agency men from eastern cities. Both sales and program aspects of broadcasting will be on the agenda. Southern California Broadcasters Assn. will host the conference.
CREDIT CURBS

Texan Protests via Radio
EVERY U. S. Senator and Representative was urged by Jap Lucas, operating the Jap Lucas Hardware Store in Athens, Tex., to listen to two broadcasts on WOL, Washington, June 6-7, 9:30-4 p.m.
Mr. Lucas sought the two quarter-hours to broadcast arguments against the Federal Reserve Board's Regulation W, which curtails retail credit. He sent WOL tape recordings in which he explains his objections to the regulation.

A former state legislator, Mr. Lucas was credited with inducing Congress to modify price regulations after testifying at length before a special small business subcommittee. He paid card rates for WOL Class A time. The House Banking & Currency Committee is currently considering legislation covering the whole credit picture.

Radio-TV Scrutinized
RADIO and television, along with motion pictures and legitimate theatre children's programs, are scheduled to come under exhaustive scrutiny at the seventh annual Children's Theatre Conference of the American Educational Theatre Assn., to be held on the U. of California Los Angeles campus July 25-28. A three-day workshop study follows the conference. Theme is "The Impact of Mass Media on the Child Audience."

Time Buyers, NOTE!
NO TV Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.
National Representatives

YOUTH SHOWS

Stations Report Activity
TOTAL of 198 out of 875 radio and TV stations responding to questionnaires currently are airing youth discussion or forum programs, with the majority having initiated the program series since the formation of the Junior Town Meeting League in 1944.

This information was compiled by the Evaluation Committee of the Junior Town Meeting League on the basis of questionnaires sent to stations, school administrators and league members.
The breakdown showed 188 programs on radio and eight on television, with 133 originating in studios and 50 in school auditoriums. Stations replied that origin of the programs was due in large measure to league activities.

In its report the committee expressed belief that stations were influenced by schools in some cases and that in others the league had failed to reach stations directly. It suggested the league launch a program to stimulate interest in youth discussions on radio and TV, pointing out that 500 of the 3,300 stations queried had requested information.

In another category school administrators reported that their institutions are using 148 presentations on radio and five on television, in addition to those in class-rooms and auditoriums.

Board [Broadcasting • Telecasting, Feb. 26].
On the House side, Rep. Eugene J. McCarthy (D-Minn.) inserted in the Congressional Record a by-line article by his colleague, Rep. Fred Marshall (D-Minn.), contending that "the increased attacks on the Voice of America programs by the Soviet and satellite press speaks for the effectiveness" of the Campaign of Truth. The article was published in the Saul Centre, Minn., Herald April 5.

Mr. Truman's signature on the supplemental funds bill assured the Voice of an additional $9,533,089 for the completion of seven broadcast transmitters already begun.

KUTC Tucson, for its client, American Vitamin Assn., recreated a baseball game in a window of a downtown drug store. The station reported that it was a success and that several thousand persons saw the broadcast. In action are KUTC employees (1 to r) Pete Tufts, Stan Norman, Bud Murphy and Mac Matheson.

‘VOICE’ CRITIQUE
Growing Too Fast, But Improving

THE VOICE of America has shown marked improvement in raising "the general level of competence, loyalty and character" of its personnel, but the U. S. overseas radio arm has grown "too big too fast" and is spreading itself thin in the propaganda war abroad.

These were a few of the plums and prunes handed out in a summary of a study prepared for the Council of State Chambers of Commerce comprising 33 state groups. Study was made by the council's research director, Alvin A. Burger.

Noting Congressional action under which Voice appropriations for new facilities were cut 90%—President Truman signed the supplemental June 2—the study lauded this and other State Dept. difficulties to numerous criticisms on Capitol Hill.

‘Inept Handling’

"The Voice has too often been the victim of inept handling, ideological ax-grinding and attempts by zealots to inflate and twist it into something Congress never intended it should be," the council declared. Additionally, it said, rapid expansion can actually retard progress in that efforts are concentrated on global coverage and the "essential job" in selected strategic countries may suffer.

The American “Truth Campaign” may last several years barring full scale war, it noted. Meanwhile, the Voice should measure its techniques and results against those of Radio Free Europe and World-Wide Broadcasting Foundation, which operate at a small fraction of VOA's budget. World-Wide (WRUL, Boston) is headed by Walter S. Lannom.

The question of “maximum utilization” of overseas medium and shortwave broadcast facilities and other phases of VOA operation would be explored under a proposal sponsored by Sen. William Benton (D-Conn.) and now laying dormant within the Senate Foreign Relations Committee.

Using a recent New York Times editorial on the Voice as a peg, Sen. Benton May 31 prodded the committee to take up, upon completion of the MacArthur hearings, his resolution for a fresh inquiry into Voice of America operations. He added that hearings are "urgently needed."

Under the Benton proposal, introduced earlier this year, the group would review the effectiveness and progress of shortwave broadcasts and the possibility of divorcing the VOA from the State Dept. Sen. Benton had speculated on the possible creation of an independent agency, "wholly-owned" government corporation, or a Communications Psychological Strategy
SATURATION CAMPAIGN
WPBR Baltimore, Owynn Oak Had- down, Saturday night, sponsored by Owynn Oak amusement park. Program—one phase of what is reported as most extensive radio campaign signed with any Balti more amusement park—features Plainsmen, hillbilly group, and local talent show. Park also running heavy daily spot schedule. Picnic for listeners, expected to attract thou sands of families, planned for July 28, when Club 1200 originates from park plus day-long entertainment and contests.

POPE'S BEATIFICATION
WHOM New York, June 3, 1:30-3 p.m., broadcast beatification of Pope Pius X, first Pope to receive such honors in 279 years, directly from Saint Peter's Square in Rome, with running commentary in English. Highlights of ceremony were rebroadcast 3:30-4 p.m., same day.

TV SHOPPING SHOW
KING-AM Seattle, Shopping the Town, developed and produced by Pete Lyman, 4-4:30 p.m. Monday, five partially participating sponsors. Launched by, and starring, Seattle advertising agency executive, show is independent venture with format including telephone quiz and merc hurand prizes, five-minute interview featuring “People You’d Like to Meet—We Think,” and commercials by demonstration.

HEART DISEASE FILM
PUBLIC HEALTH Service, Federal Security Agency, Report on the Living, 25-minute documentary film produced for television stations with the camera, film tells story of dramatic recovery of Dicky Wood, 10, from acute case of rheumatic heart disease. Film discusses research in rheumatic fever and rheumatic heart disease. No professional actors used in film, made at La Rabida Jackson Park Sanitarium, where Dicky was patient, and at his home during convalescence. Parts were “played” by Dicky’s family and playmates, family physician and hospital doctors. First showing to be on Du Mont network tomorrow (June 12) on Johns Hopkins Science Review, 8:30 p.m. EDT.

