

BROADCASTING TELECASTING

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TELECASTING

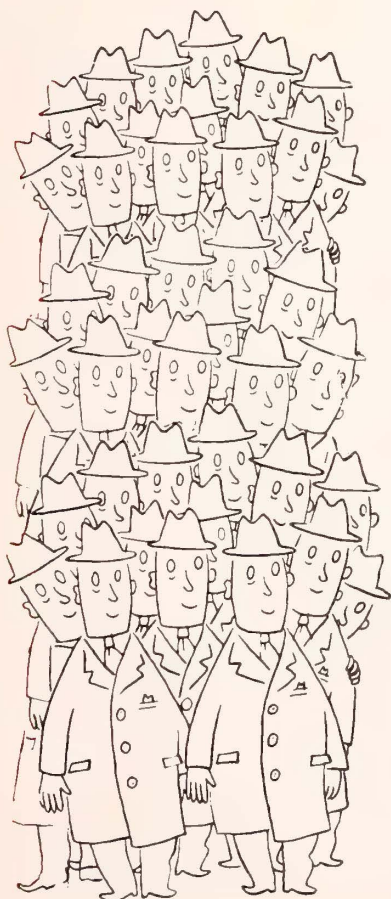
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20TH
**the Newsweekly
Radio and
television.**
year

**00 Annually
cents weekly**



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



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

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

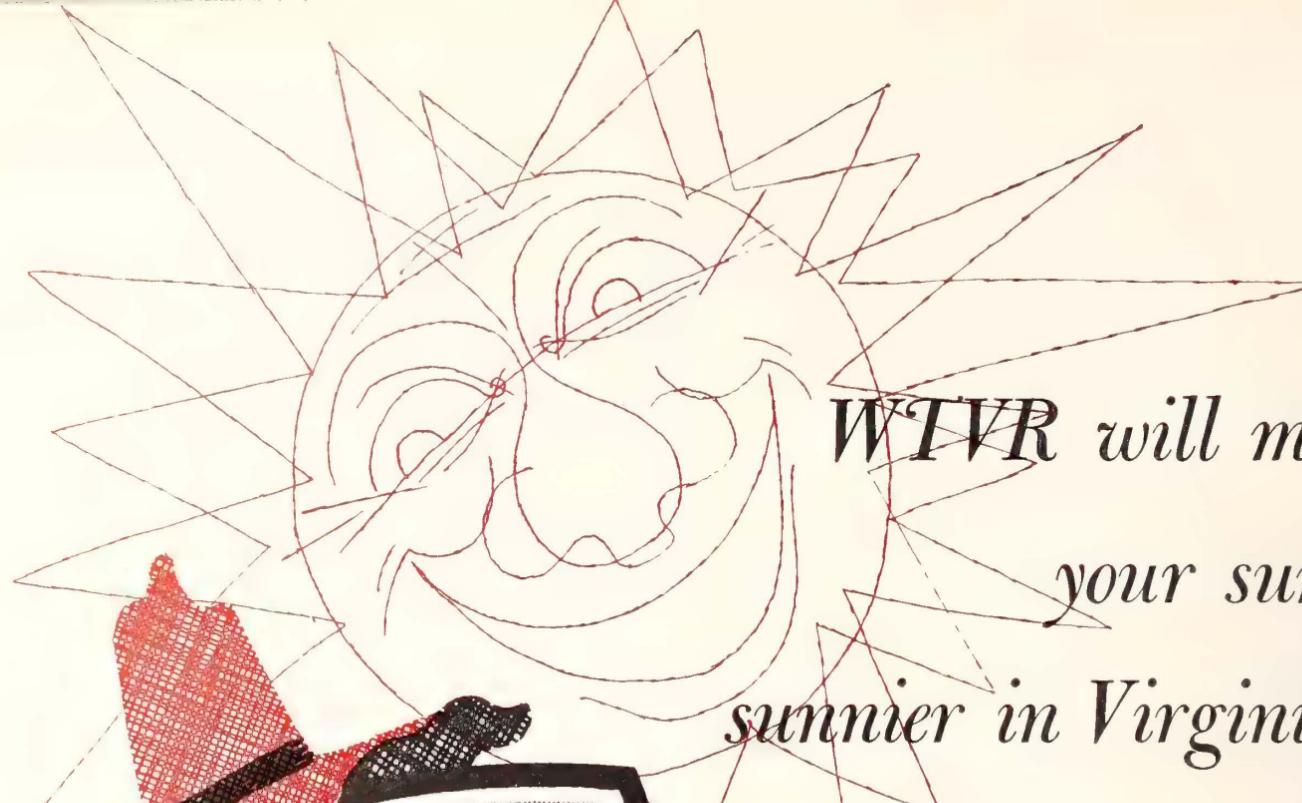
During January, February and March, in the year 1951, 50% more people looking at this WOR-tv show bought the product advertised on it than the people who weren't looking. And 78% more of the people looking at the program had the product in the house.

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

*according to
a special
Pulse survey

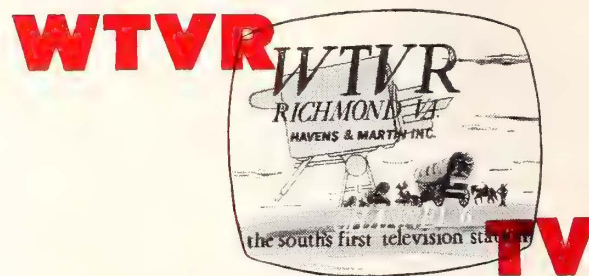
WOR-tv
channel 9

at 1440 Broadway, in New York
Longacre 4-8000

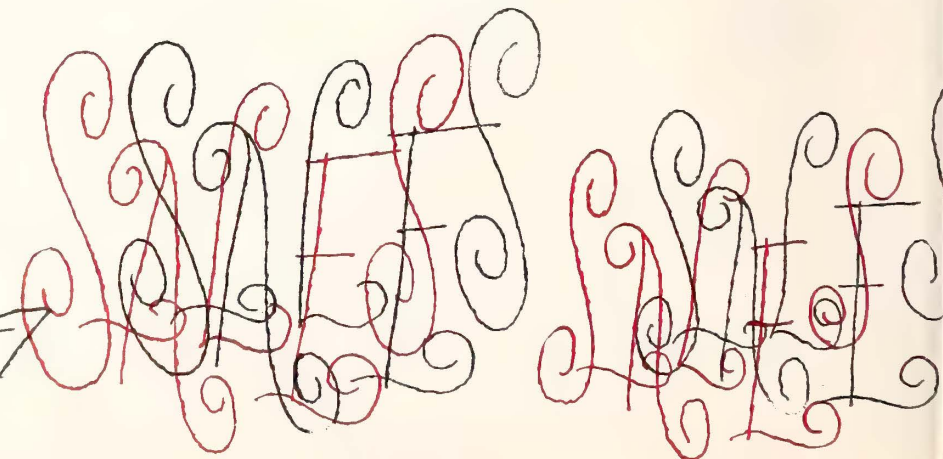


*WTVR will make
your summer
sunnier in Virginia*

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



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



GO YANKEE

with

YANKEE PERSONALITIES

who give you ready acceptance in New England homes.

GO YANKEE

with

THE YANKEE HOME TOWN FOOD SHOW

featuring

RUTH MUGGLEBEE

Woman's Editor Boston Record-American and Sunday Advertiser

and **BILL HAHN**

Yankee Radio and Television Personality

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

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

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

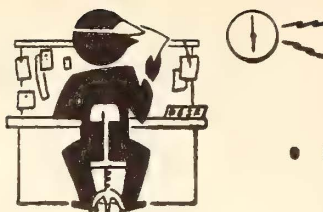
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING



...at deadline

Closed Circuit

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

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

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

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

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

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

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

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

INVITATIONS going out for private Waldorf-
(Continued on page 94)

Upcoming

June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.

June 4-7: RTMA Annual Meeting, Stevens Hotel, Chicago.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

June 10-13: Advertising Federation of America, Annual Convention, Hotels Chase and Park Plaza, St. Louis.

(More Upcomings on page 73)

Bulletins

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

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

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

FERGUSON IN NEW YORK

OFFICE in New York opened by Courtland D. Ferguson Inc., advertising agency with headquarters in Washington and branches in Baltimore and Richmond. Office located at 45 Rockefeller Plaza. New York clients include Virginia Metal Products Corp., Lincoln Warehouse Corp., Stroll-O-Chair Corp., Rex Baby Carriage Mfg. Co., Monarch Buick Co., and Glamour Products Co. (Vitrex reducing product). John P. Waddell, formerly of Grant Adv. Agency, Chicago, named manager of New York office.

Industry Group Offers Color TV Plan

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

Report represents organized effort of "industry" to develop and present to FCC fully compatible system declared desirable (but unavailable) by Commission in final color decision adopting CBS field sequential system, upheld by Supreme Court last Monday (see story page 23).

Introductory letter in report, by W. R. G. Baker, General Electric Co., NTSC chairman, stated report "actually does more than reflect an examination of the improvements in existing systems and the possibility of new systems. It outlines the broad framework of a new composite system of color television achieved

Business Briefly

BLOCK ADDING • Block Drug, Jersey City (Amm-I-Dent toothpaste), renewing and enlarging radio spot announcements in 15 markets starting mid-July for 26 weeks. Agency Cecil & Presbrey, New York.

GARROWAY SIGNED • Armour & Co. Chicago, for meat products, to sponsor *Garroway at Large* on NBC-TV from Chicago next fall, probably Wed., 9:30-10 p.m. (CD) now occupied by its *Stars Over Hollywood* Agency, Foote, Cone & Belding, Chicago.

BOVRIL NAMES • Bovril Co. of America (beverage), New York, names Hilton & Rio, New York, as agency, effective July 1.

ANA, AFFILIATES PLAN PRELIMINARY TALK

EXPLORATORY conferences with President Paul West and associates of Assn. of National Advertisers, which fired opening shots in radio rate-cut campaign, slated June 14 by Chairman Paul Morency and two members of radio-wireless Affiliates Committee set up to stave off inroads on radio rate structures. Meeting designed to define areas which might be covered in subsequent general conference requested by Affiliates Committee and accepted by ANA with proviso that rates not be mentioned [BROADCASTING • TELECASTING, May 28, 21].

Affiliates Committeemen Clair McCollough of Steinman stations, and Edgar Kobayashi of WTWA Thomson, Ga., will participate in conference along with Mr. Morency, WTIC Hartford.

On same day, they will confer with subcommittee appointed by National Assn. of Radio Television Station Representatives to seek ways in which NARTSR can cooperate in combating further inroads on radio's price structure. NARTSR subcommittee is composed of NARTSR President Robert Meeker of Robert Meeker Assoc.; Joseph Weed, Weed & Co., and Wells H. Barnett Jr., of Joel Blair & Co.

by combining the best elements of the finest advances in existing systems. With this framework can be developed by individual co-ordinated effort on the part of our industry a system, a set of recommended standards, an apparatus proved-in by field testing, which can then be submitted to the FCC."

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

FCC sources, declining formal comment, indicated Commission would welcome compatible system and will give full consideration to new developments which have been proven (on paper systems) according to procedure prescribed in final color ruling.

Dr. Baker's letter, dated May 22, explained Ad Hoc Committee was formed in November 1950 "of outstanding electronic engineers" who

(Continued on page 94)

Greater Kansas City's ONLY

50,000

WATT STATION

810 kc.

10,000

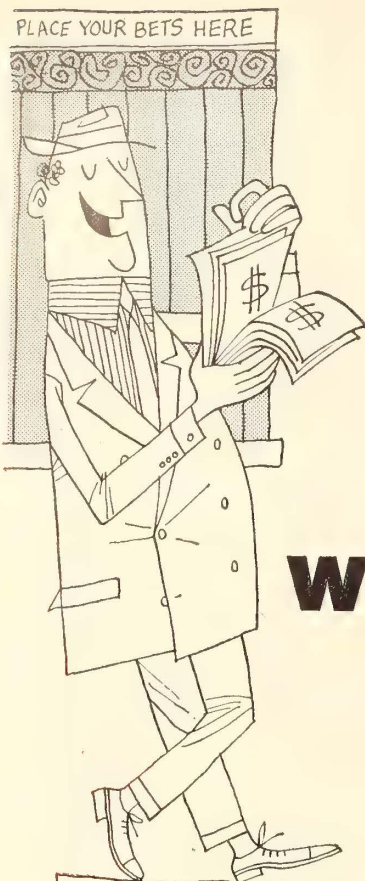
WATTS

Night



National Representative
THE KATZ AGENCY

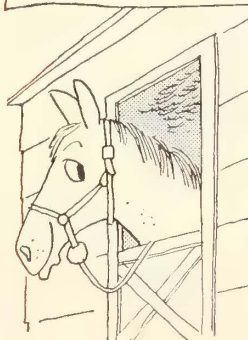
"RADIO - America's Greatest Advertising Medium"



PICK THE WINNERS

| HORSE | TRACK | RIDER | WEIGHT | |
|-------|----------------|-------------------|--------|--------------------------|
| KUTA | Salt Lake City | F. C. Carman | 5,000 | <input type="checkbox"/> |
| KCSU | Provo - - - - | H. Van Wagonen | 250 | <input type="checkbox"/> |
| KVOG | Ogden - - - - | A. Webb - - - - | 250 | <input type="checkbox"/> |
| KLAS | Las Vegas - - | F. Stoye - - - - | 250 | <input type="checkbox"/> |
| KGEM | Boise - - - - | M. Peterson - | 10,000 | <input type="checkbox"/> |
| KLIX | Twin Falls - - | F. McIntyre - - - | 250 | <input type="checkbox"/> |
| KBIO | Burley - - - - | K. Clark - - - - | 250 | <input type="checkbox"/> |
| KWIK | Pocatello - - | C. Crabtree - - | 1,000 | <input type="checkbox"/> |
| KIFI | Idaho Falls - | J. Brady - - - - | 250 | <input type="checkbox"/> |
| KMON | Great Falls - | B. Warner - - - | 5,000 | <input type="checkbox"/> |
| KOPR | Butte - - - - | E. Cooney - - - | 1,000 | <input type="checkbox"/> |
| KOOK | Billings - - - | K. McPherson - | 5,000 | <input type="checkbox"/> |

You can parlay this winning combination into a "sure thing" and at just \$55.00



FROM THE STABLES OF THE

ROCKY MOUNTAIN BROADCASTING SYSTEM

SALT LAKE CITY
PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHILE

TOUTING BY

GEO. P. HOLLINGBERRY CO.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Ann August.

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

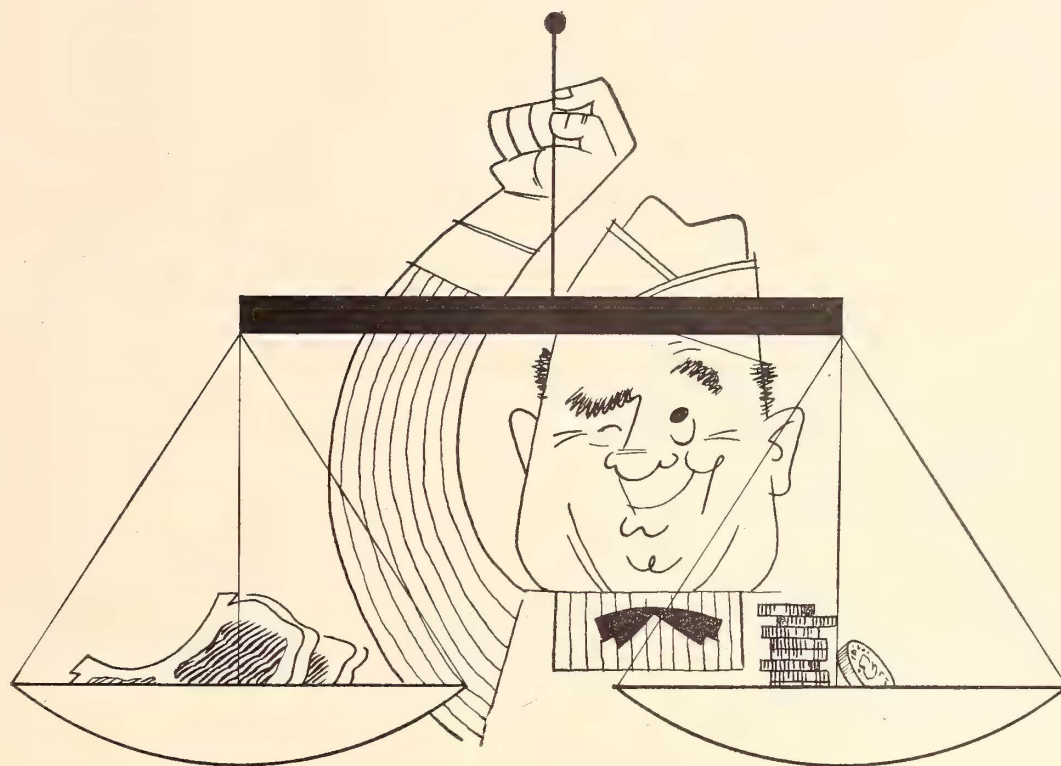
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1931 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: \$7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting



Stabilized Meat Prices

What's the best way to get them?

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

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

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

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

And farmers and ranchers say that livestock pro-

duction will be *discouraged* by too long continuance of meat and livestock controls.

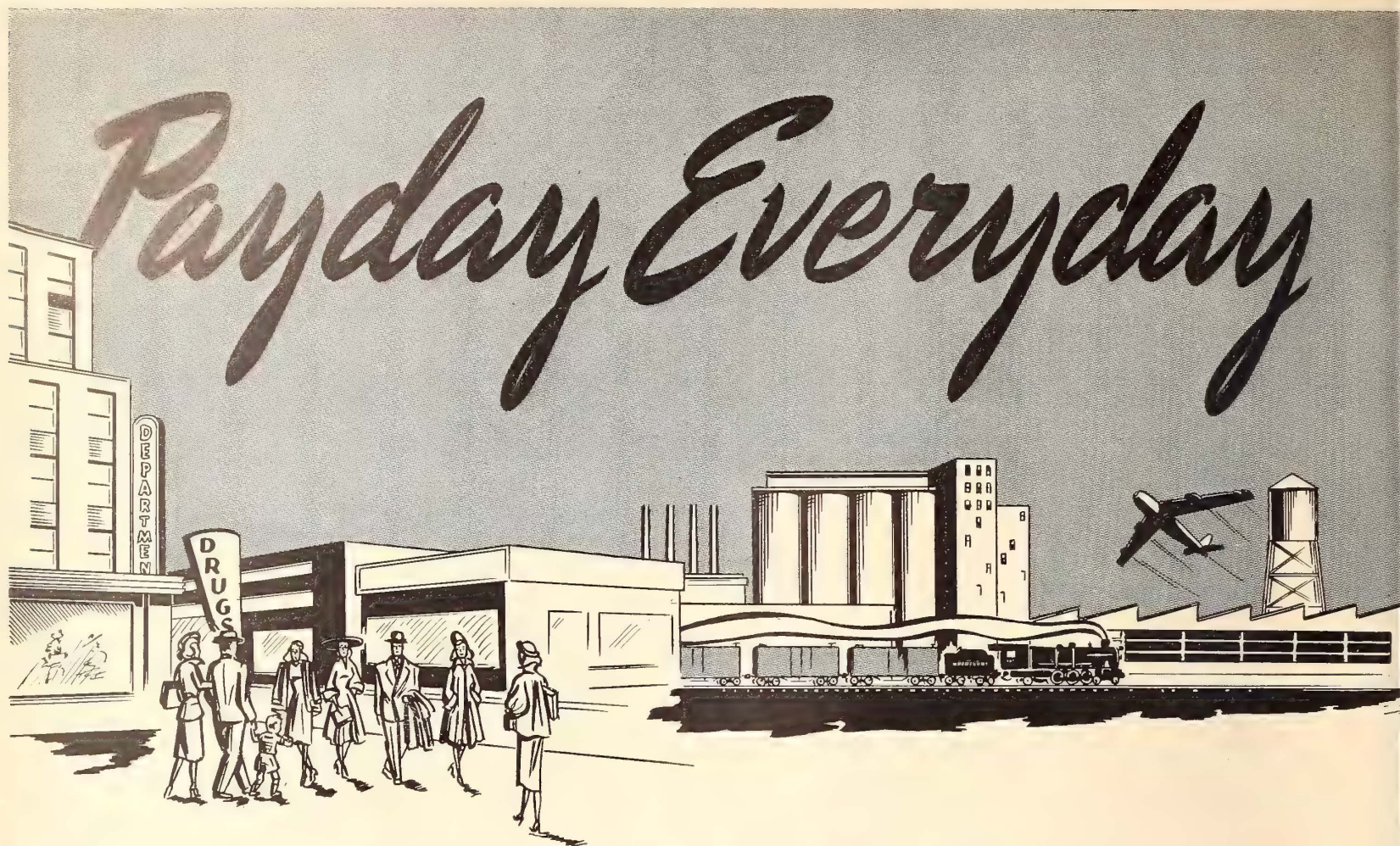
As has been well proved by the experience of OPA, price and rationing controls actually create black markets, scarcity in legitimate channels of trade, under-the-counter favoritism, and no consumer benefits in the end. In fact, stabilization officials recognize these dangers and say that controls should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

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

American Meat Institute

Headquarters, Chicago

• Members throughout the U. S.



