"but I never heard such things," said Alice

"WHAT ARE ALL those facts you just tried to put in the saddle-bag?" demanded Alice, as she stared angrily at the White Knight.

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

"Please don't tease me," said Alice. "Tell me, too."

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

"I know," replied Alice. "I can tell."

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

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

"Well, why not tell people?" asked Alice.

"But Dear, I'm doing just that," explained the White Knight.

"But you weren't 'til I made you," goaded Alice.

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

"That will be sufficient," stated Alice. "I think you..."

"Don't be impertinent, young lady," warned the White Knight.

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

WOR-tv, channel 9

in New York
To Harvest Farm Dollars

Best Tool Is Radio

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

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

Aubrey Bros. Feed Co. in 1948
Aubrey & Co. Feed Mills, Wholesale and Retailing Feed and Seed from 1948 to 1951

“Quality of Programming”

WHAS Farm Program Schedule

SATURDAY ONLY
6:30-6:45 a.m. "Tomorrow's Tobacco"
1-1:30 p.m. "Farm Features"
11:50-12 Noon College of Agriculture, University of Kentucky

FRANK COOLEY DON DAVIS

WHAS FARM PROGRAM SCHEDULE

6:25-6:45 a.m. "Market Digest"
6:45-7:00 a.m. "Farm News"
12:40-12:50 p.m. "Farm Markets"
12:50-1 p.m. College of Agriculture, University of Kentucky

Back to top
Cleveland’s most complete radio news service...

FULL STAFF OF LOCAL REPORTERS WORKING FROM WERE NEWS DESK

ROBERT WASS | News Director . . . Special Events

fifteen years experience makes his news job
the most-listened-to in Cleveland . . . 15 years
(radio news)

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

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

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

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

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

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

WERE

CLEVELAND, OHIO
ALTHOUGH it isn’t admitted, President Truman has made tacit commitment to Speaker Rayburn on appointment of Robert T. Bartley to FCC [Broadcasting • Telecasting, June 18] but when it was thought another member—not Comr. Henneck—would be leaving. Assumption was that MA-110 TV, won by she left, would be succeeded by another woman and that there would be woman-member of FCC henceforth. Consensus: Mr. Bartley will get job if it goes to man; Examiner Fanney Newman Litvin, if distaff precedent is continued.

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

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

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

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

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

DUDLEY J. LE BLANC, owner of Hadacol, may sell out. He’s dickering with several prospective buyers, with price negotiations on multi-million dollar level. Despite reports to contrary, Sterling Drug is not among prospects.

FULTON LEWIS jr., Mutual commentator, and William B. Dolph, head of Dolph Enter-... (Continued on page 98)


Bullets

HAROLD LINDLAY, for past six years manager of Los Angeles office of Headley-Reed Co. stations, recently joins H-R Representatives Inc. as vice president to handle western operations. He will establish an office for H-R Representatives in Equitable Bldg., Hollywood Blvd. and Vine St.

FCC asked Friday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, to delay secret service clearance for CBS chairman. FCC chairman immediately relayed TV firm of RCA color tube operating with DuMont equipment, demonstrated in laboratory.


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

Four-Department Plan Adopted by ABC

REORGANIZATION of ABC into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Televisions, with each division to be headed by vice president [Closed Circuit, May 28] announced by President Robert E. Kintner, effective July 1.

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

Mr. Strophan appointed Charles F. Holden, ABC-TV production manager, as assistant national program manager for TV network, and said Ward Byron will continue as executive producer for TV, reporting to Mr. Holden.

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

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

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

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

Business Briefly


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


TV SELF-REGULATORY PROJECT INITIATED

AFFIRMATIVE action to set up self-regulatory standards for television was started Friday at TV workshop held in Washington under NARTB auspices (early story page 63). Meeting challenges of educators and program entities, 103 telecasters representing 65 stations and national networks directed NARTB President Harold E. Fellows to form committees which will submit self-regulatory project to station convention next autumn.

At same time TV stations acted on behalf of equality for television in coverage of events to insure accurate and factual news job. This step was taken in adopting resolutions offered by G. Bennett Larson, WPIX (TV) New York. Telecasters acted Friday afternoon after self-dissection of video programming and after hearing of Robert Tatum (D-Col.) and FCC Chairman Waynne Coy. Resolution for self-regulatory project was (Continued on page 98)

Page 4 • June 25, 1951
PROVED
KRLD-TV
DELIVERS
BOTH THE DALLAS AND
FT WORTH TV MARKETS

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

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

THE RECORD ....

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Dallas</th>
<th>Fort Worth</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>697</td>
<td>329</td>
</tr>
<tr>
<td>B</td>
<td>1030</td>
<td>1009</td>
</tr>
<tr>
<td>C</td>
<td>1910</td>
<td>1005</td>
</tr>
<tr>
<td>D</td>
<td>4075</td>
<td>1809</td>
</tr>
<tr>
<td>E</td>
<td>526</td>
<td>289</td>
</tr>
</tbody>
</table>

TOTAL DALLAS 8243  FORT WORTH 4441

The Fort Worth calls represent 53.9% of the calls received in Dallas.

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

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

... a collective metropolitan population of over 1,000,000 in a single compact MARKET UNIT, the largest in the Southwest.

FORT WORTH Calls = 53.9% of DALLAS Calls

Owners and operators of KRLD 50,000 Watts

The Times Herald Station—Dallas' Greatest Newspaper

John W. Runyon, President
The shot that paid off 1000%

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

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

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

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

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

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

Radio belongs.

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

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

The Columbia Broadcasting System

*96% of all U.S. homes have radios... People average nearly four hours a day listening to them. They spend 20% more time listening to CBS stations than to those of any other network.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC</strong></td>
<td><strong>CBS</strong></td>
<td><strong>NBC</strong></td>
<td><strong>ABC</strong></td>
</tr>
<tr>
<td>6:00 PM</td>
<td>6:15 PM</td>
<td>6:30 PM</td>
<td>6:45 PM</td>
</tr>
<tr>
<td>[ [Sundown Boys, Merv, Reene, and the Crowd] (90) ]</td>
<td>[ [Starlight Melodies] (91) ]</td>
<td>[ [It's Your Day] (94) ]</td>
<td>[ [Keep the Faith] (94) ]</td>
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<tr>
<td>7:00 PM</td>
<td>7:15 PM</td>
<td>7:45 PM</td>
<td>8:00 PM</td>
</tr>
<tr>
<td>[ [The Alford Phenomenon] (92) ]</td>
<td>[ [The Ted Mack Family Hour] (93) ]</td>
<td>[ [Stop the Music] (95) ]</td>
<td>[ [The Paul C. Show] (100) ]</td>
</tr>
<tr>
<td>8:15 PM</td>
<td>8:30 PM</td>
<td>8:45 PM</td>
<td>9:00 PM</td>
</tr>
<tr>
<td>[ [Mr. Ben, the Show] (103) ]</td>
<td>[ [I'm a Fool] (106) ]</td>
<td>[ [The Dean Martin Show] (107) ]</td>
<td>[ [New Day, New Life] (110) ]</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>9:15 PM</td>
<td>9:30 PM</td>
<td>9:45 PM</td>
</tr>
<tr>
<td>[ [The Front Page] (113) ]</td>
<td>[ [The George Gobel Show] (114) ]</td>
<td>[ [My Lucky Stars] (116) ]</td>
<td>[ [NBC News] (118) ]</td>
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<tr>
<td>10:00 PM</td>
<td>10:15 PM</td>
<td>10:30 PM</td>
<td>10:45 PM</td>
</tr>
<tr>
<td>[ [The Last Word] (119) ]</td>
<td>[ [Ted Knight's Saturday Night] (120) ]</td>
<td>[ [The French Revue] (122) ]</td>
<td>[ [NBC News] (124) ]</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>11:15 PM</td>
<td>[ [Thoughts in the Night] (125) ]</td>
<td>[ [Gates of the World] (126) ]</td>
</tr>
</tbody>
</table>

**Notes:**
- **No Network:** Not scheduled.
- **No Network Service:** Not scheduled.
- **Not in Service:** Not scheduled.
- **Repeat:** Repeats of previous programs.
- **Diner Drive**：“Diner Drive” is a term used for television shows that are known for their dining and cooking segments. Examples include shows like "The Tonight Show" and "The Merv Griffin Show."
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>6:00 PM</td>
<td>Newsmasters, USA (aka The World at Your Fingertips)</td>
</tr>
<tr>
<td>Monday</td>
<td>6:15 PM</td>
<td>ABC News, Washington (aka ABC's InDepth)</td>
</tr>
<tr>
<td>Monday</td>
<td>6:30 PM</td>
<td>ABC News, San Diego (aka ABC News, San Diego)</td>
</tr>
<tr>
<td>Monday</td>
<td>6:45 PM</td>
<td>ABC News, Los Angeles (aka ABC News, Los Angeles)</td>
</tr>
<tr>
<td>Monday</td>
<td>7:00 PM</td>
<td>ABC News, Chicago (aka ABC News, Chicago)</td>
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<tr>
<td>Monday</td>
<td>7:30 PM</td>
<td>ABC News, Boston (aka ABC News, Boston)</td>
</tr>
<tr>
<td>Monday</td>
<td>7:45 PM</td>
<td>ABC News, Philadelphia (aka ABC News, Philadelphia)</td>
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<tr>
<td>Monday</td>
<td>8:00 PM</td>
<td>ABC News, Atlanta (aka ABC News, Atlanta)</td>
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<tr>
<td>Monday</td>
<td>8:15 PM</td>
<td>ABC News, Dallas (aka ABC News, Dallas)</td>
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<tr>
<td>Monday</td>
<td>8:30 PM</td>
<td>ABC News, Houston (aka ABC News, Houston)</td>
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<tr>
<td>Monday</td>
<td>8:45 PM</td>
<td>ABC News, San Antonio (aka ABC News, San Antonio)</td>
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<td>Monday</td>
<td>9:00 PM</td>
<td>ABC News, Phoenix (aka ABC News, Phoenix)</td>
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<td>Monday</td>
<td>9:15 PM</td>
<td>ABC News, Seattle (aka ABC News, Seattle)</td>
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<tr>
<td>Monday</td>
<td>9:30 PM</td>
<td>ABC News, Portland (aka ABC News, Portland)</td>
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<td>Monday</td>
<td>9:45 PM</td>
<td>ABC News, Los Angeles (aka ABC News, Los Angeles)</td>
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<tr>
<td>Monday</td>
<td>10:00 PM</td>
<td>ABC News, San Diego (aka ABC News, San Diego)</td>
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<td>Monday</td>
<td>10:15 PM</td>
<td>ABC News, Phoenix (aka ABC News, Phoenix)</td>
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<td>Monday</td>
<td>10:30 PM</td>
<td>ABC News, Seattle (aka ABC News, Seattle)</td>
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<td>10:45 PM</td>
<td>ABC News, Portland (aka ABC News, Portland)</td>
</tr>
<tr>
<td>Monday</td>
<td>11:00 PM</td>
<td>ABC News, Los Angeles (aka ABC News, Los Angeles)</td>
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</tbody>
</table>

**Notes:**
- **OT** - Operation Tandem, Whitehall, RCA and Liggett & Myers
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- **OT** - Operation Tandem, Whitehall, RCA and Liggett & Myers

**Broadcasting**

The Headquarters of Radio and Television

**June 25, 1951 Copyright 1952**
in the carolinas... radio is still the champ!

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

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

* We'll show you the figures

WBT  CHARLOTTE
COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES
Spot • • •

LOS ANGELES BREWING Co., L. A. (Eastside beer), starts sponsoring five weekly transcribed Lonesome Gal on KYA San Francisco and June 28 started Sat. night 60 minute Wrestling on KRON-TV San Francisco. Contracts are for 26 weeks. Firm also sponsors L. A. Angels home games on KLAC-TV Hollywood; weekly 45 minute Dixie Showboat on KTLA Hollywood, and has film spots on five Los Angeles TV stations. Transcribed radio spots are used on KNX Hollywood with other stations to be added. Agency: Warwick & Legier, L. A.

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


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


Network • • •

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


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


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

Agency Appointments • • •

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


ALVAREZ & PASCUAL, (distributor for Mido Watches and Sheaffer Pens and Pencils in Puerto Rico) appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.
The **plus** in St. Louis Radio is the "St. Louis Ballroom"

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

**KXOK**
St. Louis' ABC Station, 12th & Delmar, CHestnut 3700
630 KC • 5000 Watts • Full Time
Represented by John Blair & Co.

---

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


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

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

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

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

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

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

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

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

In 1946, when he returned to civilian life, he joined Jean Fields (a New York employment agency) and served in personnel for a year.

The following year was spent in hospitals again, this time as a patient undergoing and recovering from a serious operation. By 1948, well recuperated, he joined Bermingham, Castileman & Pierce as an accountant. Among his duties, he helped handle radio billing for the agency. Last week when Mr. Castileman resigned, Ted Wallower was promoted to the timebuying position.

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

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

---

**BROADCASTING • Telecasting**
ON THE
WASHINGTON SCREEN

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

"Hollywood Matinee"
2-3 PM

BAXTER WARD

THE MODERN WOMAN
3-3:30 PM

RUTH CRANE

THE EVENING STAR STATIONS
WASHINGTON, D.C.

Represented Nationally by THE KATZ AGENCY, INC.

WMAL-TV WMAL-FM

JUNE 25, 1951

---

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

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

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

NORMAN C. KAL, president Kal, Ehrlich & Merrick, Washington, elected
board chairman of Better Business Bureau.

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

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

RAY GAGE, president C. B. Juneau Adv., Inc., L. A., and president,
Southern Calif. Advertising Agencies Assn., and MURIEL TOLLE,
Tolle Co., San Diego, will attend the International Advertising Confer-
ence in London.

Calif. Advertising Agencies Assn.

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

RONALD G. VAN TINE, feature writer Philadelphia Bulletin, to pub-
lic relations staff John LaCerda Agency, Phila.

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

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

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

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

ON THE
WASHINGTON SCREEN

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

"Hollywood Matinee"
2-3 PM

BAXTER WARD

THE MODERN WOMAN
3-3:30 PM

RUTH CRANE

THE EVENING STAR STATIONS
WASHINGTON, D.C.

Represented Nationally by THE KATZ AGENCY, INC.

WMAL-TV WMAL-FM

JUNE 25, 1951

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

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

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

NORMAN C. KAL, president Kal, Ehrlich & Merrick, Washington, elected
board chairman of Better Business Bureau.

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

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

RAY GAGE, president C. B. Juneau Adv., Inc., L. A., and president,
Southern Calif. Advertising Agencies Assn., and MURIEL TOLLE,
Tolle Co., San Diego, will attend the International Advertising Confer-
ence in London.

Calif. Advertising Agencies Assn.

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

RONALD G. VAN TINE, feature writer Philadelphia Bulletin, to pub-
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Let's untangle

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

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

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

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

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

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

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

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

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

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

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

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

The advertiser who buys this service from the network is actually missing out on most of the selling advantages that make spot the forceful medium it is. He loses spot’s complete market flexibility. He has to use the particular network station in a market, even though another station is basically stronger or can offer better time periods. He can't take his choice of early morning in one market, midday in another, or suppertime in another — depending on listening habits in each particular area. He writes off — because the network can’t provide it — the persuasive

salesmanship of the local personality who knows best how to talk to and sell his own neighbors. The advertiser who talks from a faraway network headquarters loses the close support of brokers, distributors, and dealers. These men on the firing line, who do so much to move the advertiser's product, aren't usually on a "first name" basis with the network microphone maybe a thousand miles away.

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

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

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

* * *

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

EDWARD PETRY & CO., INC.
NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO
open mike

EDITOR:

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

Harold Franklin
Program Director
Institute For Democratic Education
New York

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

FM Editorial Disputed

EDITOR:

Congratulations!

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

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

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

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

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

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

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

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

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

George W. Hamilton
Maplewood, N. J.

[EDITOR'S NOTE: Two megacycles would accommodate the FM stations in most places, if not all. Glendale is a part. We struck no low blow against FM in our editorial, merely cited indisputable facts that (1) FM in general has not been spectacularly profitable (2) many FM stations depend economically on trans- casting and other specialized services and should not be deprived of them by the FCC or the courts; (3) since only 700 FM stations exist, although there is accommodation for thousands more, some spectrum space might be diverted to the more sought-after medium, television. Anyone who thinks FM is ready to be killed is not only an optimist, but is not in touch with broadcasting.]
**ANSWER** on Capitol Hill to what has happened to the McFarland Bill is that it is caught up in a unique Congressional stalemate of its own, invariably labeled "same status." The Senate-passed measure (S 655) is bogged in the House Interstate Commerce Committee, headed by Rep. Robert Crosser (D-Ohio), whose interest lies in the railroad field.

According to discreet observers, the McFarland Bill is still riding a time-limited express in committee and is no where near the end of the line. With tongue-in-cheek, those most closely associated with the measure's "status" in the House now talk of a year's period rather than in months.

This legislation, which its author and sponsor, Senate Majority Leader Ernest W. McFarland (D-Ariz.), has pointed out repeatedly is greatly needed in the broadcast field, has been somewhat of an unwanted guest at the Senate committee since last February, according to Senior Rep. Charles E. Bennett (D-Fla.). It reappeared at the committee a month later as an attachment to another bill.

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

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

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

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

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

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

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

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

**HILL COVERAGE**

**Government Network Asked**

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

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

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

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

According to Mr. Sifton, "the Federal Communications Act states that air belongs to the people forever and that licenses are to be issued 'in the public interest, convenience and necessity' for limited periods of time, no accruing right to any channel."

He told Senators that danger was inherent in "heavily cut versions framed in editorial comment and commercial advertising in reference to commercial radio and television access to proceedings."

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

**FCC PROBE PLAN**

Rep. Kearney Explains

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

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

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

**McFARLAND BILL**

Rep. Robert Crosser

"Same Status, Says House Group"

It is CASTING unwanted guest field, Leader and sponsor, Senate talk of the McFarland (S 655) introduced a fortnight ago by Sen. Pat McCarran (D-Nebo). [BROADCASTING * Telecasting, June 11].

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

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

Time limitation in the McCarran Bill would exempt any person whose appointment ceased or terminated with the agency two years before the bill's passage.

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

**JOB-JUMPING**

Bennett Bill Introduced

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SALES MANAGER:

FEATURE your FOODS IN PHILADELPHIA...

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

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

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

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

No wonder "Feature Foods" is practically SOLD OUT! As this goes to press, 35 out of the available 36 participations are working for 18 of the nation's leading food advertisers. The odds are 35 to 1 that your product will be a sell-out too... if you grab the telephone now and get in on the deal. Call KYW or Free & Peters!

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc

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

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM
JAMES H. QUELLO, publicity and promotion manager WJR Detroit, appointed director of public relations and advertising. He will handle all local and national advertising for station.

Mr. Quello

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

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

BOB FREELAND, appointed station manager CKOM Saskatoon.

MERLE FORLAND appointed sales manager WPBC Minneapolis.

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

LESLIE L. CARDONA appointed commercial representative for WCAU Philadelphia. He was with WRVA Richmond and WIT Baltimore.

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

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

HOWARD E. STARK, Radio and Newspaper Brokerage, has removed to new offices at 50 East 58th Street. Telephone: Eldorado 5-0405.

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

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

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

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

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

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

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

COLLIER WHITEHEAD appointed business manager WJHO Opelika, Ala.

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

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

PERSONALS

ARTHUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, visiting New York on network business.

CHARLES C. BEVIS JR., general manager KOA Denver, elected to three year term on board of directors of Denver chapter, American Red Cross. He was also named to board of directors of Denver-Rocky Mountain AAU Basketball Club.

ANSLEY COHEN, account executive WTMA Charleston, S. C., father of boy, Analley III. AUSTIN HARRISON, president and general manager KSWM Joplin, Mo., named outstanding young man of the year and presented the Joplin Junior Chamber of Commerce "Key Man" award.

DONN B. TATUM, newly-appointed director of television for ABC Western Div., and FRANK SAMUELS, recently resigned vice president and general manager of network Western Div., are in New York for conferences with ABC officials. Also on network business there are FRAN COMRAD, director of radio, and AMOS HARRAN, radio sales manager for ABC Western Div. Mr. Samuels, upon his return to Hollywood, joins William Morris Agency in executive capacity. He will be succeeded at ABC by ERNEST FELIX, assistant treasurer of network.

ELEANOR WHITELAW, sales manager WJHO Opelika, Ala., asked to serve as state chairman for American Women in Radio and Television.

HERBERT L. KRUÈGER, station manager WTAG Worcester, Mass., elected to executive committee of Southern Worcester County Health Assn.

WCAU DIVISION

AM, TV Sales Separated

Mr. deRussy
Mr. McGrady

SEPARATION of the sales staffs of WCAU Philadelphia and its companion station, WCAU-TV, was announced last week by Donald W. Thornburgh, president. The new alignment went into effect June 18.

June 25, 1951

Broadcasting • Teletasking
Mr. BMB tells us there are more than a million of them! Think of it—a weekly audience of a million WFAA listeners means a million potential customers for your product. Customers with a stabilized income. For example, the DALLAS-Ft. Worth area alone is number one in retail sales among America's 19 major markets with populations from 500,000 to one million!*

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

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

*1950 Census—Consumer P.
Prudence and the Freeze

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

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

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

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

It behooves all in broadcasting to take a realistic, indeed a statesmanlike, view of these conditions—that FCC as well as the licensees advertising experts a chance to look at that medium more calmly.

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

Our respects to:

Charles Vanda

Television Assn. of Philadelphia can look forward to a very successful year with Charles Vanda as its new president. Mr. Vanda, who is vice president in charge of television at WCAU Philadelphia, has brought to television the same talents of showmanship and sense of commercial values which made him a stand-out in radio.

Since he went to Philadelphia last January to join WCAU, Mr. Vanda has made many outstanding contributions to television.

He created The Big Top for WCAU-TV, which made the station the first CBS-TV affiliate outside New York City to originate a live show for the network. He also developed The Ghost Riders, a cowboy-club-program which now has 30,000 members. He started the first television breakfast club program, and also created Philadelphia’s first local puppet show. The first TV dramatic daytime serial introduced in Philadelphia also can be credited to Mr. Vanda.

When Mr. Vanda joined WCAU-TV he immediately expanded its programming to midnight, and since then has added programs until 2 days.

“Up to that time,” he said, “there seemed to be some sort of rule that television must shut down at 10 o’clock. I believe that television set owners deserve a better break than that.”

The network certainly entitled to good programming at a time when kids are asleep, and they can sit back and relax from the day’s chores.

Mr. Vanda, originator of such top radio shows as Suspense, Intrigue and Stars over Hollywood, has had broadcasting experience which includes duties of publicity director, program director and writer-producer-director.

He first joined CBS in 1935, combining the duties of publicity director and head of the talent bureau. In the same year he was named western program director for CBS and held that position until he entered the service in 1942.

During the war, Mr. Vanda was chairman of the Four-Network Radio Committee, co-producer of the This Is War series, and was credited by the War Dept., with being the co-author of the entire plan of The Armed Forces Radio Service.

In Army Intelligence, Col. Vanda served in the Mediterranean Theatre. He is one of the few Americans to hold both the Order of the British Empire and the African Star. He also is a holder of the Legion of Merit from
<table>
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<tr>
<th>Town</th>
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<td>San Francisco</td>
<td>16.0</td>
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<td>Zanesville</td>
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<td>Minneapolis</td>
<td>16.5</td>
<td>Youngstown</td>
<td>21.3</td>
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He'll chalk up high ratings for you, too!

MORE RENEWALS!

- **6th YEAR** — Minneapolis, consistently outrating important network shows.
- **5th YEAR** — New Orleans, consistently delivering a large and loyal audience.
- **4th YEAR** — Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- "Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."
  James C.-Rogers & Smith Advertising Agency
- "Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."
- "Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."
  Ray D. Williams—Proter Advertising Agency
- "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."

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

**AM + TV = TOP RATINGS!**

Boston Blackie on TV is already proving the fastest seller ever. Sponsored by big-name advertisers on top TV stations in:

- NEW YORK CITY
- CHICAGO
- LOS ANGELES
- WASHINGTON, D.C.
- DETROIT
- CINCINNATI
- DAYTON
- COLUMBUS
- PITTSBURGH
- CLEVELAND
- LANCASTER
- TOLEDO
- MINNEAPOLIS
- RICHMOND
- NORFOLK
- ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.
You'll chalk up

HIGHER RATINGS

MORE RENEWALS

EASIER SALES

America's Most Successful Adventure-Detective
STOP

here's the most complete study of AUTO RADIO LISTENING in Northern Ohio!

STOPPERS FROM THIS SURVEY:

STOP 81% of the 418,185 autos in Cuyahoga County have auto radios.

STOP Average auto has 1.6 passengers; 49% of auto radios are on one or more hours.

STOP Auto radios are turned on 74% of the time autos are in use.

STOP Auto radio listeners in Cuyahoga County are tuned to WGAR a total of 411,708 half-hours daily (7 AM to 7 PM).

GET ALL THE FACTS!
WRITE FOR YOUR COPY

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

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

Represented Nationally by Edward Petry & Company
KXOK PLANS

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

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

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

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

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

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

Unaffected by Sale Of 'Star-Times'

* * *

Unofficial estimates of the sale price for the paper's name, goodwill, circulation lists and publishing equipment, ranged between $3.5 and $8 millions.

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

RTMA APPOINTS
Cousins Information Chief

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

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

WBC Indianapolis baked a cake for Disc Jockey Easy Gwynn (center) to celebrate his seventh anniversary with the 50 kw MBS affiliate. Anticipating a slice of the cake are Bill Dean (l), program director, and President Richard Fairbanks.

AND CBS baked a cake for Announcer Frank Knight (l) to celebrate his 15th year with Longines-Wittnauer Watch Co.'s Symphonette Sponsor's adv. dir., Alan Cartoun, presents cake.

CITATION for heroism is presented to Hal H. Hoffman (r), national sls. mgr. for KSJO San Jose and KNIB Watsonville, Calif., by Capt. R. E. Olstad of San Francisco police. Mr. Hoffman risked his life to stop a runaway auto.

GUEST quizmaster on Quiz Kids show is Oliver B. Capelle, Miles Labs' sls. prom. mgr. Adjusting cap is seven-year-old Quiz Kid Melvin Miles. Mr. Capelle is serving during Quismistress Fran Allston's vacation.

AN INTERVIEW with winner of Armour Creameries, Louisville, "Name-the-Calf" contest brings out (l to r): John Ross; Uel W. Ross, father of boys; J. Russell Ross, winner of the calf; Frank Cooley, WMAS Louisville prog. dir.; the calf; and C. A. Williams, creamery mgr.
NOT BURIED ALIVE!

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

Big Bad Bug-a-boo

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

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

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

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

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

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

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

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

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

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

**RADIO**
1920-1951

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

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

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

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

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

**Witch-hunt Atmosphere**

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

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

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

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

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

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

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

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

3. So in terms of real dollars, our customers are paying 22% less for gasoline today than they did 26 years ago. But that represents only part of their gasoline profit. In addition, 1 gallon of today's "regular" gasoline will do as much work as 1 1/4 gallons of 1925 gasoline. So our customers get another 50% profit in each gallon from this source.

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

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

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
$447,957,000.00

How much is yours?

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

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

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

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

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

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

General Manager

CANTOR HONORED

Folsom Presents Degree

Radio-TV comedian Eddie Cantor received an honorary degree from Frank Folsom, RCA president, during the 65th commencement exercises of Temple U. in Philadelphia June 14. Mr. Cantor spoke briefly before Temple graduates, largest class in the history of the university.

