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

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

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

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

The Indian signals that broadcast the Jamestown landing of intrepid Captain John Smith prophesized, too, another pioneer event in Virginia.
Today the epic story of Captain Smith and his heroine Pocahontas can be told, in full picture and sound, to the people of Virginia via television.
In Richmond it can only be told over WTVR, now over three years old and still Richmond’s only television station.
Like Captain John Smith, Havens and Martin Stations lead the way. Twenty-five years of service by these First Stations of Virginia have made an indelible impression on citizens of the Old Dominion. It's an impression that pays off for advertisers.

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

FIRST STATIONS OF VIRGINIA
with

YANKEE PERSONALITIES
who give you ready acceptance in New England homes.

GO YANKEE
with

THE YANKEE HOME TOWN FOOD SHOW

featuring

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

and BILL HAHN
Yankee Radio and Television Personality

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

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

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.


PROPERTY U. S. AIR FORCE
NEW YORK BOARD of Regents, which made headlines in announcing it will seek 11 non-commercial educational stations, now reportedly has quietly trimmed its request to three stations. Study of costs involved, plus possibilities of cooperation with commercial stations, will determine whether it can accommodate teachers making less than janitors or elevator operators, or employ relations also involved.

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

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

UNDERSTOOD Time magazine has requested pending before Senate Crime Investigating Committee to sponsor future telecasts of hearings. For nartices sessions, crime committee votes a "Time's" bid. Does not close as yet on other hearing coverage.

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

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

EXCHANGE OF NOTES on revised U.S.-Mexican border TV allocations shortly will be forthcoming following week-long Mexico City conference of FCC Commissioner Rosel H. Hyde and Broadcast Bureau Chief Curtis B. Plummer with Mexican authorities. Amicable adjustment covers removal of two proposed assignments in Mexicali, Lower California, from Los Angeles stations 180 miles distance, with reduction of number of VIP assignments in San Diego from three to two. Mexico also relinquishes one Mexican assignment. Other changes along border involve interchange in assignments, giving Mexico better break on lower channels.

TV ACTIVITY picking up in Mexico. In addition to two existing stations in Mexico City, it's reported plans are under way for crop of TV stations along border, approximating coverage of U.S. stations on this side. Project under consideration is pushed by Emilio Azcarraga and Ramulo O'Farrel, Mexico City publisher and owner of second TV station in Mexican capital. Mr. Azcarraga himself contemplates two additional TV stations in Mexico City (Continued on page 90).
Population of Hush Puppy, Nebraska, DOUBLES in 6 Hours

By HAROLD SODERLUND
Sales Manager

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

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

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

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

Represented by FREE & PETERS Inc. — General Manager, HARRY BURKE
IN BIG TOWNS!
San Francisco    16.0
Louisville       21.7
Minneapolis      16.5

IN SMALL TOWNS!
Hattiesburg      29.6
Zanesville       26.0
Youngstown       21.3

From coast to coast—BOSTON BLACKIE is winning and holding large and loyal audiences!

The half-hour adventure detective show that gets...

High Ratings
He’ll get high ratings for you, too!
Ratings that constantly capture and hold the largest share of audiences in city after city—assuring your sponsor top results from his bottom advertising dollar!

For details, write, wire or phone at once to

FREDERICK W. ZIN COMPANY
Radio Productions
1629 Madison Ave. New York 29, N. Y.

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WASHINGTON HEADQUARTERS
SOL TAIHOFF, Editor and Publisher

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CIRCULATION AND READERS' SERVICE: JOHN P. COUGHLIN, Manager; Doris J. Buschling, Jonah Gilblitz, Grace Schrom.

NEW YORK BUREAU
488 Madison Ave., Zone 22, New York 22. PUBLISHER: HAROLD F. CRANE, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Graft, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Chicago 6. R. JAMES SHAW, Midwest Advertising Representative; Jane Pinkerton, News Editor.

Hollywood BUREAU
Taft Building, Hollywood and Vine, Zone 28, Hollywood 4-4775; David Gluckman, Office Manager, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 4-6775; James Montague.

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* Reg. U. S. Patent Office
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Subscription Price: $7.00 Per Year. 25¢ Per Copy

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BROADCASTING - Telecasting
MEAT PRICES . . . from steer to steak

Cattle are not all beef . . . Beef is not all steak

To insure an adequate livestock supply, returns to cattle raisers and feeders must cover maintenance of breeding stock, death losses, feed and labor costs, land use, taxes, interest, supplies, equipment and the other expenses for the three full years it takes to produce and feed a good-grade steer.

1000 lbs. Steer at 30¢ per lb. Packer pays $300.00

600 lbs. Beef at 47¢ per lb. Retailer pays $282.00*

540 lbs. Retail Cuts (including shop fats) Consumer pays $369.00

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

<table>
<thead>
<tr>
<th>RETAIL</th>
<th>LBS.</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porterhouse steak</td>
<td>40</td>
<td>$1.05</td>
<td>$42.00</td>
</tr>
<tr>
<td>Sirloin steak</td>
<td>50</td>
<td>$0.95</td>
<td>$47.50</td>
</tr>
<tr>
<td>Round steak</td>
<td>80</td>
<td>$0.90</td>
<td>$72.00</td>
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<tr>
<td>Rib and rump roasts</td>
<td>70</td>
<td>$0.75</td>
<td>$52.50</td>
</tr>
<tr>
<td>Chuck roast</td>
<td>100</td>
<td>$0.65</td>
<td>$65.00</td>
</tr>
<tr>
<td>Hamburger, stew beef</td>
<td>160</td>
<td>$0.55</td>
<td>$88.00</td>
</tr>
<tr>
<td>Fats</td>
<td>40</td>
<td>$0.05</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

{540} 0.68

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

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

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

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

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

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

**AMERICAN MEAT INSTITUTE** Headquarters, Chicago • Members throughout the U.S.
We said it then...

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

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

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

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

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

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

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

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

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

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

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

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

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

**OUR TIME IS NOT ON THE BLOCK!**

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

EDWARD PETRY & CO., INC.
NEW YORK  CHICAGO  DETROIT  DALLAS
LOS ANGELES  ST. LOUIS  SAN FRANCISCO
H AL FALVEY, account executive Fuller & Smith & Ross, Chicago, to Tim Morrow Agency, same city, as first vice president. He is co-founder of W. W. Garrison Agency, also Chicago.

ROBERT N. MANN, account executive in charge of A. G. Spaulding Co., account for Hanly, Hicks & Montgomery, N. Y., elected vice president of agency.

HARRY W. FRIER, account executive Foote Cone & Belding, N. Y., elected vice president of agency.

ROBERT SAWYER, TV advertising film writer, to Kenyon & Eckhardt, N. Y., as supervisor in radio and TV.

DONALD McVICKAR, account executive Anderson, Smith & Cairns Ltd., Montreal, Canadian subsidiary of Anderson & Cairns Inc., N. Y., elected vice president of Canadian firm. He will continue to make his headquarters at New York offices of Anderson & Cairns.

HERBERT B. WEST director of TV BBDO, N. Y., appointed account group supervisor for Emerson Drug Co. (Bromo Seltzer), Anahist Co., and others.

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

National Representatives
JOHN BLAIR & CO.

Mr. WHITE

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

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

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

joined his father’s company, the Frank B. White Adv., Chicago.

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

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

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

Later, as supervisor on all Swift

(Continued on page 76)
TALLAHASSEE, Fla., May 15.—J. D. "Jack" M. Lauder, president of the Associated Press, has been named chairman of the board of the broadcasting division of the Radio-Television News Association.

Mr. Lauder, who has been a member of the organization for more than 15 years, succeeds H. C. "Bud" Reid, who has been the chairman for the past three years.

In 1946, Mr. Lauder was elected as a director of the association, and in 1948, he was elected to the office of vice-president.

The association is composed of broadcast networks, newspaper publishers, and radio and television stations, and is the only organization that represents all segments of the industry.

Mr. Lauder is a former publisher of the Tallahassee Democrat and has been associated with the Associated Press since 1941.

He is a native of Tallahassee and a graduate of Florida State University.

Mr. Lauder is a member of the International Press Institute, the New York City Bar Association, and the American Bar Association.

He is married to the former Helen M. Lauder and they have three children.

Mr. Lauder is a member of the Tallahassee Rotary Club and the Tallahassee Yacht Club.
THE PLACE!

THE SUSPECT:

SOLUTION:

FOOTNOTES:

Wishin' on a hundred

The week Mrs. Evans says FARM STORE. It came at Circumstantial evidence Mr. Tri-State cotton farmers EVANS' miles south of Amarillo at the beginning of the cotton-growing region. Population, 4,300.

400,000 pounds of cotton seed, valued at $15.00 per hundred weight. Almost $20,000 worth disappeared on June 7th. The remaining $40,000 worth was discovered missing on June 5th, 6th, 8th and 9th. The total volume of the vanishing cottonseed (8 regulation box cars) made it evident that a very strong and hefty character was at work.

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

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

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

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

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

Represented Nationally by the O. L. Taylor Co.

New Business

Wishing on a Hundred

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

Golden Age Beverage Co., Akron starts sponsorship of 148 news broadcasts weekly on WCKE, Akron. Package is divided equally between 30 second "headlines on the half-hour," and five and 10 minute "newscasts on the hour." Designed as keystone of company's summer advertising campaign, the agreement runs through Sept. 25.

New York branch of General Electric Appliance Inc., and General Electric Distributors sponsoring Symphony Hall, Fri., 8:00-9 p.m., over WQXR New York and 13 FM stations of the Rural Radio Network, New York State, respectively.


Network

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

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

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

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


Agency Appointments

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

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

Adpeople

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

Douglas Ballin Jr., supervisor of radio and TV for Whitehall Pharmaceutical Co., N. Y., named advertising manager of all Whitewall Co. brands.
Mr. Sponsor:

Folks hereabout love Tigers...

...and WJBK, the Key Station in the Tiger Baseball Network

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

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

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

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

WJBK: Detroit

The Station with a Million Friends

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

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

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

Emily Dickinson

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

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

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

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

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

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

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

Then, alas, home again aboard the Queen Elizabeth.

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

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

strictly business

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

Andrew S. Gantner, advertising manager of the 80-year-old firm, has used radio and TV for 15 years to sell Meister Brau's 7- and 12-ounce, quart and half-gallon bottles and cans to the thirsty public. Because Chicago "has the heaviest concentration of beer promotion in the country," Meister Brau does not release its gross sales or advertising expenditures ("radio and TV get a fair share"), but its production volume is about half a million barrels yearly.

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

(Continued on page 50)
No other commentator in the history of radio ever showed pulling power like this!

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

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

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

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

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

William B. Dolph,
Manager
Plaudit From Pulse
EDITOR:
Recently your publication carried the story on the U. S. Census findings on television ownership for April 1950. This result showed 6,120,000 television homes.

Out of curiosity, I compared this finding with the estimate published in Broadcasting • Telecasting, April 3, 1950. That estimate was 4,770,000. Also your next estimate in the issue of April 10, 1950, was 4,906,365. I think that you will be pleased with this comparison.

You are to be congratulated upon the closeness of the estimates published in Broadcasting • Telecasting with the Census findings for about the same period.

Sydney Reeser
Director
The Pulse Inc.
New York

EDITOR:
...You did [a] nice write-up about savings and loan associations in radio in the June 11 Broadcasting • Telecasting.

We are pleased and honored that Home Federal is included.
Phyllis Edmunds
Assistant Vice President
Home Federal Savings & Loan Assn.
Tulsa, Okla.

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

The treatment of Mr. Rowley's letter and the accompanying "editor's comment" leaves the matter very much in the air. The facts are the following: The Stubblefield patent referred to in the story, U. S. No. 887,367, applied for in 1907, has nothing whatsoever to do with radio. It is merely an induction system of the type used by Phelps, Edison, Sir William Preece and others and the principle dates back to 1886. Preece operated such a system for telegraphic purposes over a distance of three miles.

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

Edwin H. Armstrong
Columbia U.
New York

[EDITOR'S NOTE: Broadcasting • Telecasting's thanks to Mr. Armstrong, himself no mean inventor ("Father of FM"), for shedding new light on a heretofore clouded question.]

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

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

Shiri K. Evans
Program Manager
WXLW Indianapolis

We Cooked Red Goose
EDITOR:
...Your issue of June 11... you have... an article concerning a program that we are contemplating sending out of New York over the network [for Red Goose Shoes]. In this article you state that we are reversing our former policy of sponsoring local TV shows. This is an error since we are not reversing our policy.

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

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

Ernest Just
Advertising Manager
Friedman-Shelby
St. Louis

Glass House
EDITOR:
This is the kind of thing that draws fire upon the television industry: In your story [June 25]

(Continued on page 86)

BILLOW-DOLLAR BUY!

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

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

Stay Tuned To This Billion Dollar Market Through WBNS

*Source: SM Survey of Buying Power 1951

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS
POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

Ask John Blair

Page 16 • July 2, 1951

BROADCASTING • Telecasting
That's the direction of WMAQ program ratings*

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

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

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

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

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

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

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

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

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

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

This is an increase of 50%!

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

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

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

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

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

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

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

**WTAR**

**norfolk**

**virginia's pioneer broadcasting station**

790 kc am, 5000 watts day and night

97.3 mc fm, 50000 watts day and night

REPRESENTED BY PETRY

Campbell Arnoux, President Robert M. Lambe, Sales Manager
Milestones

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

- Wiley Walker and Gene Sullivan, song and comedy duo of WKY Oklahoma City, have just made their 2000th broadcast for the same sponsor—Superior Feeds—and at the same time celebrated their 10th anniversary with that sponsor. B. D. Eddie, head of Superior Feeds, commented, "We're certainly happy with the boys and with the results we've received from their programs and from WKY."

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


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

MEXICO'S RADIO
Is Continental Ambassador

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

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

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

NOW!
Notre Dame Football Broadcasts

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

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

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

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

Page 20 • July 2, 1951
now
... double
coverage
for your radio dollar
when you buy WLAW
in New England!

50,000 WATTS

WLAW

ABC's exclusive voice for Boston

NOW — ONE ABC STATION DOES IT INSTEAD
OF TWO! WLAW's 50,000 WATT SIGNAL
IS THE ONLY ABC OUTLET FOR BOSTON

TO SELL BOSTON WITH NEW ENGLAND BUY WLAW
Represented by Weed and Company, Statler Building, Boston
North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen to
WPTF Than Any Other Station.
Determined to thaw the three-year-old television freeze with greatest possible dispatch, the FCC last Friday postponed until July 23 the scheduled July 9 city-by-city allocation hearing and pondered alternative shortcuts toward the authorization of perhaps 2,000 new VHF and UHF stations.

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

As soon as the FCC finalizes its course of action it will set a starting date for the filing of new applications to supplement the 400-old now pending. This period must run for 60 days, by prior commitment, and it is expected that perhaps another 400 requests will be filed. Simultaneously, too, it is thought the Commission will immediately consider pending applications of existing stations for maximum power increases, and perhaps lift the ban, notably in the territories where there are no interference conflicts.

Educational Issue
Inevitably interwoven into these considerations are the 10% reservations for noncommercial educational stations, the current development, indicating that many of the educational institutions are cooling off on operation of stations of their own, are expected to stimulate a new attack by the FCC when it finally considers the reservation plan.

Support appeared to be growing last week for a preliminary conference of broadcast attorneys to informally thrash out legal issues in procedures to expedite lifting of the freeze and to confer on shortcut proposals.

The ice could break this week, it was pointed out, should someone file a firm suggestion which others could support or modify through subsequent petitions.

WKMH Dearborn, Mich., opponents of FCC's policy, made such an offer during Thursday's oral argument and asked FCC specifically to invite parties to file suggested expediting plans. FCC made no comment.

One FCC source pointed out the successful plan probably will have to come from the industry and carry broad support.

Prompt Action Seen
Prompt action on the legal question is expected, most likely this week, particularly in view of the fact the ranks of both supporters and non-supporters of the FCC's authority appeared split on the various legal issues. Many quarrel FCC must and will stand firm on its legal authority to allocate specific channels to specific communities by rule-making since several witnesses conceded during the oral argument FCC's jurisdiction in virtually all other communication services would be similarly affected.

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

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

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

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

DuMont, however, has wired FCC it wants a full hearing on its plan and could not do it justice by a paper presentation (see story page 68).

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

(Continued on page 68)

**Radio Consistently Produced More Traffic**

Radio consistently produced more traffic for two major Washington, D.C. stores than parallel newspaper advertising, according to a series of tests conducted by Advertising Research Bureau Inc. Moreover, radio traffic brought more goods than newspaper traffic.

Studies were conducted in Woodward & Lothrop department store and Jelleff's Inc., woman's specialty store, both nationally known retailers.

Arrangements were made with the cooperating stores by Mahlon Glasscock, sales manager of WRC, NBC-owned Washington outlet on which all radio advertising was carried.

Four Studies Made

Four studies were conducted, with the stores having complete freedom in selection of items to be advertised as well as the size and placement of newspaper advertising. Normal advertising and sales procedures were used by the stores and there were no special prices or sales.

In a fifth study at Brooks, women's specialty shop, radio ran a little under 5% below newspapers in percentage of dollar value of purchases but here again the value of using both newspapers and radio was demonstrated.

(Continued on page 68)

In D.C. Store Tests

Delays Allocation Hearing

Radio advertising produced more traffic than newspapers.

- Duplicate radio-newspaper coverage was small but this traffic had a high conversion rate to sales—highest of any traffic.
- Radio had a higher accumulative effect than newspapers, building on day-to-day test periods as newspaper traffic declined sharply after the first day.
- Consistent repetition of the same commercial message over a four-day period provided traffic.
- Neither store has been a consistent or important user of radio advertising. Both buy heavily of newspaper space. Shortly after World War II Woodward & Lothrop ran a live symphonic series designed to emphasize the firm's prestige.

In a nutshell, the tests showed these results:

- Radio advertising produced

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KRAFT HEADS

New Fort Industry Office

PLANS for the opening of a Fort Industry Co. sales office in Chicago and the appointment of Raymond Kraft to head it were announced last week by Lee Walles, Fort Industry vice president in charge of operations. The office is to be opened in about two weeks.

Mr. Kraft, veteran radio and TV executive, who resigned recently as vice president in charge of television activities of the Paul H. Raymer Co., will report to Tom Harker, vice president and national sales director, in New York.

Mr. Kraft served with NBC for 13 years—eight with the radio network and five as TV sales manager. In the latter post he was credited with several TV sales "firsts."

Sterling Drug Renews

STERLING DRUG Inc., New York, for the third successive year, is renewing My True Story, 10-12:30 a.m. five times weekly on ABC, for 52 weeks. Dancer-Fitzgerald-Sample, New York, is the agency.

NIELSEN COMPARES '48 AND '51

Issues National and N.Y. Radio Figures

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

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

The Nielsen radio rating were as follows:

**MARCH 1948 AND MARCH 1951 COMPARISON**

<table>
<thead>
<tr>
<th>Program</th>
<th>New York Station Area</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>'48</td>
<td>'51</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>23.5</td>
<td>7.6</td>
</tr>
<tr>
<td>Ames 'n Andy</td>
<td>15.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Talent Scouts</td>
<td>13.6</td>
<td>4.7</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>27.2</td>
<td>6.9</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>15.7</td>
<td>3.0</td>
</tr>
<tr>
<td>Johnnie Carson</td>
<td>15.6</td>
<td>4.2</td>
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<tr>
<td>Big Town</td>
<td>17.0</td>
<td>4.6</td>
</tr>
<tr>
<td>Gordon MacQuarrie</td>
<td>10.3</td>
<td>5.4</td>
</tr>
<tr>
<td>Average</td>
<td>18.4</td>
<td>5.9</td>
</tr>
</tbody>
</table>

WORLD RELEASES

Three Jingle Campaigns

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

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

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

ABC STOCK SALE

By Zeckendorf, Anderson

ABC Directors William Zeckendorf and Earl E. Anderson, who also is a network vice president, last month sold between them 3,000 shares of ABC common stock, according to reports last week by the New York Stock Exchange.

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

Franco to Weintraub

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

NCAA Unit Meets July 6

ALL PROPOSALS submitted to the NCAA TV Steering Committee for telecasting of football this fall are being discussed in a series of meetings at Princeton University on July 6 and 7. The proposal submitted by the NCAA TV Steering Committee for the fall 1961 season is expected to be presented to the NCAA membership for approval in the near future.

The proposal includes the following provisions:

1. The NCAA TV Steering Committee shall have the authority to make all decisions regarding the telecasting of football games.
2. The committee shall be composed of representatives from the NCAA, the American Football Coaches Association, the National Association of College Broadcasters, and the National Collegiate Athletic Association.
3. The committee shall meet at least once a month to consider proposals for telecasting.
4. The committee shall have the authority to approve or reject any proposal submitted by the NCAA TV Steering Committee.
5. The committee shall have the authority to make all decisions regarding the telecasting of football games.

The proposal is expected to be approved by the NCAA membership in the near future.
A REMOTE in 1929 was planned in the face of incalculable odds. When the Graf Zeppelin arrived at Lakehurst, N. J., that year (left photo), Floyd Gibbons, wearing a pack transmitter, described it for NBC listeners while G. W. Johnstone and William Burke Miller struggled with a portable aerial. By 1936 the remote technique had improved considerably (center photo) and when the Hindenburg arrived at Lakehurst May 9 NBC gave exclusive coverage from its remote truck. The 1927 World Series was covered (right photo) by NBC when Graham McNamee (with hat) handled the announcing.

**NBC's 25 Years...**

1926

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


1927

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

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

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

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

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

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

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

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

To celebrate its quarter-century of progress, NBC will devote much time and many programs during the last half of 1951 to saluting broadcasting’s veteran performers and recounting its great achievements. BROADCASTING & TELECASTING presents this chronology, abridged from NBC’s own compilation, for the industry’s official record.

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

April 11: NBC Pacific Coast Network organized.

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

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

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


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

Dec. 2: Palmolive Hour starts on NBC.

1928

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

March: First nationwide survey (Continued on page 78)

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When the Metropolitan Opera was broadcast for the first time in December 1931 (left photo), Milton Cross (center) did the announcing while other details were handled by Herbert Liversidge (r), production expert, and Charles Grey, Engineer. At the 1936 Democratic National Convention (center photo), NBC used a portable microwave transmitter to pick up the comments of the delegates. Handling this phase of the coverage were Fred Shawn (back to camera) and Tom Manning. Sound effects in early days (right photo) were of the crudest design and often were the actual items to be reproduced.
ACTIVE BAB membership total of 866 as of Friday was disclosed by William B. Ryan, president, in the first public report of membership figures from the central sales promotion bureau.

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

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

"Between two appraisals," Mr. Ryan continued, "and the large variety of reasons given by veteran broadcasters in key markets as to why they have united in support of BAB, we felt we could give it an outline of its functions and duties; its role in the selling sphere; its overall and day-to-day job."

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

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

J. E. Baudino, KDKA Pittsburgh—"Radio with its usual reticence has always understood the small story of a medium that reaches the most people most efficiently and for the least amount of money. We feel that the radio story must be presented continuously and BAB is proving itself to be the aggressive, alert organization necessary to give the complete radio picture."

E. Newman Wray, KTBS Shreveport—"By producing tangible and direct sales aids and promotional material in a simple and usable form adaptable for both national and local sales, BAB will give radio the tools it has long deserved. A comparative study of case histories should prove the superiority of radio over newspaper in the sale of a sales tool."

Martin B. Campbell, WFAA Dallas—"Now, more than ever, broadcasters need a central advertising bureau to sell radio product. It is the tremendously potent sales force. I don't see how any except the most sighted broadcasters can afford to stay out of BAB."

Harry Butcher, KIST Santa Bar-
bara—"BAB is a critically important promotional arm for all radio stations. I find it gives intelligent and specific assistance even in local mar-

kets. Certainly radio has a vital story to tell and BAB has been and I am confident will continue to be radio's most aggressive salesman."

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

Thomas H. Anderson, KALL Salt Lake City—"When all the cold, hard facts are assembled, AM radio will still be on top. . . We expect our membership in BAB to pay off in valuable, hard-hitting sales ammunition."

Bill Schroeder, WOOD Grand Ra-
pid BAB president, stressed the need to continue the renewed prosperity of those radio stations rendering genuine serv-
ice to their listeners and advertisers. Radio's industry-wide sales promotion is the strongest, least expensive tools available. . . ."

William M. Dawson, WJIE Scranton, Pa.—BAB "is one of the most practical and useful aids in selling radio time. . . . It not only gives our salesmen an intelligent approach to the situation, but arms him with a powerful selling tool, and its con-
tinuous use in all phases of its business is a must."

Elias I. Godofsky, WHLI Hemp-
stead, Long Island, N. Y., considered BAB a "necessary evil" for telling radio's story, developing new adver-
siters and combating propaganda of competitive media. "If BAB succeeds, and the industry-wide support it must, good stations everywhere will experience a healthy increase in in-
come and will be even more useful to the communities they serve," he said.

**KING INTEREST**

Hearst Buys One-Fourth
ACQUISITION OF one-fourth in-
terest in King Broadcasting Co., Seattle (KING - AM - TV), by Hearst Radio Inc., was announced jointly last Friday by the Hearst subsidiary and Mrs. A. Scott Bul-
lett, KING president. The price was in the neighborhood of $375, 000.

The Post Intelligence is the Hearst newspaper in Seattle and the arrangement, according to Mrs. Bullett, will make for closer asso-
ciation between the newspaper and the station operations in pro-
viding the public with news and ap-
pearance, as well as community service. Majority owner-
ship is retained by Mrs. Bullett.

The transaction was consum-
mated following negotiations which had been conducted by the late Tom A. Brooks, Hearst Radio vice pres-
ident. Hearst owns three AM sta-
tions—WBAL Baltimore, WINS New York, and, via Hearst Communications, solidated, WCAE Pittsburgh. It also has one television station—WBAL-TV. President of Hearst Radio Inc. is Charles McCabe, also publisher of the New York Mirror.

**AMERICAN TOBACCO**

**FAC Issues Cease Order**

AMERICAN Tobacco Co., New York, maker of Lucky Strike cigarettes, a leading radio and tele-
vision advertiser, last week was ordered by the Federal Trade Com-
mission to stop making certain ad-
vertising claims.

The order specifically outlawed claims that Lucky Strike cigarettes contain "more for your money," contain less nicotine or less acid than other leading cigarettes. Also banned are representations that Luckies are less hazardous than cigarettes from other brands and that Luckies are preferred 2-to-1 by independent tobacco experts.

July 2, 1951
IN REVIEW...

Several bottles of Revlon nail polish stole the show, from Fay Emerson, Godfrey and other resident divinities of CBS on the preview of the commercial broadcast of color television.

This is not to undermine Miss Emerson, whose radiance has now been liberated from the cruel limitations of the gal-black and white palette. This is not to detract from the creative possibilities of color. This is not to deny the advantages of color over monochrome.