ROLLING IN DOUGH

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

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



WICHITA IS A MAJOR

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

Represented Nationally by O. L. Taylor Co.

KANS
NBC

Represented Nationally by Avery Knodel, Inc.

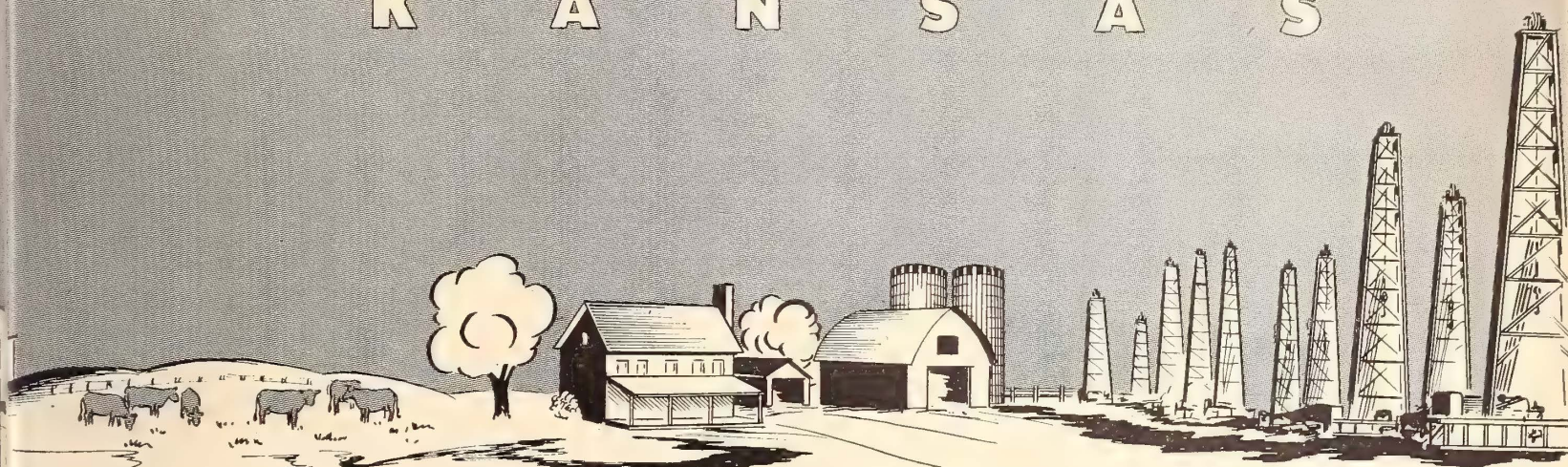
KFBI
ABC

Represented Nationally by Radio Representatives, Inc.

KAKE
MUTUAL

in WICHITA

K A N S A S



A "BLUE CHIP" MARKET

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

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

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

NON-TV-MARKET

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

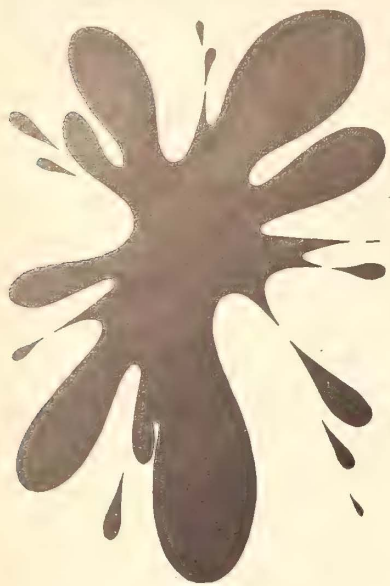
Represented Nationally by John E. Pearson Co.

KWB
LIBERTY

Represented Nationally by Edward Petry & Co., Inc.

KFH AM
FM
CBS

WICHITA, KANSAS
IS
RADIO ACTIVE



WOOPS!!

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

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

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

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

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

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

"I have a dollars and cents answer to their doubt," Mr. Roffman says with an air of pride. "Through radio . . . a quarter-hour Sunday program over KBON (Omaha) called *The Passing Parade of Songs*, our Sunday net sales alone increased from \$750 the first year, to \$1,600 the second, to \$2,250 the third."

Moreover, comparing sales per month, in December 1950, Roffman's Finer Foods supermarket did \$10,000 more business than in December the previous year. In January 1951, the store grossed \$5,800 more than in January 1950, while February 1951, showed a \$6,800 increase over 1950.

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

"First, we had something special to sell," he says. "Our supermarket is open on Sunday and holidays. It boasts such extras as soft background music, a delicatessen, a



Mr. Perazzo (l) dusts off some of the merchandise he mentions over KBON while Mr. Roffman lends a helping hand.

lunch counter and complete soda fountain service, and specialty items, such as more than 100 types of cheeses.

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

In telling of his successful pro-
(Continued on page 88)



strictly business



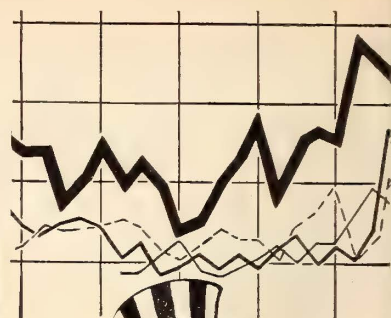
Mr. WEBSTER

ALTHOUGH Henry L. Webster spends most of his time working as advertising manager of the William Wrigley Jr.

Co., he serves unofficially as a goodwill ambassador for another rather large Chicago enterprise. He is grandfather to three sets of twins, first-born to three of his four daughters, and they are his favorite subjects in social conversation.

Advertising manager and assistant secretary of Wrigley since the mid '20s, Mr. Webster has charge of a \$10-\$12 million yearly advertising budget, of which 35% goes to radio and television. Of the remainder, 31% is allocated to newspapers and 21% to street car cards. The broadcast media have come in for a major share of the appropriations despite the 60-year-old company's traditional use of newspaper, magazine, street car and outdoor.

Mr. Webster, a native of Elgin, Ill., and a resident of the state all his life, joined Wrigley in 1919
(Continued on page 58)



Our belief

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

Our belief in action

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

WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Company

RADIO - America's Greatest Public Service Medium

if you're all wet...

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



WBT

CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES



KWFT
WICHITA FALLS, TEX.

620 KC
5,000 WATTS



KLYN
AMARILLO, TEX.

940 KC
1,000 WATTS

***TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE**

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

**National Representatives
JOHN BLAIR & CO.**



agency

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

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

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

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

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



on all accounts

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

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

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

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

After graduation in 1935, Mr. Mitchell moved to Portland where he joined Gerber & Crossley Inc.

as junior account executive. Three years later he associated himself with the Worlds Fair staff of the Knight-Counihan Co. at San Francisco, working on special exhibits and promotion.

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

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

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

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

(Continued on page 88)



Mr. MITCHELL

beat



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



Mr. Shea

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

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

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

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

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

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

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

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

RONNIE RICHTER to Phillip Jones Adv. Agency, Phila.

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

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

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

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

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

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

SCHUYLER HUNTER appointed account executive and elected vice president Cary-Hill Adv. Agency, Des Moines.

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

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

BROADCASTING • Telecasting

DINSMORE DINES 'EM

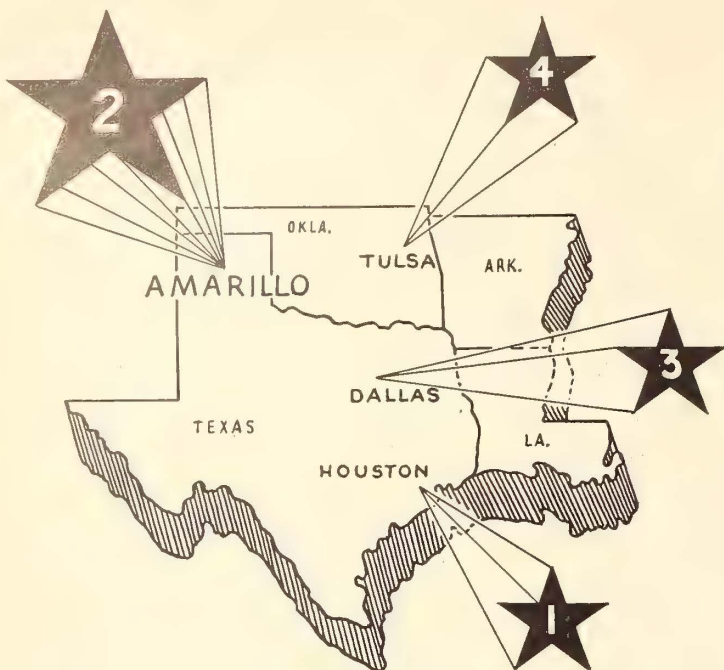


and SPONSORS SELL 'EM on WBEN's Luncheon Club

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

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

WBEN
NBC BASIC—BUFFALO



How Does it Feel to be . . .

Second Rate?

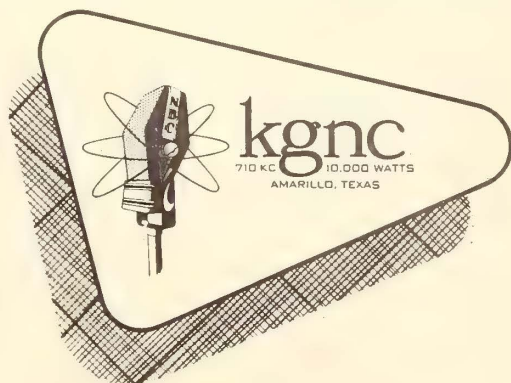
Well, maybe it depends on who's first. And maybe it depends on who's third . . . and fourth.

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

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

| | |
|----------|------|
| HOUSTON | +24% |
| AMARILLO | +22% |
| DALLAS | +21% |
| TULSA | +20% |

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



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

new business



Spot . . .

OIL HEAT INSTITUTE of Washington and OREGON HEATING INDUSTRIES planning joint regional campaign starting about July 1. Agency: Pacific National Adv., Seattle.

SWIFT & Co., Chicago, for its premium chicken, to begin TV spot test campaign on WAGA-TV Atlanta shortly, with further expansion anticipated. This is first time product has been advertised on video. Agency: McCann-Erickson, Chicago.

GREEN SPOT Inc., L. A. (orange beverage), starting intensive weekly schedule of animated 20-second spots on TV stations in 10 major markets. Will expand into other TV markets as campaign progresses. Firm is using heavy spot radio schedules in various markets. Agency: Beaumont & Hohman Inc., L. A.

PERFEX MFG. Co., Shenandoah, Iowa (Perfex Super Cleaner, GlossTex Plastic Starch, Shina Dish, Dexol Powder Bleach), sponsoring *Mid-western Hayride*, WLW Cincinnati, Saturday, 6:30-7:30 p.m. EST, and participations on *Ruth Lyons Morning Matinee*, WLW, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, Monday through Saturday, 8:30-9:30 a.m. EST.

PHILLIPS PETROLEUM Co. (on behalf of its dealers) purchases rights to televise, on delayed basis, Big Ten and Big Seven football games this fall. Both will be weekly feature game of each conference. Package, originated by Ray H. Kremer, through his and Phillips' agency, Lambert & Feasler, is unique inasmuch as no game sold on local basis will be duplicated in that area. Some 17 stations will carry this weekly feature.

CRAFTSHIRE SPORTS, N. Y. (misses and women's suits), names William Wilbur Adv., same city. Agency starting spot radio and TV campaign effective early September in all major markets, to be tied in with local department store outlets. TV commercials, mostly live, connected with women's shows. Length of contracts to depend on results in each market. Trudy Richards is account executive.

Network . . .

SUNBEAM BAKERS GROUP, N. Y., through Quality Bakers of America Cooperative, to sponsor *The Silent Weapon*, featuring Frederic March and Deborah Kerr in scientific drama commemorating 20th anniversary of enrichment of bread. Drama will be heard on ABC June 7, 8-8:30 p.m.

Agency Appointments . . .

JORDAN Mfg. Co., N. Y. (Sea Nymph swim suits), names Grey Adv., N. Y., as its agency.

BALL BROS. Co. of California Inc., El Monte, Calif. (freezer jars), names Davis & Co., L. A. Spot test campaign being considered for Sacramento, Stockton and San Francisco.

WILLIAM M. ALLISON & Co., N. Y. (Regency pistachio nuts), appoints Badger & Browning & Hersey, same city, to handle advertising.

LUTZ & SCHRAMM Inc., Pittsburgh, names Wasser, Kay & Phillips Inc., same city, to direct advertising. First television program is *Playbill*, WDTV (TV) Pittsburgh, Monday, 8:30 p.m. Firm plans expansion of promotional program if test run is successful.

Adpeople . . .

WILLIAM K. EASTHAM, assistant advertising manager Whitehall Pharmacal Co., N. Y., to Lever Bros. Co., same city, as brand advertising manager.

WILLIAM E. ROBERTS, vice president and director Bell & Howell, Chicago, named vice president in charge of operations for company.

FOWLER McCORMICK resigned Monday as chairman of board International Harvester Co., Chicago, after directors voted President JOHN L. McCAFFREY top executive officer of company. Mr. McCormick continues as a director, and reportedly owns about \$10 million of company's preferred and common stock.

AS OF
JUNE 15TH

THE ONLY
ABC
AMERICAN BROADCASTING COMPANY

OUTLET IN
BOSTON
IS STATION

WLAW

50,000 WATTS
680 ON YOUR DIAL

ABC
THE ONLY NETWORK
WLAW

THE ONLY BOSTON
STATION
with

this roster of stars



DREW PEARSON
TED MACK
BERT PARKS



WALTER WINCHELL
DON McNEILL
OZZIE AND HARRIET

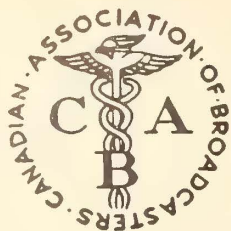


ELMER DAVIS
LONE RANGER
BILL STERN



BETTY CROCKER
METROPOLITAN
OPERA COMPANY
SCREEN GUILD PLAYERS
ROBERT MONTGOMERY





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

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

A LONG STRETCH

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

With an area roughly $\frac{1}{4}$ larger than the U. S., the Canadian population is less than 10% that of her neighbour; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip of land only 200 miles wide hugging the U. S. border.

A LARGE PROBLEM

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched—a market that, in 1949, accounted for over \$3,622,465,000 in retail sales—41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thin in an attempt to add rural coverage to the metropolitan.

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

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

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

General Manager

CANADIAN ASSOCIATION OF BROADCASTERS

37 Bloor St. West,
Toronto.

109 Sparks St.,
Ottawa.

open mike



Richards Memorial

EDITOR:

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

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

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

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

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

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

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

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

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

ASCAP Rate Cut?

EDITOR:

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

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

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

Edwin Mullinax
General Manager
WLAG LaGrange, Ga.

* * *

Last Word

EDITOR:

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

Our employees know of this ad.

William Lyons
Vice President
TV Films
New York

BERRY BILL Urges 'Voice' Transfer

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

A companion bill to one now pending in the Senate was introduced in the U. S. House of Representatives last month by Rep. L. Y. Berry (R-S.D.). Like its predecessor (S 1389), sponsored by Sen. Francis Case (R-S.D.), seeks to abolish the department and set up a Dept. of Foreign Affairs. The bill (HR 4084) also would transfer the Voice of America to an Information Div. within the Executive Branch.

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

WOAI

DOMINANT BY DAY

WOAI 409,583 BMB FAMILIES

**NETWORK
STA - B 168,153**

**NETWORK
STA - C 162,683**

**NETWORK
STA - D 64,211**

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

| | | |
|--|---------|---------|
| | 1942 | 1951 |
| WOAI RADIO FAMILIES | 349,610 | 767,365 |
| Deduct All TV Families (On basis used by ANA) | | -41,500 |
| | | 725,865 |

BASE HOUR RATE (Network) \$300 \$340

WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13% WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM \$340 to **\$624** or 84%.



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



NEXT WEEK: WOAI DAY AND NIGHT

NOW...THE ULTIMATE IN CUSTOM RECORDING!



CAPITOL RECORDS OFFERS

a complete Studio and Recording Services Division

● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel... complete in the finest and latest equipment... luxurious in spacious studios and lounges and, wonderfully convenient!

● Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for custom recording comparable to the fidelity and quality associated with the major recording studios... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

● Whether your requirement be for a speech or a symphony... an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!



DESCRIPTIVE FOLDER

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



STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif. • HEMPSTEAD 7114
studios in Hollywood • New York • Chicago • Nashville

NAME _____

COMPANY _____

ADDRESS _____

In The Public Interest



DX Contest

DX CONTEST sponsored by WBKB (TV) Chicago, believed to have been the first conducted by a video station since experimental days, brought in 150 long distance calls during a nine-hour stretch in the station's Cerebral Palsy Telethon May 13. WBKB offered a Mercury car to the person calling from the greatest distance who reported consistent daily reception; could identify in detail for three minutes the picture being transmitted at the moment, and donated money to the cerebral palsy campaign. Calls from Los Angeles, Dallas, Tulsa and Kansas City were ruled out because of the freak nature of TV transmission. Within the first and second hours, those living within the 100 and 200 mile limit dropped out and were asked to stop calling. William J. Tong of Imlay City, Mich., 246 air miles from Chicago, won by a 10 mile lead. His contribution—\$1.

To Fight Cancer

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

Road to Success

WRNL Richmond, Va., reportedly was the only station to carry in its entirety the Richmond City Council's controversial public hearing May 21 on a proposed express route through Richmond. The hearing lasted from 7:30 p.m. to 2:15 a.m. Originally plans had been made to hold the hearing in a 5,000-seat auditorium, but because radio coverage was promised, the hearing was held in the Council Chamber, which holds fewer than 300. WRNL arranged to carry final voting of the City Council direct from City Hall May 23.

Quick Action

A WTVJ (TV) Miami news cameraman reportedly saved the life of a would-be suicide May 14 when he succeeded in getting rescuers to the scene before the man could leap from a 19th-floor ledge. Three WTVJ cameramen, Murray Zissen, Labe Mell and Bill Izzard, were on the 19th floor of the Dade County Courthouse to cover a routine assignment. Mr. Zissen noticed the disappearance from a room of a 26-year-old man, later identified as a Marine suffering battle fatigue. Mr. Zissen sum-

moned help while his two colleagues prepared to cover the drama. Firemen forcibly rescued the unwilling despondent, and WTVJ gave the complete story to viewers that evening. The event closely paralleled the plot of a movie, "14 Hours," which was playing nearby. One newspaper editor reportedly disbelieved the story at first, thinking it a publicity stunt.

Safety Drive

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

Kiwanis Auction

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

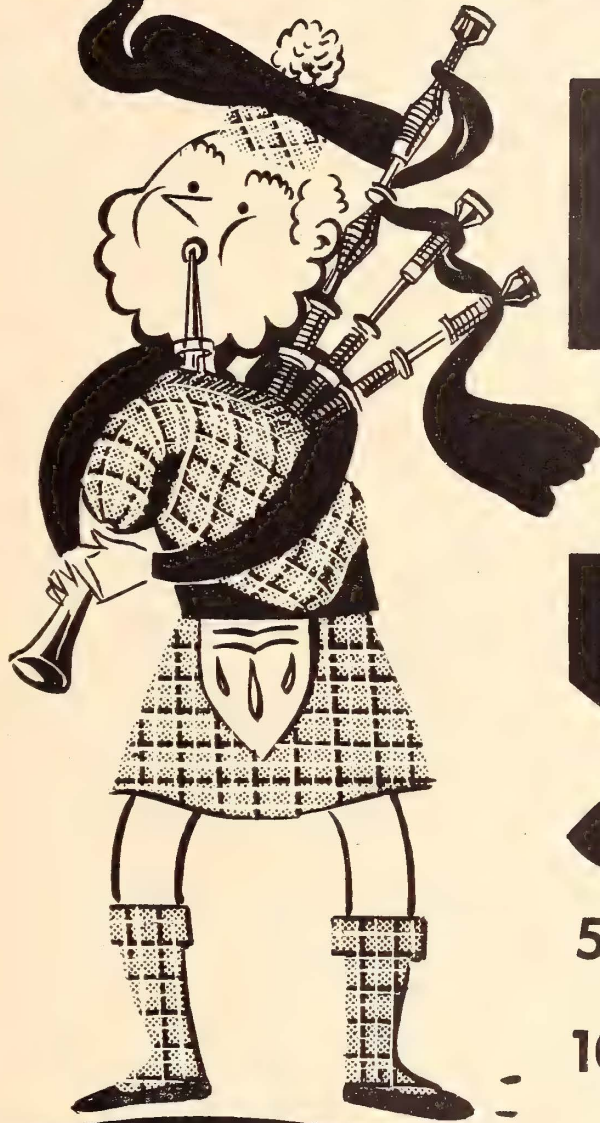
Job Training

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

Detroit Symphony

WJR Detroit, in the interest of good music, has presented program to stimulate and encourage the movement to re-establish the Detroit Symphony Orchestra. Among these programs is the weekly series *Sunday Symphony*. On May 13, was announced that the Detroit Symphony Orchestra would be re-created under the leadership of new organization, the Detroit Symphony Orchestra Inc.