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

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

WROV AFFILIATES

Adds ABC to MBS Schedule

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

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

TUCKER NAMED

Managing Dir. of WRR

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

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

Register as Lobbyists

Joseph E. Casey, former Democratic House member from Massachusetts, drew $26,382 from Radio-Television Mfrs. Assn. and the Committee for Equalization of Tobacco Taxes, according to a lobby registration analysis reported by Congressional Quarterly, a legislative reporting service. Judge Justin Miller, chairman of the board, NARTB, registered as a paid lobbyist, listing income at $50,000. Former Sen. Francis J. Myers of Pennsylvania, who was Majority Whip and member of the Senate Interstate Commerce Committee in the previous Congress, reported a $3,750 annual income from the National Foundation for Consumer Credit Inc.
THE EVENING STAR
BROADCASTING CO.
WASHINGTON, D.C.

announces the
appointment of

THE KATZ AGENCY, INC.

NEW YORK
KANSAS CITY
CHICAGO
DALLAS
DETROIT
SAN FRANCISCO
ATLANTA
LOS ANGELES

as
national advertising representative
for

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

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

EFFECTIVE JULY 1, 1951
WBAL RENEWAL

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

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

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


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

Difficulties of the Hearst-owned WBAL can be traced back to 1946 when the FCC issued its provocative statement on "Public Service Responsibility of Broadcast Licensees," destined to become more popularly known as the Blue Book. It stated, the Commission scored WBAL for alleged over-commercialism. This was credited with inspiring, at least partially, the rival application of Public Service Radio Corp. for the Baltimore 190 kc facilities. The new station request subsequently was incorporated into the renewal proceedings on WBAL's license.

Preliminary Vote

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

Following the initial decision, the oral argument March 31 was granted Public Service Radio Corp. Marcus Cohn, of the Washington law firm of Cohn & Marks, appeared for the petitioner. William

CARL WARD (seated), sales manager of WCCO Minneapolis, examines color charts which Day, research experts from CBS, New York, used to illustrate a presentation showing WCCO's increased audience.

J. Dempsey, Dempsey & Kaplan, argued on behalf of WBAL (Broadcasting • Telecasting, April 2).

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

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

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

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

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

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

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

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

Answer: WANT

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

Answer: WANT

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

Answer: WANT

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

Answer: WANT

What Radio Station has more local advertisers using more Spots?

Answer: WANT

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

You can use WANT with . . .

One order—one transcription—one package price

Through UBC

with your message on the five UBC Stations

SERVING THE WASHINGTON AREA
WOOK 1590 ON YOUR DIAL

SERVING THE BALTIMORE AREA
WSID 1010 ON YOUR DIAL

SERVING THE RICHMOND AREA
WANT 990 ON YOUR DIAL

SERVING THE HAGERSTOWN AREA
WARK 1490 ON YOUR DIAL

WFAN – 100.3 MC – WASHINGTON, D. C.

1143 Connecticut Ave. Washington, D. C. Phone: EMerson 2798
A HARD-SELLING combination of radio advertising and merchandising is making new sales for food advertisers and premium revenue for four radio stations, three of which are situated in bustling TV markets.

The technique has been used with conspicuous success for more than 15 years by WLS Chicago but has recently been adopted by KYW Philadelphia, WOW Omaha and WHO Des Moines. Programs are produced by the stations, and the

continuous merchandising campaign conducted by Feature Radio Inc.

Here's the way it works:

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

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

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

'Headquarters Store' Plan Arranged With Retailers

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

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

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

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

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

The program was begun in March, 1950 and within 8 months was sold out. Participations cost $75 per announcement, a 105% bigger rate than ordinary daytime spots bring on KYW. After KYW pays Feature Radio Inc. for its merchandising service and pays the talent costs of the show it still nets a bigger return on each participation than it does from any other daytime announcement.

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

(Continued on page 84)
Boston Symphony takes to tape
FOR FAMOUS NBC REHEARSAL BROADCASTS
(PICKED UP BY STATION WBZ—BOSTON)

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

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

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

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

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

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

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

EVERYBODY loves a “MYSTERY”... KTUL "Launches" One With Glamor

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

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

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

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

Patti, recently featured in Life Magazine as the disk jockey's darling whose record sales during the last 12 months totaled $5,000,000, got her start at KTUL, too. For four years—before she hit the "big time"—she was KTUL's star vocalist.

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

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

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

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

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

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

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

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

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

SPONSOR NEWSCAST 13 YEARS

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

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

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

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

KFPW FORT SMITH, ARKANSAS

Owned and Operated By KTUL

JOHN ESAU—Vice President General Manager

AVERY-KNODEL, Inc.

National Representative
Mister PLUS presents new proof that one radio network is more effective than ever: by latest available measures, the average program sponsored on MBS now reaches more homes than ever before!

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

MORE RADIO
THAN EVER

the difference is... the MUTUAL broadcasting system
WHP
the nation's leading test station

DOUBLES its coverage!

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

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

**RCA COLOR TESTS**

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

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

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

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

**Other Showings**

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

The New York field tests, he continued, would necessarily be telecast before the start of regularly-scheduled telecasting in the morning in order to comply with FCC rules. At other periods, the color programs will be "piped" from NBC studios over wire lines to color receivers, he said.

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

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

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

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

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

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

Mr. Kay said that he felt "greatly disappointed" in what he still had seen. "Absolutely nothing we can lay our hands on to put into our Colorvision sets." CBS had been hopeful the tube might be put into early use with a "revolutionary" television receiver for a rotating disc or drum.

Mr. Kay is the magic that increased this company's sales even more.

**COLORVISION**

**CBS Exhibits in Chicago**

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

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

Called Colorvision, the model is 32 inches wide, 22 and 1/16 inches deep and 30 and 1/8 inches high, and includes 27 tubes with rectifiers and the picture tube. The receiver can be adapted to UHF transmissions, Hytron says.

W. A. Blees Speaks

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

How the television industry is different from other manufacturing businesses because "little people can get in easily and disrupt the

Mr. Blees sees a continuing "highly competitive economy," with "the boys not giving any quarter and working hard. Sales organizations now need to work to sell goods, and cannot depend on the consumer's coming in to buy a TV not the least bit worried about the long haul."

Mr. Blees is the magic that increased this company's sales even more.

The new furniture being introduced at the market was designed with television viewing in mind and some for radio listening. Among the new items was a wall cabinet with sliding panels, which can be used as a back rest and has storage space for a radio. A small snack table with drop leaves had a foam rubber cushion which snaps off on and is used as a television seat or table. The standard swivel tables, chairs and couches for viewing also were displayed.

**FIELD WORK TO START JULY 9**

**OVERSEAS POST**

Crutchfield Athens-Bound

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

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

Mr. Crutchfield will spend three or four months in Greece as an American radio specialist advising Greek officials on methods of improving the effectiveness of their programming and management in domestic broadcasts.
The ability of radio to render notable public service was again demonstrated in Connecticut this month when Station WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teenagers from the insidious menace of dope-peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

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

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

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

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

Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludden, Moderator of “Mind Your Manners” program, witness the signing of Connecticut’s new Narcotic Law by Governor John Lodge.
In Iowa, WHO is the Preferred Farm Station

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

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

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<th>First Year</th>
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<td>WHO</td>
<td>14.0%</td>
<td>53.9%</td>
<td>55.0%</td>
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<td>54.3%</td>
<td>13.9%</td>
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This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
'TEEN-AGE ADDICTION

WTIC Drive Brings Stringent Narcotics Law

Conferring on the radio-promoted narcotics bill on the eve of its passage are (l to r) Mr. Eaton, Reps. Laiing and Cohen, co-sponsors of the bill; Senator Hall and Mr. Hallas.

* * *

AN 11th-hour drive by radio, spearheaded by WTIC Hartford, has resulted in passage of Connecticut state legislation which threatens severe penalties to dope peddlers, particularly those who sell to ‘teen-agers.

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

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

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

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

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

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

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

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

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

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

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

Time was short. The legislation was to adjourn June 6, and the docket was full.

WTIC went to work. Listeners were asked to write their representatives. A personal appeal from Mr. Morency went out to all other Connecticut radio stations, who took it up enthusiastically.

Tom Eaton, WTIC news editor, and Jerry Hallas, political reporter, worked day and night enlisting support to get the bill up for a vote.

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

Bell Joins L&M

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

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

GRAY APPOINTED

To Direct Strategic Board

APPOINTMENT of Gordon Gray, president of WSSS-Worcester, Mass., as director of the newly-created Psychological Strategic Board was announced last Wednesday by President Truman.

Mr. Gray has obtained a leave of absence from his post as president of the Student Union.

This new board is designed to offer “more effective planning, coordination and conduct, within the framework of approved national policies, of psychological warfare programs,” according to Mr. Truman. The group previously was called the Psychological Warfare Board.

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

ROYAL TO RETIRE

May Become NBC Consultant

JOHN F. ROYAL, NBC vice president and one of its few remaining old guard executives, is about to retire about Aug. 1, perhaps becoming an NBC consultant, after more than 20 years of service with the network.

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

Mr. Royal joined NBC via its owned-and-operated WTAM Cleveland, in 1920, after more than 20 years with the Keith-Albee Theatre interests, a background which prompted his selection as vice president in charge of programs. In his capacity he was credited with building up many of the network’s most notable program features.

Bell Joins L&M

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

Special Event

ABC Merger Vote

ABC stockholders will meet July 27 to vote on the proposed $25 million merger of ABC with United Paramount Theatres, officials said last week. This is the same date set for the UP'T stockholders’ vote on the merger plan, which already has cleared the board of directors of both companies. The issue then goes to FCC, which is expected to call hearings to consider the plan in detail.

Mr. David & Mr. Tooke

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HARD RADIO SELLING

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

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

Pellegrin Emphasizes Points

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

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

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

"Radio departments of agencies now control far too small a portion of total ad budgets. If the bright young men and women of these departments will ask the pointed questions they should ask of their oppo-
Seen This Week on Hill

Mr. Wilson said he would not favor easing credit restrictions at this or any time prior to fulfillment of the government's defense program by 1953. Mr. Wilson headed a committee which had recommended broader powers to control installment buying.

Touching on materials, Mr. Wilson said shortages of cobalt and other strategic materials used in radio-TV equipment does not pose a major problem to manufacturers. "In the last two years, Cobalt has been in the hands of speakers of radio-TV receivers.

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

Also at stake, though not indicated for appreciable change, is a provision of the act exempting radio-TV, newspapers and other media from price controls. Authorities suggested, however, that legislators may resurrect the issue, especially as it pertains to newspapers. The question has been raised as to whether the act covers the price publishers may pay for newspaper, another thorny issue on Capitol Hill (see separate story). In any event, radio-TV's exemption for advertising and subscription charges will be retained in the amended act.

Another issue hanging in the balance—and one approved by the House Banking Committee—is an amendment designed to encourage (1) dispersal of productive capacity for purposes of national security and (2) full utilization of "human and material resources of the nation wherever located."

The provision prohibits FRB from raising the down payment. The House group earlier had taken similar action.

Under the Senate proposal, the government's power to control materials for defense production would be extended to June 30, 1952. A plan whereby a Small Defense Plants Corp. would be set up to assure equitable distribution of defense orders for small business was defeated.

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

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

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

RTMA only recently had petitioned the Federal Reserve Board for "immediate relaxation" of Regulation "W" to meet the high-inventory, low-sales squeeze [BROADCASTING, June 11, 4].

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

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

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

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

With respect to automobile purchases, it agreed to retain the present one-third down payment and extend the payment period from 15 to 18 months. Included was a


**Stirs Legal Threat**

The committee statement, signed by Mr. Marks, said, "the FTC looks forward to public participation in its fight against the evil practices mentioned." The committee's fight, it stood, was "to give our word to a rising public sentiment." Mr. Marks said. He continued: "Until recently it had generally been recognized that the purchase of a television receiver carried with it the implied right to receive all programs free of charge.

"Action Hit"

"It had been represented to the public by manufacturers and re-
tailers of television receivers that television was the next best thing to be present at the actual event, and much easier on the pocket-
book. Even if these representations had not been made, from the
déjà vu of the medium and the publicity accompanying it, the pur-
chaser justifiably expected TV to operate on the same basis as the
radio."

Citing the Louis-Savold Theatre-
casts and the Phoneline experi-
tment, Mr. Marks said it was "clear that the public takes a firm stand against these and similar practices, as we are certain that the following TV was always faced with controlled and private, sales of television programs at the cost of the television set owners."

Further, his statement said:

Radio, which has been one of the most profitable industries, has de-
pendently been tied up with advertising. There is no reason why TV should not be cast in a similar manner. It is true that ad-
tendance has fallen off considerably at radio broadcasts, but visual reception is more attractive to the public than advertisements. On the other hand, the greater the home at-
tenance, the greater the value to the advertiser.

The point of this is that the producers would greatly prefer charg-
ing the public directly because the phenomenal dollars and cents possi-
ble. NBC has already dreamed of some-day of $18 million gates.

Meanwhile Mr. John Q. Public is supposed to sit back and watch the television industry that he was pur-
chased for him. NBC, as usual, has seen no money in the long run.

Where will this thing stop—the next step would be charging the public for every small game, decent movie or play, etc.

Membership in the FTPC in add-
tion to Chairman Marks were identified as Mr. John Q. Public, secretary, and Arthur A. Hush, Sidney S. Hodes, Carl Rood, Jean Frierd, J. J. Brown, Robert Ruppkam, and Charles P. Minta, all of whom were "gentlemen of the honey," chairman of the Alfred E. Smith Community League.

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**On TV Coverage**

Theatre group was said to have paid as low as $10,000 for the ex-
clusive "live" rights. Earlier re-
ports indicated the theatre rights to be $35,000 or more than the $9,000 to $65,000 which was offered for broadcast rights.

The Fair Television Practices Committee's blast at theatre TV and home box-office television also carried its heaviest weight when Zenith Radio Corp., sponsor of Phoneline, that CBS assist in the development of the dollar-in-
the-slot method of home TV view-
ing. CBS officials refused to com-
ment on the subject.

The FTPC, headed by attorney Jerome W. Marks, said it plans to ask FCC to "revolve, suspend and/or refuse licenses to any broad-
caster indulging in... unfair prac-
tices"; petition broadcasters "to stay in line with sound public policy"; "if necessary, commence legal action against broadcasters for acts violative of the Fifth Amendment of the U. S. Constitu-
tion," and also "exercise the right to take other steps and measures as they may sug-
gest themselves."
DEPLORABLY softened by years of watching telecast prize fights in his own living room, this flabby reviewer ventured into the exuberant audience at RKO Keith's theatre in Washington the night of the Louis-Savold fight and suffered a drubbing but slightly less savagely.

Technicolor cowboys-and-Indians charade. In comparison with A Night at the Opera, the title of this inexcusable production, Hapalong Cassidy and his co-players have the skill of the Old Vic company.

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

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

**NPA APPOINTMENT**

**Currie Named Weiss Aide**

APPOINTMENT of Walter J. Currie, former official at Standard Brands Inc. and later the Crosley Division of Aveco Mfg. Corp., as deputy assistant administrator for Don Lee-Mutual executive, in determining "essential civilian requirements and in aiding industries to meet the minimum needs necessary to maintain a strong economy," NPA said. Mr. Currie has been serving as consultant to OCR since last March.

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

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

**REGAN HEADS AAW**

**Impact of Radio Cited by Ryan**

J. NEIL REGAN, manager of the Los Angeles office of McCann-Erickson, was elected 1951-52 president of the Advertising Assn. of the West at the 48th annual convention which closed June 21 at Denver. Some 400 delegates representing 5,000 members and 41 member clubs in 11 western states and Western Canada attended the four-day meeting.

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

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

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

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

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

One of the luncheon sessions last week was devoted to the Joe Louis-Joe Savold match in Denver's radio station managers. Among those honored were Hugh B. Terry, KLZ; F. W. and A. G. Meyer, KMYR; Charles Beri, KOA; T. C. Ekrem, KVOD; Eugene O'Fallon, KFEL, and John Buchanan, KTLN.

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

**EBBO Gets Award**

Annual trophy donated by the Vancouver Ad Club for the best radio advertising created in the West was awarded to EBBO, San Francisco for its drama Let's Go Do It, sponsored over KHJ Los Angeles and Don Lee network by Standard Oil of California. The program won top award for the best commercial program in cities over 100,000 and on networks.

Certificates of award in the radio competition follow:

Best commercial, cities under 100,000—KDSH Boise, Idaho, Sears Salutes, half-hour tribute to surrounding communities sponsored by Sears Roebuck.

Best spot announcements, cities over 100,000—Emil Reinhardt Adv., Oakland, 20-second singing chain-breaks for Pathrics bread on KCBS San Francisco.

Best spot announcements, cities under 100,000—KERO Bakkenfield, chain-break jingles for A. D. Peckham paints.

Honorable mentions, large-city programs—KOMO Seattle, Seattle Panorama, participating, Taskett Adv. Agency; CJOB Vancouver, Pacific.
CBS COLOR TELEVISION "PREMIERE"

CBS and NBC will announce the names of 16 sponsors signed at start of broadcasts.

COLOR TELEVISION "PREMIERE"

BROADCASTING  Telcasting

WITHE 16 sponsors lined up, CBS today (Monday) inaugurates its commercial color television service with 'premiere,' a special program, 4:30-5:30 p.m., over CBS-TV stations in New York, Boston, Philadelphia, Baltimore and Washingon. [BROADCASTING  Telcasting, June 18].

Also set is another color program, The World is Yours, featuring live newscasts from seven cities, scheduled June 26 (Monday), 4:30-5:30 p.m., for General Mills Inc., which thus becomes the first full half-hour color sponsor; and four sponsored station-break spots over W.CBS-TV New York for 13 weeks each, effective today (Monday).

Station-break sponsors were Phoenix Aristomat (stove covers), through Young & Rubicon; Chase & Sanborn, Fridays, 11 a.m.; O'Ceber Corp. (sponge mops), through Young & Rubicon, Chicago, Thurs., 11 a.m.; Bulova Watch Co., through Blow Co., New York, 11 a.m.; and Wembley Inc. (ties), through Walker Saussy Agency, New Orleans, Weds., 11 a.m.

Officials to Appear

Those scheduled to appear on the opening program include FCC Chairman Wayne C. Godfrey, Ed Sullivan, and entertainers such as Artie Godfrey, Jerry Lewis, George Gershvin, Bob Hope, and other celebrities.

The six opening-day sponsors, which the network believed to be "the largest group of advertisers ever to participate in a single network broadcast," are: General Mills; Lincoln-Mercury-Div. of Ford Motor Co.; Columbia Inc.; Chase & Sanborn; Bulova Watch Co.; Pabst Blue Ribbon Beer; William Wrigley Jr. Co.; Revlon; Thomas J. Lipton Inc.; National Biscuit Co.; Tini Home Permanent; Monarch Finer Foods; Procter & Gamble Co. for Ivory Soap and Duz; Standard Brands Inc. for Tender Leaf Tea and Instant Chae & Sansam; Quaker Oats Co. for Aunt Jemima Cake Mixes; Best Foods Inc. for Rit Products Corp.; Pepsi-Cola Co., and Liggett & Myers for Chesterfields.

It was understood that the inaugural CBS color schedule could be received in New York over about 15 color receivers, most, if not all, located at the CBS color studios; in Washington over receivera at the locations of the Post, two locations; Baltimore, two; and Philadelphia, one.

Following today's program, daily color telemcasts, morning and afternoon, will be made, with "a gradual movement of the station," but immediately 20 hours of color television weekly will be scheduled by fall, CBS announced.


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

Charge to adapt a set in this fashion will be about $30, it was announced, including adaptation and installation charges. After this, in most cases, will be made in the home of the set owner. This service is also being made available to retailers and distributors. Authorization, however, will not be given to sell the receiver before being delivered to the customer," the announcement said.

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

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

Buyers Impressed

Reaction of the buyers, as reported by the network, included that of Jerry Ward of Lyon, Healy & Co., music store chain with Chi-cago outlets, who said "it is extremely impressive with the clarity of color reception. I can see a tremendous future for CBS-Columbia TV." W. J. Gallop of Shillito Store, Cincinnati, called CBS color "terrific. We want sets as soon as possible."

Other comments, as reported, included that of Frank Hough, of Hough-Wiley of Charlotte, N. C., according to the network, said, "It's terrific it's breathtaking."

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

In the network's origination of its first network color telecast, CBS announced that "no changes" in existing black-white studio facilities would be required—only addition of three color cameras, monitors and associated control room equipment.

Additional service originating from the network's studio, an outside contact with a studio in Los Angeles, will be available, the network said. Color and sound signals would be transmitted from studio 57 by coaxial cable to the network's master control in the Grand Central Building, it announced, from where the signals would be distributed by telephone cables to the W.CBS-TV transmitter, and by cable to the network.

The AMERICAN Bar Assn., the legal profession's heavyweight, wants the Senate Judiciary Committee to defer consideration of FCC Comr. Frieda B. Hennock's appointment to a federal judgeship for at least another three weeks.

This was learned last week by Broadcasting and other legal news agencies in Washington that:  the committee expects to go along with the bar's request. An outside contact appears on the horizon, Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) and well-known in broadcast and Congressional quarters, still is the White House's most likely choice to succeed Comr. Hennock [BROADCASTING  Telcasting, June 18].

No Salary Change

If confirmed, Comr. Hennock, who would succeed Judge Alfred C. Coxe, retired, would get neither a raise in salary nor a pay-cut. As Commissioner, she is paid $15,000 a year, the same salary the judgeship carries. However, as a New York federal judge her appointment would not affect her life salary. She was appointed to the FCC in 1948 for a seven-year term, expiring June 30, 1955.

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

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

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

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

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

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

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

Sen. Herbert H. Lehman, also of New York and a Democrat, has stated that he has "no objection" to the confirmation. Neither New Yorker is on the Judiciary group.
Mr. BROOKS

vice of District Intelligence Officer, 3rd Naval District, on Nov. 3, 1945. He returned to inactive duty with the rank of commander in March 1946. Mr. Brooks subsequently served as officer in charge of Zones 7 and 8, Organized Naval Reserve, from October 1946 to April 1949. He is survived by his widow, Fredrica; four children, Tom Jr., Frederica, Emily and Patricia; his mother, Catherine Kelly Brooks of Jersey City, and a sister, Esther Stauffer.

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

WBS Signs 12

WORLD Broadcasting System, New York transcription firm, last week announced 12 new contracts and renewals of 90 existing contracts, all for a minimum of one year.

SMITH TO PETRY

Heads Chicago TV Sales

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

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

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

GILLETTE GAME

All-Star Part of Contract

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

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

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

Rathbun Resigns

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

Vol. 40, No. 26
WASHINGTON, D. C., JUNE 25, 1951
$7.00 A YEAR—25c A COPY

TRADE WINDS FAIR

By BRUCE ROBERTSON

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

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

Favorable Outlook

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

Confounding the general outlook is the flurry of excitement generated by a wave of cancellations for fall television. However, due to the fall campaign's end of June, terminating the spring spot drives for Spic & Span and Tide and seriously curtailing those for Joy, Lilt, Drene and other P & G products. Adding to rather than decreasing the confusion are the new spot time orders being placed for some of these products as of July 1 and a shift of other spots from one product to another.

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

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

Favorable rating of the network representative credited his biggest summer to the stability of spot rates and station policies in contrast to the chaotic conditions facing the network stations.

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

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

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

Business Climate Clears

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

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

Summer also looks sunny this year for networks. ABC, for example, has added to its sponsored program list the Blata Reporter, four-five-minute newscasts five days a week; Edwin Arnold, Story Teller sponsored by General Mills for a morning five-minute spot across the board; the 10-10:15 a.m. segment of the Saturday No School Today kid show is now sponsored by Block Drug; General Foods Corp. on July 2, will begin advertising Jello on the opening quarter-hour of the Breakfast Club five mornings weekly, and Sylvania Electric Products is sponsoring Sammy Kaye for a Sunday afternoon half-hour.

On the debit side, ABC has lost the NBC serial David Anstey, and Victor Lindlahr's talks for Serutan, as well as Block Drug's twice-a-week.

(Continued on page 95)

CBS STRUCTURE

Plan Needs 'Further Study'

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

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

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

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

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

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

Stanton Statement

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

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

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

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

When plans for the acquisition of the Hytron interests were first (Continued on page 87)
You get a lot for a little*

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

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

Remember... all markets are not alike.

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

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

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

WBT is growing too. Take Sunday night for
instance. In the 8 half-hour periods between
6 P. M. and 10 P. M., WBT ratings are up in 6, even
in 1, slightly down in 1. Average rating for
the four-hour period is up 3 rating points. Where
is the TV audience coming from? This chart
shows that it comes from competitive stations
and from new listener-viewers.
WWJ’s average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% lower than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).
"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it’s HARKNESS, Monday through Friday, 11:15 PM.

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

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

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION’S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

strictly business

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

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

Present at the contract signing, which took place in the offices of William H. Eden, vice president of the American Stores Co., were, Donald W. Thornburgh, president of WCAU stations, and John S. deRussy, sales manager for WCAU radio. In the 20 years it has carried its radio advertising exclusively on WCAU, the company

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(Continued on page 84)
WOAI is a BETTER THAN EVER BUY!

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

DOMINANT BY DAY
WOAI has almost 2 1/2 times the DAYTIME coverage of any other San Antonio station (BMB).

DOMINANT BY NIGHT and DAY
WOAI leads in Hooper ratings morning, afternoon and night. (Hooper's continuing study; San Antonio Metropolitan Area).

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

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

Still the MOST POWERFUL advertising influence in THE SOUTHWEST!

San Antonio, AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis, Dallas, San Francisco, Detroit
COAL INDUSTRY SETS ALL-TIME PRODUCTIVITY RECORD.

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

ROOF BOLTING MAKES COAL MINING SAFER—INCREASES PRODUCTION.

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

STEEL PRODUCTION BOOSTED BY BETTER QUALITY COAL.

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

COAL WORKS TOWARD NEW SAFETY RECORD.

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

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

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
Our Respects to
(Continued from page 52)

the United States.

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

In 1946 Mr. Vanda left CBS to freelance in writing and directing and to do experimental work in television. He produced, directed, or had written scripts for programs which include: Victor Borge-Benny Goodman (1946-47); Rog-ues' Gallery (1947); The Saint (1948) and Abbott and Costello (1947-49).

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

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

Born in New York City, Mr. Vanda is a graduate of the School of Journalism of City College of New York. He married the former Sheryl Bergman Dec. 18, 1946. They have two children, Bruce Peter, 7, and Luisa Jo, 5. His hobbies are fishing and film making.

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

wood.

Miss Megargee Married

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

DON LEE RATES

To Be Cut July 1

DON LEE BROADCASTING SYS-
TEM. Hollywood, will make sub-
stantial cuts in its time cost effec-
tive July 1, according to Ward
Ingrin, vice president in charge of sales.

They include a 10% reduction for units of five minutes or more from 1 to 10 p.m. Sunday through Saturday; 12-6 p.m. Sunday re-
duced from ¾ to ½ of the evening rate; 10-10:30 p.m. reclassified from evening to daytime rate, and the dollar volume requirements for discounts reduced from $600 to $560 for each. 2½% will be cut to the allowable 15% maximum.

In dollars and cents, Mr. Ingrin said, the reduction means that Don Lee's Class A 6-10 p.m. evening
hour will be slashed from $5,000 to $2,700. The Monday through Sat-

day 1-6 p.m. time will go from $1,500 to $1,525 per hour. Sunday
time, 1-6 p.m., will be cut from $2,000 to $1,350 per hour. The 10-
30:30 p.m. period will be reduced from $3,000 to $1,500 per hour.

Mr. Ingrin, in a letter to ad-
vvertisers, stated,

Don Lee Network audiences have in-
creased an average of 17% at night and 16% during the day since the first quarter of 1946 according to compara-
tive Neilsen ratings.