This reviewer reached a pro-color opinion—mind you, not pro-field sequential or pro-dot sequential; just pro-color—despite rather mysterious afflictions that beset the receiving apparatus on which he watched the premiere in Washington.

The set under observation was a "slave" unit attached to a (let us whisper the name) RCA black-and-white receiver that included an adapter. During the first few minutes of the program the slave seemed to be struggling to be free. Its overseer, a Legere from the CBS engineering department, finally subdued the gyrating picture, which was turning Patty Painter's face into an interesting montage of pastels, and kept it under reasonable control for the rest of the show.

[BROADCASTING • TELECASTING editors who saw the program on receivers in the CBS New York

Winconsin Law

Legalizes Giveaway Shows

BROADCAST and telecast of giveaway programs will become legal in Wisconsin this week, making that state the first in the country to enact such legislation. The bill, after being signed by the governor late last Wednesday, is now in the process of publication in the Wisconsin Register. The day after publication, the bill (Chapter 463 for 1951) will become law.

The new bill, introduced as Assembly Bill 315 A, redelines consideration of the three elements with prize and changes in the state's stringent anti-lottery laws. As defined, giveaways—both local and network—can be aired. Previously, the state attorney general ruled that such shows were illegal because of the consideration, defined as listening to or watching programs.

The final bill was approved by the Assembly, Senate and Governor after inclusion of an amendment eliminating the qualification that such broadcasts could be aired only if in the state of origin. The legislation was introduced under promptizing of the Wisconsin Broadcasters Assn. after an unfavorable opinion by Wisconsin's Attorney General for Fairchild was circulated through the state last fall. He said giveaways violated lottery laws because of the lottery element, and would be legal only if in the state of origin. The shows became "pure entertainment." Several stations complied with the opinion, pending a legislative test.

There is a possibility that constitutionalness of the new law will be challenged in the courts, one attorney said. The FCC's ruling against giveaways was tested in at least two federal district courts, one in Chicago and the other in New York.

Stopette Success Story

EARLE LUDGIN, president of the Chicago agency of the same name, will outline the success of Jules Montener's Stopette spray deodorant today (Monday) at the luncheon meeting of the newly-formed Advertising Club of Chicago. Members will meet at the Pearson Hotel at 12:15. Stopette, a Chicago product, sponsors What's My Line? on CBS-TV.

Colodzin to C&P

ROBERT (Bob) COLODZIN, co-author of Our Career in Television, joins the executive staff of Cecil & Presbrey, New York. He will be the agency TV production supervisor, to work for Byrnum Inc., to work for Somerst Maugh Theatre, Sam Levson show and Cavalcade of Stars.
GOODWILL STATIONS

Ask Immediate Renewal

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

The brief, known to the public as the Counter-Petition, was filed May 28, the day after Mr. Cunningham's ruling and in answer to a June 15 petition by Broadcast Bureau Chief Curtis B. Plummer, General Counsel Benedict F. Cotton and WJR network counsel. They charged that Mr. Cunningham's 14 June initial decision failed to make a finding of fact and determination as required by Commission rules, the Administrative Procedure Act and the FCC's order of Sept. 28, 1949, setting the hearings. [Broadcasting • Telecasting, May 18.]

Also filed last Wednesday was the application for involuntary transfer of control of the three stations by the late G. A. (Dick) Richards who was principal stockholder.

Cites Sections

The counter-petition cited the portions of Sec. 8(b) of the Administrative Procedure Act and Sec. 1.651(c) of the Commission rules that specify the procedures that must be followed in order to make a finding of fact and conclusion upon "all material issues".[emphasis supplied in brief].

Laid down to the Commission's 1949 hearing order in which issues were premised on "certain alleged acts" of Mr. Rich and consequently it was ordered that determination should be made of the qualifications of the stations to operate in the public interest convenience and necessity "in the light of the facts adduced under the foregoing issues".[emphasis supplied].

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

The hearing examiner made the only

NAMES MATTHEWS

Ambassador to Ireland

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

The Senate must confirm his appointment.

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

Initial decision in this case is in effect a conclusion that there are no issues for determination, it was added.

The examiner's action leaves the Commission free to grant renewals before or in conjunction with the involuntary transfer of control application, Richards counsel declared.

It was further held that the January, 1951 counter-petition "misconstrues" testimony about future policy by John F. Patt, president of the stations, in that "quotation was taken out of context, but even on its face does not justify the interpretation placed on it by the petition. Applicants' policies have been exemplary in character" and the acts alleged to have been committed by Mr. Richards from time to time cannot be referred to as "polices," the counter-position said. It continued:

"The Commission's attention is invited to the consistent and involuntary transfer of control filed on this behalf, in which Frances S. Richards, executor of the late G. A. Richards, has requested an order permitting the executor to transfer and dispose of the three stations 'under oath that each of applicants' employees, officers, or agents have been acting consistently in accordance with the policies set forth in said statement.'

Different urging between voluntary and involuntary assignments or transfers of control, the counter-petition points out that in the Richards case the ownership and/or control of the property is governed by the law of California. If this law is not recognized, the concluded the document, there is a complete question of the ownership or control and the Commission has no one on whom to place the responsibility for proper operation of the station.

In support of the request for immediate grant of station licenses, the counter-petition pointed out that proper procedures had been instituted. Accordingly, it was stated:

"To carry out the provisions and intent of said Act, the applicants have been in full compliance with the law of California and orders of the court having jurisdiction over the station to pay estate, inheritance and other taxes which may be assessed. It is further shown that the applicants have been making timely and accurate appraisals; to make accurate reports to the federal and state tax offices."

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

CAMEL CARAVAN

Typifies Korean GI Support

By BRUCE ROBERTSON

The CAMEL CARAVAN, a re-creation of the wartime Caravan entertainment troupe, got back home last week. Back from Japan, where it entertained servicemen in theaters and hospitals. Back from Korea, where it was the first big show to play for front line troops above the 38th parallel.

Back to remind us that American advertising knows how to give as well as to get and that sponsor- ship need not end at the home front boundary line.

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

"The first show in Korea was worth the whole trip over; these poor kids are so hungry for entertain- ment," Vincent Carbong, car- van manager, wrote in his report after the first performance in Pusan. A sentiment repeated again and again in letters from the men themselves.

"Talent, personality and extreme friendliness that the troupe displayed was a tremendous morale booster and was happily received by all of us," wrote one soldier. And another wrote: "You have shown us that the folks at home haven't forgotten us at all."

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

New Touring U.S. Camps

New home from entertaining some 80,000 men in Japan and Korea, made at the request of the Adjutant General's Office, 'the Camel Caravan is now on the road in the United States, giving its nightly performances at Army, Air Force and Marine camps for which it was organized. Dis- cussing their tour of the Pacific Command, the troupe's one request was "don't make us heroes. We went in and came out after an ex- citing experience. The real heroes, the only heroes over there, are the boys on the front lines.

The aim is not to make heroes of the Camel Caravan performers, nor of Bob Hope or Jack Benny or the other entertainers who have made or will make personal appearance in the Korean battle areas. This is simply another reminder that when the chips are down American industry does its duty; that big business, favorite whipping boy of many so-called cultural special interest groups, can and does provide entertainment, a valid and important asset in country's fighting forces as readily as it pro- vides entertainment to sell cigarette to the public at home; that American advertising has an active and necessary role as well as a keen business acumen.

On this Fourth of July, 175th anniversary of the birth of our national independence, the broad- casting industry's contribution, operators, advertisers and agencies alike, can well be proud of its long record of public service to the nation at home and its shorter but no less precious record of serving the nation's fighting forces abroad with information and entertain- ment.

Broadcasting • Telecasting

July 2, 1951 • Page 29
DISCHARGE of nine technical employees of WBT-AM-FM and WBTV (TV) Charlotte, N. C., for circulation of handbills attacking the programs of WBTV was upheld Friday by the National Labor Relations Board.

The board held the employer did not violate the Labor Management Relations Act. Signing the majority opinion were Chairman Paul M. Herzog and board members James J. Boyd, J. Jr. and Paul L. Styles. Abe Murdock, board member, dissented.

This final action by the board reversed a previous intermediate report which had recommended reinstatement of the discharged employees [BROADCASTING • TELECASTING, Aug. 28, 1950].

NLRB also ruled that the company had violated the statute in giving a technician, S. L. Hicks, an "unsatisfactory" rating with the FCC. No action against the company was ordered, however, because the board found the rating had not injured the technician. Member Reynolds did not concur in this ruling on the ground he was not convinced the technician's union activity motivated the company's rating.

Crux of the board's ruling in favor of the station was the fact that the handbill did not bear the name of the employees' union (IBEW, Local 1229) nor did it state that it was related to a labor dispute or any other concerted activity of employees.

The handbill was titled "Is Charlotte a Second-Class City?" It attacked the quality of WBTV programs and signed "WBTV Technicians." The board found, however, that it was issued and distributed by Local 1229.

Negotiations with station technicians for a new contract started in January 1949 but an impasse developed and negotiations were suspended a few months later. About July 9, according to the board, the union started picketing the station's downtown offices without calling a strike. Placards and handbills were circulated. This pressure, according to the board, apparently was unavailing "for within a few weeks after the company had placed its newly installed television broadcast facilities into operation, the union resolved to get 'tough' and published the 'second-class' handbill which provoked the discharges."

Widely Circulated

The board said the handbill was widely circulated around Charlotte. It charged the station was "multicasting the public by furnishing technically inadequate, 'second-class,' television service," the board said, with the text making no reference to the labor dispute.

"It occasioned widespread comment in the community, and caused respondent to apprehend a loss of advertising revenue due to dissatisfaction with its television broadcast service," the board decision held. It added:

"In short, the employees in this case deliberately undertook to alienate their employer's customers by impugning the technical quality of his product. At the trial examiner found they did not misrepresent, at least willfully, the facts they cited to support their disparaging report. And their ultimate purpose—to extract a concession from the employer with respect to the terms of their employment—was unlawful. That purpose, however, was undisclosed; the employees purported to speak as experts, in the interest of consumers and the public at large. They did not indi-cate that they sought to secure any benefit for themselves, as employees, by casting discredit upon their employer."

Going into the finding that circulation of the handbill was not a concerted activity of employees protected by statute, AT&T said, "In our judgment, these tactics, in the circumstances of this case, appeared to be "indistinguishable" than acts of physical sabotage."

The board has held, and we reaffirm, that the act protects employees against reprisal when they speak freely "on organizational matters," (to borrow the trial examiner's expression), and in one way or another denounce their employer for his conduct of labor relations. Employers may not by, varying, or refusal to pay, or by other means, damage the employee's employer's product unless and until he alters his labor policy or practices. But Wednesday is another story. Here, the subject matter of the employees' verbal attack upon the employer was not "other employees" nor their "product," but the employer himself as an "employer of employees."

And the gist of their appeal to the public was that the employer, by his highhanded activities, he offered a shoddy product to the consuming public—no because he was "unfair" to the employees who worked on the station.

For these reasons, without attempting to formulate a test which will decide in every imaginable case involving similar questions as to the scope of Section 7, we hold that the employees in this case were beyond the pale when they published the "second-class" handbill. We shall therefore dismiss the complaint insofar as it alleges that the respondent violated Section 8 (a) (1) and (3) of the Act by discriminating those individuals who were engaged in the picketing activity and distribution of the leaflet.

The government panel also dismissed the complaint that the company refused to bargain with the AFL unit, upholding the company's position that Local 1229 lost its majority status.

Charles H. Crutchfield, vice president and general manager of the WBT stations, commenting on the NLRB findings said: "The company is gratified at the decision of the labor board reaffirming that the company's action, with regard to the matters which brought about the labor board hearing, was justific

UNEMPLOYMENT

IBEW Asks Truman to Help

APPEL to President Truman to halt the increasing unemployment of radio-television manufacturing workers in the Chicago area was made by Charles F. Darling, president of Local 1031, International Brotherhood of Electrical Workers (AFL). Mr. Darling, in a letter to the President, said action is needed because 13,000 members of his Chicago local are out of work.

He attributed the unemployment of hundreds of consumers' employers under federal restrictions on credit buying relative to radio and TV sets, to FCC restrictions on construction of stations and to a lack of enough manufacturing plants to take up production line slack.

"This is a tragic waste of skilled manpower, and an unfair load upon the consumers of the country. I don't think Chicago is getting a proportionate share of war contracts being let in the nation. I don't know whether manufacturers in the electric equipment industry in other cities have better connections in Washington or what," he said.

Manufacturers in all parts of the country have reported a continuing lag between civilian production demands and defense contracts.

Among those attending the clinic were, seated (1 to r) Messrs. Graham, Ingalls, Vinsonghaler, Owings and Arnold; standing, Messrs. Dolberg and Garner, Carl Haverrin, BMI president; Messrs. Slater and Seton.
WCBS ANNOUNCES
THE NEWEST IDEA IN
ALL STATION-BREAK
ADVERTISING!

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

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

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

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

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

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

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

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

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

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

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

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

Acts as Free Agent

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

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

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

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

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

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

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

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

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

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

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

Wants Some Assignments

"Surely the Commission could process some of these applications for use of frequencies available to certainty. In any case, it is not necessary to provide for all small towns immediately. It is highly unjust not to provide for at least one station for thickly populated areas."

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

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

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New GAB Officers

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

Don Lee Shift

InGram Upped; Boggs Joins

IN A realignment of administrative responsibilities and duties within Don Lee Broadcasting System, Ward D. Ingram, vice president and general manager of WMCA New York, joins Don Lee July 23 as vice president in charge of sales last week was elevated to executive vice president.

Willet H. Brown, president, Don Lee, simultaneously announced that November 1948, Mr. Ingrim's former duties are taken by William Boggs, vice president and general manager of KFRC San Francisco, owned-and-operated station, was elected to the board of directors of Thomas S. Lee Enterprises Inc.

Mr. Ingrim and Mr. Boggs

Mr. Boggs became commercial manager of that station before leaving it to join WGN Chicago in 1937. Three years later he moved to New York as head of WGN's sales staff in that city and in February 1945 he returned to Chicago as WGN sales manager.

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

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

Voice' Delay

Expansion Awaits Funds

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

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

Another effort to move the Voice out of the State Dept. appeared Wednesday when Rep. Thomas J. Lane (D-Minn.) proposed a subcommittee report recommending approval by the House of a $10 million appropriation bill to help the Voice.
Coming September 10 on

The Big
in Daytime

"The FRANCES LANGFORD Show"
Every Monday through!

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

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

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

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

FLASH! THE RUSH IS ON
CORY CORPORATION BUYS
15 MINUTES TWICE A WEEK!
‘DON AMECHE SHOW’

Friday, 12 noon—1 pm (ET)

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

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

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

Here is the most exciting television buy of the coming season. (Big
things are happening at ABC—and this is one of them!) Let us
show you our brand-new presentation that tells the full story. In
New York, call ABC TELEVISION SALES, Circle 7-8700, today!

ABC TELEVISION
American Broadcasting Company
REPORTS

nighttime), ness increased during TESTIMONIAL for radio sincerely System of sound changed following The years ston- president Carolina prominent new gram from day). station WMIT (FM) Clingman's Peak, WMIT Board and moved leave to head WSJS C., Warfare Mitchell, and Mitchell, W41MM over a miles long. System pro- Erwin are situated adjacent North York; WMIT Ownership is WMIT Ownership to head the new Psychological Warfare Board and president of WJSJ-AM-FM Winston-Salem. Mr. Gray closed down WMIT in April 1950 after eight years of operation [BROADCASTING • TELECASTING, April 10, 1950]. The station opened formally June 1, 1942 on 92.1 FM. The call letters were changed following the war when the station moved to its present assignment.

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

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

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

The suit stemmed from WWDC's charge that WEAM was rebroadcast- ing digits given by the Wash- ington station in its giveaway "Lucky Social Security Numbers." The court continued a previously challenged restraining order against the suburban Washington station, prohibiting the broadcasts unless proper credit is given WWDC. Following oral argument on the case last Monday, attorneys were given 10 days to file data on the issue of what constitutes a rebroad- GETTING some sun at the Bloomfield Hills Golf Club are these Fort Indus- try Co. executives, who met June 18-20 at the firm's executive offices, Bir- mingham, Mich. (l to r): Back row; Tom Barker, vice president and national sales director, New York; H. A. Steensen, assistant treasurer and comp- troller, Toledo, Ohio; S. P. Kettler, vice president and managing director, WGBS Miami, Fla.; James E. Bailey, vice president and managing director, WAGA-AM-ATLanta; George B. Storer, president, Fort Industry Co.; E. Y. Flinneg, vice president and managing director, WSPD-AM-TV Toledo, Ohio; William E. Rine, vice president and managing director, WYWA Wheeling, W. Va.; John B. Poole, secretary and general counsel, Detroit; Lee B. Welles, vice president in charge of operations; front row; Glenn G. Bondy, chief engineer; John E. McCoy, attorney; George B. Storer Jr., manager, WAGA-TV Atlantic; Allen Haid, vice president and managing director, WSAI Cincinnati; J. Robert Kerns, vice president and managing director, WMNN Fairmont, W. Va.; Richard E. Jones, vice president and managing director, WJBK-AM-TV Detroit.

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

Born in Princeton, Wis., Mr. Dunlap attended Wayland Academy in Beaver Dam and lived most of his life in Milwaukee. Before entering advertising, he was a superintendent of the National Life Insurance Co. of Chicago and a leading salesman for the Fidelity Mutual Life Insurance Co.

The suit filed from Klaui- Van Pietersum-Dunlap, of which he served as president and treasurer the last 19 years of his life. A specialist in merchandising and sales, as well as agency manage- ment, Mr. Dunlap was interested in the broadcast media and encour- aged his accounts to use them. He was one of the first "ham" radio operators in Milwaukee.

He was a director of the Mil- waukee Assn. of Commerce, past president of the Sales Managers and Rotary clubs, and a member of the Better Business Bureau's convention committee, the Wiscon- sin Club, the Blue Mound Country Club and several Masonic orders, in which he held a 32d degree rank.

Until his death, the agency was owned by six persons, all directors on the board. The new president will be elected shortly. All of the original founders are dead.

BENDIX ACTIVITY

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

Included in the division's sub- contracts were over 15 million in production assigned to firms with 506 or less employees, he said. He also disclosed that 622 suppliers are working with the radio division on a subcontractural basis. Bendix radio currently is engaged in a substantial volume of classified activities.

FUNCTIONAL FM

NARTB Adds Support NARTB last week added its support to the May 25 joint statement of 13 FM licensees and permittees, fighting for the right to continue functional music broadcasting. FCC's policy statement last April sought to sound a death knell for such operations, indicating that such FM functions were illegal [BROADCASTING • TELECASTING, May 31, 21, 7, April 16].

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

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

The Board resolution recognized the effort of FM operators to broaden the scope of their services through specialized operations such as the transmission of functional music and transit FM. Consequently, the NARTB president and general counsel, were authorized to take "all reasonable steps" to preserve the operations of such operators.

In such specialized services, provided actions outside the "budget of the FM and/or general counsel's office shall be submitted to the Radio Board for approval."

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

The financial plight of FM broad- casting is maturing scientific knowledge. "Functional music," transit radio, stereo broadcasting and electronic data transmission are largely the sources upon which the growth of FM broadcasting depends for continued existence at this time. The Commission's move to eliminate all of one such source of income seems to be a reversal of its past policy of encour- aging the development of FM broad- casting.

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

WITH Sales Up TESTIMONIAL for radio is of- fered by WITH Baltimore which reports May was its biggest month during its 10 year history. Busi- ness increased 15% in May this year over the same month last year, the station says. WITH adds that this boost was channeled up despite its increase in radio rates, which were effective last November and remained 1½% and 1½% nighttime), and in spite of "no per inquiry business, no package deals, no deviations from rate structure whatsoever."
NEW! Sensationally modern... Collins 300J 250 watt AM broadcast transmitter... completely contained in full size beautifully styled cabinet finished in attractive high gloss two-tone grey enamel, streamlined with polished chrome trim... advanced engineering... greatly simplified circuits... rugged, long life, high efficiency, high gain tetrodes in both modulator and power amplifier stages... only 16 tubes, of but 7 types, employed in the entire transmitter... operating and meter controls immediately available at front... highest Collins quality materials, components and construction throughout... prompt delivery. Write, wire or phone our nearest office for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 18

2700 West Olive Avenue
BURLINGTON

1927 Irving Boulevard
DALLAS

Dogwood Road, Fountain City
KNOXVILLE

BROADCASTING • Telecasting

July 2, 1951 • Page 37
NOTE:

KANSAS RIVALS
Oral Arguments Ordered

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

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

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

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

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

NPA BOOKLET
Outlines Materials Plan

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

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

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

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

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

BAB Chicago Office

LEE HART, assistant director of the Broadcast Advertising Bureau, has opened offices in Room 810 of the 612 N. Michigan Ave. Bldg. in Chicago. She will service agencies, broadcasters and advertisers in the area with the bureau's aids and developments.

RADIO-TV TAX
Requested Again By Snyder

TREASURY Secretary John Snyder last Thursday asked the Senate Finance Committee to reinstate the administration's request for boosts in radio and television set excises when it draws up its version of the tax bill.

The House Ways & Means Committee dropped the proposed increase in the rate from 10 percent to 25 percent on radio and TV receivers at the manufacturing level, while writing its tax bill in May [BROADCASTING • TELECASTING, May 28].

The House committee dropped the tax measure since. It calls for the raising of $7.2 billion in increased taxes—personal, corporate, and certain excises but minus the radio-TV boost.

However, President Truman wants Congress to pass the full $10 billion raise in taxes that he had requested earlier in the year. As part of this request, Secretary Snyder renewed the administration plea for greater excises on radio-TV sets and a tax on the manufacture of other electrical appliances.

Secretary Snyder warned that if the Senate does not act quickly to raise the level of taxation the revenue hike will be too late to offset increased government expenditures.

It was predicted last week that the Senate may act to knock out of the House version its provisions which touch the excess profits tax act. Under the House bill, the effective tax rate on all companies would go up to 82 percent from the existing 77 percent with the ceiling on the total take from any company's earnings boosted from 62 percent to 70 percent.

WU OPERATORS
Walkout Threatened

NEGOTIATIONS were still in progress last Friday in an attempt to prevent the nationwide strike today (July 2) against Western Union by the Commercial Telecasters Association (AFL). The union represents company employees throughout the country with the exception of New York City where 4,000 officers are members of the independent American Communications Assn. A 25 percent wage increase is sought.

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

Baseball Post

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

Heller Urges Senate Okay; ABA's Letter Disclosed

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

The congressmen's strong appeal on Bar Assn.'s letter opposing the appointment was disclosed. The bar's letter asked the Senate Judiciary Committee, which must consider the nomination for Senate confirmation, to defer consideration at least until after July 15.

TELECASTING • TELECASTING, June 25.

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

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

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

"Comr. Hennock has shown a keen grasp of those prerequisites which are so necessary for judicial office -- tolerance, understanding, sympathetic sense of rightousness, and an appreciation of the rights of all citizens," Rep. Heller said.

Cites Editorials

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

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

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

Both editorials referred to opposition expressed publicly and to the Senate Judiciary group by the Associated Press, the Bar of the City of New York (Broadcasting • Telecasting, June 18).

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

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

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

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

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

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

RADIO-TV ADV.

Newspapers' Problem Grows

GROWTH of radio and television advertising by "leaps and bounds" adds to the newspaper publisher's problem of how to keep in business, Rep. C. A. Wolverton (R-N. J.) said last week.

According to the Congressman, "the increasing cost of Canadian newspaperprint together with the competition of the radio and television constitutes a real menace to the newspaper industry."

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

Mr. Wolverton is a member of a House Interstate Commerce sub-committee that is studying newspaperprint costs and supply. He alluded to the latest casualty in the newspaper world, the sale of the St. Louis Star-Times to the St. Louis Post-Dispatch (Broadcasting • Telecasting, June 25).

Promotion From Here to Helen Gone

When you're advertising on RMBS... YOU KNOW IT.

And so do your customers. We tell them with newspaper ads, car cards, billboards, direct mail, promo-spots and personal visits with the retailer by 175 RMBS salesmen.

ROCKY MOUNTAIN
BROADCASTING SYSTEM
SALT LAKE CITY

Represented by GEO. P. HOLLINGBERY CO.

July 2, 1951

Page 39
BEAMED PROGRAMMING

Earns Accolades From More Department Stores

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

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

The following are typical:

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

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

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

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

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

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

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

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

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

Deciding to expand their schedule..."

**EFFECTIVE use of radio through KFBK Sacramento is credited with a sales job by executives of Weinstock-Lubin and Co. of that city. Here it is to Advertising Manager Max Murphy and Sales Promotion Director John Stuart, both of the department store, study the KFBK program schedule.**

**JOHN ESAU, vice president and general manager of KTUL Tulsa, which is carrying a successful spot campaign for Montgomery Ward's catalog office in Tulsa.**

OCCASION for this gathering was the award to Philip's Department Store, of Omaha, of the 1951 NRDGA award for the Good Morning From Philip's show on KOIL. Left to right are Sam and Henry Greenberg, store owners; Byron Head, emcee of the program, and Bill Newens, manager of the station.
LEONARD’s modern department store in Fort Worth carries a heavy radio schedule.

show on WBAP-TV.

Leonard’s advertising budget 11% goes into radio and television. About 68% of this budget goes into radio and the rest to TV. Over 50% of the radio budget is spent on KFJZ.

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

"Radio does a fine job for us in keeping our name before the public," says Lawrence Ellis, president.

"We have used radio as an institutional advertising medium and, more important, we have used radio to do a strictly merchandising job. We have had some very excellent sales results from it."

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

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

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

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

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

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

I N Omaha, Philip’s Department Store has found radio is admirably suited to advertising all of its lines.

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

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

Philip’s Department Store came into being in 1915, when Philip Greenberg, its founder, saw the need for a progressive store in the fast-growing livestock and industrial

(Continued on page 75)
COMMENT ÇA VA À QUÉBEC?

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

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

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

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

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

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

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

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

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.

TOP EXECUTIVES involved in the reorganization of ABC into four divisions [BROADCASTING • Telecasting, June 25] are (1 to r): Ernest Lee Johncke, named vice president for the Radio Network Division; Alexander Stronach Jr., vice president for the Television Network Division; Slocum Chapin, vice president for Owned TV Stations and Television Spot Sales, and James Connolly, vice president for Owned Radio Stations and Radio Spot Sales. The reorganization, announced by ABC President Robert E. Kintner, becomes effective today (Monday).

** ABC CHANGES **

Promote Three Executives

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

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

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

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

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

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

SELLING DRIVE

WCAU Unveils New Programs

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

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

Standing Committees Set

CHAIRMEN and vice-chairmen for 1951-52 national AAAA standing committees, including Radio and Television Broadcasting Committee Chairman Frank G. Simms, New York, and Vice Chairman Vernon L. Morelock of Winius-Branden Co., St. Louis, were announced by Louis N. Brockway of Young & Rubicon, AAAA board chairman, in New York last week.