More Air Power



KLIF

DALLAS, TEXAS

now

5000

5000 Watts—Daytime

1000 Watts—Nighttime

1190 KC

represented nationally by the **JOHN E. PEARSON CO.**

KLIF

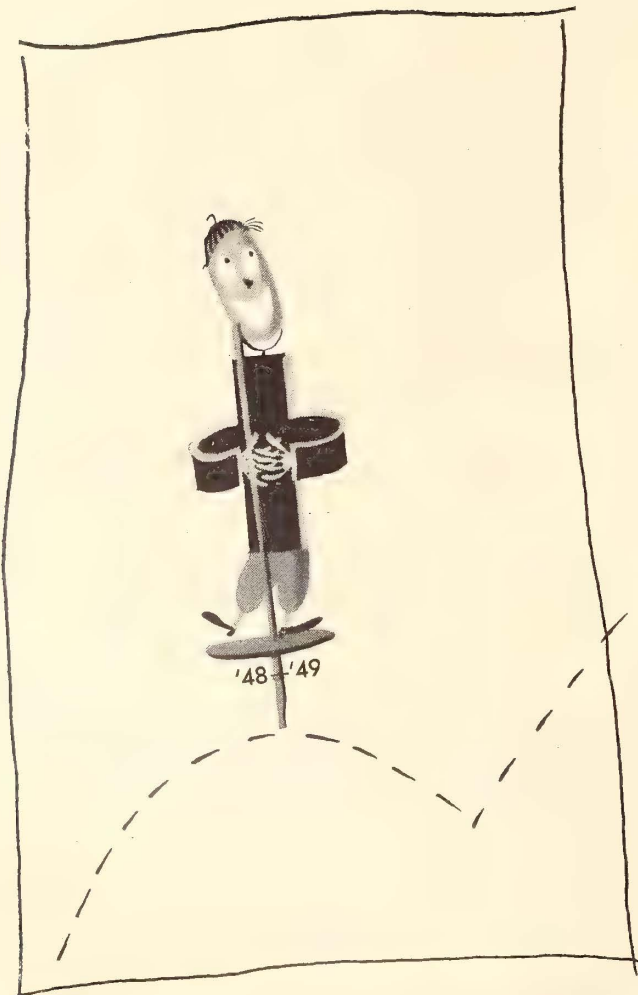


THE McLENDON STATION

KEY STATION

OF THE

LIBERTY BROADCASTING SYSTEM



To gain rooftop altitude on a pogo stick takes some doing. It also takes some doing to bring a block of kid shows to an all-time high in network radio.

Mutual's kid strip (5-6 p.m., weekdays) not only tops the field in ratings and audience and homes per dollar; it's even topping its own best records coast to coast—despite the best that TV can offer.

Nielsen
chalks
it up →

| OCT. - FEB | AV. RATING | AV. HOMES |
|------------|------------|-----------|
| '48-'49 | 4.7 | 1,807,000 |
| '49-'50 | 5.3 | 2,104,000 |
| '50-'51 | 5.7 | 2,349,000 |

Source: N. R. I. Avg. Aud., all sponsored shows, 5-6 p.m., Mon.-Fri

the difference is—

The **MUTUAL** Broadcasting

Look, mom!



A three-year report on these high-flying operations
is posted on the fence below. Note, please, that
these are merely average figures per broadcast.
Actually, a typical 3-a-week sponsor is now reach-
ing nearly 5,000,000 different homes per week.

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



system

NORTH CAROLINA IS 1 St.

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

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

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

WPTF

also WPTF-FM

NBC

**AFFILIATE for RALEIGH, DURHAM 50,000 WATTS
and Eastern North Carolina 680 KC.**

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

CBS COLOR STANDS

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

That is the gist of formal and informal sentiment at the Commission in the wake of last Monday's Supreme Court decision, spelling victory for CBS and the FCC. Commission sources readily admit they are "willing to be shown" any systems that might advance the medium and better serve the public. But it is stressed that the green light is now showing for the CBS system and, in the interests of color service now, it should not be held up unnecessarily.

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

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

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

Set Issues

In its "first report" on color TV of Sept. 1, 1950, proposing adoption of the CBS system, FCC asked set manufacturers to indicate whether they could, or would, begin production of "bracket standard" sets so as to freeze the compatibility issue pending further study of the color question and alleged improvements in various systems. The proposal did not meet favorable response. In its "second report" last Oct. 10, finalizing CBS standards, FCC noted:

"In view of the nature of the

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

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

However, some spokesmen at FCC pointed out that for all practical purposes bracket standards now exist. Any set maker wishing to sell CBS color sets in today's TV markets will have to include black-and-white provisions within the sets, it was explained, since colorcasts will be limited for some time to come.

Stress Wording

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

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so

But Other Systems Have Chance If Good

new that extensive experimentation is necessary if the maximum potentialities of radio and television are to be realized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted.

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

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

In addition, any such system that is developed or any improvement that results from the experimentation might face the problem of being in-

compatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public.

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

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

- RCA announces it will go ahead with public demonstrations of its "improved, compatible, all-electronics system."

- CBS hails SCOTUS ruling, plans to initiate colorcasting by end of June.

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

- Government spokesmen see little hope of additional material (Continued on page 62)

MBS CUTS RATES

Criticizes Rival Networks

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

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

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

with the wishes of a majority of the AM broadcasters of America."

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

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

White Statement

President White, who received a vote of endorsement from the affiliates group, expressed confidence that these adjustments will enable Mutual to "meet the situa-

tion without resorting to the practices which have, in our opinion, aimed a wholly unwarranted blow at all broadcasting."

He said the reduction of Sunday afternoon rates amounted to discontinuance of "premium rates" heretofore charged "because of our higher ratings" in those hours. Similar premium charges "have long since been abandoned by other networks in effort to threaten our leadership in this important time segment," Mr. White asserted.

He said Mutual's approach to the problem "does not reduce the individual card rate of our stations nor does it reduce network service to our affiliates. And, far from permitting our program service to deteriorate, additional plans for strengthened programming are under way."

The MAAC resolution reiterated (Continued on page 32)

**Text of SCOTUS Decision
Page 76**

'PENNEY' WISE

By J. FRANK BEATTY

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

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

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

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

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

August Opening

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

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

It's not a sale, in the usual re-

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

Is radio selling J. C. Penney dresses?

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

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

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

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

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

A couple of other radio promotions have been equally successful. Last Washington's birthday the Penney store joined in a community-wide promotion campaign sparked by WGAY. At 8 a.m. Feb. 22 there were over 800 people wait-

ing to get in the store though doors didn't open until 9.

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

The May Dress Carnival is built around summer cottons in three price ranges—\$5.98, \$8.90 and \$12.75. Each recorded spot features a particular item. The radio-advertised items are quickly sold and along with this business comes a general pickup in dress sales.

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

Carnival Theme

The Silver Spring store is decked out in carnival atmosphere, which is carried through into caliope background music in the radio spots. The dress balcony overlooks the huge store, a Class A store with 35,000 feet of floor space. Streamers extend from the balcony out over the main floor displays. Windows are appropriately trimmed.

The Penney store in Silver Spring draws traffic from all over Northwest and Northeast Washington. It attracts customers from Hyattsville, College Park and other communities in Prince Georges County, Maryland. And it draws from Bethesda, Rockville, Olney and other Montgomery County areas. On top of that the store gets customers from Arlington and Alexandria, Va., where there are Penney stores. This presumably is due to the WGAY broadcasts. Interestingly, customers come from as far away (40 miles) as Frederick, Md., also site of a Penney store.

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

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

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



IN RECOGNITION of her outstanding work as co-founder of the United Cerebral Palsy Assn., Mrs. Leonard H. Goldenson (r) was chosen "Woman of the Day" by Nancy Craig, ABC commentator. Mrs. Goldenson's husband is president of United Paramount Theatres, which has just merged with ABC [BROADCASTING • TELECASTING, May 28].

TRANSITIONS

Advertisers Juggle Shows

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

General Mills has renewed for another 52 weeks its *Stu Erwin Show—Trouble With Father*, Saturday, 7:30-8 p.m. on ABC-TV. Dancer - Fitzgerald - Sample, New York, is the agency.

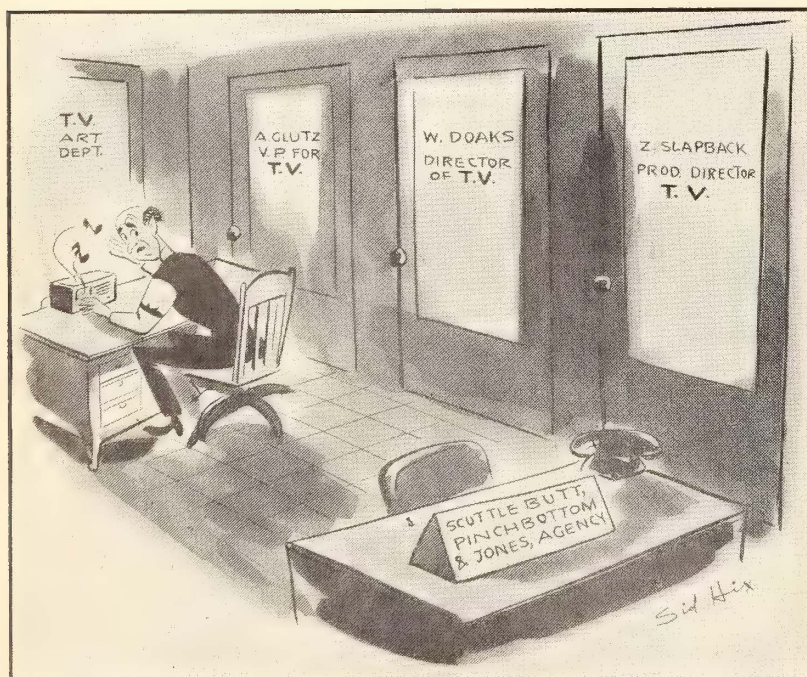
Schlitz Brewing Co., through Young & Rubicam, will move its program (with a new format) from ABC-TV, Friday, 9-10 p.m. to CBS-TV, same night, same time. Actual switch may take place during the summer or early fall. The CBS period is being vacated by the Ford Motor Co.'s *Ford Theatre* through Kenyon & Eckhardt, New York [BROADCASTING • TELECASTING, May 28].

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

General Foods Plan

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

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



Drawn for BROADCASTING • TELECASTING by Sid Hix
The underground.

ANNUAL BLUE BOOK?

Advocated by Sen. Benton for Radio-TV

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

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

The advisory board he seeks to establish would be created by Congress and be responsible only to it,

would act as a powerful influence on the FCC, would be given full assistance by the Office of Education in the Federal Security Agency.

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

Major function of the board, Sen. Benton told the subcommittee,

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

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

- Call upon FCC to grant TV station licenses on a yearly basis instead of the present three-year basis. According to FCC's newly-adopted final procedure on license renewal, TV licenses now are renewed annually [BROADCASTING • TELECASTING, May 21].

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

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

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

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

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and member of the special subcommittee, told BROADCASTING • TELECASTING that

if the board would only evaluate programs, it might serve a purpose in "stimulating" telecasters. He said that could be the possible effect so long as the board did not become a "censorship ward."

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

'Delay Provision'

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

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

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

Term of each member would be six years; four terms expiring at the end of two years; four at the end of four years and three at the end of the full six years. They would receive \$50 for each day engaged in performance of the board's work and paid for travel and other expenses incurred.

The board would meet at least four times a year and would be permitted to employ professional, technical, clerical and other help and utilize "uncompensated" services. Routine management functions, including budgeting, accounting and procurement would be performed via FCC with both FCC and the Office of Education authorized and directed to furnish the board with records, information, statistics, data and other services requested.

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

(Continued on page 34)

RICHARDS CASE STATUS Awaits Will

DISPOSITION of the long-pending FCC proceedings involving renewal of the licenses of the three stations owned by the late G. A. Richards—WJR Detroit, KMPC Los Angeles and WGAR Cleveland—will await probating of the will in California (see story of Mr. Richards' death in Detroit, this page).

Commission action, it was indicated, will await filing of pleadings on behalf of the estate. Louis G. Caldwell, attorney for the stations, said appropriate pleadings seeking disposition of the properties will be filed as soon as the will is probated.

Mrs. Richards and her daughter, Mrs. Sibley Moore, expect to remain in Detroit for the time being.

Benedict P. Cottone, FCC general counsel who handled the hearings in the case, said the Commission will give full and fair consideration to any transfer plan for the stations that might be offered.

John F. Patt, president of the Richards stations, said no change planned in personnel or operations of the stations. His announcement follows:

"To dispel any rumors to the contrary, I am happy to say that the managements, officers and boards of directors of the three stations will remain intact, in hands of the men who have been Mr. Richards' associates during the last several years.

"At our next regular board of directors meeting, there will be election of a director to fill the vacancy created by Mr. Richards' death.

"Worth Kramer, vice president and general manager of WJR; Carl George, vice president and general manager of WGAR; and Robert O. Reynolds, vice president and general manager of KMPC, together with me and our fellow officers, intend to carry forward all operations and projects in which our companies have been interested, including programming, sales promotion, engineering and public service. It is our earnest hope and plan to be in television at the earliest possible date and to pursue vigorously the applications we

have on file for such facilities.

"We believe that both radio broadcasting and television have a brilliant future in the economy and life of America and we expect WJR, WGAR and KMPC to reach new heights in service to their communities and the nation."

1889 George Arthur Richards 1951

THE aggressive career of a pioneer broadcaster, George Arthur (Dick) Richards, 62, came to a close in the early hours of May 28. He was chairman of the board of the G. A. Richards Stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles).

For many years he had suffered from a serious heart ailment, restricting his business activities and forcing him to avoid undue excitement. His condition became serious the afternoon of May 25. He was taken to Harper Hospital, Detroit, but died at 1 a.m. last Monday after rallying several times.

Immediate cause of death was a large abdominal aneurysm (dilated artery) and general breaking down of the blood vessels.

Funeral services were held Wednesday morning from the William R. Hamilton Funeral Home, Detroit.

Among those present were Capt. Eddie Rickenbacker, president of Eastern Air Lines; Lee Jackson, president of Firestone Tire & Rubber Co.; H. T. Keller, president of Chrysler Corp., and Rev. Charles E. Coughlin.

Rev. James W. Fifield Jr., pastor of the First Congregational Church of Los Angeles, delivered the eulogy. He minced no words in ascribing Mr. Richards' demise to



Mr. RICHARDS

worry associated with the FCC proceedings.

Dr. Fifield, who had testified on Mr. Richards' behalf before the FCC, said in part:

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

(Continued on page 91)



IN REVIEW..

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

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

Age has not improved this story and the story did not improve the debut of Jack E. Leonard as the star of *Broadway Open House*. The joke is mentioned here only because it was a fair sample, possibly a cut above the average level, of the material that was provided to Mr. Leonard by a band of writers who, on the record, must be settling an old score with him.

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

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

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

PROGRAM FACTS
Program: "Broadway Open House," May 29.
Sponsor: Anchor-Hocking Glass Stations: 16 NBC-TV.
Producer: Ray Buffum
Assoc. Prod.: Cal Howard.
Director: Jac Hein.
Writers: Jack Douglas, Henry Taylor, Marty Roth, Al Sproul.
Agency: Wm. H. Weintraub Co.
Cast: Jack E. Leonard, Dagmar, Eileen Barton, vocalist; Buddy Greco, vocalist; Ray Malone, Dancer; Kirby Stone Quintet.
Announcer: Frank Gallop.

rather dull romp.

Mr. Leonard, judged by his maiden appearance, will have to become a nicer guy, the kind you would not mind cutting up with at a social affair, before the personality of this program is retrieved. If he continues to rely as heavily on his writers as he did last Tuesday, he will have to be given a more substantial script.

KBA MEETING

Set June 7-8, Louisville

CARL HAVERLIN, BMI president, and William B. Ryan, BAB president, head a list of speakers scheduled for the annual mid-year meeting of the Kentucky Broadcasters Assn. Thursday and Friday at the Hotel Seelbach in Louisville.

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

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

Mr. Mason is then to address a luncheon meeting.

Thursday Session

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

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

Friday morning sessions will open with a panel discussion on high school sports broadcast fee problems. Panel members are to be Sam Livingston, WKYB Paducah, chairman; J. W. Betts, WFTM Maysville; F. E. Lackey, WHOP Hopkinsville, and Ken Given, WLBj Bowling Green.

Later Friday morning, Mr. Haverlin is to talk about his new plan for the use of concert music and Ken Sparron will discuss BMI's search for new composers.

Mr. Ryan is to address Friday's

luncheon meeting of the group.

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

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

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

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

GRABHORN NAMED

Will Become WPTR Manager

APPOINTMENT of Murray B. Grabhorn as general manager of WPTR Albany was announced last



Mr. Grabhorn

week by Robert L. Coe, radio and television consultant for the Schine interests. Mr. Grabhorn, former vice president of ABC and general manager of WJZ New York, will assume his new

post June 15.

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

ABC OKAYS MERGER

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

The UPT board is expected to follow suit at its own meeting, slated Wednesday. It also plans to set the date for UPT stockholders meeting—probably after mid-July—to pass upon the merger. The ABC stockholders' meeting date has not yet been fixed. The ABC board meeting was Monday.

Aside from the first step—the coming to terms after a series of other negotiations involving sale of the network had ended in failure—the largest hurdle confronting the deal appears to be the final one: Approval by FCC. The intermediate steps—approval by the respective boards and stockholders—are seen as matters of form.

After the first few days of

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

Executive Status

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

Robert H. O'Brien, secretary, treasurer and a director of UPT, has been designated executive vice president of the radio-TV division

UPT Meets Wed.

of the proposed new company while Robert M. Weitman, a UPT vice president, has been named to serve as vice president in charge of radio-TV talent development.

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

Under terms of the agreement announced by Messrs. Noble and Goldenson, ABC stockholders will receive \$7.50 in new common stock and \$7.20 in new preferred stock in exchange for each ABC share they hold. This would mean the issuance of \$24,828,000 in new stock for outstanding ABC stock. For his 57% interest, Mr. Noble would receive \$14,342,000 in new stock.

COY NOMINATION

Senate Completes Hearing

INITIAL phase of Senate confirmation for Wayne Coy to be chairman of FCC the next seven years, beginning July 1, neared completion last week.

President Truman had nominated Chairman Coy for reappointment to the Commission a fortnight ago [BROADCASTING • TELECASTING, May 28]. He has served as chairman since 1947, filling out the unexpired term of Charles R. Denny.

Summary approval by the Senate Interstate Commerce Committee, which held a one-day hearing on Chairman Coy's nomination last Tuesday, was expected in either special committee session or at its regular executive meeting June 13. Then, the way will be paved for formal Senate action.

Under gentle prodding by Sen. Warren D. Magnuson (D-Wash.) with assists and commentary from Chairman Ed Johnson (D-Col.) FCC's helmsman answered questions during the hearing which cut across a wide field affecting broadcast policy. Most of the time consumed was postscript to the color decision handed down by the Supreme Court the previous day (see story, page 23).

FCC's Stand

As sketched for the Senators by Chairman Coy, FCC's position generally is this:

- Chief problem is to reduce the workload and general administrative burden without cutting into time needed for policy making.

- Expectation of a new "avalanche" of applications and hearings within the year because of television.

- Assumption that FCC will operate on a smaller budget, although Chairman Coy disclosed Senate Appropriations Committee thinking along lines of restoring 400,000 of the \$575,000 cut by the House early this month from a proposed \$6,850,000 budget for fiscal 1952.

- On color television, Chairman Coy, who pointed out that he was giving his own opinion, had this to say:

- The Supreme Court has stated clearly in its decision that FCC was not "arbitrary or capricious" as had been contended by RCA) in its color decision.

- The door is not closed to the development or improvement of any color television system, which when tested in the field, shows a reasonably good chance" of replacing the approved system.

- FCC would have preferred a compatible system "that would work."

- Until someone broadcasts color regularly there is no public incentive to buy color sets or to convert current receivers for color reception.

- Expectation that there will



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

* * *

be "some color coming into the market" by this summer's end.

Both at the outset of the hearing and upon its conclusion, Sen. Johnson commended the FCC chairman, who, the Senator said, has performed a "splendid job" as chairman. The Coloradan said Chairman Coy has "the finest conception of what is the public interest of any person appearing before this committee as a nominee for FCC."

Chairman Coy commented that he was very grateful to Sen. Johnson for this endorsement, because "so few people like what we do

perhaps I am oversensitive to the comments you have made." He said he had accepted the re-appointment because "deep down in my heart I want it and I like what I am doing." Sen. Johnson noted that Chairman Coy had turned down "attractive offers" from private industry but had decided to stay in government service.

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

Capehart Questions

Since Chairman Coy is considered from the state of Indiana—he is a Democrat—letters of inquiry had been sent to Indiana Sens. Homer E. Capehart and William E. Jenner, both Republicans, Sen. Johnson revealed. He said no answer had been received from Sen. Jenner. However, Sen. Capehart indicated in his letter he had some questions to ask Chairman Coy, but the committee's third ranking Republican did not appear for the hearing.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), who heads the Commerce radio subcommittee, was present for a short period but was silent.