COLLECTOR’S ITEM
KMOX St. Louis, Mo., sends trade and advertisers sky-blue folder with cover showing several kinds of butterflies and caption, “Don’t let ‘em get away.” First inside page reveals eager collector peering at opposite page with wording “This summer collect . . .” and next pages have picture of collectors examining $100 bill under magnifying glass in exhibit case with butterflies. Copy says KMOX area is good place to “collect sales . . . collect listeners, too,” and gives details of audience, market facts, station coverage and other data.

SERVICEMEN INTERVIEWED
RADIO BRANCH, Public Information Office, Fort Jackson, S. C., preparing upon request of stations individual series of tape-recorded interviews with servicemen from areas served by stations. Available in five, 10 or 15 minute tapes, or in one to three minute periods for insertion in newscasts, interviews are informal, spontaneous chats with men frequently recorded in training areas where simulated battle sounds are heard. Programs may be sponsored, with few necessary restrictions, according to Pct. Ed Capral, producer of series.

LOW HOTEL RATES
WTVJ (TV) Miami, Fla., sending letter to all operating TV stations and 1,800 advertising agency personnel inviting recipients to spend vacations at modern, luxurious Miami Beach hotel during summer vacation, at greatly reduced rates. Station will service requests for reservations.

ALTHOUGH recovering from serious injuries received when his car overturned after a tire blow-out, Ed Slusarczyk, farm director WIBX Utica, N. Y., continues broadcasting his Monday through Saturday 5-7 p.m. program from his bed at his farm home in Remsen, N. Y. As if his broadcasting activity weren’t enough, Mr. Slusarczyk, who is director of civil defense for Oneida County, received permission from his doctor to be transported to "Operation Utica" atomic test, and with car radio kept in close contact with every phase of operation.

TIGER WIVES
WJGB-TV Detroit, Tiger Wives, sponsored by People’s Outfitting Co. Emee Joe Gentile presents interviews and little-known stories about Detroit baseball players and their families.

TELECAST SERVICES
WSB-TV Atlanta, Sunday morning, telecasting service from local church. Different services telecast each week, with cooperation of Atlanta Christian Council. Station reports it is first time regular series of Sunday services have been telecast.

LEGISLATURE AIRD
CKRM Regina, and other Saskatchewan stations, carrying legislative activities of provincial legislature for six weeks each session, with about 90 minutes of debates being aired five days a week. Pro- gram sponsored by Saskatchewan government. Broadcasts recorded by CKRM, carried by some stations on a delayed basis in evenings. Broadcasts are packed with meatiest legislation and resulting debate, and experience has shown a tendency toward shorter legislative sessions resulting from greater consciousness in capitalizing on broadcast time. Audience surveys show high listenership, ranging up to 65% of available audience.

PROMOTES SHOW, SINGER
KTUL Tulsa, Okla., used mystery singer idea to hypo interest in Tulsa Charity Horse Show, remove "society page stigmas" from publicity and introduce younger sister of Patti Page, Peggy Fowler. Wearing mask at show, Miss Fowler sang selections, then 20,000 horse show visitors guessed at identity with winners to draw for new car.

FLYING STRAW HATS
KPOR Lincoln, Neb., supervised elaborate straw hat week and Armed Forces Day promotion. First, after making necessary arrangements, station announced old straw hat would admit listeners to any local theatre. Next, merchants furnished old straw hats and certificates for new hats, and station furnished promotion. On Armed Forces Day, Bob Johnson’s Musical Clock was aired from plane flying (Continued on page 98)
**FCC actions**

**JUNE 1 THROUGH JUNE 7**

**June 1 Decisions . . .**

BY THE COMMISSION EN BANC

**Extensions Granted**

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Licensee</th>
<th>Action</th>
<th>New Frequency</th>
<th>New ERP</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFAX</td>
<td>Dallas, TX</td>
<td>The Dallas Morning News</td>
<td>Permit to</td>
<td>500 kW</td>
<td>1000 kW</td>
</tr>
<tr>
<td>KTRH</td>
<td>Houston, TX</td>
<td>Houston Chronicle</td>
<td>Permit to</td>
<td>1250 kW</td>
<td>1500 kW</td>
</tr>
<tr>
<td>KTRU</td>
<td>Houston, TX</td>
<td>Rice University</td>
<td>Permit to</td>
<td>500 kW</td>
<td>750 kW</td>
</tr>
<tr>
<td>KUAN</td>
<td>Austin, TX</td>
<td>University of Texas</td>
<td>Permit to</td>
<td>250 kW</td>
<td>300 kW</td>
</tr>
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**June 4 Applications . . .**

**ACCEPTED FOR FILING**

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<th>City, State</th>
<th>Licensee</th>
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<tbody>
<tr>
<td>WJZ</td>
<td>Baltimore, MD</td>
<td>Warner Bros.</td>
<td>New license for AM/FM station.</td>
</tr>
<tr>
<td>WOR</td>
<td>New York, NY</td>
<td>William S. Paley</td>
<td>Renewal of license.</td>
</tr>
<tr>
<td>WJZ</td>
<td>Baltimore, MD</td>
<td>Warner Bros.</td>
<td>Modification of license.</td>
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</tbody>
</table>

**June 6 Decisions . . .**

BY THE COMMISSION

**Grants extending new stations, changes in facilities, and transfers**

1. KFAX (Dallas, TX) - Permit to increase ERP from 600 kW to 1000 kW. Approved.
2. KTRH (Houston, TX) - Permit to increase ERP from 500 kW to 750 kW. Approved.
3. KTRU (Houston, TX) - Permit to increase ERP from 250 kW to 300 kW. Approved.
4. KUAN (Austin, TX) - Permit to increase ERP from 250 kW to 300 kW. Approved.

**June 7 Applications . . .**

**ACCEPTED FOR FILING**

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<tr>
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**June 9 Applications . . .**

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<td>Warner Bros.</td>
<td>Modification of license.</td>
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<tr>
<td>Name</td>
<td>Background Or Experience</td>
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<td>-------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McNary &amp; Wrathall</td>
<td>14-year background — Established 1936 — Paul Godley Co.</td>
<td></td>
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<tr>
<td>A. D. Ring &amp; Co.</td>
<td>26 Years’ Experience in Radio Engineering</td>
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<tr>
<td>Russell P. May</td>
<td>There is no substitute for experience</td>
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<td></td>
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<tr>
<td>Craven, Lohes &amp; Culver</td>
<td>Registered Professional Engineer</td>
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<tr>
<td>Millard M. Garrison</td>
<td>AFCCE*</td>
<td></td>
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<tr>
<td>William L. Foss, Inc.</td>
<td>AFCCE*</td>
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<td>John C. Creutz</td>
<td>AFCCE*</td>
<td></td>
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<tr>
<td>G. C. Hutcherson</td>
<td>AFCCE*</td>
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<tr>
<td>Walter F. Kean</td>
<td>AM-3 TV Broadcast Allocation, FCC &amp; Field Engineering</td>
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<td>Lynne C. Smeby</td>
<td>Registered Professional Engineer</td>
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<tr>
<td>George P. Adair</td>
<td>Consulting Radio Engineer Quarter Century Professional Experience Radio-Television</td>
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<tr>
<td>K. W. F. Smith, Ark.</td>
<td>Granted petition for extension of time from May 29 to June 30 for filing proposed</td>
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<tr>
<td>Craven, Lohes &amp; Culver</td>
<td>Indicating that place of hearing in proceeding upon application and that of Radio</td>
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June 4 to July 9 in Washington in proceeding upon their application and that of WPTC, Kinston, N.C.