Also appointed were Radio and Television Production Chairman Walter Craig of Benton & Bowles, New York, and Vance Chairman, E. J. Scott of Schwimmer & Scott Inc., Chicago.


AAAAs Operations Committee announced a fortnight ago includes Henry M. Stevens, J. Walter Thompson Co., in charge of personnel; Earle Ludgin, Earle Ludgin & Co., Chicago, in charge of research; John P. Cunningham, Cunningham & Walsh, New York, in charge of ethics; and B. C. Duffy, BBDO, New York, in charge of relations.

Also announced were Committee of Board on Press Relations, including Chairman Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York; Gordon E. Hyde, Federal Ad. Agency, New York; and E. E. Sylvestre, Knox Reeves Adv., Minneapolis.

HADACOL CANCELS

Revising Radio Copy

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

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

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

HUNTINGTON OUTLET

WGM Plans Aug. 1 Opening

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

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

BANK DAY

KRNO Airs Bank's Opening

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

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

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

THE BRANHAM COMPANY

WABB  KTHS  KFMB  WGBA  WNEG  WTPS  WTPH  WTKH  WTVB  WRCB  KOB  WCPO  WDEF  WTJS  WNOX  WMC  KFDA  KRK  KWBU  KAND  KRLD  WCHS  WBLK  WSAG  WPAR

RADIO

San Diego, Calif.  Columbus, Ga.
Macon, Ga.
New Orleans, La.
Shreveport, La.
Cumberland, Md.
Jackson, Miss.
Albuquerque, N. M.
Cincinnati, Ohio
Chattanooga, Tenn.
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Amarillo, Texas
Beaumont, Texas
 Corpus Christi, Texas
Corinica, Texas
Dallas, Texas
Charleston, W. Va.
Clarksburg, W. Va.
Huntington, W. Va.
Parkersburg, W. Va.

TELEVISION

San Diego, Calif.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Dallas, Texas

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SET PRODUCTION

Radio Production in May

The March figure for radio production was 1,411,866, an increase of 5% over February. Of May, 34,074,356, total production included 2,768,000, or 1.8%, over May, 1950, and 1.1, over the month and year. The month's output was the highest in the four months of 1951.

Population Increase

The total population of the United States, including armed forces overseas, was about 183,900,000 as of May 1, 1951, according to Roy V. Peal, Director of the Census. The figure represents a gain of 2,768,000, or 1.8%, over the estimate for April 1, 1950, according to Mr. Peal.

Home Receivers

Three Firms Cut Output

CUTBACKS in production of home television and radio receivers and full-scale output of government electronic equipment had been announced last week by RCA and Philco.

In addition, Emerson Radio & Phonograph Corp. said that government regulations may reduce the output as much as 50%.

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

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

Philco President William Balderston explained that "While Philco will continue full-scale production on automobile radios, and all electronic equipment... its home radio and television production will be temporarily curtailed."

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

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

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

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

Kaufman Honored

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

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

"A Craftsman Is Only

Benjamin Franklin

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

“ALL pertinent facts” about the North American Regional Broadcast Agreement will be brought out in hearing before the Senate Committee on Foreign Relations, declares FCC Comr. Rosel H. Hyde in the current Julius Klein Newsletter. The bylined article answers charges made in the May issue of the same publication by Edwin M. Craig, president of National Life & Accident Insurance Co. and board chairman of WSM Inc., Nashville [Broadcasting • Telecasting, May 5]

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

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

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

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

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

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

AUTO RADIOS
Owned by 45.5%—Pulse

IN A SURVEY based on 15,000 interviews in 15 major markets during May 1951, The Pulse Inc. found that 45.5% (4 million of 9 million families) in the areas owned automobiles with radios.

A similar survey was conducted by Pulse in January in New York City, which indicated a “potential car audience of well over 1 million families” in the metropolitan area.

Figures for the individual markets were:

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<th>Metropolitan Area</th>
<th>Familles With Car Radios</th>
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<tr>
<td>Atlanta</td>
<td>71,100</td>
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<tr>
<td>Birmingham</td>
<td>66,700</td>
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<td>Boston</td>
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KATY Joins ABC

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

As Good As His Tools!

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

REEVES—“20 YEARS WITH SOUND RECORDING MEDIA”

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

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

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

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

**LANG-WORTH FEATURE PROGRAMS, Inc.**
113 West 57th Street, New York 19, N.Y.

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

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

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

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

TV's Already Teaching . . .

THE New York Times' series of articles on television's influence on American life (see page 86 this issue) is the most comprehensive job of its kind we've seen and contains invaluable information. No part of it, however, can be more gratifying to telecasters than the survey of working educators, a majority of whom believe that TV is benefiting the children of this country.

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

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

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

. . . And Will Teach More

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

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

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

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

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

Put Up or Shut Up

A COMMITTEE of the American Bar Assn. now backs up a New York bar group in opposition to FCC Comr. Frieda B. Hennock for a Federal district judgeship in New York. Both say abstractly that Miss Hennock is "unqualified."

Do this Committee represent the view of the entire association? Many ABA members think Miss Hennock will make an excellent judge. We think these groups should come out in the open with their charges or shut up. Miss Hennock's stewardship as a leading New York lawyer, and as a public servant would appear to qualify her for any Federal Judge-ship hands down.

our respects to:

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

Instead of a son following in his father's footsteps, Barton McLendon was brought into radio through his son, Gordon.

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

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

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

In 1948, Gordon launched major league broadcasts over KLIF and immediately found other stations anxious to take the programs.

That was the birth of LBS, which today boasts some 400 stations in about 40 states, Hawaii and Alaska. KNKX was sold in 1949 and KLIF is today the only station owned by the McLendons.

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

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

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

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

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

While in insurance, Barton began studying law at his father's office in Idabel, Okla. His industriousness was rewarded. He passed the
WHOSE BIRTHDAY IS THE FOURTH OF JULY?

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

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

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

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

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

730 FIFTH AVE., NEW YORK 19

ROMES STUDIOS: VIA di PORTA PINCIANA 4  National Representative: John E. Pearson Co.

BROADCASTING • Telecasting  July 2, 1951 • Page 49
Our Respects to (Continued from page 48)

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

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

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

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

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

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

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

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

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

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

Newsmen to Meet

ANNUAL convention of the Caro-

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

L. J. APPEL

WSBA Owner Dies

LOUIS J. APPEL, 57, owner of the Susquehanna Broadcasting Co., licensee of WSBA-AM-FM York, Pa., died suddenly June 23 at his eastern Yor

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

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

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

Funeral and burial services were held in York.

VICTORY JAUNT

WDAK Marks Record Sales

WDAK Columbus, Ga., supplied its answer to the network-recruiting debacle by taking to the air.

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

Instead of a jaunt to the nearby hills, staff members were break-

fasted and led to the airport where a chartered airliner flew them 350 miles to Daytona Beach, Fla., where a two-day round of enter-

tainment had been arranged.

JOHN CALVIN WILLEVER

JOHN CALVIN WILLEVER, 86, a pioneer of the telegraph indus-

try, died June 24 following a week of illness at his Carville, N. J., home. After a career of 65 years with Western Union, he had re-

tired as first vice president of the company in 1943. He continued for two years thereafter as a director of Western Union, and at the time of his death was a director of two subsidiaries, the American District Telegraph Co. and Teleregister Corp. Services were held Wednesday in East Orange, N. J.

Get Results

K W I K

in

Eastern Idaho

POCATELLO, IDAHO

ABC & RBS affiliate

Rocky Mountain

Broadcasting System

In Greater Grand Rapids

...the most ears
are WOODpecked!

5000 WATTS
N BC
GRAND RAPIDS, MICHIGAN

Also WSPD, PLINT: WBOA, EVANSVILLE; WBM, INDIANAPOLIS * KATZ AGENT

Government Procedure

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

CASTING • Telecasting, June 25].
CLINTON H. FOWLER, assistant manager KUOA Siloam Springs, Ark., appointed manager KGER Los Angeles. STORM WHALEY will serve as general manager of Brown Schools radio stations (KUOA-AM-FM and KGER).

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

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

Mr. Rudolph
Mr. Shaffer

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

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

WALTER V. TURNER appointed manager KBGW Hutchinson, Kan. Mr. Turner has been with KBGW and WKRG Mobile, Ala., and has served with two Fort Industry stations during his 15 years in radio.

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

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

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

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

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

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

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

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

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

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

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

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

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

PERSONALS...

H. WILLIAM KOSTER, general manager WPJF Providence, presented citation by Rhode Island Federation of Music Clubs, for series of Musical Horizons programs presented by station. HARRY MAIZLISH, president and general manager KFWR Hollywood, presented citation for Job Well Done in field of public service for medium of radio by National Vocational Guidance Assn., Southern California Branch, June 29.

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

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

AND WKOW TURNS ON THE HEAT!

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

A HOT SPOT FOR RESULTS

WIVON-CBS

MADISON, WISCONSIN

Blankest the capital and 13 prosperous counties. Gives you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's hottest advertising buy!

1070 K.C.
WISCONSIN'S MOST POWERFUL STATION

Represented by HEADLEY-REED COMPANY

July 2, 1951 • Page 51
RTDG CONTRACT
Signed With KNBH

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

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

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

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

FILM TRANSMISSION
WHAS-TV, AP Testing Wirephoto Facilities

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

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

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

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

The tests have been conducted with 35mm film since the wirephoto equipment cuts the size of transmitted photos in half. Actual size of the delivered strip was 17½ mm, an engineering detail which the developers believe can be worked out in view of the almost universal use of 16mm film by TV stations.

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

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

Several frames from the wirephoto-transmitted movie film.

SET TRADE-INS
RCA Plan Works, Mills Says

"OPERATION TRADE," a plan enabling dealers to offer liberal allowances on small-screen RCA Victor trade-ins for larger RCA models, has proved very successful, according to A. B. Mills, general sales manager of RCA Victor Home Instrument Dept.

The plan centers around a guarantee that distributors will purchase, from the dealer, each 10-inch RCA TV set traded in on a new RCA set, or will arrange to have it reconditioned by RCA Service Co. at a nominal fixed sum if the dealer wishes to retain it for resale. (Under the latter plan, all parts except the kinescope and cabinet are reconditioned.) Mr. Mills said that the TV trade-in market "has scarcely been tapped. There are more than 250,000 RCA Victor 10-inch receivers .... Experience shows that many of the owners .... welcome the chance to turn them in on a new, large-screen instrument, if offered a liberal trade-in allowance."

ROGELL NAMED
Film Firm Vice President

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

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

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

HOW TO COVER A THRIFTY STATE

Few states have more diversified industries than has Maine with 1363, not including agriculture and commercial fishing.

People prosper better when their dollars and their jobs are invested in many enterprises.

The Maine Broadcasting System stations serve more of the homes of Maine's employed men and women than any other radio group. They speak regularly to those thrifty people who know values, buy wisely and enjoy the good life.

*BMB Study #2

WCSH WRDO WLBZ
Portland Augusta Bangor

The MAINE BROADCASTING SYSTEM
Represented by
Wedd & Company
Bertha Bennan
Nationally New England

BUENOS AIRES PLANS
Station Equipment Ordered

A CONTRACT has been signed toward construction and installation of the first television station to be placed in commercial operation in Buenos Aires. Signers were the firm of Radio Belgrano y Primera Cadena Argentina de Broadcasting, and International Standard Electric Corp., an associate of IT&T.

Most of the equipment is being furnished by Federal Telecommunications Labs Inc., Nutley, N. J., IT&T's research associate in the United States. A 150-foot tower is now being installed atop a 22-story building in Buenos Aires to accommodate Federal's new 8-ray triangular loop antenna.

THE LITTLE STATION
WITH THE BIG WALLOP

570
WMAM
MARINETTE, WISCONSIN

REB BY KEENER

BROADCASTING • Telecasting

Page 52 • July 2, 1951
A Service of Broadcasting Newsweekly

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THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX
MAY 1951

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<th>TV SETS IN USE</th>
<th>TV Station &quot;A&quot;</th>
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<tr>
<td>SUN. THRU SAT. 6:00 P.M.-10:00 P.M.</td>
<td>42.1</td>
<td>14.1</td>
<td>4.5</td>
<td>11.8</td>
<td>17.7</td>
<td>33.8</td>
<td>8.8</td>
<td>9.1</td>
<td>0.1</td>
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<tr>
<td>SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.</td>
<td>24.1</td>
<td>8.5</td>
<td>4.5</td>
<td>26.9</td>
<td>4.4</td>
<td>44.5</td>
<td>0.8</td>
<td>10.4</td>
<td>-</td>
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<tr>
<td>SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.</td>
<td>9.7</td>
<td>18.1</td>
<td>-</td>
<td>26.7</td>
<td>2.7</td>
<td>59.3</td>
<td>1.8</td>
<td>0.9</td>
<td>0.5</td>
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</tbody>
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1,038,750 TV Receivers in Los Angeles area, May 1, 1951

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

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

COMMERCIAL television was 10 years old yesterday.

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

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

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

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

Revenue to WNB T

Television's revenue from the sale of time on that first day of commercial operation, however, all went to WNB T. CBS decided to devote its station to program experimentation for the time being and did not begin to sell time until Nov. 1, 1946, when it adopted its present identification of WCBS-TV. W2XWV continued with experimental operation until May 2, 1944, when its commercial license as WABD became effective.

Not that WNB T's first day's take was anything to rave about—$60 out of the two evening half-hour shows, $30 for the quarter-hour newscast and $12 for the time signals (24 daytime, 8 evening) gave total time sales for the day of $162. Even if the studio charges—a $50 for the half-hour big studio programs, $30 for the small studio quarter-hour and $5 for each spot—are added in, the aggregate is still only $88. But after years of no revenue at all even that small sum seemed to the TV broadcasters a long step in the right direction.

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

War Cuts Hours

But war was drawing ever closer to our shores and already the electronic industry was fully engaged with defense orders and had little material or manpower to devote to the production of TV sets to provide circulation for this new advertising medium. When 1942 saw the commercial operation requirement for 15 hours of programming a week cut to four hours for the war's duration, WNB T and WPTZ (TV) Philadelphia—which had issued a rate card asking $60 an hour for its time, day or night, on Sept. 16, 1941, date of its commercial license, were the only time sellers of the seven U. S. video stations then in operation. WRGB (TV) Schenectady, whose history dates back to 1928, was in 1941 rebroadcasting many of WNB T's programs, including sponsored shows, picked up direct by a

(Continued on page 71)
CBS Show Well Received

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

There present limited VHF telecasting channels. It will make possible a nationwide telecasting system, eventually embracing as many as 2,000 TV stations. Consequently, we look forward to its early entry into the television field.

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

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

Among those at the demonstration (Continued on page 61)

Shown at Bridgeport
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He said major radio network (Continued on page 71)

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BOX OFFICE BALM
MOTION-PICTURE theatre operators, looking for a cure for re¬
taxed box offices, get two apparent boosts from television last week: (1) Disclosure that NBC has a TV-program film project for theatres in the thinking stage, and (2) the result of a theatre group’s second experiment with theatre-TV net¬
working.

The NBC plan, which authorities said still has several hurdles to clear but which was not an official comment, would involve the fil¬ming of the best sequences of top TV performers’ network pro¬
grams for distribution and show¬
ing in theatres on a regular full¬
feature basis.

For the most part, it was under¬
stood the films would be made from “live” re-enactments of the de¬
tiled portions of the original TV shows. Kinescopes would be used.

FILM PRODUCERS
Urge Subscription Video
MARKING the first motion pic¬
ture industry approval of a gen¬
eral plan of subscription television systems, the Society of Indepen¬
dent Motion Picture Men at its annual convention in Los Ange¬
els last week unanimously passed a resolution urging FCC to “speed¬
ily license worthy systems of subcriber television.”

The motion picture market should be expanded “without arti¬
ficial limitation or restriction,” the resolution stated.

Anxious to explore new ap¬
proaches and avenues for the utilization of television for the “greatest good to the greatest number,” the association urged adoption of the subscription system so that the public would be afforded a “more abundant op¬
portunity to enjoy quality feature length pictures of educational and cultural programs.”

No particular system was recom¬
mented by the group. Any method or methods that would provide added revenue for films, it felt, should be released for general use. The question of whether films would be released simulta¬
niously in theatres and for televi¬
sion will await FCC approval of a subscription plan and testing by producers in various places.

Coming in for criticism at the convention by SIMPP members was the treatment given old films being commercially telecast. Edit¬
ing of films to fit required time slots in time slots, they said. Also, the pub¬
litc’s appetite for motion pictures is dulled by the insertion of com¬
ercials during telecasting.

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

Two Silver Linings Seen

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

as little as possible but would have to be employed when, for example, one of the original pal-Lavots could not be available for the filmed version.

Sylvester L. (Pat) Weaver, NBC vice president for television, is heading the planning on the project. He reportedly hopes to get it under way in the late summer or early fall provided he can secure all necessary clearances including ar¬
rengements with performances. Presumably the films—one of which could be made, it was thought, for $300,000 or less—
would be distributed through regu¬
lar motion-picture distribution channels, though it was said that this point and the question of who would make the films were among the problems yet to be settled.

Theatre operators meanwhile were enthusiastic about the box¬
office outcome of the second test of theatre-television networking—
the Murphys-Lavots fought about Wednesday night which was telecast exclusively to 11 theatres in seven cities.

Spokesmen for the theatre group were effusive over the box¬
office results of the second test of theatre-television networking—
the Murphys-Lavots fought about Wednesday night which was telecast exclusively to 11 theatres in seven cities.

They promptly reported that the Rex Layne-Rocky Marciano bout July 12 would provide their third theatre-TV test. The first was the Joe Louis-Lee Savold fight June 15 [BROADCASTING • TELECASTING, June 18, 25.] None of the fights are being carried by TV broadcast stations nor by the theatre’s New York area, where they are stag¬
ged.

From boxing’s standpoint, the theatre-TV experiment appeared more successful in the case of the Murphy-LaMotta fight than in the Joe-Lee-Savold match. The latter drew a gate estimate of around $100,000, while the Murphy-LaMotta bout brought an estimated $115,000 into the park aside from payments from the theatre group, estimated variously from $10,000 to $28,000.

The 11 theatres which carried last week’s fight represented a gain of two—one in Richmond and one in Cleveland—over those which carried the preceding week’s. These are in Albany, Baltimore, Wash¬
ington, Pittsburgh, Cleveland and Chicago.

Despite the theatre group’s exuberance, members of the “Fair Television Practices Committee”—
organized two weeks ago by New York professional men, mostly attorneys—said they were holding firm to their plan to oppose theatre-TV and home box office on legal grounds.

Attorney Jerome Marks, chair¬
man of FTPC, said he will go to Washington within a fortnight to determine procedures for present¬
ing his group’s views to the FCC.

Acts for Members
Mr. Marks reiterated that the FTPC represents no one but its members [BROADCASTING • TELECASTING, June 25] and is “strictly non-profit.” He said the committee grew out of a group which met to discuss Supreme Court decisions, all of whom were TV set owners but not attorneys in any sense for the TV industry. The discussion, in the course of which it was gen¬
erally agreed that box office tele¬
vision was a “definite injustice to the public,” led to the formation of the committee, he said.

About 50 “fan mail” letters had been received so far, Mr. Marks continued, mostly from New York City, but a few from Albany and Schenectady, as well as Wash¬
ington, D. C.

Two separate legal questions, one relating to Telemeter and Phonevision and the other to “closed circuit” telecasts such as the theatre with which he was identified, was added, that research on each already had been begun by a committee of FTPC members.

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

LUTHERAN SHOW
Spends $750,000 for TV

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

The Rev. Mr. Hoffmann, in out¬
lining the proposed plan to mem¬
bers of the South Wisconsin Dis¬
trict Synod, was quoted as saying fortynight ago, described the ven¬
ture as the largest ever to be undertaken in television by a Protestant church group. He noted that the Seventh Day Adven¬
tists recently appropriated $350,000 for the medium.

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

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

‘BOSTON BLACKIE’ Sold in 21 TV Markets

ZIV TELEVISION Programs Inc.,
New York, last week announced it already had sold a new “Boston Blackie” series in 33% (21) of the TV markets, and expressed confidence that the transcribed program would be sold in all markets by the time it is released Sept. 1st.

Southern Biscuit Co., through Dan Lindsay Adv. Co., Richmond, will sponsor the program over WTVR (TV) Richmond WTAB-TV Norfolk-WTSH-TV (BP) Chari¬
totte, all beginning Oct. 3, it was announced.

Florsheim on ABC-TV

FLORSHEIM SHOES, Chicago, for its men’s line, will sponsor Red Grange’s football commentary for the second year on ABC-TV from Sept. 27. The show will be telecast Saturday, 9:40-10 p.m. CDT. E.
A. Trizil, media director of Gor¬
don Mark Agency, handles the ac¬
count business.

July 2, 1951 • Page 57
FILM PRODUCTION  
Highlights NTFC Forum

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

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

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

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

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

Clearance Covered

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

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


PLANS for Hopalong Cassidy series on W'TAR-TV Norfolk, Va., reach final stage as L. H. Harrin Jr. (seated), gen. mgr. of Norfolk Center Shops, signs for P. H. Rose Corp. with (l to r): C. E. McCurry, W'TAR acct. exec.; J. R. Browning, Center caw. mgr.; W. J. Millican, asst. mgr.


COAST FOOTBALL

Delayed TV Fact Signed

KTTV (TV) Los Angeles, in negotiations with the National Football League, has acquired exclusive West Coast sales and distribution rights for delayed telecasting of films of 1961 Pacific Coast Conference football games. The price was undisclosed. The contracts were signed by Frank G. King, KTTV sales manager, and W. J. Parry, president, Sportsvision Inc., which will film the games.

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

Plastics TV Drive

PLASTICS MFG. Co., Dallas, appoints Product Services Inc. for a nationwide TV campaign for its new line of plastic dinnerware. The campaign starts Aug. 1 in 16 key cities.
Two passengers who witnessed reception of KRON-TV signal aboard UAL Stratacruiser were H. A. White, president of Hawaiian Pineapple Corp., and his daughter, Pat. Signal was received up to 500 miles from station's transmitter.

**STRATA TESTS**

**KRON-TV Reports Results**

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

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

KRON-TV received three messages from the plane which reported reception ranging from "good" for 17,000 feet to "fair to poor" for 20,000 feet. Reception faded on the latter, possibly due to expiring signal strength or curvature of the earth. Measurements on "statute miles" varied from 155 to 306.

**TELEMENSION**

Film Scenery Leasable

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

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

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

**JOINT FACILITY**

Congress Must Give Go Ahead

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

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

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

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

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

**SMPTE Convention Set**

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

**RE-TELECASTS**

New FCC Problem Growing

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

Eight of these situations have been reported in West Virginia, involving such communities as Logan and Marmet. It is believed that many of the cases are in honest ignorance of the law and stem from confusion about community antenna system. The latter operation, involving pickup of signals off the air and transmission to homes by lines, is a legal function not needing FCC approval.
Commercial Color
(Continued from page 55)

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

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

Mr. Stanton reported that CBS has been "besieged" with calls from manufacturers and dealers wanting to get necessary equipment.

He reiterated Columbia's estimate that its own color-monochrome sets—CBS-Columbia, formerly Air King—would reach the market by Sept. 1. The CBS statement said these sets would be of two types: one with internal adaptation to permit reception of CBS color in black-and-white, slated to sell for "only a few dollars more" than present mono equipment designed to be provided in black-and-white.

"Actually there is no great rush in view of the fact that the tube cannot be produced for at least two years."

The new "composite" color system proposed by the National Television System Committee, CBS said, is good for black-and-white reproduction at all. It is no more than a vague outline on paper..."

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

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

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

Johnson Commends

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

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

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

Sets Compared

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

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

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

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

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

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

In New York, where almost 400 persons watched in a studio equipped with eight color sets, the audience enthroned Dr. Ber- nard Baruch as calling color "a vast improvement...over black-and-white television."

Other quotes reported by CBS included:

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

Terence A. Tobey (R-N. H.), another member of the Senate's Com- merce Committee—"What we saw this afternoon enhances the beauty and promise of our nation's hope that words fail to express. This will be the most powerful step forward in television history."

Sen. James F. Kern (R-Mo.), also on the Senate Commerce Committee—"It was a beautiful sight. It was easy, like, and completely realistic."

Henry J. Kaufman, executive vice president of the Legler Agency of New York — "Most of the stations involved aren't quite ready to come to the product actually at the moment."

Dorothy B. McCann, vice president of McCann-Erickson Agencies—"An estimated 350 people were present for the color kick-off show in Washington."

An estimated 550 people were reported by CBS to have seen the color kick-off show in Washington. This included the 100 government officials and press at the Carlton Hotel, 100 advertising men and ad- vertising agency representatives, 300 newsmen, 150 technicians and employees of WTOP and about 200 amateurs in the area who have built their own color sets.

In Baltimore, WMAR-TV reported an overwhelming verdict in favor of color TV from those who observed the "premiere" on Monday. Some 200 persons crowded the lobby of the new SunPaperg building at Charles and Baltimore Sts. to watch a set there while another 400 persons were reported on hand to view another set in the old SunPaperg building at Charles and Baltimore Sts. At the former location some mechanical difficulties marred reception, it was said, although general opinion was quoted as favorable.

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

Costs: Eight-second—$60 flat; 20 seconds—$75 a minute when available—$100 flat.

Cost for preparation of each flip card at WCBS-TV (art work)—$60 net.

A staff announcer off camera will be provided at no charge.

In New York, an offer appears on camera but does not speak (demonstrates while off-camera voice narrates) flat is $2,500.

If actor speaks on camera up to five lines, cost per announcement is $4,500 net.

If actor speaks on camera up to five lines, cost per announcement is $4,000 net.

Advertiser must use continuous schedule of 18 spots.
UHF Conversion

(Continued from page 55)

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

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

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

Capehart - Farnsworth Corp., Fort Wayne, Ind.—Demonstrating the ease of conversion to UHF television set to UHF reception, the Capehart test was conducted about four miles from the transmitter on a regular television channel.

Crosley—Crosley Division of Aceo Mfg. Corp. on Thursday gave its New York dealers and newsman the first public demonstration of reception of commercial color telecasts through a converter attached to a stock model TV set.

Converters used in the demonstration were described as "engineering models" by company executives, who said they were unable at this time to say what the converters would sell for or when they would be available to the public. The demonstration of the new converter did not consider the CBS system the final answer to color telecasting, the Aceo executives said that Crosley is cooperating with other companies in trying to develop a compatible color system, but that in the meantime the company is preparing to enable the purchasers of its monochrome model to use them in receiving CBS colorcasts if they desire to do so by adding converters to these sets.

Crosley's unit, which sits on top of the black-and-white set, to which it is attached by two connections, easily made, has its own 10-inch cathode ray tube, equipped with a receiver to use them in receiving CBS colorcasts if they want to do so by adding converters to these sets.