During this same period, 11 of the 45 Don Lee stations have had power increases, and/or frequency improvements while net-
work costs have mounted steadily. Ordinarily these facts would justify a rate increase. Other new networks, however, have felt it expedient to reduce certain of their rates so we have decided to adjust ours to parallel theirs.

for an industry that ranks among the largest in the United States, home building had been slow to pro-
tect its own headlines beyond printed media to the airwaves of the nation's stations.

The first organized effort to tap the mushrooming home building market, the National Assn. of Home Builders came up with a weekly news program, Housing Headlines, for the benefit of its 10,000-plus member groups and the average listener.

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

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

The format is devoted exclusively to news of housing developments, industry and Congressional, and is handled by John Batchelder for some 30 U.S. stations on transcription. Sponsors who have contracted for the program range from real-
to-builders to lumber firms, many of whom have received the program enthusiastically, according to NAHB.

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

Stations now carrying the series include:

KLEE Houston; WRR Dallas; WJHC Columbus, Ohio; KFRC San Francisco; KGNS Angels, Texas; WSAW Rochester, N. Y.; KTSM San Rafael, Calif.; KWFT Wichita Falls, Tex.; WFBM Indianapolis; WMC
Richmond, Va.; WJUG Fort Wayne, Ind.; WSX Nashville; KPOJ Portland, Ore.; KLYN Amarillo; WNLN
Harlan, Ky.; WCBF Miami, Fla.; KFEL Denver; WSLI Jackson, Miss.; KHUZ Borger, Tex.; KCUL Fort Worth; KOMO Seattle; KSTJ San Jose, Calif.; KSMO San Mateo, Calif.; KTSM El Paso; WERE Cleveland; KVER Albuquerque, N. M.; WWHO Dayton; WBFR Baltimore; WLIP Kenosha, Wis.

WMEX AFFILIATES

Joins Liberty Network

WMEX Boston became the 400th station to join when it became an affiliate of the Liberty Broadcast-
ing System network June 11. With the acquisition of the Hub station, Liberty now covers 48 states.

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

WMEX, 5 kw, is owned by the Northern Corp. General manager is William S. Pote and program manager, John E. Reilly.
She's going to drink an atomic cocktail!

There's radioactive iodine in the odd "cocktail" this woman is about to drink. Tomorrow, doctors will survey her with atomic instruments—and be able to tell if she has thyroid trouble!

Radioactive elements (called isotopes) are proving to be the greatest detectives in medicine. These "hot" atoms detect thyroid trouble, cancer, tumors, even leukemia!

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

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

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

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

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

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

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

For more facts call Air Express Division of Railway Express Agency.
CHILD VIDEO SURVEY

Which Programs Do Children Prefer?

DOES a first grader have definite viewing for every 15-minute period he was watching TV programs.

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

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

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

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

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

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

Mr. Battin has an answer for those who criticize television’s effect on children. “If we talk about the so-called evils of TV and what a monster it has turned out to be relative to our children, then we must examine the other media too. “If we do, we find the so-called evils also exist in the types of movies children see, in the radio programs they listen to and in the comic books they read. In all these media we will find the same kind of materials and programs as we find in TV programs.”

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

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

AF CONTRACT

Signed With Chromatic Labs

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

With the company’s activities on military research programs increasing in the last few months, Mr. Hodgson said research was now under way on applications of color cathode ray tubes and general electronic equipment projects. Plans were announced recently for production of 16- and 21-inch, direct-view, tri-color Chromatrons and all-purpose color TV receivers [Broadcasting • Teletasking, June 4].

Chromatic, with an engineering development staff operating its New York laboratories, he said is continuing to add research personnel for work on the West Coast. The company is a subsidiary of Paramount Pictures Corp.

VIDEO COVERAGE

CBC Chairman Bares Costs

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

Discussing the Toronto and Montreal installations now being built, he stated Toronto would be ready about next January and Montreal later in the year, dependent on construction materials. The CBC had no way of knowing how it might go financially with television.

Page 60 • June 25, 1951

BROADCASTING • Teletasking
"SURE-FIRE SALES FORMULA: WOMEN SELLING WOMEN ...THROUGH TELEVISION"

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

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

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

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

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
PUTTING ASIDE for the present its earlier proposals for a partial lifting of the television freeze, FCC last week informally surveyed Washington attorneys for views on proposals to shortcut the forthcoming lengthy hearing on city-by-city allocation proposals and to expedite the overall lifting of the three-year-old allocation deadlock. [Broadcasting • Telecasting, June 18.]

Climax is expected this Thursday (June 25) when the Commission hears oral argument on the fundamental legality of its policies of a fixed allocation plan by rule-making procedure and reservation of noncommercial educational channels.

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

Westinghouse Files First

Westinghouse Radio Stations Inc., reportedly the first to file a formal suggestion on the subject, last Thursday petitioned the Commission to accept its direct presentation at the city-by-city hearing in written form. WRS stated, however, its witnesses would be available in person for cross-examination if necessary and to avoid the same privilege of other participants. The Federal Communications Bar Assn. is understood to be planning a similar suggestion.

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

In declining to proceed "at this time" with its proposals to partially lift the freeze, the Commission explained its decision was because of conflicts in comments filed by various allocation proceeding participants and because of conflicts with respect to policy issues such as educational reservation and allocation legality.

FCC at the time of announcing its revised TV allocation plan broadcast Telecasting, July 26, had proposed, unless reveted by "conflicts," to (1) lift the freeze with respect to granting new stations in the U. S. territories, (2) lift the freeze on new UHF stations in the U. S. where applications were filed, and (3) lift the freeze on granting power boosts to certain existing VHF stations.

According to informed Commission sources last week, however, FCC may still consider acting on one of the three proposals—granting power boosts to some existing VHF stations—after the oral argument on allocation legality.

It was not known last week how many parties plan to participate in the oral argument this Thursday, although some observers seemed to feel a good cross section of the industry would be represented. CBS reportedly filed the first appearance and plans to support the fixed allocation as well as the lawfulness of the educational reservation.

In order to participate in the oral argument, notice of appearance must be filed with the FCC today (Monday).

FCBA, whose petition in part was responsible for scheduling of the argument, is expected to present the main challenge to the legality of the FCC plan. FCBA itself, however, is not expected to attack the legality of the educational reservation although some individual attorneys may do so.

According to indications last week, FCBA is expected to suggest methods to shortcut the final phase of the allocation proceeding whichever way the Commission may rule on whether or not its fixed allocation by rule-making is allowed by the Communications Act.

If even the fixed plan were modified into an informal allocation guide—which most feel is necessary to prevent unlimited chaos—some form of further hearing will be necessary to settle this plan, it was pointed out.

FCBA Unit Meets

The FCBA Rules and Procedures Committee met late Thursday to consider shortcut proposals, but no firm suggestion was agreed upon, it was reported. The group's Executive Committee is expected to shape up a firm presentation on this matter early enough this week so that it can be given to the Commission at the oral argument.

Meanwhile, the oral argument to settle the allocation policy issue seems to please Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which shapes communications legislation. Sen. Johnson expressed his favor of the argument in a letter Monday to FCC Chairman Wayne Coy, sent upon receipt of Chairman Coy's brief letter notifying the Senator of FCC's plan to hear the divergent views.

Chairman Coy's message, dated June 15 and stating simply that a copy of FCC's order enclosing the oral argument was enclosed, was believed to constitute the Commission's only answer for the present to Sen. Johnson's June 1 letter questioning the allocation legal issue [Broadcasting • Telecasting, June 11].

Commenting the Commission, Sen. Johnson last week wrote, "I am sure the public will benefit from your wise and expeditious action in this matter." He continued: "It was for this reason that I was most gratified in reading the Commissioner's Memorandum Opinion and Order that: "It should be particularly noted by all interested parties that the Commission does not presently contemplate that the holding of this oral argument will result in any substantial delay in the commencement of such further proceeding as may result from this matter which may appear appropriate after the oral argument." I had in mind to save time and not (Continued on page 76)

PROGRAM NEEDS

Johnson, Coy Give Views

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

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

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

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

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

Coy Gives Analysis

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

FCC found the average station devoted 0.9% of its time to religion, 3% to education and 8% to discussion, a total of 8.9% for these categories.

Dr. Baker reported the average station, on the air 5,000 minutes a week, devotes 8.5% of its time, or five hours, to educational religious and forum-discussion types of programs.

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

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

An average of 3.2 announcements (spots) per hour is presented by the average station, Dr. Baker found, or 287 out-of-program announcements every seven days.

Robert D. Sweeney, WDSU-TV (Continued on page 78)
FAIR TRADE PARLEY

COLOR TV erupted as a bitter issue again last week—this time before the Federal Trade Commission—as manufacturing, dealer and trade representatives convened in Washington to discuss a new proposed trade practice rules for the radio and television industry. The one-day conference last Thursday was held under the auspices of the commission and at the request of the Radio-Television Mfrs. Assn. and other groups with the purpose of laying the basis for new rules to be extended to television practices.

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

The colorcasting issue was projected during the discussion on the basis of an RTMA proposal that "salespeople must state the purpose of any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact, and not be judged an unfair trade practice.

Salant Questions Meaning

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

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

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

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

Charges Picture 'Degraded'

In an obvious reference to the approved CBS color system, Mr. Abrams held that the black and white picture resulting from a set adapted to color broadcasts is "degraded" and said that the FCC decision in the CBS-RCA color fight recognized this.

Mr. Salant insisted that the Commission's findings pointed out that the picture was an "acceptable" one and that the resulting black and white picture received from color transmissions over coaxial cable.

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

The one-day session closed on an agreement that FTC's staff would compile a summary of the various suggested rules and comments and send them to interested parties for their consideration.

other conference was indicated within the next two or three months.

FCC was represented by Arthur Scheiner, Broadcast Bureau, and William Mead, Engineer. On behalf of the Commission, Mr. Scheiner stressed the importance of proposals to cover possible misrepresentation on color TV and the misuse and misused interest in FCC in this phase.

(BROADCASTING • TELECASTING, June 18). Copies of the FTC staff compilation requested by the statement FCC may submit further comments.

FCC Chairman James Mead opened the meeting by stressing the radio-TV's relationship with theatre, athletics and other fields, all of whom "have felt the impact of this growing industry." He stressed the need for "rightful and orderly expansion" and adoption of sensible rules. Chairman Mead also noted TV's great growth and the promise of continuing expansion with possibilities of 8,000 UHF-VHF stations in 2,200 new communities in the future.

RTMA Reservation

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

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

Rules proposed by RTMA under-scored these as unfair trade practices:

(1) Use of marks, brands, advertisements or any other representations which are, directly or indirectly, "false, misleading or deceptive.

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

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

Ad Prohibitions

RTMA also would prohibit advertisements which, for lack of basis as truth, state or imply that AM or FM sets, or radio and television distant stations or foreign transmissions, are not subject to interference or static, (3) are capable of "more consistent or satisfactory reception," (4) possession of a certain tube capacity when "one or more of the tubes are dummy or fake."

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

Mr. McDaniel said he had heard advertising claims which claimed they would convert up to a 20-inch tube with a disc mechanism but that actually only 10 inches of the color picture would be "rebroadcast." He stressed the difficulty.

(Continued on page 75)

THEATRE TV NO KNOCKOUT

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

People are saying that theatre television will become the rage and that if commercial enterprises want to sleep, they will have to make a match between two of their page boy's.

It isn't so. And even if it were, what would commercial telecasters be losing if they didn't get into television at all?

No matter how giddy they are over the box-office success of the Louis-Saval bout, theatre managers cannot possibly undertake a sports schedule of such frequency as television can accommodate. For one thing, there are only 3,500 theatres in the country, that command as much public interest as a fight made by Mr. Louis. We don't think many cash customers will pay theatre admission prices to watch a couple of unknowns wait around a ring.

New suppose theatres do grab up the TV rights to outstanding events, the World Series, for example. (The Series, of course, are tied up for the next six years by Gillette, so theatres will have to wait for that feature.) It would be a Godsend to telecasters if somebody would just jump up with the tab for the baseball event, because they have had to pay Gillette large sums to broadcast the games.

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

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

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

The television system in this country was founded on the same principles that have made American radio the biggest and most successful broadcasting system in the world. The presence of radio sets in 96% of all U. S. households is a testament that the people favor this system. We doubt that they will desire a television technique which is diluted by box office TV, either in theatres or in the home.

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

(Continued on page 75)
CAPITOL TELECASTS

WHETHER telecasting the proceedings of trials and Congressional hearings is actually in the public interest was debated pro and con last Monday by four authorities whose expressed views varied from positive to "yes" and "no" to less certain. "All it depends," in remembrance of his outstanding contributions to television and to the country during his two years as president. ATS also presented a scroll to Mr. Halley, recognizing his part in moving TV from the entertainment stage into the arena of public affairs and information. Opening the discussion period, which was presided over by Mr. Caro, Max Choppnick, ATS counsel, reviewed the arguments for and against telecasting trials and Congressional hearings. Those who oppose the telecasting of trials and hearings have simply failed to realize that we have now entered the era of electronic journalism," Mr. Gould declared.

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

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

Seebach Elected

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

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

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

NBC-TV RATES

Increases Effective July 1 Explained

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

"In July 1949," Mr. Madden continued, "the cost per thousand homes was $6.04. In July 1950, it was down to $3.85. Under the new rates, by July 1, 1961, the cost will be only $3.46. Advertisers who have contracted for network TV time before July 1, 1951, will not pay the new rates until Jan. 1, 1952, it was announced. By that time, cost-per-thousand homes for such advertisers will have dropped to an estimated $3.03, Mr. Madden said.

Rates for the NBC-TV network stations were increased as follows:

Station and City From To

WNBT New York $5,100 $4,000
WGDB Scranton/Bauckham 650 775
WNYT Utica 275 375
WNYW Syracuse 500 575
WRJY Rochester 1,250 1,700
WARJ Providence 550 575
WAZF Philadelphia 1,400 1,900
WDEX Wilmington 400 675
WNBA Baltimore 900 1,000
WNBC Washington 750 950
WBTV Richmond 550 1,375
WBSN Norfolk 1,375
WBSL Richmond 500 675
WBBF- TV Birmingham 375 400
WGY- TV Buffalo 400 600

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

Debated at ATS Meet

NBC-TV continues to maintain its leadership role in the network field. The recently announced rate increases, effective July 1, increase NBC's position in the market for TV time.

The changes are based on the increase in population and the growth of the TV audience. The increases in rate are the result of the efforts of the NBC sales staff to maintain a competitive position in the network market.

The rate increases are effective for all time purchased after July 1, 1951, and are based on the anticipated increase in the number of TV sets in the market area.

The increases are as follows:

Station and City From To

WNBT New York $5,100 $4,000
WGDB Scranton/Bauckham 650 775
WNYT Utica 275 375
WNYW Syracuse 500 575
WRJY Rochester 1,250 1,700
WARJ Providence 550 575
WAZF Philadelphia 1,400 1,900
WDEX Wilmington 400 675
WNBA Baltimore 900 1,000
WNBC Washington 750 950
WBTV Richmond 550 1,375
WBSN Norfolk 1,375
WBSL Richmond 500 675
WBBF-TV Birmingham 375 400
WGY-TV Buffalo 400 600

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ADVERTISERS using TV rose to a total of 4,516 in April, a gain of 4.4% over the previous month and 59.2% over April, 1950. These facts were published in the May Rorabaugh Report on Television Advertising, covering the month of April. Network advertisers dropped slightly from 173 in March to 170 in April. These 170 sponsored a total of 222 shows on the four networks. NBC led the others with 87 accounts, CBS reported 76, ABC showed 43, and DuMont had 17. (See table of top network programs by number of stations used, page 79.)

National and regional spot schedules jumped over the 1,000 mark for the first time since a scant total of 76 were reported in June, 1948. Total for April, this year, was 1,072, a gain of 85 over March's 987, and about 40% over April last year when 508 advertisers bought national and regional spot.

Local-retail schedules totaled 4,074, continuing their steady increase. The total for March was 3,333 and last year's April total was only 2,640. Among the product groups (see table), food and food chain stores continued to lead the field, showing 42 network accounts and 346 spot schedules for a total of 388. Beer (Continued on page 78)

### Table: First Fifteen Cities by Total Number of TV Accounts

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
<th>Spot</th>
<th>Total</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>231</td>
<td>190</td>
<td>421</td>
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<tr>
<td>New York</td>
<td>192</td>
<td>110</td>
<td>302</td>
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<td>Chicago</td>
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<td>Honolulu</td>
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<td>87</td>
<td>226</td>
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<tr>
<td>Detroit</td>
<td>140</td>
<td>85</td>
<td>225</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>142</td>
<td>109</td>
<td>251</td>
</tr>
<tr>
<td>Washington (11)</td>
<td>138</td>
<td>91</td>
<td>229</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>134</td>
<td>85</td>
<td>219</td>
</tr>
<tr>
<td>Atlanta</td>
<td>120</td>
<td>107</td>
<td>227</td>
</tr>
<tr>
<td>Boston</td>
<td>114</td>
<td>80</td>
<td>194</td>
</tr>
</tbody>
</table>

*Note: From May "Rorabaugh Report," based on information supplied by 99 of the 107 TV stations and various networks.

---

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

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>8,600</td>
</tr>
<tr>
<td>Austin</td>
<td>WOAI</td>
<td>5,860</td>
</tr>
<tr>
<td>Boston</td>
<td>WAGA-TV, WSB-TV</td>
<td>115,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WTNB, WJZ-AM, WMAR-TV</td>
<td>297,368</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WNBA-TV, WBC-TV</td>
<td>46,024</td>
</tr>
<tr>
<td>Boston</td>
<td>WJTV</td>
<td>85,757</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WRGB, WNDR</td>
<td>230,054</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>79,948</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WGNX-AM, WGNX</td>
<td>110,439</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPM-TV, WRCV-TV, WJIL</td>
<td>279,502</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW, WABC, WSYX, WUOV</td>
<td>5,774,940</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS-TV, WLCV, WTVM</td>
<td>176,541</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-TV, WSBP-TV</td>
<td>117,065</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-FM, WFAA-FM, WSBP-TV</td>
<td>117,065</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>WJW, WWJW, WWJW</td>
<td>190,002</td>
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<tr>
<td>Detroit</td>
<td>WJBK-VN, WJBK, WWJW</td>
<td>464,123</td>
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<tr>
<td>Erie</td>
<td>WICU</td>
<td>55,890</td>
</tr>
<tr>
<td>Ft. Worth- Dallas</td>
<td>WSBP-TV, KRLD-TV, WFAA-TV</td>
<td>117,065</td>
</tr>
</tbody>
</table>

* Figures in parentheses after this number show standing in local and regional spot listings.

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**Rorabaugh Report On May Business**

(Report 169)

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**First Fifteen Cities**

- **National-Local Spot**
- **Total Accounts**

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>90,526</td>
<td></td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCV</td>
<td>87,071</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>WTJG</td>
<td>70,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAW</td>
<td>94,382</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMU</td>
<td>235,400</td>
<td></td>
</tr>
<tr>
<td>St. Paul</td>
<td>KSTP-TV, WTCN-TV</td>
<td>273,900</td>
<td></td>
</tr>
<tr>
<td>Newark</td>
<td>WOR-TV, WPIX</td>
<td>2,500,000</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>WBBM</td>
<td>440,000</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>WCBS</td>
<td>834,000</td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO</td>
<td>37,900</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WOTV</td>
<td>346,000</td>
<td></td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>152,000</td>
<td></td>
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<tr>
<td>Richmond</td>
<td>WTTR</td>
<td>73,992</td>
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<tr>
<td>Rochester</td>
<td>WHAM-AM</td>
<td>83,072</td>
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<tr>
<td>Rock Island</td>
<td>WSMF</td>
<td>36,384</td>
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<tr>
<td>Salt Lake City</td>
<td>KCTV</td>
<td>46,600</td>
<td></td>
</tr>
<tr>
<td>San Antonio</td>
<td>KFAT</td>
<td>47,064</td>
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<tr>
<td>San Diego</td>
<td>KFMB</td>
<td>97,500</td>
<td></td>
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<tr>
<td>San Francisco</td>
<td>KRON</td>
<td>179,100</td>
<td></td>
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<tr>
<td>Schenectady</td>
<td>WRGB</td>
<td>157,500</td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV, KSDO</td>
<td>85,600</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK</td>
<td>292,000</td>
<td></td>
</tr>
<tr>
<td>Syracuse</td>
<td>WHEN, WSYT-TV</td>
<td>100,671</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>WSPD-TV</td>
<td>123,000</td>
<td></td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV</td>
<td>76,140</td>
<td></td>
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<tr>
<td>Utica-Rome</td>
<td>WKTV</td>
<td>43,500</td>
<td></td>
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<tr>
<td>Washington</td>
<td>WTTG</td>
<td>341,300</td>
<td></td>
</tr>
<tr>
<td>WDEL-TV</td>
<td>9,610</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Markets on Air 63

Total Stations on Air 107

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

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

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

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

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION
NCAA PLAN

Notre Dame Challenges

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

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

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

Father Cavanaugh said that the South Bend, Ind., university felt the possible risk of losing $600,000 in television revenue, had refrained from making a definite decision on telecasting its four home games.

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

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

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

Penn's Stand

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

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

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

W. J. Parry, president of Sportsvision Inc., of San Francisco, said that his company will present delayed telecasts of 32 or more big games this season, including seven Pac-8 games.

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

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

RICHARD F. KIELING (r), of Free & Peters, explains the firm's new TELEstrip

[BROADCASTING * TELECASTING, May 7] to J. Walter Thompson Co. Chicago officials (l to r): Jack Laemm, account executive; Bob Brethauer, assistant timebuyer, and Hal Rorke, director of radio and television.

Richard L. Thompson, Jr., a member of the firm's radio and television division, has added production responsibility for clients in Springfield, Ill., to his duties, which include promotion for the Illinois Automobile Dealers Association.

Mondays and Thursdays he plans to telecast two 15-minute spots in Springfield and four in Urbana. These spots call for two radio stations to carry each spot, which will consist of a 10-second jingle followed by a 5-second reminder.

The spots, which are aimed at suburban areas in the counties around Springfield, are part of a $35,000 campaign for the Association.

The Association is using the radio spots to inform its members that they can buy their new cars from dealers who are members of the Association.

The campaign is designed to increase the Association's membership and also to help its member dealers sell more cars.

The campaign is expected to be completed in September.

Threats on Dick

ABC, CBS, NBC, RTDG and Billboard have put out a strike notice against the Dick Tracy strip.

The strip, which is syndicated by the Associated Newspaper Syndicate, has been a weekly feature of the newspapers for many years.

The newspaper publishers have threatened to strike if the syndicate does not agree to reduce the cost of the strip.

The syndicate has refused to accept the newspaper publishers' proposal.

The newspapers have also threatened to start their own syndicate to replace the Associated Newspaper Syndicate.

The newspapers have said that the Associated Newspaper Syndicate is too expensive and that the newspapers can produce the strip for less money.

The Associated Newspaper Syndicate has said that the newspapers are in a legal bind and that they cannot strike.

The situation is currently being discussed in court.

RTDG STRIKE Threatens DuMont

THREAT of a strike against the DuMont network by Radio & Television Directors Guild of New York, local office was raised last Tuesday when RTDG local executive secretary and national executive director, Newman H. Burnett, announced that he had "given DuMont notice that a strike can take place at any time without further notice to them."

Alleging that DuMont had "negotiated an agreement and...gone back on their word," Mr. Burnett said the New York local had voted to strike DuMont in council meetings.

A spokesman for the network said that while its officials were aware of the RTDG threat, they had "no comment."

The union statement said that "after many months of negotiations the DuMont network and... (RTDG) ... signed an interim agreement on Jan. 25, 1961, covering wages, hours, retroactivity, vacation, minimum television contract and other provisions, which were to be provided for the execution of a formal agreement embodying all the above provisions and other provisions thereon."

"These provisions are currently in effect," the spokesman said.

"On April 19, 1961, a formal written contract was submitted to DuMont containing all the provisions mutually agreed to by DuMont and the Guild," the statement continued, "a contract similar to, and in many cases identical with, existing contracts between the Guild and... (ABC, CBS and NBC) ... and having the same termination date. DuMont now refuses to sign this contract."

VEECH FOR TV

Seen Bolstering Browns

TV in baseball parks last week added a strong ally to its cause when Bill Veeck, currently concluding negotiations to buy the St. Louis Browns, emphasized his need for good television under the new ownership.

Mr. Veeck, long recognized as one of baseball's shrewdest salesmen and promoters, said Thursday that TV would "help to sell the product" and that, unlike many other club owners, he was going to telecast as many games as possible.

The Browns, however, have not been on TV thus far.

The Cleveland Indians under Mr. Veeck rose from attendance and league standing doldrums in 1946 to new records in box office attendance.

Mr. Veeck's efforts to increase attendance have been noted with a reinterpretation of the effort for the weak box office of the Browns will be immeasurably aided by the proponents of baseball TV.

PERMISSION to telecast regular sessions of the Los Angeles City Council, has been granted local stations by unanimous vote of Council members.

TELECASTING * BROADCASTING

Page 68 * June 25, 1951
K O T V  
TULSA, OKLAHOMA 

announces  
the appointment of 

EDWARD PETRY & CO., INC.  
NEW YORK CHICAGO DALLAS DETROIT LOS ANGELES 
ST. LOUIS SAN FRANCISCO  

as its  
Exclusive National Representatives 

EFFECTIVE JULY 1, 1951 

FOR TV IN TULSA—IT'S KOTV 

Owned and operated by 
Cameron Television, Inc.
HOFFMAN BUYS
Football Slate on KFI-TV
SCHEDULE of 23 college football
games will be telecast this fall
under negotiations completed
recently by Hoffman Radio Corp.,
KFI-TV Los Angeles and officials of
the Western Football Association and
police City conferences. The se-
ries will run Sept. 21-Dec. 1.
In announcing that Hoffman will
sponsor the telecasts—the firm has
discussed the possibility of tele-
casting nearly 160 games in the past three years—
H. L. Hoffman, company's presi-
dent, lauded the college officials for
permitting their schedules to be
telecast.

Im Hardy, Hoffman's sports
program director, will supervise
the series of videocasts, which are
scheduled on a twice-weekly basis
(Friday and Saturday evenings).
This arrangement will enable
Southern California TV owners to
teleview more football than that
seen by any other TV area in the
nation, according to Mr. Hoffman.

KNBH RATES
New Card Shows Increase
EFFECTIVE July 1, KNBH (TV)
Hollywood, NBC-owned station, will
increase its regular rate for Class No. 4, rep-
resenting an approximately 25% in-
crease over its old rates. New hourly
rates will be, for Class A time (7-10:30 p.m.), $1,250; Class
B (6-7 p.m.; 10:30-11 p.m.), $950; Class C (all other time), $750.
Rates for spot announcements and
station breaks will be, for Class A time, $1,500.
Present advertisers will be pro-
tected at current rates for six
months, if there is no lapse in
scheduled orders accepted prior to the
effective date of the increase.
Commitments made for advertise-
ments and station breaks in Class A time, however, will be protected
for only three months after July 1.

SOCIAL CYCLE
NBC, Sloan Project
NEW 13-week television series, American
Institute of Radiology, which is to
be seen on NBC and the Alfred P. Sloan Foun-
dation as an experiment in adult
education—will begin July 1, 8-8:30 p.m.,
it was announced last week.

To be produced by William Ho-
dicap, the series is an endeavor to
interpret to the viewer problems of
social and natural sciences and the
humanities—undertaken jointly by
NBC and the Alfred P. Sloan Foun-
dation—in an experiment in adult
education—will begin July 1, 8-8:30 p.m.,
it was announced last week.