By Examiner Elizabeth C. Smith

By Examiner Leo Resnick

Western B. Bailey, Assoe., Modesto, Calif.

By Examiner Leo Resnick

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Western B. Bailey, Assoe., Modesto, Calif.

By Examiner Leo Resnick

Western B. Bailey, Assoe., Modesto, Calif.
**HELP WANTED**

**Salesmen**
Salesman for local accounts. Draw and maintain own route. Station: Box 801J, BROADCASTING.

Salesman with technical experience and broadcast station experience to sell complete maintenance supplies. Also some new equipment items, majoring in electronics, universities, armed services. Cover area: Box 802J, BROADCASTING.

Salesman: Experienced radio time salesman. Midwest station exclusive given to a first-class salesman. No block of accounts to start. Car necessary. Send complete resume. Write Box 803J, BROADCASTING.

Salesman: Experienced radio time salesman. Box full affiliate, net-affiliated, seeks experienced radio salesman with routine announcing ability and southern background or experience. Good experience for man who will work into our plan of development. Box 804J, BROADCASTING.

Wanted: Senior salesman, progressive, local market. Car necessary. Draw and maintain own route. Good recent photos and reference to WCSI, Columbus, Indiana.

Opportunity for aggressive commercial men. Box full affiliate, replies 2 kw. Expanding market. Fifteen years plus experience. Salary to experience. Integrity. References required. All replies must be postmarked before May 15th. The Norfolk area is the 29th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman with a good record. He'll be paid on a draw and five years experience. You will be paid a good drawing salary. Good benefits. Send resume and get a number of accounts to start. No Boytey or high grade salesman need apply. We feel a good family man preferred. Send complete details and references to Carl Harper, WNOR, Norfolk, Virginia.

**Announcers**

Announcer-Jockey: Strong, on morning jobs, with ability to sell. Must have 3 years experience. Must be able to ride. Send resume to Box 805J, BROADCASTING.

Announcer for morning time sales. Must have 3 years experience. Have job assignments on 1000 watt network station. Better than average wages, night, Midwest location. Send letter of qualifications, and audition to Box 806J, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 807J, BROADCASTING.

Announcer for Midwest AM-TV operation. Must have at least three years experience. Send disc and letter with qualifications and references to Box 808J, BROADCASTING.

Wanted: Combo man, emphasis on announcing. We are going fulltime and are looking for an experienced announcer. Three hours, vacation plus yearly bonus. If you feel you can do the job, send photo and disc immediately. Box 809J, BROADCASTING.

Experienced announcer with ticket, please send photo and disc immediately. Above average wage for non-metropolitan area. Better than most coast stations. Experience necessary. Must have long established network affiliation. Reply to Box 810J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars, first letter. Box 811J, BROADCASTING.

Help Wanted (Cont'd)

**Commercial Manager—Aggressive 1 kw station.** In good southern part of state, fulltime, net-affiliated, seeks experienced radio salesman with routine announcing ability and southern background or experience. Experience necessary for man who will work into our plan of development. Box 804J, BROADCASTING.

**Salesman**
Salesman with technical experience and broadcast station experience to sell complete maintenance supplies. Also some new equipment items, majoring in electronics, universities, armed services. Cover area: Box 802J, BROADCASTING.

Wanted: Experienced radio time salesman. Midwest station exclusive given to a first-class salesman. No block of accounts to start. Car necessary. Send complete resume. Write Box 803J, BROADCASTING.

Wanted: Senior salesman, progressive, local market. Car necessary. Draw and maintain own route. Good recent photos and reference to WCSI, Columbus, Indiana.

Opportunity for aggressive commercial men. Box full affiliate, replies 2 kw. Expanding market. Fifteen years plus experience. Salary to experience. Integrity. References required. All replies must be postmarked before May 15th. The Norfolk area is the 29th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman with a good record. He'll be paid on a draw and five years experience. You will be paid a good drawing salary. Good benefits. Send resume and get a number of accounts to start. No Boytey or high grade salesman need apply. We feel a good family man preferred. Send complete details and references to Carl Harper, WNOR, Norfolk, Virginia.

**Announcers**

Announcer-Jockey: Strong, on morning jobs, with ability to sell. Must have 3 years experience. Have job assignments on 1000 watt network station. Better than average wages, night, Midwest location. Send letter of qualifications, and audition to Box 79J, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 77J, BROADCASTING.

Announcer for Midwest AM-TV operation. Must have at least three years experience. Send disc and letter with qualifications and references to Box 78J, BROADCASTING.

Wanted: Combo man, emphasis on announcing. We are going fulltime and are looking for an experienced announcer. Three hours, vacation plus yearly bonus. If you feel you can do the job, send photo and disc immediately. Box 79J, BROADCASTING.

Experienced announcer with ticket, please send photo and disc immediately. Above average wage for non-metropolitan area. Better than most coast stations. Experience necessary. Must have long established network affiliation. Reply to Box 80J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars, first letter. Box 81J, BROADCASTING.
Absolutely thoroughly experienced major announcer available. News, morning show, staff. Box 3601, BROADCASTING.

Announcer, colored, excellent voice, promotional ideal. Disc on request. Box 3551, BROADCASTING.

Announcer, 25, married, draft exempt. DJ Ideas, radio play, spots, promotions. Plays all phases. Prefer midwest or south. Box 3591, BROADCASTING.


Staff announcer—news, weather, music. 9 years experience, Topnotch technician. License to operate new equipment. Figures. Box 3981, BROADCASTING.

Age 28, single, country born. Hobby is storytelling. Outstanding record on any show type including sports. National Top 50 affiliate. Desires change. License. Ability to operate any type transmitter. Sold to work in Texas. Box 9821, BROADCASTING.

Young married man with auto desires So. Calif. or W. Mo. Willing to move either as news or combo work. 1st phone. Over 16 years experience. Requires permanent position in promotion only. All inquiries an- swered. Box 9031, BROADCASTING.

Announcer-jockey. Available immediately anywhere. All replies will be answered. Good experience. Willing to relocate. Box 3981, BROADCASTING.

Staff announcer. Single. 28, currently employed in permanent, dependable, capable and sincere. Available two weeks notice. Desires change. Box 3981, BROADCASTING.

Sportscaster-sports announcer-play by-play, basketball, football and radio play. Currently a successful combination. Desires change in promotion only. Box 9001.


Attention all New Jersey, Conn—announcer three years experience. Has ample knowledge of all phases. Available personal audition July 5-10. 21 yrs. Presently not employed but want to relocate. Have worked in both major and local stations. Desires New York or smaller market. Box 9001, BROADCASTING.

Director—Experienced farm writer and salesman who can put together and deliver interesting timely farm programs. Now employed, interested in promotion only. Box 9081, BROADCASTING.