Conversion unit, which sits on top of the black-and-white set, to which it is attached by two connections, easily made, has its own 10-inch cathode ray tube, equipped with a receiver to use them in receiving CBS colorcasts if they want to do so by adding converters to these sets.

HOURS TRIMMED

Strike Hits KFI-TV

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

The latest loss was the hour-long, five-weekly Songo show, moved when the program's sponsor, Del Moore, and Producer Hy Heck, who own the program, were declared unfair by the union which charged them with strikebreaking and threatened union action if they continued working on the station. The program was sponsored on a cooperative basis by California Songo Merchants Assn., Los Angeles, through Mr. Heck's advertising agency.

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

Now on the air 38 hours weekly, the station has lost approximately 28 hours weekly since inception of the strike April 4 which still shows no indication of early conclusion. At the last bargaining meetings have been held in the last several weeks between the union and station which has been holding out mainly on a closed shop issue—Station Owner Earl C. Anthony insists on an open shop. In the meantime station affairs are further complicated by its being in the process of being sold, subject to FCC approval, to GeneralRubber Co. [Broadcasting & Telecasting, June 11]. The fear is that the settlement of the strike may have to await completion of the sale.

MECK CONVERTER

Priced Less Than $150

ATTACHMENT which will convert black-and-white to color and sell for less than $150 retail will be delivered to customers in August by John Meck Industries, President John S. Meck, the company's new "Add-A-Color" unit will have a 14-inch picture tube, and can be plugged into any UHF set made since January and other brand name sets with addition of a connector socket and some wiring changes.

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

E R I E, P A.

HAS THE MOST TALKED ABOUT TV STATION IN THE WORLD!

Selling A-Mixer On JUST ONE PROGRAM PULLED OVER $5,000.00

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

EDWARD LAMB, Pres.
Headley-Red, Nat'l Rep.
NBC-CBS-ABC-Dumont

W I C U

Channel 6

ERIE, PA.

Closely affiliated with WTD, Toledo, Ohio and WTVN, Channel 6, Columbus, Ohio.
GREENVILLE and SPARTANBURG SOUTH CAROLINA

Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of $110,000,000 annually. Farms add another $29,000,000. The 15,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

ENTIRE personnel of WLWD (TV) Dayton, Ohio, was kept busy last Wednesday morning scooping water and mud from the main studio building. A "terrific storm" struck at 7 a.m. Soon there were two feet of water in the film room. Studios and offices also were flooded. At 11 a.m., WLWD was again in full operation at supplementary studios. Operations were expected to return to the above building by week's end.

ENGINEERS James Hurley (l) and Roy Poland (c) examine an equipment diagram in the flooded film room while Commercial Manager W. J. Williamson looks on.

EDUCATIONAL TV Programming Unit Formed

NATION'S educators last week took initial steps to provide a cooperative educational television program service.

Meeting in Washington at the offices of the American Council on Education, university presidents and public school administrators followed through on a unanimous decision of a June 20 conference of educators that such a cooperative service was of prime importance.

Dr. Arthur S. Adams, council president, announced appointment of a drafting committee to work out specific procedures whereby the cooperative television program service can be formed.

Members of this committee include Dr. John R. Richards, Wayne U., chairman; the Rev. John J. Cavanaugh, Notre Dame president, and Dr. L. A. Wilson, commissioner of education, New York State.

Sylvania Awards

CHIEF AWARD of the Sylvania Television Awards Committee will go to that TV program considered by the judges to have "outstandingly met its social responsibilities to the community and the nation," as well as having "blazed the most notable creative television technique trail between Jan. 1 and Aug. 31, 1951," Don Mitchell, Sylvania Electric Products president, has announced. Supplementary awards will go to all categories of TV personnel, from actor to make-up man, he said.

PEACE MOVE

In DuMont-RTDG Rift

SETTLEMENT of the prospective strike against DuMont network by the New York local of Radio & Television Directors Guild reportedly was in the offing late last week, although neither side would comment formally on the matter.

RTDG national executive director and local executive secretary, Newman H. Burnett, served notice on the network a fortnight ago that a strike could "take place at any time without further notice." He charged that DuMont had refused to sign a formal contract embodying an earlier interim agreement which it had signed. The network had no comment.

EAGLE LION SUED

Action Asks $720,000

CHARGING breach of an oral agreement covering perpetual TV rights to 81 feature motion pictures and demanding $720,000 damages, George Frank and Mrs. Levenoria Batchelor, widow of the later Walter Batchelor, New York agents, have a suit on file in Los Angeles Films Inc.

Superior Court against Eagle Lion

The plaintiffs contend an oral agreement was made in October 1949 with the price set at $90,000 and they made a $1,000 down payment. About 20 days later the deposit was returned and the TV rights were sold elsewhere, according to the complaint. Films involved are now worth $810,000 for telecasting, it is claimed.

ROGERS SUIT

Asks Protection on Films

ROY ROGERS has filed suit in U. S. District Court, Los Angeles, against Republic Productions Inc., and subsidiary Hollywood Television Service Inc., be restrained from issuing any of his starring Westerns in a manner whereby the cowboy actor's name and that of his horse Trigger are used for commercial purposes.

With Republic planning to release a backlog of Mr. Rogers' Westerns for television through HTS, the suit is in the nature of a test. It will determine the legal position of the cowboy actor and other motion picture personalities whose films might be released to video. Contention is that the use of his old Westerns on television would convey the impression that he is endorsing products advertised.

The suit, if successful, could set an important precedent for the film industry, observers declare. Unless the cowboy actor's contract with Republic contained special motion picture-television clauses, the granting of the injunction could mean that studios could not offer their backlog of old films to video without consent of the players appearing in them, it was pointed out.

Gene Autry, singing cowboy star, once under Republic contract, also has threatened suit if that studio releases any of his old starring Westerns to video. Inasmuch as he is now making his own television films, charges would include unfair competition.

TV-A-SAG VOTE

Ten N. Y. Firms to Pick PERFORMERS of 10 New York film companies will choose as their bargaining agent either Television Authority or Screen Actors Guild in an election to be held by mail between Sept. 15 and Oct. 15, according to a stipulation signed by both sides in New York, under supervision of NLRA Attorney Eugene M. Purver.

With announcement of the stipulation, which marks a third major step toward settlement of the year-and-a-half-old dispute, SAG President Ronald Reagan issued a statement in Hollywood denouncing TVA. In consenting to the New York area election, TVA had chosen to "challenge the entire jurisdiction of the Screen Actors Guild," he said.

In New York, George Heller, TVA national executive secretary, said that if TVA wins the election, it will offer to "give back" non-TV film actors to SAG.

Auctions Banned

USING an auction sale to establish a market place for a mass selling of TV receivers has been banned in New York by License Commissioner Edward J. McCaffrey. In a statement he warned two licensed auctioneers who conducted a four-day sale in New York last month.
When Keith McKenney decided to "get in on the ground floor of television," he really went all out—spent three years as camera man, stage manager, program supervisor, production manager and script-writer, and then added three more years in television sales, before joining F&P. Today, Keith obviously qualifies as a true Television Specialist, and is anxious and ready to serve you.

"Serving you" is the main reason our TV department has grown so tremendously in the past few years, even though these years have of course been ones of enormous growth for television in general. New men, new accounts, new highs in billing—they’re all a reflection of F&P’s basic philosophy that our biggest job is to help you get the greatest possible value for your TV dollars.

We think a visit with any one of our "Colonels" will convince you that we really work at that job — and that we do it well, here in this pioneer group of radio and television station representatives.
<table>
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<tr>
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<th>DuMONT</th>
<th>NBC</th>
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Programs in italics, sustaining; Time, EST. L: live; P, film; K, kinescopic recording; E, Eastern network; M, Midwestern; N, noninterconnected stations.

**ABC**

- 7-7:30 PM: M. Tu.: Shenley, Andy & Delta Russell; F. Shenley, Cook's Champagne Party.

**CBS**

- 3:15-3:30 PM: T, Th., Bride & Groom; Th., Hudson Paper Co.

**NBC**

- 5:30-6 PM: M-F., Firms listed sponsor Howdy Doody in 15 min. segments.
Eyes and Ears of a GOOD CITIZEN

You don't declare yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George F. Hollingbery Co.

WHIO-TV is currently supporting these worthy organizations

- Armed Forces enlistment
- U. S. Savings Bonds
- Red Cross
- Civil Defense
- Green Cross Safety Campaign
- Community Chest
- Social Security
- Dayton Council on World Affairs
- U. S. Air Forces
- St. Elizabeth Hospital Fund
- Cancer Drive
- Cerebral Palsy Campaign
- Save-A-Life Campaign
- YMCA
- YWCA
- Dayton Division of Health
- St. Joseph Orphanage
- Boy Scouts
- Girl Scouts
- Public School Activities
- Paint-Up and Clean-Up Week

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.
### Weekly Television Summary—July 2, 1951, Telecasting Survey

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<th>City</th>
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<td>80,110</td>
<td>San Francisco</td>
<td>KDOC-TV, KPIX, KRON-TV</td>
<td>123,000</td>
</tr>
</tbody>
</table>

**Analysis:**
- **Middle Income Group:** 54% of the population, with 63% owning televisions.
- **Low Income Group:** 40% of the population, with 34% owning televisions.

**Reasons for Ownership:**
- **Respect for TV:** It is a sign of respect and importance.
- **Social Interaction:** It provides entertainment and social interaction.
- **Educational Value:** It is considered a valuable educational tool.

**Reasons for Non-Owning:**
- **Income Constraints:** Many in the lower income group cannot afford televisions.
- **Preference:** Some prefer other forms of entertainment such as radio or reading.
- **Location:** Rural areas may have less access to television due to infrastructure limitations.
Act will such changes will have been upheld in favor of FCC by the courts in comparable cases. He said the courts have "consistently sustained the authority of the Commission to adopt general rules and regulations in connection with its licensing functions."

Hearing Right Issue

Mr. Cottone argued that under the FCBA argument, an applicant for a broadcasting license could demand a hearing on his application, and if denied, appeal under Sec. 309 (a). In his memorandum brief on this subject, Mr. Cottone pointed out that the FCBA contention respecting rights to hearing under Sec. 309 (a) would prevent the Commission from adopting any general rules which define and declare elements of the public interest in advance of individual licensing proceedings and "is, therefore, a contention not consistent with the provisions of the Communications Act but one squarely in the teeth of every judicial decision bearing upon the subject."

The brief continued:

It would necessarily follow from the contentions of petitioners that no rule or statement of policy which may be adopted by the Commission could foreclose an individual applicant in the entire question in a hearing on its application.

This necessarily means that the Commission could not adopt any effective general policy, by rule or otherwise, respecting whether the public interest would be served by assigning a given frequency to an applicant.

Even if the Commission's rules would be transformed into a mere advisory declaration. However, it has been consistently held that the Commission's Rules and Regulations are not merely tentative advisory pronouncements but have the force and effect of law.

Mr. Cottone explained that under FCC's proposal anyone wanting a change in the allocation table may petition for a change in the rule to provide such a channel if available. If the petition to FCC, he explained, the party has full judicial review provided under Sec. 402 (a) of the act.

The one-year limitation on filing of such petitions, he stated, is a "reasonable limitation" imposed by action of Congress which has been held in comparable circumstances by the courts in such decisions as the Ashback case.

He noted FCBA's chief objection to FCC's proposal with Sec. 309 (a) of the act, Mr. Cottone argued there is nothing in this section which prohibits the rules proposed.

There would have to be "pretty
tutes CBS "feels unwise," he said, CBS "tries to distinguish between what we don't like and what we believe is illegal." Effects Described Alternatives to a fixed plan were held "unappealing and unworkable" by Mr. Salant. He thought adding the issue of whether the city merited the allocation of a channel to the normal issues of a comparative hearing would multiply the complexity of the case innumerable times. If FCC were to junk its fixed plan and proceed on a strictly application basis, Mr. Salant said CBS "in effect" would feel at Chicago would create a chain-reaction hearing involving city after city ranging from Norway, Va., to Grand Forks, N. D. He termed this illustration an "extremely limited example."

Comr. Robert F. Jones questioned Mr. Salant at length, what happens to a channel list for channels not listed in the fixed table once it is set by the Commission. The attorney replied in substance, "In reality, we believe FCC is not hearing and due process "now" on such issue, in the oral argument and in the forthcoming written arguments. It also was noted the right to appeal is provided after the table is made final.

George S. Sutton, appearing for several existing TV stations and other applicants, said all of his clients support FCC's authority to make a firm allocation but he would not comment on the educational issue. "Neither do we question the authority of the Commission to make such reservation," he said. Mr. Sutton informed FCC none of the existing TV stations he represents, whose frequencies the Commission proposes to change, own any "city-by-city" hearing. As WDEL-TV Wilmington, WBBR-TV Birmingham and WGAL-TV Lancaster, Pa. He also appeared for WBBG Altoona, Pa.; KOKX KRGW, Des Moines; WFMJ, WTVV KQV, KOAM Pittsburg, Kan.; KFVS Cape Girardeau, Mo.; WDBO Orlando, Fla.; WTRG Mobile, Ala.; WMA, and KFPL Columbus, Ga.

James A. McKenna Jr., appearing for ABC, stated the network supports FCC's allocation authority. It would only be "absurdly complex hearings would ensue if a fixed plan is not adopted. Similarly pointing out the long post-announcement delays in new applications upon lifting of the freeze, Vernon L. Wilkinson told FCC that "to cut the Gordian knot there must be an allocation." He appeared in support of FCC's position on behalf of WBBR Pittsfield, Mass.; WFTL Ft. Lauderdale, Fla., and KING-TV Seattle.

Other attorneys concurring in support of the FCC plan included Stanley A. Stain, WTVY Bloomington, Ind.; Maurice R. Barnes, for Michigan State College; and Ernest W. Jenness, for Lowell Cooperative Broadcasting Co.

William A. Porter, president of FCBA, opened the afternoon session in opposition to FCC's allocation plan by rule. But it is not "true that FCC's several powers of allocation and rule making but the bar group does oppose a table fixed allocation by rule."

He saw court litigation on a fixed plan by rule delaying TV service to the whole country. FCC does not oppose an allocation plan, Mr. Porter said. In fact, he said, "we urge that one be adopted." Such a plan must not be by rule, however, he said.

"Discréption" He recalled. When salant challenged by rule, Mr. Porter indicated, FCC at its discretion can decide who may have a hearing on a request to allocate a channel not listed in the fixed plan. "If it is felt there is not enough, it is indicated, since all applicants must be afforded hearing.

As an example of such discretion being used against an applicant, he cited the Oklahoma City effort to acquire Channel 10 at Bridgeport and to be included in the Hartford-New Britain competitive process.

The FCBA president noted the FM allocation is only a tentative plan and has been changed every now and then to meet a particular situation, Mr. Porter said. He noted FCC has been issuing notices of proposed rule changes in FM during the past three years, however.

"If that same liberality could be applied to the television allocation," Mr. Porter stated, "there would be much less trouble with it." Mr. Porter, Mr. W. M. Webster, Mr. Porter thought the FM allocation would be "illegal" if finally fixed by rules. "Our position is not one of obstruction," Mr. Porter advised the Commission, noting, "We have been accused of that." He explained FCC feared further delays otherwise.

To Chairman Coy's inquiry respecting "intimidation," Mr. Porter replied there "absolutely" was no "intimidation" involved. FCC merely "fearing possible upset later."

"We couldn't intimidate you if we wanted to," Mr. Porter commented.

"Quite agree with that," Chairman Coy retorted.

"We are officers of your court," Mr. Porter told the chairman, explaining it was for this reason FCC decided to apply FCC to the legal problem.

The FCBA spokesman explained the "general language" of Sec. 303 of the act is "modified by the specific language of later sections, namely Sec. 307 (b), (c) and 309 (a).

Referring to FCCA's views on shortcutting the further procedure to expedite a lifting of the freeze, Mr. Porter said, "I think you should excuse me giving our opinions now. Take out one step." This step to be omitted is the city-by-city hearing, he indicated.

Chairman Coy inquired whether FCC should take a "long term lease on the Chicago stadium" in order to hold comparative hearings on applications, Mr. Porter replied, "I think that will be necessary. Not based on applications.

"He explained he did not feel all who filed complaints would come forth with firm applications because of the cost of TV and other considerations. So many complaints were filed, he indicated, because all parties felt that under FCC's proposal the time was the "last chance" to get into TV. Such would not be the effect under FCBA's proposal, he argued.

Mr. Coy indicated perhaps three times as many applications may be filed as there were comments. Initial comments totaled about 700, and replies about 300. "We have a pessimist on this, aren't you?" Chairman Coy asked Mr. Porter.

"No, I'm not," was the reply, as Mr. Porter stressed the high cost of applying for TV itself "will separate a lot of wind from the substance." He emphasized he believed the so-called "chain-reaction" problem of comparative hearings would therefore wash out.

Chairman Coy suggested FCBA might be more concerned over channel scarcity than the Flojo pro.

Mr. Porter disagreed, stating again the fear of a law suit which would tie up the entire country.

Mr. Porter explained that before, Mr. Porter, Chairman Coy interjected sharply.

"We see a threatened case of controversy here," Mr. Porter commented. "We want to keep the line of education on television for a very long time."

No Education Comment When asked about the educational reservation issue, Mr. Porter stated he was not authorized by FCBA to comment, but personally felt the regulations "Mosquitoes scaring the real story out of the hoppy beer," he said.

"Now that really would be very badly, wouldn't it," Chairman Coy tartly observed. "I have a further comment, it really would be showing a "good faith" to educators by such policy.

Mr. Porter explained he thought education should have facilities but they should be on "equal basis" with all other applicants.

"You feel that is real generous," Chairman Coy suggested.

Mr. Porter replied he did not think FCC had the right to reserve channels.

To Comr. Webster's inquiry whether the FCBA view on allocation legality would apply to all other services equally, Mr. Porter replied, "I think so."

Comr. George E. Sterling asked if an applicant could take the allocation-by-rule plan to court when he had not proven a "flexibility" channel could not be operated. Mr. Porter answered he felt an applicant has the right to apply for a "specific channel" and may appeal if denied that facility.

W. Theodore Pierson, appearing for several applicants, stated his clients opposed both the allocation and reservation proposals, although not all of them "oppose or have (Continued on page 88)
Telestatus
(Continued from page 67)
followed by the Comedy Hour, star-
ing Dean Martin and Jerry Lewis. ARB-TV Nationals are issued monthly based on a probability sample of 2,000 TV homes representing all video urban and rural areas. The ratings follow:

<table>
<thead>
<tr>
<th>RANKING BY PROGRAM CITY RATING</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Star Theatre</td>
<td>55.6</td>
<td>54.5</td>
<td>56.7</td>
<td>47.7</td>
<td>54.8</td>
</tr>
<tr>
<td>2 Comedy Hour</td>
<td>50.3</td>
<td>51.5</td>
<td>52.0</td>
<td>41.6</td>
<td>50.6</td>
</tr>
<tr>
<td>3 Studio One</td>
<td>45.3</td>
<td>46.5</td>
<td>47.0</td>
<td>39.0</td>
<td>46.6</td>
</tr>
<tr>
<td>4 The Price is Right</td>
<td>40.3</td>
<td>41.5</td>
<td>42.0</td>
<td>33.6</td>
<td>41.6</td>
</tr>
<tr>
<td>5 Mannix</td>
<td>35.3</td>
<td>36.5</td>
<td>37.0</td>
<td>29.0</td>
<td>36.6</td>
</tr>
<tr>
<td>6 The New Adventures</td>
<td>30.3</td>
<td>31.5</td>
<td>32.0</td>
<td>24.0</td>
<td>31.6</td>
</tr>
<tr>
<td>7 Studio One</td>
<td>25.3</td>
<td>26.5</td>
<td>27.0</td>
<td>19.0</td>
<td>26.6</td>
</tr>
<tr>
<td>8 The Price is Right</td>
<td>20.3</td>
<td>21.5</td>
<td>22.0</td>
<td>14.0</td>
<td>21.6</td>
</tr>
<tr>
<td>9 Philco Playhouse</td>
<td>15.3</td>
<td>16.5</td>
<td>17.0</td>
<td>12.0</td>
<td>16.6</td>
</tr>
<tr>
<td>10 The Colgate Playhouse</td>
<td>10.3</td>
<td>11.5</td>
<td>12.0</td>
<td>8.0</td>
<td>11.6</td>
</tr>
<tr>
<td>11 The Hor авиет Peacock</td>
<td>5.3</td>
<td>6.5</td>
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<td>6.6</td>
</tr>
<tr>
<td>12 The Price is Right</td>
<td>1.3</td>
<td>2.5</td>
<td>3.0</td>
<td>2.0</td>
<td>2.6</td>
</tr>
<tr>
<td>13 The Price is Right</td>
<td>0.3</td>
<td>1.5</td>
<td>2.0</td>
<td>1.0</td>
<td>1.6</td>
</tr>
</tbody>
</table>

RANKING BY HOMES REACHED

| 1 Star Theatre                 | 7,170  | 7,150   | 7,130     | 6,170    | 7,150   |
| 2 Your Show of Shows           | 5,450  | 5,430   | 5,410     | 4,410    | 5,430   |
| 3 Comedy Hour                  | 5,370  | 5,350   | 5,330     | 4,330    | 5,350   |
| 4 Godfrey and Friends          | 5,670  | 5,650   | 5,630     | 4,630    | 5,650   |
| 5 Philco Playhouse             | 5,440  | 5,420   | 5,400     | 4,400    | 5,420   |
| 6 Groucho Marx                 | 5,440  | 5,420   | 5,400     | 4,400    | 5,420   |
| 7 Fred Allen                   | 5,440  | 5,420   | 5,400     | 4,400    | 5,420   |
| 8 Private Eye                  | 4,350  | 4,330   | 4,310     | 3,310    | 4,330   |
| 9 Studio One                   | 4,280  | 4,260   | 4,240     | 3,240    | 4,260   |
| 10 Original Amateur Hour       | 4,170  | 4,150   | 4,130     | 3,130    | 4,150   |

New KTSL Rate Card, No. 5, Effective July 15

KTSL (TV) Hollywood, owned and operated by CBS, has issued Rate Card No. 5, effective July 15, which increases Class A time in the one-hour classification from $900 to $1,200. Class B rate is being increased from $575 to $900 and Class C rate from $360 to $480, with corresponding increases for program periods of less than one hour.

Latest HoopEatings

MILTON BERLE’S “Texaco Star Theatre” led the TV “HoopEatings Pocketpiece” for the first two weeks in June, with a 44.5.

The first 10 sponsored network programs were:

1. Texaco Star Theatre—Milton Berle 44.5
2. Fred Allen                 35.4
3. Comedy Hour—Martin & Lewis 26.3
4. Godfrey’s Talent Scouts 23.6
5. Mannix                         22.5
6. Philco Playhouse            20.6
7. Studio One                   19.7
8. Original Amateur Hour       18.6
9. Kraft TV Theatre             16.6
10. Godfrey & Friends          16.4

Effect on Adolescents
Surveyed by USC

EFFECTS of television on adolescents’ home life and family relations are covered in a one-year survey made at U. of Southern California School of Education by Lindon G. Leavitt Jr., radio-television instructor of Pasadena City College.

Encompassing 322 boys and girls from six junior high schools the survey shows that 30% like their homes more because of television. Only 7 out of the 322 reported video has been a bad influence in their home. Some 75% said they stay home more now because of video and 22% admitted enjoying companionship of their parents more since the family acquired a set.

From the parental side, 85% stated their parents gave them the same amount of attention they received prior to television, but 5% reported receiving less attention. There has been no change in the way members of the family treat each other was the opinion of 85%. It was the belief of 15% that the family seemed to get along better since they got TV.

Berle Tops Ratings
In Trendex Report

TOP 10 TV shows headed by Texaco Star Theater according to Trendex Ratings covering interconnected network programs in 20 cities for the week of June 1-7. Survey lists the top 10 as follows:

| Star Theatre—Berle          | 49.1 | NBC |
| Godfrey’s Talent Scouts     | 46.2 | CBS |
| Colgate Playhouse           | 43.2 | CBS |
| Texaco Star Theatre         | 39.7 | NBC |
| Your Show of Shows          | 36.4 | NBC |
| TV Playhouse                | 35.7 | NBC |
| Godfrey & Friends           | 32.8 | CBS |
| Your Hit Parade             | 31.3 | CBS |
| Martin Kane, Private Eye    | 30.6 | NBC |
| The Colgate Playhouse       | 29.0 | NBC |

NOTE: The above figures are based on the live broadcast of the program during June 1-7.

Tele-Que Reports
On L. A. Televiewing

FAVORITE television program in the Los Angeles area for the second consecutive month was Psyche Cooley, according to the June Tele-Que survey released by Coffin, Cooper & Clay Inc., Los Angeles. Taking the next nine places in popularity among evening evening were: 1. Milton Berle, KTLA Thurs.

Footballcasts
(Continued from page 25)
York and Boston. Night game im-

BonaFide Cansels

BECAUSE of CBS-TV’s no-hiatus policy for BonaFide Mills Inc. (floor coverings), New York is canceling its Bona Maid Versatile Varieties (CBS-TV, Sunday, 11:30 a.m.-12 noon) for this summer. Since the show’s talent consists of children, amateurs, most of whom are away at camp during the summer, Gibral-

ROTH THOMPSON

25 years of radio experi-

WRTAI

2120 KC
Altoona, Pa.
Represented by ROBERT MEKER ASSOCIATES

Page 70 • July 2, 1951

Telecasting • Broadcasting

means

WMI C

MILWAUKEE

REPRESENTED BY FORJEO

WMIC
10th Commercial Year
(Continued from page 56)
special receiving array at the WRGB transmitter site in the Helderberg Mountains. But WRGB did not begin charging for its own time until Dec. 1, 1947. WKBX (TV) Chicago, which began telecasting programs in March 1941 and received its commercial license in October 1942, did not go commercial until 1944. WTVI (TV) Los Angeles, which as W6XAO began electronic TV operations in December 1931, delayed the start of its commercial career until May 6, 1948, when it telecast a kinescope recording of the Old Gold Original Amateur Hour.

Study Medium
These bare dates alone, however, do not give any thing like a complete account of pictorial advertising on the air, even in the prewar period of video experimentation. As soon as the television experimenters put recognizable images on the air, advertisers began to study this new means of communication, which even then was a potentially powerful advertising medium. Industrial films, made for showing in schools, factories, clubs and dealer meetings, were freely offered to the pioneer telecasters, who were glad to receive this ready made program material to augment their meagre supply of video entertainment.

Other advertisers adapted their radio spots for the tube, or supplied, for sight as well as sound broadcasting. A few even developed special programs for video presentation, paying the program costs while the stations contributed their facilities without charge in a mutual campaign of advertising experimentation. NBC's W2XBS, in the 15 months following its inauguration of regular programming on April 30, 1939, telecast experimental commercial programs in cooperation with 73 individual advertisers whose TV-pitched items ranged from disinfectants to steamship cruises.