Sen. Magnuson sparked most of the questioning. He asked about the FCC workload and how the

agency could expedite its handling of cases. Chairman Coy explained that time must be available for the Commission to pay attention to policy problems and "the domestic, economic and social" problems involved.

Chairman Coy said the mounting case load within the Commission must be considered along with the staffing problems made necessary because of limited appropriations.

Procedure Issue

Questioned by Sen. Magnuson on how FCC procedure on hearing cases could be simplified, Chairman Coy said the Commission was limited by the Administrative Procedure Act which requires FCC to afford all interested parties in any proceeding a full and equal opportunity to be heard.

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

In pointing up delay in processing of applications and hearings at FCC, Sen. Magnuson stressed the still pending Senate ratification of the North American Regional Broadcasting Agreement. He asserted that after two years of careful study the treaty still has not been considered. But it was quickly pointed out to the Senator by both Chairman Coy and Sen. Johnson that it is the Senate itself, where the agreement has been bottled in the Foreign Relations Committee since Feb. 5, 1951 [BROADCASTING

(Continued on page 74)

WMIE OWNER

By LARRY CHRISTOPHER

FCC WANTS to take another look at the income tax returns of Arthur B. McBride and his son, Edward J. McBride. FCC also would like to confer with Bureau of Internal Revenue employees "who conducted the investigation of the McBrides for the Bureau."

Purpose: To help resolve the "question of ownership" of Continental Press, national racing news service attacked by the Senate Crime Investigating Committee, "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee" of WMIE Miami. Arthur McBride is a principal stockholder in Sun Coast.

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

A fortnight ago the Commission issued an order staying the effectiveness of the March 14 initial decision by Hearing Examiner Leo Resnick to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself

FCC To Eye Returns Of McBrides

[BROADCASTING • TELECASTING, May 21, March 19]. The order explained the initial ruling was stayed "pending a further review by the Commission."

Examiner Resnick's decision concluded Continental Press has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Arthur McBride's reputation or past ownership of Continental Press to disqualify him from being a radio station stockholder. The examiner further noted the testimony of prominent witnesses praising the integrity of Mr. McBride.

Kefauver Challenges

His initial ruling, however, was subsequently challenged by Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime Investigating Committee. The committee's conclusions charged that Continental Press is linked with organized illegal gambling.

FCC once granted its general counsel additional time in which to consider filing exceptions to the

Resnick ruling, but Comr. George E. Sterling, acting as motions Commissioner, later denied a second such extension because insufficient reasons were given for further delay.

WMIE's counsel, Paul M. Segal, vigorously opposed further delay on grounds of economic and other injury to WMIE. He charged that additional delays in the case "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it" [BROADCASTING • TELECASTING, May 14].

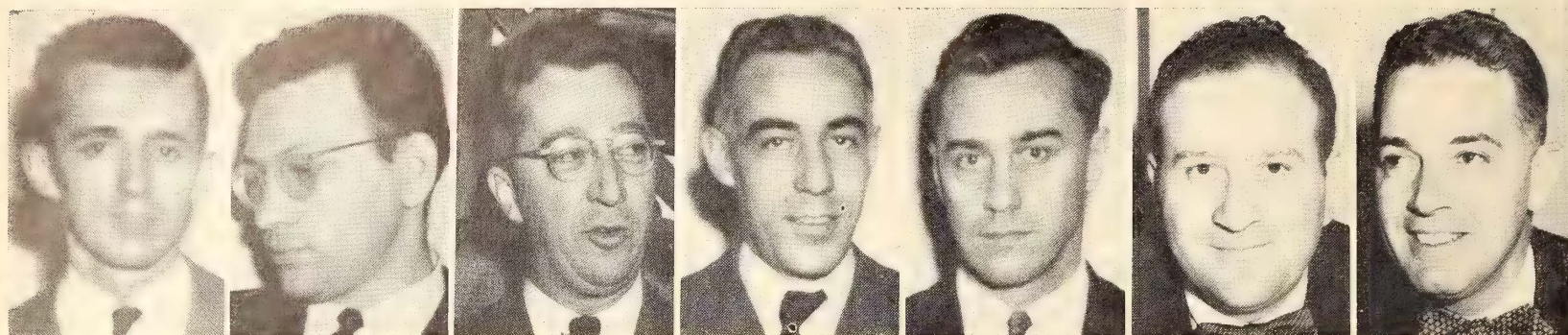
FCC General Counsel Cottone's letter to Commissioner of Internal Revenue Schoeneman, dated April 18, stated:

There is pending before this Commission a proceeding involving a corporation a considerable portion of whose stock is held by one Arthur B. McBride of Cleveland, Ohio. His son, Edward J. McBride of Cleveland and Miami, Fla., holds himself out to be the sole owner of Continental Press. In August of 1949 the Secretary of Treasury authorized an examination of the tax returns of both Arthur B. and Edward J. McBride by an attorney on my staff.

Since 1949 several legislative hearings and inquiries have been held concerning the activities and ownership of Continental Press and the question as to who actually owns and controls Continental Press is an important factor in the proceeding pending before the Commission. Will you,

(Continued on page 38)

Top Echelon of New FCC Broadcast Bureau Which Commences Operation Today



Mr. Plummer

Mr. Kittner

Mr. Doty

Mr. Barr

Mr. Braum

Mr. Dobin

Mr. Ford

CURTIS B. PLUMMER

Chief of the Broadcast Bureau

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

On April 3, 1950, he was named FCC Chief Engineer after that post had been vacant more than a year.

Mr. Plummer also has served as vice chairman of the U. S. delegation to the first meeting (Geneva, 1948) of the planning committee for the International High Frequency Broadcasting Conference, ITU, and of the planning committee meeting (Mexico, 1948) for the same conference. He was adviser to the American delegation to the subsequent major conference in Mexico City that same year, and for the delegation to the Fourth Inter-American Radio Conference in Washington in 1949.

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

JOSEPH M. KITTNER

Assistant Chief, Broadcast Bureau

Joining the Commission in 1941, Joseph M. Kittner served in the War Problems Div. and later transferred to the Litigation and Administration Div. Then he served, in turn, as chief of the Administration and Litigation Section. On May 17, 1948, he became Assistant to the General Counsel. In 1947 Mr. Kittner was a member of the U. S. delegation to the meeting of technicians in connection with the North American Regional Broadcasting Agreement. Since that time he has also served in

similar capacities on NARBA negotiations.

Born in 1917 at Weldon, N. C., Mr. Kittner was graduated from the U. of North Carolina in 1937 with a B.S. degree. Two years later he received his LL.B. from the same university.

JAMES E. BARR

Chief, Aural Facilities Div.

Interested in radio since he obtained his amateur license at the age of 14, James E. Barr joined the FCC in 1938 as an engineer in the New York field office. He went to Washington with broadcasting engineering in 1940. For a time he was chief of the Standard Broadcast Div., and in 1950 was named chief of the Aural Broadcast Div.

Born in Fort Worth, Tex., in 1907, Mr. Barr studied electrical engineering at Georgia Tech and Southern Methodist U. As a line-man, cable splicer and in general outdoor construction work, he

worked five years with the Southwestern Bell Telephone Co. Prior to joining the Commission, he spent five years with Southwest Broadcasting Co. (KTAT Fort Worth, KTSA San Antonio, KOMA Oklahoma City, WACO Waco and KNOW Austin).

CYRIL M. BRAUM

Chief, Television Facilities Div.

Cyril M. Braum joined the FCC in 1937 as a radio inspector in the Chicago field office. Three years later he transferred to Washington with broadcasting engineering. From 1942 to 1945 he was chief of the Non-Standard Broadcast Application Section. He became acting chief of the FM Broadcast Div. in 1945, and the following year was promoted to chief of that division. In 1950 Mr. Braum was named chief of the Television Broadcast Div.

Born in 1907 at Sacred Heart, Minn., Mr. Braum was graduated in 1929 from the U. of Minnesota

as Bachelor of Electrical Engineering. From 1929 to 1937 he was engaged in engineering work in connection with radio broadcasting, theatre sound equipment and police radio fields.

DWIGHT D. DOTY

Chief, Renewal and Transfer Div.

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

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

(Continued on page 38)

AIR-ARM

Benoit Heads Westinghouse Div.; Baudino Named WRS Manager

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

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

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

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



Mr. Baudino



Mr. Benoit

airborne armament systems.

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

Mr. Benoit joined the forerunner

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

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

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

RELAX RESTRICTIONS?

By JOHN OSBON

PROSPECT that restrictions on radio and television facilities may be relaxed in certain instances through utilization of existing equipment was held out last week by a top government allocations official [BROADCASTING • TELECASTING, May 28].

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

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

Other points underscored by the NPA administrator include these:

- NPA will seek the counsel of the FCC, in such cases, to determine whether "the public interest" would be served.

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

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

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

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

Action in Field

NPA had indicated earlier that applications could be acted upon by field offices in cases involving less than 50 tons of steel, "or not exceeding \$1 million in construction costs." Mr. Fleischmann assured Judge Miller, however, that the decision would be made at top level.

It was stressed that broadcasters are obligated to make an adequate presentation to local offices, which will make its own recommendations to NPA. Broadcasters are not required to file applications in cases involving erection of partitions consuming less than 25 tons of steel or costing less than \$5,000 a year. They must apply, however, to elaborate "modernization" projects, for which public necessity will be the yardstick.

Asked whether NPA would derive statistics on available transmitters in stock, the NPA admin-

istrator pointed out that material shortages will result in a limitation of their production and that the government has no intention of forbidding construction of new transmitters.

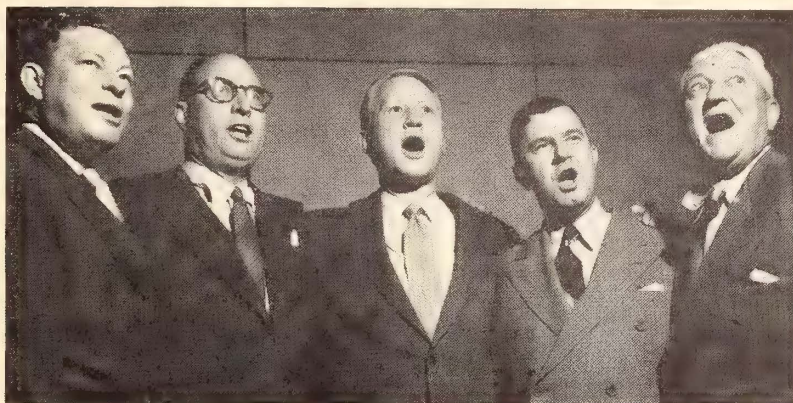
A typical case was then posed: A radio station launches TV broadcasting simply by adding a TV antenna atop an existing tower or building and installing an already-made transmitter.

Mr. Fleischmann said these con-

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

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

FCC General Counsel Benedict Cottone said last week that doubt-



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

NARTB BOARD

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

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

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

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

The two boards will meet separately today and tomorrow morning [BROADCASTING • TELECASTING, May 28]. They convene jointly at noon at the Hotel Mayflower, continuing through Wednesday afternoon. Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce

Committee and president of the Western League, will discuss the baseball broadcast-telecast situation at the Wednesday luncheon.

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

Many Distinguished Guests

The long list of distinguished guests who will take part in the inaugural dinner tomorrow includes, as of Thursday, Justice Tom C. Clark and Justice Stanley F. Reed, U. S. Supreme Court; James M. Mead, chairman, Federal Trade Commission; Rep. Joseph W. Martin Jr., House Minority Leader; D. Malcolm Neill, board chairman, Canadian Assn. of Broadcasters; Sen. Robert S. Kerr (D-Okla.); Sen. Wayne Morse (R-Ore.); Sen. Guy Cordon (R-Ore.); Sen. James P. Kem (R-Mo.); Sen. Joseph C. O'Mahoney and Sen. Lester C. Hunt (D-Wyo.); Sen. Everett M.

less the Commission will be guided largely by NPA in the exercise of its licensing policy for new AM-FM-TV stations, involving construction permits, cases now in hearing, TV allocations, etc. It was strongly indicated that FCC would go along with Mr. Fleischmann's belief that it should continue to issue licenses, with little or no substantial change in policy.

Mr. Fleischmann told the NARTB group that military demands require the deferment of grants for construction to conserve materials in short supply, and noted that controls are based on availability of materials. He also revealed that all structural steel will be allocated, beginning about Sept. 1. By that time, the government's Controlled Materials Plan for steel, aluminum and copper will be combined with the building order.

The NPA administrator, asked whether transmitters are considered personal property or part of station construction, said his legal staff would have to resolve that interpretation.

NARTB promised to set up an advisory committee to take part in conferences such as the one called for last Thursday at the request of Judge Miller. Other NARTB representatives attending were Harold E. Fellows, president-elect; Thad E. Brown Jr., TV director; Ralph W. Hardy, government relations director; Vincent T. Wasilewski, attorney; Robert K. Richards, public affairs director;

(Continued on page 36)

D.C. Meeting Opens Today

Dirksen (R-Ill.); Sen. Harley M. Kilgore (D-W. Va.); Sen. Johnson.

Cabinet members will include Charles F. Brannan, Secretary of Agriculture, Representing the FCC will be Chairman Wayne Coy and Comrs. Hennock, Webster, Sterling and Walker.

From the House of Representatives will be Rep. Robert Crosser (D-Ohio), chairman, Interstate & Foreign Commerce Committee; Rep. J. Edgar Chenoweth, (R-Col.); Rep. Joseph P. O'Hara (R-Minn.); Rep. Robert B. Chipfield (R-Ill.); Rep. Wayne L. Hays (D-Ohio); Rep. Paul Brown (D-Ga.); Rep. Lindley Beckworth (R-Tex.); Rep. Charles A. Wolverton (R-N. J.); Rep. Byron G. Rogers, (D-Col.).

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

Four ex-presidents of NARTB have accepted invitations. They are William S. Hedges, NBC; Earle C. Anthony, KFI Los Angeles; Leo J. Fitzpatrick, WGR Buffalo; Neville Miller, Washington attorney.

ANTI-GAMBLING BILLS

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

Drawn to restrict the dissemination of horse racing and other gambling information for illegal use, two Senate bills (S 1653-4) were introduced last Tuesday by members of the Senate Crime Investigating Committee [BROADCASTING • TELECASTING, May 7]. They are former Chairman Estes Kefauver (D-Tenn.) and Sens. Lester Hunt (D-Wyo.), Charles W. Tobey (R-N.H.), Alexander Wiley (R-Wis.) and the new chairman, Herbert O'Connor (D-Md.).

The bills were referred to the Senate Interstate Commerce Committee, which under a recently adopted Senate resolution, will become the watchdog committee over crime this September.

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

Hearing Seen

Sen. Johnson said that "every possible view" would be solicited by the committee as the legislation certainly appeared "serious." On the surface, the legislation proposed seems "practical and feasible and not too restrictive on legitimate disseminators of news," the Senator said.

The Commerce committee last year had approved an anti-gambling bill that did not get far on the Senate floor. That measure conformed to the Justice Dept. recommendation which differed from an FCC proposal that was suggested during extensive committee hearings.

Highpoints of the crime group's legislative request are:

- Compel FCC licensing of "persons engaged in dissemination of information" dealing with "horse or dog racing events, and betting information" involving other sporting events by means of interstate and foreign communications by wire or radio.

- Place burden of proof on the race wire operator instead of FCC to show that information used is not primarily for gambling activities in violation of state laws in those states where the information will be disseminated.

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

- Makes it a crime, carrying penalty of a maximum \$1,000 fine

or imprisonment of not more than a year, or both, for dissemination of such information "which has been obtained surreptitiously or through stealth and without the permission of the person conducting" the horse race or other sporting event.

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

Senate Crime Investigating Committee Chairman O'Connor in introducing the measures for the group said that "in its study of the techniques and procedures of crime syndicates in the profitable field of race track gambling (the committee) soon became convinced that the race wire services were the very

life blood of illegal gambling operations."

There is only one national race wire service, Continental Press, of which the crime probing committee had charged earlier as being controlled by a revived Capone syndicate of Chicago. It was acknowledged that the legislation is aimed at specifically putting it out of business.

He said it was "clearly apparent that bookmaking on a national scale could not exist without the transmission of up-to-the-minute information of racing results and other information." He said the legislation would deal "a death blow to such interstate operations."

In drafting these proposals, the Senator said, "the Committee kept definitely in mind its responsibility

to avoid injury or inconvenience to the many legitimate newspapers, press services, radio stations, etc., which handle some such information in the regular course of their operations.

"We were of the opinion that the dissemination of ordinary news about sporting events through these legitimate channels should not be burdened with the requirement of obtaining an annual license. . . ."

Under the proposed legislation, an appeal from the FCC to the courts would be permitted, indicating lengthy litigation if the anti-gambling measures were enacted.

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

The measure reported by the Senate Interstate Commerce Committee last year would have prohibited bets or wagers or related information "assisting" in the placing of bets or wagers.

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

Florida Bill Vetoed

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

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

Heavy penalties would be provided by the vetoed proposed law, ranging from fines of \$500 to \$5,000 and up to 12 months imprisonment. The proposed law would bar transmission or publication of pre-race information pertaining to entries, jockeys, scratches, weights, betting odds and handicappers' selections. It also would ban tip sheets, wall charts and bookmaking tickets as well as outlaw transportation or possession of newspapers or other published media containing such data.

Cantor Ailing

EDDIE CANTOR, reportedly suffering from a ruptured blood vessel in a vocal cord, was in Doctors' Hospital, New York, last week under orders to take a complete rest for 10 days.

WSNY CASE

Charges Against Leighton Are Answered

WINSLOW P. LEIGHTON has not breached a "gentlemen's agreement" and a fiduciary duty he owed George R. Nelson "individually," the FCC has been told by counsel, for WSNY Schenectady, N. Y. The statement was filed last week in answer to Commission General Counsel's exceptions of a fortnight ago [BROADCASTING • TELECASTING, May 21] against an examiners initial recommendation that would renew WSNY's license and permit transfer of effective control to Mr. Leighton.

The examiner's proposed ruling would dismiss opposing petitions by Mr. Nelson and associates which alleged "perpetration of fraud and numerous other irregularities" by Mr. Leighton as associate stockholder [BROADCASTING • TELECASTING, March 12].

The General Counsel's exceptions had referred to "Mr. Leighton's violation of the fiduciary obligation which he owed Nelson" that reflected adversely on his qualifications to control the station. On this WSNY counsel disagreed, saying that "neither the law nor the record supports such a charge."

Mr. Leighton was under a legal duty to the corporation and its stockholders to see that the corporate affairs were managed in an efficient businesslike manner and not to squander or dissipate the corporate assets.

Under New York law there is no fiduciary relationship between directors, stockholders or officers vis-a-vis each other. The mere fact that Leighton and Nelson were partners in one enterprise (the advertising agency of Leighton & Nelson) did not make them "partners" or "coadventurers" in a radio station. . . . These men were stockholders . . . but not partners in the corporation. There was concededly no written agreement to "maintain joint and equal control of WSNY". Nor was there oral agreement.

Even if such oral "understanding" had existed, it was pointed out, such agreement would be void under the New York Statute of Frauds because it was not in writing or evidenced by written memorandum. The "gentlemen's agreement" was not known to other minority stockholders, WSNY declared, adding that even if proved it would not have been enforceable and would have been void as contrary to public policy under the

New York decisions. It further was held that the corporation by-laws would be "contravened" by such agreement between Messrs. Leighton and Nelson.

Saying there was "nothing irregular, immoral or reprehensible" about the stock transaction, WSNY declared there was nothing in the papers of the corporation which precluded one stockholder from purchasing stock of another stockholder.

"Leighton had ample reason to suspect Nelson's motives and adequate provocation for taking steps to protect his and his sister's interests by seeing that minority blocks of stock did not fall into unfriendly hands," FCC was told.

Reciting Mr. Leighton's qualifications, WSNY emphasized: "To brand a man with this radio and civic betterment background as a person not qualified to hold a license from this Commission, thus reversing contrary conclusions reached by the experienced examiner who heard the evidence and saw the witnesses testify, is not warranted by the instant record."

There is pending outside the proceeding a separate application for FCC approval to the sale of all stock held by Mr. Nelson and William G. Avery in WSNY to Mr. Leighton pursuant to a settlement agreement of mid-1950. The Nelson group by this agreement also withdrew a competitive bid for WSNY facilities [BROADCASTING • TELECASTING, April 3, 1950].

WSNY's answer last week noted that the "breach between these two men cannot be healed" and it would be in the public interest to permit the stock transfer to Mr. Leighton, "thus removing internal friction within the corporation."

CIVIL SUIT

'Mansfield Journal' Charged

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

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

Complaint Outlined

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

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

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

Justice Dept. Terms

In the *Lorain Journal* case, U. S. District Court Judge Emrich Freed incorporated sweeping terms recommended by the Justice Dept., despite *Journal's* counsel contention that the judgment should merely prohibit the newspaper from rejecting ads because the advertiser also used WEOL-AM-FM. Atty. Gen. J. Howard McGrath, in announcing the filing of the suit last week, stated that "the constitutional guarantee of freedom of the press does not include the freedom to restrain others from publishing." The "free press" issue had been posed by the defendants in the *Lorain* case.