Topnotch sportscaster. 6 years experience doing play by-play of high school, college baseball, football and basketball. Network quality. Excellent references. Box 6511, BROADCASTING.

Announcer 6 years radio. Seeking spot in east. Strong news, commercial, DJ. Draft exempt. Box 4101, BROADCASTING.

Sportscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 5011, BROADCASTING.

Announcer—Capable, personable, news, sports, disc jockey. Control board operator. Will relocate. Box 5551, BROADCASTING.


B. S. Miami, staff announcer, 5 years experience. Married, family employed. Box 1001, BROADCASTING.

No experience whiz but good practical engineer with over fifteen years experience in charge and chief engineer. Now employed. Desires permanent transmission job with large station or will consider chief position in small progressive station. Box 9061, BROADCASTING.

Chief engineer—Announcer. Seeking top-notch all type work. Two years experience, married, children, unable to relocate. Desires change. Will go $100. Write Box 2K, BROADCASTING.

Sportscaster—Baseball play-by-play. Bachelor of Science. 5 years experience, single. Married, family, employed, salary, hours first contact. D. O. Box 154, Cedar Rapids, Iowa.

Two-year baseball play by play in small college. Will relocate. Desires permanent position with progressive station in Alabama. Have car. Box 9421, BROADCASTING.

Absolutely no experience. Will relocate. Desires to work in broadcasting field in eastern New York area. Married, one child. Desires permanent position. Box 9071, BROADCASTING.

No experience whiz but good practical engineer with over fifteen years experience in charge and chief engineer. Now employed. Desires permanent transmission job with large station or will consider chief position in small progressive station. Box 9061, BROADCASTING.

Chief engineer—Announcer. Seeking top-notch all type work. Two years experience, married, children, unable to relocate. Desires change. Will go $100. Write Box 2K, BROADCASTING.

Past experience in running sports, casual and network affiliation. Will relocate. Desires permanent position with progressive station in southwest. Box 1001, BROADCASTING.

Engineer with 4 years experience in remote work, all types. Well known in Vicinity of New York preferred. Will relocate. Desires change. Box 1001, BROADCASTING.

Radio-telephone first class. Radio graduate, draft exempt. Presently employed. Prefer the West. P. O. Box 412, Hollywood, Calif.

Production-Programming, others.

Program director or announcer. Overseas experience of 15 years with major stations. Has ability to handle production, talent and sales. Has desire to work with a freshly progressive station. Desires change in promotion only. Box 8551, BROADCASTING.

Copy, publicity, promotion writer, 8 years print experience, anxious to work in broadcast. High school graduate. Desires change. Will relocate. Box 3001, BROADCASTING.

Newscaster-editor. Four years experience, including speech class. Will relocate. Experienced editor and copy writer. Currently employed newspaper network. Prefer Boston area. Desires change. Box 8551, BROADCASTING.

Play-by-play baseball. Two years professional experience. Two years radio news experience. Can write, edit, read,承办. Also interested in daily sports program and sports play by play. Box 9001, BROADCASTING.

Evening DJ, morning talk, weekend option. Regional independent network stations. Presently employed. Desires change in promotion only. Will relocate. Box 9001, BROADCASTING.

Tech.

Bolder first order phone. Inexperienced, 45. Wants technical position in northwest or central area. Box 3611, BROADCASTING.

Northeast-midwest: Licensed engineer; experience 6 years. Car $45 minimum. Car $35. Box 3551, BROADCASTING.

Combos. First phone, 6 months experience. DJ, news, staff. Employed, salary $45 minimum. South, $60. Radio location. Box 7917, BROADCASTING.

Chief engineer. Quality consulting engineer. Recently sold my business to a communications company. Desire permanent small station it has grower in it. Age 36, married, family. References. Minimum $350. Box 9631, BROADCASTING.

1st phone license, colored, references, good experience. Single. Desires permanent position no experience. Box 9021, BROADCASTING.

Announcer—14 years diversified experience. First class license. Successfully employed. Family, metropolitan New York. Seeks broad- casting opportunity. Has imagination, creative ability, reference from former employers. Box 9031, BROADCASTING.

DJ and jockey also studio transmitter. Experienced. First phone, 3 years experience. Working full-time. Good disc jockey. Know music, jazz or sen- sation permanent position with progressive station. Reply to Gregory, 580 South St. Vrain, Denver, Colorado, state, salary, other particulars.


Technical.

PD put on station in air and in black. Looking for bigger job. Box 9011, BROADCASTING.


Newscaster-editor: Authoritative, personal estate. 5 years radio news, rewrite, reporting, by-line work previous newspaper experience. De- sire, family. Desires change in promotion to News Consecutive station. Will relocate internationally. Salary not less than $300 weekly. Interested only progressive stations. Good future. Box 9031, BROADCASTING.


(Continued on next page)
**Situations Wanted (Cont’d)**

Program director—experienced all phases of management including publicity-promotion. Progressive programming. Looking for permanent, safe position—two children. Box 213, BROADCASTING.

Program director—eight years radio experience. References. Draft exempt. Married broadcast man offers top talent to presentemployer. Box 221, Los Angeles, California.

**Television**

Television newscaster desires permanent position. Northeast only. Familiar with 15,000 area homes. Box 105, BROADCASTING • TELECASTING.

**Technical**

Interested in TV cameraman, taking SRT course, will consider all offers as I am willing to relocate. Have a keen knowledge of sports and drama. Willing to work broadcasting, broadcasting, telecasting. Box 583, BROADCASTING • TELECASTING.

**Production-Programming, others**

Commercial offer man, handle sales, purchasing, creative, film correspondence, personnel records. Non-broadcast, need space background. Details. Box 683, BROADCASTING • TELECASTING.

Top notch radio man desires TV position—have experience in production, direction, promotion, engineering, sales, etc. Will work for $450 per month. Box 583, BROADCASTING • TELECASTING.

**For Sale Stations**

Southern network, 250 kw. Fulltime station. Great sale including property, complete antenna—great growth area. Box 2105, BROADCASTING.

For sale—Established network station in highly desirable location. Great sale including property, complete antenna. Box 683, BROADCASTING.

**Equipment etc.**

GE 1 kw FM transmitter and monitor. Box 1072, BROADCASTING.

New and used radio towers. Immediate shipment. Also limited quantity new 12 KV bare copper ground wire. Available for immediate delivery.饥饿 5 foot insulated self-supporting tower. Box 683, BROADCASTING.

Trancon 5-10 1965 foot tower 2-bar FM antenna. 1 kw GE FM transmitter. 2 channel Collins—W. R. remote amplifiers. Many RXs. 6X tubes. Complete transmitters. Box 683, BROADCASTING.

For sale: RCA radio mike model 176A. Good condition. Used only eight hours. $1250 complete. Box 101, BROADCASTING.

**For Sale—One 255 Raytheon transmitter in excellent condition. Used years before switching to kilowatt. Excludes new tubes. $1800. KWEW, Seguin, Texas.**


Western electronic type 236 studio console with power supply. Good condition. $300.00. Kenmore, Mass. WBB, Boston, Mass.