In the fall of 1941, WPTZ's telecasting in a three-city hookup. WPTZ, which became the first regularly affiliated station of the NBC-TV Network, aimed them in Philadelphia, and WRGB in Schenectady, as well as WNBT in New York.

Television's postwar expansion, from seven to 107 stations, from a few thousand receivers to well over 12 million, from a handful of sponsors to thousands of regular video clients, needs no recounting here. Its commercial growth can be epitomized best, perhaps, by a comparison of WNBT's Rate Card No. 1, with a base rate of $120 per evening hour and a nighttime one-minute announcement at $8 each, and that station's current rate card (No. 9), which calls for $1250 per evening hour and quotes 20-second announcements at $675 apiece.

TV Benefits Children
(Continued from page 56)
shows have lost "a sizable proportion of their after-dark audiences," but that radio's local business is holding up. The Times also found that night clubs, bars, and restaurants have experienced a general decline in business; civic and community meeting schedules have been revised to avoid TV competition; bus, trolley and taxicab firms report a stay-at-home trend which is slowing their business.

"Conversely, retail clothing stores report increased sale of lounging apparel for use in the home, particularly women's robes and 'TV slacks,'" the newspaper asserted. "Furniture manufacturers also say they have benefited from the 'back-to-home' movement as viewers decide to 'dress up the living room.'"

In Cleveland it was reported the "asking price for one large station has skidded from $3,000,000 to $1,250,000 in a year."

The Times was cited as an illustration of "what happens when the screen lights up in the home and the public curtails its spending."

The Times reported: "Attendance at theatres has dropped 20 to 40% since the introduction of television. . . Many film distributors believe the national decline is roughly in line with this.

"In contrast, representative cities that do not have television report business is holding up well and attribute at most a 10% decline to the higher cost of living."

In contrast to the number of theatre-closings, the Times notes, have been the approximately 800 new drive-in theatres which were opened during the past year. At drive-ins, (Continued on page 72)

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WLB
July 2, 1951 • Page 71
POLITICAL MUST

PRESIDENT TRUMAN considers television an essential in modern politics, The New York Times reported last week that study of TV's effects on "major segments of American life" (see story page 56).

New York Gov. Thomas E. Dewey, titular head of the Republican Party, shares this view, but they both take a dim view of telecasting Congressional investigations.

The Times quoted a White House spokesman as saying: "In general it is pretty obvious that television affects highly the use of television. He insists on full use of it in all of his major speeches."

"The President has real misgivings, however; about the use of television at hearings because of the tendency to make Roman holidays of them."

"One day he observed that one of the flaws of the Congress is the weakness of the governments of Athens and of other democratic Greek states was the adoption of trial by mass jury. In that way emotions sway over reason. Socrates was tried in that way and the result was most unfair."

"On this the President is most seriously concerned. The trouble with television hearings, he said, is that a man is held before cameras and 40 million people more or less hear him charged with so-and-so, and the public, uninformed generally with evaluating the presentation of evidence, is inclined to think him guilty just because he is charged."

"Then the pressure begins mounting on the committee and the result can be that the witness is pushed around. It is the very negation of judicial process, with the committee acting as prosecutor and defense, and the public acting as the jury."

On the same subject, Gov. Dewey was quoted, in part:

"Politically, television is an X-ray. If a man doesn't know the business of government, he cannot long stand its piercing lights and stark realism. It should make a constructive advance in political campaigning."

"The use of television and radio to broadcast testimony of witnesses is of very doubtful legitimacy. To use the power of government to suborn individuals, put them under the piercing glare of kilo lights and question them smacks too much of the Russian method to fit in with our institutions and the dignity of the judicial process and the rights of individuals."

SWG Cautions Members

DISCIPLINARY Committee of Screen Writers Guild has cautioned members not to accept less than the SWG minimum of $600 for two weeks' work on television writing assignments. Minimum had been $375 until recently when the rate was raised. With two members having rejected each job for working for less than minimum, SWG is now stressing the fact that future violators may be given stiffer fines.

For the 'Record'

FIRST two of The New York Times seven articles, written by Jack Gould, on the effect of television on American life were reprinted in the Tuesday, Congressional Record. Sen. William Benton (D-Conn.), who was responsible for the insertions, said the Public Printer informed him the cost of printing the articles in the Record was $286.80. The Senator also noted that Mr. Gould's reference to him and to Sen. Everett Dirksen (R-Il) as "favoring telecasts of Congress because they would prove an educational force in demonstrating the workings of a democracy" was not quite accurate as he has not made up his mind whether such procedure "would not actually reduce the efficiency of the Congress."

The Times study found that "isolated and highly tentative reports... give the first hints that veterans video drivers are beginning to resume the movie-going habit after a steady dose of TV."

Referring to experiments in the theatre television art, Mr. Gould says that "by fall perhaps more than 100 houses will have theatre TV equipment and will be in a position to outbid an advertising sponsor on some video."

"But," he said, "overlooking all other considerations in the relationship between television and the motion-picture world is the fact that television is still only in its relatively early stages of development."

The Times found sports especially concerned about the effects of TV. In the case of high schools party the study was found "loss of revenue from football and basketball is jeopardizing other sports and such extra-curricular activities as dramatic clubs, school newspapers, and student band."

From a college standpoint, it was pointed out, 24 institutions have abandoned football since TV came in.

Yet on a national basis, the Times reported, TV's effect on sports "does not follow a consistent pattern, and varies widely in different locations."

The roundtrip found that "the surprising variety of immunity from the inroads of TV is what always has been the basic test for success in sports—a winning team or a championship participant."

For instance, it was pointed out that the New York Yankees, Brooklyn Dodgers, and New York Giants baseball teams "are drawing large or sell-out crowds" for their top games, "and sale of the TV rights is just that much added revenue."

Minor league, high school, semi-pro, and neighborhood events are suffering from top collegiate and professional telecasts, the newspaper reported, because "with big games on TV, people won't go to little games."

Book-reading in general, the study revealed, "has withstood the onslaught of television and the printed word at present is not seriously endangered."

Mr. Gould reported that "sale of books to adults has fallen off in most cities, but public libraries in the main report an upward trend in the lending of books."

Mr. Gould concluded: "A major surprise in the reports on book-reading is a deflation of the persistent assumption that the young book reader would be lost to television. An overwhelming majority of public libraries reported that children, once they were accustomed to having TV, actually were reading more books, not fewer."

The Times inflationary spiral's effect on magazine reading brought a divided answer, and in the case of newspapers it was reported that circulation "has been sustained or even increased in television cities, but distributors said that early editions of morning papers and the very late editions of afternoon newspapers were affected in some communities."

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WORD SWITCH
Move to 910 kc Proposed

SWITCH from 1400 kc to 910 kc and power increase from 250 w to 1 kw directional for WORD Spartanburg, S.C., were favored in an initial decision issued by FCC Hearing Examiner Elizabeth C. Smith last week. WORD would continue fulltime operation.

In favoring WORD’s application for the change, the initial decision asserted the proposed operation "would provide a new primary service, daytime, within its interference-free contour over an area of 1,824 square miles with a population of 115,583 persons and, nighttime, over an area of 79.2 square miles with a population of 24,759."

Moreover, Examiner Smith found the new assignment would enable WORD to furnish a second primary service to 35% of the city of Spartanburg at night and give "residents of the area a choice of locally operated stations."

The initial decision noted the switch does not directly comply with the Commission’s rules and standards of good engineering practice "in that objectionable interference will be received within its normally protected contours. ... While the daytime interference is within the tolerance contemplated by the standards, nighttime interference is substantially in excess of such standards. . . ."

"However," the decision continues, "the increased number of persons who would receive service from station WORD, both day and night, and especially the extension of the station’s nighttime interference-free service to a substantial portion of . . . Spartanburg as well as adjacent areas which now receive only one primary service, justify the deviation from the standards."

The examiner could find no basis for the objections of WJHL Johnstown, Tenn., and declared "no objectionable interference within the normally protected (3.5 mv/m) daytime contour of station WJHL would result from the proposed operation." She also found that the proposed switch "would not cause objectionable interference to any existing domestic station or any such station proposed in a pending application . . . (or) any foreign station." WORD agreed to accept a grant conditioned by the provision that it bear any expense necessary to eliminate re-radiation problems with WSPA Spartanburg.

IBA To Meet Aug. 23
FIRST SUMMER meeting of the Illinois Broadcasters Assn. will take place Aug. 23 at Pere Marquette State Park, President Ray Livesay of WBHH Mattoon has announced. The park is located on the Illinois River 30 miles north-west of Alton.

WHEC helps clear up the Rochester picture for time buyers

The WHEC Service-Ad illustrated here gives useful information not covered in the regular SRDS listings—information available or inaccessible at the time when you’re weighing radio advertising opportunities.

The Service-Ad of many other stations, too, are making the suggestion one radio director made when he said: "When radio stations tell me something about themselves in their ads—something their SRDS listings do not tell—I welcome it, and I use it."

You, too, probably find that such additional on-the-spot information in the SRDS Radio Book saves your time . . . makes your job easier. And Service-Ads near their market listings in CONSUMER MARKETS go to make that selection job even easier.

Published by Standard Rate & Data Service, Inc. Wolfe E. Beshof, Publisher
327 North Michigan Avenue, Chicago 1, Illinois - New York - Los Angeles
ARMINE WOOD, staff announcer WHSY Hattiesburg, Miss., appointed program director WBBR Fitzgerald, Ga. His wife KAY LEWIS appointed women's director and traffic manager for the station.

BILL GARIN appointed assistant di-
rector and floor manager KSPF-TV
Minneapolis.

EDWARD CARLIN, author and radio
center, to WLID New York, as head of research, merchandising and
promotion.

WALTER BENNETT Jr., trade news
er WOR New York publicity
department, father of daughter, Be-
atrice Gay, June 24 in Northern West-
chester Hospital, Mount Kisco, N. Y.

JAY RUSSELL, publicity representa-
tive WDTV (TV) Pittsburgh, Pa.

DICK ELLIOTT, disc jockey WIR-
dianapolis, resigns to devote his full
time to automobile sales.

FAY KAUFER to music department
WILLIAMSBURG, Va.

FRANK BOWERS, program director,
BOB LEE, announcer, PEGGY DAVIS,
continuity department, and BILL
WALTNEY, announcer, have severed
connections at WCAV Norfolk, Va.

GLORIA SCHULTHEIS, continuity
writer WIRE Indianapolis, and Nel-
son Joyner, married, June 16.

DARRELL VEERHUSEN to announc-
ing staff KAYL Storm Lake, Iowa.

NORB MOORE, news writer-an-
nouncer KIOB Belleville, Ill., to contin-
tuity department KXLY Clayton, Mo.
SAM WOODALL, Krupic & Assoc.,
St. Louis, named to announcing
staff.

JOE FOSS to announcing staff WBBM
Chicago.

HERB EVERITT, program depart-
ment KIDO Boise, Idaho, resigns to
return to college. LOWE WOOD
named copywriter in program depart-
ment.

NORMAN WALLACE, staff announc-
er, resigns to return to Spo-
kane, Wash. JACK LINK, program
director KCID Caldwell, Idaho, named
announcer and assistant in program
department. WIFF JANSEN, new
to radio, appointed to announcing
staff.

LOUISE BURJARYN, former
receptionist at KIDO, rejoins as
copywriter in program department.

BILL JOHNSON, staff announcer
WNAX Yankton, S. D., married.

MIKE MEARIAN appointed to an-
nouncing staff WIXA Kenmore, N. Y.

RUSSELL D. LONG, program man-
ger WCSC Charleston, S. C., elected
president of Charlotte Lions Club.

LaVAR REESE, production director
W. E. Featherstone Adv., Salt Lake
City, to promotion department KSL-
AM-TV Salt Lake City.

BOB FOUTS, sportscaster KYA San
Francisco, father of boy, William
O. BULLARD, Club Lido, San Francisco, to KCBS San Francisco, as pianist on staff orchestra.

BILL GRIFFITHS, KOL Seattle, to
KYA San Francisco, as staff announ-
cer.

JERRY DEVINE, producer-director
ABC This Is Your FBI, in Europe
awarded for six weeks tour of con-
tinent.

WILLARD WIENER, writer, to pub-
licity department ABC Western Div.,
assigned to trade press beat.

ROBERT RAISBECK, producer of
ABC-TV The Rugrats Show, in New
York on month's combined business
and pleasure.

BOB SHELDON, page ABC Holly-
wood, named floor manager KECA-TV
Hollywood.

ROLLY FORD, manager CHUM To-
ronto, now editing monthly house or-
gan Top Dog CKNW New Westmin-
ter, B.C., which gives local news, fea-
tures aired by CKNW, and round-up
of news of Canadian radio personali-
ties.

LYNN POOLE, director of public rel-
ations for Johns Hopkins U., Balti-
more, and creator of The Johns Hop-
kins Science Review on WAAAM (TV)
Baltimore, and DuMont Network, pre-
sented "outstanding achievement award" from American College Public Relations Assn. Award is made annu-
ally to the ACPIA member who has
done the most for the advancement of
educational public relations dur-
ing the year.

FRANK CARTER named to announc-
ing staff WEPN Philadelphia. He was
senior copywriter at WCAV Philadel-
phia.

JOHNNY LANE, Western ballad
singer KEYL (TV) San Antonio,
signed to contract by MGM Recording
Co., Hollywood.

MONA MCCORMICK, radio student
State U. of Iowa, to continuity de-
partment WERE Cleveland, as sum-
mer replacement.

KEVIN HARDEN, program director,
and STEVE LIBBY, publicist man-
ger WIS Columbia, S. C., named two
of "Key Men" by Columbia Junior
Chamber of Commerce.

ULY NICK PANOS, advertising de-
partment Oklahoma Publishing Co.,
Oklahoma City, to WKY-TV Okla-
ahoma City, as artist.

JOE ANGELLO, producer-director
KTTV (TV) Hollywood, father of girl,
Francesca, June 10.

JERRY LEWIS, comedian, leaves
his father, in California, to move to

JERRY LEWIS, comedian, leaves
his father, in California, to move to

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his father, in California, to move to

NEW... NEW...

RON MILLER, news editor WSAT-
AM-TV Huntington, W. Va., appointed
news editor WOWO Ft. Wayne.

GERRY WRIGHT, women's news edi-
tor WTOP Washington, D. C., lost the
woman commentator contest re-
cently conducted by "Wendy Warren
and the News," over CBS weeklies,
with an unusual human interest story
about a handicapped child of her com-
mittee, it was announced last week.

In A "move to add speed and flexi-
bility to AP radio coverage in the
northwest," the Spokane bureau of
AP has become a filing point on
the service's radio wire, it was announced in
New York last week. Spokane bureau filing will be coordinated with that of Seattle, main regional filing
point for Washington, north Idaho
and Alaska, the announcement said.

JOHN ROLFSON, KGVO Missoula,
Mont., to news staff WNZK Yankton,
S. D.

GORD SINCLAIR Jr., announcing
for CFB Fredericton, to news staff
CFCF Montreal.

RAY WATERS named to news staff
WNJR Newark. He was with WMTR
Mahwah, N. J.

JACK McCLEAN, new editor WGBH
Boston, appointed news editor-an-
nouncer WXRA Kenmore, N. Y.

FRED EDGE appointed roving Euro-
pean correspondent of CKBY Toronto,
and CKOY Ottawa. He will tape
recordings with important Europeans
and descriptions of events, and air-
them each time back.

BILLY O'HALLORAN, newspaperman
and news editor, to newroom staff
ABC Hollywood.

MERRILL MUELLER, news commen-
tator NBC, leaves for five-week tour
of world to visit major news centers
in foreign countries, includes Korea,
Japan, London, Manila, Hong Kong
French Indo-China, Singapore, India
Iran, Palestine, Rome, Paris, and
New York. In his absence, BOB
LETTS, KNCB San Francisco, will
substitute for Mr. Mueller on his
regular NBC Western Network news
analysis program.

DEAN MARTIN and JERRY LEWIS,
stars of The Colgate Comedy Hour,
over Mutual Broadcasting, were named "Coma-
dians of the Year" by Gagrwriters of
America in their annual poll, the Na-
tional Laugh Foundation announced
last week. The gagwriters polled are
members of the Gagrwriters' Institute
and Gagrwriters Protective Assn.
Beamed Programming

(Continued from page 41)

trial center. Since the name Greenberg would not fit in appropriately large letters across the top of the windows of his first store building he took his first name, Philip, as the name of his new chain.

The store prospered but did not use radio until 1939 when a fire destroyed the original building. When Philip's was rebuilt radio was used to advertise the opening. Spots were credited with pulling some 6,000 people into the store on opening day.

Spots were continued until 1941 when the store bought the 6:15-6:30 a.m. segment three days a week and three quarter-hourly weekly at 8:15 a.m. All six carried Philip's Open House, which followed the musical clock format, with light music, time and weather reports. In 1945 the name of the programs was changed to Liberty Bell and were devoted almost entirely to war entertainment until then.

Coinciding with the store's first use of radio was its inauguration of the Green Stamp premium plan. Its success was credited largely to the continued promotion received on the program.

Among the more conspicuous radio success stories which the Greenberg brothers credit to radio are:

Four announcements on Good Morning From Philips sold 11,000 yards of 25 to 35 cent cotton percale in two days at the special price of five yards for $1.

Four announcements on the same program sold 1,000 men's shirts at three shirts for $5 in one day.

A gross of multi-colored sports shirts were sold for $3.98 each after announcements on one 6:45 a.m. program.

Philip's plans to keep the present program lineup supplemented by spot schedules for special promotions. Advertising is handled by the Universal Adv. Agency of Omaha. The KOIL account executive, who has handled the account for 13 years, is Margaret Crogan. Better than 60% of the store's $3,500 advertising budget goes into radio.

Sam Greenberg feels that beamed programming is the best answer for his store. He prefers an early morning radio format. The early morning format of music, club news, time and weather appeals to housewives, office workers and laborers all across the city areas. Omaha surveys show peak unloading time downtown to be 7:45 a.m. The 8 a.m. news reaches the professional groups.

Evidence of the popularity of the Philip's shows is found in ratings for October 1950 through February 1951 which, according to KOIL, indicate that Good Morning From Philips has better than 50% of the early morning audience for the area and has almost 50% for the 8 a.m. news segment although seven stations compete for the audience during these time segments.

Another radio success story, which, while not strictly in the field of green, is appropriate to outline briefly here. It is that of the Montgomery Ward catalog office in Tulsa.

A year ago this May the office purchased airtime on KTUL, advertising catalogs for call-ins, according to KTUL vice president and general manager John Eass. This first spot brought 386 immediate calls, swamping the telephones.

Francis Samuelson, office manager, felt that the response indicated the money was well spent and increased the spots to three a week.

Nine months later, Miss Samuelson is able to report a 26.7% increase in business. Although Montgomery Ward's company policy forbids the use of radio except in a few isolated instances, this experiment has proven so successful that all newspaper advertising has been canceled and radio is being utilized exclusively in this market.

The schedule on KTUL has been increased to 10 spots a week.

Says Miss Samuelson: "We're KTUL fans—and very pleased with the results of radio advertising."

CAPITOL RECORDS

Moves to N. Y. July 1

CAPITOL RECORDS Inc., effective July 1, moves its national sales headquarters to New York. The announcement was made last week by Glenn Wallichs, president of the firm, at the annual meeting of regional vice presidents and sales promotion men in Hollywood.

Directing sales in New York as general sales manager will be William H. Fowler, vice president and treasurer of Capitol. Mr. Fowler has been with the organization for the past seven years, heading over that part of the company's department sales, manufacture, personnel, purchasing, market research and systems engineering.

Also being transferred to New York will be Paul Featherly, vice president of Capitol Records Distributing Corp., Western Division, who will take over special sales duties under Mr. Fowler, and Walter R. Miles, merchandise manager. Floyd Bittaker, executive vice president, will take the position of vice president of the Western Division, choosing to remain in Hollywood.

In line with the proposed strengthening of the company's merchandising program, Mr. Wallichs also announced the following appointments: Jack Coerne, as advertising manager; Louis Schurrer, manager of public relations; Ray Polley, manager of production services; Bud Freeman, manager of publications and West Coast publicity; Dick Linke, national publicity manager, with headquarters in New York. The Eastern offices are at 250 W. 57th St.

PRICE ORDER

OPS Issues Changes

THE PRICING order that sets the pattern of Office of Price Stabilization ceilings at the manufacturers' level during the so-called "interim period" that followed the government's general price freeze has been amended to permit certain readjustments.

OPS' summary is herewith reproduced in part:

The amendments to the two orders 4346-A (for in-store displays) and CPR 30 (machinery regulations) permit manufacturers to consider their increased cost, between the end of their accounting periods and the effective date of the order, as increased by required payments under the Federal Insurance Contributions Act, the Federal Unemployment Tax Act, and any state or local unemployment compensation law.

It is also made clear that retroactive wage and price increases granted after March 15, even though before the date the regulations were issued and even though prior increases were not included in labor cost adjustments. The regulations have already been interpreted.

The amendments provide additional optional methods for determining the costs of manufacturing material. Manufacturers may now use the net price per unit of material shown on the invoice for the last delivery date even if the manufacturer's invoice was placed before the prescribed cutoff date. Also, they may use the price in the last contract or open order even though more than 60 days before the prescribed cutoff date.

The additional optional methods will enable manufacturers to compute permitted increases without applying to OPS on the grounds they cannot determine the amount of any increases included in labor cost adjustments. The regulations have already been interpreted.

Manufacturers who have already filed Forms B are now permitted to re-determine the amounts previously resulting from CPR 22 or CPR 30, provided they file their readjustment calculations and interpretations and to file new forms. In case of re-determination because of the expiration of the effective date of the regulations, the forms must be filed by July 2.

SALES RIGHTS

Acquired by Goodman

ACQUISITION of the exclusive sales distribution rights for Let George Do It, transcription of [five programs sponsored by Standard Oil of California from Hollywood, by Harry S. Goodman Productions, New York, was announced last week. The Goodman firm reported sales in 18 markets before the pressings were released.

Purchase of five Goodman programs by Blackstone Corp., for sponsorship of dealers throughout the United States and Canada, also was reported. The five selections were Mystery House, All Star Western Theatre, Mary Foster the Editor's Daughter, Jim Ameco, Storyteller, and Mystery Chef.

CHURCH JOINS NARTB

Legal Staff Enlarged

ABIAH A. CHURCH will join the NARTB legal staff Aug. 1. Present NARTB counsel, Justin Miller, has announced. Mr. Church is a 1950 graduate of George Washington U. law school where he ranked first in a few isolated instances, this experiment has proven so successful that all newspaper advertising has been canceled and radio is being utilized exclusively in this market.

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National Advertisers

When Shopping for Big Returns in the Maritimes, your best "Market Basket" is CHNS... Ask

JOS. WEED & CO.

350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX - NOVA SCOTIA

CHNS

HALIFAX - NOVA SCOTIA

BROADCASTING • Telecasting

July 2, 1951 • Page 75
STEEL, IRON SCRAP DRIVE
Radio-TV Called to Aid Defense Project

RADIO, America's crackerjack salesman, has another man-sized job cut out for it on the defense scene.

Availability of steel and iron scrap on the industrial supply counter may get as scarce as a non-proprietary gold ingot.

While as precious and valuable to the nation's productivity, and, incidentally to radio-TV industry's health as well, iron and steel scrap unfortunately is dull in drama to the average American, like the ingot is to the eye.

The story certainly is easy to explain. Basic to top-level production both for defense and for domestic consumption are the sprawling steel mills.

Scrap is needed to feed hungry furnaces which turn out this steel. And lately these furnaces have been consuming scrap at a terrific pace, threatening to outstrip the scrap supply on hand.

Melting figures down, the Iron and Steel Institute finds inventories of heavy industrial iron and steel scrap dangerously low. "Supplies recently have been fluctuating between days and only a few weeks compared with the normal safe-working inventories of about 80 days," Robert W. Wolcott, chairman, AISI's committee on scrap iron and steel, has informed Broadcast* Telecasting.

Radio-TV's stake in this drive is greater on the projected front than on the alarm-late scene. As pointed out by this publication in an editorial June 25, steel not only provides for military and defense-related uses but also to supply consumer items, most of which find their way along radio sales channels.

Yet another relationship is that continued supply of adequate repair and replacement parts for broadcast services, both transmitting and receiving. In addition, there's the question of materials to physically handle any lifting of the TV freeze.

As easy as it is to explain the scrap shortage—it came about because (1) we sent between 110-120 million tons of steel overseas without getting back the tonnage which became scrap and (2) steel production now is running about 10 million tons above the World War II peak. It also is not difficult to point a way where we expect to get more scrap.

The steel producers are appealing to "administrative officials in business, industry, agriculture and other fields to conduct an emergency inspection of plants and properties and channel idle, obsolete machinery and equipment to the nearest scrap dealer."

In other words, if there's an old piece of machinery on steel machine that has seen its best day and is unworkable, turn it in. It will help industry in general, radio-TV, too.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS
(Trend Table Area. Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK MAY 20-26, 1951

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Stations</th>
<th>Rating</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>126</td>
<td>7.8</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS)</td>
<td>123</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>My Friend Irma (CBS)</td>
<td>121</td>
<td>7.0</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy (CBS)</td>
<td>119</td>
<td>6.9</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>118</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mr. Keen (CBS)</td>
<td>116</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Walter Winchell (ABC)</td>
<td>112</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Humphrey Bogart (CBS)</td>
<td>109</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mr. Chameleon (CBS)</td>
<td>106</td>
<td>6.5</td>
<td></td>
</tr>
</tbody>
</table>

EVENING, WEEKDAY (Average For All Programs) (4.6)
1. Lux Radio Theatre (CBS) | 8.7
2. Jack Benny Show (CBS) | 8.5
3. My Friend Irma (CBS) | 8.3
4. Charlie McCarthy (CBS) | 8.2
5. Godfrey's Talent Scouts (CBS) | 8.0
6. Mr. Keen (CBS) | 8.0
7. Walter Winchell (ABC) | 7.9
8. Humphrey Bogart (CBS) | 7.7
9. Mr. Chameleon (CBS) | 7.6

EVENING, REGULAR WEEKDAY (Average For All Programs) (3.4)
1. Lux Radio Theatre (CBS) | 5.8
2. Jack Benny Show (CBS) | 5.6
3. My Friend Irma (CBS) | 5.4
4. Charlie McCarthy (CBS) | 5.4
5. Godfrey's Talent Scouts (CBS) | 5.3
6. Mr. Keen (CBS) | 5.3
7. Walter Winchell (ABC) | 5.2
8. Humphrey Bogart (CBS) | 5.2
9. Mr. Chameleon (CBS) | 5.2

Weekday, Saturday evening, Sunday, Commercial Top Ten (7)
3. Lux Radio Theatre (CBS) | 8.7
2. Jack Benny Show (CBS) | 8.5
4. Godfrey's Talent Scouts (CBS) | 8.0
5. Mr. Keen (CBS) | 8.0
6. Walter Winchell (ABC) | 7.9
7. Humphrey Bogart (CBS) | 7.7
8. Mr. Chameleon (CBS) | 7.6

**Note:** Numbers of homes is obtained by applying the "Nielsen-Srating" (1951) to 41-402,000 homes of the United States Radio Homes. (°) Ratings during all or any part of the program, except for homes listening only 1 to 5 minutes. Copyright 1951 by A. C. Nielsen Company

If he doesn't tear himself away from KGLO, we won't even be able to walk this winter.