H. W. SLAVICK, general manager of
WMCT (TV) Memphis, believes that multi-
TV antenna receiving systems are a "sleeper" in the tele-
vision industry.

In his air-cooled Hotel Statler
room in sweltering Washington last
week, Mr. Slavick enthusiastically
described a "mild revolution" in the
WMCT coverage area.

He believes that multi-TV an-
tenna systems are the answer to
the problems of poor reception in
towns and the ability of communities which
might have to wait years for any tele-
vision at all.

Mr. Slavick is not alone in hold-
ing this opinion. In Wisconsin, Edwin P. Bennemo, general
selling representative of the Arrow-
head Network and WJMC Rice
Lake, has petitioned the Wisconsin
Public Service Commission for per-
mission to construct a master anten-
na system in Rice Lake, now a "dead" reception area. The commis-
sion is expected to rule favorably.

In town to attend the television program meeting, Mr.
Slavick was bearing up well under
the wilting Washington heat.

"Just like Memphis," he com-
mented, settling back in a chair and
trying to look comfortable.

Getting back to currently his
favorite topic, the community anten-
a system, Mr. Slavick said that the
"mild revolution" to which he had
referred was brought about by the
Mid-South Television Systems
Inc., of Memphis, a corporation of

A few weeks ago, he explained,
WMCT presented two short television
programs describing the Jer-
rold system. Response was spec-
tacular. Within a few days, Mid-
South Television Systems Inc., had
requests from 47 communities for their
service.

"The reason we're so interested in
this development," he added, "is that
we estimate that 300,000 to
400,000 more persons can be ser-
vied with this system in the WMCT
area alone!"

Holds Jarrod Franchise
Mid-South, a newly-formed cor-
poration, has the franchise for
handling Jerrold products in Ten-
nessee, Arkansas, Mississippi and
parts of Kentucky. President of
the Mid-South corporation is James
Sampiter, former regional sales
representative for Philco.

Video is brought to TV-barren communities in this fashion:

After tests, a receiving antenna of
sufficient height is raised. From
this antenna, cables are strung along
community streets atop telephone
poles. From these cables, smaller
cables connect into each sub-
scriber's television set. Every 2,000
feet amplifiers strengthen the
signal that subscribers living on
the far side of town receive the sig-
nal in the same strength as those
living nearer the antenna.

The subscriber pays $75-$100
for the installation, plus a monthly fee
for use of the cable, explained Mr.
Slavick.

Mr. Slavick said that dealers and
distributors are the most likely can-
idates to pay the costs of the nec-
essary tests and the raising of the
antenna.

PLAQUE is presented to Edward
Lamb (I), owner of WICU (TV) Erie,
Pa., by C. C. Grinnell, Colgate-
Palmoise-Feet Co., for winning first
place in Colgate Comedy Promotion
Contest. WICU (TV) and Erie
Dispatch staged a popularity contest,
including a trip to New York, and
other events. Drive credited with sale
of over 35,000 Colgate products.

Supervising were Herbert Stewart,
WICU manager, and Charles L.
Fuller, of Dispatch.

PRICE PANEL
WHAM-TV Times Program
HEADS-UP station programming can
give a public service panel that
exists because that brings it out
of the cut-and-dried category.
A panel on "What can we do
about prices?" scheduled locally by
WHAM-TV Rochester, N. Y., for a
Thursday-10 p.m., audience had
been worked on in advance for
several weeks by the station.

When WHAM-TV was informed
that President Truman's anti-infla-
tion drive was scheduled, for that
hour June 14, the station asked the
panel to go on the air immediately afterward with a discussion of the
Chairman's speech.

As expressed by A. N. (Ben)
Bender, station's promotion direc-
tor, the program "couldn't have
been planned any better. The whole
thing set the city on its ears." The
Rochester Democrat & Chronicle
the next morning ran a four-col-
umn picture of the panel and car-
tied storied coverage.

Participants were Sol M. Linos-
itz, attorney and moderator; Marion
B. Folsom, treasurer, East-
man Kodak, and chairman,
Committee on Economic Develop-
ment; Dr. Samuel Israel, professor, U. of Rochester, and
Morton J. Baum, executive vice
president, Hickey Freeman Co. and
ESA.

General Manager William Fay
and Program Director Charles
Siverson handled arrangements.

FILM RIGHTS
To CBS-TV From Lippert
ACQUISITION by CBS-TV of ex-
clusive rights in metropolitan New
York for the telecasting of 20 full-
length films from Robert L. Lip-
pert, independent producer, who
recently cleared distribution rights
on the films with the American
Federation of Musicians, has been
announced by Richard K. Doan, net-
work program director.

The films, none of which was
released before 1947, are "Under
the Big Top," "The Deserter," and
"Red Line," a story of the air force
and several... dated 1950," will be
fed into three WCBS-TV films
shows—the seven-a-week "Late
Show," five-a-week "Early Show,"
and Saturday "Late Late Show."

Seek Color Spots
TWO Chicago agencies placed or-
ders last week for spot schedules
on CBS-TV in color. Dri-Glory
furniture company, O'Coli-
maps, and Phoenix Aristomens, will
use live commercials starting
Thursday and Friday, respectively.

Dri-Glory ordered use of flip-
cards with voice off camera, while
Phoenix, for its stove attachment,
will telecast an actor delivering the
commercial on camera. Each has
scheduled a new introduction weekly for 13 weeks, the minimum order, or
each is 20 seconds long. Dri-Glory
agency is Young & Rubicam and
Phoenix Aristomens is Bosel &
Jacobson.
To see it... again For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber magazine, separate synchronous, motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube. Available in two versions — for image recording only, or image and sound recording. For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N.Y.

Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
New Orleans, an NARTB TV director and chairman of the NARTB's Program Standards Committee, presided at the all-day meeting held at the Statler Hotel. In opening the session, he sounded this keynote: "It's up to us to take a cold, objective look at television programming. Are we right? Are we wrong? If we are wrong, let's correct it ourselves."

Mr. Sweeney appointed a resolutions committee including W. D. Rogers, NARTB's Washington lobbyist, San Antonio's Dwight Martin, WLWT (TV) Cincinnati, and Eugene S. Thomas, WOR-TV New York.

Chairman Coy was introduced at the morning meeting by Clair R. McDougall, WGAL-TV Lancaster, an NARTB TV director. George B. Sterer, Fort Industry Stations and also a TV director, introduced Sen. Johnson at the luncheon session.

Ardent TV Fan

Explaining he is an ardent radio and TV fan, Sen. Johnson said TV is restoring the home, contrary to most of what is written about it. He said it is "the grandest development ever to come to the human race and a medium second to none in the spread of education and information."

Sen. Johnson said he had asked Sen. William Benton (D-Conn.), at a recent hearing, to define education but the definition was not forthcoming. "Until Sen. Benton defines education he has no right talking about it in general terms," he said.

In a recent trip to Europe Sen. Johnson said he observed BBC television, "I missed the emcee liven up things," he said. "I missed advertising. I even like the advertising. It seems to me a sort of break. Advertising cleverly done is really entertaining. I like every part of TV. There are few programs I don't like, but I am not foolish, but you don't have much trouble pleasing me. I get a great deal of good out of both radio and television.

Recalling a recent comment by Fay Emerson about "blue-noses," he pleaded with telecasters not to think of their critics as "blue-noses." Critics are more helpful than yes men, he said, applying the observation to his own political career.

Sen. Johnson warned of the danger of the telegraph, which he said could be like narcotics, as he quoted several observations of TV programming by critics. He recalled the 1948 broadcasters creed adopted by the NAB, adding, "You don't have to preach to the saved. I think you are on the beam. There's no danger of television censorship as far as I can see."

Although stating FCC believes any national censorship board as has been proposed in Congress "would be extremely impractical," and noting the Communications Act forbids censorship, Chairman Coy pointed out "it is true that the FCC has the responsibility of reviewing a station's overall performance in determining if it is operating in the public interest as stipulated by the Communications Act."

"Despite all the loud noises you have heard about censorship," he continued, "it is well to remember that this right [over-all review] has been upheld by the courts."

He noted FCC, "pursuant to its responsibility to see to it that the public interest is served," has called in the 

ception of television broadcasting problems from the viewpoint of the public, the Commission and broadcasters."

"Your meeting," he told the broadcasters, "seems to me to be a logical forerunner to such a meeting as the Commission plans."

Stating he was "delighted that you are exploring the problems we have here today to strengthen television as a vital mechanism of our democracy and as a weapon of defense, by moving in on these problems yourself," Chairman Coy added, "I would also like to see them discussed at state and district meetings."

"Were this done," he observed, "then I venture to predict that we would see an instant and continuing improvement in standards and an immediate upsurge of public confidence in the industry's responsible action."

"And this," he added, "all without the benefit of government intervention."

Chairman Coy noted the desirability of "re-examining program practices by television broadcasting is brought into sharp focus by other recent developments," citing the "several complaints of substantial interests" supporting subscription TV and theatre TV.

Agenda Suggestion

Chairman Coy's seven points for consideration included:

1. Your assistance in civic improvement.
2. Your promotion of educational and cultural opportunities.
3. Your respect for integrity of your news.
4. The fairness of your presentation of controversial issues.
5. Your enterprise and zeal in promoting good community labor relations and inter-racial understanding.
6. The wholesomeness of your entertainment programs to the public as consumers as visitors at the family hearth.

"I hope also that one of the subjects you will explore will be the public's right to know the terms of program schedules," Chairman Coy said. "Until the broadcaster schedules the kinds of programs he knows are right and until he builds a schedule that he knows is properly balanced, he cannot really have full public responsibility."

"Under the law that is his responsibility," he warned.

"Under the law it is not the advertisers who [fill the public's educational] responsibilities," he added.

"Therefore, the proper role for the advertiser is not that of the program director. His is the role of purchasing time on what is demonstrably the most effective and productive of all advertising media of mass communication," Chairman Coy summarized.

Reviewing an analysis of FCC mail, he said that of a thousand complaints 255 dealt with alcoholic beverage advertising due to a campaign by temperance interests; 221 with indecent or objectionable or lascivious; 128 with misleading advertising; 107 with lotteries and giveaways; 73 with crime and horror; 47 with excess of full potentiality; 45 needed for more educational and classical music programs; 32 with news comments; 22 with fortune telling; 21 with attacks on religious faiths; 19 with so-called sex for the point of view."

He summarized a 1950 composite program week:

1. Entertainment: The average station devoted 3% of its total time to entertainment. One station devoted 90% and another of them devoted of 90% of its total time to entertainment.

2. Religion: The average station devoted 2% to religion. Fifteen stations carried religious programs of all.

3. Agriculture: The average station devoted more than 2% to agriculture. Seventeen carried no programs of this type.

4. Education: The average station devoted more than 6% of its total time to regional-type programs (i.e., programs offered by and for local institutions). Eight stations reported carrying no programs of this type.

Besides licensing a backlog of old motion pictures for television showing, Republic Pictures Corp. is making production facilities at its Hollywood studio available to outside independent video producers on a rental basis starting today (Monday).

Earl Collins, president of Hollywood's national syndicate of Republic Pictures, so informed some 50 advertising agency and network executives last week that it is old films being offered for sponsor consideration. Bids for use of production facilities are acceptable starting today "to give everyone an opportunity to do business with Republic is the first major Hollywood studio to make this move."

Meanwhile, Gene Autry joined Roy Rogers in protesting rating of television of Republic Westerns in which they starred. Mr. Rogers threatened to sue for using his "name, voice or likeness for advertising purposes," thereby denying possible sponsorship. Mr. Autry warned he will sue any TV station that uses his old Republic Westerns, "I want nothing to do with making his own films for television."

"When you have reached that point," he said, "you need no longer ask questions about what constitutes the public interest."

Question-Answer Session

In a question-answer session Chairman Coy said it was a need for integrity and objectivity in reporting the news and recalled radio's reputation as the most objective news medium. Replying to Mr. Mooney's question of general preconceived ideas on minimum percentage of program types, adding that the real test is whether a station is doing its job.

FCC has never felt that a commercial program could not be in the public interest, the chairman said in answering Mr. Sweeney. "FCC is just as committed as you are to the commercial radio system," he said, "but we favor allotment of sustaining periods for new program ideas." He felt that a program should be judged as an educational institution to be classed as educational but agreed the definition perhaps should be looked at again.

Harry Bannister, WWJ-TV Detroit, recalled his station had tried for two years to work out a format for religious programming. A solution was reached after another year, he said, by a local church council which advised erection of a church set in the studio. Chairman Coy said the problem was difficult and thought no one could benefit by such experiences.

When Walter J. Damm, WTMJ-TV Milwaukee, asked about possible solutions, Chairman Coy said the station must keep its programming in its own hands.

The chairman conceded, on questioning by Leonard Marks, attorney, that his program observations constituted application of the Blue Books, but explained he had deliberately refrained from mentioning the Blue Book in his talk.
The Ideal Dielectric
FOR NEW UHF-TV APPLICATIONS

MYCALEX

Glass-Bonded Mica INSULATION

-for low loss at low cost!

- LOW-LOSS FROM 60 CYCLES/SECOND TO 24,000 MEGACYCLES/SECOND
- MAXIMUM EFFICIENCY, UTMOST ADAPTABILITY, LOWEST COST
- AVAILABLE MOLED TO PRACTICALLY ANY SHAPE OR SIZE WITH OR WITHOUT METAL ELECTRODES OR INSERTS

FCC Approval of UHF TV has introduced an era of engineering and manufacture to standards seldom before attained in mass production. Many materials, dielectrics in particular, fail to meet these more critical requirements. MYCALEX 410 is one exception. This dielectric can be molded to close tolerances with or without metal inserts—high efficiency to well over 24,000 megacycles. MYCALEX 410 can be molded in volume at low cost. It can be produced to closer tolerances than higher priced ceramics. Electrically and mechanically, MYCALEX 410 is the ideal dielectric for tube sockets, tuners, condensers, switches, coil structures and many other UHF components.

CHARACTERISTICS OF MYCALEX GRADE 410

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<tr>
<td>Tensile strength, psi</td>
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</tr>
</tbody>
</table>

WRITE FOR 20-PAGE CATALOG

This comprehensive compilation of technical and manufacturing data includes complete dielectric information.

MYCALEX glass-bonded mica sockets are injection molded to extremely close tolerances. This exclusive process affords superior low-loss properties, exceptional uniformity and results in a socket of comparable quality but greater dimensional accuracy than ceramics—all at no greater cost than inferior phenolic types. These sockets are available in two grades, featuring high dielectric strength, low dielectric loss, high arc resistance and fully meet RTMA standards.

WRITE FOR TUBE SOCKET DATA SHEETS

MYCALEX 410 is priced comparable to mica-filled phenolics. Loss factor is only 0.015 at 1 mc, insulation resistance 10,000 megohms. Fully approved at Grade L-48 under N.M.E.S., JAN-1-10 "Insulating Materials Ceramic, Radio, Class L."

MYCALEX 410X is low in cost but insulating properties greatly exceed those of general purpose phenolics. Loss factor is only one-fourth that of phenolics (0.063 at 1 mc) but cost is comparable. Insulation resistance 10,000 megohms.

MYCALEX CORPORATION OF AMERICA
Owners of 'MYCALEX' Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.
VIDEO EQUIPMENT
DuMont Signs KXEL, WOI-TV

CONTRACTS specifying complete TV broadcasting installation at KXEL Waterloo, Iowa, and camera equipment for WOI-TV Ames, Iowa, have been negotiated with the Television Transmitter Div. of At. B. DuMont Labs, Clifton, N. J.

The KXEL order, signed by Joe DuMont, president of John Higgins Broadcasting Co., calls for DuMont transmitter, control and monitoring facilities, monochrome scanner, film projectors, dual image orthicon camera chain, and tower and transmission equipment for a six-bay antenna.

The WOI-TV contract with C. Scott Fletcher, president of the Fund for Adult Education specifies dual image orthicon camera chain, associated amplifier and monitoring facilities. In announcing the contract, the DuMont division lauded WOI-TV as an "outstanding example" of a university station.

WESTERN RESERVE
Does Not Want TV Outlet

WESTERN Reserve U., which has been actively producing educational television programs on WVUS (TV) Cleveland for nearly four years, announced last week it did not want its own TV station and felt that "the interests of education cannot be served by competition with existing commercial TV stations."

The announcement was made by the university's Radio and Television Council, which makes the school's policy in the broadcasting field.

Barclay Leathem, head of the Western Reserve department of dramatic arts and director of TV activities, said the university at least for the present feels it would be difficult to operate a station of its own.

"We feel the university will do a better job and reach more people by concentrating on producing a limited number of excellent, professionally-done programs on a commercial station than by spreading ourselves thin preparing an entire program schedule," Mr. Leathem said.

Western Reserve students have produced 186 shows, most of them half-hour educational EWS (TV). These included 42 dramas ranging from Shakespeare to Shaw and some original programs.

PLANNING intensive membership drive for Academy of Television Arts & Sciences, Los Angeles, are (left to right) Young, video comedian; Ralph Levy, TV producer-director; Hal Rouch Jr., TV film producer, and Mal Boyd, recently resigned partner of R.B. Inc., packaging firm. Mr. Boyd is general chairman of the drive.

WGST OPPOSES

TV Assignment
In Atlanta

ASSERTING that Atlanta Newspapers Inc. is making "a bald attempt to have its cake and eat it," WGST Atlanta last week filed with the FCC a petition opposing the proposed assignments of WSBD-TV channel 8 facilities to Brown Communications.

Assignment request is an outgrowth of last year's merger of the Atlanta Journal, licensee of WSBD-TV, and the Atlanta Constitution, permittee of the channel 2 WCON-TV. In its consent at the time, FCC stipulated that Atlanta Newspapers Inc. must dispose of one of the TV outlets.

Subsequently, ANI proposed to take over the facilities and channel 2 of WCON-TV, when completed, and substitute the WSBD-TV call letters. The channel 8 properties would then be sold to Broadcasting Inc., a new firm of leading local citizens [Broadcasting • Telecasting, June 18].

Opposition last week was filed by Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, on behalf of Georgia Tech, WGST licensee. Mr. Porter last week named a deputy assistant attorney general for the State of Georgia to handle WGST's case.

Ask License Surrender

Petition pointed out that Commission had specifically stipulated that authorization for WCON-TV was not to be issued "except simultaneously with the cessation of operation of WSBD-TV and surrender of its license" (emphasis supplied in petition). FCC also directed, according to the opposition, that on or before Sept. 15, 1950 application for license to cover WCON-TV's OP Broadcasting Inc., and that license of WSBD-TV was to be surrendered for cancellation.

WGST said that the present TV quota of channels 2, 5, 8 and 11 to Atlanta would be altered under the FCC proposed allocation plan to move channel 8 from Atlanta to Athens, allowing the present WSBD-TV to move to channel 11. Since Atlanta Newspapers would have channel 2 and WAGA-TV already has channel 5, WGST and other applicants will be foreclosed from VHF assignments in that city, the petition claimed.

"The net effect is to give Broadcasting Inc. a vested right in channel 8 if it should be restored to Atlanta or a vested right in channel 11," WGST declared.

Surrender of license, not its transfer or assignment was specified in the Commission's order of last year," continued the petition, adding that the "attempt to sell the license is in "complete defiance" of the order.

WGST cited communications to the FCC by the parties in the newspaper merger and subsequent FCC letter of reminder and referred to "direct contravention of the Commission's mandate and the assignee's own representations.

Tried to Buy WSBD-TV

Petition referred to WGST's record in the broadcasting field and said that WGST had sought to buy the facilities of WSBD-TV, "with a full view towards ultimate comparative consideration with other applications but Atlanta Newspapers Inc. refused to consider its offer."

Public interest demands "experienced qualified applicants" be afforded comparative consideration with competitors for the facility, WGST claimed.

Grant of the assignment application would violate the decision of the Supreme Court in the Aschbacker Radio Corp. case, which held that a licensee does not have a vested interest in any frequency, the opposition declared.

In summation, WGST urged that in alternative: (1) the assignment application be dismissed with prejudice, or; (2) the application be placed in the pending file until the TV freeze is lifted, and then put in competitive hearing with other Atlanta TV requests or; (3) the application be designated for hearing and WGST made a party thereto.

TELESCRPITIONS
ANIMATED and LIVE ACTION TV FILM SPOTS
20-second and 1 minute
423 VICCTOR BLDG. • WASH., D. C. $terling 4659

HEARING DELAY
ASCAP Formula Sought

THREAT of litigation between ASCAP and the nation's TV broadcasters, which has hovered over the world of music video since last December, was postponed for another two weeks on Thursday, when committees representing the TV station operators and the society agreed to continue negotiations at least until July 9.

Decision to work a little longer on the "fair"-share and "satisfactory"-formula for the payment for the use of ASCAP music on television was announced at the end of a two-day meeting between the ASCAP Broadcast Committee and the TV Committee of ASCAP, held at ASCAP headquarters in New York.

Details of the discussions were not revealed as "too tentative to be made public at this time for fear of destroying progress made so far," according to a committee spokesman. He added that the "satisfactory progress" had been made and said that counsel for the parties will continue to meet during the coming fortnight, with the full committees being called in if and when that should be desirable.

Long negotiations

The two groups have been striving to work out a TV music program fee arrangement for about a year and a half. Former Federal Judge Simon H. Rikfink is special counsel for the All-Industry Committee, and with the group's regular counsel, Stuart Sprague, has been discussing the problem with Herman Finkelstein, general attorney of ASCAP. These discussions seemed promising enough that the stipulated June 10 deadline was postponed—first to June 11, then to July 9—in hope of reaching agreement without resort to litigation.

Meanwhile, some 56 TV stations in the nation have filed applications for music licenses when needed and have contributed more than $25,000 to support the committee in any activity on their behalf.

All-Industry Committee members attending last week's meeting were: Chairman Dwight W. Martin, WLWT (TV) Cincinnati; Nathan I. Leventhal, WRC-TV Washington; Richard Rosenthal, WATV (TV) Newark; Robert D. Sweesy, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; Edward McCracken, DuMont TV network; Thomas N. Dowd, Pierson & Ball, attorney for WOR and WOR-TV networks and other broadcasters. Unable to attend were Roger Cliff, WFTV-Philadelphia; Richard Shaffo, WIS Columbus, C.; Howard Lane, Field Enterprises.

Measrs. Rikfink and Sprague and Ben Schankman of Judge Rikfink's firm, and lawyer also for ASCAP, were represented by Richard F. Murray, George Hoffman and J. M. Collins, all assistant general managers, and Mr. Finkelstein.
**Fair Trade Parley**
(Continued from page 64)

To that end the TVA recommended prohibition on advertisements stating or implying that (1) a device will convert an existing TV receiver to receive color without also stating the size of the resulting picture if it will be smaller than the original picture; (2) an adapter or other device for color TV is capable TV pictures in color; and (3) that a TV set with a built-in antenna will perform as satisfactorily as one using an outdoor antenna.

The practice of some manufacturers claiming that a built-in antenna is adequate without equiva-
ciation was scored during the meeting. RTMA also proposed rules governing sponsorship, alteration of brand names, deceptive use of change of cabinets, imitation of trade marks, commercial bribery, and so-called "spiffs" or "push money." Many of the suggestions also were supported in drafts prepared by NEDA, NARDA, NACRM, and NTDA.

Question of discounts among dealers was also raised. Judge Van Allen posed the degree of responsibility among manufacturers for price policy. Mr. Butz said informally FTC's feeling is that the responsibility rests on all groups—manufacturers, dealers, distributors, etc. One representative suggested flatly that FTC can not pro-
mulgate price-fixing.

Mr. McDaniel said that as a trade association, RTMA could not concern itself with price policy within the industry and felt the question of discounts, warranties, etc., also were beyond its realm. Gratitudes and bonuses to dealers to push national brands also was aired during the discussion, as was the relationship of manufacturers to distributor subsidiaries.

Edwin Dempsey, executive di-
rector, National Television Dealers Assn., charged that approximately 4 million out of 12 sets now in use were defective when received by dealers, costing them an estimated $10 million annually in labor. NTDA requested a rule prohibiting manufacturers from charging dealers for complete TV sets where they receive frequently "an assemblage of parts in a cabinet."

**Tom Mix TV Series**

RICHARD K. POLIMER, president of Inspiration Pictures, Holly-
wood production unit, has closed a pact with the Tom Mix estate to film a series of TV Westerns in color bearing the late cowboy star's name. David Todd Jr. will be production manager of the Westerns. Mr. Polimer is in New York with the first of three completed scripts to consult with agencies and sponsors and launch a nationwide talent search for an actor to portray Tom Mix.

---

**No TV Converter**

*Shown by Westinghouse*

A NEW built-in UHF television tuner and a separate UHIF con-
verter, both permitting reception of the full UHF range, were dem-
stroyed by Westinghouse's Tele-
vision-Radio Div. last Tuesday at Bridgeport, Conn.

J. F. Walsh, division sales man-
ager, who conducted the showing for Westinghouse distributor rep-
resentatives including top officials of Westinghouse Electric Supply Co., emphasized that sets employing either the continuous tuner or the converter can still tune all existing VHF channels as well as the full UHF range, and that no additional modifications are necessary.

He said it was impossible to estimate retail prices now. The new tuner, he said, can be installed in a majority of Westinghouse TV receivers, while the converter, can be connected to all Westinghouse TV sets now in use.

**Rural Radio**

USDA Signs Iowa State

CONTRACT has been signed by U. S. Dept. of Agriculture and
Iowa State College for research on techniques of presenting farm in-
formers to urban and rural
viewers. Project is an extension of TV research activity within the department under federal funds, under direction of Kenneth M. Capen, assistant director of information.

Iowa State operates WOI-TV Ames. The effectiveness of TV pro-
grams will be tested by audience reaction surveys conducted by the college. G. M. Browning, associate director of the Iowa Agricultural Experiment Station, and C. R. Elder, agricultural extension ed-
tor, are to direct the research pro-
ject.

CBS Hollywood has leased Keywest Studios for manufacture and storage of TV scenery and props.

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**Capitol Telecasts**

(Continued from page 65)

but puts a witness on the stand without knowing what he's going to say is "a plain fool." A primary function of a Congressional hear-
ing is to give the public the facts and to build public opinion, he said, "and television does that perfectly."

Agrees With Rifkind

He agreed with Judge Rifkind that there is a difference between hearings and trials, but he recalled that a lot of trials have been turned into circuses without the benefit of television. He added that "one way to stop such horsing around is to have TV cameras on hand and all the public watching."

"I think," Mr. Halley concluded, "that public interest will require that we let the public know what's going on and give the public a chance to raise its voice and the en-
couragement to do so."

---

**Floating Action! for All TV Cameras**

*BALANCED* TV TRIPOD

(Pat. Pending)

This tripod was engineered and de-
signed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with ef-
fortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-
proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built
in spirit level. Telescoping extension pan handle.

*Write for further particulars*
Telestatus

(Continued from page 68)

and wire were second with 143. Toilet requisites totaled 106 for this period.

TOP TV NETWORK ACCOUNTS BY NUMBER OF STATIONS USED

<table>
<thead>
<tr>
<th>Sponsor Programs</th>
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<tr>
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</tbody>
</table>

PEL SCHMIDT (I), prominent in Maryland radio for more than a decade, has joined WAAM (TV) Balti- more as local sales manager. Mr. Schmidt is executive at WITH Baltimore. Wel- 

coming him to WAAM are Ken Carter (c), general manager, and Armour Grant, assistant general man- 

ager in charge of sales.

Allocation Deadlock

(Continued from page 68)

to cause delay when I wrote the letter. I felt then and I feel now that the Commission can ade- 

cately dispose of the legal objections without unduly delaying the ultimate filling of the tele-

vision "freeze" and perhaps in fact saving you action, this Memorandum Opinion and Order proves once again that the 

provisions of action in the public interest.