Complete equipment for 1 kw FM station including transmitter, monitor, console. Write for complete inventory. KJW, Wyandotte, Michigan. Ready now.


Microwave equipment. Three General Electric 761-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for intercity video lines. Also one 240 foot and one 200 foot cooled relay towers. One General Electric BC-3600 megacycle video links complete with six foot parabolas. All equipment in like condition and available August first. Contact Lee Riddle, Chief Engineer, WIP, WLHT-TV, Grand Rapids, Michigan.

For sale! EAI-3000 video communicator, used as demonstrator since 1959. Accompanied by Automatic Take-off equipment on 3rd, 5th, 15th and 20th channels. Also a 3rd, 5th, 15th and 20th channel audio console with 6 foot parabolic antenna. Contact Lee Riddle, KIP, WLHT-TV, Grand Rapids, Michigan.

WANTED: Presto portable tape recorder, used as demonstrator since 1959. Accompanied by Automatic Take-off equipment on 3rd, 5th, 15th and 20th channels. Also a 3rd, 5th, 15th and 20th channel audio console with 6 foot parabolic antenna. Contact Lee Riddle, Chief Engineer, WIP, WLHT-TV, Grand Rapids, Michigan.

**WANTED TO BUY**

Equipment etc.

Wanted—Used studio console. Must be in good condition. KFSA, Box 149, Graham, Texas.

WANT: Will buy any good one kw transmitter, air coupled. Contact KTRN, Wichita Falls, Texas.

WANT TO PURCHASE 600 foot tower. Good condition. Contact KBX, Dallas, Texas.

For sale: RCA radio console. Good condition. Used only eight hours. $1400 complete. Box 101, BROADCASTING.

**Milestones**

- WKNR Keene, N. H., has started its 25th year of broadcasting. An anniversary booklet issued for the celebration traces the growth of the station from a 10 watt transmitter to its present status as a 5 kw CBS affiliate.
- A contest, "What Radio Means To Me," is being run among local schools with a first prize of $25 silver dollars. Also being celebrated is the dedication of WKNR's new Westinghouse transmitter.
- Hershey Hirsimaki, transmitter engineer for WGRV, Cleveland, has marked his 222nd anniversary in radio.
- WNHC-TV New Haven completes its third year of operation today (Monday), and planned to celebrate with a half-hour broadcast party featuring an all-star variety show. The station is owned by the city of New Haven.
- THE TAPED-DJ BROADCASTING Co. (Monday), and planned to celebrate with a half-hour broadcast party featuring an all-star variety show. The station is owned by the city of New Haven.
- The WSAI Cincinnati's Junior Town Meeting closed its eight season May 16 with a trans-Atlantic broadcast. During an average broadcast season, 31 schools participate in the youth program series. The John Shillito Co. has been the sponsor of the program since its beginning in 1948. The company uses only institutional-type commercials.
- U.S. Marine Band from Washington last Saturday trumpeted the 20th anniversary of its program, Dream Hour, on NBC. The anniversary program featured congratulatory messages from Joseph McConnell, NBC president, and Ken Banghart and Norman Brokenhshire, NBC staffers on the Marine Band program early in their careers.
- KPOR (FM) Riverside, Calif., is increasing its power from 10 kw to 120 kw as its AM affiliate, KPPO Riverside, enters its 10th year of service.
- CHNS Halifax last month celebrated its 25th anniversary and growth from a 100 w station to a 5 kw station. Special programs and local promotion marked the event.

**Lightning Hits WKRS**

WKRS Waukegan, Ill., was off the air one and one-half hours last Monday after lightning hit the transmitter and burned out several condensers. The station, instead of going on the air at 8 a.m., went off at 9:30. The transmitter, repaired by Engineer Murphy P. Hannick, was returned to service at a reduced power with temporary parts until new components were flown in. Station is owned by the Waukegan News-Sun and managed by Joseph B. Kirby.

**Fashion Note**

FCCC COMR. Frieda B. Hen- nock, whose tastes in fashion are impeccable, dressed in a cowgirl costume to attend an outing given a short time ago by Sen. and Mrs. George W. Malone (R-Nev.) near Washington. Miss Hennock's appearance on the occasion was described graphically by George Dixon, columnist for the Washington Post. Miss Dixon reported that Miss Hennock "looked like a horse- borne Dagmar!"
book reviews

TELEVISION AND ELECTRONICS AS A GREAT BUSINESS: By Richard H. Dorf. John F. Rider Publishing Co., Inc., 468 pages. $7.50. THIS book, to be published in September, deals with persons active in the fields about which they themselves write. The editors have experience in both television and the broad field of electronics. Mr. Kamen is TV director for the L. S. Brach Corp., and Mr. Dorf is a TV consultant.

The four chapters cover amateur history, electrical laws and circuits, vacuum tubes and high-frequency communication. The high-frequency transmitter section lays emphasis on TV interference and its elimination. Two completely new chapters cover design types of radiotelephone transmitters and mobile techniques.

More extensive treatment is given antennas and transmission lines and microwave techniques.

UHF TELEVISION AND UHF-VHF TUNERS NOTEBOOK. By Edward M. Noll. Paul H. Wendel Publishing Co., P. O. Box 1321, Indianapolis. $1. This notebook provides "practical information supplemented with circuit schematics (diagrams), block diagrams and specific data on commercial tuners and proposed allocations of VHF-UHF channels."

Mr. Noll also has prepared Television for Radiomen and Color Television Notebook.

Western Union Income
NET income of $346,495 in April 1951, after provision of $281,000 for federal income taxes, has been reported by Western Union Telegraph Co. Net income for April 1950, with no provision for income taxes, amounted to $375,054, with an additional profit from the sales of real estate under lease-back arrangement of $251,494, the announcement said. Gross operating revenues for April 1951 totalled $15,788,307, a $1,463,692 increase over April a year ago, it said.

AMES HARPER, representing WEMP Martinsburg Manager Les Golliday, presented membership in National Academy of Broadcasting Foundation by Mrs. Fred Estey, chairman of home and garden department of Women's Club of Martinsburg, who commended station's public service programming.
SALES GAINS
Will Taper Off, NSE Says
SALES gains among hard and soft goods will taper off during the last part of 1951, although sales executives expect an 18.6% increase in business for the whole year, according to a study conducted among 100 leading firms by the National Sales Executives released June 1.

The tapering-off pattern is particularly apparent among sellers of civilian hard goods (radio-TV receivers, household appliances). While they anticipate a total gain of 27.4% for 1951, quarterly sales are expected to slacken off from 40% first-quarter increase over corresponding periods of 1950 to 19.3% for the third quarter.

With respect to inventories, 44.4% of hard goods suppliers said they were higher than normal, with the remaining 55.6% carrying lower-than-normal stocks. Only a handful of sales executives reported any noticeable trend in the shift of employees from selling to defense plant work.

Visits U. S.
FOUR-MONTH study of American radio and television techniques has been undertaken by Jacob daus, co-director of AVRO Hilversum, Netherlands station, who arrived in the United States May 23. Mr. daus now is on a tour of broadcasting centers throughout the United States.