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AT&T GROUPS
Long Lines Dept. Changes

TO SET UP common boundaries for its various departments, to decentralize some of its operations and to place higher levels of supervision closer to field activities, AT&T's Long Lines last week appointed general managers of its newly formed eastern, central and western divisions.

Carl E. Wideberg, former general traffic manager, on July 1 became general manager of the eastern area, comprising the New England states, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Harold A. White, former general commercial manager, was appointed general manager of the central area, which includes Michigan, Indiana, Ohio, Kentucky, Tennessee, North and South Carolina, Louisiana, Mississippi, Alabama, Georgia and Florida.

Central area headquarters are in Cincinnati.

Vernon B. Bagnall, former director of personnel, was made general manager of the western area, comprising the other states, with headquarters in Kansas City, Mo.

George G. Jones, former general plant manager, on July 1 became director of personnel for the entire Long Lines organization, with headquarters in New York.

Area legal staffs also were established, effective that date, with E. F. Krause named eastern area attorney, J. C. Higgins central area attorney and P. C. Lewis western area attorney.

New Home for WCAE

NEW HOME next year for WCAE-AFM-Pittsburgh is being planned now, President Leonard Kapner announced last week. It will be located on the fifth floor of the new Carlton House, still under construction, at 850 Grant St. Station currently is in the William Penn Hotel.

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Page 76 • July 2, 1951
PRESENT CRISIS
KFWB Hollywood, The Dope Traf-
fo, Sun., 10-10:15 p.m. (PST).
Weekly series of panel discussions by
prominent local citizens on the
narcotic problem in Los Angeles
area. Permanent panel consists of
Raymond V. Darby, member L. A.
County Board of Supervisors; Judge
Curtis W. Warner of Superior Court;
Lt. Ray Hu-
her, of Sheriff's Office, in charge
of Narcotic Detail; Joe Micchic;
also program coordinator.

COVERS Launching
WTAR-TV Norfolk used micro-wave
relay to help the launching of the
S. S. United States, largest
passenger liner ever built in this
country, June 23. Some sources re-
ported that it was the first launching
ever telecast live. Station offici-
als estimated that about 240,000
300,000 viewers witnessed the
launching and festivities.

FREE TICKETS
WOW New York is offering its list-
eners free tickets to The Abbeys' show-
ing of "The Great Car-
ruso" upon submission of a grocer's
receipt from purchase of gallon can of Caruso Olive Oil. Cooper-
ating with the station is Crossley
Products Corp., sponsor of Room 19
program in which offer is made,
and Loew's Theatres, N. Y.

TEACHING BY TV
WTVJ (TV) Miami, in cooperation
with U. of Miami, presenting six-
week educational trial show entitled
Program designed to combine seri-
ous art with cultural recreation. "Telestudents" may register for summer "telecourses" for $1.00.
and receive outline guide to
lessons, recommended lists of
reading and related studies, and on-
evidence of satisfactory results a
certificate of completion. Show is
produced by students studying tele-
vision production in workshop
courses under direction of O. P.
Kidder, Asst. professor of radio
and television.

MARKET BONUS
WFBR Baltimore sending trade and
advertisers colored booklet based
on Baltimore market. booklet gives
data on different industries that are
located in city, population, retail
courses, coverage maps and the
amount of monies spent in area.
It also has short history of station
along with details about the people
who appear on station. Part of piece
is devoted to letters received from
advertisers praising station for its
pulling power. It has short section
on station promotions and public
service programs presented.

PRE TOURNEY SHOW
WDNY (TV) Pittsburgh, Golf Pro
Party, 8 p.m., June 25, sponsored
by Kaufmann's Department store.
Show will interview pros about to
participate in national PGA Tour-
nament. Kaufmann's representatives
will show their wares to the viewers.
Sam Sneed, Lloyd Mangrum and
Gene Sarazen are a few of the pros
that will appear.

PROGRAMS PROMOTION PREMIUMS

"WELCOME MAT"
MBS is distributing stiff-backed, nine-
inch illustrated promotional
booklet in color having appearance of
a "welcome mat," which serves as
the theme of the sales message
given in the tel-ay sales
within "Hometown America," as
contrasted with "Big Town America."
Contents give "major high-
lights from two Crosley studies
(April and November 1959)."

WINDOW BROADCAST
WCUE Akron, Yeum Patrol,
daily, 9 to 9:45 a.m., June 15
presented its early morning show
from display window of local
department store involved in
the recent price
war. Art Ross, colorful emcee of
show, slept in window fit-
ted with striped pajamas and
equipment with pot of coffee.
He entertained the onlookers
who watched from the out-
side, and talked with persons
requesting more information
on price cuts offered by store.
Station reports that traffic
came jammed with motor-
ists who stopped to watch Mr. Ross while listening	on his radios.

EDUCATIONAL TV
ABC-TV has set aside two-hour
period, Mondays, 5-10 p.m., for
"imm讫 education on past and pres-
ent history" with series of pro-
grams--Marshall Plan In Action,
March of Time Through the Years,
Everyday's Business, On Not, On
Trial--starting July 2. Successively the programs will
include films taken throughout the
18 Marshall Plan nations to show
results of U. S. aid; reviews of
latest phases of American life; new
developments in health, education
and public service; interviews of
U. N. delegates and world leaders
on timely issues; and discussion of
both sides of problems of major
importance to nation.

BASEBALL SCOOP
WWPA Williamsport, Pa., regis-
tered a scoop for local baseball
fans by interviewing Tommy
Holmes 15 minutes after the news
broke that he had just been ap-
pointed new manager of Boston
Yankees. Billy Gardner, WWPA
sports director, called Mr. Holmes
at Elmira, N. Y., where his
Hartford team was playing, and
interviewed him via the phone, using
special telephone recording equip-
ment.

SWORN STATEMENT
KDKA Pittsburgh sending adver-
sisers promotion piece headed "6
Case Histories from the file of one
of America's greatest salesmen."
Inside on first page is notarized af-
davit asserting the facts presente-
d are true. After each case his-
tory on selling via KDKA is pre-
seated there is a comment on the
procedure used.

STATION MAGAZINE
CKNW New Westminster now pub-
lishing monthly magazine entitled
Dog. The pocket sized publi-
cation is edited and styled for quick
informative reading, featuring
stories, pictures, listeners' surveys
and business and sponsor reports.

OPERATING WITH RADIO
WJAC West Palm Beach, Fla.,
presenting new public service program
using interviews with local service-
members serving here and abroad.
After interview, Announcer Pat
McGuinness, took a recording of the
interview and his tape recorder
and wife were invited to present the
recording and get a few comments.
The wife, a nurse at a local hospital,
was on duty in the operating room.
Foresceeing she could not get to a radio,
she she took one with her into the
operating room. The surgical group
with the exception of the patient,
who was having a hernia removed,
heard the program, and her comments
produced some good humor for the
first show.

CLIENT-STATEMENTS
WWL New Orleans, June 9, pre-
tended talent show taped at Borden
Co.'s New Orleans plant in con-
nection with observance of Na-
ughty Month. Talent from the
station appeared on the show,
entertaining nearly 300 Borden em-
ployees who attended. Advertise-
ments were placed in newspapers
calling attention to the National
Dairy Month Show.

ANNOUNCING THE SWITCH
WNAX Yankton used almost every
promotion stunt to inform listeners
of its switch to CBS. Nearly 25
CBS stars recorded "welcome" an-
nouncements for use on station.
News stories were sent to 1,010
newspapers in the area. Screen
trailers were used in 43 movie
houses. Advertising space was
bought on taxicabs in Sioux City
and billboards were leased in Sioux
Falls.

WEDDING SHOW
WHTC Holland, Mich., Holland
Wedding, conducted 13-week con-
test in cooperation with 29 city
retail establishments. Many young
people registered for competition.
Customers voted for the best couple
who received $150 worth of gifts.
Station reports that contest
attracted wide interest and resulted
in an estimated $275,000 in retail
sales for the participating stores.

FREE MOCCASINS
WOOD Grand Rapids presenting new
advertisers free pair of Boys
Moccasins. On receipt of each new
account, station writes letter of
thanks to person concerned, enclos-
ing a "WOOD"y diploma pro-
claiming person to be the
true "WOODman."
A postcard offer blank to the
company that makes the moccasins is
sent along for person to fill in his name, address,
and shoe size for his free pair of moc-
casins.

COVERAGE FILTERS
CANADIAN BROADCASTING
Corp., commercial division, Toronto,
has issued booklet, complete with
maps, of coverage statistics of
French networks. Booklet lists all
data for national and regional sec-
tions of each of three CBC net-
works.

Further ideas or samples of the
promotion items mentioned on this
page are available by writing to
the individual companies.

BROADCASTING * TELECASTING
July 2, 1951 * Page 77
NBC’s 25 Years
(Continued from page 96)

of listening habits conducted for NBC by Dr. Daniel Starch.
April 4: NBC receives first TV station CP.
Oct. 2: First broadcast of National Farm and Home Hour.
Oct. 26: Walter Damrosch’s Music Appreciation Hour begins.
Dec. 4: Voice of Firestone first heard, still on NBC in 1931.
Dec. 23: Coast-to-coast 58-station NBC network put on permanent basis.

1929
Jan. 18: Crooning goes network with Rudy Vallee radio debut on NBC.
Feb. 1: First shortwave broadcast relayed by NBC—symphony concert from London.
March 4: Inauguration of President Hoover and Vice President Curtis broadcast, vice presidential ceremonies marking first time microphone had been admitted into Senate Chambers.
Aug. 19: Amos ’n Andy become first network serial program.
November: NBC chimes introduced.

1930
March 27: First broadcast from ship at sea to listeners on shore.
April: California Packing Co. starts first nationwide commercial program originating on Pacific Coast.
April 1: Mobile unit first used in Bronx Zoo broadcast.
May 12: First use of parabolic microphone.
June: Plans announced for erection of $250 million Radio City in New York.
July 7: NBC’s first telecast (mechanical system).
Sept. 14: First broadcast from NBC studios in Merchandise Mart, Chicago.
Sept. 18: American Legion program includes pickups from nine cities.
Sept. 29: Lowell Thomas starts new commentaries.
Oct. 1: First premium offer on NBC.

1931
April: First integration of announcer into program format when James Wallington becomes straight man for Eddie Cantor.
June: NBC facsimile broadcasts begin over W3XL New York.
June: Empire State Bldg., world’s tallest skyscraper, chosen as site for NBC’s New York TV transmitter.
Oct. 11: American Album of Familiar Melodies starts on NBC.
Oct. 30: Start of 100-line TV transmission from W2HS atop Empire State Bldg.
Dec. 25: First regular Metropolitan Opera series starts over combined Red-blue hookup, with "Hansel and Gretel."

1932
March 2: Report of Lindbergh baby kidnapping followed by hourly bulletins, description of child and appeal to kidnappers, with intense network coverage through March 8.
April 29: One Man’s Family enters radio.
May 2: Jack Benny starts first NBC series.
June 27: First product price mentions on NBC daytime programs.
Sept.: First product price mentions on NBC nightime programs.
Oct. 6: Maxwell House Showboat commences star-studded series.

1933
Feb. 1: Adolf Hitler outlines policies in address rebroadcast here.
Feb. 11: Pope Pius XI and Senator Marconii heard during inauguration of new Vatican radio system.
March 4: Roosevelt inauguration most elaborate radio set-up to date, a seven-hour broadcast, shortwave overseas via five international transmitters.
March 9: Opening of 73rd Congress marked first broadcast from floor of House of Representatives.
March 12: President Roosevelt makes first " Fireside Chat " in broadcast on banking moratorium.
April 11: George Bernard Shaw heard via NBC in only American talk.
May 12: Hitler access to Reichstag, announcing Germany’s foreign policy under Nazi regime, translated by NBC.
June 8: Bob Hope’s radio debut.
Aug. 5: NBC starts first regular interchange of programs with Canada.
Aug. 18: WLS National Barn Dance starts on network.
Oct. 15: Start of Chicago Round Table.

1934
Jan. 30: Combined networks of NBC join nation in the President Roosevelt Birthday Ball in honor of his 52d birthday.
July 15: Gulf Oil Co. launches first regularly sponsored series of internationa broadcasts.
Sept. 15: Gibson Family broadcast, first musical comedy with music specially written for radio.
Sept. 22: First voice broadcast around the world in fraction of second demonstrated by shortwave station W2XPF Schenectady and broadcast by NBC.
Oct. 6: Mussolini talk in Milan on Italy’s foreign and social policy broadcast with an English summary.
Nov. 29: Kraft Music Hall premieres on NBC.

1935
April 16: Fibber McGee & Molly begins NBC careers.
May 30: Start of America’s Town Meeting of the Air.
Dec. 22: World War II: U. S. Army maneuvers at Pine Camp, N. Y., covered by NBC in most extensive field broadcast hookup to that time, four hours long, from all fronts demonstrating use of radio during war conditions.
Oct. 27: Most comprehensive international hookup to date arranged for Youk Singa Across Borders nation-wide broadcast with pickup from 31 countries.
Nov. 11: Stratosphere Balloon Explorer II’s entire record-breaking flight broadcast exclusively on NBC, including special broadcast linking Capt. A. W. Stevens and Capt. O. A. Anderson in a balloon (237,395 feet) with China Clipper flying over California coast and an English editor at the deck in London.
Dec. 7: NBC opens Hollywood studios.

1936
Jan. 1: Lenox Riley Lohr becomes NBC head of purchasing.
April 12: Top-hat transmitter, miniature micro-wave unit, used by George Hicken, NBC announcer, to describe New York’s Easter Parade up Fifth Avenue.
June 10: Bell System provides first coaxial cable for TV use between NBC studios in Radio City and transmitter on Empire State Bldg.
June 29: RCA and NBC start TV tests between transmitter and experimental receivers in home.
Nov. 4: NBC demonstrates television live and film programming on 7½-in 10-inch screen.
Nov. 15: NBC’s 10th birthday celebration included two radio "fights"; Conversations of RCA President David Sarnoff at his desk in Radio City with Giovanni Marconi on his yacht in the Mediterranean, with Robert Jardillier, French Minister of Communications, on an airliner between New York and Washington, and with Maurice Rambert, president of International Broadcast Station, in another plane flying the same route; and a world-wide program with 11 pickup points, ranging from an undersea beat to a squadron of planes, featuring a broadcast to the streamlining in the Netherlands through the Gulf of Mexico, and streamlining planes traveling in New England and in Germany.
Nov. 12: RCA to make first pickup from Nanking, China, as day’s headlines focus on kidnapping of Marshal Chiang Kai-Shek.
Dec. 9: Kun, finance minister and acting head of Nationalist government, addresses American listeners in the exclusive NBC presentation.

1937
Jan.: South American stations start rebroadcasting NBC’s Metropolitan Opera programs.
March 15: Hindenberg disaster at Lakehurst, N. J., covered with interviews and on-the-scene post-accident descriptions.
July 22: World broadcast — King George VI and Queen Elizabeth of England.
Oct. 14: TV on 3-by-4-foot screen demonstrated to Society of Motion Picture Engineers.
Nov. 4: NBC Symphony Orchestra, first ever assembled and maintained by a U. S. broadcasting company, starts weekly series of full-length concerts.
March: Maestro Toscanini conducts NBC Symphony Orchestra in first of a 10-concert series.

1938
March: Mobile TV vans operated by NBC make first remote pickup in New York.
March 12-14: Complete coverage of absorption of Austria by Germany by NBC, practically entire nation broadcast.
June 22: Joe Louis-Max Schmeling championship fight given most extensive coverage in sports-casting history to that time—an NBC exclusive on 146 stations in the U. S., plus five short-wave stations to practically entire globe except Orient, with live set of announcers describing fight in English, Spanish, Portuguese and German.
Sept. 12: NBC’s 25 minutes of network time to Hitler’s Nuremberg address.
Sept. 27: Bob Hope starts radio series.
Sept. 29: NBC broadcasts full official statements from Vienna and other European capitals. For more than 24 hours NBC provided only radio link between Vienna and the United States.
June 23: Joe Louis-Max Schmeling championship fight given most extensive coverage in sports-casting history to that time—an NBC exclusive on 146 stations in the U. S., plus five short-wave stations to practically entire globe except Orient, with live set of announcers describing fight in English, Spanish, Portuguese and German.
Sept. 12: NBC’s 25 minutes of network time to Hitler’s Nuremberg address.
Sept. 27: Bob Hope starts radio series.

1939
Feb. 9: First broadcast account of passing of a Pope—Pope Pius XII.
April 7: Arch. 11: Coronation of Pope Pius XII—first ceremony of its kind on air.
April 22: World premiere of The Old National Broadcast Union, in another plane flying the same route; and a world-wide program with 11 pickup points, ranging from an undersea beat to a squadron of planes, featuring a broadcast to the streamlining in the Netherlands through the Gulf of Mexico, and streamlining planes traveling in New England and in Germany.
Maid of the White, opera commissioned by NBC and written especially for radio by Gian-Carlo Menotti.

April 30: NBC starts regular daily TV service program in Washington, D.C. with telecast of opening of New York’s World Fair by President Roosevelt, first video broadcast of a Chief Executive.

May 3: First studio program from Radio City over W225S (now WNBT) in regular public service.

May 8: Duke of Windsor breaks two-year silence to plead for peace in exclusive NBC broadcast from battlefield of Verdun.

May 19-20: Twenty series of 34 broadcasts covering American visit of British King and Queen.


June 1: First telecast of a professional boxing contest—Lou Nova vs. Max Baer at Yankee Stadium.

June 2: Inauguration of 10-hour weekly TV schedule.

July 13: NBC first major network to apply for FM station.

Aug. 26: First major league baseball game telecast—Brooklyn Dodgers vs. Cincinnati Reds at Ebbets Field, Brooklyn.

Aug. 29: NBC sends Halmarkage to Europe—first network to send its correspondents abroad.

Sept. 3: British declaration of war on Germany broadcast by Prime Minister Chamberlain. France’s declaration of war broadcast by Premier Daladier, W. L. McKenzie King. Prime Minister of Canada, broadcast that Canada would answer the call of her sovereign.

Sept. 30: First football telecast—Fordham vs. Waynesburg—From Tri-borough Stadium.

Nov. 15: United Fruit Co. starts first sponsored series to Central America over NBC’s International facilities.


1940


Feb. 7: First all-country census of station preferences and listening habits made by NBC, with cards sent to 1,400,000 U. S. homes.

Feb. 1: FCC members witness in Schenectady pictures telecast from New York (180 miles away) and re-broadcast through automatic relay over first TV network of WNBT New York and WRGB Schenectady.

May 10: Neville Chamberlain broadcasts resignation as Prime Minister.

May 19: Winston Churchill makes first broadcast as Prime Minister.

June 10: Mussolini heard from Rome as Italy declares war on Allies.

June 17: Marshal Petain of France broadcasts French capitulation to Germany.

July 22: German-French Armistice proceedings described from Compiegne Forest, France.

July 24: Coaxial cable used for first time in program service by NBC in telecasting in New York the Republic- national Convention in Philadelphia.

July 12: Niles Trammell elected NBC president.


Nov. 3: First telecast of Presidential election returns.

1941

Jan. 24: NBC’s mobile TV relay units transmit program from Camp Upton, L. I., to New York via RCA automatic radio relays. Program simultaneously received in New York the- atre where images 16-by-20 feet are projected on a motion picture screen.

April 6: First radio flash of German invasion of Yugoslavia and Greece.

April 15: NBC Sports Department formed under direction of Bill Stern.

May 6: Bob Hope plays first Armed Forces Camp Show (March Field, Calif.).

June 21: NBC first broadcast news of German invasion of Russia.

June 27: NBC publishes first TV rate card.

July 1: Commercial television starts, with four sponsors buying time on WNBT (formerly W2XBS) New York, first time-selling TV station.

July 23: Listening post established at Bellmore, L. I., to monitor news broadcasts from Western Europe and European Russia.


Oct. 4: Weekly shortwave broad- casts of major football games begun for benefit of military personnel throughout hemisphere.

Dec. 7: Radio alerts nation after Pearl Harbor.

Dec. 8: President Roosevelt’s war message to Congress and the declarations of war broadcast on record-breaking world-wide hookup.

Dec. 8: Eyewitness account of first Jap bombing raid on Manhattan broadcast against background of anti-aircraft fire.

1942

Jan. 9: Blue Network separated from NBC and established as Blue Network Co. Inc.

Jan. 23: First mass education by TV initiated by NBC-RCA in training Navy recruits.

April 9: Army Hour—official weekly radio report of War Dept. to publie- stations on NBC.

May 22: TV schedule cut four hours a week as wartime measure.

July 6: NBC University of Air begins first edition in U. S. network history to provide systematic subject matter with existing class-room in- struction in American universities.

Nov. 1: All shortwave operations taken over by government through OWI.

1943

Jan. 26: John McVane’s eyewitness account of Roosevelt-Churchill meeting at Casablanca read on air from London by Stanley Richardson.

May 10: John McVane, first radio man to enter Tutsi after its fall, broadcasts from Algiers.

Aug. 18: First use of wire recorder in combat, bombing raid of German- held Bourget Field in France recorded in Flying Fortress and broadcast from London.

Nov. 25: First of TV series of Madison Square Garden sports events for special benefit of wounded servicemen in hospitals equipped by NBC with video receivers.

1944

March 1: NBC announces plans for nationwide TV network.

June 6: NBC first with flash on ali- lation invasion of Europe. NBC commercial programs canceled for uninterrupted flow of news from Normandy beaches. President Roosevelt leads nation in D-Day prayer.

June 13: NBC’s special bond day—21 continuous broadcast climax- ed with 90-minute all-star show stars NBC’s Fifth War Loan campaign.

Oct. 1: “Welcome Home” Auditions, offered free to members and former members of Armed Forces, with audi- tion records sent to NBC affiliate stations in homes of areas of persons auditioned.

1945

Feb. 1: Bert Siler, announcer lib- erated from two years’ broadcast captivity in Manila on NBC.

April 12: News of death of Presi- dent Roosevelt followed by 3½ days of broadcasting confined to appropriate music, news and memorials, with schedules disrupted and all commercials cancelled.

May 8: V-E Day celebration takes over network, with all commercial pro- grams cancelled for the day.

Aug. 14: Max Jordan again scores heat with broadcast from Salte, Swit- zerland, of arrival there of Jap surren- der papers.

Sept. 1: NBC reporter Merrill Muller broadcasts “on the spot” description of Japanese surrender on the deck of the USS Missouri in Tokyo Bay.

Sept. 9: NBC telecasts films of Jap surrender.

Oct. 25: NBC gives first public demon- stration of RCA-developed ultra- sensitive image orthicon TV camera tube.

Dec. 1: Army-Navy football game telecast on WNBT from Philadelphia via coaxial cable.

1946


June 15: Louis-Cesare heavyweight championship fight at Yankee Stadium.

(Continued on page 84)
WEA W POLICY
No Functional Music Pacts
"ALTHOUGH we feel that such service is within the rules and regu-
lations of the Commission," Edward A. Wheeler, President of
WEA (FM) Evanston, Ill., last week stated WEA "does not now
have, and has never in the past had any arrangement with anybody
for the provision of program serv-
ices on a functional music service basis."
WEA was incorrectly listed among stations which hold or have
held contracts for functional music service in the June 11 BROADCAST-
ing • TELECASTING story on Court of Appeals action in the transit ra-
dio case in Washington, D. C. FCC
currently is studying the func-
tional music services and has under-
 consideration statements on such
operations from about a dozen FM
outlets [BROADCASTING • Tele-
casting, May 31].

WLBJ Now on 1410 kc
WLBJ Bowling Green, Ky., now operates on 1410 kc with 5 kw
day, 1 kw night. Shift of the station, owned and operated by Green
Bowling Broadcasting Corp., was completed June 17 from its old fre-
quency of 1540 kc, 260 w. WLBJ, which celebrated its 11th anniver-
sary last Tuesday, is an MBS af-
 filiate and is owned by L. B. Jen-
kins. Manager is Ken D. Given.

FCC actions
JUNE 22 THROUGH JUNE 28
June 25 Applications ... ACCEPTED FOR FILING AM-900 kc KFAL Fulton, Mo.—CP to increase power from 350 w to 1 kw and install new trans. AM-1400 kc Freeport, Tex.—CP for new AM sta-
tion on 1490 kc 250 w un. AMENDED to change station name from
Kaufental and J. C. Stalling's d/b as Davenport Besty, Co. to Kelly Bell, J. C. Stalling and H. F. Twombly d/b as Braxton County, Co. and change from 1490 kc 250 w un. to 1460 kc 500 w D. Modification of CP KGSM Ste. Genevieve, Mo.—Mod.
CP for new AM station to increase power and install new trans. and DA-
Authorized by Hearing Examiner for completion date of 4-1-52. WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date to 9-29-51. WCUM-FM Camberland, Md.—Same.
WPBC (FM) Network, Va.—Same. WBCA (FM) Schenectady, N. Y.—Mod.
CP new TV station for extension of completion date. WTVY (TV) Bloomington, Ind.—Mod. CP new TV station for extension of completion date to 1-1-52. WWTV (TV) Newark, N. J.—Same to 1-9-52. License for CP WEVD-FM New York,—License for new FM station. FM-101.1 mc WSTP-FM Salisbury, N. C.—CP to change from 106.5 mc 20 kw to 106.1 mc 20 kw. APPLICATION RETURNED KDLD Del Rio, Tex.—RETURNED application for renewal of license to a new partnership.