The oral argument Thursday was one of those portions of petitions by FCBA, WKMH Dearborn, Mich., and WTTM Trenton, N. J., relating to the general legal iss- 
eues and equitable distribution of licenses. The FCC asked that participants "give par- 

cular attention" to the following questions in their arguments:

A. Whether pursuant to the provisions of Sections 1, 201(c), 303(a), (b), (c), (d), (g), and (j), of the Communications Act, the Commission may, as public convenience, interest, or necessity requires, make an exception to the provisions of Sections 1, 303(a), and 303(d) of the Communications Act, if applicable, are met.

(1) Prescribe as a part of its rules and regulations the conditions under which the making a table specifying the channels 

upon which such licenses may be made in specified com- 

munities.

(2) Designate and reserve certain of the channels to be used for noncommercial educational television programming.

Both in its second request and in objections to the proposal by the Communications Act affect the au-

thorization which the Commission made for such provision for television channel as-

gnism.

C. Whether the provisions of Section 303(c) of the Communications Act, if applicable, are met.

(1) The assignment table prescribed by the Commission provides reasonable assurance that the service will be effectual in re-

sponse to the public convenience, interest, or necessity.

(2) The use of exclusive channels is consistent with the public convenience, interest, or necessity.

(3) The table provides a reasonable op- 

portunity for change or modification of the table through rule making, rather than through consideration of individual applications, and that such applications be 

consistent with the table, whether or not they are granted on a nonexclusive basis; 

other applications, and that such applications be 

consistent with the table, whether or not they are granted on a nonexclusive basis.

To most minds this means to cut out the bone the forth- 

coming city-by-city allocation hearing, which many also agree will have to be covered in one form or another, whether the fixed alloc- 

ation table or informal allocation guide wins out in the legal battle.

Even if only about half of the original 700 "participants" who filed comments plan to give fur- 

ther testimony on their respective proposals, and each presentation and cross examination is limited

to one hour, observers estimated an oral hearing would run 30 

weeks, or 1¼ months. This would be upon basis of FCC's sitting its usual three days weekly in such a pro- 

ceeding.

Few seem to feel many partici- 

pants will be able to make their direct presentation anywhere near within an hour, let alone cross examina- 

tion.

Westhouse's petition, noting the freeze has been in effect since Sept. 30, 1943, and some 700 

parties have indicated their intention to take part in the city-by-city hearing, asked FCC to enter an or-

der "permitting your petitioner to submit all of its direct testimony and evidence at a hearing on July 8, 

1951, or at such later date as may be specified by the Commission, with the same force and effect as if 

such testimony and evidence had been presented orally at the hearing 

scheduled to begin on said date."

This would be upon condition all 

rights as a party would be pres- 

erved, Westhouse stated.

"MASTER PLAN"

More Outlets by March—Coy

IF the FCC could issue a decision on its television allocations by the first part of January 1952, it could begin authorizing new TV stations in March 1952, FCC Chairman Wayne Coy has advised readers of the New York Daily Journal. The June 12 guest editorial entitled "TV Master Plan" was inserted in last Wednesday's Congressional Record by Rep. Homer D. Angell (D-Ore.).

The by-lined piece gave a resume of the post-war history of television, and then described the "tedious, pain-taking" work that went into the allocation plan. He said that under the Commission proposal, the country can have as many as 

3,000 new TV stations, which he thought would be a "very good initial go 

forward in many instances."

Mr. Coy stated that the addition of color will have a "highly acceler- 

ating" effect on TV development and said that the trend in the near future is toward more color.

Council TV Forum

A "Films on Television" all-day forum of the National Television Film Council will be held Wednes- 

day at the Warwick Hotel, New York, to elaborate the organiza- 

"the standardization of busi- 

ness procedures for films on tele-

vision . . . and the research and 

development of material for on 

and video," the official said.

Page 76  June 25, 1951
TAURUS PRODUCTIONS, Hollywood, organized by Mary Ross to film bull fights in Tijuana for TV. Films will be cleared through American Humane Society before offered to stations. Filming will be done every two weeks under direction of Mort Halpern, production head.

BEACON TELEVISION Pictures Inc., Boothby has announced Going Places With Gudabert Gaddie, new quarter-hour outdoor-fishing series featuring fishing trips to different places each week. Subjects include tarpon fishing in Tampa Bay, trout fishing in the Adirondacks, surf casting on Cape Cod, and others ranging from Canada to the Florida Everglades.

ROYAL FIVE Productions, Hollywood, headed by Bill Scott Brown, is planning series of 25-minute color films for TV titled The Calico Kid. Don Stewart is writer, with Christine Jensen and Victor Core- dera supplying original songs. Mr. Brown is producer-director.

ALLARDALE Productions Inc., headquartered at Hal Roach Studios, Culver City, Calif., has started filming series of 15-minute TV comedy shorts starring Arthur Blake. They will be made at rate of four monthly, under title Hollywood Star Time, according to Albert Allardale, executive producer.

WILLIAMS Productions, L. A. has completed 16 films in new quarter-hour television film series. Five of the films will be packaged into one feature entitled Quintette. Same firm has also acquired American TV rights to 28 English feature films made in last 10 years.

SCREEN GEMS Inc., New York, announces that sale of TV Disc Jockey Toons for use of TV disc jockeys will begin in six markets about Sept. 15. Producer Will Bal- tin said negotiations had been com- pleted with Harold Kaye, Mail Or- der Network head and executive in charge of TV at Dorland, Inc., New York, for premiere showing at that time. Series will include cartoons, live action entertainment, shadowgraphs and silhouette dancing.

**FIRST MILESTONE**

**KPRC-TV, 'Post' Collaborate**

SECOND annual Television Show sponsored and handled by the Houston Post and KPRC-TV drew over 40,000 spectators in three nights as the station marked its first birthday anniversary with elaborate promotion, according to Jack Harris, general manager of the Post stations (KPRC-AM-FM-TV).

Local distributors cooperated with the newspaper in the three-day celebration, which was held at Houston's City Auditorium. Nine TV receivers were awarded at a special drawing along with a 90-day service policy and a year's subscription to a television magazine.

Commemorating the special occasion, the Houston Post June 10 published a special TV-radio Section supplement reviewing the station's plans for live network program coverage. Work is to begin on TV facilities (probably micro- wave relay) linking Houston with Kansas City. A coaxial cable tie- up between Dallas and Houston also is under construction. Completion of all facilities would link Houston with both the East and West Coasts late in 1952.

The Post recounted that the number of TV sets and programs have tripled in the past year. Ad- ditionally, Mr. Harris in a signed full-page advertisement noted that KPRC-TV production facilities and staff have doubled, and that pro- gram fare has increased from 35 hours to 85 hours per week. He also predicted other developments, including programming from mid- morning to late evening, and addi- tion of new TV stars, to supple- ment the array carried by KPRC- TV the past 12 months.

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**BEACON TELEVISION Pictures Inc., Boothby has announced Going Places With Gudabert Gaddie, new quarter-hour outdoor-fishing series featuring fishing trips to different places each week. Subjects include tarpon fishing in Tampa Bay, trout fishing in the Adirondacks, surf casting on Cape Cod, and others ranging from Canada to the Florida Everglades.**

**ROYAL FIVE Productions, Hollywood, headed by Bill Scott Brown, is planning series of 25-minute color films for TV titled The Calico Kid. Don Stewart is writer, with Christine Jensen and Victor Core- dera supplying original songs. Mr. Brown is producer-director.**

**ALLARDALE Productions Inc., headquartered at Hal Roach Studios, Culver City, Calif., has started filming series of 15-minute TV comedy shorts starring Arthur Blake. They will be made at rate of four monthly, under title Hollywood Star Time, according to Albert Allardale, executive producer.**

**WILLIAMS Productions, L. A. has completed 16 films in new quarter-hour television film series. Five of the films will be packaged into one feature entitled Quintette. Same firm has also acquired American TV rights to 28 English feature films made in last 10 years.**

**SCREEN GEMS Inc., New York, announces that sale of TV Disc Jockey Toons for use of TV disc jockeys will begin in six markets about Sept. 15. Producer Will Bal- tin said negotiations had been com- pleted with Harold Kaye, Mail Or- der Network head and executive in charge of TV at Dorland, Inc., New York, for premiere showing at that time. Series will include cartoons, live action entertainment, shadowgraphs and silhouette dancing.**

**FIRST MILESTONE**

**KPRC-TV, 'Post' Collaborate**

SECOND annual Television Show sponsored and handled by the Houston Post and KPRC-TV drew over 40,000 spectators in three nights as the station marked its first birthday anniversary with elaborate promotion, according to Jack Harris, general manager of the Post stations (KPRC-AM-FM-TV).

Local distributors cooperated with the newspaper in the three-day celebration, which was held at Houston's City Auditorium. Nine TV receivers were awarded at a special drawing along with a 90-day service policy and a year's subscription to a television magazine.

Commemorating the special occasion, the Houston Post June 10 published a special TV-radio Section supplement reviewing the station's plans for live network program coverage. Work is to begin on TV facilities (probably microwave relay) linking Houston with Kansas City. A coaxial cable tie-up between Dallas and Houston also is under construction. Completion of all facilities would link Houston with both the East and West Coasts late in 1952.

The Post recounted that the number of TV sets and programs have tripled in the past year. Additionally, Mr. Harris in a signed full-page advertisement noted that KPRC-TV production facilities and staff have doubled, and that program fare has increased from 35 hours to 85 hours per week. He also predicted other developments, including programming from mid-morning to late evening, and addition of new TV stars, to supplement the array carried by KPRC-TV the past 12 months.
as part of the time allowed for advertising, provided that such each bill-board does not exceed 10 seconds in the case of a program sponsored by one advertiser, or 20 seconds in the case of a program sponsored by multiple advertisers.

(b) Opening and closing billboards in television programs are not counted as part of the time allowed for advertising provided that they are limited to the identification of the sponsor or the sponsor's product advertised on the program, and provided also that each such billboard does not exceed 10 seconds in length.

In both TV and radio, the code says, NBC will seek to avoid "cow-catcher" and "trailer" announcements.

Costuming Standards
Respecting TV costuming, the standards provide that "nudity or costumes permitting indecent exposure are not allowed. Scenes involving disrobing are generally avoided and are used only when essential to the plot, in which event they are presented in a manner which avoids indecency."

On the subject of political broadcasts, "NBC seeks to have the various sides of political issues presented to the public fairly and adequately." Since the network cannot censor political speeches for defamatory material, "political speakers are required to indemnify NBC against liability arising from material broadcast by them."

PACKAGE FIRM
Formed by Roosevelts
FORMATION of Roosevelt Enterprises Inc., New York, TV and radio package and production firm, was announced recently. Wellington E. Eliott Roosevelt, president of new organization. John Roosevelt, vice president of Lee Pharmacal Co., is executive vice president, and Norman Kereta, former radio-TV vice president of William Weintraub Agency is vice president and sales manager.

Programs include a series of 52 half-hour marionette tales, "Once Upon a Time," with narration by Mrs. Eleanor Roosevelt; Actors Studio dramatic TV series and winner of Peabody Award on ABC in 1949; two 15-minute daytime serials, "For Better, For Worse," and "I'm Annabell," half-hour musical comedy, "Mermaid Gardens;" 90-minute anti-education and participation show, "Treasure Hunt;" audience participation quiz show, "When Your Ship Comes In," and food show, "What's Cooking with Your Neighbor.""

L.A. DRIVE
AFL Combats CIO
LAUNCHING its threatened campaign against CIO "invasion" of the amusement field, Los Angeles Central Labor Council of the AFL has set up a Radio & Television Organizing Committee and started issuing press releases to present its side of the controversy to workers at radio and television stations.

First pamphlet is entitled "Radio and Television Workers, Look Before You Leap" and stated the committee's intention to "expose the unholy alliance within the television industry, which is now attempting to destroy the gains which the union movement in the industry have built and maintained."

Berating various CIO unions, the pamphlet characterized workers who "think before you finally decide who should be your bargaining agency," and not to be misled by "false propaganda."

Chief target in the AFL campaign is the National Assn. of Broadcast Engineers and Technicians which is affiliated with the CIO.

Another factor which helped bring on the storm was the appointment of George Mulkey, representative from the IBEW (CIO) international office to take over management of Los Angeles Local 45; resignation of Roy Tindall, business manager of the local who had disagreed with international policies of the IBEW; Tindall's subsequent joining of NABET as national representative. Mr. Tindall is particularly singled out for criticism in the pamphlets. He is repeatedly vying for representation of technicians and engineers at several radio and TV stations in the area (Broadcasting • Telecasting, June 15).

Organizing trio of new Roosevelt Enterprises Inc., New York, comprises (1 to r) John Roosevelt, executive vice president; Norman Kereta, vice president and sales manager; Elliott Roosevelt, president.

program, Pleasures of the Table.

At least one other show, a mystery series, is in production.

Although no definite sponsorship plans have been completed, several of the shows are under option to prospective sponsors. Other associates of Roosevelt Enterprises, which is located at Park Sheraton Hotel, New York, are: Dee Tucker, director and producer of Eleanor Roosevelt programs; and Henry Morgenthau III, executive producer of Mrs. Roosevelt Meets the Public and former program director of WNEW New York.

CAMPAIGN COSTS
Benton Cites Radio-TV
SEN. WILLIAM BENJON (D-Conn.) last week cited radio-TV costs in campaigning in stressing the rising electioneering budget of candidates for public office.

His comments were presented to the Senate Executive Expenditures Committee looking into Congressional procedures. According to the Senator, "for one half hour on TV and radio in the 1950 campaign, the Democratic National Committee is said to have spent $100,000. If it wasn't so in 1950, it will be in 1960, and perhaps for 16 minutes." Sen. Benton said reportedly $10 million was spent to elect the 82nd Congress.

The Senator also told the committee the Kefauver Crime Committee telecasts were "landmarks in public education," adding, "civic education of this kind was one of the things Sens. Hunt, Bricker and Salmonstall and I had in mind when we introduced our resolution last year. Now the bill on television two or three weeks ago. I commend [them] to your committee ..."

Vincent Appointment
KENNETH T. VINCENT of Cunningham & Walsh Adv. Agency, New York, has been appointed an executive of Campbell-Ewald Co., New York, it was announced this week. He will be a member of the Campbell-Ewald plans board of both the New York and Detroit offices, with headquarters in New York for the present.

Radio Veterans
Form Chicago Group
OLD-TIMERS in Chicago radio, who can boast of 25 years' experience in the business, will hold a dinner at the 11:15 p.m., as part of the summer-fall observance of NBC's 25th anniversary. Vincent Lopez, orchestra leader, who appeared on the first NBC broadcast on Nov. 15, 1926, was to be first guest on the series, in which Ben Grauer will interview radio personalities selected for their scholarship and growth of the industry. The series is produced by Samuel Kaufman, directed by Jack Cleary, and written by Jack Wilson.

'Giveaway' Case
CHICAGO Federal District Court June 11 continued the giveaway case of Radio Features (now known as Walter Behrman Productions) vs. the U.S. until October pending the outcome of a similar case in New York. Litigation is taking place there in the Southern District of Chicago brought by the networks against the FCC decision against giveaways. Parties in both Chicago and New York gained orders for restraining injunctions back two years ago.
Strictly Business
(Continued from page 18)

Advertising Club as best of the year.

That honor, when he was dubbed the "miracle man of merchandising," is only one of many that has come Mr. Schafer's way in the past few years. All of them serve as proof that opportunity still abounds on the Main Streets of America. For it was from a basement home-owned business in the state of North Dakota that this business started and is still growing with the pace of his mile-a-minute fountain of ideas.

The Horatio Alger route to fame and fortune included stints as a traveling salesman, a haberdashery clerk, a door-to-door silk stocking salesman, a farm laborer and a whirl at daredevil "human fly" performances.

North Dakota dealers remember the 230-pound salesman for a local hardware supply concern from his peddling days only 10 years ago. Dissatisfied with the product he was selling, Mr. Schafer decided to start his own floor wax business. He personally called on housewives and replaced the inferior wax with his improved product.

Takes Carload Order
Mr. Schafer hit the jackpot in 1948 when he was offered the rights to a chemical formula developed during the war for cleaning windshields on airplanes. He took a chance on a carload order of the pinkish liquid which the young North Dakotan tagged Glass Wax. Before the carload arrived, he had already sold twice that much and wanted more.

Housewives clamored so loudly for the product in test markets that Mr. Schafer gambled everything on cracking Chicago. Radio was included in a full-scale attack via all media. Within six weeks, 44% of the housewives in Chicago were using Glass Wax.

Similar markets were opened in Cincinnati, Detroit, Cleveland, New York and on and on until the nation was his marketplace. Mr. Schafer is proud of the capital of that market—Bismarck, N. D.

For it was in Bismarck that he spent six years as clerk in the Dahl Clothing Store dreaming about the opportunities which have come his way. America, he believes, is typified by the wheat fields of North Dakota which reap golden harvests from such dreams.

After traveling thirty to forty thousand miles a month visiting distributors and dealers, Mr. Schafer can return home to Bismarck and keep his perspective.

He is a member of the Shrine, Elks, United States Chamber of Commerce, National Sales Executives and Minneapolis Athletic Club.

In Bismarck he is proud of the fact that he is a director of the local Assn. of Commerce. And its members are proud of him. To-day, recalling Schafer's early sales calls, home state dealers proudly display the Gold Seal products which include Glass Wax, Wood Cream and a self polishing floor wax. At present, Mr. Schafer is testing the market with a powdered bleach called Snowy.

WOOF Power Boost

INITIAL DECISION recommending that WOOF Dothan, Ala., be granted an increase in power from 1 kw to 5 kw, operating daytime only on 560 kc, was issued June 11 by FCC Hearing Examiner Leo Reznick. In his conclusions, the examiner noted WOOF through measurements showed no objectionable interference would be caused to either WQAM Miami or WIS Columbia, S. C.

IN RECOGNITION of his contributions to the Kentucky Broadcasters Assn. and the industry generally, Robert T. Mason (II), WMRN Marion, Ohio, has been designated a Kentucky Colonel. Mr. Mason, who also is NARTB District 7 director, is shown accepting a "Colonel's" certificate from J. Porter Smith, WGRC Louisville, retiring KBA president. Presentation took place at the Kentucky Broadcasters Assn. meeting.

Radio Buyers want . . .

fast facts

BROADCASTING TELECASTING MARKETBOOK

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

Publication Date: August 13
Circulation: 17,000

RESERVE SPACE NOW!

June 25, 1951 • Page 79
FRANK Devol has signed for fourth consecutive year as musical director of the Pittsburgh Pirates baseball team, will begin Ralph Kiner Show on WDTV (TV) Pittsburgh, July 8.

LLOYD STILES, market director WRFD Worthington, Ohio, resigns.

BILL BRABSON, WYKO Columbus, Ohio, announcing staff WBDU Morrisville, Pa.

AUGUST A. RICKERT, director of publicity and promotion, WILLIAM B. CULLEN, director of special events and emergency planning, and JUDSON LAHAYE, supervisor, resigned last week from WFWU (FM) New York, Fordham U.'s outlet. The three men had left commercial radio to organize and operate the university station. WFWU (FM) will continue operation with a staff of undergraduate and graduates under Reo. Leo McLainthe, S. J., director of station.

BETTY ROSS, assistant director of public affairs and education NBC Chicago, named Illinois chairman of American Women in Radio and TV.

She is also national secretary of the Asn. for education by Radio and TV.

JUDY CLARK, singer, to KTSV (TV) Hollywood on Singing Rudi Western musical program series as co-star with KIRBY GRANT. She replaces JANE DAVIDS on program.

WILLIAM O. HARLEY, program di-rector U. of Wisconsin (Madison, disc announcer, appointed program coordinator for National Assn. of Educational Broadcasters, will serve in this capacity for several series of educational programs. He has been granted one year leave of absence from school.

ART BROWN, disc jockey and personality WDWC Washington, presented "Award of Merit" from American Automobile Assn. in recognition of his Ord of the Day school safety program.

CLARENCE YOUNG, continuity staff WFLD, Chicago, who has two poems published in national magazines this month simultaneously.

AL CRETAROLO, appointed director of continuity department WOTW Nashua, N. H.

RICHARD A. HEIMeyer, with Hamilton College station, New York, to succeed MR. MORRIS, N. J., as general announcer replacing PAUL IRVIN who has joined a six-weeks R.C.A. training group in Georgia.

DOLORES CUMISKY, graduate of Saint Elisabeth's College Convent, N. J., to WMT Morristown, N. J., as advertising copywriter.

BOB ATCHER, singer WLS Chicago's National Barn Dance, father of boy, Robert Whitehill, born June 12.

CHET RANDOLPH, assistant farm program director WLS Chicago, leaves today (Monday) for Norway, where he will live with a Norwegian family during the summer and study farming methods.

PATRICIA McCABRAGHER, women's personality WTMJ-TV Milwaukee, and William Manzer, married June 4.


JACK McCOY, business manager of program department ABC Chicago, father of boy, born June 4.

WILL REGAN, emcee of Irish Hour, WDAIS Philadelphia, father of daughter, Marianne.

MARVIN SMITH, public information officer of SUI, formerly with WILLI Hempest, N. Y., and Cora Rathje, married.

ALLAN BAER named publicity director WFNE Philadelphia.

OSCAR TRABBI, disc jockey WDAIS Philadelphia, father of boy, Alan, born June 5.

RENZO CESANA, disc emcee KJH Hollywood, starts similar type 15 minute daily program twice weekly on KNBH (TV) that city.

SID FULLER, newscaster KJH Hollywood, named outstanding guest lec-turer for 1950 and presented annual plaque by current events students at Los Angeles City College.

IRENE FOLEY, women's commentator and continuity director KMON Great Falls, Mont., awarded key of Delta Sigma Pi, national scholastic honor society for graduates of Catholic colleges and universities, by Caldwell College, Caldwell, N. J., from which she graduated in 1942.

ELIZABETH M. RAY, film librarian WNQ-TV Chicago, to New York on film scouting trip. She will headquarter at station's eastern sales office.

JAMES S. POLLAK, program manager WJZ-TV New York, lectured

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JAMES S. POLLAK, program manager WJZ-TV New York, lectured
Monday at Columbia U., New York, on "Television and Its Potential as an Art Form," as part of summer course on "The Cultural Resources of New York City."

STUART BARONESS, former film editor WTJN (TV) Miami, and for last five months script writer for Gabriel Heatter's MBS program, rejoins WTJN (TV), as copy writer.

LES WITTEN, assistant director WNBW (TV) Washington, resigning, to start European vacation tour.

CHET BEHRMAN, writer WBBM-AM-TV Indianopolis, and RUTH WHEELER, former women's director KOEL Oelwein, Iowa, married.

NEAL WALLACE, announcer KFBC Cheyenne, Wyo., to staff EDDA Pittsburg, replacing Bob POWELL, resigned. NANCY CORMAN, U. of Pittsburgh journalism student, to promotion department EDDA, replacing GRACE BUCI, resigned. KATHRYNE MELNICK named to temporary position in sales department.

JIMMY W. KENDALL appointed staff announcer WXY Oklahoma City. He was with KYBE Oklahoma City.

JACK CALLAHAN resigns from WBBM Chicago to free-lance, and will handle the first-quarter hour of the Breakfast Club on ABC from Chicago.

SYBIL SPAIN named to continuity staff WCBS-Tarboro, N. C., replacing MARGARET JOHNSTON, resigned.

BUD CHASE, announcer-disk jockey, to WKRC-TV Cincinnati, on staff. He replaces LYN BALLARD, resigned.

BOB JONES, announcer WKRC-CAM, appointed to announcing staff WKRC-TV.

ESTHER BIZERIAN appointed script-writer WTAF Worcester, Mass. LOUISE KORIGIN named special program assistant on Julie 'n Johnny show.


BOB KESTEN, Toronto freelancer, has started Kesten's TV Corner on CKCY Toronto.


GEORGE JAY, Hollywood disc jockey, starts after-midnight record program on KRAM Vegas, Nev.

JOHN BAIRD, director of public affairs KMPC Hollywood, is recuperating at home from a minor operation.

DAVE BALLARD, announcer KING Seattle, to KMPC Hollywood, in similar capacity.

News ... 

JAMES M. McGAFFIN Jr., appointed news director WAM-AM-TV Omaha, replacing HAROLD BAKER, resigned, to accept similar position at WSH-AM-TV Nashville.

ALBERT LARSON Jr., appointed assistant news editor WALT Milwaukee, N. Y.

RALPH TURNER, newscaster KMPC Hollywood, called to active duty in Army with rank of captain.

C. GREGORY JENSEN, U. of Minnesota, to WHAS Louisville, Ky., as summer replacement in newsroom.

LARRY PRIBYL, news director KWEW-B Princeton, Neb., appointed to six-man continuing study committee of Associated Press Radio Assn. of Nebraska, for purpose of improving AP wire service.

CARROLL ALCOTT, news analyst WINS New York, to KNX Hollywood.

WILLIAM NIELSFELD, news director KCBS San Francisco, named president of Northern California professional chapter of Sigma Delta Chi, national journalism fraternity.

CLIFTON ULEY, radio and television commentator NBC, cited by U. of Chicago as a "useful citizen" as part of the university's annual alumni reunion week.

LES KESTER, sports director KPOA Honolulu, to KYA San Francisco, in same capacity.

JOHN F. HORSTMANN Jr., sports department field director WOR-TV New York, father of boy, John F. III, June 8.

WALLIS BISHOP, graduate Northwestern U., to WMTR Morristown, in news department replacing RAY WATTERS, who joins news staff WNJR Newark, N. J.

WALTER W. WHITE, news analyst, recently appointed executive editor KMBF San Diego, starts evening Editorial Page, with opponents of station's opinions offered equal opportunity to present their side on controversial subjects.

FREDERICK MANESS, WCAU Philadelphia, to WINS New York, as newscaster.

LOWELL THOMAS, noted newscaster, elected as one of four new trustees of Adelphi College, Garden City, N. Y.

HARRY GIANARIS, news director WTMX Charleston, S. C., father of daughter, Francesca Jeanne, June 13.

John Swinehart

JOHN SWINEHART, 60, director of advertising and publication relations for Atlas Powder Co., died June 16 in the Delaware Hospital, Wilmington, after a six-week illness. In the Twenties, Mr. Swinehart organized a university broadcast station and became one of the nation's earliest radio announcers. He joined Atlas in 1929 as an advertising manager. He was a member of the Advertising Club of New York, the Assn. of National Advertisers and the National Industrial Advertisers Assn. His widow, two sons and a daughter survive.

Just "Can't Get Over" Easy's Fence

Few years ago, Easy Roberts took a lot of kidding when he planted that hedge of Multiflora roses—along his property line. Folks said he was getting pretty high-falutin'.

But today plenty of people who laughed at the idea slow down when they drive by Easy's place—just to look at those roses. Most beautiful sight you ever saw.

Practical, too! The hedge is too good to grow now, and at least five foot thick—even a shoot couldn't get through that prickly mess of shrubbery. Best of all, it cost less than ordinary fencing. (Must be well worth your while looking into.)

From where I sit, there's no sense in looking down on something just because it's different from what we like. For instance, some people think iced cold lemonade's the best "cooler-offer" on a hot day. Some of us would rather have a glass of beer. The important thing is not to "hedge ourselves in" against other people's ideas and preferences.

Copyright, 1951, United States Brewers Foundation
PRINCIPALS at the unveiling of a new RCA tube plant in Cincinnati are (l to r) Walter A. Buck, vice president and general manager of Victor division; L. W. Teegarden, vice president in charge of RCA technical products; Frank M. Folsom, RCA president, and Harold DeKooy, manager of the new plant. The building was dedicated to the late John G. Wilson, who served as executive vice president of RCA Victor. It will produce miniature and subminiature electron tubes [Broadcasting * Telecasting, June 11].