DON MACK named Chicago regional TV sales manager, Filmack Trailer Co., Chicago, TV film production firm. He has spent last three years working in production.

AL J. MADDEN, executive manager, Pacific Brewing & Malting Co. (W. A. Beers), S. F., to Frederick W. Ziv Co., radio show packager, as Northern California sales representative.


JOHN P. FOSTER, Ford Bond Radio Productions, commissioned second lieutenant in New York National Guard and assigned as assistant public information officer, 62nd Infantry Div.

PROMOTIONS UNLIMITED, N. Y., established by DUSTY MILLER and JUDY SHEPPARD, to provide promotion programs for actors "on the way up." Firm offers anything from simple mail campaigns to full-scale promotion. Offices located at 550 Fifth Ave., N. Y., Plaza 7-0454.

RICHARD S. ROBBINS Co., N. Y., expanding to include functions of package agency. Firm offering TV merchandise quiz show, My Neighbor's Name.

PALMETTO NETWORK, chain of 14 stations in six southern states, signs three-year $474,000 contract with CHARLES MICHELSON Inc., N. Y., transcription firm, for 12 programs.

Equipment . . .


HOWARD L. LETTS, controller of RCA's record department, to newly created post of assistant manager of department.

A. B. CLARK, vice president Bell Telephone Labs, moved to new post coordinating all Bell System laboratories. Dr. JAMES W. MEHRA, director of transmission development, appointed vice president in charge of system's development organization. Other department heads, under Mr. meha, include G. W. GILMAN, director of systems engineering; G. N. THAYER, director of transmission development, and M. B. McDAVITT, who continues as director of switching development.

GEORGE L. CHAPMAN, district sales manager for Magnavox, Boston, appointed assistant service manager of firm, Fort Wayne, Ind.

HENRY T. ROBERTS named vice president of Majestic Radio & Television Div., Wixom-Gay Corp., Chicago and Charlotte, Mich., in charge of private-brand contract sales and recording product sales. He has been with Wixom-Gay Corp. and U. S. Radio & Television Corp.

JOHN T. HOLLERAN, manager of Fort Edward Plant, General Electric Co., appointed manager of Fort Edward and Houston Falls operations of company's transformer and allied products division, in charge of sales, engineering, manufacturing and financial operations.

COL. JOHN R. HOWLAND, director of product research Stewart-Warner Corp., Chicago, elected president Chicago Chapter Armed Forces Communications Assn.

PHILCO Corp., Philadelphia, and RADIO TRANSFORMER CORP., Chicago, announce new transformer which saves 25% in critical materials, yet which provides improved efficiency with reduced size and weight.

BELL TELEPHONE LABS, Murray Hill, N. J., placed in operation "mass timber keeper," expected to vary less than one thousandth of a second per day, or a precision of one second in 30 years. Vibrations of four quartz crystals control frequency of special electric current, with precision of one part in a billion. Apparatus used to monitor or regulate equipment for coaxial cable and radio relay television and telephone networks, according to company. Radio broadcast switching clocks also are controlled by device.

Daven Co., Newark, N. J., announces video distribution network which provides means of dividing output of single source into from one to five bridging amplifiers for video program distribution.

TECHNICAL APPLIANCE Corp., Sheburne, N. Y., announces channel converter designed to combat problem of signal strength losses in community master antenna systems. Unit converts higher-channel signals to low-channel band. For example if channel 13 is operating where only other TV station is on Channel 4, converter, located at master antenna site, converts signal to Channel 2 and then transmits it through cables.

RCA Tube Div., Philadelphia, announces finger tip wrench as part of new promotion campaign. Wrenches are used when dealer or serviceman is working in "tight spots."

Technical . . .

LOUIS J. KLEINKLAUS, studio supervisor WQXR New York, appointed chief engineer. ATHAN COSMAS, named engineer in charge of transmitters.

JACK SCOTT, KTM Stockton; CLAIR STARKER, KNBC San Francisco; GEORGE PALMER, KFRC San Francisco; TOM PERATI, KVSM San Mateo, and HARRY SCHMIDT, engineering staff at Hunters Point, S. F., all to KSFQ San Francisco engineering.

HOWARD ELLIOTT, WGN Chicago, to WPJL (FM) same city as chief engineer, replacing JAMES J. KRAKORA, who has joined Motorela.

ED BENRAM, assistant chief engineer KTTV (TV) Hollywood, on three-week tour to study technological advances made by stations in major eastern cities.

TONY DE SALA, engineer WSPF Paintsville, Ky., to WDYK Cumberland, as engineer.

CHARLES T. ANSON, KFRC San Francisco, and WAYNE CARSON, KELS Kelo, Wash., to KCBS San Francisco engineering staff.

H. E. HAMILTON, technical liaison officer and network supervisor of engineering department Canadian Broadcasting Corp., Toronto, to civil defense co-ordinator for CBC.

EMIL TROJAK, chief engineer KMBY Monterey, Calif., to WALTER STEWART, KRJ Seattle, RAYMOND BRADY, Consolidated Aircraft, L. A., DICK HALL, KHUD Watstonville, Calif., and FRANKLIN ROBERTSON, KGO San Francisco, to KPIX(TV) San Francisco engineering department.

VICTOR LEINSNER, engineer WNBW (TV) Washington, resigns to go into private business.

JOSEPH W. CONN, chief engineer KTTV (TV) Hollywood, developing new circuit period will allow TV cameras to shoot over closely-assembled crowds. He expects to have first lens in operation within three weeks.

ARNOLD LAKRITZ, engineer WCGB Greensboro, N. C., resigns to join Army.

THOMAS G. (Jerry) BURGESS, chief engineer-announcer KCID Caldwell, Idaho, resigns to attend Idaho State College, Pocatello.

Summer Seminar
DR. ARNO G. HUTH will conduct a "Seminar In International Broadcasting" at the New School for Social Research in New York for seven weeks beginning June 13. The seminar will be devoted to basic research and creative work and is designed for professionals and advanced students particularly interested in international relations, international information and communications.

For particular...

"Blackstone Magic Detective" 15 Min. Transcribed Mystery Shows

Charles Michelson, Inc.
12 West 47th St., New York 19
The board “highly commended” the special committee for its “thorough and comprehensive analysis and report on the subject of audience measurement.” However, the board felt NARTB was not “an appropriate agency to pursue or sponsor the recommendations.” They went on to recognize “the confusion which exists in the field of audience measurement and the desirability of greater standardization in this area of research and is hopeful that through some appropriate agency the recommendations of the Special Test Survey Committee will be carried forward.”

After that put on the back the board left the project dangling without financial support. The combined boards instructed NARTB staff officials “to be alert in regard to efforts to restrict or eliminate coverage of baseball and other sports “with the objective that the opportunity of presenting such broadcasts may not be precluded by the adoption of any unreasonable restriction.” Management also was directed to set up a committee of broadcasters and to offer NARTB services as a liaison group with organized baseball to work out common problems. Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, met with the combined boards Wednesday afternoon. He discussed legislation designed to exempt baseball from antitrust laws. Sen. Johnson is president of the Western League and author of a bill (S 1526) designed to free baseball of antitrust measures.