SCROLL for "humanitarian service" to the community and National Foundation for Infantile Paralysis is accepted by Irving E. Rogers (l), president of WLAW Lawrence and publisher of Lawrence, Mass., Eagle-Tribune. Testimonial was given by Basil O'Connor, foundation president, on special occasion at Andover, Mass., May 29. Guests included Bill Cunningham, radio commentator and columnist, who was state chairman for the annual polio fund drive.

NBC RENEWALS

Granted by FCC

INDICATING all issues of its recent inquiry into certain network practices have been met to its satisfaction, FCC last week granted regular renewal of licenses to owned and operated stations of NBC.

Stations of ABC and CBS, which also had been extended on temporary licenses pending the network study, received regular license renewals earlier [BROADCASTING • TELECASTING, July 24, 1950; Feb. 26].

Network Representation

CBS's stations were given renewals when the Commission determined networks have the right to serve affiliates as advertising representatives, which had been challenged by the National Assn. of Radio Station Representatives as a violation of FCC's network rules or at least contrary to public interest.

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

NBC stations granted renewal of license for the regular period were: KNBC San Francisco; KOA Denver; WMAQ Chicago; WNBC New York; WRC Washington; WMAQ-FM Chicago; WNBC-FM New York; WRC-FM Washington; WTAM-FM Cleveland; WNBT (TV) New York; WNBW (TV) Washington; plus a host of remote pickup and other supplemental stations.

AFM CONVENTION

Convenes in New York

ELEVEN HUNDRED American Federation of Musician delegates to the 54th annual AFM convention are expected in New York today (Monday), when President James C. Petrillo calls the convention to order at the Hotel Commodore. Highlights of business sessions, continuing through Friday, will be Mr. Petrillo's annual report this afternoon, and an address by Sen. Herbert H. Lehman (D-N. Y.) Wednesday afternoon.

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

A delegation from a newly-chartered Puerto Rican local will be seated for the first time, and other delegates will come from as far as Hawaii and Alaska. New York Local 802 will entertain with a show and dance at the Hotel Astor Wednesday evening, and provide sightseeing tours for visitors, expected to number 2,000, it was announced.

BMI NY CLINIC

New Speakers Announced

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

Those who have accepted invitations to address the clinic include:

Dave Baylor, WJMO Cleveland vice president and general manager; Elliott M. Sanger, WQXR-AM-FM New York vice president; Ted Cott, WNBC New York general manager; Maurice B. Mitchell, Associated Program Services vice president and general manager; William Fineshriber, MBS vice president; Louis Hausman, CBS vice president; Leonard Reeg, ABC vice president; John Outler, WSB Atlanta general manager; Zenn Kaufman, Philip Morris merchandising manager; S. A. Cisier, WKYW Louisville vice president; Charles Silverson, WHAM Rochester, N. Y., program director; Frank Pellegrin, H-R Representatives Inc. vice president and secretary; Sheila John Daly, of the *Ladies Home Journal*; Robert J. Burton, BMI vice president.

Wrong Gannett

ANNE M. GANNETT, who died May 22 at the age of 68, was identified with the ownership of WGAN Portland, Me., and WGUY Bangor, Me. BROADCASTING • TELECASTING's account of her death, in the May 28 issue, erroneously identified her with the Frank E. Gannett stations in New York and Connecticut. She was the wife of Guy Gannett, New England broadcaster and newspaper publisher.

MBS PUBLICITY

Dorrance Fills New Post

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



Mr. Dorrance

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

James E. O'Bryon, who had served as Mutual director of publicity for several years, resigned effective the same date. Before reaching a decision on his next affiliation, Mr. O'Bryon said he will operate his own office at 535 Fifth Ave., New York, handling his daily syndicated newspaper feature, "Happily Ever After," in addition to other activities.

Frank X. Zuzolo continues as assistant director of the department under Mr. Dorrance.

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

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

NEW YORK AWRT

Organization Meeting Set

NEW YORK chapter of American Women in Radio and Television, newly formed national organization succeeding the Assn. of Women Broadcasters of NAB, will hold an organization meeting June 11. AWRT members from New York City, Long Island, Westchester and Northern New Jersey are invited, according to Agnes Law, CBS librarian, organizing director of the New York local.

The meeting, expected to set the pattern for other local chapters, will be held at 6:30 p.m. at the Brass Rail restaurant. Mary Cameron of General Foods Corp., dinner chairman, is handling reservations.

Betty Chapin, national executive secretary, said that national headquarters are being set up in Room 5634, 15 Vanderbilt Ave., New York. Telephone is Murray Hill 9-8520.

MBS Cuts Rates

(Continued from page 23)

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

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

Leaders of the radio-wide Affiliates Committee, headed by Paul W. Morency of WTIC Hartford, meanwhile were making plans for conferences with officials of the Assn. of National Advertisers, which spearheaded the original attack on radio's evening rates, and with a committee of the National Assn. of Radio and Television Station Representatives, which is supporting the affiliates Committee's move to bolster rates [BROADCASTING • TELECASTING, May 28]

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

Seven Districts Planned

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

Text of the pro-tem MAAC resolution:

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

"Whereas, the members of the Mutual Affiliates Advisory Committee feel that the MBS represents the sole network operation whose interest is centered in the

growth and expansion of AM radio, and

Whereas, substantial progress has been made by Mutual under the able guidance of President Frank White,

Be it therefore resolved, that we, the members of MAAC, do hereby pledge our fullest cooperation to the end that Mutual be maintained as a strong, competitive service, and we urged all affiliates to support the proposals of contract adjustments to effectively meet the exigencies created by those whose interests quite apparently lie in fields other than AM broadcasting.

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

Pro-tem committeemen on hand for the meeting:

Mr. Howell, Mr. Murray, Gene Cagle, KFJZ Fort Worth; John Clegghorn, WHBQ Memphis; Grover Cobb, KVGB Great Bend, Kan.; Robert T. Convey, KWK St. Louis; Robert W. Ferguson, WTRF Bellaire, Ohio; Paul Frey, KBON Omaha; George C. Hatch, KALL Salt Lake City; Frank Katzentine, WKAT Miami Beach; Charles A. King, WKAL Rome, N. Y.; E. J. McKellar, KVOX Moorhead, Minn.; Bob McRaney, WCBI Columbus, Miss.; and Charles Smithgall, WFGA Gainesville, Ga.

MORRIS NAMED

NPA Electronics Div. Head

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

The appointment of Mr. Morris, not formally announced yet by the government, gives the Westinghouse executive top level positions on two key government electronics groups. Last April he was named chairman of the "super" Electronics Production Board, which was set up to assure sufficient supplies of equipment for civilian and military uses.

Mr. Morris thus will serve as director of the products group, which is claimant agency for all electronics equipment channeled to broadcasters and manufacturers, as well as sit in on the larger-scale consulting board. Donald Parris is assistant deputy director. The board makes its recommendations to the Defense Production Administration, the top allocation agency.

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

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



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

BMI EXCHANGE

Program Project Announced

A "BMI program exchange" to enable stations to tape and send in their own outstanding programs and receive back taped programs of other stations on loan, thus establishing a library of the better formats and program features throughout the country, was announced last week.

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

Added Service

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

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

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

NBC MILESTONE

Starts Anniversary Projects

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

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

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

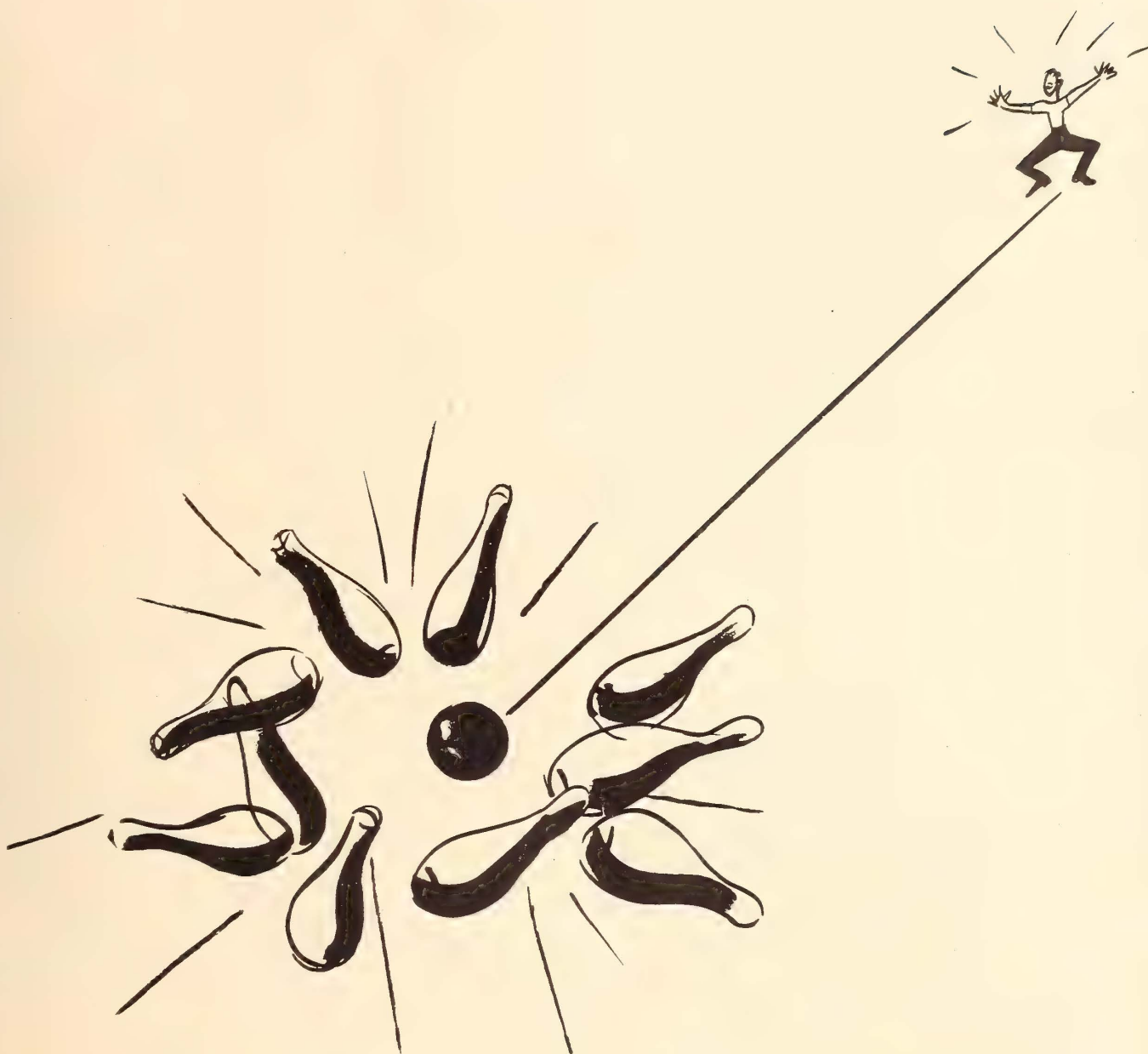
An affiliates kit, which includes a campaign manual, text and photograph materials, will be distributed soon. An especially-bountiful volume of historic photographs will be presented the Library of Congress. On-the-air promotion, including anniversary bits, and promotion by other media, will be used.

NEW DAYTIMER

WGCL Went On Air May 21

WGCL Centreville, Miss., went on the air May 20. The new station operates on 1580 kc, 250 w daytimer only. W. M. Jones is manager.

More than 2,000 persons, including civic and state officials, attended the opening. Mississippi Gov. Fielding Wright and Lt. Gov. Dodd sent records to be broadcast.



You get a lot for a little*

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

IN BALTIMORE

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



Annual Blue Book?

(Continued from page 25)

April 16]. However, they were broadened to include (1) radio and (2) in effect scuttle the original intention of having the Senate Interstate Commerce Committee conduct its own investigation.

As a result, the Senate subcommittee could immediately launch an investigation and/or hold hearings to determine the new legislation's feasibility. That much was indicated by Senate Majority Leader McFarland at the close of the Thursday hearing. He said the whole matter would be explored in an executive session of the subcommittee.

Briefly the board would take a deep look at current radio and TV programming "trends" of both commercial and non-commercial stations, comparing public service and educational time allotted; advise FCC on possible fixed percentage of broadcast time to public service and educational programs, "in good listening time," and what tests should be applied; criteria used by FCC in assigning TV channels, both UHF and VHF, and how much would be given to public service and educational programs "with respect to assuring suitable time . . ." and types of control over programming by commercial sponsors.

Other Aspects

Also studies would be made on subscription radio and television; financing of educational radio and TV programming by the subscription method or other methods or sources; character of legislation needed to get maximum development of educational and public service "potentialities" of radio and TV; state-wide educational and public service programs' standards that should be required by FCC in granting or renewing radio-TV licenses.

Report would be submitted by the board to Congress not later than Jan. 31 of each year and also to FCC on activities and recommendations. Funds for the board would be appropriated by Congress. Sen. Benton said he drew upon his experience in helping formulate other advisory bodies such as the National Commission for UNESCO. The radio-TV board would be housed in the FCC as the UNESCO commission is located in the State Dept.

Sen. McFarland warned that, while he agreed that certain programs were not desirable, when one got into the subject of judging programs "you get into censorship."

Sen. McFarland said the committee had been interested in higher standards in broadcasting for years. Sen. Benton said "and in despite of this standards have been on the downgrade with less standards and less public interest."

Sen. Benton said that it was the responsibility of Congress to take the initiative to see that what goes over the airwaves serves the

public interest. Of this statement, Sen. McFarland said there could be no questioning.

Support for the Benton Plan came from Sen. Bricker, member of the full Senate Commerce group. He said that while he was not a member of the subcommittee, he wanted to talk about the resolution he sponsored earlier this year that would have called for FCC study of the TV allocation problem and requested that educational channels be reserved on a state basis.

The current proposed TV allocation plan, Sen. Bricker declared, was "unsatisfactory." He thought the whole matter should be "thoroughly investigated." He said Congress should call in the FCC to have it "see how limited and ineffective their plan is for education."

Sen. Bricker charged that some educational institutions "have the money" to start TV operations immediately "but the frequency is given to commercial interests." He asked his resolution be considered along with Sen. Benton's. "We will end up by losing great advantages in television as we did in radio," the Ohioan said.

He asserted that the state educational institution could "carry the expense problem" for the private institution which did not have funds.

Sen. Bricker referred to Ohio State U. at Columbus which has filed for shift of an Indianapolis VHF channel to Columbus which it would have reserved for educational purposes. The FCC had tentatively reserved a channel in the UHF for Columbus. The university had originally asked for a VHF channel. However, there have been three VHF channels assigned in the city, and under the proposed allocation plan FCC did not add to this trio in the VHF.

McFarland Bill Covered

As has become the usual procedure of late in Senate radio hearings in which either Sens. Johnson or McFarland participate, the McFarland Bill (S 658) to realign FCC procedures, has come up (see story on Coy, page 27).

Sen. Hunt quoted a passage from a Senate speech in which Sen. McFarland had talked about the red-tape and slow procedure in past attempts to get the measure enacted. This touched off a set-to during which Sen. McFarland declared that the bill passed the Senate four times but FCC "staff members have lobbied and killed the measure in the House, where it now pend."

Sen. Benton reflected that the "anti-trust section" keeps the measure from passing. In retorting, Sen. McFarland explained the "double jeopardy" clause, charging it gives the FCC (that is if the court refuses to fine or cancel license because of alleged anti-trust violation the FCC still can "go ahead and do it anyway") a threat against licensees, "although the Commis-

HILLBILLY FEUD

WEAM, Union 'Square Off'

THE weekly square dance staged by WEAM Arlington, Va., at Glen Echo Park, in suburban Washington, has developed into a round robin involving WEAM and AFM Local No. 161.

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

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

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

1—Left-handed five-string banjo player.

2—Occarina player who can yodel.

3—Zither player who is also a whiz on a washboard.

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

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

The AFM local said the letter had been taken up by its executive board, which had not taken any formal action at the weekend.

The Glen Echo management, it was indicated, has threatened to pull out all of the five-night-a-week dance band projects if the union persists in its demand.

WEAM's square dance went on as usual Thursday night, with five men in the band.

sion has never exercised that power." The Majority Leader said "nobody recognizes in Congress the practice of rule by fear."

Sen. McFarland charged "staff propagandizing" against this section but "I'll place as much faith in the courts as in the FCC." The bill he sponsored, Sen. McFarland said, would do away with the double-jeopardy clause, by leaving the matter within the court's jurisdiction only.

Chairman McFarland asked Sen. Benton whether he expected Congress to do a better job of assigning TV frequencies than FCC. "What has caused us concern," he said, "was just this question. We are not technical experts but laymen." Is FCC not competent, Sen. McFarland asked Sen. Benton, and if so, does the problem lie in personnel or organization?

Sen. Benton said he did not think Congress "should move in and allocate TV channels" but he did

think it was the job of Congress to legislate in the public interest.

Sen. Johnson reminded Sen. Benton that in the color TV decision, the Supreme Court of the U. S. had ruled that "FCC has been created as an expert body by Congress to deal with technical problems" in the radio field. Agreeing with this as "procedure," Sen. Benton said that FCC would be more likely to make decisions on a certain side if supported by Congressional or public encouragement.

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

Sen. Benton said the proposed advisory body would "strengthen and support FCC, and not the other way around." Expounding at length on the potential of subscription broadcasting or telecasting (he explained Zenith's Phonevision and tests of Skiatron Corp. to the Senators), Sen. Benton emphasized that Sec. 303 (g) of the Communications Act authorizes FCC study of new uses for radio and provides for experimental uses of frequencies and generally encourages labor and more effective use of radio in the public interest.

Benton Plan

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

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

"... the inexorable pressure for profits gives to the mass entertainment programs the good listening times, when families are at home and ready to watch and listen. The public service and educational programs take the leavings and very bad leavings they are."

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

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

Sen. Benton quickly added that this happened because most educators do not have the "time" to get the necessary funds.

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

THE CLEVELAND INDIANS

Baseball

THE CLEVELAND BROWNS

Football

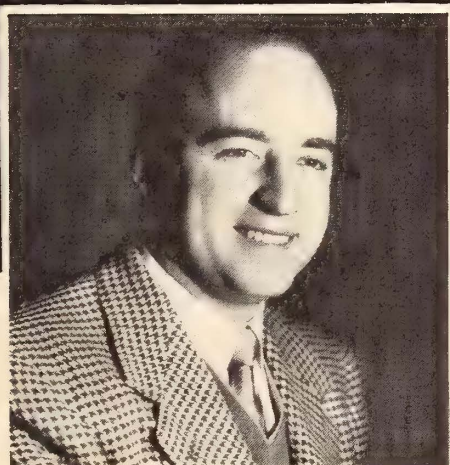
THE CLEVELAND BARONS

Hockey

exclusively on

WERE

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



BOB NEAL

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



JIMMY DUDLEY



JACK GRANEY

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

PLUS

Paul Brown, coach of Cleveland Browns Bill Levy, High School sports
Phil McLean, Baseball feature programs John Wellman, Hockey & writer

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

The O. L. Taylor Company — National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

Relax Restrictions?

(Continued from page 29)

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Broadcasters who seek authority to build may file applications together with specifications with Commerce Dept. (NPA) officials in these cities:

Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Denver, San Francisco, Seattle, Baltimore, Detroit, Los Angeles, Portland (Ore.), St. Louis, Dallas, El Paso, Hartford, Houston, Jacksonville (Fla.), Memphis, Miami, New Orleans, Pittsburgh, Providence, Salt Lake City, San Antonio, and Louisville.

In another move last week, formally designating claimant agencies for basic material requirements of various segments of the economy, the National Production Authority was given responsibility for all industrial facility construction. These duties are performed by the agency's Construction Controls Div.

The Office of Civilian Requirements, headed by Lewis Allen Weiss, former Mutual-Don Lee board chairman, was assigned programs (except construction) for state and local governments, consumer goods (other than radio-TV appliances), wholesale-retail serv-



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To qualify for that classification, the Commerce Dept. said, an industry must prove that there is a definite shortage in trained personnel within its ranks.

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THE WELCOME MAT IS OUT IN CENTRAL OHIO IF YOU SELL HOME FURNISHINGS

HAPPY HOMEMAKERS BOUGHT TO
THE TUNE OF \$43,924,000 LAST YEAR*

Central Ohioans believe in "Home Sweet Home." In fact, almost \$44 million are spent annually for furniture, wallpaper, storm windows, television sets and thousands of other items for the home. And one of the shortest ways to this big market is through WBNS, Columbus. Latest Hooper Report shows WBNS with all of the top-rated 20 daytime and night time shows, so, you're visiting with good company when you're on WBNS. For information, write us or call your John Blair representative.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

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

* Source: Latest SRDS Cons. Mkts.

LET'S HAVE THE FACTS

Do Horse Race Results Get The Afternoon Audience?