June 26 Decisions ... ACTIONS ON MOTION
By Enrm. E. M. Webster
WJBF Augusta, Ga.—Denied petition insofar as it requests dismissal
without prejudice of application, but petition granted insofar as it requests dismissal of condition of tie-in. WOI Washington, D. C.—Denied petition to dismiss without prejudice of application, but petition granted insofar as it requests dismissal of condition of tie-in. WHIP Mooreville, N. C.—Denied petition to dismiss without prejudice of application. WDJO Jackson, Miss.—Denied petition for extension of time to complete hearing on its application and that of WOIC from July 31 to Oct. 1 in Wash-
ington. WNGE New Orleans, La.—Denied petition for change of station's call letters from KBEA to KEBT and for change in ownership of license from WOIC to another party. Suburban Batters, Jackson, Mich.—Granted petition to dismiss as moot petition to modify station's height of antenna above average of terrain. Wido W. Primm, Sanford, N. C.—Denied petition to reconsider Commission's action on reconsideration petition of Royal Bohm and station's approval of petition to increase height of antenna above average of terrain in a unit. KBMN Mason City, Iowa and KEYD Minneapolis, Minn.—Granted petition of KBSM to dismiss without prejudice its application and Commission on own motion removed from hearing docket and turned to a committee for further
consideration of conclusion of hearings re channel assignments and daytime dominating signal of KEYD. Chief, Broadcast Bureau—Granted petition for extension of time June 24 to July 26 for writing of findings on proposed changes in engineering phases involved in its application. Radio California, Sacramento, Calif.—Granted petition insofar as it requests continuance of consolidated

HEWMO UNION
NRIB Dismisses Petition
A UNION petition involving rep-
resentation of five announcer-con-
trol room operators of KHMO Han-
nibal, Mo., was dismissed last week by the National Labor Relations
Board. The union, IBEW, Local 1272, A.F.L., sought to represent the five
employees as a unit separate from
straight announcers or, alternately, to have these five employees added to
the unit of radio engineers the union currently represents.
KHMO contended that all em-
ployees with announcing duties
should be included in the same unit as the rest of the employees.
After reviewing duties of the employees, NLRIB found that their principal job was announcing and that the appropriate representa-
tion was embracing all announcers. NLRIB decided that since the local had not made a sufficient showing of representa-
tion as to announcers, it therefore dismissed the petition.

June 26 Applications ... ACCEPTED FOR FILING
AM-1580 kc WHIT Butler, Pa.—Special service authorization for new AM station to 50 kw for the purpose of providing entertainment service in the frequency band allocated for educational broadcasting by the Federal Communications Commission for a period of 8 hours per day. AM-740 kc WBAM Montgomery, Ala.—Mod. CP new AM station to increase power

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
P.O. BOX 2580 tomorrow.

1121 Vermont Ave., Wash. 5, D. C.

JULY 2, 1951

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BROADCASTING • Telecasting

CUSTOM-BUILT EQUIPMENT

S. U. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

STARLING 3626
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADAMS 2414
Member AFCCE*

James C. McNary
Consulting Engineer
National Press Bldg.
Washington, D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington 6, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1652 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington 6, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1652 Warner Bldg.
Washington 4, D. C.
National 7757

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Washington, D. C.

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

William L. Foss, Inc.
Formerly Colten & Foss, Inc.
927 15th St., N. W.
Repub 3883
WASHINGTON, D. C.

Silliman & Barclay
1011 New Hampshire Ave.
Repub 6446
Washington, D. C.

Lynne C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 8073
Washington 5, D. C.

John C. Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON 4, D. C.
Member AFCCE*

Guy C. HUTCHESON
1100 W. ABBAM ST. AR 4-3731
Arlington, Texas

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-3153
(Riverside, III.)

A. R. Bitter
CONSULTING RADIO ENGINEER
1700 Wayne St.
Toledo 9, Ohio
Telephone—Kingswood 7631
Member AFCCE*

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-3153
(Riverside, III.)

Adler Communications Laboratories
Broadcast, Communication and Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 6-1620

By Hearing Examiner
Elizabeth C. Smith
Acting Chief, Broadcast Bureau

Granted petition for extension of time from June 30 to July 15 within which to file proposed findings re applications of Jonia Bsci, Co., Ionia, Mich., and Seneca Radio Corp., Fosteria, Ohio.

June 27 Applications . . .
ACCCEPTED FOR FILING
License for CP
WACL Wayne, Ga.—License for CP new AM station.

Modification of License
WLAW Lawrence, Mass.—Modify license for CP new frequency.

USJR-WI Milwaukee, Wis.—License for CP new frequency.

WMN-FM St. Paul, Minn.—License for CP new frequency.

Modification of CP
WBTN-FM Buffalo, N. Y.—Modify CP new FM station.

new FM station for extension of completion date.

KANU (FM) Lawrence, Kan.—Modify CP new non-commercial educational FM station.

KONO-FM San Antonio, Tex.—Modify CP new frequency station for extension of completion date.

Modification of License
WLAW-FM Lawrence, Mass.—Modify license to specify an additional main studio in Boston.

License Renewal
WARK (FM) Atlantic City, N. J.—Renewal of license for non-commercial educational FM station.

Applications Returned
KSWB Yuma, Ariz.—Returned application for mod. CP new AM station for approval of ant., trans. and studio locations.

WMME Monroe, Wis.—RETURNED application for license to revocation of CP new AM station etc.

June 27 Decisions . . .
ACTIONS ON MOTIONS
By Comr. Paul A. Walker

TRANSPORTATION (Continued on page 87)

By Hearing Examiner Basil P. Cooper
WELS Kingston, N. C.—Granted petition for leave to amend application, to show mean sea level height of proposed towers to be 267 ft. instead of 256 ft.

June 27 Applications . . .
ACCCEPTED FOR FILING
License for CP
WACL Wayne, Ga.—License for CP new AM station.

Modification of License
WLAW Lawrence, Mass.—Modify license to maintain an additional main studio in Hotel Bradford, 275 Tremont St., Boston, Mass.

Modification of CP
WJBW Picayune, Miss.—Modify CP to increase power, install new trans., and change ant. system for extension of completion date.

KOB-TV Albuquerque, N. M.—Modify CP new TV station for extension of

(Continued on page 87)

July 2, 1951 • Page 81
HELP WANTED

Managerial

Reliable, steady commercial man preferred. Must have 5 years experience. City 30,000. Draw and commission. Box 169K, BROADCASTING.

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with superior ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 176K, BROADCASTING.

Permanent sales position. One station market. Station on air over 25 years. Promoted from within. Car plus expenses. Salary 6,000 miles of Chicago 15% commission with guaranteed draw. Box 59K, BROADCASTING.

Salesman, one who can offer honesty, neatness and pleasing character combined with business ability. Experiences and full neatness and pleasing personality with guaranteed draw. Box 176K, BROADCASTING.

Engineer, mature, experienced, capable of taking charge of 1,000 watt station. One year or more experience on similar job on maintenance. Must have car. Position permanent. Must have proper licenses and conditions in attractive town. Box 183K, BROADCASTING.

Wanted—Engineer, announcer-engineer, professional experience preferred. Oil experience not essential. 250 watt middle east network affiliate. Box 101K, BROADCASTING.

Combination chief engineer and announcer wanted. Salary according to ability. Contact Pat Jeter, Chief Engineer, Radio Station KFJD, Floyd, Texas.

Combination chief engineer and announcer-engineer. Salary according to experience. Contact Mike, General Manager, KLMR, Lamar, Colorado.

One of America's pioneer stations looking for experienced announcer strong in all phases of broadcasting. Box 168K, BROADCASTING.

Wanted—Announcer-engineer, emphasize on announcing. Experience desired or have experience with numerous distinct particulars in 1st letter. WDEK, Americus, Georgia.

Wanted: Announcer-engineer, emphasizes on announcing. Experience desired or have experience with numerous distinct particulars in 1st letter. WDEK, Americus, Georgia.

Transmitter operator, first class, experience unnecessary, for 250 watt station. Inquire WETA, Batavia, New York.

Wanted—First class engineer or engineer-combination man for 5 kw affiliate. Must be available Jan 1st. Write complete details first letter. WDKY, Cumberland.

Announcer-engineer—Southeastern station putting accent on live talent wants announcer who can win. Will show him we can entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plus bonus. Must have own car. Box 168K, BROADCASTING.

Announcer-engineer first class, 250 watt micro, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Radio announcer leading midwestern regional radio-television station. Prefer experienced announcer. Life in the country, State age, family, military status, type of education, experience, references. Box 169K, BROADCASTING.

Announcer-engineer for Louisiana station. Experience desired but not necessary. Box 166K, BROADCASTING.

HELP WANTED (Cont'd)

Engineer, mature, experienced, capable of taking charge of 1,000 watt station. One year or more experience on similar job on maintenance. Must have car. Position permanent. Must have proper licenses and conditions in attractive town. Box 183K, BROADCASTING.

Salesman, one who can offer honesty, neatness and pleasing character combined with business ability. Experiences and full neatness and pleasing personality with guaranteed draw. Box 59K, BROADCASTING.

Engineer, mature, experienced, capable of taking charge of 1,000 watt station. One year or more experience on similar job on maintenance. Must have car. Position permanent. Must have proper licenses and conditions in attractive town. Box 183K, BROADCASTING.

Selling announcer—Southeastern station putting accent on live talent wants announcer who can win. Will show him we can entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plus bonus. Must have own car. Box 168K, BROADCASTING.

Announcer-engineer first class, 250 watt micro, 40 miles Atlanta. Give full particulars. Box 114K, BROADCASTING.

Salesman, one who can offer honesty, neatness and pleasing character combined with business ability. Experiences and full neatness and pleasing personality with guaranteed draw. Box 59K, BROADCASTING.

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Wanted—First class engineer or engineer-combination man for 5 kw affiliate. Must be available Jan 1st. Write complete details first letter. WDKY, Cumberland.

First class transmitter operator for WKLJ, Rome, New York. Possibility of becoming full time. Contact D. T. Layton, WGTK, Box 386, Utica.

Chief engineer-combination man for 5 kw affiliate. Must be available Jan 1st. Write complete details first letter. WKLJ, Utica.

First class transmitter operator for WKLJ, Rome, New York. Possibility of becoming full time. Contact D. T. Layton, WGTK, Box 386, Utica.

Production-Programming, Others

Wanted, experienced draft exempt pro- grammer. In the middle west. Involvement in new installation of new wave in southwest. Box 169K, BROADCASTING.

Writer—With ideas, showmanship, im- agination, and solid skill for a Midwest NBC regional station for small market. Small salary, big opportunity. Box 183K, BROADCASTING.

Copywriter needed for progressive sta- tion in New England. Salary $75.00 weekly. Send samples and details to Box 169K, BROADCASTING.

Wanted, experienced draft exempt pro- grammer. In the middle west. Involvement in new installation of new wave in southwest. Box 169K, BROADCASTING.

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Copywriter needed for progressive sta- tion in New England. Salary $75.00 weekly. Send samples and details to Box 169K, BROADCASTING.

Situations Wanted

Managerial

Manager—sales manager, 20 years com- plete radio management, sales, adver- tising and account executive. Mature, responsible, dependable, capable man with record of increasing profits. National agency contacts. Family man with long-time experience. Desires position in middle Atlantic or metropolitan area. Box 945J, BROAD- CASTING.

Manager-commercial manager with proven sales record. Experienced all phases of radio operation. College graduate, promotion and civic minded. Has 17 years experience in top sales and advertising. Desires position in the Texas Panhandle. Box 201K, BROADCASTING.

No genius—just thoroughly experienced in all phases of good clean radio work. Has managed a medium sized Station, aged 250 watt network affiliate and 1 state station. Must have married, per- ferred, one child. Best references fur- nished. Exclusively interested in management positions. Must have good vood following proven results. Prefers South- west, but not immune to other loca- tions. Well known in Texas radio. Would consider Investing in right deal. If your station has any possibility of ownership, management write on wire Box 80K, BROADCASTING.

Manager, sales manager. 16 years broadcasting experience. Constructed and operated his own station and owned Engineer. Presently employed as man- ager-commercial manager in the south- west. Mature, responsible business man. Family man. Write Box 138K, BROAD- CASTING.

Assistant manager at established sta- tion, preferably in midwest or Pacific area. Twenty years in radio, including station management, announcing, sales, copywriting and management. Desires position as assistant manager. Must supervise and accept responsibility. Will give 25 years combined sales and manage- mentsal and sales ability. Desires position in small metropolitan market. Write Box 183K, BROADCASTING.

Manager, sales manager. 16 years broadcasting experience. Constructed and operated his own station and owned Engineer. Presently employed as man- ager-commercial manager in the south- west. Mature, responsible business man. Family man. Write Box 138K, BROAD- CASTING.

Situations Wanted

Managerial

Manager—sales manager, 20 years com- plete radio management, sales, adver- tising and account executive. Mature, responsible, dependable, capable man with record of increasing profits. National agency contacts. Family man with long-time experience. Desires position in middle Atlantic or metropolitan area. Box 945J, BROAD- CASTING.

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Manager, sales manager. 16 years broadcasting experience. Constructed and operated his own station and owned Engineer. Presently employed as man- ager-commercial manager in the south- west. Mature, responsible business man. Family man. Write Box 138K, BROAD- CASTING.
Announcer-salesman: Familiar with all phases of radio including control board. Known among station managers. Married, no children, willing to travel. Box 101K, BROADCASTING.


Frankly speaking. Three years radio experience. Threeyear-old, color, dra'matic, decay/out. $60. Exempt. Box 104K, BROADCASTING.

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 104K, BROADCASTING.

Available July lst! Two metropolitan New York announcers, draft exempt, both family men. Prefer single, preferably female. Willing to travel. Box 106K, BROADCASTING.

Announcer, versatile, vet, family, college. Employed in metropolitan station. Personal interview. Box 106K, BROADCASTING.

Rusty but right. Experienced radio and TV announcer. Married, with family. Still looks very good, though, so disc will re-enter business for right job. Box 106K, BROADCASTING.


Experienced announcer in all phases of radio, presently employed, draft exempt. Desires to work in small town and only on my ability (one a sports show) where I can work up to a position in position in eastern met city. Personal interview not required. Surface mailing. Box 117K, BROADCASTING.


Soldier announcer, experienced, drafted, exempt. First phone ticket. Age 25. Cleveland, Ohio. Box 117K, BROADCASTING.

Versatile, ambitious, energetic announcer with a future. Age 25. One year and former program director. Desires contact with upper echelon. Presently employed $6000 net station. Six years experience. For story and picture see Page 98 BROADCASTING, June 21. Veteran not subjected to military service. Box 118K, BROADCASTING.

Experienced, draft exempt, Nova Announcer first phone ticket. Car. Tombstone radio sales work. Love playing and working and engineering. Michigan or Michigan area. N. Y. C. or southern California, but can be anywhere. Box 118K, BROADCASTING.

Versatile announcer-sportscaster, strong play-by-play all sports and newscast ing. Three years experience, occasionally draft exempt. Ken Sanford, 2035 Cress- ton Ave. Des Moines, Ia. N. Y. V.

Technical

Twenty years experience, Highly qualified. Permanent, south west. $4800. Minimum. Box 119K, BROADCASTING.

Phone first, salary, hours, first letter, available. Box 30K, BROADCASTING.

Situations Wanted (Cont'd)


First class operator, draft exempt, single. Preferably low wattage station. Box 106K, BROADCASTING.

First class operator, draft exempt. Prefer New England, small station. Box 172K, BROADCASTING.

1st phone combo. Experience 5 kw Board work, married vet. State salary, hours, living conditions first letter. South West. Minimum $60. Box 172K, BROADCASTING.

Available after July 15. First phone, single, age 26, draft exempt. New employer. Box 106K, BROADCASTING.


Radio operator with thirty-two months experience, reliable and a veteran. Available immediately, draft exempt. Box 106K, BROADCASTING.


Attention: Traffic departments! For sale, thirteen drawer Admi. sale available June first. Box 105K, BROADCASTING.

Towers. 150' insulated base 3-1/2 lights. 9000 to 14000 watts. In excellent condition. Available immediately. Box 101K, BROADCASTING.

RCA 205-A field intensity meter. KFNP, Des Moines, lowa.

GE 250 watts B.T.-1 transistor, GE FM monitor, single GE FM do-nut, GE monitor, 14A1 rectifier, catalogs, 25 lbs. $100 soft drawn bare copper wire, approx. 2500 feet. Make offer on all or any item, call or write. W. S. Sullivan, 1061 South Mer- ger, WJLJ, Asbury Park, N. J.

Microwave equipment. Three General Electric TL-1-A, 2 megacycles, microwave link complete with lines and six foot parabolas now operating in intensity relay system. Can be used also for studio-transmitter video links. Also one 24 foot and one 300 foot guyed relay tower. One General Elec- tric TL-1-A 1000 megacycles, microwave link complete with six foot parabolas. Also 1000 watt transmitters and available August first. Contact person, W. W. Thompson, WLAV-TV, Grand Rapids, Michigan.

300-ff., 4 leg, self supporting Blaw-Knox tower, complete with insulators and all lightning equipment. Available now. In excellent condition. Good bet for tomorrow; not tomorrow. WRJW, WLJF, Wakefield, South Carolina.

One kw used Gates model BC-1E transmitter, like new. Same as FM Thompson, WWNS, Statesboro, Georgia.


RC A 1 kw FM Transmitter section board. Five years old. Will go to WWOP-MF. Box 105K, BROADCASTING.

One kw FM Transmitter section board. For sale. Located at WWOP, 106 H. Truscum tower. Combination price. Box 106K, BROADCASTING.

Wanted to Buy

Equipment etc.

Stand-by AM transmitter 100-1000 watts. Reply CBCS, Saint John, N. B.

Will buy any one good kw transmitter. Contact RTKN, Wichita Falls, Texas.

Tower self-supporting, approx. 180' new or used Truscon preferred. Jones, 303 N. 1st, Oak Street, Youngstown 6, Ohio.

Wanted to buy: 250 watt FM transmitter. RCA or monitor and bay. WVOP, Vidalia, Georgia.
NABC's 25 Years
(Continued from page 79)
television in New York, Washington, Philadelphia and Schenectady via NBC, marking first use of portable equipment with image orthicon cameras on a regular TV program.
June 30: NBC newsmen report Operation Crossroads from Bikini, with bombardier of B-29 heard over the target and scenes following explosion described.
1947
Jan. 2: NBC TV camera enters Hall of Congress for first time at opening of 80th Congress.
May 7: KRAFT Television Theatre begins series still running.
Oct. 5: First telecast from White House.
Nov. 13: Bell System radio relay set-up between New York and Boston proves successful carrier of TV programs.
Dec. 27: Howdy Doody debuts on NBC-TV.
1948
Jan. 12: Kubla, Fran & Ollie join NBC-TV with completion of cable connection eastern and midwestern TV hookups.
March 20: Toscanini conducts NBC Symphony Orchestra in its first television program.
June: "College by Radio" plan announced as part of vast adult education project. Controlled experiments started by WAVE Louisville and the U. of Louisville.
June 8: Fenno Star Theatre and Midwestern TV Network starts on NBC-TV.
June 21 and July 12: National political conventions at Philadelphia get full TV coverage. NBC devoting 54 hours of TV time to GOP, more than 41 hours to Democratic sessions.
Oct. 21: Ultra-Fax demonstrated in Washington. A million words a minute transmitted from WNBK (TV) to demonstrate results of combined efforts of RCA Labs, NBC Engineering Department and Eastman Kodak Co.
Oct. 31: WNBK, NBC's TV station in Cleveland, starts commercial operation.
1949
Jan. 20: Truman's inauguration is first one to be televised.
April 5: Milton Berle raises $1,100-00 in pledges for Damon Runyon Memorial Cancer Fund in 16-hour marathion telecast on NBC-TV.
July 21: Films of Sen. Tom Connally (D.-Tex.) announcing Atlantic Pact ratification processed and shown on NBC-TV minutes later, setting a new speed record.
Oct. 7: Nile Trammell elected NBC board chairman. Joseph W. McConnell elected president of NBC.
1950
Feb. 25: Saturday Night Revue starts on NBC-TV.
April 9: Bob Hope makes network TV debut.
July: NBC sends accredited newsreel correspondents to Korea, a TV "first." July 6: The Quick and the Dead, NBC's four-part documentary on the atomic and hydrogen bombs, begins.
Nov. 3: NBC inaugurates new sales concept with Operation Tandum, enabling advertisers to buy participation in a group of evening programs.
Nov. 4: The Big Show with Tallulah Bankhead premieres as 90-minute Sunday evening radio series.
DUTCH PROGRAMS
Recorded Series Offered
NETHERLANDS Information Service, an agency of the Netherlands Government, is offering to radio stations a transcribed series of diversified Dutch music entitled Holland Calling. Series consists of 26 programs. 14:30 minutes each. Holland Calling is produced in The Netherlands and pressed in New York by Gotham Recording Corp. There is no charge for the series. Records are supplied to the stations, prepaid. Stations may retain the records for their library, or for donation to a school. Some 300 stations are now using these series. NIS reports. Address of the information service is 10 Rockefeller Plaza, New York 20.
AUTRY CONVERTS
Hollywood Offices

WTH remodeling cost reported as
under $250,000," Gene Autry is
converting a recently purchased
Hollywood building at 6920 Sunset
Blvd. into 22 offices to headquarter his
radio-television and other enter-
prises. Space, on a rental basis,
will be available to independent TV
production units.

Formerly a one-story supermarket,
obtaining more than 9,000
square feet of floor space, it will be
a two-story structure upon com-
pletion. Included in the comple-
tely equipped sound stage to be
used by his Flying A Pictures Inc. in
the production of TV films. Oc-
cupancy is expected by late August.

CENSOR DANGER
Warning in 'Redbook' Article

A WARNING that thoughtless cen-
sorship may mean "a diet of mov-
ies, radio and television programs
so representative of life as it is really
lived that you are almost sickened by
the unreality" was voiced by Collie Small in "What
Censorship Keeps You From Know-
ing," published in the July issue of
Redbook Magazine.

Saying that "censorship is on the increase in America," Mr.
Small attributes it to larger num-
bers of films, which appear in smaller groups than in the past,
and "the growing fear of the part
of publishers and motion picture
and radio producers of offending such groups." He says "the appearance of television—which creates a new medium to be censored," and to
"political insecurity."

BBM Elections

CHARLES R. VINT, president of Colgate-Palmolive-Peet Co. Ltd.,
Toronto, has been elected president of Bureau of Broadcast-
Measurement, Toronto, at a meeting of the board of
BBM held at Toronto fortnight ago. Horace N. Stovin, president of
H. N. Stovin & Co., station repre-
sentative, Toronto, was re-elected
vice president. Charles J. Follett,
Asst. of Canadian Advertisers,
Toronto, was elected executive secretary, and Athol McQuarrie,
general manager of ACA, re-
lected treasurer of BBM.

WNBC New York will carry a sum-
mer water-safety spot campaign fea-
turing transcribed personal messages, produced under American Red Cross auspices, volunteered by Esther Wil-
liams, Buster Crabbe, Eleanor Holms and Johnnie Mulliner, together
with three swimming champions of
the Women's Swimming Assn. of
New York.

EDWARD ROBERTS CARROLL,
General TV Network teletran-
scription department head, ap-
pointed vice president and general
manager of Vidicon Pictures Inc.,
SHERMAN GREGORY, veteran broad-
cast executive, appointed chief of
technical operators for Radio Free
Europe's stations in West Berlin,
G. E. will leave the United States July 2 for his new
headquarters in Munich, from
which he will supervise all technical
and operational operations of the
RFE sta-
tions at Frankfurt and Munich and
their transmitters, as well as other
RFE stations now in the planning
stage whenever they are ready to
begin operations. He will report di-
rectly to Richard J. Condon, Euro-
pean director of RFE.

CHARLES BEAVER, Chemical Rub-
er Co., Cleveland, to editorial staff
of The Ham Handy Organization,
Detroit.

STORECAST Corp. of America added
24 new sponsors, including General
Foods Corp., Alliance完美的 Corp. and
Kraft Foods Co., during month of
May. Thirty-nine new sponsors and
renewal by 25 old ones during April
and May also were reported.

CHARLES DODGER, operator of own
advertising agency, to Sales-O-Matic,
as San Francisco representative. Firm
sells and leases points-of-sale tape
recorded commercials.

BENNETT S. ROSNER, advertising
and promotion manager Custom Rec-
ord Sales Div. RCA Victor, father of
girl, Druanne Gale.

Equipment . . .

James W. Shackelford, sou-
theastern U.S. s a l e s manager, Scott & Mack Tele-
vision, n a m e d southeastern dis-
- trict sales manager for radio &
television division of Sylvania Electrical
Products, Inc. Mr. Shackelford will
establish his head-
quar ters in At-
tlanta, Ga., to cover
Georgia, Alabama,
Louisiana and Florida.

Scott Morency, sales representa-
tive Western Automatic Machine
Screw Co., Syrian, Ohio, appointed
Washington representative of War
Contract Div. Zenith Radio Corp,
Chicago.

The TURNER Co., Cedar Rapids,
Iowa, announces new television boost-
er, model TV-1, capable of covering
5 channels from 2 to 10.

Ray A. Morris, assistant sales
manager Industrial Development En-
gineering Assoc., Indianapolis,
appointed chief engineer.

Roger B. Tepfen, executive depart-
ment manager, research division
General Electric, Syracuse, appointed
manager of manufacturing research
for tube divisions. He makes his head-
quart ers in Schenectady.

Dick Mitchell, appointed sales
manager Radio Apparatus Corp., In-
dianapolis. He will also continue his
duties as sales manager Industrial
Development Engineering Assoc.,
same city.

Federal Telecommunication
Labs, Nutley, N. J., research unit of
International Telephone & Telegraph
Corp., announces new television pic-
ture monitor which will not "cut into" picture signal reso-
nation. Described as "especially useful in the labora-
tory and production testing of tele-
vision video amplifiers," with a pic-
ture size of 14 inches, the new moni-
tor, FT-584, has a "revolving power
... designed for operation well be-
yond the specified 600 horizontal line
minimum." Deflection circuits of the
monitor, designed to operate stably
and independently of the "separately
driven pulse high-voltage supply," per-
mit horizontal linearity and size adjust-
ments without regard to the effect
on high voltage of 16 kv.

Sanderson Smith, assistant ad-
vertising manager Radio Apparatus Corp.
Ltd., S. F., to Varian Assoc. (micro-
wave electronics), San Carlos, Calif.,
as advertising and public relations
director.

National Union Radio Corp.,
Orange, N. J., announces new portable
checker for picture tubes. The new
cardboard type tube checkers are
meant for use both in the shop and in
the customer's home. It also can check
 tubes while still in cartrons, making
it easy to check for damage in trans-
portation.

Leo G. Sands, appointed director of
public relations and advertising Ben-
dix Radio, Phila.

General Electric Tube Div. an-
nounces new heavy-duty thyratron
tube for control application. Designed
for air-cooled electronic control equip-
ment, the GL-6041 provides both elec-
trical connection and mechanical sup-
port.

Mor R. Rodger, assistant general
sales manager central division of
Crosley Div., Ave Mfg. Corp., Cin-
cinnati, appointed central division
d sales manager. E. W. Gaughan,
who is in charge of special activities,
state eastern divisional sales man-
ger. T. H. Mason, sales promotion
manager, named western divisional
sales manager.

M. J. Strehle, assistant manager
of replacement tube sales General
Electric, Syracuse, appointed intra-
company sales manager for the G.E.
 tube division.