NARTB’s budget for the fiscal year started last April 1 was reviewed after the finance committee reported on increase in association monetary matters. The budget was reduced from $517,000 to $511,600 as a result of the front-office realignment. The TV budget is built around a $150,000 goal, if the anticipated membership is achieved. Finance committee members are William B. Quanton, WMT Cedar Rapids, Iowa, chairman; William A. Pay, WHAM Rochester; Ben Strouse, WWDC Washington; Robert D. Swezy, WDSU-TV New Orleans, Mr. Exxon.

Decision was reached to screen applicants for associate membership carefully. A membership committee is to report back to the board before admission is granted.

IAAB Report Given

Gilmore N. Nunn, WLaP Lexington, Ky., former board member, reported on the General Assembly of the Inter-American Assn. of Broadcasters. He and Judge Miller were U. S. delegates to the IAAB meeting last March. Mr. Nunn urged more effective support of IAAB activities. The board commenced his work on behalf of the industry and IAAB.

Judge Miller was authorized to oppose the Benton Bill (S 5179) which proposes creation of a citizens’ radio and television council designed to appraise and influence programming.

Total membership of 1,161 was shown in a report submitted by C. Arney Jr., secretary-treasurer, of all active members since Jan. 10. The number of AM members increased from 953 to 958 during the period.

Stations admitted into membership were Kcono Alturas, Calif.; KXAI Oxnard, Calif.; KIIE Pensacola, Tex.; KSIB Creston, Iowa; KUBC Montrose, Col.; WDAD Indiana, Pa.; WDKO Cleveland; WBB Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WVMG Milledgeville, Ga.; WWSR St. Albans, Vt.

A report by the Station Relations Dept. covering the Nov. 1-May 1 period. He explained radio is “selling on minimum value because it doesn’t know the real value.” He said original research must be done, with BAB already analyzing material supplies to the broadcast industry.

Arney’s Prophecies

EARY last year when C. Arney Jr., NARTB secretary-treasurer, was estimating the 1953-1954 budget he figured income (registration, extra tickets, exhibit space, etc.) would total $83,900. Auditor William L. Watt's report just last week shows income actually was $84,906. Mr. Arney estimated expenses at $47,375. They proved to be $48,939. He estimated the budget for meals at $18,500. The figure turned out to be $18,500.

WEBW Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WVMG Milledgeville, Ga.; WWSR St. Albans, Vt.

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WEBW Southern Pines, N. C.; WERD Atlanta; WIBB Macon, Ga.; WVMG Milledgeville, Ga.; WWSR St. Albans, Vt.
SOLD

PRODUCT

BC Headache Powders

AGENCY

Harvey Massengale Co.

CAMPAIGN:

3 announcements daily

BUYING NORFOLK?
ADD WLOV THRU A FORJMAN!
Transit Radio

(Continued from page 85)

approval of transit FM by "most passengers . . . would not be important, since the will of the majority cannot arrogate the constitutional rights of a minority."

• Transcasts "deprive objecting passengers of liberty without due process of law," and that the court is "not now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights."

Judge Edgerton noted that the opinion applies to "commercial announcements" and that the court is not "now called upon to decide whether occasional broadcasts of music alone would infringe constitutional rights."

Legal lights generally agreed that the term "announcements" is construed to include news briefs, weather forecasts and other "voice" descriptions, and pointed out that, while a sharp delineation was not drawn, the end effect of the ruling is the same in view of need for revenue sources.

Mr. Strouse was represented in its appeal by Paul Segal, of the Washington law firm of Segal, Smith & Hennessey; Washington Transit Radio Inc. by W. Theodore Pisciarelli; and培 Mark, Inc. by Mark, Inc. Two other attorneys—Franklin S. Pollak, a Justice Dept. lawyer, and Guy Martin—backed the anti-transcasting faction, though their appeals were withdrawn before the case went to the Court of Appeals.

In announcing a decision to appeal, Mr. Strouse noted that the FCC "as a body of experts determined that Transit Radio is in the public interest" and that the decision was upheld by the District Court whose Judge Edward A. Tamm dismissed the suits by Transit Riders Assn., two by Messrs. Pollak and Martin, and another by Paul N. Temple. PUC earlier had rejected its investigation [Broadcasting • Telecasting, June 5, 1960].

"The decision is so broad that it not only challenges transit radio broadcasters but is an implied challenge to all industry supported by commercial advertising," Mr. Strouse charged. "Because of this, we have no alternative but to take our case to a fourth tribunal, the Supreme Court of the United States, for determination as to whether or not the three tribunals [PUC, District Court and Court of Appeals] thus far deciding, are correct."

Mr. Strouse told Broadcasting • Telecasting that, because of the novel and far-reaching ramifications of the decision, Storecasting and other specialized services may be affected, should the high chamber sustain the Court of Appeals. The lead two attorneys, however, felt that the general principle was the same but that different factors were involved—principally that of the so-called "captures audience." Thomas Dowd, attorney at Piersen & Ball, doubted whether the decision, if finalized by the higher tribunal, would have any effect on Storecasting or other specialized services, since the appeals body based its opinion on "forced listening."

Concept Held Broad

Lawyers stressed particularly that the concept of "government action" is so much broader than heretofore that it could easily be a small step toward the banning of car card advertising and other commercial media.

One attorney, who asked that he not be identified, posed the question of whether a single-station store market, also involving a government franchise, might not operate with FCC authorization to a so-called captive audience. Attorney Segal interpreted the ruling to include all announcements of weather reports and newscasts, but doubted that it would have any future impact on specialized services. In the case of Storecasting, he pointed out the customer is free to enter any store and that the "captive" element is not involved.

Mr. Segal, representing the anti-transcasting faction, reiterated its position that the service "is bad for commercial radio" on grounds it antagonizes listeners who in their homes listen to radio fare without competition.

Compliance of transit FM with FCC's Rules & Regulations has been under study for many months. It was indicated last week, however, that the Commission would await SCOTUS action before releasing its study. Some FCC authorities indicated informally last week that the Storecasting and Functional Music, in which FM also is involved, probably would not be affected by any high court ruling and, thus, FCC procedures and practices would be kept intact.

Out of 650-plus FM outlets on the air, approximately 15—including WLRL (FM) Miami Beach; Fl.; KFDC (FM) Sausalito, Calif.; WRLF (FM) Chicago; WJIE-WFMF (FM) Chicago; WJEW (FM) Evansville, Ill.—hold or have held contracts for functional music service. About 10 stations have agreements for Storecasting operation.

Steady TR Growth

Transit Radio Inc., the parent firm which holds contracts with stations in 14 cities, has grown steadily in the past three years, with a $1.6 million investment in equipment, stock and advertising. Local stations realize a combined gross revenue of approximately $1 million from transit advertising, according to Mr. Crisler.