In The Public Interest

WCC Scholarship

FREE one-year scholarship worth $100 is being offered by WCC Hartford in cooperation with the CRL School of Electronics there to some qualified young man in that area. Applicants, who must file for examination by July 7, need not have completed high school but should have had elementary algebra, WCC said.

* * *

WANT Tornado Relief

WANT Richmond, Va., following mid-June tornado that struck there, aided local pastors in campaigning for relief funds through special Sunday musical request program. Many feature entertainers in town at time also took part in special program, WANT reported.

* * *

CKNW Donates Swings

GROUP of six "ocean wave" circular swings, carrying as many as 50 children at a time, has been donated by CKNW New Westminster, B. C., to local institutions for children and public playgrounds.

* * *

Airs Graduations

CONDENSED half-hour version of local high school commencements has been aired each morning during the past month by WIEL Elizabethtown, Ky. Musical numbers, speeches, special awards were highlighted in the excerpts.

* * *

KAYS Averts Panic

FLASH FLOOD hitting Hays, Kan., in middle of the night fortnight ago gave occasion to KAYS there to render extensive public service in alerting and informing city's population of danger, can-

CIVIL DEFENSE

Radio Aid Studied

EXTENT of the use of radio-television aids on the state civil defense level was among the subjects to be explored by state public information specialists and officials of the Federal Civil Defense Administration at a conference slated to be held last Friday and Saturday.

Information directors were to be asked what use of audio-visual aids furnished by FCDA is being made on the local levels. In turn, officials of the FCDA Audio-Visual Division were to have appeared public affairs directors of plans for distribution of radio-TV scripts, films and other materials.

Specialists from at least 26 states had accepted invitations to attend the Washington conference by last Thursday, according to Jesse Butcher, Audio-Visual director and former network and agency executive. Mr. Butcher said that the full proceedings would be tape-recorded for the use of information personnel.

Another topic slated for discussion was a uniformly-patterned plan for defense networks along the lines of those adopted by the states of New York and New Jersey. Under those networks, civil defense programs are aired throughout the state on a weekly basis.

FCDA authorities observed that similar plans are underway for Minnesota, Wisconsin, California and other states. A tape-recording now in the working stage links FM stations together in Wisconsin. Objective is to develop a uniform government blueprint for all states, it was explained.

John Arrington Jr.

JOHN ARRINGTON Jr., 39, manager of WLBO Laurens, S. C., died unexpectedly. He was recovering from an operation several months ago to remove shrapnel from wounds suffered in World War II. A native of Lebanon, Va, Mr. Arrington is survived by his widow, his father and a brother.
GOVERNOR STANDS IN \nWRAL Raleigh, Tempus Fugit. Mon. through Sat., 7:05 to 9:30 a.m., will have guest emcees during absence of Fred Fletcher, who will be vacationing June 30 until July 14. Guests include noted people in Raleigh, who will bring little twits to the show. The Governor of North Carolina, W. Kerr Scott, will set aside his governing duties for a few hours and handle the show, reading commercials and talk. July 15.

KIDS PARTY \nESTP-TV Minneapolis-St. Paul, Jimmy’s Lawn Party, 12:30 to 1 p.m., Sun., presented live from studio. Show features games of all odds for children attending. In usual the rain show moves inside and is called What To Do When It Rains. So many youngsters showed up for first show that limit had to be enforced. Jimmy Valentine, emcee of show, now invites youth groups from any local churches each week.

PLUGGING FOR FM \nWEAW (FM) Evanston, Ill., sending out mailing piece plugging FM. The copy: “There are now 350,649 FM homes in which 1,227,272 people live in the metropolitan Chicago winnary areas of WEAW (Pulse inc.). Of those who have receivers with the FM band, 88.8% listen to FM regularly. (Pulse.) In the month of January 1951, dollar volume of FM home receiver production exceeded AM only (RTMA). In the month of January 1951, AM only and TV receiver production topped from December 1950; only FM increased. (RTMA.) February 1951, FM production rate was substantially above any preceding year. (RTMA.) In New York City, the nation’s number one TV market, a number of FM sets in use increased 36% between January 1950 and January 1951. (Pulse, NARTB.)”

WHAT FATHER WANTED \nWTMJ-TV Milwaukee, Shopping Time, sponsored by Gimble Bros. Dept. Store, featured results from the “Father’s Day” wants by fathers employed at Gimble’s. One of the fathers participating in survey was interviewed on pre-Father’s Day show. Of the 500 fathers that took part, the survey indicated half of them wanted neckties.

GOLF TOURNAMENT \nWHER Rock Island, Ill., sponsoring golf tournament for employees of WHER-AM-TV. Winners will be presented trophies for low gross score, low handicap score and special award for high total.

NOT ENOUGH \nWBT Charlotte, French Market Cofee Shop, 4:15 to 4:30, Mon.-Wed.-Fri., offered Bible coin to persons writing in for it. Sponsor expected anywhere from 2,500 to 5,000 responses would come in during two week period. After first week offer was withdrawn because there were no more coins. Some 6,137 listeners from 244 North Carolina towns and 142 South Carolina towns received the coin.

“WEEGEE” POPS UP \nWDGY Minneapolis mailng out small, one-fold card, printed in two tone grey and red on white, asking on cover “What is Weegee?” The answer inside, is a pop-up blonde with a microphone head topped with WDGY call letters. Copy reads: “Introducing—WEEGEE—the talk of the town! She’s the personification of WDGY, but more than that, WEEGEE is a new conception of positive merchandising service for radio sponsorship. Watch for her, listen for her, be with her, wherever you are.”

NO STRANGERS \nBob Rains, Club Director, has returned from Madison, Wis., where he attended a conference of the National Music Audience Council. He reports that the attendance at the conference was record high.

THE MEAT CRISIS \nWCCO Minneapolis, Showdown, June 12, 9:30 to 10 p.m., documentary program dealing with developing meat shortage. Show gave complete picture of problems that have arisen due to roll back on beef prices. Housewives, butchers, restaurant owners, livestock officials and local members of the Office of Price Stabilization, told the story via tape recordings and telephone calls.

HOMEMAKERS SHOW \nKCRV Carthuslville, Mo., Homemake Harmonies, 11 to 11:30 a.m., Mon. through Sat., gives music, fashion news, beauty tips and cooking information. Show also has “Woman of the Week Contest” featuring mystery voice. First person to send card or letter correctly naming mystery voice of week receives all-expense trip to Hot Springs National Park, Ark.

A HELPING HAND \nWJR Detroit, Operation Sunshine, Sat., 9:15 a.m., plays song requests from hospitalized servicemen, patients and home shut-ins. Harold Kean, station singer, acts as emcee, working with Judy Carroll who joins him in songs and chatter. Mr. Kean, blind since his youth, also visits different hospitals during the week in addition to his program.

TOP BILLING \nWFMY-TV Greensboro, N. C., sending brochure to 25 advertisers on market information and facts on TV advertising. Piece has figures and facts compiled from many sources including Broadcasting, Telecasting Marketbook and the U. S. Census Bureau. Brochure titled, “There’s a gold mine in the South and it’s in Greensboro, N. C.” Along with facts there are letters from advertisers that are pleased with results from advertising on station.

EARLYWORM WEEK \nWBNS Columbus sending pair of ceramic EarlyWorms to advertisers using EarlyWorm program. Green and white worms attached to card proclaiming “EarlyWorm Week,” in celebration of 4000th broadcast. “The Early Bird gets the worm,” and the Smart Advertiser Gets the EarlyWorm,” according to card. Station reports “The EarlyWorm” (Continued on page 85).
Merchandising
(Continued from page 40)
Mon.-Sat. WLS, which has carried the program since 1935, gets a premium rate for participations, about 30% more for a minute on Feature Foods than for other daytime minutes.

Sponsors on WLS are Rap-in-Wax, Dracett, Satina, LaFrance, Lite, Heublein A-1 sauce and mustard. Creamettes (macaroni), Joan of Arc (canned foods), Fleischmann's Yeast, Michigan mushrooms and Cudby (margarine).

At WOW Omaha the program features Martha Bohlsen and is heard at 10-10:30 a.m., Mon.-Sat. Current sponsors are Nabisco, Borden and Nebraska Consolidated Mills for Mother's Best Cake Flour and D ixiana Cake Flour.

Feature Radio Inc., whose headquarters are in Chicago and whose president is Lyman L. Weld, sets up the merchandise routines and continuously staffs the projects. There are plans in the wind to expand the system into the drug field. KYW and other Westhinghouse stations are expecting to take the lead in this new development, with the first program scheduled for Philadelphia soon.

The Feature Foods technique was

IN MONTREAL

it's

Canada's first station—wise in the ways of programming, promotion and merchandising... gives you the coverage and the listenership needed to do a real selling job in this rich market area.

U. S. Representative—Weed & Co.
Programs, Promotions
(Continued from page 85)
appeared with Patti Page on stage of
local theatre three days last week.

MRS. AMERICA PROMOTION
KNEA Jonesboro, Ark., Mrs. Amer-
ica, 9:15-9:30 a.m. daily. Program
publicizes Mrs. Jonesboro, selected
from contestants throughout state,
who will be entered in Ashbury Park,
N. J., finals in August. Station
signed exclusive franchise for Mrs.
America contest in Arkansas, and
station breaks carry slogan "Your
Mrs. America Station."

MOVING PROMOTION
KWSH Wewoka, Okla., sending
trade and advertisers post card
with red lettering announcing
change of address and inviting re-
ipients to visit new location on
highway 270 between Seminole and
Wewoka. Station call was formerly
KSMI.

SAFETY COUNCIL AWARD
KPIX (TV) San Francisco sends
promotion sheet to trade publiciz-
ing fact station received National
Safety Council Public Interest
Award for the Emmy points out
KPIX was only TV station on
West Coast—and one of seven in
nation—to receive award. Text con-
ccludes that KPIX leads way with
programming in public interest in
West Coast television.

STREET INTERVIEWS
WFDF Flint, Mich., Man on the
Street, interviewed "Congo," a
chimpanzee. Congo had no milk
fright at all as he playfully tink-
ered with the mike. Bud Haggard,
WFDF chief announcer, who han-
dles the program reports that this
is just one of the amusing incidents
that happen during the shows.

TEAMSTER INTERVIEW
WJIR Newark June 6 broadcast
two-day tour of world famous,
light-horse hitch of Budweiser's
champion Clydesdales. "Farmer
Will" Peigelbeck, staff announcer,
climbed aboard the big beer wagon,
at the start of a five-hour tour of
downtown Newark, and interviewed
the wagonmaster.

SHUT-IN DAY
KNOE Monroe, La., on June 10,
"Shut-In Day" in Monroe, treated
group of shut-ins to baseball game.
Aided by Grey Ladies of the Amer-
ican Red Cross the station placed
the shut-ins in special box seats
where all enjoyed hotdogs, soda pop,
and peanuts in addition to the ball
game. Ages of the guests ranged
from 69 to 90. Station reports
were all designed to honor
some of radio's most loyal listeners.

SHARP MAILING PIECE
KXOK St. Louis sending trade and
advertisers sharp mailing piece
headed "Want to know something?"
Inside before getting to folded cen-
ter spread there is drawing of talk-
ing mike running and saying "Look
what we've done!" In center spread
there are pictures of stars appear-
ing on station assembled in large
circle.

"PULLING POWER"
JESSOP ADV. Co., Akron, has reg-
istered its service mark "Pulling
Power," showing two rugged work
horses in wood-cut effect with U. S.
Patent Office for 20 year period.
Company using it on all office sta-
tionery and promotion pieces. Pro-
motion pieces include gift paper-
weights, match covers and tran-
scription disc labels.

WINNERS TRIP
WGAR Cleveland, "My Share in
America" contest, sent winners on
all expense weekend trip to Wash-
ington, D. C. Ten top companies
in Cleveland underwrote prizes and
conducted smaller similar contests
in their own companies. Contest
was also open to general public.
Contestants had to submit a 500
word essay on "My Share in Amer-
ica." The contest lasted ten weeks.

Further ideas or samples of the
promotion items mentioned on this
page are available by writing to the
individual companies.

1,250 GUESTS
WTAG Invites Radio Admen

Mr. Brown (1) explains the hospi-
tality cards to Robert W. Booth
(6), WTAG vice president, and
Herbert L. Krueger, station man-
ger.

BOB BROWN, commercial man-
ger for WTAG Worcester, Mass.,
hopes to have 1,250 overnight
guests drop in this summer or fall.
"WTAG, under Mr. Brown's su-
pervision, has mailed out 1,250 hos-
pitality cards to persons in the
radio advertising field. The cards
entitle the holder and guests to
overnight privileges and meals at
one of four hotels in the WTAG
coverage area.

The project, says the station, is
another phase of a continuing cam-
paign to acquaint advertisers and
agencies with the unusual adver-
sising opportunity WTAG offers in
the Worcester and Central New
England area. WTAG feels that a
visit to any part of the district will
give ample chance to see first-hand
the size, and the agricultural and
industrial prominence of the area.

MARCONI BOOKLET
Dunlap Readies New Issue

NEW BOOKLET based on years of
friendship with Guglielmo Marconi,
inventor of wireless communication,
and on experiences in preparing an
authorized biography of the scien-
tist, has been written by Orrin E.
Dunlap Jr., RCA vice president,
and published privately by RCA.

The booklet, issued to commemo-
rate the 50th anniversary of the
first transatlantic wireless signal,
contains hitherto unpublished cor-
respondence of Marconi and gives
a "new picture" of the great scien-
tist.

It tells of the inventor's yearning
to learn the "cause" of the phe-
nomena he had discovered. "... the
'why' of radio continually chal-
enged Marconi," Mr. Dunlap wrote."
"After a night of vigil in long dis-
tance test of wireless between
the English Channel and Australia,
he turned to his friend David Sarnoff
(now chairman of the board of
RCA) on board the Eletra (Mar-
coni's yacht) and with a perplexed
expression remarked: 'There is one
thing I would like to know before
I die—why this thing works!'"

PAPER PRICES
Government Duo Acts

Two top-level government officials
have taken up the cudgels for U. S.
newspaper publishers, who are
confronted with a $10-per-ton increase
in the price of newsprint levied by
Canadian manufacturers.

Defense Mobilizer Charles E.
Wilson announced June 12 he will
personally meet with Canadian
government officials to discuss the
problem in the next fortnight. He
indicated he is not satisfied that the
"increase is really based on
cost increases."

At the same time Michael Di-
Salle, Office of Price Stabilization
chief, abandoned a tentative plan
to impose a ceiling on newsprint
prices paid by American publishers
pending a similar meeting with the
Canadian government. The legal-
ity of such an OPS order is ques-
tionable at present, however, under
the Defense Production Act, which
exempts newspapers from price
controls—at least those prices
charged by publications and news-
papers.

Alleged "gouging" of American
publishers has been charged by
certain factions on Capitol Hill,
nearly by Rep. Emanuel Celler
(D-N.Y.), chairman of the House
Judiciary Monopoly subcommittee
probing newsprint, and Sen. Ed C.
Johnson (D-Col.). Rep. Celler has
asked Stabilizer DiSalle to set "just
and reasonable prices" (BROAD-
CASTING • TELECASTING, June 11).

Time Buyers, NOTE!
NO TV Stations within
60 miles of
YOUNGSTOWN, 0.
Ohio's 3rd
Largest Trade Area
Buy
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

June 25, 1951 • Page 85
O T HAMPTON, director of public relations department Fort Worth Community Chest, appointed to staff Williams & Ridings Inc., public relations firm, Fort Worth.

S. W. CADDWELL Ltd., Toronto, has obtained Canadian and British West Indies rights to the Australian National Airways recorded series of serial music by Glenda Raymond of Melbourne, Australia. Series of 52 half-hours consists of songs by Miss Raymond, the Westminster Singers and the Australian Symphony.


LAWRENCE MOSES resigns as Cisco KF products division merchandising director Fredrick W. Zir Co., N. Y.


Equipment . . .

E. L. HULSE, comptroller electronics department General Electric, Syracuse, appointed manager of newly formed components division. G. L. CHAMBERLIN, auditor electronics department, named comptroller, succeeding Mr. Hulse.

T. KEVIN MALLEN, general manager Ampex Electric Corp., San Carlos, Calif., elected chairman of the board.

STANLEY SALES, Owenboro, Ky., announces booster for high channel performance. SEC booster uses tuned circuit design, minimizing loss of signal voltage or higher channel.


ROBERT M. MURDOCK named sales manager The Turner Co., (electronic component), Cedar Rapids, Iowa. He was vice president in charge of sales with Cedar Rapids Engineering Co.

OVID RISO, advertising and sales manager Philip International Corp., Phila., appointed vice president in charge of advertising.

Technical . . .

LEE HODGES, WRRF Washington, N. C., announced chosen as the WCPS Tarboro, N. C., succeeding CHARLES E. NEER who has been called to active duty with Army.

GEORGE SMITH, cameraman WHAS Louisville, father of daughter, June 11.

JIMMY BUMGARNER, studio engineer WHAX Yankton-Sioux City, father of boy.

YMCA COVERAGE

Six network radio programs and more than 35 regional or local radio programs were to be broadcast late last week in connection with the Centennial Convention of the Young Mens Christian Asan, of the U. S. and Canada, held Thursday through Sunday in Cleveland, according to Henriette K. Harrison, convention radio and TV director.

Paul G. Hoffman, Ford Foundation executive director, discussed "Democracy as a Way of Life" over MBS, 2:45 p.m., on Friday. The following day, NBC was to carry from Cleveland a round-table discussion of "Youth Comes of Age," 3:30 p.m., with Dr. Paul Limbert, Springfield College president, as moderator; and at 11:30-12 midnight, was to broadcast the Cleveland Summer Symphony Orchestra conducted by Dr. Rudolph Rigwalt.

Over ABC on Saturday, Sportscaster Harry Wimser was to report on the physical education aspects of the conference; and on Sunday, ABC scheduled a round-table discussion of "A Faith for these Times," 10:45-11 p.m.

NBC REAL ESTATE

BUYING BURBANK LAND

WITH the city council having eliminated, by resolution, the formality of a public auction, 19 acres of Burbank, Calif., owned land which had been projected new $25 million West Coast radio-TV center is now in escrow.

Having submitted several weeks ago, a $10,500 check signifying intent to acquire the land, NBC has until Aug. 31 to make the final payment. Total amount is $263,287. The agreement calls for NBC to notify the Burbank City Council six months in advance of its intention to build. This will give Burbank city officials ample time to construct a storm drain or flood control adjoining the property, NBC to pay 17% of the cost involved.

The property being bought adjacent 30 acres which NBC is acquiring from Warner Bros. for a reported $750,000. Deal with Warner Bros. also involves a working agreement for sound stages and other facilities of the film studio.

NBC Hollywood executive continued any immediate building plans. At the moment not a single plan or sketch has been drawn in the way of plans for NBC's new studio building, it was said. Burbank officials stipulate in selling the property that a radio-television center must be erected there.

Denial also was made that NBC will sell its present Western Division headquarters at Sunset Blvd., and Vine St. It was pointed out that Studio D, until recently used for originating radio network show, is now being converted to TV. El Capitan Theatre, on Vine St. off Hollywood Blvd., and recently taken over under long term lease is also being remodeled and converted to TV. Cost for both remodelled jobs is around $750,000.

NEW SALES UNIT

STARS TO BEGIN JULY

FORMATION of a new corporation, Southern Television and Radio Sales Inc., to be known as STARS Inc., was announced last week by E. D. Rivers Jr., president of Desoto. The beginning of operation July 1, the new unit is owned by stockholders in Georgia, Florida, Alabama, Tennessee and Louisiana. Mr. Rivers said that the initial number of stations to be represented by STARS Inc., will exceed 15.

Announced also was the appointment of Winston S. Dusitin to head the newly manage STARS. Mr. Dusitin recently was WNOE New Orleans and KNOE Monroe, La., as vice president in charge of sales to become executive secretary of the national million-dollar educational project, The Cordell Hull Foundation.
WBAL Renewal
(Continued from page 48)

Citing the majority’s concessions to Public Service Radio Corp. on programming, ownership and management, local ownership and diversification of control, he said, “the majority is able to outbalance all of these considerations by virtue of the existing operation of WBAL when such operation is compared to the risks attendant on the execution of the program service proposed by ARBI.”

In my opinion this conclusion is unsupported.

The chairman further stated that he did not find any support for the conclusion that risks attendant on execution of the proposed programming of Public Service Radio Corp. constituted a basis for preferring WBAL.

Ownership Compared

Mr. Coy compared the ownership of the competing applications and noted WBAL’s Radio’s connection with other AM-FM-TV properties as well as the daily newspaper in Baltimore. He said:

On the other hand, the persons who control Public Service Radio Corp. do not publish any newspaper and have no other newspapers. The Commission is committed to the principle that unless there are overriding considerations, preference should be given to a non-newspaper, no multiple-owner applicant as against an applicant which published a newspaper or other broadcast station in order to encourage the greater diversification of control of the media of mass communication.

This principle ... is a reflection of the Congressional policy expressed in the Communications Act and ... public interest is best served by having as wide an ownership as possible of the media of mass communications.

He increased his preference for Public Service Radio Corp., “not unmindful of the fact that the Commission should not lightly disturb extensive investments which are made in other broadcast stations.”

Mr. Coy declined such an opinion, if adopted, would not introduce instability in the radio industry, “because under this opinion and the consistent opinions of this Commission, a licensee may invest in broadcast facilities with full confidence that its license will be renewed even against competition from others, if such licensee utilizes its station to render a real public service to the community.”

Comer Webster, joining with the Chairman’s dissent, expressed his general position on license renewal applications involving “unsatis-

factory” public service records. He cited Sec. 307 (d) of the Act requiring that when renewal applications are filed, the Commission is required to apply the same considerations and practice which affect the granting of the original application.

In the granting of proprietary rights in radio frequencies is a violation of the Act.”

“Furthermore, and of the utmost importance,” Comer Webster added, “for the Commission to establish such a policy would discourage the filing of competing applications by newcomers to the field. This, in turn, would remove one of the principal factors which inspires licensees to operate in the public interest.”

RADIO-TV COUNCIL

Long Island Group Formed

LONG ISLAND Radio-Television Council has been formed by representatives of 26 schools, with Worthenton B. Bryan, radio director at WSHS-FM and lecturer in educational radio-TV at Hofstra College, as temporary chairman.

Purpose of the organization is to foster increased and more effective use of radio and TV for education, and to insure for Long Island a share in the planning for and use of proposed state educational facilities. Support was pledged to work of the Joint Committee for Educational Television.

WRNL Covers Tornado

SEVEN minutes after a tornado ripped through the city, WRNL Richmond, Va., had its first bulletin in the air. The bulletin was followed with complete coverage throughout the remainder of the day and throughout the following day. Interviews covered civic officials, victims and rescue workers.

Grandpa Fellows

HAROLD E. FELLOWS, president of NARTE, became a grandfather for the sixth time fortnight ago when his daughter, Mrs. Arthur Spangler, of Weston, Mass., gave birth to a daughter. The grandchild was named Janet Edgery after Mrs. Fellows.
KSVC DECISION
License Denial Proposed
DENIAL of Sevier Valley Broadcasting Co.'s application for renewal of license for KSVC, Richfield, Utah, was proposed last week in an initial decision by FCC Hearing Examiner Fanney N. Litvin on grounds of illegal transfer of control.

According to the decision, the construction permit for KSVC was granted to William L. Warner Sr. on Aug. 26, 1946. "The facts are that William L. Warner Sr.," the decision continued, "the individual to whom the Commission had granted an application for construction permit on or about April 19, 1947, without prior consent of the Commission, assigned and transferred the construction permit to the applicant corporation [Sevier Valley Broadcasting Co.] in violation of Section 310 (b) of the Communications Act."

Referring to the licensee's defense of the alleged action, the initial decision said the "applicant attempts to escape responsibility for its actions, contending that they were on advice of counsel, and to excuse its misfeasances and nonfeasances on the ground of ignorance and inexperience, asserting no willful intent to violate the law or any rule or regulation of the Commission."

The decision maintained, however, that "whatever advice . . . the applicant corporation received . . . cannot excuse their repeated submission of untrue facts and data to the Commission with respect to the finances and ownership of the permittee, and which they admit they knew to be untrue . . ."

According to the decision's conclusions, the licensee corporation was issued a license in April 1947, "surmising a total of 30,906 shares, of which William L. Warner Sr., original permittee, owned more than 50%.

However, by some date in October 1947, Mr. Warner had 34,500 shares in the company and the station. "Thus, the total number of shares held had increased to 43,500 through sale of stock to 12 additions to the corporation, having the effect of "diminishing the stock control of William L. Warner Sr. from 50 plus percent to about 36%.

This transfer of control "was accomplished . . . with full knowledge of his president and secretary-treasurer (both of whom were then directors) without prior consent of the Commission and in violation of Section 310 (b) of the Communications Act," the decision charged.

In commenting upon testimony relative to KSVC's program service under the commission, the decision noted that "we do not overlook the fact that the Commission has expressed its satisfaction with the program service rendered by station KSVC . . . the fact that KSVC is the only station located in Richfield and that a need appears for that service. But the conclusion reached here leaves another alternative than to deny this application for renewal of license."

CANADA AWARDS
CAAE Winners Announced
AWARDS OF THE Canadian Assn. for Adult Education for radio programs went to Canadian stations throughout Canada. Canadian Broadcasting Corp. network programs tared at CBC stations won most of the network awards. In non-network classifications, CKRC Kitchener, won the community service award; CJOR Vancouver won the community service award. CBC stations also won most children's class program awards and a number of regional community awards. Maurice Rosenfeld Memorial Award, a gold key, for the most promising newcomer to radio, went to Toronto musical arranger Jack Kane, for work program Star Time. Award was made in memory of Joe Rosenfeld, former radio director of MacLaren Adv. Co. who helped many Canadian youngsters get a start in radio.

BMM Canada Meet
KEN SOBLE, CHML Hamilton, will be introduced as the new director of BMI Canada Ltd. at a directors meeting of the organization being held June 25, at Toronto. The agenda has not yet been announced.

A SUDDEN gust of wind recently snapped off a tower being constructed for KLYC Loveland, Col. At the time it is crashed, the 399-foot pole had reached 160 feet. The tower frames Mt. Massive, lofty peak of the Rockies.

HAMTRAMCK
Two AM Bids Refused
FINAL decision was announced by FCC last week to deny on technical grounds both applicants competing for a new AM facility at Hamtramck, Mich., namely Hamtramck Radio Corp. and Atlas Broadcasting Co. Assignment sought was 500 w daytime on 1440 kc, directional.

Earlier, Hearing Examiner Hugh B. Hutchinson proposed to grant the Hamtramck Radio Corp. application and to deny the bid of Atlas. [Broadcasting • Telecasting, July 10, 1950].

In its final ruling, the Commission concluded the proposed directional antenna of Hamtramck Radio failed to meet the minimum requirements of FCC's standards, while concluding that the station proposal would result in substantial interference to WBCM Bay City, Mich.

Hamtramck Radio is headed by Charles S. Gray, former salesmen for WJBK Detroit, who is president, and 6.5% owner. A 20% interest is held each by Frank E. Pelegut, one-third owner of W:bgk Oak Ridge, Tenn., and 39% owner KSTL St. Louis, and Lynne C. Smoby, Washington consulting engineer, who respectively are first and second vice presidents. There are seven other stockholders.

Equal owners of Atlas Broadcasting are Dr. Stephen S. Skrzycki, mayor of Hamtramck; Stanley Forinoanni, uncle of Dr. Skrzycki and local businessman, and Casimer Zbierski, office manager of Wayne County Dept. of Social Welfare.