IDECO, division of Dresser Equip-
ment Co., has announced contracts
for construction of two of "world's
largest television towers." Towers
will be built for WTMY-TV Milwau-
kee and WBEN-TV Buffalo and are
being furnished through RCA by
IDECO of Columbus, Ohio.

Technical . . .

Lawrence J. Scanlon, WIBX
Utica, N. Y., rejoins engineering staff
WLAW Lawrencen Mass.

H. Walter Thompson, engineer
WGN Chicago, on leave of absence,
is re-elected president of Interna-
tional Brotherhood of Electrical
Workers (AFL), Local 1320, for an-
other two-year term at recent mem-
bership meeting. M. A. (Maxie) BAER
and John Baker, also of WGN,
were elected vice president and trea-
turer, respectively. JAMES FELIX,
WJD, and KURT DARR, WBBM,
were re-elected recording and finan-
cial secretary, respectively.

Edward Edson, manager San
Francisco branch RCA Service Co.,
to engineering staff KLAC-TV Holly-
wood, as assistant to director of
engineers. ROBERT CONNER.

July 4 Features

Independence Day will be
an occasion for special programs
for all Lang-Worth affiliates, Lang-
worth Feature Programs Inc. has
announced. Special programs
planned included A Summer Day,
with half-hour show utilizing words
and music in a patriotic vein.
Another Independence Day—1951,
also runs 30 minutes and interprets
July 4 with brass band and choral
singing. An informal show about
baseball was also announced
—A Sideline on the Baseball
Story, allowing for introduction of
local baseball scores and stories.
Enough Is Enough

EDITOR:
After reading the editorial of June 11 entitled “FM’s Aches, TV’s Balm?”... we are writing as representatives of the FM listening public. We wonder why your publication continually persists in knocking the best means of sound broadcasting—FM... Bruce Elving
Richard Gottschald
Duluth, Minn. * * *

EDITOR: ...

I have noted with interest your replies to Ed Wheeler and Mr. Adams [Open Mike, June 25, 18] in regard to the point you made, attributed to engineers, that FM could be accommodated on two mags. You state in only the densely populated areas such as their markets are it might not work. Please then explain what would happen in our area (Washington population 12,000) to the 15 or 16 FM stations that are listened to with regular consistency by the people of this area...

You say, with a twang of bitterness, there are only 700 FM stations on the air. How many TV’s for five years? What industry or business can invest what we have in a new business, speaking of the FM broadcasters, and expect it to give an immediate return? We who have stations on for three or four years are getting on our feet, much to the concern of those who like to see us die...

Please don’t try to add insult to injury by stating that anyone who thinks your publication is opposed to FM hasn’t read it very closely. I have long defended you of these challenges, but now it is so obvious that it is indeed an insult, even though we have shown our lack of intelligence by staying in FM, a thing we believe in, and even some of us are making money at it.

Robert E. Williams
Station Manager
WFML (FM) Wash, Ind. * * *

EDITOR: I am sorry to have to say that Broadcasting Telecasting certainties are discriminating against FM broadcasting. Invariably, Broadcasting Telecasting calls aural broadcasting AM instead of Radio. The letters AM mean amplitude modulation and so exclude the frequency modulation segment of the broadcasting art. Your reference to radio as AM is grammatically wrong, too. This is of course a calculated deliberate, cutting slur of the superior FM medium.

Richard F. Lewis Jr
(licensee)
WFL (FM) Winchester, Va. * * *

EDITOR: Upon carefully rereading your editorial (“FM’s Aches, TV’s Balm?” June 11) and the comments given to Edward Wheeler’s letter [Open Mike, June 18], I agree with you that in substance Telecasting has not come out against FM. However, the object you have is actually denying that there is any future to FM; that someday there might be broadcasters clamoring for space on our FM spectrum. The suggestion is a bit far-fetched, perhaps, but you know what I mean.

There are broadcasters who are making money by providing a listener program (again consider the NBC Storecast, Air Music, etc.) on strictly an FM basis. WBIB, WABF, and several others can be mentioned as examples. So Chief and Ira Hirschman and others have the hope that someday others will join them. By reducing the FM band, they are denied that chance; for the FM band will never be regained. FM growth may be slow, but it’s steady. Let’s plan for a brighter FM future, and leave $5 to 10 cents intact.

George W. Hamilton
Maplewood, N. J.

[EDITOR’S NOTE: We’re glad that Mr. Hamilton’s fears for one scuttling FM, as expressed in your letter, were unfounded. OPEN MIKE last week, have been reversed—recent figures from To Mr. Hamilton and to other avid FM partisans who misinterpreted the intent of the editorial, a final word: Telecasting really desires no end to FM but believes the fact that the FM spectrum is not fully occupied justifies a consideration of the avenues of diverting some spectrum space to TV.]

Old Wheeze

EDITOR: As a theatre operator [The Georgetown Theatre in Washington] and as a public relations adviser on films and television, I can’t agree with you when you summarize your outline in your editorial, “Teatre TV No Knockout” [June 25 issue]...

And frankly what makes television so sacrosanct that you, in your omnipotence, can blithely, and carelessly, insist that “the retail price of a radio or television set should be the total transmission charge to all the programs on the air”? Especially when you know that the customer is paying for the show in the form of a pitchman’s approach to “hurry, hurry, hurry,” to buy a sponsor’s product?

Al Sherman
Washington, D. C.

[EDITOR’S NOTE: No viewer of commercial TV is obliged to buy a sponsor’s product unless he wants to. The difference between the band and buying a ticket at a box-office before admission to a show is obvious.]
June 28 Decisions . . . BY THE COMMISSION EN BANC

Request Granted

WOHA Mayaguez, P.R.—Granted request for extension of completion date of GC which authority intended to authorize power to 5 kw. installation of new trans. and change trans. location, since ground system of WCAM subject to constant change was not proposed tower to be painted and lighted in accordance with specification 18-16 plus temporary lighting.

WORA LaCrosse, Wis.—Granted application for CP to replace expired CP, with a frequency of 730 kc to 600 kc, and install transmitter on Phillips Hill.

Designated for Hearing

WELS Kinston, N.C.—Designated for hearing in consolidated proceeding with application of WELS to change facilities and application of WFTC to change facilities—The application of WELS for consent to relinquish negative control of license to E. L. Nicoll, Robert Siegel and Robert Wasdon to Leroy Arnold, et al.

License Extended

Crosley Broadcasting Corp.—Extended temporary authority to operate experiment station KQA-10, now operating under authority KQA-44, now providing Crosley with additional time to complete work on WORK, Dayton and Columbus, Ohio, for one month until July 31.

BY THE COMMISSION EN BANC


Freedom Essay

ABE PLough, owner of WMPB Memphis, and president of Plough Inc., wanted to develop employ interest in a $8 million pharmacuetical plant and to get governmental construction permit. To that end he announced a scholarship award to children of radio-pharmaceutical employees in a competition for the best essay entitled, "Freedom Is Everybody's Job." The contest was won by Richard Lee Krellstein, 14-year-old son of Harold K. Krellstein, vice president and general manager of WMPB.

New Applications . . .

AM APPLICATIONS

Carmel, Calif.—Mary Morgan, 1100 kc, 500 w, day; estimated construction cost $24,800; first year revenue $18,000.

La Plata, Md.—Mr. and Mrs. Thomas G. Kincaid, to WLTV, 1050 kc, 250 w, day and night; estimated construction cost $24,941; first year revenue $18,000.

Worcester, Mass.—Mr. and Mrs. J. S. Bewick, 1050 kw, 5 kw, day and night; estimated construction cost $24,828; first year revenue $18,000.

New York City.—WHA, 1050 kw, 1 kw, day; estimated construction cost $24,660; first year revenue $18,000.

Philadelphia.—By Robert S. Crow, 1050 kc, 250 w, day and night; estimated construction cost $24,000; first year revenue $18,000.

Washington, D. C.—Mr. and Mrs. J. S. Bewick, 1050 kw, 5 kw, day and night; estimated construction cost $24,941; first year revenue $18,000.

TYP APPLICATIONS

Dawson, Ga.—Dawson Broadcasting Co., Ch. 266 (101.0) on 11.4 kw, antenna 225 feet; estimated cost $9,784.45; operating cost $2,200; no revenue. Applicant is Fred R. Worley, general manager of KTFF, June 28.
Moves to Speed Thaw
(Continued from page 69)
views on educational reservation."

Going into details of the Yankee Network's unsuccessful efforts to get Channel 10 at Bridgeport, Mr. Pierson Addicted the passage of "arbitrary default" he is held in involved in FCC's proposal. He said of station's facility should follow it in the public interest.

He saw FCBA's plan for a final guide now and commencement of applications for .95. He urged Congress to consider the matter. But if FCC cannot use a guide plan rather than FCBA's fixed rule plan. Asking FCC to request all parties to submit quotations to ending the freeze quickly, he said WMKI had a plan which would be submitted this week if desired. WMKI also opposes as illegal the "preferred status" accorded educators.

Thomas W. Wilson directed his appeal to the FCC in behalf of the educational reservations. He felt FCC legally can allocate a certain number of frequencies to education, but argued it is illegal to trust such allocations. He appealed for WIBC Indianapolis, WMBD Peoria, Ill., and WIP Philadelphia.

NARTV View
Thad H. Brown Jr., arguing for NARTV, fully supported CBS' claims of favoritism and that FCC's order is in view of the history and extent of Sec. 307 (c). E. D. Johnston, appearing for DuMont, pointed out that in the legal part of the argument is agreed to by DuMont, corrective legislation on the subject has been submitted to Congress in the view of the questioning of this authority. He further pointed out that compensation in the matter of educational stations, is illegal and such principle would apply to all services as well.

FCC Roundup
(Continued from page 87)

U.S. COURT of Appeals for the District of Columbia last Thursday upheld the FCC's decision to close Fort Washington radio station facilities to Coast Radio Broadcasting Corp., Los Angeles. The decision had been appealed by Huntington, Va., and Gabale Valley Broadcasting Co., all three asking $1,500, 4 or 5 kw daytime only.

The court considered the appeal, in which the Communications Act required the FCC to determine which of the two cities was more in need of new broadcasting facilities. It upheld the Commission's reasoning that Huntington Park, six miles from the center of Los Angeles, might be entitled to a Class IV outlet with maximum 2 kw; W ceremonies would fail to serve not only Huntington Park, but 89% of the Los Angeles metropolitan district. In language, Huntington Radio would serve almost all of that area including Huntington Park.

The appellate court then affirmed the choice of Coast Radio as being in a better position to carry out its service plans because ownership was more largely local residents and because it proposed greater intensity of program and management in its operation.


CONTRA COSTA REAL

TV LOCALS

July 7-12: International Advertising Assn., 39 W. 44 St., New York, registration handled by E. G. Bort, AFA, 530 W. 42 St., New York.


Aug. 5: Arkansas Broadcasters Assn., First Annual Summer Meeting, 12th St. & 12th Ave., Little Rock.

Aug. 7: American RAC General Meeting, 1650 Country Club, Portola, Ore.


Sept. 15: Presentation of First Annual Edward H. Denny Foundation Ra- dio-Television Award by American RAC, New York.


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KVVV Sarasota, Fla.—R-E R-TV BU- DGET application for assignment of license from partnership of Antonio G. Fernandez, Charles J. Fernandez, Wil- liam P. Carey and Gonzalo Fernandez to Mr. Pierson, 1/7 a/b as Sarasota Best, Co. The other three original partners will hold their interest. Filed June 23.

WCIW Covington, Ky.—Assignment of license from Harold W. Cassil to Cas- sili Radio Corp., owner 100%, by Mr. Cassil as general manager. Filed June 26.

KHTF Statesville, Ark.—Transfer of control White River Beetles, Inc., ex- ecutors of E. E. Williams, to M. A. Fenkel d/b as Lampasas Transference Corp., for $2,520. Five-one owners are President L. H. Grippon, 15 owner Lampasas Feed & Elevator Co.; Vice President, Mr. H. H. Johnson; Gen War- park-O-Toel Corp. and agricultural in- structor; Secretary-Treasurer K. V. Kersmit owner CPA firm; Dr. W. M. Brook, physician; Harold Haskie, present- superintendent of KHTF. Filed June 27.

KEVM Monroe, Ohio—Involuntary transfer of control from Charles W. Stuckey, 1/7 a/b, to Mr. T. H. Stuckey. Mr. Stuckey was 96% owner. Filed June 26.

WGGR Cleveland, WJR Detroit and KNMC Los Angeles—Involuntary trans fer of control from A. Richards, deceased, to his widow, Mrs. Frances L. Richards of the city of Los Angeles, Calif. Mrs. Richards owned 64.94% of WMCQ, 12.2% of KNMC, as to all stations. Filed June 27.

WGGH Marion, Ill.—Assignment of license from Harley J. Grisham and George W. Myers, Sr., to George W. Derry, as to Marion. Filed June 27.

ANTI-TRUST SUIT

FILED AGAINST BLOOM-KNOW

JUSTICE Dept. last week filed a civil anti-trust suit against Blawn- Knox Co., Pittsburgh, manufacturer of radio-TV equipment, charging the company is taking part in an international cartel agreement, which he said, had the effect of restricting both exports and import of cast steel and iron rolls. Suit was filed in the U. S. District Court, Pittsburgh.

Attorney General J. Howard McGrath of Pennsylvania said the Blawn-Know and four other firms in England.

Savitt Becomes Judge

MAX M. SAVITT, co-owner and secretary-treasurer, WCCO Harford, will be spending his first day on the bench today on the opening day of his court and city court. Mr. Savitt, formerly prosecutor in the Hartford Court, was appointed to a judgeship by Connecticut's Gov. John David Lodge, effective July 1. He was on one of 68 appointments made in the governor throughout the state.
Radio Tops Papers

(Continued from page 28)

ance on the fourth day, accounting for 54.8% of traffic that day compared to 22.6% for newspapers. This was construed as an indication that radio did a better selling job than the print-buying study would indicate, in view of its superior carry-over effect.

In each of the Woodward & Lothrop and Jellett's studies only a few related items were advertised. The use of repetition on radio instead of newspaper advertising methods was found to support the broadcasting contention that it can more effectively produce superior sales results for the same advertising dollar.

Interviews Incorporated

ARBI's technique is built around close measurement of store traffic, along with detailed interviews conducted at point of sale. Four types of customers are covered—radio, newspaper, both and other. Trained interviewers contact store traffic in the tested lines, obtaining comments on reasons for appearance in the store-buying stage carefully checked to show what each medium produces from a dollar volume standpoint.

One Woodward & Lothrop test was built on the belief with $273 spent in the Washington Sunday Star for one display ad and $269.19 on WRC for 15 announcements. Detailed results followed:

<table>
<thead>
<tr>
<th>News Radio-Buy Other Total</th>
<th>Traffic</th>
<th>% Traffic</th>
<th>% Purchase Merchandising</th>
<th>% Purchasing Merchandising</th>
<th>% Dollar Value of Purchasing</th>
<th>% Percent of Traffic by Medium, by Day</th>
<th>News Radio-Buy Other Total</th>
<th>Traffic</th>
<th>% Traffic</th>
<th>% Purchase Merchandising</th>
<th>% Purchasing Merchandising</th>
<th>% Dollar Value of Purchasing</th>
<th>% Percent of Traffic by Medium, by Day</th>
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<tr>
<td>55</td>
<td>22.8</td>
<td>8.8</td>
<td>9.3</td>
<td>10.3</td>
<td>19.0</td>
<td>27.3</td>
<td>55</td>
<td>22.8</td>
<td>8.8</td>
<td>9.3</td>
<td>10.3</td>
<td>19.0</td>
<td>27.3</td>
</tr>
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</table>

Second Jellett's test was based on women's robes selling for $10.95 and $11.95. Two advertisement costs $320.10 were used, in the Tuesday Evening Star and Thursday evening Post, and $329.98 was spent for a total of 15 announcements on WRC Tuesday through Friday. Results follow:

<table>
<thead>
<tr>
<th>News Radio-Buy Other Total</th>
<th>Traffic</th>
<th>% Traffic</th>
<th>% Purchase Merchandising</th>
<th>% Purchasing Merchandising</th>
<th>% Dollar Value of Purchasing</th>
<th>% Percent of Traffic by Medium, by Day</th>
<th>News Radio-Buy Other Total</th>
<th>Traffic</th>
<th>% Traffic</th>
<th>% Purchase Merchandising</th>
<th>% Purchasing Merchandising</th>
<th>% Dollar Value of Purchasing</th>
<th>% Percent of Traffic by Medium, by Day</th>
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</thead>
<tbody>
<tr>
<td>32</td>
<td>38</td>
<td>16</td>
<td>7</td>
<td>11.1</td>
<td>24.9</td>
<td>28.6</td>
<td>32</td>
<td>38</td>
<td>16</td>
<td>7</td>
<td>11.1</td>
<td>24.9</td>
<td>28.6</td>
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</tbody>
</table>

REPORTS

Hofstra Study Showing

NBC presented its story of television's role in the business world at a Washington luncheon held last Monday for members of the FCC, officials of other government agencies and station affiliates in nearby cities. The story was told by Robert McFadden, manager of sales planning and research for NBC-TV. Mr. McFadden gave an illustrated talk based on the second Hofstra study, "Television Today —It's Impact on People and Products," conducted by the Psychological Workshop of Hofstra College (Broadcasting * Telecasting, June 18). William R. McAndrew, general manager of NBC Washington stations, presided at the luncheon.

In the test at Brooks, newspapers were slightly more effective in producing traffic and in dollar value of purchases, but radio was slightly ahead in percent of customers buying the advertised merchandise, women's robes and bruco coats. Four newspaper advertisements were carried, using all of the Washington newspapers, for a total cost of $214. Ten announcements were used on WRC at a total cost of $219.34.

The Woodward & Lothrop and Jellett's tests showed newspaper traffic declining rapidly after the first day. In the case of Brooks the newspaper traffic increased whereas radio traffic declined. The Brooks newspaper advertising utilized the small-space repetition technique, an adaptation of the radio announcement method where the value of repetition is effective. The Brooks radio copy sacrificed considerable sales impact to include detailed instructions for phone and mail orders, include tax and shipping charges plus telephone number.

Details of the Brooks study follow:

News Radio-Buy Other Total
<table>
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<tr>
<th>Traffic</th>
<th>% Traffic</th>
<th>% Purchase Merchandising</th>
<th>% Purchasing Merchandising</th>
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<th>% Percent of Traffic by Medium, by Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>23.2</td>
<td>20.9</td>
<td>20.9</td>
<td>20.9</td>
<td>20.9</td>
</tr>
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</table>

ABC has acquired the rights to Hollywood Star Playshouse, weekly dramatic series currently held over CBS, ABC announced last week. First ABC performance is scheduled for July 25, 8:30 p.m.
DuMONT SAYS DEFENSE HITS TV SET OUTPUT

ALLOCATION of materials for defense already affecting production of video receivers, Allen B. DuMont, president, Allen B. DuMont Labs., told stockholders Friday at annual meeting. Company has defense orders totaling about $90 million.

Dr. DuMont said production has been cut since April 1 and that output of receivers might be expected to run at 40% of 1950 rate for rest of year.

For first five periods of 1951 (Jan. 1-May 20), DuMont sales of all products totaled $235,970,334, compared to $252,474,562 year ago. Profits are down despite increased sales, however, with Jan. 1-May 20 profits of $322,618 before taxes and $248,618 after taxes. In same time of 1950, profits before taxes were compared to $5,885,166 and $2,380,886.

Predicting black-and-white telecasting will remain backbone of video industry for some years, Dr. DuMont called CBS system interim measure which will last "at the most, one or two years." He reaffirmed conviction final answer will be all-electronic fully compatible system. Stockholders saw a demonstration of field sequential and tri-color systems at DuMont Laboratories in Passaic.

Full slate of officers and directors reelected.

KTHS OBSTACLES REMOVED
WAY cleared Friday for FCC consideration of KTHS Hot Springs move to Little Rock, Ark., with 50 kw operation on 1090 kc. KGRH Fayetteville, Ark., also seeking 60 kw on 1090 kc and participant in the week-long hearings last week, requested FCC permission to withdraw without prejudice (see picture, page 32).

Paul A. Porter, KGRH counsel, explained cost of installation was higher than originally estimated and it was felt advisable to drop application. KTHS New Orleans, originally party in hearing, withdrew before June 28 start of sessions. KTHS represented by Fly, Shuebruk & Blume. John D. Ewing, KGRH Shreveport and publisher of Shreveport Times, also owns KTHS.

Henry B. Clay is KWKH general manager. B. C. Robertson, KWKH assistant manager, slated to become manager of KTHS in Little Rock.

AMA RADIO-PROJECT
AMERICAN MEDICAL ASSN., which plans to continue its campaigning against the government's socialized medicine proposals, considering recommendation of Russell M. Seeds Agency, Chicago, to use "high-level" radio and TV drama series. Shows would be networked, reportedly paid for by "contribution" of $100 from each of nation's 45,000 physicians. Seeds handled AM-TV billing during AMA's national saturation campaign last fall.

WISCONSIN BILL OVERLAP
WISCONSIN Assembly action on bill became law Friday after publication in Wisconsin State Journal (early story page 28). Interpretation of law will be outlined by group of experts to members of Wisconsin Broadcasters Assn. July 13 in Northern Hotel, Green Bay, at special meeting called by President Ben Laird, WDUZ Green Bay.

COY URGES FACTORIES TO 'ROAD SHOW' UHF DEVICES
FCC Chairman Wayne Coy declared Friday, after seeing demonstrations of UHF television converters at Bridgeport, Conn., that manufacturers should make "road show" demonstration to let more prospective telecasters have a look at what can be done with the UHF. (See early story page 55.)

Such demonstrations, he said, might contribute to lifting of freeze in addition to selling UHF to dubious telecasters. He praised industry for UHF progress to date, and said public can now be told that "here is a service that is excellent and in some ways superior to VHF."

His remarks came at luncheon given by J. Howard Craig, vice president and general manager of Avco's Crosley Division, for more than 100 industry representatives and visitors at demonstration.

Several industry members echoed Mr. Coy's suggestion. Agency for 13-week tour telecasters. Possibility of having such demonstration at early broadcasters convention has been broached to NARTB officials, it was learned.

Visit to RCA-NBC experimental UHF transmitter, employed for demonstrations, and trip to New Haven to show pick-ups from greater distances (about 18 miles) followed Bridgeport showing.

Besides showing converters, RCA Service Co. announced it had developed new UHF receiving antennas during Bridgeport tests. They were called "highly satisfactory."

TWO SEEK TV SEGMENTS
TWO major advertisers currently battling to buy remaining half-hour, prime-time UHF time, show shows which they can find on Your Show of Shows, Sat., 9-10:30 p.m. on NBC-TV. They are Bymart Inc. (Tintair) and Revlon polish. Leh. & Fink (Lysol) signed late last week to sponsor half-hour every other week. Other sponsors are Camel cigarettes for first half-hour, and Benrus watches, Scotch Tape and SOS sharing middle half-hour.

MILLER RESUMING TOUR
JUSTIN MILLER, NARTB board chairman, embarks late this week on remaining leg of Latin American inspection tour on behalf of Dept. of State and U. S. Advisory Commission on Information, of which he is member. Judge Miller is surveying and evaluating U. S. information programs, especially the Voice.

VAN LINES ON ABC
NORTH AMERICAN VAN LINES, Fort Wayne, Ind., sponsoring Jay Stewart Show, Friday, 4-4:08 p.m. on 289 ABC stations, beginning July 14. Opening week contract is Joseph Castor & Assoc., Los Angeles.

GENERAL MILLS SERIES
GENERAL MILLS sponsoring new adventure program Silver Eagle, 7:30-8 p.m., Thurs., over ABC beginning July 5. Agney, Knox Reeves Adv., Minneapolis.

BROWN BROTHERS, advertising agency, Nashville, preparing to open New York office. Firm has Gloria Swanson radio show.

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...at deadline

Closed Circuit
(Continued from page 4)
area to be operated in conjunction with his existing three AM stations.

THOM McAN Shoes, New York, through Neff-Rogow, same city, preparing radio spot campaign for fall in Negro markets only, similar to its schedule last year.

FORD MOTOR CO. preparing six-week radio spot campaign, effective July 16, in Texas. J. Walter Thompson, New York, is agency.

APPLICATIONS for transfer of ABC's radio and TV station licenses to newly formed American Broadcasting-United Paramount Co., which would consummate $25-million merger, were to be filed this week with FCC. Also to be filed will be proposed $6-million sale of WBKB (TV) Chicago, by United Paramount's subsidiary Balaban & Katz to CBS, as part of overall transaction. Applications will be filed contingent upon stockholder approvals at meetings scheduled for July 27 of ABC-United Paramount merger.


ZENITH RADIO Corp., sponsor of Phonoevis circulating letter to Capitol Hill that challenges theatre TV acquisition of rights to sports events.

PROCTER & GAMBLE CO., Cincinnati (Drene), increasing its current radio spot schedule from three to five times weekly, effective early in July. Compton Adv., New York, is agency.

READY for private showing is battery-driven portable television receiver, almost as easily moved about as larger portable radios.

STATE ASSOCIATION ORGANIZED IN IOWA
BROADCASTERS from 23 Iowa stations, on call of William B. quarton, WMT Cedar Rapids, unanimously voted Friday to organize state association and approved writing of ethical code.

Code was termed positive approach to that set for radio men by outside group, Iowa High School Athletic Assn., with which stations have had many policy run-ins. High school group, private union of public school principals, "censors" sportscasters and makes illegal demands on broadcasters, radio men charge. Principals recently banned KRNT Des Moines sportscaster from appearing on high school track meet because of his comments [BROADCASTING, June 4]. Broadcasters charge high school group not authorized officially by school boards and does not have representatives from public.

TRUMAN ON NETWORKS
PRESIDENT TRUMAN's Independence Day address will be carried by four radio networks and four TV networks, July 4, from Washington, D. C. ABC, ABC-TV, CBS, MBS and DuMont will air program from 9:30-10 p.m. (time President is scheduled to speak); NBC, 11:30-12 p.m.; NBC-TV, 11:10-12 p.m.; and CBS-TV (kinescope) 10:45-11 p.m.

KGGT Fremont, Neb., denied increase from 100 w to 250 w on 1340 kc unlimited on interference grounds, FCC announced Friday.

BROADCASTING • Telecasting
Television impressions
as low as
64¢ per thousand!

Brochures explaining this unique operation have been mailed out. If you haven’t received yours, write or call your nearest WLW sales office—
On radio stations in 18 leading markets, a manufacturer recently offered a booklet.

Not for free. For 10c in cash!

KDKA's "Shopping Circle" (9:30 AM Monday through Friday) sold more booklets than any other station...more than the second and third stations combined!

That's the kind of result you can expect on 50,000-watt KDKA...the station that's a tradition to more than 7 million people in the bustling, tri-state Pittsburgh area. For further information, get in touch with KDKA or Free & Peters.