LET'S TAKE A LOOK AT WASHINGTON

WOOK IN THE WASHINGTON AREA GIVES NO RACE RESULTS BUT

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

WOOK has more listeners during the key daytime periods selected than the **COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.**

| (Time) | WOOK Audience | Independent A Audience | Independent B Audience | Network C Audience | Network D Audience | Network E Audience | All figures are taken from the 1951 surveys by American Research Bureau |
|---------|-------------------------|------------------------------|------------------------------|--------------------------|--------------------------|--------------------------|--|
| 1:00 PM | 15170 | 5225 | 7460 | 19760 | 3695 | 3695 | |
| 1:30 PM | 24350 | 5225 | 7460 | 6755 | 4460 | 3695 | |
| 2:00 PM | 15170 | 5225 | 4460 | 3695 | 4460 | 4460 | |
| 2:30 PM | 13640 | 6755 | 3695 | 8285 | 8285 | 2930 | |
| 3:00 PM | 15170 | 11345 | 3400 | 12875 | 8285 | 2165 | |
| 3:30 PM | 22055 | 13640 | 3400 | 3695 | 7520 | 1400 | |
| 4:00 PM | 21310 | 12875 | 2930 | 4460 | 8285 | 1400 | |
| 4:30 PM | 23585 | 11345 | 1400 | 5225 | 7520 | 1400 | |
| 5:00 PM | 17465 | 8285 | 1000 | 5400 | 5990 | 1400 | |

WSID IN THE BALTIMORE AREA GIVES NO RACE RESULTS

BUT

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

In Baltimore **WSID** has more listeners during the entire afternoon period than **ANY TWO STATIONS GIVING HORSE RACE RESULTS.**

| (Time) | WSID Audience | Independent A Audience | Independent B Audience | Independent C Audience |
|---------|-------------------------|------------------------------|------------------------------|------------------------------|
| 2:00 PM | 12960 | 1080 | 5400 | 540 |
| 2:30 PM | 15660 | 1080 | 7020 | 540 |
| 3:00 PM | 23220 | 3780 | 5400 | 1080 |
| 3:30 PM | 16740 | 3780 | 1320 | 1080 |
| 4:00 PM | 16200 | 540 | 10800 | 2160 |
| 4:30 PM | 19980 | 540 | 10260 | 1620 |
| 5:00 PM | 15120 | * | 13500 | 1620 |
| 5:30 PM | 20520 | * | 10800 | 2700 |

* Off the air or no listeners located in sample.

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

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

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WSID IN THE BALTIMORE AREA GIVES NO RACE RESULTS

BUT

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

In Baltimore **WSID** has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.

| (Time) | WSID Audience | Independent A Audience | Independent B Audience | Independent C Audience |
|---------|-------------------------|------------------------------|------------------------------|------------------------------|
| 2:00 PM | 12960 | 1080 | 5400 | 540 |
| 2:30 PM | 15660 | 1080 | 7020 | 540 |
| 3:00 PM | 23220 | 3780 | 5400 | 1080 |
| 3:30 PM | 16740 | 3780 | 1320 | 1080 |
| 4:00 PM | 16200 | 540 | 10800 | 2160 |
| 4:30 PM | 19980 | 540 | 10260 | 1620 |
| 5:00 PM | 15120 | * | 13500 | 1620 |
| 5:30 PM | 20520 | * | 10800 | 2700 |

* Off the air or no listeners located in sample.

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

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

WMIE Owner

(Continued from page 27)

therefore, arrange for further permission for two members of my staff, A. Harry Becker and Robert Rawson, to make further examination of the tax returns of Arthur B. McBride and Edward J. McBride. It will also be appreciated if you would direct one of the members of your staff who participated in the investigation of the McBrides conducted by the Bureau of Internal Revenue, to confer and advise with Messrs. Becker and Rawson.

Correspondence in the WMIE docket disclosed that on May 3 FCC received a reply from Deputy Commissioner E. I. McLarney indicating that according to public law Chairman Coy would have to submit a specific request to Secretary Snyder, suggesting thereupon "the matter will be given prompt attention."

Chairman Coy's letter to the Secretary of Treasury, dated May 18, stated:

Members of the Commission's staff are now engaged in studying the Initial Decision, released on March 14, 1951, granting the application (File No. BAP-72; Docket No. 9112) for assignment of construction permit of standard broadcast station WMIE Miami, Florida, from Lincoln Operating Company, as Trustee for Sun Coast Operating Corporation (assignor) to the Sun Coast Broadcasting Corporation (assignee). One Arthur B. McBride Sr. holds approximately 39% of the stock of the assignee.

Arthur B. McBride Sr., at one time,

was the sole owner of Continental Press, but the records of that company now indicate that Edward J. McBride, his son, is and has been the sole owner thereof for approximately the past four (4) years. McBride Sr. testified at the hearing in the above-entitled matter that he has had no financial interest in Continental Press since approximately 1943, and his son Edward testified that he has been sole owner of that company since his father purchased it for him approximately four years ago.

The report recently released by the Special Committee to Investigate Organized Crime in Interstate Commerce indicated that Arthur B. McBride Sr. was in fact the real owner of Continental Press even though legal ownership of that company was retained in the name of his son Edward. The resolution of the question of ownership of Continental Press is extremely important to the Commission, inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee of station WMIE. Prior to the hearing and initial decision in the above matter, the Secretary of Treasury authorized an examination of the tax returns of both Arthur B. and Edward J. McBride by an attorney from the office of the Commission's General Counsel. The returns, up to that time, indicated that Arthur B. McBride was receiving no financial gain from the operation of Continental Press.

In view of the new developments in this matter raised by the report of the Special Committee to Investigate Organized Crime in Interstate Commerce, it is requested that authorization be issued to A. Harry Becker and

Robert J. Rawson, attorneys in the Office of the General Counsel of this Commission, to make further examination of the tax returns of Arthur B. and Edward J. McBride. It would also be appreciated if the Commissioner of Internal Revenue would direct one or more members of his staff, who conducted the investigation of the McBrides for the Bureau, to confer and advise with Messrs. Becker and Rawson.

FCC Broadcast Bureau

(Continued from page 28)

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

* * *

FREDERICK W. FORD

Chief, Hearing Div.

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

Born at Bluefield, W. Va., in 1909, Mr. Ford attended West Virginia U. where he received A.B. and LL.B. degrees in 1931 and 1934, respectively. He engaged in law practice as junior partner of Stathers & Crantrall, Clarksburg. In 1934 he joined the office of the general counsel of the Federal Security Agency. He moved to the legal staff of the Office of Price

Administration in 1942, the same year he entered the Air Force as a second lieutenant. He served until 1946, advancing to the rank of major. He then returned to the OPA as a hearing commissioner.

* * *

PAUL DOBIN

Chief, Rules & Standards Div.

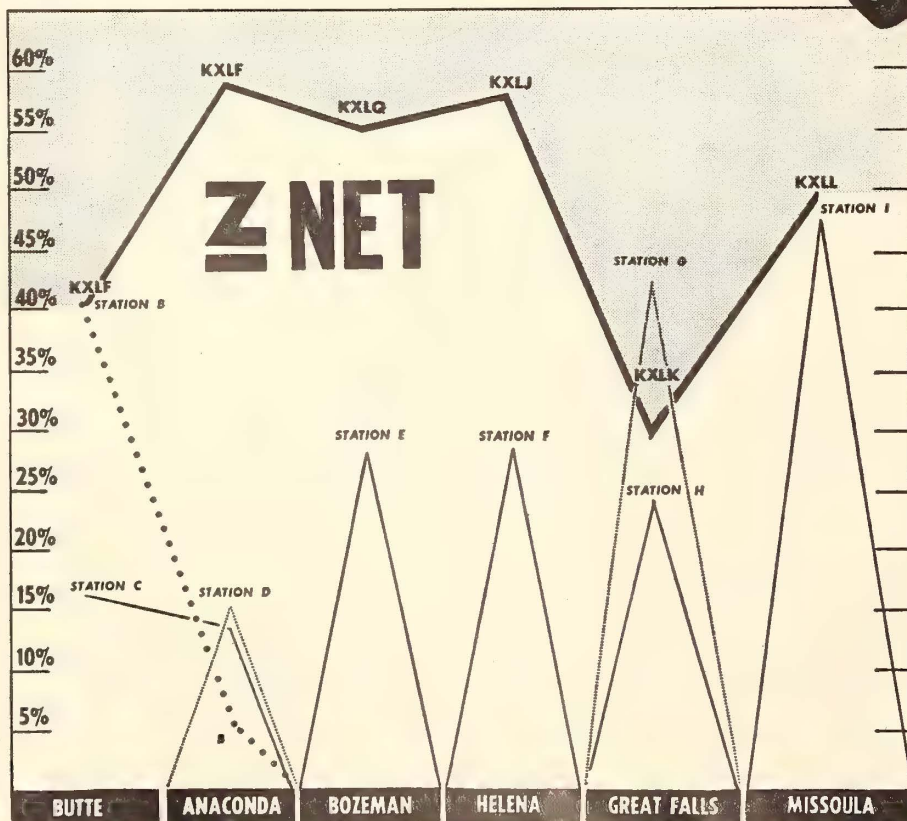
Joining the Commission's legal staff in January 1946, Paul Dobin served in the Litigation and Administration Div. In 1949 he was appointed legal assistant to Commr. Robert F. Jones.

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

Harris to Nielsen

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

COMPARATIVE SHARE OF AUDIENCE IN 6 MONTANA CITIES



Day and Night

Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities.

Monday through Friday average listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air.

Complete Coverage on Z Net (with a single contract) . . . a better buy!

1 announcement \$17.00
1/4 hour 40.00

Stations B, D, E, F, G, I . . . (maximum competitive coverage)

1 announcement \$41.06
1/4 hour 133.00

Stations C, D, E, F, H, I . . . (minimum competitive coverage)

1 announcement \$44.11
1/4 hour 147.00

The Z Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters

San Francisco Los Angeles

The Walker Co.

New York Chicago

a **\$60** ad in Philadelphia newspaper "A" brought

38

replies for a booklet

a **\$60** ad in Philadelphia newspaper "B" brought

48

replies for the same booklet

a **\$60** spot on Philadelphia's KYW brought

761

replies for the same booklet!

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

It's your dough—don't waste it!

KYW Philadelphia
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

in West Virginia . . .
your dollar goes
farther with
"personality"

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

the personality stations

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

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

HOUSE INQUIRY To Probe Gov't-Industry Appointees, Groups

A THOROUGH exploration into practices involving appointments of so-called "dollar-a-year" executives for top defense posts and the formation of industry advisory groups to consult with government agencies loomed on Capitol Hill last week.

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

Another basis for the probe, which gets underway with hearings by the subcommittee June 11, is current speculation that advisory groups have not been consulted in some instances and have exceeded their consultative role in others. Another phase tabbed for inquiry is the problem of tax benefits accruing from cost write-offs on new plants.

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

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

Justice Questions

The existence of industry advisory groups—in fact, their very legality—has been questioned right up to the Dept. of Justice, which last year laid down a requirements code designed to "minimize" the possibility of anti-trust violations [BROADCASTING • TELECASTING, Nov. 27, 1950].

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

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

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

to serve fulltime with various agencies.

With respect to "dollar-a-year men"—now described technically as men who serve "without compensation"—the broadcasting and manufacturing industry has contributed a number of executives. Authorities cite a practice, however, whereby these and other executives are restrained from participating in decisions directly affecting their own companies.

Among those who now serve in top-level government capacities are William S. Paley, CBS board chairman, now head of the President's Materials Policy Commission; Lewis Allen Weiss, formerly with Don Lee-Mutual and consultant to Hughes Aircraft, now director of NPA's Office of Civilian Requirements; Edmund T. Morris Jr., Westinghouse Electric Corp., Baltimore, chairman of the Electronics Production Board; Walter W. Watts, executive vice president of RCA, deputy administrator of the Defense Production Administration; Arthur R. Treanor, part owner of WOOD Grand Rapids, director of NPA's Printing & Publishing Div.; and others.

When President Truman signed the Defense Production Act last year he stressed that its provisions should be administered as much as possible by full-salary government employees.

Rep. Emanuel Celler (D-N.Y.) said his group will seek to "ascertain whether the clear intent of Congress that the anti-trust laws be not disregarded in the course of the mobilization of our resources has been honored in the administration of the Defense Production Act," and whether portions of the Act are sufficient.

The monopoly group also will look into the current practice of tax benefits through accelerated writeoffs of the cost of new plants when authorized for defense purposes. Procurement programs of the Defense Dept.'s Munitions Board and pricing policies of the Office of Price Stabilization also will command members' attention.

WRFC Switch

INITIAL decision to grant WRFC Athens, Ga., nighttime operation was announced by FCC last Tuesday. Hearing Examiner Elizabeth C. Smith recommended WRFC be granted a change in facilities from 1 kw daytime only on 960 kc to 1 kw day, 500 w night directional, on 960 kc. Miss Smith found that although certain minimum FCC engineering standards would not be met, the added service to local residents offsets the deviation from the rules.

this is it!



UP

The TL-10 in raised position allows discs to be played.



DOWN

The TL-10 mounted and ready for perfect tape reproduction.

new PRESTO Turntable Tape Reproducer

When we introduced the PRESTO TL-10 at the IRE, NARTB and Parts Show this spring we knew it was good—and we knew that there was a place for it in the nation's stations, recording studios and schools.

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

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

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

PRESTO
RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

TRADE PRACTICE

FTC Sets June 21 Meet

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

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

Radio-Television Mfrs. Assn., which requested the conference earlier this year, will be represented

by a special trade practices committee, headed by Ben Abrams of Emerson Radio & Phonograph Corp. All companies "engaged in the manufacture, sale or distribution" of radio-TV sets and parts or accessories are invited to attend the conference, to be held in the National Archives Bldg., Washington, at 10 a.m.

Proposed Subjects

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

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



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

RETAIL ADS

Plan Bigger Fall Budgets

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

More than 700 large and small stores, asked what radio, TV and appliance inventory policy seemed best for merchants during the second half of 1951, voted 73% for sticking to normal stock-sales ratios; 20% for keeping inventories to a minimum; and 7% for trying to stockpile wanted items.

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

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

CARL G. SUBER

Dies After Fall At Home

CARL GUSTAVE SUBER, 45, account executive for J. M. Mathes Inc., New York, was fatally injured May 26 in a fall in his home at Darien, Conn. His widow, Mrs. Gretchen Suber, said she found his body at the foot of stairs leading to the second floor. The medical examiner stated that death was due to a skull fracture.

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

KLIF From 1 kw To 5 kw

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

The Branham Network



10

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY



FIGHT Crime slogan contest of WOL-AM-FM Washington, D. C., was won by a Catholic U. junior, Miss Farida M. Saad, who submitted the entry, "If you overlook crime, it will overwhelm you." Judges of the 8,000 entries were Sen. Estes Kefauver (D-Tenn.), Sen. William Knowland (R-Calif.), and Atty. Gen. J. Howard McGrath. Seated (l to r) Sen. Knowland, Sen. Kefauver and Atty. Gen. McGrath. Standing, Robert W. Miller, WOL director of public relations; Charlie Bright, WOL emcee, and Fred A. Palmer, general manager of WOL and WRFD Worthington, Ohio.

IOWA FEUD

KRNT, School Assn. Clash

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

Mr. Couppee was withdrawn from the telecast. The move followed dissension between him and the association which started last March during the state high school basketball tourney, also sponsored by the association. Members of the group at that time were quoted as saying the sportscaster did not present "a fair picture" of the games, and charged him with being biased and critical.

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

D-F-S IN S.F.

C. H. McDougall Opens Office

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

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

KIOA Coverage

FINAL decision was announced by FCC last Monday to grant KIOA Des Moines a change in its daytime directional antenna from six to two elements, thereby increasing daytime coverage. KIOA is assigned 940 kc with 10 kw day and 5 kw night. Station will continue to use a six-element, directional array at night. FCC concluded on the basis of its hearing, held because of opposition from KMA Shenandoah, Iowa, that the change would "result in a gain of service to 527,915 persons, and in a much more efficient use of the frequency." FCC ruled KMA would lose 18,099 persons. Both groups already have 10 primary services, the decision said.

RADIO RIGHTS

PAB To Mull School Rates

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

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

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

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

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

MANSFIELD BILL

Covers Political Talks

COMPANION bill to Sen. Ed C. Johnson's (D-Col.) legislation to help clarify the Communications Act in respect to political broadcasts [BROADCASTING • TELECASTING, April 30] was introduced in the House May 23.

Rep. Mike Mansfield (D-Mont.) entered the bill (HR 4240) which is identical in content to the Senate version (S 1379). It was referred to the House Interstate Commerce Committee.

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

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



For ears that cuddle closer
And folks who can't say "no sir" . . .



Pick a station that's a honey
Programs that really do you good;



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



Is WOOD a real buy?
Call Katz and see why!

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



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

For the best earful in
Greater Grand Rapids ...

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.
Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco, Los Angeles

turn to page 6
KWIK

There's No Waste at Atlas. . .

Paper Profits Climb 1,500% With WDZ

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

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

Lewis Burstein, owner of Atlas Waste Paper, says there are several business factors involved in his soaring volume, "but first and foremost is radio advertising, the single item which must be given



Paper profits paid for these two semi-trailer trucks, along with 12 others bought by the Atlas Waste Paper Co. Employees are processing waste paper at the loading dock, after which it will be sold to mills.

full credit." He finds the growth "remarkable," and because he advertises only on WDZ "it is obvious credit must go to the station too."

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

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

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

Wide Coverage

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

Commercial copy stressed—and still does—that "Atlas is the only continual waste paper buyer in Decatur." Shortly after the campaign started, Mr. Burstein says, "waste paper was literally bulging from every one of our loading docks and was stacked outdoors, despite winter weather conditions, until it could be processed." Volume was so great "we had to operate on two

shifts. We now plan to enclose additional space and add about one-third to the size of our present building."

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

Familiar Name

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

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

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

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

Canada's New Rate Book

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



It's "CACTUS" they're stuck on!

and "Cactus" does the *Austin Hoedown* on KTBC, Monday thru Friday, 8:30-8:55 am. "Cactus" aint a lady—but the ladies listen and buy.

Sponsors, too, are stuck on "Cactus" Richard "Cactus" Pryor, PD at KTBC, has sold or is now selling:

BLUING
BOY'S CLOTHING
BREAD
BUS SERVICE

CLEANERS
GROCERIES
HAIR TREATMENTS
HOBBY SHOPS

MILK PRODUCTS
OIL & GAS PRODUCTS
RECORDS
READY TO WEAR

"The Strongest Voice in the Capital of the Biggest State"

KTBC

CBS

LSC

5000 Wls

590 kc

Austin, Texas

The O. L. Taylor Company — National Representatives

How you can sell 21 markets

Station WGY is unique in the East. Its 53-county coverage area can only be compared geographically with large, isolated stations in the West. The WGY coverage area is extensive and isolated, but this prosperous industrial and agricultural region is thickly populated and evenly spread with high-income families that buy big volumes . . . and more families listen to WGY than any other station in the area. WGY provides the only way to combine this valuable region into one coverage area.

- * A Total of 451,230 Radio Families
- * A 3 Billion Dollar Market

WGY Gives Dominant Coverage of These 21 Major Trading Centers

... each with 25,000 or more population. When you select WGY, your sales message will be heard by 35% more radio listeners in these

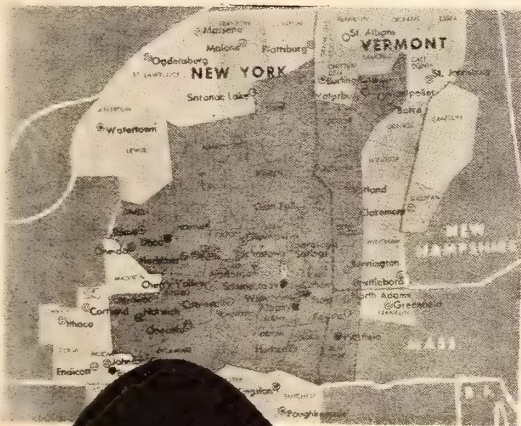
21 bustling industrial cities than the next best station in the area . . . with WGY you can sell these 21 major trading areas as one richly concentrated market.

| NEW YORK | MASSACHUSETTS |
|------------|------------------|
| Albany | Adams |
| Amsterdam | North Adams |
| Glen Falls | Pittsfield |
| Rome | |
| VERMONT | |
| Glensville | Saratoga Springs |
| Hudson | Schenectady |
| Johnstown | Troy |
| Kingston | Utica |

Total Population—701,300
Total Retail Sales—\$818,301,000

... add to this the home counties in which these 21 cities are located and you have this richly concentrated "21-in-one" market . . .

Total Population—1,247,000
Total Retail Sales \$1,162,225,000



WGY Gives Dominant Coverage of 36 Additional Counties

... all in the WGY Primary Coverage Area.

WGY is the favorite radio station of more radio families in small towns and rural areas in 36 additional counties in the WGY Primary Coverage Area . . . 55% more listeners listen to WGY than to the next best station in the area. There are more radio families in these 36 counties outside the 21 larger markets than within the cities . . .

316,310 radio families

WGY Farm Families are an important part of the WGY coverage area and audience. They own and farm 20,881,000 acres of rich farm land that produces \$458,000,000 worth of farm products each year.