Annoyance Show
WOCJ Colonville, Pa., produced a 4½-hour Special to 60 when the nearby town of Gap celebrated its 250th anniversary in mid-June. The show was sponsored by merchants and businessmen of Gap, historic town in Lancaster County, Pa. Included on the special show was a description of the anniversary parade, and a recording broadcast of the dedication of a new firehouse and new fire-fighting equipment.

NY HEARINGS
Hill Red Probe Continues
NEWS media have "magnified beyond proportion" what few reports have been gathered by Senators studying subversive or Communist elements in the radio-TV industry. Sen. Willis Smith (D-N. C.) told Broadcasting • Telecasting last week.

The group that has been conducting "top-secret" hearings in New York is the Senate Internal Security Subcommittee, an investigatory arm of the Senate Judiciary Committee [Broadcasting • Telecasting, June 25, 1951].

It was learned that the hearings which were reported by the radio and press were the second in a series. According to Sen. Smith other hearings may be held, not necessarily in New York.

The North Carolinian said the committee's scope was not restricted to labor, entertainers or other groups within the industry but that the investigations are part of an overall study of the Communist question. "The committee in its objective had to start somewhere in gathering information," the Senator said.

At present the subcommittee is shifting testimony it has received regarding alleged Communist activity. Sen. Smith refused to say how much has been gathered on such alleged activity in the radio-TV field.

While he admitted that a few witnesses or "informants" testifying before the committee in New York were associated with the media, he pointed out that that fact does not indicate necessarily that that full-scale probe of the industry will be conduced.

From other sources, it was learned that most witnesses appearing before the subcommittee were submitted by some persons volunteered information.

Some witnesses have been helpful and had specific evidence to give. Some, however, had only general information or "hearsay" to give to the investigators. Sen. Smith directed the New York hearings.

LIBEL and SLANDER
Invasion of Privacy Plagiarism-Copying-Infringement INSURANCE
For the wise Broadcaster OUR UNIQUE POLICY provides effective protection. Surprisingly inexpensive CARRIED NATIONWIDE For details & quotations

Employers Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

Page 98 • June 25, 1951
TRI-STATE AREA
Evansville Show A Success

TELEPHONE communication between an Army sergeant and his mother and sister bridged the distance from Tokyo—5,147 miles of transoceanic cable—and provided the basis for a recent edition of the weekly Evansville Story on WJFP Evansville, Ind.

The occasion was another in a series of programs designed by the station as a community relations vehicle for the tri-state area of southeastern Indiana, northern Kentucky and southwestern Illinois. Program has been sponsored since last November by the Evansville Works and Refrigeration Div. of International Harvester Co.

The Evansville Story highlights the week’s news in the tri-state area as well as activities of local people away from home. Other features are on-the-spot reports by

CBC BOARD

Governors Hold June Meet

REQUESTS FOR share transfers, emergency transmitters and one increase in power were heard at the June meeting of the board of governors of the Canadian Broad-casting Corp., held June 22 at Ottawa. CKVD Val d’Or, Quebec, asked for a power increase from 100 w to 250 w on 1290 kc. Emergency transmitter licenses were requested by CHSJ St. John, CJOR Vancouver, CJJOY Guelph, and CFRN Edmonton. Broadcast pick-up licenses were requested by CFCP Montreal, and VOCLM St. John’s, Newfoundland. Change of ownership control of CJRW Summerside, P. E. L., was requested, and share transfers were requested for eight stations.

Sarnoff Family to Europe

BRIG. GEN. David Sarnoff, board chairman of RCA, and Mrs. Sarnoff, together with their son, Robert W. Sarnoff, NBC vice president and director of unit productions, and his wife, left New York last week for a six-week business and vacation trip to England and the Continent, where Gen. Sarnoff will visit RCA offices.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

On hand for special broadcast of Evansville Story are (1 to r) Mr. McLean; Mrs. Afro Malone, mother of Sgt. Bill Malone, and Sister Rachel; and Mrs. Pauls. • • •

with actual voices of people in the news, human interest stories and special background material. Sponsor reports tremendous public reaction from the show.

Series is written, produced and narrated by Jack McLean, WJFP’s program director, and reports compiled by Verne Pauls, station’s special events director. Other broadcasts have included an $8 million fire that swept downtown Evansville and an actual combat report of a battle led by an Evansville officer.

KECA MARATHON

 Held for Cancer Hospital

FIFTEEN hour marathon on KECA-AM-TV Los Angeles, under auspices of the Greater Los Angeles Press Club, for the benefit of the City of Hope new cancer hospital at Duarte, Calif., brought in a total of $146,379.90 from “phone in” and contributors.

This does not include contributions which have been and will be mailed in as result of the simulcast, according to ABC and hospital fund officials. Marathon started at 9:30 p.m. June 9 and continued through to 12:30 p.m. the following day without a break. More than 300 radio, television, film, stage and night club personalities appeared on the program. The new free non-sectarian hospital opens July 2.

MEDIA COSTS

Canadian Groups Set Pact

EXPECTED battle over the Canadian broadcasting industry’s promotion comparing the cost of radio to newspapers and magazines (Broadcasting • Telecasting) May 28] did not materialize at a joint meeting at Toronto last week between directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. It was decided at the joint meeting that future promotion of all media should sell each medium on its merits and not attempt to disparage other media.

All media realize that this is authenticated and tested research,” stated Jim Allard, CAB general manager, in commenting on the decision. Advertisers, he pointed out, are asking for more research all the time. Pressure from newspapers, television stations, radio stations, CAB research, showing radio the cheaper buy for advertisers, brought about the meeting. Newspapers had threatened to withdraw their stations from CAB membership. It is understood that the research which brought about the complaint is not to be further circulated.

CAB directors meeting following the joint session discussed the recently-issued Royal Commission report and appointed a committee to consider further moves of the industry in light of the report’s findings against a separate independent regulatory body.

Committee members are Harry Seggel, CFNB Toronto; W. Burgoyne, CKTB St. Catherines; William Guild, CJOY Lethbridge; Henri Lepage, CHRC Quebec; Ralph Snelgrove, CKBB Barrie, and Malcolm Neil, CFNB Fredericton.

The CAB board also decided to pay its full fees to the Inter-American Assn. of Broadcasters “in recognition of the important part it is doing for free enterprise broadcasting.”

CJON St. John, Newfoundland’s new 5 kw station, was admitted to membership. The agenda for the 1962 annual meeting was adopted in principle and a silver tray was presented by CAB to William Guild, CJOY Lethbridge, for his work over the past two years as CAB board chairman during sittings of the Royal Commission.

WOW TOUR

Reservations Pour In

MAL HANSEN, farm director for WOW Omaha, said last week that one week after first announcement of the WOW East Coast Farm Study Tour, 125 farmers sent in $50 checks for reservations and 206 additional inquiries were made.

Mr. Hansen announced the fourth annual tour on his show, Farm Service Reporter, and repeated it for six days. Cost of the tour to the East Coast and eastern Canada will be $500 per person (Broadcasting • Telecasting, June 18). Bill Wiseman, WOW promotion manager, said that response this year was nearly double that of last year.

WKOK Facilities

IMPROVEMENT in technical facilities of WKOK Sunbury, Pa., resulting in service to additional persons both day and night, has been given recommended approval by FCC Hearing Examiner J. D. Healy, an independent decision issued June 12. No change would occur in WKOK’s operating assignment of 250 w fulltime on 1240 kc. Examiner Bond would grant the station approval to install a higher antenna and enlarging the ground system. Minor additional interference would occur to WBAX Wilkes-Barre and WHUM Reading, Pa., but these stations have not objected, it was noted.

Rose Bowl Bids

RADIO and television coverage of Pasadena Rose Bowl football game will go to the highest bidder, the Tournament of Roses Assn. and Pacific Coast Conference announced June 16. Bids will be accepted from July 1 to 31 and may be on basis of one, two or three years. Radio network sponsorship will be restricted to one advertiser. Multiple sponsors are acceptable for TV.

Key to a 
$6 Billion
Market

The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America’s Third Market
Represented by the Katz Agency
June 15 Decisions

** ACTIONS ON MOTIONS BY CHAIRMAN COY **

Public Service Radio Corp., Balt.—Denied request for waiver of 10-day requirement of Sect. 1.504(e) of rules, and for correction of transcript of oral argument re applications of Public Service Radio Corp. of Balt., and that of WHAI Baltimore.

** June 15 Applications **

** ACCEPTED FOR FILING **

AM—1290 kc

WRK West Palm Beach, Fla.—To increase D power from 5 kw to 5 kw and change from DA-DN to DA-DN etc.

Modification of CP

WGAF Atlanta, Ga.—To operate CP new AM station for extension of completion date.

KUTE Glendale, Calif.—To modify CP new FM station to change ERP from 9.9 kw to 11.4 kw and change ant. system.

License for CP

WPAB Ponce, P.R.—License for CP to change power.

** APPLICATIONS RETURNED **

WILE Cambridge, Ohio—Returned application for authority to operate power by direct measurement of ant. power.

** June 18 Applications **

** ACCEPTED FOR FILING **

KLIF Dallas, Tex.—License for CP to increase D power and install new tower.

KIJI-FM Seattle, Wash.—License for CP new FM station.

Special Edition

WMGM New York and the Brooklyn Red Crook last week issued a special edition of their manual, “Care and Protection of Dodger Fans”—upon request of the New York City Health Dept.—for fans attending May 28 game at Baseball Game in New York today (Monday).

FCC actions JUNE 15 THROUGH JUNE 21

- Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new stations and transfer applications.

- Modifications of CP

WIBA-FM Madison, Wis.—Mod. CP new FM station to change ERP etc.

License Renewal

WFAH Alliance, Ohio—Request for renewal of license.

** APPLICATIONS RETURNED **

WRZ Crystal River, Fla.—Returned application for assignment of license of record to Payne on the AM to Glenn M. Gravitt.

Fl. Waton, Pa.—Returned application for change of CP new FM station from 930 kc 25 kw un. tendered by WFTW Inc.

Modification of CP

WCTV New York, N. Y.—Licensed to WPPI-AM for change of CP new AM station on 1370 kc 500 kw w.

June 19 Decisions

** BY THE COMMISSION **

** WAUD Durham, N. C.—Granted authority for 30 days from June 15 to operate with temporary DA arrays and night power reduced to 500 kw. **

** WAUX Easton, Pa.—Granted authority for extension of 30 days from June 11, N. J., and booster station to remain silent. **

** BY THE SECRETARY **

WRPC Minneapolis, Minn.—Granted CP to move vertical ant. approx. 1200 ft. and make changes in ground system.

Barrows Tashjian, Inc., N. Osgood, Ind.—Granted CP for TV intercity relay KSC-57 to be used with WTVF (TV) Bloomington, Ind.

WXJ Jackson, Tenn.—Granted CP to change to new site ant. of main trans. on 1340 kc 250 kw.

KSMN Mason City, Iowa—Granted CP to install new radio trans.

WERL E. Rainelle, W. Va.—Granted mod. CP for approval of ant. trans. and make changes in main ant. system.

WPEN Philadelphia, Pa.—Granted mod. CP for extension of completion date to 11-31-51.

KWBNF San Francisco, Calif.—Granted mod. CP for extension of completion date to 10-23-51.

** KCRO-FM Des Moines, Iowa—Granted CP for extension of completion date to 9-24-51. **

** WNBO Chicago, Ill.—Granted license for TV station with 4.69 kw vts. 2.4 kw aur. **

** KNBH Los Angeles, Calif.—Granted licenses for TV ant. height 3013 ft. **

** WSTR Sturges, Mich.—Granted mod. CP to change main ant. and change type of trans.; cond. **

** KCME Granite City, Ill.—Granted mod. CP to change studio location and change type of trans.; cond. **

** WNFR New York N. Y.—Granted CP for approval of ant., trans, location, specification of main studio location, and make changes in trans.; cond. **

** WJFR-FM Hagertown, Md.—Granted mod. CP for extension of completion date to 5-5-51. **

** WFBW Washington, N. Y.—Granted CP for non-commercial FM station; Ch. 210. 108.5 kw. **

** KTJO-FM Ottawa, Kan.—Granted licenses for non-commercial educational FM station; Ch. 201 (86.1 mc) 10 kw. **

** KQDE Fergus Falls, Minn.—Granted mod. CP to change type of trans.; cond. **

** WJR Cleveland, Ohio—Granted CP to make changes in trans.; cond. **

** WPNI Cleveland, Ohio—Granted CP and license for receiving station. **

Following stations were granted mod. CP by the Commission as indicated: WABA Aguadilla, P. R. to change studio to WPAB, New York and a station in Mississippi to WPAC, Va. to 11-15-51. cond. WENF W. York, Tex., to 12-15-51; cond. WHEN Syrman, Lake City, Minn., to 10-15-51.

** ACTIONS ON MOTIONS **

By Chairman Coy

American Broadcasting Institute—Accepted in evidence and duly filed, ex. #1 relating to proposed notification of intercity relay of Disaster Communications Service, in matter of providing for a radio-relay service, etc.

By Commissioner Webster

KWHB New Orleans, La.—Granted petition to accept petitioner’s late application for license of KSMN Mason City, Iowa, and KSMJ Miami, Fla.—Granted petition to accept late application.

By Commissioner Johnson

KCDG Centerville, Iowa—Granted (1) petition for admission of new call letters to change of KSMN Mason City, Iowa, and (2) granted permission to leave a station to change of location of KSMN Mason City, Iowa, and (3) granted permission to accept late application in this proceeding.

By Examiner Basil P. Cooper

KTHE Hot Springs, Ark., and KGHR Texarkana, Ark.—Filing of application to revise pattern DA to be used by station operating in Little Rock, Ark., as proposed; (2) denied petition to approve change of hearing date and in alternative to take depositions of officers and stockholders of applicants, (3) granted petition of KGHR for leave to amend application to correct error in filing general and physical coordinates of proposed ant. (4) recommended to the Commission, pursuant to provisions of 47 CFR 245 of rules, for hearing; and procedure, petition of WNOE to dispose of its application.

Robert C. Crabb, Los Angeles, Calif.—Granted petition to accept proposed

SERVICE DIRECTORY

** COMMERCIAL RADIO MONITORING COMPANY **

** FREQUENCY SURVEY **

“A reliable service for over 18 years” For immediate service phone.

JACKSON 5223

P. O. Box 7037 Kansas City, Mo. **
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY  
Executive Offices  
National Press Building  
Offices and Laboratories  
1329 Wisconsin Ave., N. W.  
Washington, D. C. 40Aums 2414  
Member AFCCE*

COMMERCIAL RADIO EQUIP. CO.  
Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG.  
D. I. 1319  
W. A. BOX 7037  
J A C K S O N 5302  
KANSAS CITY, MO.

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26 Years' Experience in Radio Engineering  
MUNSEY BLDG.  
REPUBLIC 2347  
WASHINGTON, D. C.  
Member AFCCE*

McNARY & WRATHALL  
906 National Press Building  
Washington 4, D. C.  
District 1205  
Aptos, California  
Aptos 3522  
Member AFCCE*

GEORGE C. DAVIS  
501-514 Munsey Bldg.  
Sterling 0111  
Washington 4, D. C.  
Member AFCCE*

Gautney & Ray  
Consulting Radio Engineers  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7777

WELDON & CARR  
WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas  
Seattle, Wash.  
4212 S. Buckner Blvd.  
4742 W. Revner  
Member AFCCE*

JANUARY 1951  
CONSULTING RADIO ENGINEERS  
EXECUTIVE NEWS ISSUE

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Craven, Lohnes & Culver  
MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
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RUSSELL P. MAY  
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Kellogg Bldg.  
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LYNNE C. SMETY  
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AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES  
Broadcast, Communication  
and Television Systems  
One LaFevre Lane, New Rochelle, N. Y.

June 20 Applications . . .  
ACCEPTED FOR FILING  
CP to Replace CP  
KFD Anchorage, Alaska—CP to replace expired CP to change frequency etc.

AM—630 kc  
KYMA Marfa, Ark.—RESUBMITTED application for CP to increase power from 1 kw to 3 kw and install new tower etc.  
Modification of CP  
KNBR North Platte, Neb.—Mod. CP for new AM station for extension of completion date.

KWNO Columbia, Mo.—Mod. CP for new AM station for extension of completion date.

WGSF-AM Miami, Fla.—Mod. CP for new AM station for extension of completion date.

WTVB-AM Coldwater, Mich.—Same.

WAZL-AM Hazleton, Pa.—Same.

WFBH-AM Greenville, S. C.—Same.

WLM-AM Buffalo, Va,—Same.

WCMU-FM Cumberlands, Md.—Mod. CP for new FM station to change ERP from 2 kw to 1.2 kw, ant. height from 1440 ft. to minus 28 ft., trans. site to Williams Rd. and East City line, Cumberlands, Md. etc.

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Classified Advertising
Payable in advance. Checks and money orders only.

Situations Wanted (Cont'd)
Now see this! Experienced time sales- man. Twenty years oned five figure salary. College graduate. Five years experience. Excellent qualifications to be your commercial or sales manager. Contactiki.

Manager-chef, 16 years experience in management, sales and engineering. Excellent management, plus economic operations. FM-AM- TV- newsmaster, presently employed. Box 47K, BROADCASTING.

Manager-commercial manager with production background. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest in your control in AM operation. Prefer truck market. Box 132K, BROADCASTING.

Commercial manager, clean record, referred by agency. Has contacts in all Marina to 20 years old, 180K. Box 85K, BROADCASTING.

No experience, but previously experienced in all phases of good clean radio. Widely recognized 250 watt network affiliate and 1 kw independent. 22 years old, married, one child. Best references furnished. Hired from all others. Contact your sales manager. Box 1000, BROADCASTING.

Manager-sales manager. 20 years radio TV experience in all phases of business. Currently employed large company in large non-radio market in city east. Box 122K, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen
Aggressive, personable, go-getter with advertising knowhow. Six years commercial experience, plus radio station manage- ment. Desire company with metro- politan base. Has contacts with top sales rep. Consider managerial smaller market or station. Well known. Box 45K, BROADCASTING.

Manager with complete radio background from station on to station in sales, sales promotion management, station relations, sports, writing, producing and production transcription including television. Excellent written and or- ica-tional organization. Perfect record, family-man. Presently employed at $1000.

My record tells why I'm your man. Selling experience includes all phases broadcasting. Opportunity over $5000 waver or over increased salary. 25 years old, 5 years experience. Like to work in West. Box 103K, BROADCASTING.

Manager, network station. Excellent references, presently employed. Box 14K, BROADCASTING.

Situations Wanted (Cont'd)

Managers-

Manager-sales manager, 20 years com-

Manager, 16 years experience in management, sales and engineering. Excellent production and technical skills, plus economic operations. FM-AM- TV- newsmaster, presently employed. Box 47K, BROADCASTING.

Manager-commercial manager with production background. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest in your control in AM operation. Prefer truck market. Box 132K, BROADCASTING.

Commercial manager, clean record, referred by agency. Has contacts in all Marina to 20 years old, 180K. Box 85K, BROADCASTING.

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Manager, network station. Excellent references, presently employed. Box 14K, BROADCASTING.

Managers-

Manager-sales manager, 20 years com-
Situations Wanted (Cont'd)

Versatile announcer, disc jockey 1 year 16 hours per week. Will travel. Disc and photo. Box 76K, BROADCASTING.

Experienced woman announcer-copier. 16 years experience. Excellent references. Versatile background. Box 79K, BROADCASTING.

Demurrer to stational. Experience speaks for itself. Hear me. Box 80K, BROADCASTING.

Attention: Northeast program directors; announcer-declay, 4 years experience, 3% air time. Will trial. Box 81K, BROADCASTING.

I would like to audition in person at midwest station offering real future to announcer. Will give 10 years experience with all phases of radio including sales. Top newscaster and editor with 13 years announcing background wants permanent sales. Frequently employed 50,000 watt station. Available upon request. Box 82K, BROADCASTING.

California stations! Employed senior announcer, emcee, disc jockey, good morning show. Box 83K, BROADCASTING.

Capable young man desires steady radio work in company with all phases of radio. Strong on staff and ad sales. Will work 40 hours per week. Box 84K, BROADCASTING.

Young man, age twenty-three, single, new college graduate with 1 year in AFJS and 1 year in commercial broadcasting. Currently working. Now working in southwest. Good on news, commercials, etc. Audition tape available. Box 85K, BROADCASTING.

Kas key man - over 4 years. All staff duties and special events. Presently with station in west coast college. Will travel, prefer east coast. Box 86K, BROADCASTING.

Continual improvement program manager. Seven years experience all phases of programming, writing, directing, editing, play-by-play sports events. Experience includes complete knowledge continuity writing, program management, and in congenial atmosphere. Member of Kiwanis international. Box 87K, BROADCASTING.

Step! Dirt cheap! Draft exempt young man desires to train as announcer or combo man, also learn continuity. Disc and photo. Box 88K, BROADCASTING.

Producer wanted. Facility writing and editing, play-by-play sports events, voices of sports. Box 89K, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-disc jockey also studio director. Will work 40 hour week. Has license, draft exempt. Willing army discharge. July 1. Desires work within 100 miles of N.Y.C. Mr. Ed Kowalski, Box 90K, BROADCASTING.


Technical

Twenty years experience, highly qualified. Payment $4000 minimum. Box 94K, BROADCASTING.

Chief engineer-16 years experience in design and construction. Excellent references, presently employed, family. Box 95K, BROADCASTING.

First phone. Married, two children. Will operate station. Experience in operation and supervision. Will work 5 kw CBS affiliate. Studios, transmitter and complete radio or television, studio and control, desk. Excellent references. Prefer Miami. Box 96K, BROADCASTING.

Chief engineer with 20 years experience, unusual qualifications. Excellent references. Only list. Box 97K, BROADCASTING.


First class phone engineer-CREI student craving soothing retreat in air conditioned studio. Complete experience. Prefer college or Oregon Box 99K, BROADCASTING.

First phone. Seeking combination. Experienced, college graduate, has operated, California or Oregon. Box 100K, BROADCASTING.

Transmitter engineer now employed. Six years experience one station operating, engineer in permanent connection with progressive station. Prefer California or Washington. Experienced in announcing shifts and write copy if necessary. Will work 5 kw. Box 101K, BROADCASTING.

Chief or technician. Broadcasting or postural experience a must. Four years experience broadcast. Eleven years experience one station. Will work 5 kw. Box 102K, BROADCASTING.


First class radio engineer. Experienced all phases 5 kw. In permanent position. Transmitter experience. No need consider. Will work 5 kw. Box 104K, BROADCASTING.


Situations Wanted (Cont'd)

Production-Programming, Others

There's no freeze on ability! Available now, program executive midwest TV station. 6 years station, network, agency experience. Seeking wider opportunity with progressive TV organization. Box 106K, BROADCASTING.

For Sale

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107K, BROADCASTING.

Truscon H-30 256 foot tower GE 2- bay FM antenna. 1 kw GE FM transmitter. 4 channel Collins-Wr remote amplifier model G-B, control panel. Contact W. A. Parks, Wheaton, Ill. Box 108K, BROADCASTING.

Program director experienced. All phases including publicity-promotion. Professional training, 10 years experience. Box 109K, BROADCASTING.

Continuity writer. Young, male, single, 4 years experience. Has experience with 5000 watt, Eastern position preference, prefer large city. Box 110K, BROADCASTING.

Staff announcer—thoroughly experienced. Write Box 111K, BROADCASTING.

Have a bellyful of copywriting after one year copy and announcing. Seeking an opening with a small school, exempt. Walt DePauw, WABY, Wayneboro, Va.

Western Electric limited, model 1126-C, in perfect condition. Price $395. Also, brand new FM, KEI model 676-B in original factory carton. Price $595. Contact me if you have information concerning information available on either item. Address: Excello Station, WCN, Mt. Pleasant, Michigan.

GE 250 watt BT-1A-1 transmitter, GE FM monitor, single GE FM disc-out, GE model 4-FA-1AK line equalizer, 100 lbs. 2100 ft. drawn bare copper wire, 2,500 spools 22 gauge or any item, available result of merger. Box 112K, BROADCASTING.

300-ft., 4 leg, self supporting Blawn-Know tower, complete with insulators and all lighting equipment. Available now in excellent condition. Good for TV, TV, can write or wire Ken Given, WLSB, Evergreen, Kansas.

RCA 1 kw FM transmitter, 2 section pylon, Hewett Packard FM monitor, 6 ft. Truscon tower. Combination price: $5,000.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Will buy unprofitable station from pres or drop. Prefer Chicago west of Illinois. Will buy any good one kw transmitter, air cooled. Contact KTBN, Wichita Falls, Texas.

Wanted to buy: 250 watt FM transmitter. Prefer RCA or GE. Must have name and bay. WVOP, Vidalia, Georgia.

10 kw FM transmitter. Must comply with FCC specifications. Write Univ. of Wisconsin Purchasing Dept, Madison, Wisconsin.


Help Wanted

Salesmen

WANTED—Experienced salesman for New York office of leading radio and television station representative. Send complete resume including picture, references and salary requirements to Box 65K, BROADCASTING.

Wanted to Buy

Stations

FLOREDA

Three men: top level radio management, engineering and sales, looking for large or small market radio station in Florida. 250 watt up. Fulltime, day or network. Ready to act. Cash Bowing Green, Kentucky.

BROADCASTING.
ROYAL FAVORED
Jack Blume Cleared

REVISED initial decision to grant a new AM station at New Orleans on 1450 kc. WNOE is full-time to Royal Broadcasting Corp. has been reported by FCC. Competitive bid of Gretna and Lower Coast radio stations to WNOE was denied on grounds it is not qualified to be a broadcast licensee [BROADCASTING * TELECASTING, June 18].

FCC also struck from the record "as sham and scandalous" certain accusations in a protest of recent FCC Hearing Examiner Jack P. Blume made by New Orleans Attorney Maurice B. Gatlin, whom FCC said had arranged for formation of Gretna and Lower Coast. The Commission also dismissed petitions by Mr. Gatlin directed against the earlier initial decision of Examiner Blume which recommended granting the new applicant's license to WJMR there, now most since WJMR subsequently withdrew its application for the assignment [Broadcasting * Telecasting, Sept. 38, Oct. 9, 1960].


Principals in Gretna and Lower Coast include: Armass N. Livadie, hotel and apartment interests, president and 40% owner; Abraham Solomon, real estate investments, vice president and 40%; and Charles A. Schmid, with Gulf Radio School and formerly with WJBW New Orleans, publicity-general manager and 20% owner.

SSB POSTS FILLED
Rothschild, Others Named

APPOINTMENTS of V. Henry Rothschild II, New York attorney, as chief legal counsel and of other key persons to the newly-created Salary Stabilization Division of the full Salary Stabilization Board were completed and announced last week by Joseph D. Cooper, executive director.

Mr. Rothschild will direct a group charged with the responsibility of executing full board policies designed to administer the equitable treatment of re-tivatives as that given to employees falling under the Wage Stabilization Board. Mr. Rothschild has been active in the Bar Assn. of New York and until 1949 was associated with the New York law firm of Root, Clark, Buckner & Ballantine. Other appointments included David R. Roberts as economic consultant; Jesse Robinson, executive assistant, and William Haggard, director of public information.

RESEARCH ROLE
Engstrom Tells Methods

AN EFFECTIVE industrial research staff "is one where all members respond to originality, where all members have some degree of originality and where a portion are highly creative," Dr. E. W. Engstrom, RCA Labs vice president for research, stated at the second annual conference on industrial research at Columbia U. in New York.

Stressing originality and character, plus scientific training, Dr. Engstrom said that scientific inquisitiveness which produces progress seemed to require an atmosphere of discontent with the current order of things, accompanied by an unceasing improvement and enhancement.