The TR president said he has talked with stations in local markets and that they will continue operation pending a decision on the appeals. Advertisers who think of transit FM are "extremely sympathetic" with Transit Radio over the ruling and many feel it received a "raw deal," he reported. Virtually none have cancelled contracts because of the decision, he added, and success stories still are reported.


In virtually all cities—save possibly New York and Chicago where two or more firms overlap routes—one company dominates transportation service and a primary factor which the Court of Appeals took into consideration.

The functional music phase has cropped up in FCC's study contending that "the operations are a violation of the Commission's Rules and Regulations [Broadcasting • Telecasting, May 21, 7, April 16]."

No Effect Seen

Stanley J. Joeslaff, president of Storecast Corp. of America, felt the transit radio decision will not affect Storecasting. "We're riding a different bus," he said. "There's nothing captive about our audience. Shoppers who come out unlike transit riders, are always free to go to a competing store if they do not like music. He also pointed out that the stores know pretty well what type of music their patrons like, and stresses that store volume has increased with addition of music.

His organization, he says, is servicing about 650 supermarkets in five areas (usually several communities in each area). The stations are: WMWV-FM Meriden, Conn.; WAPF(FM) New York; WIBG-FM Philadelphia; KQV-FM Pittsburgh, and WFMF(FM) Chicago.

Available!

Rhymeline Time, featuring emcees David Andrews, pianist Harry Jepsen and others of KBKRM, KFMRM's celebrated Tune Chasers, is one of the Heart of America's favorite morning broadcasts. Heard each weekday morning from 7:30 to 8:45, Rhymeline Time is a music-filled study program that pulls more mail than any other current "Team" feature. Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Drug Store and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availability!
TRUST FUND CREATED IN G. A. RICHARDS WILL
Will of late G. A. (Dick) Richards and two codicils set up trust fund for Mrs. Rosene Richards Moore, daughter, of Detroit, and other relatives. Filed late Thursday for probate in Los Angeles Superior Court, will is dated June 25, 1948 and codicils July 14, 1948, and May 13, 1950. Mr. Richards, principal owner of Richards stations, died May 28. [Broadcasting • Telecasting, June 4].

All personal effects bequeathed to widow, Mrs. Frances S. Richards of Beverly Hills. Bequests of $10,000 each made to four sisters: Florence Richards, Clarinda Richards, Stella W. Richards and Mrs. Helen W. Watkins, all of Poughquay, N. Y. Sister-in-law, Mrs. Margaret Richards, Kansas City, willed $5,000. Remainder of estate placed in trust with Walter S. McLusky, Detroit banker, and L. R. Jackson of Akron, president, Firestone Tire & Rubber Co.

HOPE RISES FOR ASCAP ACCORD OUT OF COURT
Hope that satisfactory arrangements for use of ASCAP music on TV may be secured without legal action rose last week with announcement that negotiations between society and All-Industry TV Per Program Committee would be continued for two weeks to permit collection and examination of further data from TV stations on which a formula for payments for music rights might be based.

Applications prepared by committee counsel for filing with federal court in New York today (June 25), if not denied, will be used to present equitable rates to be set for TV use of ASCAP tunes will now be held up at least until June 25. Meanwhile, video station operators may continue to use ASCAP music under interim agreement terms—without fear of infringement suits.

UHF TV OPERATION
(Continued from page 4)
delivers higher signal to compensate, hence comparable service possible.

New cameras and transmitters indicated to be readily adaptable to CBS field sequential color system. Interchangeability of GE units with those of other makers is pointed out. Host of other new VHF-UHF transmitting, antenna and studio equipment described and shown.

Complete costs for all station equipment outlined, with costs of transmitter-antenna combinations given as follows: VHF Channels 2-6 (100-kw ERP), $140,000; VHF Channels 7-13 (200-kw ERP), $154,000; UHF Channels 14-78 (200-kw ERP), $128,000. Complete studio installation, East Coast installation, $56,779; medium installation, $114,655; relatively large installation, $195,186.

Heart of new UHF transmitter is klystron tube developed by Varian Assoc. of California in conjunction with GE. Tube heretofore has been used only in narrow-band transmission. Simplicity of design of tube and transmitter said to account for low cost.

WASHINGON rounds were made last week by top brass of ABC and United Paramount Theatres in connection with projected merger (story page 29). In group were Leonard H. Goldenson, UPT president; Robert H. O'Brien, UPT secretary-treasurer, who will become executive vice-president of TV division under merger; Robert H. Kintner, ABC president, and Robert H. Hinckley, ABC vice president.

In RE ABC-United Paramount fusion, it can be reported that government sources were assured that combined group has no present intention of divesting itself of AM network. On contrary, its plan is to expand and strengthen that operation as well as TV.

JACOB A. EVANS, manager of sales development, advertising and promotion in NBC's National Spot Sales Dept., slated for post of manager of radio advertising and promotion as successor to George Wallace, who is resigning to join Readers' Digest International.

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, New York, is resigning to form new firm of Armstrong, Gannon & Assoc., which will specialize in industrial public relations accounts. Spencer Armstrong is director of Opinion Leaders of America.

SEN. HOMER CAPEHART (R-Ind.) plans to talk to Federal Reserve Board officials in effort to get Regulation W relaxed for specified periods of time in manner RTMA recommended before Senate Banking & Currency Committee (see story, page 46). Sen. Capehart believes regulation ought to be relaxed and made "realistic" to give businessmen a chance and put people back to work.

BAB's basic presentation on radio values to be prepared by Dick Dorrance, Mutual's new director of public relations and press information. Mutual, which has come out strongly for more fundamental research to show radio's worth, has given its blessing.

WCUO (FM) SUSPENDS
STOCKHOLDERS of WCUO (FM) Cleveland, operated by UAW-CIO Broadcasting Corp., voted to authorize officers to discontinue operations June 15-Aug. 15 while exploratory moves are made to determine if renewed operations are economically feasible.

WAR E ELECTION BY FAB
FLORIDA Assn. of Broadcasters late Friday in Jacksonville elected S. O. Ward, WLAK Lakeland, president; L. Herschel Graves, WTAL Tallahassee, first vice president; George W. McCall, WFTC Orlando, second vice president, and John B. Browning, WSPB Sarasota, secretary-treasurer.

NBC POURS TEXAS LINK
NBC last week ordered from AT&T fulltime TV circuits connecting Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with present intercity TV network.

BROADCASTING • Telecasting
CALLING ALL CUSTOMERS IN RICHMOND?

Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Tune in this new RCA Victor "Personal" radio—no bigger than a book. From it pour the full tones of any orchestra—so full of life that it's like holding a band in your hand.

This compact instrument grows directly from research conducted at RCA Laboratories. Scientists and engineers here perfected highly efficient circuits and electron tubes—powered by compact RCA Batteries. Its built-in antenna gives peak performance at home or "on the road." Its miniature loudspeaker offers fine acoustical performance in a minimum of space.

Development of this portable radio, weighing less than 4 pounds, is another example of RCA research and engineering at work for you. Result: a totally new satisfaction from a small personal radio.

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N.Y.

"Live artist" quality is a characteristic of the new RCA Victor "Personal" radio, one of the most compact ever built.

How to hold a band in your hand!