... In addition, WGY reaches out to 119,274 radio families beyond the WGY primary . . . more thousands of WGY listeners and more big sales volumes for you. This brings the total population for the entire WGY BMB area—primary and secondary—to 2,980,100, with a total SPENDABLE income of \$3,888,405,000.

WGY Offers You

- ... the most power in the area, 50,000 watts.
- ... 29 years of radio experience in time-tested localized programming designed to fit the whole family and all families throughout the area.
- ... the exclusive NBC affiliate in the area . . . taps in NBC programs.

with one
radio station

Plus 36 additional counties in the WGY area

And your advertising messages on WGY will assure you of domination of the listening audiences throughout the entire area . . . WGY provides:

- ... more markets than any other Up-state New York station.
- ... larger audiences than any other station in the area (55% more listeners than the next best station).
- ... wider coverage than any other station in the area.
- ... a lower cost than any combination of stations in the area to reach the same markets.

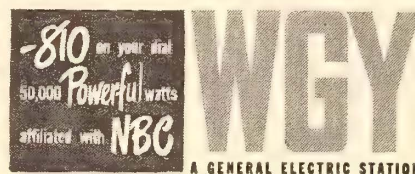
WGY is a unique station covering a rich area. Here are 50,000 watts, a powerful salesman that influences the buying motives of more radio listeners than any other station in the 53 county area . . . the only other large station

in the area is limited by directional antenna, and high broadcast frequency. That's why more national and local advertisers choose WGY to do their selling job in rich Up-state New York and New England . . . where 1,045,717 housewives spend more than 3 billion dollars each year in retail stores.

WGY Advertisers Get Results

- ... 8 short announcements produced orders for 38,400 strawberry plants.
 - ... 1,483 mail orders for a \$3.98 article cost the sponsor but 15 cents per order.
 - ... WGY's "Chanticleer" has pulled an average of 3,000 letters per month for 18 months.
- These are but a few of the many advertisers' result stories that WGY will be glad to show you. These customers could be your customers in WGY coverage area, with WGY.

Represented Nationally by NBC Spot Sales



some
time
buyers
travel to get
information
like
this

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

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

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

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

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

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

** Formerly the Television Section of SRDS

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

the unbeatable media-buying team!



Published by Standard Rate & Data Service, Inc.

Walter E. Bothof, Publisher

333 North Michigan Avenue, Chicago 11, Illinois • New York • Los Angeles

MAJOR'S RULE

Upheld In Federal Court

A U. S. District Judge last week ruled that major league clubs can prohibit broadcast of their games in areas where minor league teams are playing.

This ruling, in effect, put a stamp of legality on baseball's rule which gives major league clubs the right to forbid broadcasting of their games by stations within 50 miles of minor league games.

A restraining order had been sought by WFIN-FM Findlay, Ohio, which asked permission to broadcast Cleveland games while the Lima, Ohio, team was playing at home.

The dispute grew out of the Cleveland club's refusal to permit the broadcasts.

The judge, Frank L. Kloeb, said that the principals would be called again June 18 but did not explain the nature of that call.



PREPARING to address a joint session of the Massachusetts legislature, Bob Clayton (center), disc jockey at WHDH Boston, accepts the gavel from Senate President Richard I. Furbush (l), and Sen. John F. Powers, minority floor leader. The legislators invited Mr. Clayton to address the joint session last month. The law makers have twice appeared with their song selection on his program, *Boston Ballroom*.

SCORES CUTS

Affiliates Urged to Act

DECLARING that radio has plunged its rate structure "into a witch's cauldron," George P. Hollingbery, president of the representative firm bearing his name, last week said that "competitive media never could have hurt radio as radio is hurting itself." He referred directly to the CBS and NBC rate reductions.

In a letter to stations represented by his firm, Mr. Hollingbery said that "prompt, resolute action by network affiliates, working independently, can help to stabilize the overall rate structure now seriously threatened."

Though affiliates disapprove of the network reductions, Mr. Hollingbery feels they have "sound reasons to request and receive the following reciprocal action from the networks as a *quid pro quo*:

1. Pay stations at national spot

rates for all network commercial programs broadcast in station time.

2. Provide full minutes instead of breaks for spot sale between all (day and night) commercial and sustaining programs. . . .

3. Eliminate hitch-hikers and cow-catchers. They started innocently enough but they take millions out of affiliates pockets.

4. Charge national spot rates for all cut-in announcements.

5. Stop networks' encroachment upon stations' spot revenues by refusing to accept such devices as the Tandem Plan, the Pyramid Plan, staggered five-minute newscasts without regard to a station's program structure, or selling implied program sponsorship for the price of announcements or any other subterfuge. . . .

6. Re-establish the integrity of the networks' rate cards. . . .

HUBBELL NAMED

Will Head 'Voice' Unit

APPOINTMENT of Richard W. Hubbell, radio-TV producer and consultant, as transcription service director for Voice of America was announced last week by Foy D. Kohler, International Broadcasting Div. chief, State Dept. Mr. Hubbell also will head a television section being established to explore the use of that medium internationally.

Author of two books on TV *Television Programming and Production*, and *4,000 Years of Television*, Mr. Hubbell entered broadcasting 16 years ago. His past associations include WTIC Hartford, WOR New York, WQXR New York, CBS-TV, WLW Cincinnati, Time Inc. and N. W. Ayer & Son Adv., New York. He has directed and produced more than 1,000 television programs several dozen short films, innumerable radio programs and has lectured widely.

With respect to international utilization of video, the State Dept. has prepared a survey, at the request of Sen. Karl E. Mundt (R-S.D.), which explores the possibility of supplementing the Voice of America in certain overseas locations. Inherent in the plan, proposed by Sen. Mundt last year, is the use of large screen community receivers as psychological weapon in Asia and Europe. The study may be released shortly.

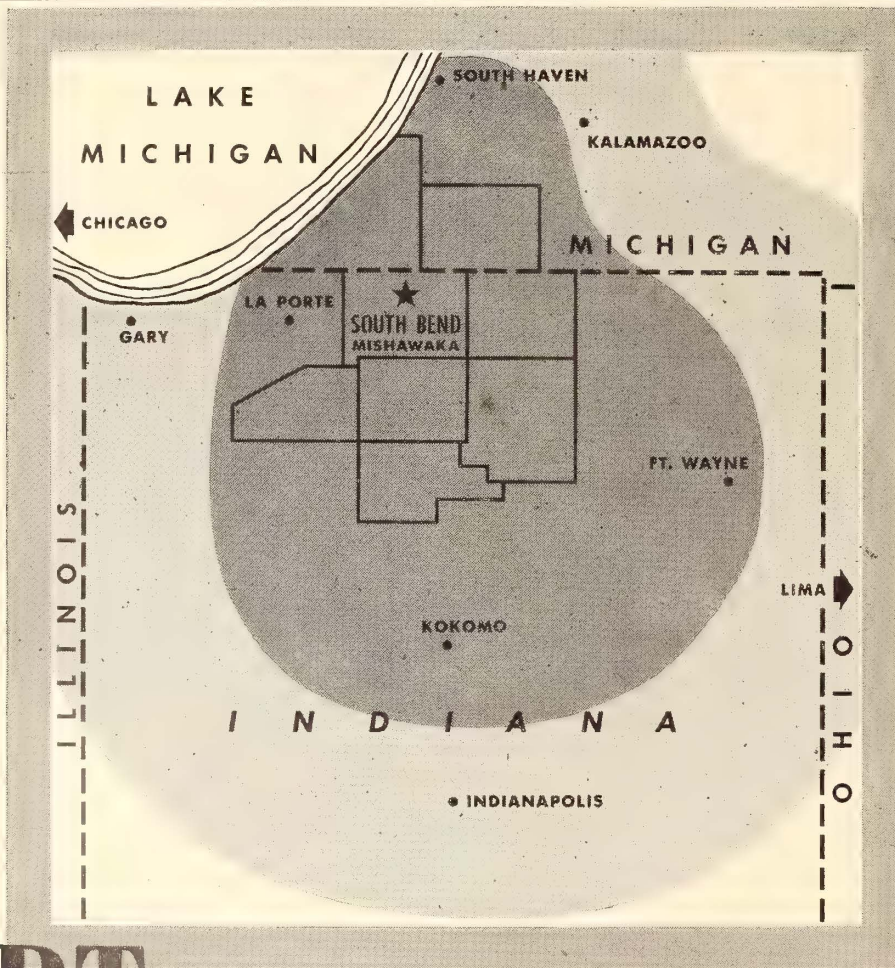
MUTUAL 'BLOCK'

To Remain on for Summer

A **BLOCK** of MBS Sunday-afternoon mystery and adventure programs will remain on the air throughout the usual summer hiatus period, the network announced last week.

Among them are *The Shadow*, 5:30 p.m.; *True Detective Mysteries*, 5:30-6 p.m.; *Challenge of the Yukon*, 6-6:30 p.m.; *Nick Carter, Master Detective*, 6:30-7 p.m.; and *Wild Bill Hickok*, 7-7:25 p.m.

Increased use of portable radio receivers, plus specific requests by fans of the programs, were responsible for retention of the programs during the summer, the announcement said.



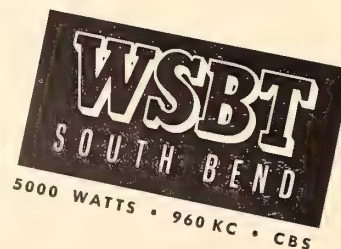
WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area — all by itself — is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly \$1½ billion a year. That's what we mean by *bonus* coverage!

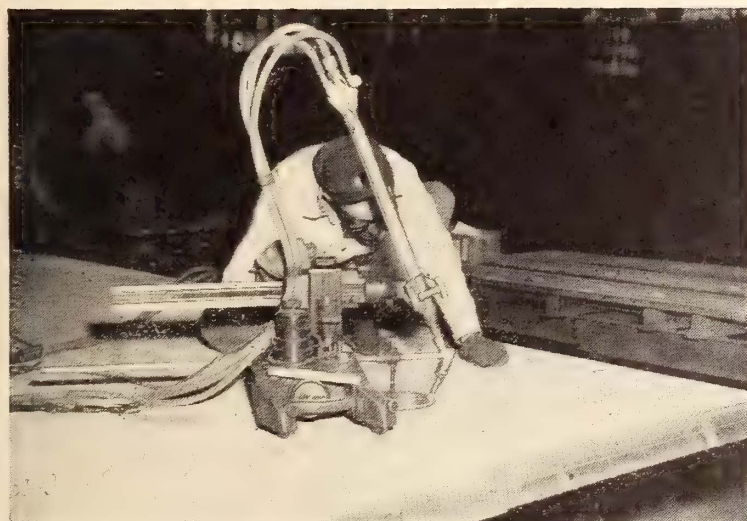
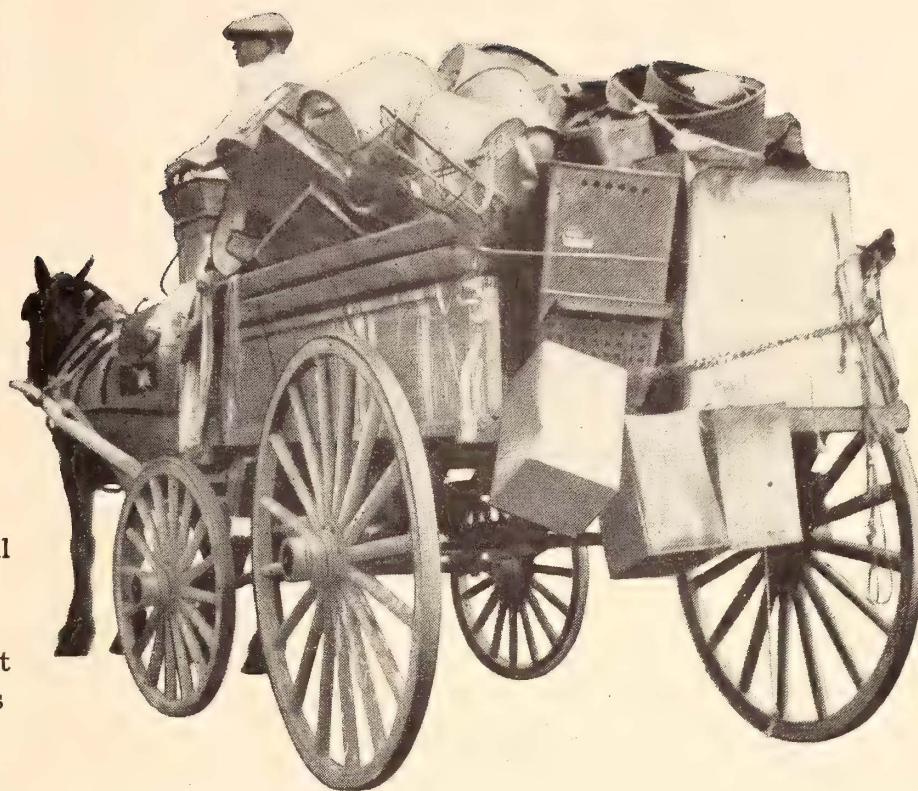
Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



WANTED: 7 MILLION MORE TONS OF "JUNK"

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



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

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



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



3 HOW MANY OLD MACHINES TO MAKE A NEW TANK? Everybody hates to break up a machine. Some factories, for instance, continue to hold obsolete machines. Now is the time to haul out old metal of every kind and sell it for scrap.



Patti Ray A

CO-SIR

RHYTHM R

A sponsor's dream come true! Meeting two outstanding personalities! The program is presented by Ray Anthony, America's number one big band leader, and Patti Page, America's number one singer, on a nation-wide radio program.

Most important, these two kids are appearing at leading theatres, hotels and nightclubs. AND — their recordings are available.

RHYTHM RENDEZVOUS will be broadcast by mid-July. Don't lose out — start now!

LANG-WORTH

113 WEST 57th ST.

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

Page Anthony

ERRING IN

RENDEZVOUS

NEW radio idea, co-starring two outstanding talents — the blending of music and song — music by a popular dance band, and songs by Patti Page, a popular vocalist — together for the first time

Two stars TODAY! Standout attractions in radio and clubs, their popularity increases daily — current favorites!

Available over Lang-Worth affiliated stations — for descriptive brochure, it's a natural!



FEATURE PROGRAMS, Inc.
NEW YORK 19, N. Y.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto



Lock and Key

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

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

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

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

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

Recently the Radio-Television Mfrs. Assn. reorganized. Glen McDaniel, its new president, is a man of action—and of ideas. The NARTB likewise is undergoing reorganization, with Harold Fellows, an experienced and capable broadcaster, taking over the helm.

These men have an opportunity to carry the lock & key relationship to the millenium. They could initiate joint sessions at their annual conventions. They can tap the best brains in both fields. Mr. McDaniel can name a committee from his own membership representing both broadcasters and manufacturers—RCA (NBC); Hytron (CBS); Westinghouse (with six top stations); General Electric (WGY); Philco (WPTZ); Stromberg-Carlson (WHAM); DuMont, to mention only a few. NARTB has most of those manufacturers-owned stations in its membership.

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

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

Disraeli once said:

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

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

The Richards Case

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

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

Dick Richards did not deal in half-measures. He went all out, whether it was station opera-

tion, politics, sports or philanthropies. His success in industry and in radio were not happenstances. He was a master-salesman and had won his laurels in industry before there was radio. He, according to his own lights, aspired only to be a good American.

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

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

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

Enter, Colorcasting

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

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

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

The issues of compatible versus incompatible color, of all-electronic versus whirling disc, no longer have legal validity.

But FCC Chairman Coy, in hearings a day after the Supreme Court opinion, clearly stated the door is still open. He obviously alluded to the RCA compatible system, in which vast improvements are claimed since the FCC closed the color record just a year ago. This presages multiple standards in color—even- tually. As the record now stands, there are multiple standards in monochrome—the regular 525 line, and now the CBS 405 line. If and when the FCC approves the RCA compatible system, as implemented and improved through possible use of Hazeltine, Philco and G. E. patents, it will then be an open, free color competition. *Caveat Emptor* (let the buyer beware) will then become the by-word.

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

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

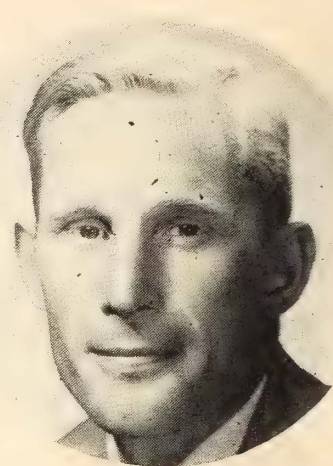
Even before black-and-white television approaches maturity on a national service basis a new dimension is added. The potency of color can't be minimized. If black-and-white in a few short years proved itself the greatest sales and demonstrating medium ever devised, it shouldn't be too difficult to appraise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

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

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



our respects to:



WILMOT LOSEE

FOR Wilmot (Bill) Losee, general manager of WINS New York, selling appears to be a casual activity—on a par, say, with barbecuing. The peaceful air of a vacationist before the flies arrive seems to hover about the 38-year-old manager of an independent station located, as he says contentedly, "in the world's most competitive market."

This blitheness of selling manner undoubtedly was part of the equipment with which he was born on July 14, 1912, in Brooklyn. Two months later, his family moved to Garden City, Long Island, where he still lives.

In the interim, he will admit—if pressed—that several things have happened. After entering the business world, in a manner of speaking, as a life guard at Jones Beach during summer vacations, the youthful Mr. Losee was graduated in 1931 from St. Paul's School in Garden City. Then he entered Duke U. in Durham, N. C., where he majored in business administration and was on the swimming team.

After college, he returned home and joined the sales staff of Abraham & Straus, a large Brooklyn department store, in which he learned merchandising and confirmed a long-standing hunch that he would like to sell.

His next post was with the Grocery Products Div. of Borden Co., in New York, as a salesman in the field—an experience which he believes has been invaluable; and at the time added considerably to his occupational enthusiasm.

From the Borden Co. he went to the John Budd Co., New York, newspaper representative firm, and there picked up a knowledge of newspaper advertising. Later, upon joining the Branham Co., New York, a firm representing radio stations as well as newspapers, he found out where his career lay.

In 1943, Mr. Losee joined WINS, then under Hearst ownership, and remained on the station's sales staff until he entered the Navy in 1944.

After two years in the Pacific as a torpedo-man aboard a submarine tender, he returned to civilian life in 1946 and to WINS as an account executive. In 1947, he moved up to sales manager; and in 1950 was appointed general manager.

Today, as a visitor seats himself, Mr. Losee glances affectionately through his office windows at the 44th St. traffic, much like a gardener taking a peek at his roses.

"Sales," he says, as if the topic had just wandered happily into his mind, "is the nucleus of any business today. And research

(Continued on page 89)

Salesmaker to the Central South

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



Radio Stations Everywhere
But Only One...



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

**CLEAR CHANNEL
50,000 WATTS**

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

LIBEL SUIT

Hope Drops 'Life' Action

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

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

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

Radio Club Officers

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



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

MURROW HONORED

Gets Weiss Memorial Award

EDWARD R. MURROW, CBS commentator and producer of *Hear It Now*, and Benjamin Fine, education editor of *The New York Times*, have been honored for their contributions to adult education by

the New School for Social Research in New York. They received the Louis S. Weiss Memorial Award in Adult Education, established in memory of the New School's late chairman and emphasizing the school's purpose to foster adult education and self-education.

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

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

NEW MEXICO ASSN.

Mail Ballots Sent

NEW MEXICO radio men last week were voting on the details of their first state organization, with officers and an organization name being picked by mail ballot.

At the suggestion of De Witt Landis of KICA Clovis, former Texas radio station owner and newspaper publisher, Associated Press radiomen met in Albuquerque on May 15. Al Stine, AP executive representative, Kansas City, and Oliver Gramling, AP assistant general manager for radio, attended the meet, at which 24 were present. Carl Dunbar, of KSIL Silver City, presided.

Nominees included Mr. Dunbar and Norman Loose, KAVE Carlsbad, for chairman; R. B. McAlister, KICA, and Ivan R. Head, KVSF Santa Fe, for vice chairman; and Miss Virgie Abeyta, KGGM Albuquerque, and Paul McEvoy, KSWS Roswell, for treasurer.

CLARK ELECTED

Heads Washington AP Group

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

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

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

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

RATE CUT ECHOES

WGAR Reduces Personnel

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

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

Storecast Music

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

turn to page 6
KWIK



AND WKOW REACHES THE CREAM OF AMERICA'S RICH DAIRYLAND

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

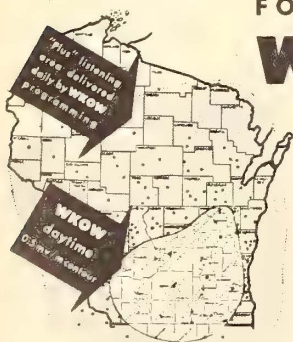
FOR RESULTS USE

WKOW-CBS
MADISON, WISCONSIN

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

WISCONSIN'S MOST
POWERFUL STATION

WKOW CBS



1070 K.C.

Represented by
HEADLEY-REED COMPANY

front office



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

Dr. ALLEN B. DuMONT, president Allen B. DuMont Labs, ranked fourth among nation's top industrialists by 11,000 business men polled by *Forbes* magazine.