He said that integrity of purpose in research is vital. "Nature is a cruel and ex-ecuting task when it comes to technical or scientific accuracy and honesty," he said, and added that "reliability in prosecuting a work program is rarer than one might think and is richly rewarded."

Industry Statistics


Section B of the book contains data for the broadcast networks, and AM, FM and TV stations. Complete volume is $1; Section B separately is 25¢.

AGRICULTURE "is more of a 6 market for the products of radio sponsorship than ever before and farmers must take advantage of mechanical farm aids to survive inroads on profit, Howard Doane, Doane Agricultural Service, told the spring meeting of the National Assn. of Radio Farm Directors in St. Louis June 12-15.

Sessions were devoted to a study of current economic trends rather than programming, Dr. Root, KVOS Tulsa, Okla., who presided over discussions.

Climax of the three-day meeting was the presentation of an honorary membership in NARFD to Vice President Alben Barkley. Presentation was made by Phil Alampi, WJZ New York, president of the association. Local meeting arrangements were handled by the St. Louis Chamber of Commerce, Mansano Agricultural Co. and Ralston Purina Co. and Doane Agricultural Service, of which Mr. Doane is board chairman.

A large market was added to the regular压制

BROADCASTING * Telecasting

EARTHQUAKE relief for San Salvador victims is discussed by "Little Bill" Stanley (r), conductor of Happiness Exchange on WNOE New Orleans, and Mayor delenasso S. Morrison. The Weather Bureau's San Francisco office was cited as an aspect of our individual citizens' right to know. Mr. Stanley on his early morning show, snowballed into a citywide drive when the mayor proclaimed a "Sel- vadoran Relief Week" and urged all citizens, via radio, to contribute to the project.

HIGHWAY SAFETY
More Media Support Asked

GROWING interest in highway traffic safety is evidenced by the increased cooperation of radio and television programs. According to W. J. Scripps, Detroit radio-news paper executive, and chairman of the public information committee, President's Highway Safety Conference.

Pointing to the need for still further cooperation, Mr. Scripps said that television stations would be increased degree of highway safety publicity through local advertising. The committee drafted a recommendation for possible en- dorsement by the conference to ask advertisers to make wider use of television to promote highway safety.

Radar for Weather

EXPERIMENTAL authorization has been granted by FCC to Wil- liam J. Hartnett, doing business as Weathercasts of America, St. Louis, for operation of radar equipment "for the purpose of determining the exact location of rain area as an aspect of applicant's weather service."

Midwest

Small Market

$40,000.00

Large Market

$45,000.00

Profitable 500 watt, day- time operation in exclusive market in a city area. Doing very good volume of business. Financing ar- ranged.

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
Chicago
San Francisco
James W. Blackburn
Harold E. Murphy
Kay V. Hamilton
Washington Bldg.
Tribune Tower
235 Montgomery St.
Delaware 7-3155
Exhbrook 2-5472

BROADCASTING * Telecasting
Flash, Richard Diamond and Camel take a summer hiatus from their Wednesday 8-8:30 p.m. period, July 4-Sept. 30, with Bill Bartley and his sponsor, Mars, Inc., take a similar three-month lay-off from the same period on Friday. Ozzie and Harriet will begin their vacation starting June 29, but their sponsor, Heins, will continue in that Sunday night slot with A Life in Your Hands as its summer vehicle.

Mutual has reported an all-time high sale of its co-op news programs, which on June 1, of this year accounted for a combined total of 88,400 in New York, an increase over the 534 station sales of these shows on June 1, 1956. Program breakdown shows Cecil with 91 station sales this year as against 68 last year, Bill Cunningham with 84 to 47, Cedric Foster with 174 to 118, Robert Hurleigh with 79 to 18; Fullmore in (and now high for this 14-year old program) to 265; Mutual Newsreel with 84 now to 21 a year ago. Newsreel may soon be advertising Blatz beer on the network as station clearances can be obtained.

MBS Hiatuses
Two sponsors have vacated the Monday-Friday 5:30-6 p.m. period on MBS: Kellogg Co. dropping Mark Trail on Monday-Wednesday, Friday, and Mutual, Bill Hickok, Straight Arrow on Tuesday and Thursday, while Bonson has ended its sponsorship of Twenty Questions, Saturday, 8-8:30. Norexema today starts a six-week hiatus of its sponsorship of Gabriel Heather's Monday, 7:30-7:45 p.m. newscast.

CBS summer shifts include: American Tobacco Co., July 12; American Safety Razor Corp. Campbell-Milling Co., July 26, 1957; e. v. one-minute news; Animal Foundation dropped, July 1; Bill Hickok, July 5-8; Bob Trout, July 12; Carnival City, July 15-18; Colgate-Palmolive-Peet Co.'s Our Miss Brooks dropped, July 8-13; Curtis, July 30; Electric Auto-Lite, giving suspense series hiatus July 5-Aug. 3; General Electric Co., July 12; General Foods gives Peacemaker to Compassbustas and Hopalong Cassidy July 6-Sept. 15.

Other Network Changes
Hall Bros., valeted, Hallmark Playhouse June 7-Aug. 30; Letter Bros. dropping My Friend Irma June 26 and giving Las Mocas a lay-off July 2-Aug. 30; Litteg & Myers letting Bing Crosby out for the summer starting July 4; Longines-Wittnauer Watch Co. dropping Chet Huntley and David Brinkley, July 1-Sept. 10; Phil Regan, June 3 in a Sunday after- noon series on WCAU; Pittsburgh Mills taking a hiatus for Cedric Adams five-minute weekday afternoon spots, with Mutual Co. of America putting Julian Bentley in for the summer; WCAU and Procter & Gamble Co. dropping F B I in Peace and War June 28 and Red Stet- ton, June 4; Westinghouse Broadcasting Belish, Jack Smith and Lowell Thomas Vacations July 2-Aug. 4; Quaker Oats discontinued its weekday afternoon quarter-hour show; Pete and Lou will end June 22; Redux Drugs put Peggy Lee in the Acres of Tiffany spot, July 1; Bill Shackel, July 9 and taking a hiatus Aug. 5- Sept. 1; Bill Brokaw, July 24; Bob Hawk July 5-Aug. 20; Sterling Drug dropped Mystery Theater, July 8; Bill Shadel June 17, Sing It Again.

KDKA's FEAST
400 at Annual Barbecue

There is no beef shortage in Pittsburgh, according to some 400 agency men and clients that were on hand for KDKA's annual barbecue June 19. One of the main features, if not the main one, at that event was the site, as the cooking, serving and consumption of an 84-pound steer.

The big event, in its fourth year of running, also featured golf, bad- minton, volley ball, nose ball and horse shoe pitching for those who wished to participate. For those not athletically minded, it offered card games, old-fashioned ball ses- sions or just renewing old friendships with a tall drink.

Beside the beef, the guests enjoyed six sacks of potatoes, 30 gallons of cold saw, 100 dozens of rolls, 40 gallons of baked beans, 30 pounds of butter, five baskets each of radishes and green onions, six dozens of pickle chips and 50 gal- lons of coffee.

A drawing was held for prizes, ranging from golf clubs to fishing equipment. Topping off the evening was the big floor show.

The entire 14-hour event, except for the food, was handled by KDKA staffs.

According to a report appearing in The Bulletin, published annually following the gala event, the food that was eaten surpassed all expectations.

RCA Vacation Plans
RCA manufacturing plants in New York, Indianapolis and Canons- burg will each close at separate periods for employee vacations, Ralph C. Williams, Custom Sales Administration manager for RCA, Victor, announced. The New York plant, which handles transcription, slide film and miscellaneous custom record production, will close July 2-8; the Indianapolis and Canons- burg plants, which manufacture exclusively for commercial-type phonograph requirements, close June 29-July 15 and June 23-July 8 respectively. No shipments from the plants will be made during these periods.

Firm Shares Profits
CHECKS totaling $145,735.76 have been distributed to eligible em- ployees under a profit-sharing plan of the Packard-Bell Co., West Coast radio-telecommunication manufacturer. This regular midyear payment was timed for the annual vacation of plant employees, said Herbert A. Bell, president of the com- pany, who spoke at silver anniver- sary ceremonies at the Los Angeles plant. This was the largest distribution in the history of the profit-sharing plan. Next payment under the plan is scheduled for Dec. 14.

TRAUMATIC INCIDENT
An Address by President Harry S. Truman, commemorating the anniversary of the Korean War, will be carried by all radio networks today (Monday). MBS will carry the address from 2:25-2:35 p.m. from Tullahoma, Tenn., where he will dedicate an engineering project in honor of the late Gen. James H. Doolittle. Liberty plans to carry it at the same time. ABC, NBC and CBS will air the program by special recording from 11:30 to 12 midnight.

July 8

Other News

STARS SEARCH

WLW Cincinnati has completed a "Star Search" for talent with the cooperation of 183 theaters in five states. The station received WLW contracts and cash awards ranging up to $1,000. A total of $5,000 in cash and merchandise was di-vided among 10 finalists.

The station management "Star Search" as it filled their movie houses; WLW strengthened its contact with persons in the five-state area, and the station's talent was augmented by new things considered, it was felt by WLW to be a successful campaign.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Simon

MY MAGIC HEART

On Records: Howard Keel-Dave Rose—MGM 30378; Peggy Lee—Cap. 1568; Wayne King—Vic. 2014170; Vini Del Campop — Coral 60520; Tommy Dorsey—Dec.*

Soon to be released.

Broadcast Music Inc.

500 Fifth Avenue, New York, N.Y.
**FCC Actions** *(Continued from page 91)*

**APPLICATIONS RETURNED**

KOCS Ontario, Calif.--RETURNED application for renewal of license for 300 hours to use with 50 kW from 8 to 1250 lab. September 20, 1959.

WXMY San Antonio, Tex.--RETURNED application for renewal of license for 1000 lab. August 19, 1959.

KHTP Las Vegas, Nev.--RETURNED application for assignment of license to Caritas Broadcasting Co. September 20, 1959.

**Application Granted**

WPTF Raleigh, N.C. -- Granted application for renewal of license to WPTF, Inc. from 1060 k.w. to 1300 k.w. June 16, 1959.

**License Granted**

WTU (FM) Detroit, Mich.--Granted license to Detroit Urban Television Assn. to use 1050 MHz on a fulltime basis for new AM station w/100 kW. License Granted June 16, 1959.

**Designated for Hearing**

Harding College, Barry, Ark., and Edith Wood Sweeney, Barry, Ark.--Designated for hearing re application for renewal of license to WBN-B FM, 1040 kHz, 50 kW, untl. and as a fulltime station. Application Granted June 11, 1959.

**Application Pending**

KWHN Pasadena, Calif.--Pending re application for license to KWHN, Inc. to operate station KWHN-FM to remote control of station KNX, 1000 kHz, in Los Angeles, Los Angeles County, Calif. Application Granted June 11, 1959.

**Application Withdrawn**


**In Pending Hearing**

TV Applications

**MOUNTAIN View, Calif.**--TV-application for WMLP from California State College, Sacramento, Sacramento County, Calif. Application Granted June 11, 1959.

WPSF--Pending application for WPSF from Western Newspapers, Inc., to use 1500 kHz. Application Granted June 11, 1959.

**Call Letters Changed**

WJOX (AM) Birmingham, Ala.--Granted change of call letters from WJUH to WJOX. Order Granted June 11, 1959.

KQMT--Pending application for KQMT from Quinlan-Swanson Broadcasting Co., Inc., to use 1290 kHz. Application Granted June 11, 1959.

**Application Denied**

WIXM--Denied application of WIXM for right to use 840 kHz. Application Denied June 11, 1959.

**Order Returned**

KXCU--Returned order of KXCU, Inc. from receiving construction permit for KXCU to use 1440 kHz. Order Returned June 11, 1959.

**Non-Docket Actions**

**AM GRANTS**

WKBW Buffalo, N.Y.--Permit granted to use 1130 kHz, 150 kW, fulltime, on possible date. Permit Granted June 11, 1959.

WJR Detroit, Mich.--Permit granted to use 1250 kHz, 100 kW, fulltime, on possible date. Permit Granted June 11, 1959.

KNOE Ruston, La.--Permit granted to use 1130 kHz, 100 kW, fulltime, on possible date. Permit Granted June 11, 1959.

KDDY--Pending application for KDDY from Digital Design Corp., to use 1490 kHz. Application Granted June 11, 1959.

**Transfer Grants**

WCVI--Pending application for transfer of control of WCVI from WCVI, Inc. to WCVI, Inc. to use 1410 kHz. Application Granted June 11, 1959.


**License Granted**

WBSB--Pending application of WBSB from WBSB, Inc. to use 1290 kHz. Application Granted June 11, 1959.

**License Withdrawn**

KMBX--Pending application of KMBX for license to use 1290 kHz. Application Withdrawn June 11, 1959.

KQMT--Pending application of KQMT for license to use 1440 kHz. Application Withdrawn June 11, 1959.

**License Denied**

WITK--Denied application of WITK for license to use 1300 kHz. License Denied June 11, 1959.

**License Withdrawn**

KQMT--Pending application of KQMT for license to use 1440 kHz. License Withdrawn June 11, 1959.

**License Denied**

WQGL--Denied application of WQGL for license to use 1300 kHz. License Denied June 11, 1959.

**License Denied**

WPH--Denied application of WPH for license to use 1300 kHz. License Denied June 11, 1959.

**License Denied**

WUSTL--Denied application of WUSTL for license to use 1300 kHz. License Denied June 11, 1959.
Announced, officials said the management and direction of those operations would be unchanged. Yetron itself has been headed by Edward J. Lynch, a son of the late management's founder, Colin Lynch, who has been in control of the company's operations since 1960.

Columbia. Records are head by President James B. Conkling. He was elected to the CBS board two weeks ago along with Harvey Mostoff.

Akerman, who is in charge of network programs in Hollywood and is expected to have a prominent role under the reorganization [BROADCASTING • TELECASTING, June 18].

In the division of AM and TV operations of the network, speculation centered around J. Van Volkmer, as board president in charge of network sales, as possible head of the CBS television operations; Mr. Meighan for a similar role in radio; and President Hyman Schiff, vice president in charge of station administration, for head of owned-and-operated stations operations.

It also was said that CBS was considering bringing in at least one executive from outside the company to head one or more of the new divisions.

Whether all service units such as accounting, auditing, engineering, legal, press information and the like would be split into separate radio and TV units also appeared among the undecided questions.

Lee Lynch

Lee LYNCH, 49, Illinois Assemblyman and broadcast since 1957, died June 18 while serving in the state House of Representatives at Springfield. He narrated the half-hour Sunday show, Your Colle County Reporter, on WLBB Mattoon at the time of his death and was host of the program on WDZ Tuscola (now Decatur). Ray Livesay, WLBB owner, narrated a memorial program June 17 on which messengers from Gov. Adlai Stevenson and Representatives and Representatives were broadcast.

Deletions . . .

TOPAZ, a title date since Jan. 1: AM 17, FM 46, TV 6. New deletions, effective dates and reasons follow:

WGAY (FM) Silver Spring, Md.—Tri-Suburban Best Bg. Construction, permit expired; June 16. FAC 6,47. Occupation, TUSCO.

WCMW-FM Canton, Ohio — Stark Rex. Economic. FAC 57. Occupation, TUSCO.

WETM (FM) Woodstock, Ill.—North- ern Ill. Best Bg., license, June 12. Lack of interest and increase in television.

NATIONAL NIelsen RATINGS TOP RADIO Programs

Tulch U. World, with McLaughlin, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>City</th>
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<tr>
<td>1</td>
<td>Top Radio Theatre</td>
<td>Los Angeles</td>
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<td>New York</td>
<td>WABC</td>
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<td>3</td>
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<td>Los Angeles</td>
<td>KNOC</td>
<td>ABC</td>
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<td>4</td>
<td>Jack Benny Show</td>
<td>Chicago</td>
<td>WGN</td>
<td>ABC</td>
</tr>
<tr>
<td>5</td>
<td>My Friend Irma</td>
<td>New York</td>
<td>WOR</td>
<td>ABC</td>
</tr>
<tr>
<td>6</td>
<td>The Big Book of</td>
<td>New York</td>
<td>WNEW</td>
<td>ABC</td>
</tr>
<tr>
<td>7</td>
<td>The Bionic Woman</td>
<td>Los Angeles</td>
<td>KNOC</td>
<td>ABC</td>
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EXTRA-WEEK MIAMI, JUNE 13, 1952 EVENING, ONCE-A-WEEK NIelsen-RATING

<table>
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<td>The Big Book of</td>
<td>New York</td>
<td>WNEW</td>
<td>ABC</td>
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CD NETWORK

Truman Asks $20 Million

PRESIDENT Truman last Thursday asked Congress for a near $20 million outlay for the operation of a communications warning network which would implement broadcast stationing for the nation's civil defense preparation.

The request was contained in a letter to House Speaker Sam Rayburn calling for a huge expenditure on the basis that "enemy planes could drop bombs on our cities, no matter how good our defense may be." Included was a provision for $17,474,000 for federal operations, including the communications system and administrative expenses. Another $20 million would be used for stock-piling materials and equipment.

The communications equipment presumably would comprise air raid sirens, two-ways radios, and other emergency items which are earmarked for use in connection with civil defense procedure involving use of radio-TV stations for alerting state CD personnel.

Mr. Truman's request also included $250 million for grants-in-aid to states for shelter; $45 million plus in federal contributions to be matched by states for supplies and equipment; and another $20 million in working capital.

Betting Swindler

WARNING against swindlers was issued last week by Westinghouse Radio Stations Inc., who used a advertising space. Text of the advertisement says that "a7 unidentiﬁed person representing himself as a 'travelling employment agent of one of the Westinghouse radio stations' asks someone for an introduction to a 'bookie' so that he could put bets on the races. In some cases he has succeeded in victimizing his contact—in one case to the extent of $800. The ad states that Westinghouse is embarrassed by the improper use of its name and warns the public so that they can guard against such swindles.

STATE GROUP

Maryland Assn. Planned Formation of a Maryland broadcasters association, to include District of Columbia stations, was initiated last week. A planning session was held in Carvel Hall, following a regular meeting of the Chesapeake AP Radio Asso.

Charles J. Truitt, WBOC Salisbury, was named temporary chairman and president of the new organization, for which a name is yet to be selected. Mr. Truitt reported that he had solicited comments from more than 50 stations in the Maryland-Washington area and that response had been favorable.

The inclusion of District of Columbia stations was proposed by Robert C. (Jake) Embry, who also advocated immediate formation of the association. Joseph L. Brechner, WGAY Silver Spring, opposed the latter move, but was overruled. Mr. Brechner suggested that an organization committee first be set up before proceeding with formation plans.

Mr. Truitt was instructed to appoint a committee to set up the rules and framework of the association. He will be assisted by Jack Surrick, WFBF Baltimore. Further meeting tentatively was set for sometime after Labor Day.

The Chesapeake AP Radio session was presided over by Dennis Sartain, WWDC Washington, and WVOX New York City television stations.

Mr. Truitt's assistant included: Mr. Surrick, WFBF Baltimore. Another meeting tentatively was set for sometime after Labor Day.

The Chesapeake AP Radio Asso.

RUML TALKS ON RADIO

At APS Subscriber Conference FOURTH subscriber conference of Associated Program Service, New York, with APS Vice President Maurice Mitchell presiding and Charles B. Biebl, executive vice president, was attended by approximately 150 people. The conference was held for the purpose of exchanging ideas and information among stations.

Mr. Mitchell addressed the gathering and showed a film on "News Sales.

Also presented was a set of regulations on awards to be made to members for innovations in the field of local news shows. It was decided that members of the Virginia Assn. of Broadcasters, which already conducted such a successful and successful competition, would conduct a 10th competition.

Mr. Brechner was named to a special TV committee to study a like competition for local television newscasts.

Thursday afternoon, the delegates were taken on a cruise aboard the state yacht, Potomac, to view the new Chesapeake Bay Bridge.

FM SET DEMAND

RTMA-NARTB Session JOINT problems of FM stations and set manufacturers will be discussed June 29 in a session for NARTB and Radio-Television Mfrs. Assn., meeting at NARTB Washington headquarters. FM operators will explain results of a NARTB survey. An extensive survey for FM receivers which manufacturers are failing to meet.

RTMA conducted a separate survey and will reveal the results to FM station representatives. Among those representing RTMA will be John W. Craig, Croley Division, chairman of RTMA's FM Policy Committee; Glenn McDaniel, president, and James D. Secretary, general manager.

FORD FUND SURVEY

Land Grant Colleges Accept INVITATION by the Ford Foundation's Fund for Adult Education to conduct a survey of adult education activities among rural people has been accepted by Assn. of Land-Grant Colleges & Universities, Washington, according to Dr. R. F. Pool, president of Clemson Agricultural College.

Ford Foundation is considering a TV educational program research project to be conducted in cooperation with NARTB [BROADCASTING • TELECASTING, June 18]
NINE PANELS SET UP IN NTSC REORGANIZATION

REORGANIZATION of National Television System Committee into nine panels to coordinate development of new color TV system announced Friday by Dr. W. R. G. Baker, committee chairman. Formation of panels is first step following release June 4 of NTSC ad hoc committee report on standards for the "broad framework of a new composite system of color television" [BROADCASTING • TELECASTING, June 4].

Dr. Baker also announced appointment of Dr. Elmer Engstrom, vice president in charge of research, RCA Labs Div., as NTSC vice chairman. Others are Robert G. Jehl, Danahy Corp., and D. G. Fink, McGraw-Hill Publishing Co. Panel chairmen and vice chairmen are:


WFAA AM-TV COMPLETES STAFF REALIGNMENT

PERSONNEL reassignments and appointments at WFAA and WFAA-TV Dallas announced by Martin B. Campbell, general manager; Alex Reese, in charge of regional sales, assumes duties of assistant general manager; Alex G. Rand,formerly in sales, becomes network sales manager. WFAA radio station operations. Ralph W. Nimmons is assistant general manager and station manager of WFAA-TV.

Other WFAA-TV appointments: Ashley Dwan, program director; Ray Huffer, production supervisor; Ridgley Radney and Tom Palmer, assistant directors; Howard Anderson, director of film department; Alan Ham, assistant director of film department and music librarian. At WFAA-AM, Tom Brown, formerly in sales, becomes night program supervisor, with Norvell Slater daytime program supervisor.

N.Y. BAR ASSN. UNDECIDED

BAR ASSN. of the City of New York undecided Friday on representative it will select to appear before Senate Judiciary Committee on nomination of Comr. Freda Henssow to federal judgeship in New York southern district court. Louis Leob, chairman of association's judiciary committee, said he and Whitney N. Seymour, bar president, would attend if hearings are called (see early story page 28).

SEN. JOHNSON FAVORS JOINT EDUCATIONAL EFFORT

SEN. ED C. JOHNSON (D-Col.) said Friday he goes along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate hopes of educators with commercial TV operation in order to beat use TV on behalf of education now. If FCC can find way to blend these elements, "it will render a great service to the cause of education," Senator said.

Sen. Johnson's comments were contained in filing of additional comments with FCC on Commission's TV allocations plan. Education," he said, "will have all the advantages inherent in this new art with none of the terrifying burdens which fall upon the telecasters."

"I am not suggesting... any educational group [be precluded] from applying for a channel so long as they satisfactorily demonstrate they are financially qualified and otherwise able to operate a station," he said. "What I am trying to avoid is creating 'a dog in the manner' situation."

Citing educators' national campaign for TV allocations, Sen. Johnson said: "There has been some intense drum beating through the country designed . . . to get the Commission into reserving channels for non-commercial educational purposes." But, he said, few universities are "fit, willing and able" to operate a TV station. He suggested FCC impose condition in all TV licenses requiring certain amount of time be made available for educational purposes in public interest as sustaining feature.

FIVE MONTH GROSS FOR NETWORKS RELEASED

INCREASED gross radio billings for CBS and MBS for first five months of 1951, as compared with same period last year, reported by Publishers Information Bureau today (Mon.

Five TV gross billings showing increases of vast proportions for same period were shown for ABC, CBS and NBC-DuMont network, as in its custom, not reporting.

PIB figures in full as reported:

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>May</th>
<th>May</th>
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<td>CBS</td>
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<td>6,517,833</td>
<td>8,690,833</td>
<td>10,234,634</td>
<td>12,657,833</td>
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<td>1,768,818</td>
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<td>MBS-TV</td>
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<tr>
<td>NBC-TV</td>
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<td>Total</td>
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CENSUS URGES JOINT STANDARDS

BEST solution of problem of TV program standards lies in collaboration by all television broadcasters, CBS said Friday in statement following NBC's announcement of its new radio-TV broadcast standards (early story page 27).

CLOSED CIRCUIT

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prizes, which manages Mr. Lewis, sail for Europe July 15 on Ile de France, returning Sept. 7. Bob Hurleigh, WGN-MBS commentator, will fill in before July 15 for four weeks, and Mr. Lewis will broadcast from Europe last two weeks. Families will accompany them.

FCC TO ATTEND BRIDGEPORT UHF DEMONSTRATIONS

LATEST developments in UHF TV converters and receiving equipment will be shown to FCC delegation scheduled for demonstration at Stratfield Hotel, Bridgeport, Conn., June 29, Radio-Television Mfrs. Assn. announced. Showing scheduled upon request of FCC Chairman Wayne Coy to RTMA President Glen McDaniel.

At least 10 RTMA member-manufacturers reportedly ready to demonstrate equipment showing and demonstrating UHF TV receivers for UHF reception. John W. Craig, Crosley Div., Avco Mfg. Corp., handling arrangements, will be host at luncheon. Inspection of NBC UHF transmitting facilities and site accompanied with demonstrations of Saturday, if necessary.

ABC Plan

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offered by W. D. Rogers, KEYL (TV) San Isidro, Iowa; and Thomas R. Drachman, co-founder, Frontier Television Network, and sponsored by Harold Hough, WRAP-TV Fort Worth. It was adopted unanimously.

Committee, to be named soon by President Fellows, charged with immediate and thorough study of all aspects of TV program standards, including viewer studies if advisable. It will contact government, public, civic and other special groups. Finally, it will draft initial program for self-regulatory standards for autumn meeting. Committee will work closely with President Fellows, Justin Miller, board chairman, and Thad Brown, manager of NARTB Televising Division.

Paul Rabourn, president of Paramount Television Productions Inc. (KTAL Los Angeles), recalled six state censorship boards for movies had been set up prior to 1928 when film industry was in its early years. Since that time, more than 20 boards have been created, he said, but neither have any been abrogated.

"I would advise that we take to self-regulation immediately," Mr. Rabourn said. Child programs provide the chief problem, he said, recalling he had invited Los Angeles educators into KTAL to criticize this phase of schedule. "By doing this I think I will be more successful economically and I can hold my head higher if I can feel that I have never hurt a child," he declared.

"You must do your own educational broadcasting. Do it yourself or you're going to have it done for you," Mr. Rabourn told group while Judge Miller sounded similar warning. Others who took part in discussion included Harry Beanister, WWJ-TV Detroit; George R. Stover, Fort Industry stations; Nathan Lord, WAVE-TV Louisville; Dwight Martin, WLWT (TV) Cincinnati; Henry W. Slavick, WMCT (TV) Memphis; Leslie Johnson, WHBF-TV Rock Island; Campbell Amron, WTVT-TV New York; Mr. Damm, WTMJ-TV Milwaukee; Walter J. Damm, WMJ-TV Milwaukee; William Brooks, NBC vice president.

CROSLEY TO SHOW SLAVE UNIT

"SLAVE" unit for use with existing TV sets to receive CBS color programs to be demonstrated by Crosley Div. Avco Mfg. Corp., at New York Thursday, spokesmen announced Friday.

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