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



Mr. Steinley

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



Mr. Smith

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

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

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

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

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

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

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



Mr. Daly

W. J. HOOPER to sales staff WCAU Philadelphia.

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

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



Mr. Rivers

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

ANDY A. McDERMOTT, sales manager H. N. Stovin & Co., Toronto, station representation firm, appointed general manager new station representation firm Radio & Television Sales Inc., Toronto and Montreal. New firm will represent CKVL Verdun, and French Radio Associates Ltd., with offices at 10 Adelaide St. East, Toronto, and 1434 St. Catherine St. West, Montreal.

J. ROBERT MYERS, since March 1950 assistant to director of NBC television network operations, appointed purchasing manager for TV network. He became research statistician at NBC in 1936 and served in its budget department, with time out from 1939 to 1942 to serve as assistant director of NAB research. NBC budget officer from 1942 to

1948, and also business manager for its television operations, he was appointed television controller in November 1949. He retained latter position after becoming assistant to TV network operations director.

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



Mr. Quinn

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

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

Personals . . .

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

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



**"YOU
AINT
HEARD
NUTHIN YET"**

'TIL YOU HEAR

THE DIZZY DEAN SHOW

Available Now

FOR LOCAL OR REGIONAL SPONSORSHIP



Write, Wire or Phone for Exclusive Rights in Your Territory

'BIG BLACK BOOK'

Mathisson & Assoc. Solves Ballcast Headache

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

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

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

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

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

The agency, too, benefits because advance writing of commercials

removes the worry of daily deadlines, a blessing during the summer vacation period.

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

"Quickies"

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

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



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

* * *

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

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

Plant Tours

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

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

KFSB INJUNCTION

Court Denies Application

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

In another action, KFSB is asking \$10,000 damages resulting from an interruption of a May 8 broadcast of a Cardinals game [BROADCASTING • TELECASTING, May 28]. The Joplin club reportedly refused permission for local broadcast of the major league team's games except in cases of day games or when the local team was out of town. The damages case is docketed for September.

DIRECTOR SOUGHT

For Psychological Board

PRESIDENT TRUMAN reportedly still is seeking a director to head up a newly-created Psychological Warfare Strategy Board, which succeeds a similar board set up last August under the chairmanship of Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Allen W. Dulles, official at the Central Intelligence Agency and brother of Ambassador John Foster Dulles, reportedly turned down the post late last month. Mark Ethridge, publisher, *Courier-Journal* and *Louisville Times* (WHAS-AM-TV), already had rejected a similar offer [BROADCASTING • TELECASTING, April 23].

The new board, which has yet to hold its first meeting, would map grand strategy for U. S. psychological warfare activities in various overseas operations. The former group comprised representatives of the State and Defense Depts., Central Intelligence Agency and the Joint Chiefs of Staff. Membership of the new organization has not been announced.

VIOLATION RULED

NLRB Charges Interference

RULING that Stewart-Warner Corp., Chicago, violated the Taft-Hartley Act by actively assisting IBEW (AFL) in its organizing activities to displace United Electrical Workers, which the radio manufacturing firm labeled Communist-led, has been handed down by the National Labor Relations Board.

The board ruled, by a 4-1 vote, that such assistance, despite its "patriotic objectives," constituted illegal interference with employees' rights. Congress has given NLRB no authority "to engraft an exception upon the statute" in such a case, the board declared.

EQUIPMENT FOR SALE?



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

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

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

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

KGER

5000 WATTS

Long Beach ★ Los Angeles

MOTOROLA TV

ANOTHER KGER ADVERTISER

Serving Southern California
for

25 YEARS!

KGER

Associated With
KUOA, SILOAM SPRINGS, ARK.

CZECH PROTEST

RFE Is 'Warmongering'

PROTEST that Radio Free Europe has carried on warmongering broadcast activities against the Czechoslovakian government and operates on an unauthorized frequency has been categorically denied by an official spokesman for the privately-managed organization and is under study by the State Dept.

In a note handed to Ellis O. Briggs, U. S. ambassador, Czech authorities charged that the U. S. had broken international agreements with "hostile" broadcasts designed to foster espionage and terrorism, and that the U. S. also had violated the country's border. The programs employed Czechoslovak traitors, it was further charged.

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

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

WPRS Now Operating

WPRS Paris, Ill., new AM station on 1440 kc with 500 w day-time, commenced operation May 24 under the supervision of Adlai C. Ferguson Jr., general manager and president of Paris Broadcasting Co., station permittee. WPRS is concentrating programming on metropolitan as well as rural audiences, according to Mr. Ferguson, who owns 45.5% interest in the station. Studios are located two miles west of Paris. LeAllen French is vice president and 15.2% owner. Other part owners include Herman Slutsky, Marjorie V. Ferguson and Holland Roche. Station was granted by FCC in mid-December 1950.



JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX

NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station



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

FANNY BRICE

NBC's 'Baby Snooks' Dies

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

Born Fanny Borach in New York, Oct. 29, 1891, she entered show business via amateur night contests almost half a century ago. Her career embraced Ziegfeld Follies, vaudeville, burlesque, motion pictures and radio. She brought her "Baby Snooks" character to radio in 1937 on NBC.

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

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

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

Western Union Rates

FCC has suspended until Sept. 1 a proposed increase in Western Union rates which would amount to a 6.7% rise in charges for interstate message telegraph and money order services. The new rates, designed to offset a prospective cost-of-living increase for WU employees, were to become effective June 1. Suspension was ordered so that the proposed increase may be studied. An FCC hearing before Examiner Elizabeth C. Smith was set for June 25. Net revenue gain anticipated by WU reportedly would reach about \$11 million annually.

PRISON RIOT

KDYL-AM-FM-TV Covers

RADIO and television jumped into action when hundreds of prisoners rioted May 20 at Utah's new \$4 million penitentiary, located 20 miles south of Salt Lake City.

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

Four staffers spending a quiet Sunday at home were called into immediate action in a hectic day that started when a newspaper city desk tipped Del Leeson, station promotion manager. After checking, Mr. Leeson called Program Director Emerson Smith, who put KDYL's short-wave transmitter truck on the road to the prison. Joining the two were Chief Engineer Charles L. Stockdale and Technician Chauncey Powis, who also doubled as photographers for television purposes.

Guard's Story

First KDYL broadcast was 7:30 p.m., Mr. Smith reporting the prison trouble in a pouring rain. As he hit the air, one of the prison guards, who had been held as hostage, broke away and ran to the guard tower where Mr. Smith was broadcasting. The guard's full story poured forth on the air. Later, when the convicts' "relations" committee demanded radio-press be admitted to sessions being held in the prison administration building, KDYL moved its equipment there with Mr. Smith airing interviews and other reports. Last broadcast was 9:30 p.m. when peace had been restored.

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



Only ONE station
DOMINATES

This

Rich, Growing

15-COUNTY
MARKET

With

\$108,808,000*

FOOD SALES

*Sales Management, 1951

Survey of Buying Power

WSJS

The Journal-Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate

REPRODUCED BY
HEADLINE NEWS CO.

SCAAA MEET

Radio-TV Panels Examine Trends

ET's

... are an important part of
RCA Victor's business!

*ELECTRICAL

TRANSCRIPTIONS

of every description—from spot
announcements to full-length
programs—are RECORDED,
PROCESSED, PRESSED
in the country's best-equipped
studios and plants.

Complete transcribed radio production
and script-writing facilities
are also available.

A-1

Quality and Service

... are always assured at
RCA Victor!

LARGE or SMALL, your tran-
scription order always gets the
same careful attention...the same
world-famous engineering. With
this, plus prompt HANDLING &
DELIVERY, your ET can't miss...
at

RCA

VICTOR

Contact a Custom Record Studio
today at Dept. 6-B in
New York, Chicago or Hollywood



Custom
Record
Sales



Radio Corporation of America RCA Victor Division

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

Basic chart presentations on the current circulation status and trends in Pacific Coast states were given by Wilbur Edwards, director of KNX Hollywood and Columbia Pacific Network, as lead-off man on the radio panel, and Robert F. Laws, sales manager ABC-TV Western Division, in the same position for the television group. Each showed steady growth to present all-time high records in set distribution and usage, as well as advertising revenue.

The radio panel was chair-
manned by Robert J. McAndrews,
managing director of the Southern
California Broadcasters Assn. Kevin
Sweeney, sales manager of
KFI-AM-TV Los Angeles, dis-
cussed new developments in re-
search and told of the competitive
findings of radio's leads over news-
papers in the Advertising Research
Bureau Inc. (ARBI) multi-city
point-of-sale survey.

Sydney Gaynor, commercial man-
ager, KFWB Hollywood, and re-
cently head of his own agency, out-
lined practical ways in which the
buyer-seller day-by-day relation-
ship between station and advertis-
ing agency could be smoothed. John
Bainbridge, program director,
KFMB San Diego, traced the rise
of his market to major status in-
dependent of Los Angeles. He also
gave several success stories to il-
lustrate his points.

Coast Changes

Current changes in the Pacific
Coast regional network picture
were briefed by Leon Wray, South-
ern California sales manager of
Don Lee Broadcasting System. Tom
Frandsen, sales manager, KMPC
Hollywood, suggested ways in
which agencies could increase their
annual billing through cooperation
with radio in uncovering new classi-
fications of accounts.

Haan J. Tyler, KFI-TV man-
ager and president of the Los An-
geles Advertising Club, presided over
the video panel.

Richard L. Linkroum, director
of the Jack Benny Show and other
CBS-TV programs, and author of
BAB manual on television com-
mercials, discussed methods of
translating packages and products
into effective TV commercials. Wes
Turner, president of The Wes Turn-
er Co., TV engineering consulting
service, told of technical phases
which advertising agency men
should know when entering tele-
vision. MacGregor Eadie, who re-
cently switched from continuity ac-
ceptance editor to account execu-
tive of KNBH (TV) Hollywood,
pointed out basic principles for

improving the relationship between
the station "censor" and the client.
Seymour Klate, art director, KTTV
(TV) Hollywood, outlined his own
functions and their relations with
agencies placing video commercials.
Charles B. Brown, director of tele-
vision sales, Bing Crosby Enter-
prises Inc., covered the "when" and
"how" to use film.

Retailers who cannot use radio
economically as individuals can be
harnessed into groups ranging from
four to several dozen, Mr. Frand-
sen told the agency executives at
the radio panel. This, he said, is
especially true in large cities where
participating stores can be widely
separated geographically.

Similar retail grouping in small-
er cities can be aimed at keeping
retail trade "at home" instead of
seeing much of it lost to adjacent
metropolitan areas, he added.

"Radio is the best medium to
reach more people for less money,"
concluded Mr. Frandsen. "Why
else do politicians head for radio
the first thing at the outset of a
campaign? Because they know
they're going to get the most for
their money."

Rates Cut

All Pacific Coast networks have
had to cut rates in keeping with
national policies laid down in New
York, Mr. Wray admitted at the
radio panel, but actually they are
delivering more listeners than at
any time in history, he declared.
Where the A. C. Nielsen report
showed 4,457,000 radio families in
the Pacific Time Zone in 1949 this
figure in 1950 grew to 4,945,000,
Mr. Wray pointed out.

"TV is a wonderful new medi-
um," Mr. Wray concluded. "It is
bound to affect, but not to kill, all
other media in the home."

"Radio has been trying to kill
itself with too many ratings which
tend to diminish rather than raise
its stature, in contrast with other
media who content themselves with
gross circulation. Happily we're
beginning to see the light on this
subject too," he said.

Although San Diego is a city

with shortages in housing, labor
and water, "there is no shortage
of radio," Mr. Bainbridge told the
advertising agency men at the con-
vention. He pointed out that San
Diego has 183,000 radio homes, with
a population today of 357,000 per-
sons.

Reminding that Kennedy Broad-
casting Co. owns KFMB-TV as
well as KFMB San Diego, he said
that "millions of homes without
television still listen to radio more
than four hours a day."

Mr. Edwards in his talk declared
the Pacific Coast population has
jumped 50% since 1940, and radio
has matched the growth family for
family to a point where today 98%
of Coast homes have sets.

A year ago a Nielsen rating
point in the West represented 44-
570 radio families, today it repre-
sents 48,450 or 8.7% more, he said.
Radio families in the Los Angeles
Metropolitan Area have jumped to
1,467,700, and there are 2,383,943
passenger cars in Southern Cali-
fornia, he showed. Of these, 72.5%
are radio-equipped as compared
with 49% nationally.

Radio is beginning to realize that
its surveys have undersold, said
Mr. Sweeney, who predicted wide-
spread changes in future research.
He praised the ARBI approach as
one sound new method for meas-
uring radio's real effectiveness.

Tell Whole Story

Radio can win a warmer place
in agencies' esteem by telling a
more complete and more factual
story, said Mr. Gaynor. He recom-
mended that advertising agencies
improve their media relations by
giving all stations a chance to come
up with suggestions on a new cam-
paign, rather than pre-judging on
the basis of fixed ideas.

Mr. Linkroum, during the televi-
sion panel, pointed out that agen-
cies must know the technical prob-
lems of video just as they know
mechanical problems of newspapers
and magazines.

He offered six points for adver-
tisers to keep in mind when plan-
ning TV commercials. They are:

FAMILY

WIBW has been a farm station for
almost a quarter-century. We sell
Kansas and adjoining states because
we've served them well. We're one of
the family.

WIBW

The Voice of Kansas
in TOPEKA



ANNUAL meeting of the Rocky Mountain Broadcasting System brought together station managers and other executives at KUTA Salt Lake City, headquarters office for the regional network. Present for panel discussions and RMBS luncheon May 27 were (l to r): seated on floor in front, Mike Cassidy, KUTA; front row, Al Thomas, KUTA; Jim Brady, KIFI Idaho Falls, Ida.; Fred Stoye, KLAS Las Vegas, Nev.; Frank C. Carman, president of KUTA and Rocky Mountain network; Harry Wise, manager of Los Angeles office, George P. Hollingbery Co.; back row, Harold E. Cunningham, program director, KGEM Boise; Victor Bell, vice president in charge of radio, Gilham Adv. Agency, Salt Lake City; Chic Crabtree, KWIK (formerly KEIO) Pocatello, Ida.; Ray Fadel, KUTA; K. O. MacPherson, KOOK Billings, Mont.; Frank MacIntyre, KLIX Twin Falls, Ida.; Ed Cooney, KOPR Butte, Mont.; Bob Warner, KMON Great Falls, Mont.; K. Clark, KBIO Burley, Ida.; S. John Schile, KUTA, network vice president in charge of sales; Milo Peterson, KGEM Boise, Ida.; Ned Hullinger, manager of stations relations, ABC Western Division. Messrs. Carman and Schile presided over the panel sessions. Advertising agency executives were invited to the afternoon luncheon as guests of the network.

(1) Keep it simple. This particularly applies to packaging. (2) Watch angles. Automobiles shot live frequently have too much distortion. (3) Avoid crowding. (4) In planning the commercial, think ahead of the picture to be seen on the screen. (5) Check the best way to light the product. Carpets, for instance, should be sidelighted. (6) Sponsor identification can be handled in new and different ways. Use of zoomer lens on small packages is effective. Photomurals could be used more often. Mural of a store front helps establish identification.

His final advice was to "ask the engineer." They are helpful and inventive on commercial techniques, Mr. Linkroum declared.

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

The prediction was made by Seymour Klate, KTTV art director, that within the next five years all agencies will have continuity sketch artists who will make the presentation in graphic form showing exactly how the picture will look.

"This," he said, "eliminates the agency problem of attempting to

convey to the television director what is desired."

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

SUMMER PLAN

Washington Sets Promotion

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

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

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

KSOO To Join ABC

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

EFFICIENCY FACTS about the *Continental* 315 TRANSMITTER

Special

CERAMIC COIL FORMS

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



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



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

PRODUCERS OF

Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units
Power division and phase control units • Rectifiers - Amplifiers
FM-AM Isolation units
Arc-back indicators.

CONTINENTAL

ELECTRONICS

New home of
CONTINENTAL ELECTRONICS
MANUFACTURING COMPANY

MANUFACTURING CO.



4212 S. BUCKNER BLVD

DALLAS 10, TEXAS

PHONE EVergreen 1137

turn to page 6
KWIK

**IT TAKES
POWER**

to Penetrate the
BIG, RICH WILKES-BARRE
METROPOLITAN AREA-Plus
14 Surrounding Counties

WILK
(and Only WILK)
HAS IT!

**5000
WATTS**
of
Selling Power

In **WILKES-BARRE** . . . It's



AM-FM ABC AFFILIATE
5000W (d) 1000W (n)
Wilkes-Barre, Pa.



AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.



Present at the valued interview were (l to r) Milton Widder, Cleveland Press columnist; Mrs. Fuldheim; the Duke, Henry G. Walter, the Duke's advisor and attorney, and Mr. Hartley.

DUKE OF WINDSOR WEWS Has Rare Interview

PERSEVERANCE won for WEWS (TV) Cleveland a telecast interview with the Duke of Windsor.

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

The brief telecast took place in a remote from the state suite at Cleveland's Hotel Statler May 22.

In March, Mrs. Dorothy Fuldheim, WEWS news commentator, learned that the Duke was to be in Cleveland for the American Booksellers Assn. convention.

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

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

NEW N.Y. BUILDING Would Top Empire State

TENTATIVE construction plans for a television-masted office building, higher than the world's highest Empire State Bldg., and only a few blocks from Empire State, has been announced by William Zeckendorf, president of Webb & Knapp, New York real estate owners and developers. Mr. Zeckendorf also is a member of ABC's board of directors.

The proposed structure, construction of which would be postponed until after the current international emergency, would be a 44-story office building surmounted by a 1,000-foot observation tower of open steelwork and a television mast. Mast top would be 1,580 feet from the street and 108 feet higher than Empire State's TV antenna, now nearing completion, and to be used by six of seven New York TV stations. The new building would be located on a block bounded by Park Ave., Madison Ave., 47th St. and 46th St.—current site of the Hotel Marguery.

AVERAGE STATION

Programs 80 Hrs. A Week

THE average TV station has 56.9 employees and programs 80 hours a week, according to a survey conducted by Craig Ramsey, film director of KOTV (TV) Tulsa. The results are based on 43 reporting stations, and do not include network-owned or Crosley-owned stations, or WOR-TV New York.

Comparing program schedules by connected and non-connected classes, the survey showed: Connected (84.75 hrs-week)—Film, 14.8%; kinescope, 15%; live, 15%; cable, 55.2%; 46.8 employees (2.9 film department employees). Non-connected (75.25 hrs-week)—Film, 24.4%; kinescope, 42.4%; live, 33.2%; cable, 0%; 67 employees (4.1 film department employees).

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

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

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

Early Bird TV

DAYTIME TV is not without its loyal followers, not even during the early morning hours, according to reports from WLWD (TV) Dayton, Ohio. Program Director Neal Van Eils offered tickets for an afternoon television wrestling event on three successive mornings on his *Face the Music* program, 7:30-8 a.m. The announcements reportedly netted 2,388 requests for tickets and notes of appreciation for the early morning show, convincing WLWD and the sponsors of "great selling impact on a great many people who watch it daily," station reported.

Strictly Business

(Continued from page 10)

after being released from the Army infantry as a first lieutenant. He had served overseas 11 months after leaving Camp Grant's school for "90-day wonders."

Before the war, he was secretary to the vice president in charge of the law department of the New York Central Railroad in Chicago. After a nine-hour day, he studied nightly at the Kent School of Law. Three years later he received his degree, passed the state bar exam and became a NYC lawyer. Although his Wrigley duties do not call specifically for legal know-how, Mr. Webster's training comes in handy whenever contracts are to be signed.

He was in on the debut of Wrigley's use of the broadcast media, and ordered its first radio show in November 1927, the *Wrigley Review*. A musical, it was broadcast on NBC in two sections, one in New York covering audiences to Denver and one in San Francisco for the remainder of the country. Three weeks later the company bought the first coast-to-coast network show on NBC. Wrigley ventured into video for the first time in January 1950 when it bought Gene Autrey on film in 14 markets.

CBS Shows

Life With Luigi is being aired on CBS after a year and one-half, and the company just bought six CBS AM shows for the summer. In the past, it bought Guy Lombardo for only \$300 a week, enrolled some 700,000 members in the *Lone Wolf* tribe in 1931 (in which Don Ameche played Chief Wolf Paw for \$35 a week), and found so many children mailing in gum wrappers for Indian arrowheads the company had to have 30,000 made in the ceramics department of a college.

Because people "can live a long time without chewing gum," Wrigley's advertising policy is "to have the best product it is possible to make, and get it to the consumer in good condition." Sales messages continually remind the customer the product is available. Mr. Webster's own policy is framed on the wall of his office—"Nothing great was ever achieved without enthusiasm."

He and his wife, Mary, live in Evanston, a North Shore suburb, where they are spending the spring nurturing two apple trees, which last year produced one and two apples, respectively. Mr. Webster is a photography fan, and people are his pet subjects. When he's enlarging and developing pictures, he munches on Spearmint gum.

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